

# Book Publishers Global Market Analytics Report 2016

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*Book Publishers Global Market Analytics Report Released By The Business Research Company*

HYDERABAD, TELANGANA, INDIA, July 18, 2016 /EINPresswire.com/ -- The Book Publishers Market Analytics Global Report provides strategists, marketers and senior management with the critical information they need to assess the global website market and compare it with other markets and across geographies.

The publishing industry produces a variety of publications, including books, magazines, newspapers and directories. The publishing industry produces its material in printed materials or electronic media.

The advent of technology has transformed the value chain of the book publishing industry. The E-retailers like Amazon now handle a major part of the logistics services. The growth of self-publishing has cut out many processes traditionally associated with publishers. Technological advances enabled writers to directly reach out to their prospective customers directly, and also enabled companies to offer an electronic form of a book known as e-book.

**Self-Publishing** - The advent of technology has radically transformed the book publishing industry. The 21st century witnessed the re-emergence of self-publishing. New technology has drastically reduced the costs. The Economist reckons that the only significant cost that a self-publisher incurs is "time". The difference in revenues wherein, you get 70% when you self-publish compared to 25% when you route it through traditional publishers is attracting more authors to experiment with self-publishing. Technology has enabled everyone to become a publisher in his own right. Leveraging social media and other technological platforms has ensured that there is proper marketing for self-publishers.

**Print on Demand** – The Print on Demand (POD) model is characterized by printing the book only after an order is secured. Till then, owing to high publishing costs, the writers prefer to keep their work in digital form. Interquest estimates that about 15% of the total books printed in America are currently printed through POD. Amazon too aims to fully integrate the POD technology. It promises to print a book within 2 hours of the order. Self-publishers stand to gain the most due to this technology.

## Description

Where is the largest and fastest growing market for Book Publishers? How does the market relate to the overall economy, demography and other similar markets? What forces will shape the market going forward? The Book Publishers Market Analytics Global Report from the Business Research Company answers all these questions and many more.

The report covers market characteristics, size and growth, segmentation, regional and country breakdowns, competitive landscape, market shares, trends and strategies for this market. It traces the market's historic and forecast market growth by geography. It places the market within the context of the wider book publishers market, and compares it with other sectors.

- The market characteristics section of the report defines and explains the book publishers market.

- The market size and comparisons section gives the current market value (\$bn) of the book publishers market and some other indications of the markets importance. It then covers the historic growth of the market and forecasts the future. Drivers and restraints looks at the external factors supporting and controlling the growth of the market.
- The comparisons with other markets section looks at the book publishers market in relation to a range of leading industrial markets in terms of size (\$bn) and growth.
- The regional and country breakdowns section gives the size of the book publishers market by geography and compares historic and forecast growth. It covers all the regions, key developed countries and major emerging markets.
- The market comparison section draws comparisons between the book publishers market and country and regional populations and economies to understand the importance of the book publishers market and how this is changing.
- Competitive landscape gives market shares, and a description of the leading companies.
- Key financial deals which have shaped the book publishers market in recent years are identified.
- The comparison with macroeconomic factors compares the book publishers market by country with population and GDP to illustrate the relative importance of the book publishers market within the society and economy in different countries and how this is changing.
- The next sections look at book publishers production and consumption in different countries and regions and how it is changing and how this relates to the overall market.
- The trends and strategies section highlights the likely future developments in the book publishers market and suggests approaches companies can take to exploit this.

## Reasons to Purchase

- Outperform competitors using accurate up to date demand-side dynamics information.
- Identify growth segments for investment.
- Facilitate decision making on the basis of historic and forecast data and the drivers and restraints on the market.
- Benchmark performance against key competitors.
- Develop strategies based on likely future developments.
- Utilise the relationships between key data sets for superior strategizing.
- Suitable for supporting your internal and external presentations with reliable high quality data and analysis.

## Scope

Markets Covered: Atlas Publishers, Religious Book Publishers, Academic Publishers, Technical Manual Publishers, Encyclopedia Publishers, Fiction Book Publishers, Autobiography and Biography Publishers

Markets Compared: Book Publishers

Companies Mentioned: Penguin Random House, Hachette Livre, The Holtzbrinck Publishing Group, HarperCollins Publishers', Scholastic Corporation, China South Publishing & Media Group Co Ltd, Reed Elsevier (RELX Group), McGraw-Hill Global Education Intermediate Holdings, Wolters Kluwer, CBS Corporation (Simon & Schuster), Phoenix Publishing and Media Company

Countries: Brazil, China, France, Germany, India, Italy, Japan, Spain, Russia, UK, USA.

Regions: Asia, Americas, Europe, Middle East & Africa, Oceania.

Time series: Five years historic and forecast.

Data: Ratios of market size and growth to related markets, population, GDP.

Data segmentations: Country and regional splits, market share of competitors, market segments.

Sourcing and referencing: Data and analysis throughout the report is sourced using end notes.

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