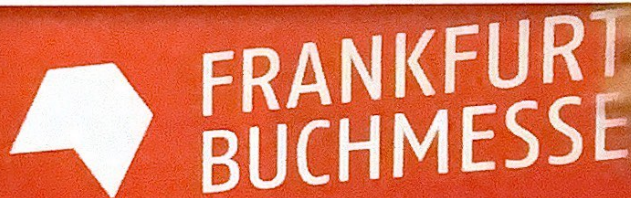


PUBLISHING **PERSPECTIVES**

# 2013 Frankfurt Preview

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## PUBLISHING PERSPECTIVES

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and *Bajalibros* in Argentina, look to capitalize on the vacuum left by the absence of the North Americans.

In Brazil, the situation is different. On a single day last December, Kobo, Google, and Amazon all simultaneously launched their e-book operations in the country, following Apple's lead a few weeks earlier. Apple continues to lead the market in Brazil, followed by Amazon and then Google. The digital market share in Brazil accounted for just 0.47% of total book sales in 2012. The forecast for 2013 is somewhat better, coming in at 2.63%.

### Record Rights and E-Book Activity Throughout Asia

With more than half of the world's population in the 19 countries in Asia, and the economies in the region holding steady, expect to hear more and more news coming from Asia.

The rights market, in particular, is heating up, and 2013 has had news of several record setting advances. In March, Amish Tripathi, an Indian banker turned best-selling author, received a record-breaking 50 million rupee advance (valued at \$912,000) from Westland Press for the South Asian rights to his next three books. And in June, The Minumsa Publishing Group won a hard fought auction for the rights to Japanese author Haruki Murakami's latest novel, for what is said to be a record-breaking 150 million yen (about \$1.49 million).

Also in Korea, Samsung, whose Galaxy Android-powered phones and "phablets" outsold Apple's iPhones in the US for the first time this past May, is likely to be taking more and more meetings as it moves closer to content producers and providers around the world. Though at home the electronics giant is blamed, in part, for the sharp decline in reading among Koreans, who are more likely to use their smartphone and ubiquitous 4G service to catch up on the latest episodes of soap

operas than read a book. That said, the size of the Korean market for e-books should hit 583 billion won (\$519.8 million) in 2013, compared to 325 billion won for 2012. That's an 80% increase over the previous year.

Elsewhere, e-book retailing is burgeoning in smaller developing markets. Thailand's book startup, Ookbee, founded in 2010, has attracted nearly three million users and dominates the market, having taken an 88% market share. And the company is expanding, having partnered with Indonesia's Scoop e-bookstore last October.

Scoop, for its part, has recently launched an exclusive e-bookstore with Grammedia, one of Indonesia's top publishers, and is offering 10,000 titles. Scoop, while still small, has "hit 500,000 downloads." In addition, Ookbee has set up offices in Malaysia and Vietnam, where it will compete with local e-booksellers Aiezaa and Sachweb.

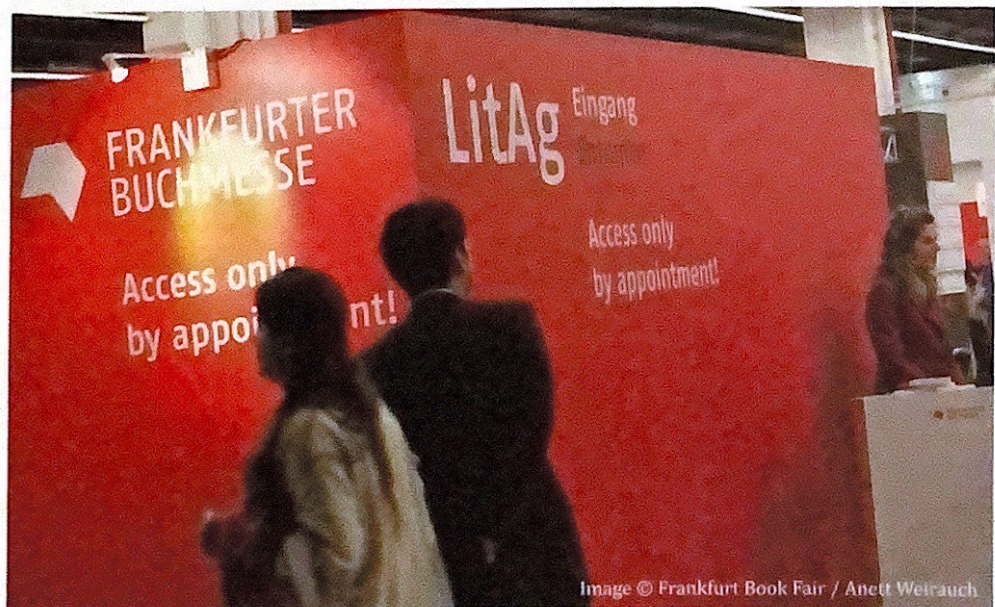
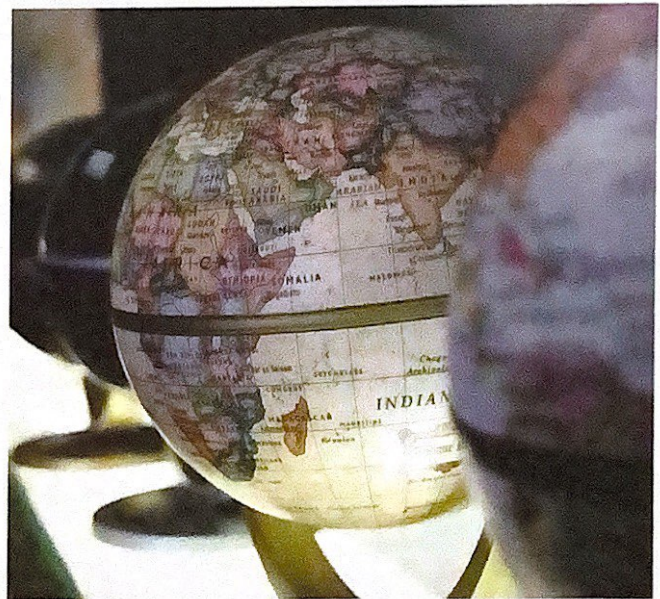


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