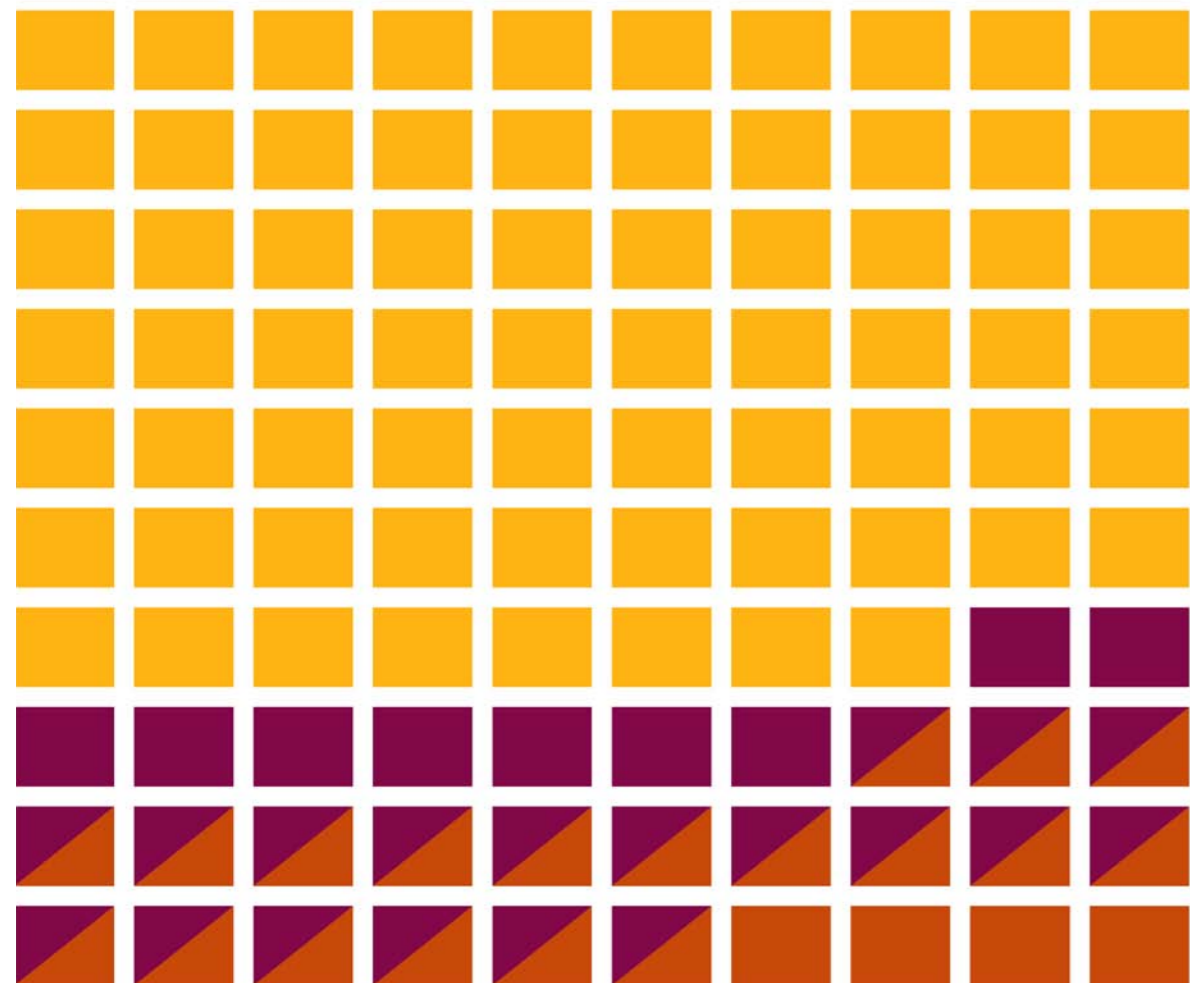


# Organisation and Condition of the Book Market

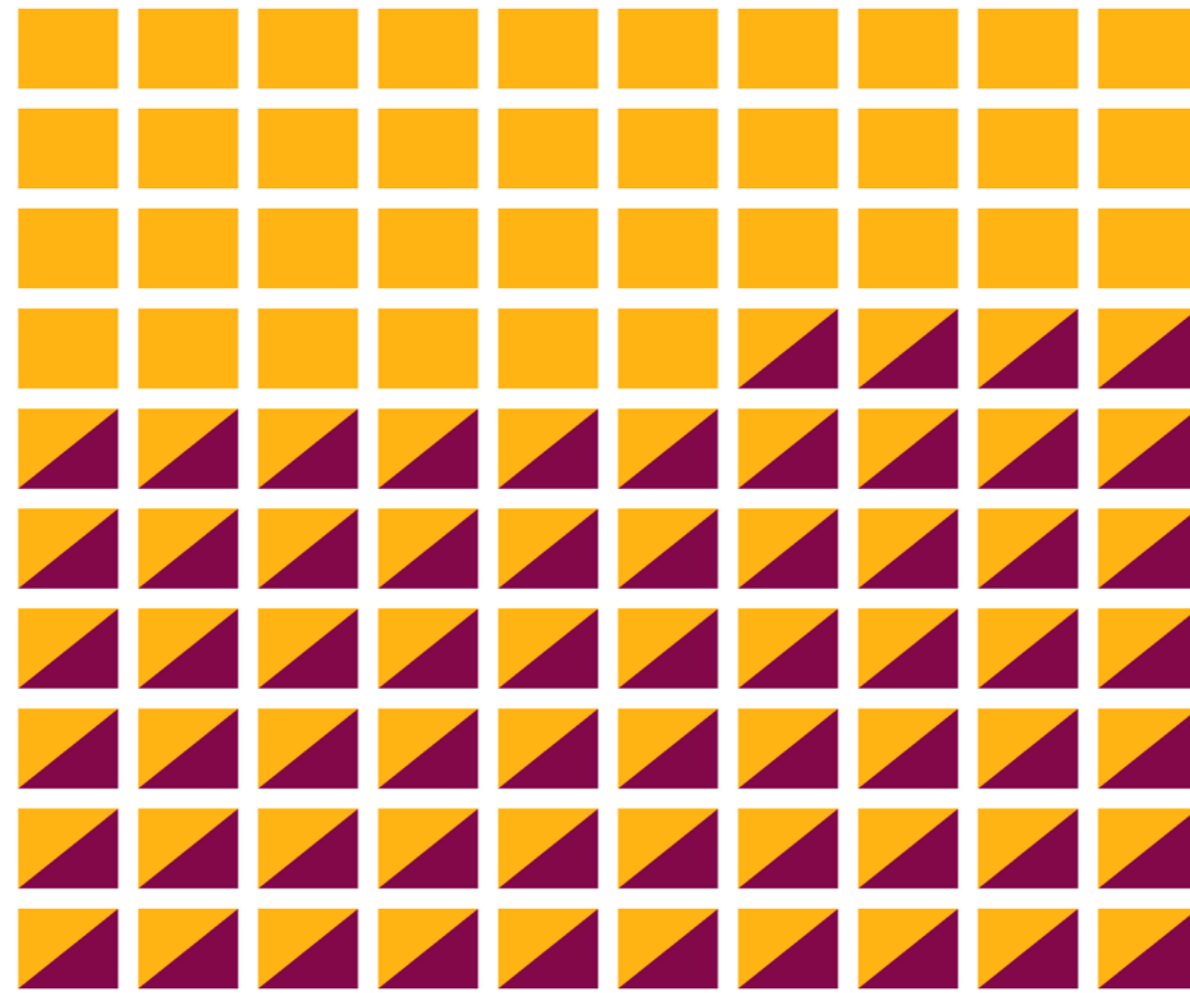
The book market in Germany is divided into three domains:

1. The publishing industry deals with the production of books.
2. The wholesale book market deals with the distribution.
3. The retail book market sells books to customers.

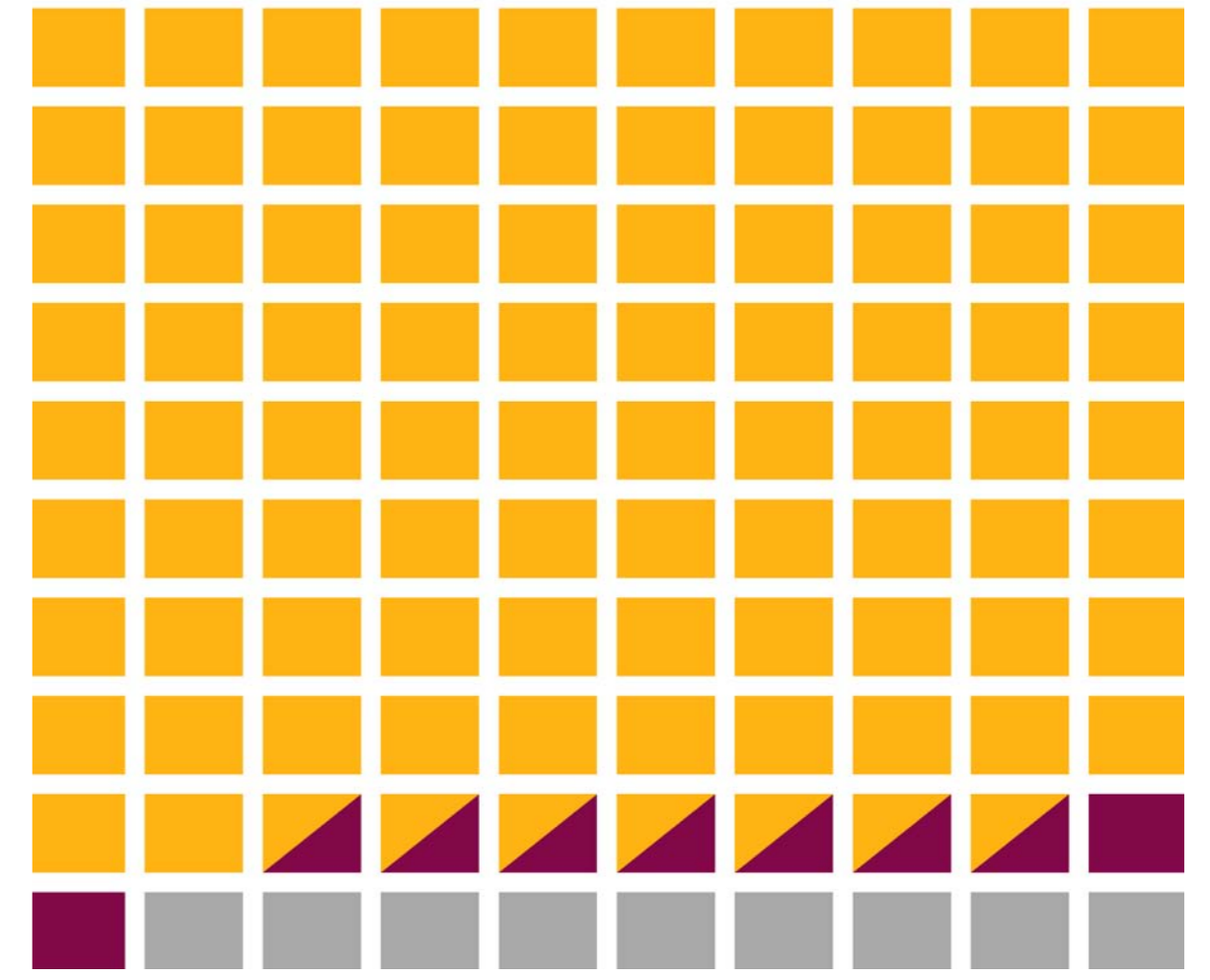
For more than a decade the retail book market has been subject to a fundamental change due to the developments in the information technology. Internet retailing and cutting edge products like the e-book have changed the reading behavior of the customers and thus the retailing book market and the online bookselling market.



Out of 100 online bookselling platforms 68 offer books only. 19 also offer e-books and e-readers, 9 offer e-books only and 4 offer e-readers only.<sup>1</sup>

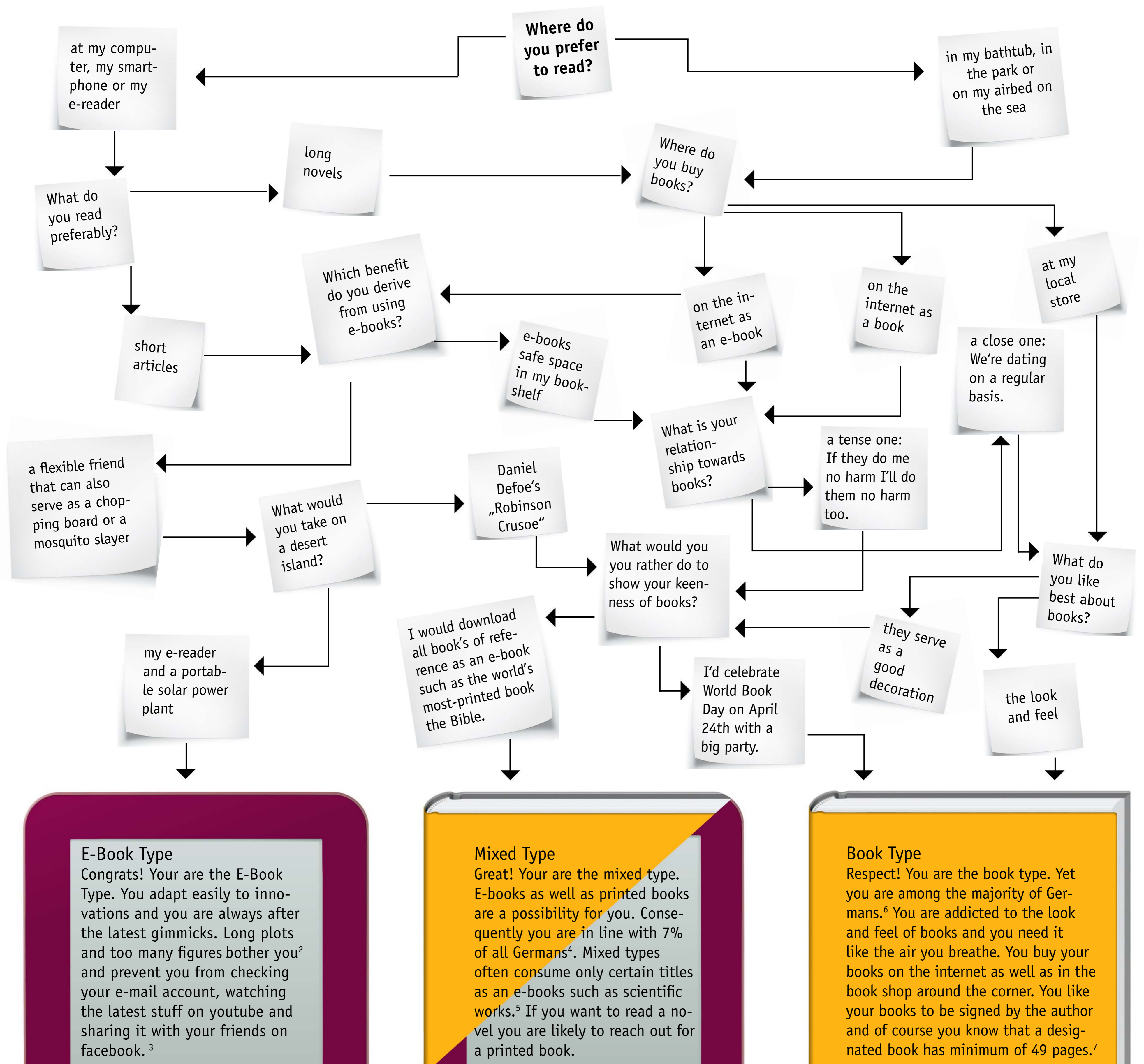


Out of 100 publishers 64 offer printed books and e-books. 36 publishers offer only printed books. Mainly big publishing houses are involved in the trade with e-books.<sup>1</sup>



Out of 100 Germans 82 buy only printed books. 7 buy e-books and printed books. 2 buy e-books only.<sup>1</sup>

## Test Yourself: Which Reading Type are You?



Primary source: Fischer, Marc (2011): Der stationäre Buchhandel im Wandel – Wie das Internet den deutschen Buchhandel verändert. Diplomica Verlag, Hamburg // Secondary source: Carr, Nicholas (2011): Die Bibliothek ohne Bücher. in: John Brockmann (Hrsg.) „Wie hat das Internet Ihr Denken verändert? Die führenden Köpfe unserer Zeit über das digitale Basen“, S. 32-35. Frankfurt // Carr, Nicholas (2010): Der Stellenwert des Buches heute. in Nicholas Carr: „Wer bin ich, wenn ich online bin...“ und Was macht mein Gehirn solange? - Wie das Internet unser Denken verändert“, Seite 159 ff., Karl Blessing Verlag, München // Picot, Arnold und Janello, Christoph (2007): Wie das Internet den Buchmarkt // verändert - Ergebnisse einer Deiphinstudie. Friedrich-Ebert-Stiftung // Berlin Umbruch auf dem Buchmarkt: Das E-Book in Deutschland. aus: Pressekonferenz des Börsenvereins des deutschen Buchhandels, [http://www.boersenverein.de/sixcms/media.php/976/E-Book-Studie\\_2011.pdf](http://www.boersenverein.de/sixcms/media.php/976/E-Book-Studie_2011.pdf) // Vgl. Carr (2010), S.33 f., // Vgl. ebenda, // Vgl. Fischer (2011), S. 24; A resolution of the UNESCO from 1964 defines the standard values of a book. According to this resolution a book is made of a minimum of 49 pages including the cover of the book.