

The challenge
facing Publishers:

Digital disruption

RICOH
imagine. change.

The publishing industry as we know it has
been changing – and with it, your business model.

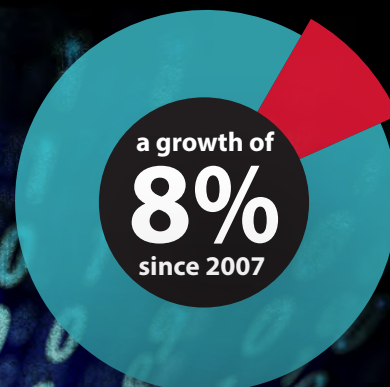
There were **530,000**
new titles in print by 2011*

Total book sales are **declining**
in Europe. eBook sales are growing
but are not filling the gap

10% fewer printed books sold in Europe
since the introduction of eBooks*

yet only **6%** of the shortfall has been
filled by eBook sales

*Source: Idate 2011



*European Book Publishing statistics Nov 2012

The number of publishing formats is
increasing

Amazon's
share of DRDs
fell below
50%

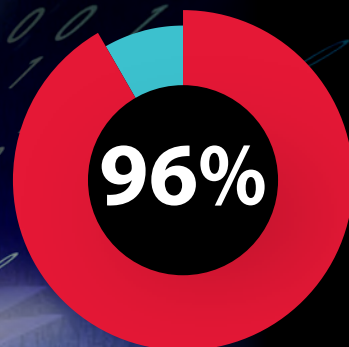
Apple's
share of tablets
fell below
50%

Tablet sales
now exceed
dedicated
eReaders

**Dedicated
eReader sales slow**
as market share is
diversifying. There
are three significant
share shifts:

Publishing in multiple formats
increases costs

shorter print runs due
to diversification of
formats significantly
increases costs.
In some cases by
up to



*Genesis Analytics calculations
based on industry role-player
discussions 2006

The challenge facing publishers can be explained through the simple equation:

$$\text{Lower sales} + \text{more titles} + \text{more formats} = \text{increased costs and lower profitability}$$

By harvesting all critical information, publishers can overcome many of the digital disruptions inside their industry, making savings and increasing business insight to build competitive edge for the future.

Contact us to discover how we can help you overcome the digital disruption inside your organisation.
Find out more at www.ricoh-europe.com/thoughtleadership.