

Encuentro de profesionales de la edición científica y académica

Zaragoza
19 y 20 de septiembre



Con el patrocinio de:



Tendencias en la comercialización del libro Zaragoza, 19/09/2024

José Manuel Anta
Gerente / Managing Director en FGEE
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Tendencias en la comercialización del libro

- Fusiones y adquisiciones
- Evolución fondo vs novedad
- Descubrimiento
- Librerías
- Comercio electrónico
- Logística / Comercialización
- Impresión y Distribución Bajo Demanda
- Internacionalización
- Sostenibilidad
- Audio
- Capacitación
- Innovación
- Colaboración



Fusiones y adquisiciones

MEDIA

Judge blocks Penguin Random House from merging with Simon & Schuster

By [Alexandra Steigrad](#)

Published Nov. 1, 2022 | Updated Nov. 1, 2022, 2:26 p.m. ET

Paramount Agrees to Sell Simon & Schuster to KKR, a Private Equity Firm

The deal, for \$1.62 billion, will put control of a cultural touchstone in the hands of a financial buyer.

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Herramienta Recortes





Bruselas aprueba la adquisición de Lagardère por Vivendi

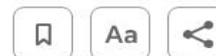
La fusión entre los dos gigantes franceses de la edición y los medios viene con condiciones: Vivendi, accionista del grupo Prisa, deberá deshacerse de su editorial francesa Editis y de la revista Gala

Media & Telecom

France's Vivendi inks deal to sell Editis to Kretinsky's IMI

Reuters

June 16, 2023 4:56 PM GMT+2 · Updated 5 months ago



europapress / economía finanzas

Logista compra la empresa de distribución y edición de libros SGEL Libros



Archivo - Fachada de la sede del grupo Logista

De Marque Adds Libranda to Its Distribution Business

By Aida Bardales | May 04, 2018



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Comments



Early in April, Canadian digital content distributor De Marque announced it had acquired Libranda, the large distributor of Spanish-language digital content. De Marque is a global leader in multilingual e-book distribution and was looking to add more languages to its roster. "Of course, Spanish is the global language we needed to add," says Marc Boutet, the company's president and cofounder. De Marque's relationship with Libranda began four years ago when the former became a Libranda shareholder.



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Launched in 2010 and founded by several Spanish publishing houses, Barcelona-based Libranda now distributes more than 70,000 e-books and audiobooks to an extensive network of bookstores, libraries, and digital content subscription platforms across Spain, throughout Latin America, and in the U.S. With the purchase of Libranda, Boutet feels De Marque has upped its presence within the growing U.S. Spanish-language e-book market.



La creciente importancia del fondo vs la novedad

← We Need to Talk About the Backlist

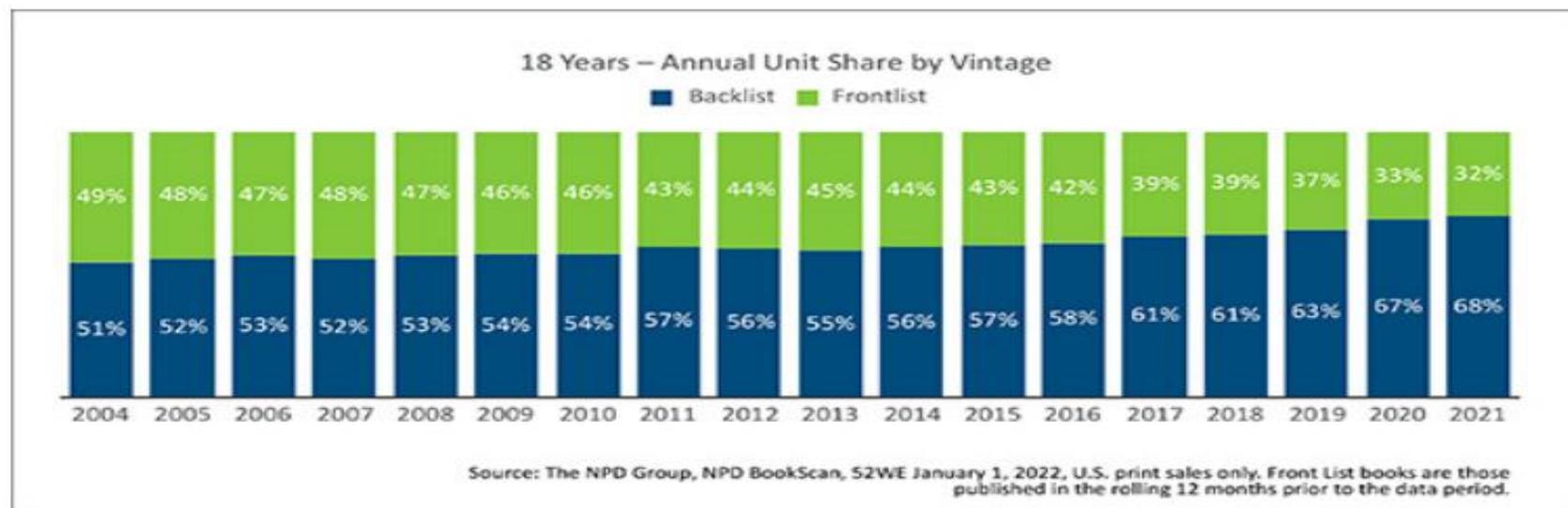
May 23rd, 2021

This blog post is a love song to backlist books. Confined to the shadows beneath the bright light of publisher frontlists, these books are too often neglected. But there are many gems on the backlist: books with proven potential and solid profit margins.

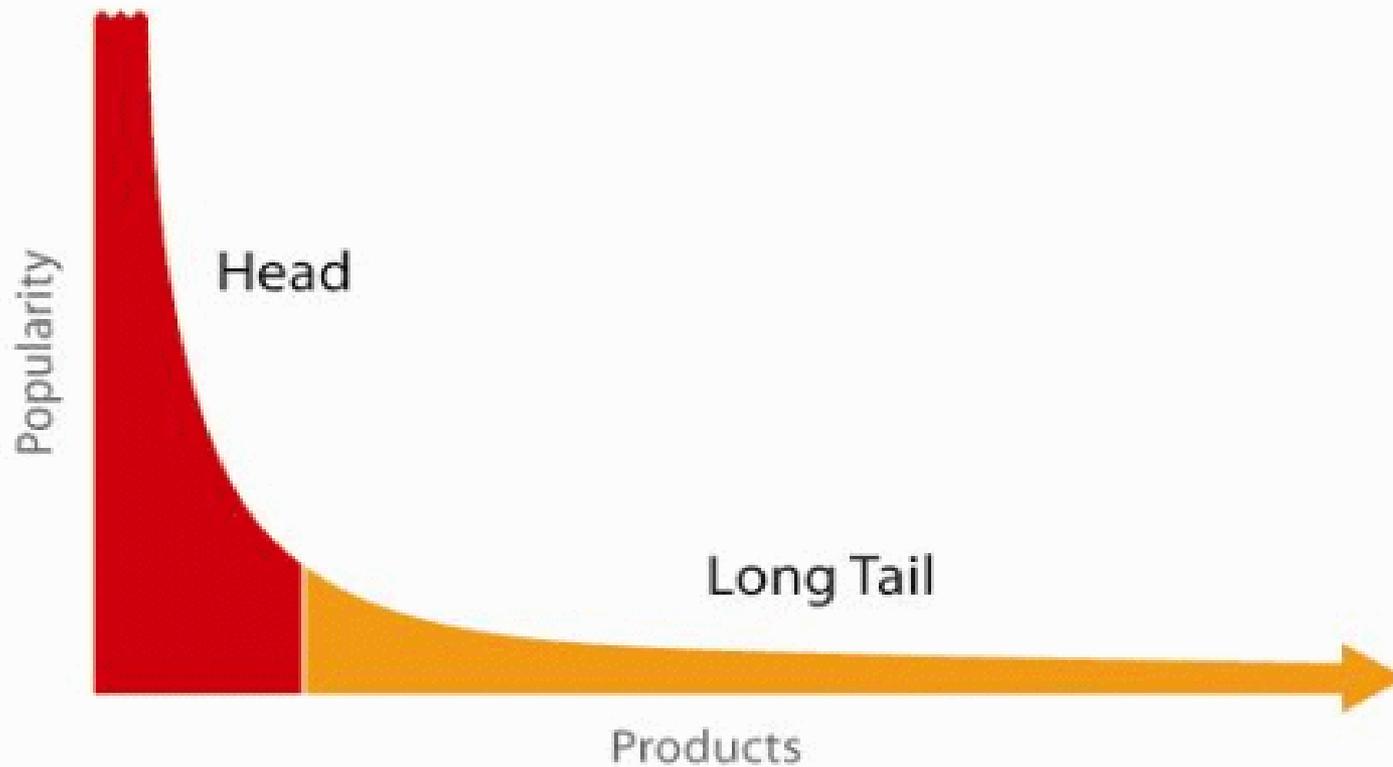
Eat your veggies: every publisher knows that focusing attention on the backlist is good for them, and will at least pay lip service to the notion. But translating good intentions into effective action proves to be a barrier for many, perhaps for most — all but the largest publishers.

In the post I want to explore the backlist, how it's defined, its history, nature and, most importantly, what can be done to make the backlist shine. My focus is on nonfiction backlist titles, for reasons I'll later describe.

Frontlist/Backlist Market Share, 2004–2021



The New Marketplace

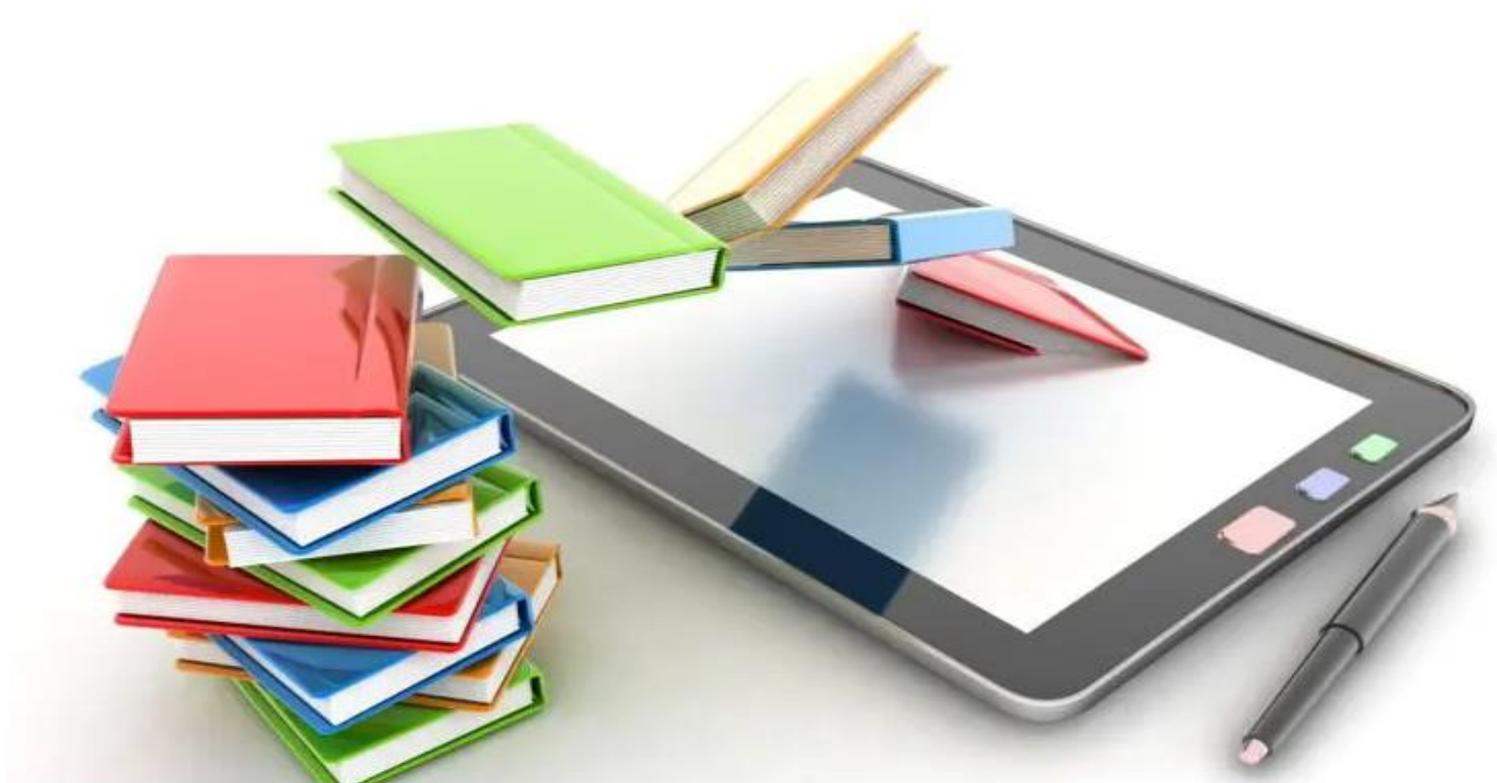




Descubrimiento

A new generation of readers has been inspired by social media

March 6, 2023 By Alexis Boutilier — 0 Comments



Some experts believe that books are obsolete in the digital age when on-demand content and social media dominate our time. Our lack of attention span has been attributed to a number of factors, but our ability to manage each minute of our day is more likely to be to blame. We did not take the time to read or engage in

How TikTok is helping boost book sales in the UK

April 22, 2022 By Sovan Mandal – 0 Comments







Librerías



WORKING KNOWLEDGE

Business Research for Business Leaders

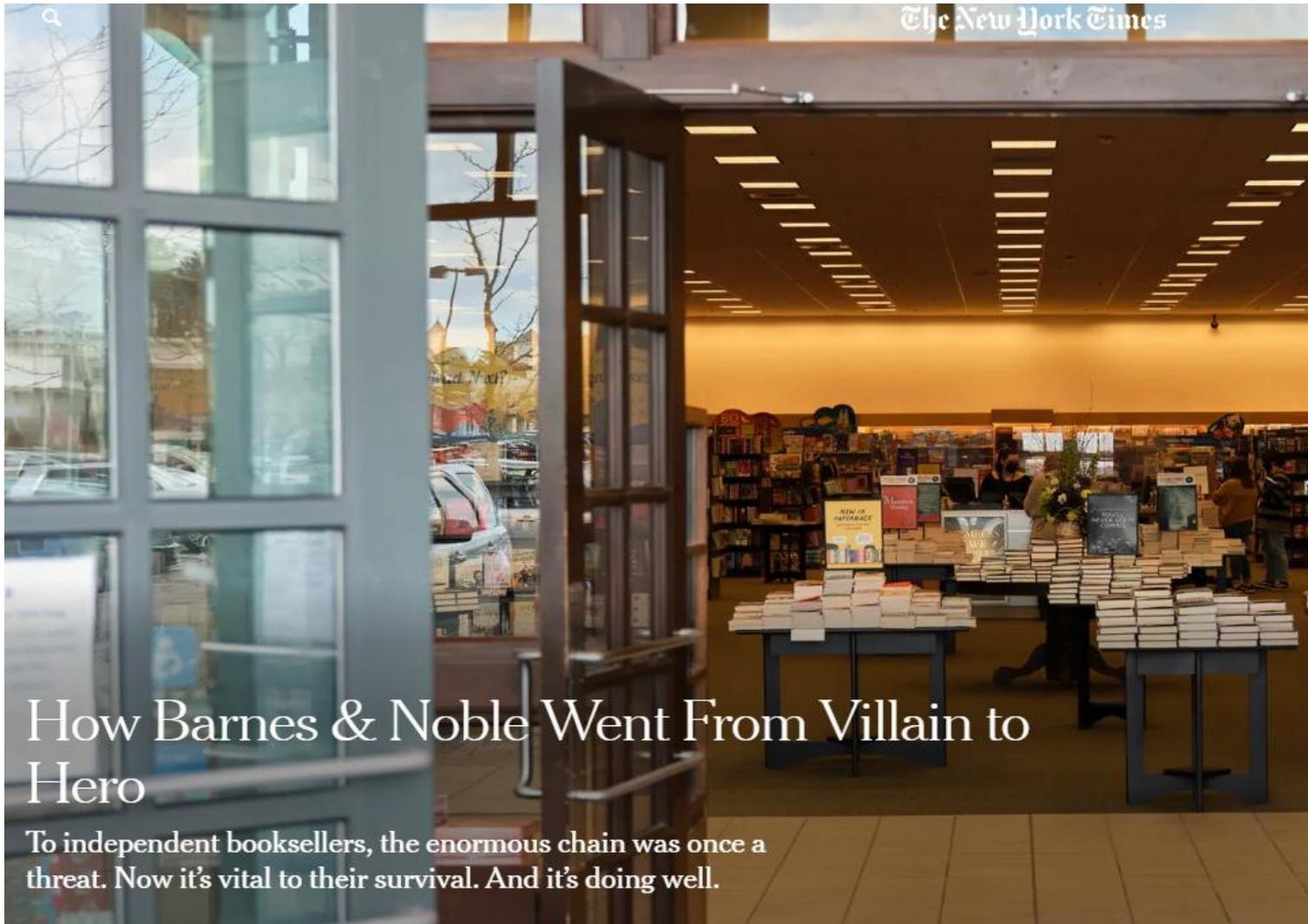
Topics ▾ Sections ▾ Browse All

20 NOV 2017 RESEARCH & IDEAS

How Independent Bookstores Have Thrived in Spite of Amazon.com

by Carmen Nobel (with video by Amelia Kunhardt)

Ryan Raffaelli set out to discover how independent bookstores managed to survive and even thrive in spite of competition from Amazon and other online retailers. His initial findings reveal how much consumers still value community and personal contact.



How Barnes & Noble Went From Villain to Hero

To independent booksellers, the enormous chain was once a threat. Now it's vital to their survival. And it's doing well.

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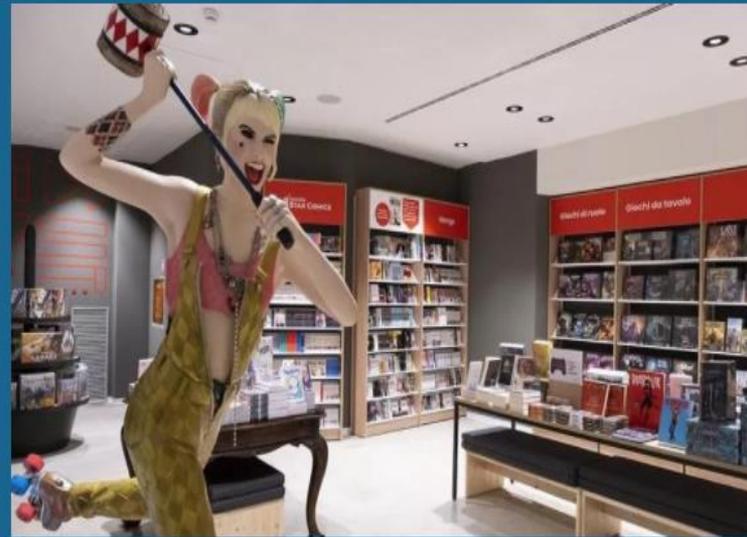
SPORT

TEMPI MODERNI

TOP NEWS / TEMPI MODERNI

La Feltrinelli volta pagina, inaugura la libreria “ibrida” e digitale e punta sulla cultura on demand

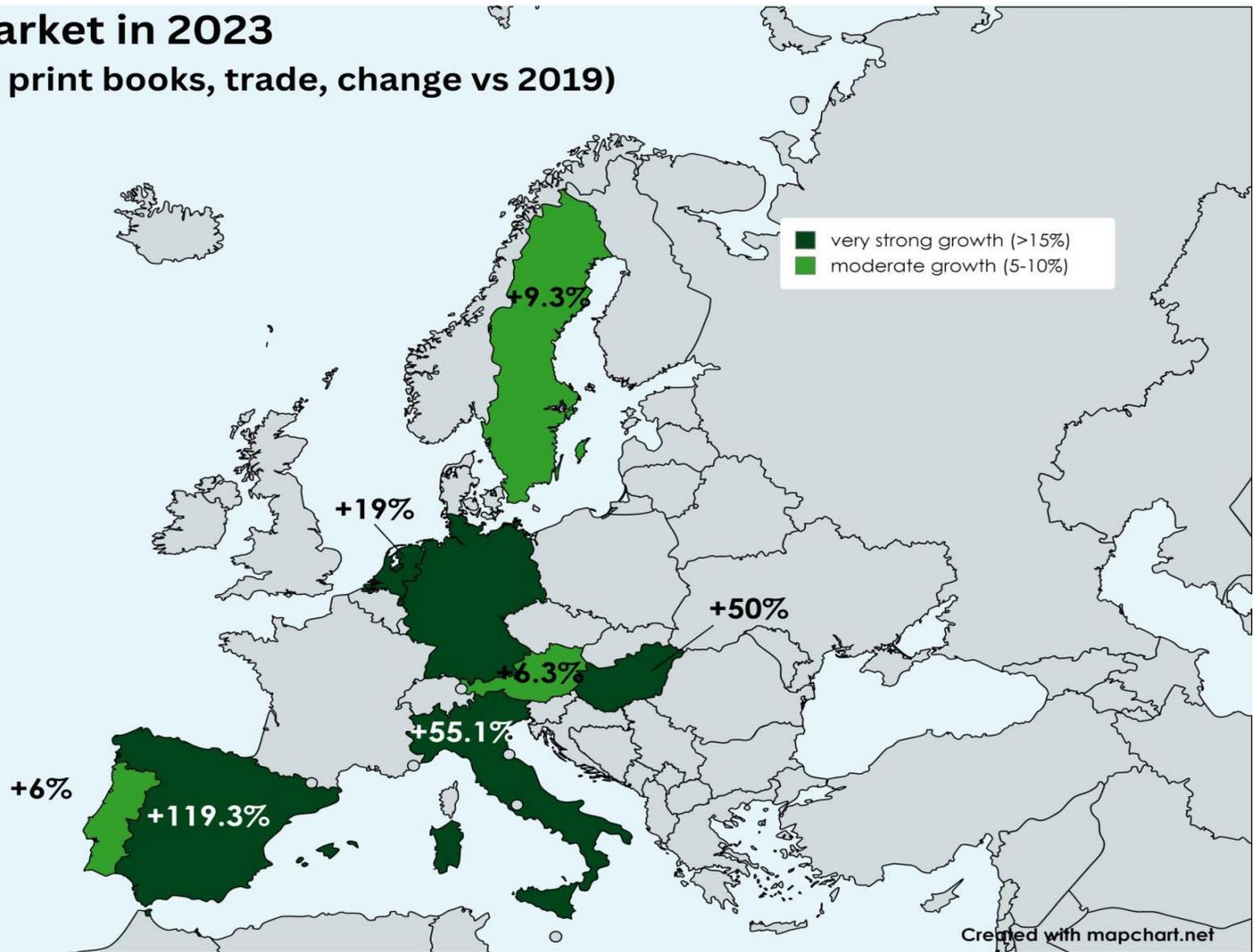
Aperta la nuova “Piazza Piemonte” a Milano e via ai
corsi sulla piattaforma: dallo story telling alla nuova
economia





Comercio electrónico

The book market in 2023 (online sales of print books, trade, change vs 2019)



LIBROS >

Los librereros españoles se unen para frenar a Amazon

El gremio de librerías lanzará a finales de 2020 una plataforma de venta online



PEIO H. RIAÑO

Madrid - 6 NOV 2019 - 11:29 CET



SAMUEL SÁNCHEZ

NEWSLETTER

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Más de 300 librereros de 50 países buscan novedades editoriales en Madrid



El sello calidad distancia al Ministerio de Cultura y al gremio de librereros



Renuncia la directora general del Libro, Olvido García Valdés



Páginas de Espuma recibe el Premio Nacional a la Mejor Labor Editorial Cultural



Can Bookshop Become the Indie Amazon?

The soon-to-launch platform aims to give booksellers an edge against the e-tail giant

By Judith Rosen | Oct 25, 2019

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PW SUBSCRIBE by the Month

At Winter Institute in Memphis in 2018, American Booksellers Association board member Christine Onorati of Word in Brooklyn, N.Y., and Jersey City, N.J., asked Andy Hunter for suggestions on improving IndieBound.org. The ABA's consumer website has been unable to effectively convert customer traffic to sales. Hunter, who cofounded digital magazines *Electric Literature* and *Literary Hub*, as well as Catapult publishing house, responded five months later with Bookshop, a mobile-friendly website with one-click ordering à la Amazon that is designed to benefit indies.

Since then, the ABA, Morgan Entrekin of Grove Atlantic (Hunter's partner at *Literary Hub*), and Will Hearst, chairman of the board of Hearst, have come on as Bookshop investors; Ingram (which will handle inventory and customer fulfillment) as a business partner. When the site launches in January, it will sell physical books and digital audio but not e-books. It will also discount, but not nearly as deeply as Amazon; it has no plans to go beyond 10%. Bookshop will also experiment with various thresholds for free shipping.



Courtesy of Bookshop

With the rapid timeline between development and launch, there has been little advance news about Bookshop, which was announced in the ABA's *Bookselling This Week* e-newsletter in September, just before the opening of the first fall regional trade show. A Bookshop representative was at most of the shows to discuss the website, but it was too early for a demo. To ensure that it addresses booksellers' needs, Bookshop's seven-member board includes three booksellers: Hannah Oliver Depp of Loyalty Bookstores in Washington, D.C.; Kelly Estep of Carmichael's in Louisville, Ky.; and Mitchell Kaplan of Books & Books in Coral Gables, Fla. The board will meet for the first time next month.

Hunter told *PW* that in building Bookshop, he wanted to solve three problems, beginning with the fact that few independent booksellers do meaningful business online.

B Bookshop

Logista Libros pone en marcha unas nuevas instalaciones para 'e-commerce'



Archivo - Logista libros

- LOGISTA - Archivo

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CAJA RURAL DE ARAGÓN

Elige un Plan a Tu Medida



Logística / Comercialización

CEVA Logistics and Emmelibri to launch joint venture for a book distribution centre at Stradella



May 28, 2020

By [Transport Intelligence](#)

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1

CEVA Logistics and Emmelibri (a Messaggerie Group company) have agreed to launch a **joint venture** to create a book distribution centre at Stradella, Italy, by signing a Letter of Intent. The realisation of the project includes the creation of a joint venture and the signing of a contract for the supply of logistic services to Messaggerie Libri with a 12-year duration.

Emmelibri is a distributor of independent publishing material and has been working with CEVA Logistics since the 1990s. CEVA has been responsible for the physical handling of all products distributed by Messaggerie Libri through the City of Books logistics hub at Stradella in Pavia since 2013.

CEVA Logistics Italia currently manages Messaggerie Libri's book distribution services from the Stradella facility and these operations will be merged into the new entity. Messaggerie Libri will not be part of the corporate agreement and it will remain a subsidiary of the Messaggerie Group, owned by the Feltrinelli Group.



Promozione

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Promozione

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Gestione Scorte

La gestione di Clienti Direzionali altamente automatizzati, unito al necessario controllo delle attività dei distributori, rendono



Impresión / Distribución Bajo Demanda

BoD startet Produktion im Druck- und Logistikzentrum »Plureos«



Neues Druck- und Logistikzentrum Plureos.
(Foto: BoD)

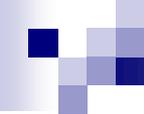
Die nächste Ausbaustufe ist für das Frühjahr 2022 geplant, wenn ein Parallelbetrieb mit dem Produktionsstandort in Norderstedt erreicht ist.

Im **buchreport**-Gespräch hatte **Eckhard Südmersen** schon Ende 2020 betont, dass man mit Plureos auf die Tatsache reagiere, dass „**viel mehr Bücher** im Markt [existierten], als man sinnvollerweise physisch lagern und wirtschaftlich handeln kann. Indem wir die Buchherstellung von Nicht-Lagertiteln nahtlos in die Barsortiments-Logistik integrieren, macht es künftig keinen Unterschied mehr, ob ein Buch physisch oder elektronisch vorliegt. Die Produktion erfolgt noch am Bestelltag und geht sofort in die Auslieferung. Das ermöglicht eine gewaltige Vielfalt, die der Handel **über Nacht besorgen** kann“, so Südmersen.

Pünktlich im Zeitplan hat **Books on Demand (BoD)** in seinem neuen Druck- und Logistikzentrum **Plureos** die Live-Produktion gestartet. Aktuell entstehen in Bad Hersfeld rund 1000 Paperbacks pro Tag im Print-on-Demand-Verfahren, wie das Unternehmen mitteilt.

Im **vergangenen Oktober war der Hochbau fertiggestellt**, Ziel war die vollständige Integration in die Buchhandelslogistik von Libri. Dieser Zeitplan scheint nach Unternehmensangaben erreichbar. Ein „Meilenstein“ sei erreicht, so BoD-Sprecher **Gerd Robertz**.

Mit dem neuen Zentrum verschwimmen die Grenzen zwischen klassischen Print-Auflagen und on-demand-Druck. Für Kunden soll bei der Verfügbarkeit kein Unterschied mehr festzustellen sein.



ediciones
del Genal

PROTEO
librerías

EDICIONES DEL GENAL: UN PROYECTO CON LA GENTE

Fue creado por las Librerías Prometeo y Proteo de Málaga en el año 1993. El nombre es un homenaje al río y al valle del Genal, ubicados en la serranía de Ronda.

Ediciones del Genal quiere ser una editorial para la gente que facilite su necesidad de expresarse y de transmitir sus creaciones, así como la de mejorar la sociedad y el planeta en que viven.

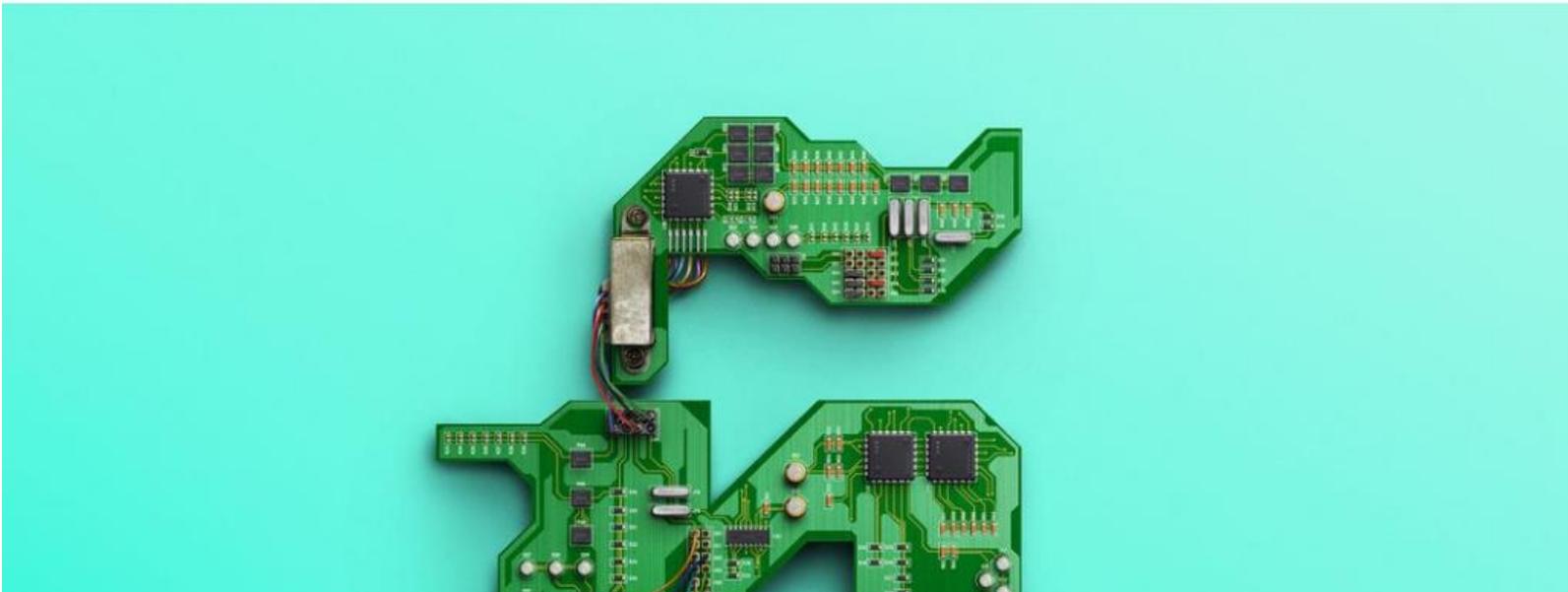


Internacionalización

LENGUA >

E ¿Cuánto vale la lengua? Casi un 10% del PIB mundial descansa en el español

Mantener el estatus económico del castellano en la era de la tecnología y la digitalización no será nada fácil frente al empuje de otros idiomas





NUEVOS ESCENARIOS

La estabilidad y la pandemia alientan a las editoriales latinoamericanas a venir a España

- Sellos independientes de México, Argentina o Chile publican cada vez más títulos en el país



Guillermo Quijas, director de Almadía, junto al editor José Hamad, de Sexto Piso, muestran libros de editoriales latinoamericanas (Dani Duch)



LARA GÓMEZ RUIZ
BARCELONA

14/06/2023 06:00



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Sostenibilidad

Environnement

La charte environnementale de l'édition de livres : un guide des bonnes pratiques

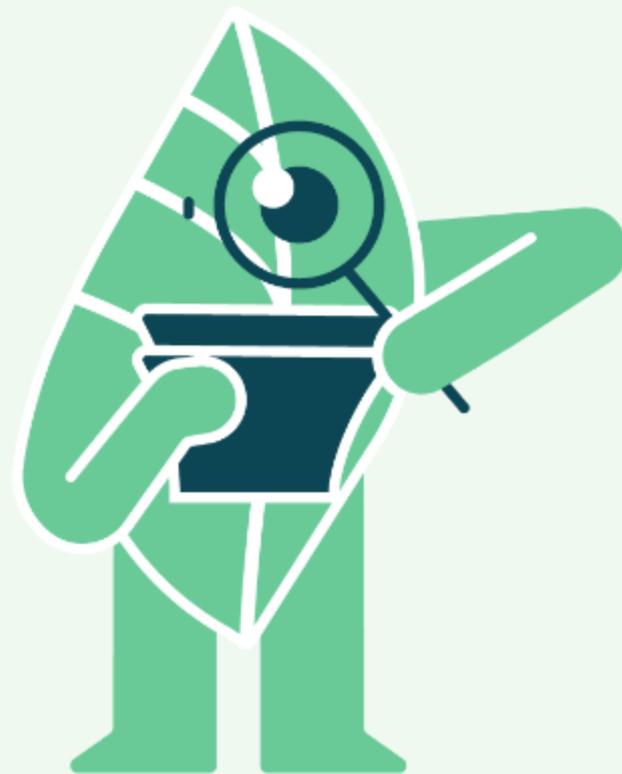


Institut de l'Ecoedició

FOMENTA, CERTIFICA I DIFON LA SOSTENIBILITAT EDITORIAL

Serveis

L'Institut de l'ecoedició es dedica a investigar, consensuar, assessorar, verificar i difondre aquesta forma de publicar llibres.

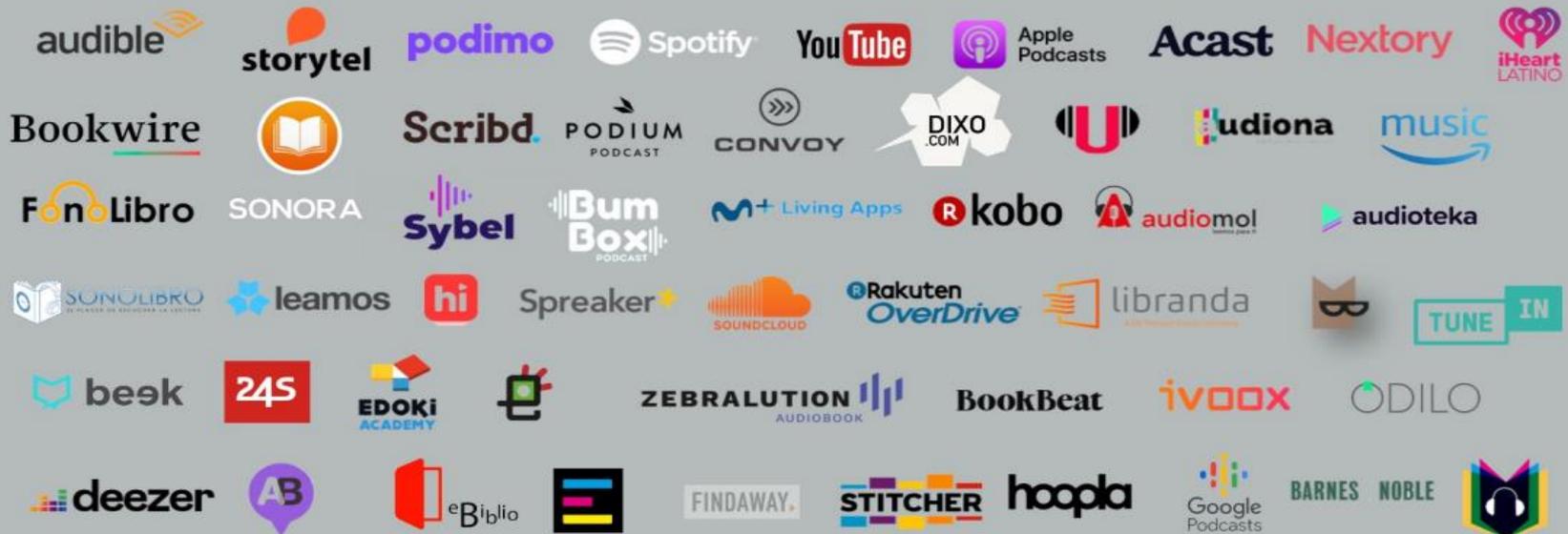




Evolución del audio

SPANISH MARKETS AUDIO GROWTH REPORT 2017-2022

(Spain, Latin America and Hispanic USA)



Spotify to include a selection of 150K audiobooks with its Premium subscription

Sarah Perez

Tue, October 3, 2023 at 10:36 PM GMT+2 · 4 min read



0

Spotify today unveiled what's next for the future of its audiobooks service. At an event hosted in its New York offices on Tuesday afternoon, the company announced a new business model where it will now provide Spotify Premium subscribers with access to a subset of its audiobooks catalog -- a total of 150,000 titles -- without an additional charge.

The service will initially launch in the U.K. and Australia starting today and will launch in the U.S. later this year, with more markets to follow.

"Audiobooks today have one big dominating player. And just like in music and podcasting, we believe that many more consumers want to consume audiobooks and want to listen to audiobooks," said Spotify founder and CEO Daniel Ek, speaking at the event. "And just like in music and podcasting, we're



Capacitación



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El Min. de Cultura y Deporte ha confiado en la experiencia de la Fundación GSR y financia PARIX con **fondos Next Generation**.



Innovación

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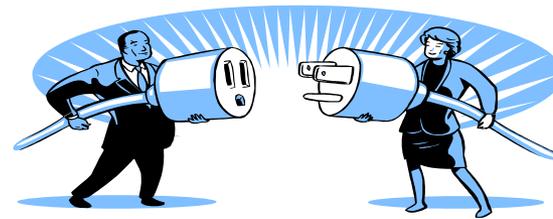
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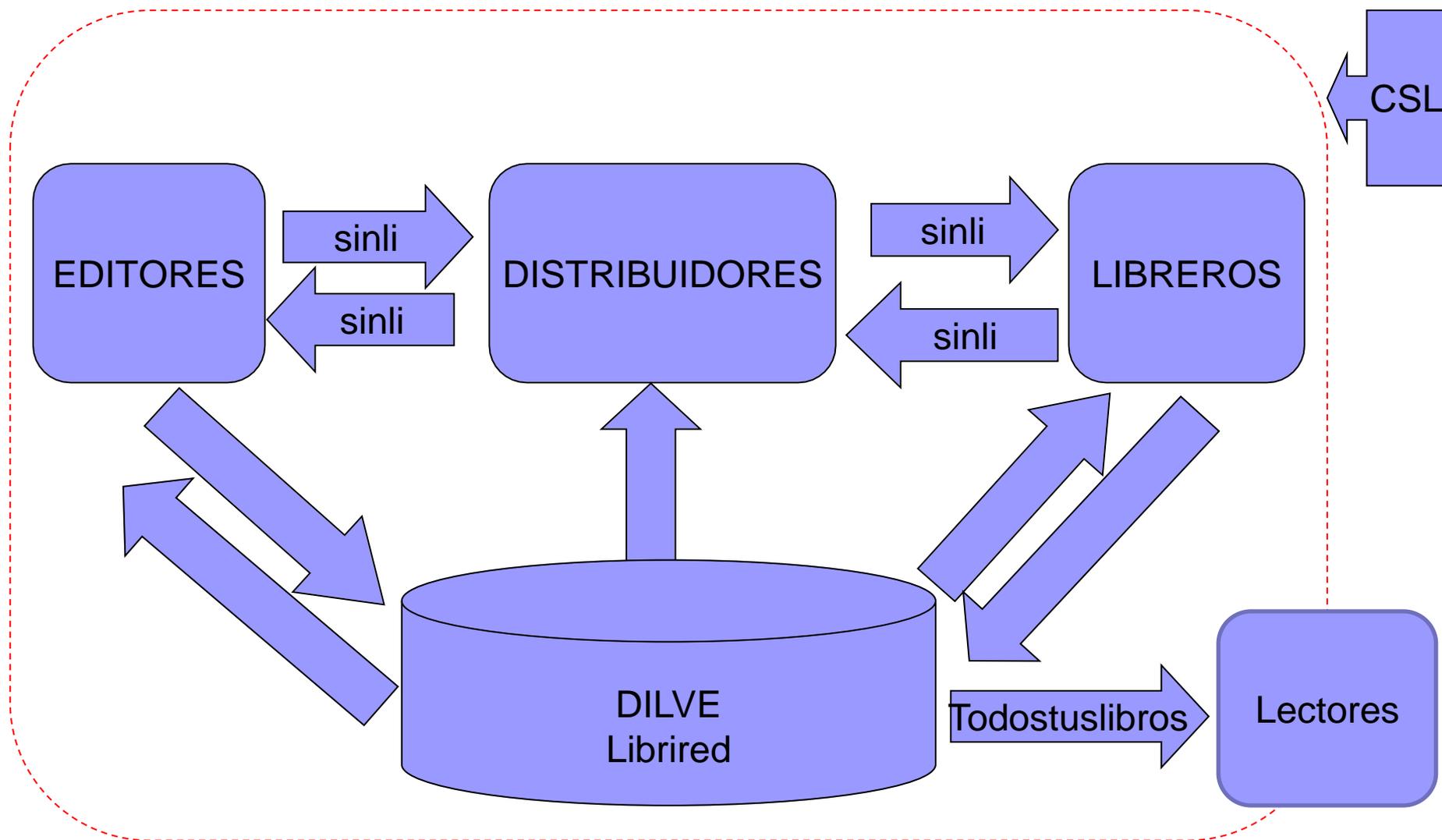
Colaboración

Proyectos de colaboración en España

- Sistemas EDI
- Normas CSL
- Gestión Metadatos
- Datos sobre Venta de Libros
- Descubrimiento de Libros



Proyectos de colaboración en España



Como Conclusión

- METADATOS COMPLETOS = MÁS VENTAS (Importancia de DILVE)
- ESTRATEGIA DIGITAL (Tanto para libro impreso como electrónico)
- TECNOLOGÍAS APLICADA AL COMERCIO DEL LIBRO (Marketing, POD 1x1, Dropshipping, Descubrimiento, AI, Big Data...)
- REFORZAR EL PAPEL DE LAS LIBRERÍAS FÍSICAS (4 c)
- CAPACITACIÓN / ATRAER TALENTO – ESCUELA DEL LIBRO
- LA LECTURA Y EL LIBRO FRENTE A OTRAS ALTERNATIVAS DE CULTURA Y ENTRETENIMIENTO (Economía de la Atención)

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