

# PUBLISHING STATISTICS 2017



# **Publishing Statistics 2017**

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## **I. Publishing statistics overview**

### **Strong growth in digital publishing and sales, but overall book publishing and sales up only marginally.**

The Swedish Publishers' Association is pleased to present these statistics on publication and sales of general literature by our member businesses in 2017. Sales revenue increased by 3%, but this was largely because several new publishers joined the association during the year. Excluding these new members, the increase in sales revenue was about 1%.

It is notable that a fairly small number of titles accounted for much of the increase in sales, including books by David Lagercrantz, Camilla Läckberg and Dan Brown. A focus on new releases continues to dominate the bookselling trade.

Digital publishing and sales grew as the shift from print to digital format seen in recent years continued. Digital formats generate less revenue for publishers than print editions, and the statistics reflect this: although the number of copies sold in 2017 increased by 3 million, revenue did not grow to the same extent. In 2017 revenue from digital formats increased by 40%, slightly less than in 2016, while the number of copies sold rose by 120%.

Sales of new children's and young adult titles continued to increase, most notably in digital audiobook format, where sales doubled from 2016 to 2017. Sales of literary fiction increased, and again the growth was largely attributable to digital titles. Sales of new non-fiction were down.

Digital publishing and sales increased sharply, mainly as a result of backlist titles being reissued in digital editions. The digital format is completely dominated by streamed audiobooks and a range of subscription services. E-books still account for a relatively modest proportion of publishers' revenue, despite making up almost a third of new titles.

Sales to bookstores continued to decline, falling by 6% in 2017. Sales to online book retailers, which consist mainly of print editions, increased by 9%.

The joint book sale in February remains an important sales tool for the book industry. As a percentage of total sales, discount sales have remained fairly stable over the past 3–4 years, accounting for 4% of the total in 2017, slightly less than the previous year.

The statistics issued by the Swedish Publishers' Association cover the publishing activities of member businesses only. As publishing statistics, the figures relate solely to publications and trade sales to various categories of retailers, but not to retail sales.

## About these publishing statistics

Since 1973/74 the Swedish Publishers' Association has produced detailed statistics on the publishing of general literature by its member businesses and sales of these publications to various categories of retailers and direct from publishers to consumers.

As these statistics are confined to general literature and to publishers that are members of the association, they do not provide a complete picture. However, we believe they give a good idea of the overall trends in the Swedish book market over time.

The publishing statistics can be downloaded in PDF format from the Swedish Publishers' Association website at [forlaggare.se](http://forlaggare.se).

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## Swedish Publishers' Association statistics committee

Håkan Köhler (chair), Madeleine Lawass, Annika Welinder, Lena Öhman, Kristina Ahlinder and Roy Rue.

### 2017 IN BRIEF

#### Overall revenue

Book sales + 3%

#### Publishing

Number of new titles + 23%

#### Copies sold, new titles only

Total + 12%

Per title - 9%

#### Digital editions, new titles only

E-books accounted for 30% of titles published and 2% of sales revenue.

Audiobooks accounted for 21% of titles published and 11% of sales revenue.

#### Digital editions overall (e-books and audiobooks, new titles and backlist)

Digital editions accounted for 18% (SEK 324 million) of overall sales revenue.

## II. Background and Method

Since 1973/1974, it has been the practice of the Swedish Publishers' Association to produce detailed statistical reports covering the member publishers' publications and sales. Thus, in this report the Association presents Swedish book market statistics for the 44th consecutive year. For the year 2017, 63 member publishers have contributed complete data sets for the report. These publishers, which are noted in the back of the report, make up 99.9 % of the total invoiced sales for general publishing for all the members. In addition to these member publishers, three publishers who are not members have contributed data for the year 2017.

This market statistics report gives an account of the members' publishing and sales of general literature.

Since the basic data for this report comes only from the members of the Swedish Publishers' Association, new members entering and old members leaving the Association might influence the data somewhat.

The aim of Section I is to highlight some of the more important trends in the data, presented in a more detailed fashion in Section II.

Table/Chart A.1.–C.5. show the totals for the member publishers participating for each year. Any comparisons made between the years in this report, or made by the reader based on the figures herein, should take into account that no weighting of the data is made for publishers joining or leaving the Association over the years.

Since 1993 the data refers to calendar years. Before that, figures were accounted for according to the so called bookseller year.

This report is, of course, not a complete picture of the Swedish book market, and nor is it intended to be. This is partly because the basic data only comes from members of the Association, and partly since it only concerns general publishing. However, we still feel that it gives a good picture of the developments and the Swedish market as a whole over time trends on the time.

By being a report made up by publishers' data, sales values reported for retail are quoted in publisher's net, while figures reported for direct sales are quoted in consumer prices excluding VAT.

Except where otherwise noted, all monetary amounts are expressed in current prices and excluding VAT.

In some cases, there might be a slight discrepancy between the rounded figures and the total for a certain chart or table. Rounding is used only for graphical presentation. No calculations are made using rounded figures.

Finally, the reader should note that all the data in this report concern net results after any returns. Before 1993, the report also included a separate account of the returns from retailers. This has been discontinued since many publishers no longer differentiate between different kinds of returns, but instead report a slightly lower turnover, i.e. subtracting the returns.

## A. Sales by Sales Channel

### A.1 Sales by Channel (MSEK)

	Change 2016- 2017	2017	2016	2015	2014	2013	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003	73/74
<b>Sales from Publisher (less returns, excl. VAT)</b>																	
Bookstores	-6%	480.1	509.4	562.8	568.4	608.9	603.1	617.4	602.5		663.9	734.5	838.0	759.2	776.2	783.0	100.7
Internet retailers	9%	389.2	356.7	348.7	327.6	329.3	363.4	401.6	351.5		322.8	284.5					
Wholesalers* and department stores	-5%	279.4	295.4	367.5	377.3	398.4	361.2	506.4	479.9		497.4	551.9	637.7	620.8	544.1	514.3	34.6
<i>Total Bookstores, Wholesalers, Internet retailers and Department stores</i>	-1%	1,148.7	1,161.5	1,279.1	1,273.3	1,336.5	1,327.7	1,525.4	1,434.0	1,425.7	1,484.2	1,570.9	1,475.7	1,380.1	1,320.4	1,297.3	135.3
Book clubs	-8%	90.1	97.9	113.0	121.5	138.1	154.4	175.6	190.4	194.7	206.3	228.6	249.9	254.8	248.4	259.8	
Digital retailers**	41%	322.8	228.7	162.4													
Other retailers	30%	48.1	37.1	45.2	125.7	112.8	87.9	77.4	69.4	102.9	117.9	129.4	135.4	117.2	152.7	167.4	9.8
Direct Sales to consumers***	-15%	34.0	39.8	51.6	63.0	66.2	80.7	65.8	65.4	62.2	89.5	115.3	99.6	83.9	72.0	68.1	22.5
Direct Sales to companies and institutions	-8%	121.4	131.8	115.3	105.6	92.9	104.9	127.1	131.0	139.7	119.1	137.5	118.0	110.5	111.9	98.2	12.9
Printed books in Swedish. Foreign language editions	-36%	21.7	33.8	35.2	32.4	37.4	38.6	39.8	49.3	47.9	55.6	58.5	50.0	46.4	52.2		
<b>Total Sales from Publisher</b>	<b>3%</b>	<b>1,786.7</b>	<b>1,730.5</b>	<b>1,801.8</b>	<b>1,721.6</b>	<b>1,784.0</b>	<b>1,794.2</b>	<b>2,011.2</b>	<b>1,939.3</b>	<b>1,973.1</b>	<b>2,072.5</b>	<b>2,240.1</b>	<b>2,128.6</b>	<b>1,992.9</b>	<b>1,957.5</b>	<b>1,890.9</b>	<b>180.5</b>

The figures for 2017 are influenced by the inclusion of about ten new members. If included and excluded publishers are taken into account, the increase of the publishers' total sales was about 1%.

The figures for 2011 are influenced by the inclusion of several new members.

Sales to Internet Retailers used to be included in the category Bookstores.

\* The figure also includes sales to Bibliotekstjänst.

\*\* Sales used to be included in the category Other retailers

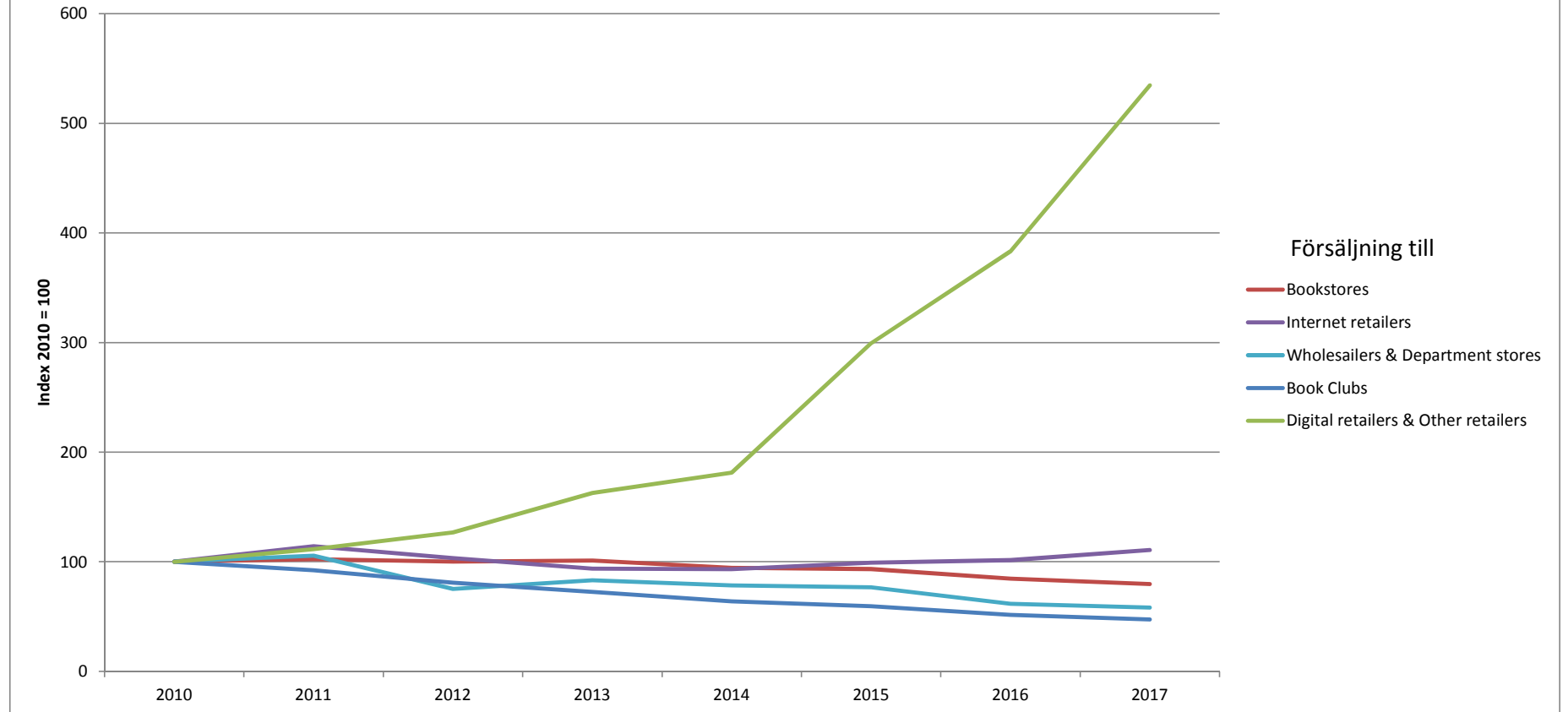
\*\*\* Does not include sales from general book clubs



## A.2. Sales Trends in Current Prices, by Channel

Based on Table A.1.

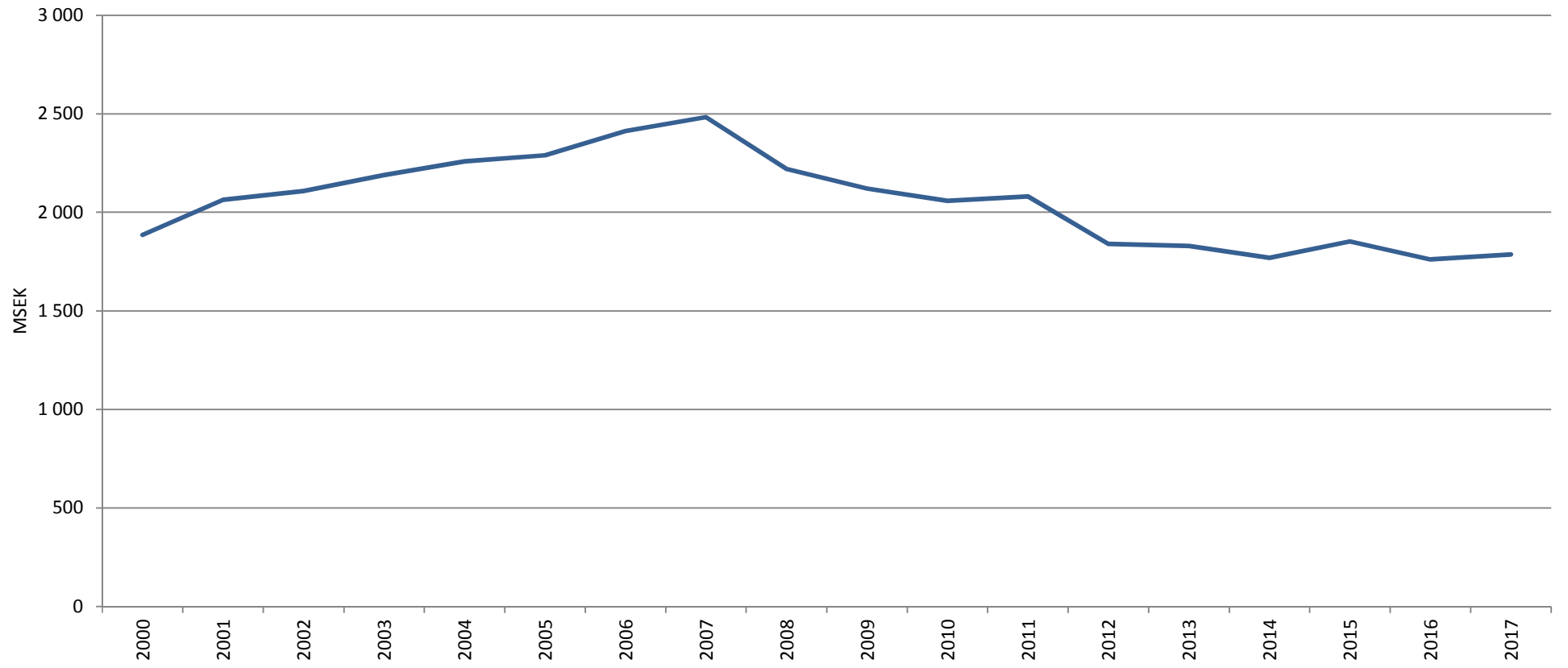
The chart begins with the year 2010 as that is the first year sales are divided into Book stores, Internet retailers and Wholesalers and Department stores.



Sales to Digital retailers used to be included in the category Other retailers. Sales to digital retailers are reported separately as of 2015.

### A.3. Invoiced Sales Adjusted for the General Price Trend

Member publishers' invoiced sales excluding VAT, adjusted for the general price trend according to CPI (Consumer Price Index), in the money value of 2017. The chart is based on Table A.1.



## B. Sales by Category

### B.1. Invoiced Sales, Total and New Titles (MSEK)

MSEK = Million Swedish Crowns. The publishers report net prices for retail sales and consumer prices for direct sales. The totals in this table are not directly comparable with the figures in section A, primarily because some of the publishers have not been able to distribute earnings between different categories.

Fiction	2017		2016		2015		2014		2013		2012		2011		2010	
	New Titles	Total MSEK	New Titles	Total MSEK	New Titles	Total MSEK	New Titles	Total MSEK	New Titles	Total MSEK	New Titles	Total MSEK	New Titles	Total MSEK	New Titles	Total MSEK
Bound and other formats* Swedish	175.3	188.5	180.3	198.1	231.7	259.4	228.2	251.6	247.2	267.6	205.7	224.2	274.6	303.1	199.9	231.1
Bound and other formats* Translated	126.9	145.3	112.5	123.0	102.6	129.4	96.0	117.8	124.9	154.5	146.0	159.3	91.1	108.6	118.8	132.2
<i>Total Bound and other formats</i>	<i>302.2</i>	<i>333.9</i>	<i>292.8</i>	<i>321.1</i>	<i>334.3</i>	<i>388.9</i>	<i>324.3</i>	<i>369.4</i>	<i>372.1</i>	<i>422.1</i>	<i>351.7</i>	<i>383.5</i>	<i>365.7</i>	<i>411.7</i>	<i>318.7</i>	<i>363.3</i>
Paperback, Swedish	57.2	87.9	65.3	100.9	74.5	118.3	64.0	113.4	80.9	121.0						
Paperback, Translated	49.5	74.8	52.2	79.5	47.4	82.4	47.7	80.3	59.9	95.9						
<i>Total Paperback</i>	<i>106.7</i>	<i>162.8</i>	<i>117.5</i>	<i>180.4</i>	<i>122.0</i>	<i>200.8</i>	<i>111.7</i>	<i>193.7</i>	<i>140.7</i>	<i>216.8</i>	<i>143.1</i>	<i>215.0</i>	<i>153.3</i>	<i>231.1</i>	<i>129.9</i>	<i>191.2</i>
Audio books physical, Swedish	8.2	10.1	13.3	15.0	20.1	22.3	25.6	28.6	34.9	34.7	37.9	45.2	54.0	64.7	42.5	60.6
Audio books physical, Translated	4.1	4.9	3.6	4.5	4.6	6.3	7.2	8.4	13.6	13.5	22.1	22.3	19.3	24.3	22.3	29.5
<i>Total Audio Books physical</i>	<i>12.4</i>	<i>14.9</i>	<i>16.9</i>	<i>19.5</i>	<i>24.7</i>	<i>28.6</i>	<i>32.7</i>	<i>37.0</i>	<i>48.4</i>	<i>48.2</i>	<i>60.1</i>	<i>67.5</i>	<i>73.3</i>	<i>88.9</i>	<i>64.8</i>	<i>90.1</i>
Audio books downloadable/streaming, Swedish	60.0	155.1	36.9	113.9	28.4	72.8	18.0	42.0	8.1	21.3						
Audio books downloadable/streaming, Translated	29.9	51.4	17.1	46.5	10.4	23.9	4.4	10.9	1.8	7.0						
<i>Total Audio Books downloadable/streaming</i>	<i>90.0</i>	<i>206.5</i>	<i>54.0</i>	<i>160.3</i>	<i>38.8</i>	<i>96.7</i>	<i>22.4</i>	<i>52.9</i>	<i>9.9</i>	<i>28.3</i>	<i>5.4</i>	<i>17.1</i>	<i>3.5</i>	<i>9.1</i>	<i>4.8</i>	<i>10.3</i>
E-books downloadable/streaming, Swedish	7.6	22.7	7.2	21.3	6.4	17.7	4.3	13.8	4.5	12.7						
E-books downloadable/streaming, Translated	5.4	14.2	3.8	11.2	3.5	10.1	2.6	6.0	2.6	5.9						
<i>Total E-books downloadable/streaming</i>	<i>13.0</i>	<i>37.0</i>	<i>11.0</i>	<i>32.4</i>	<i>9.9</i>	<i>27.8</i>	<i>6.8</i>	<i>19.9</i>	<i>7.1</i>	<i>18.5</i>	<i>4.9</i>	<i>12.0</i>	<i>2.1</i>	<i>3.8</i>	<i>0.6</i>	<i>1.3</i>
<b>Total Fiction</b>	<b>524.2</b>	<b>755.1</b>	<b>492.3</b>	<b>713.7</b>	<b>529.7</b>	<b>742.8</b>	<b>497.9</b>	<b>673.0</b>	<b>578.2</b>	<b>734.0</b>	<b>565.2</b>	<b>695.1</b>	<b>598.0</b>	<b>744.7</b>	<b>518.8</b>	<b>656.2</b>
Share of total: printed/physical books	408.9	496.6	410.4	501.5	456.3	589.6	435.9	563.2	512.9	638.9	494.8	598.5	519.0	642.8	448.6	554.5
Share of total: physical audio books	12.4	14.9	16.9	19.5	24.7	28.6	32.7	37.0	48.4	48.2	60.1	67.5	73.3	88.9	64.8	90.1
Share of total: downloadable-streaming audio books	90.0	206.5	54.0	160.3	38.8	96.7	22.4	52.9	9.9	28.3	5.4	17.1	3.5	9.1	4.8	10.3
Share of total: downloadable-streaming e-books	13.0	37.0	11.0	32.4	9.9	27.8	6.8	19.9	7.1	18.5	4.9	12.0	2.1	3.8	0.6	1.3

\* Printed, bound paper book in all formats except paperback.

## B.1. Invoiced Sales, Total and New Titles (MSEK) (cont.)

Barn- och ungdomsböcker	2017		2016		2015		2014		2013		2012		2011		2010	
	New Titles MSEK	Total MSEK	New Titles MSEK	Total MSEK	New Titles MSEK	Total MSEK	New Titles MSEK	Total MSEK	New Titles MSEK	Total MSEK	New Titles MSEK	Total MSEK	New Titles MSEK	Total MSEK	New Titles MSEK	Total MSEK
Bound and other formats* Swedish	125.9	245.0	119.0	222.7	116.9	242.0	127.5	239.6	116.7	230.5	124.9	222.5	110.8	215.8	115.7	214.9
Bound and other formats* Translated	54.9	97.5	67.2	110.3	57.2	98.2	43.4	85.4	46.2	84.1	52.9	88.8	58.4	108.3	71.2	119.3
<i>Total Bound and other formats</i>	<i>180.9</i>	<i>342.4</i>	<i>186.2</i>	<i>333.0</i>	<i>174.1</i>	<i>340.2</i>	<i>170.9</i>	<i>324.9</i>	<i>162.9</i>	<i>314.7</i>	<i>177.7</i>	<i>311.4</i>	<i>169.3</i>	<i>324.1</i>	<i>186.9</i>	<i>334.2</i>
Paperback, Swedish	0.8	3.7	0.9	3.6	1.7	5.4	2.3	4.6	1.2	4.5						
Paperback, Translated	1.8	3.9	1.4	3.3	1.1	4.0	1.5	5.7	1.7	4.7						
<i>Total Paperback</i>	<i>2.6</i>	<i>7.6</i>	<i>2.2</i>	<i>6.9</i>	<i>2.8</i>	<i>9.4</i>	<i>3.8</i>	<i>10.3</i>	<i>2.9</i>	<i>9.2</i>	<i>6.2</i>	<i>15.6</i>	<i>5.0</i>	<i>12.6</i>	<i>6.7</i>	<i>14.9</i>
Audio books physical, Swedish	0.5	2.3	0.5	2.6	1.1	3.6	0.6	4.0	0.9	5.8	2.1	6.6	2.9	6.7	3.2	8.5
Audio books physical, Translated	0.0	0.1	0.0	0.2	0.1	0.3	0.0	0.4	0.2	0.5	1.0	1.7	0.1	1.2	0.7	3.3
<i>Total Audio Books physical</i>	<i>0.5</i>	<i>2.4</i>	<i>0.5</i>	<i>2.7</i>	<i>1.2</i>	<i>3.9</i>	<i>0.6</i>	<i>4.5</i>	<i>1.1</i>	<i>6.3</i>	<i>3.1</i>	<i>8.3</i>	<i>3.0</i>	<i>7.9</i>	<i>3.9</i>	<i>11.8</i>
Audio books downloadable/streaming, Swedish	5.7	23.9	2.1	9.4	1.1	6.9	0.8	2.4	0.1	0.8						
Audio books downloadable/streaming, Translated	1.2	3.2	1.2	3.5	1.4	3.5	0.5	1.6	0.1	0.3						
<i>Total Audio Books downloadable/streaming</i>	<i>6.8</i>	<i>27.1</i>	<i>3.2</i>	<i>12.9</i>	<i>2.5</i>	<i>10.4</i>	<i>1.3</i>	<i>4.0</i>	<i>0.2</i>	<i>1.1</i>	<i>0.1</i>	<i>0.5</i>	<i>0.0</i>	<i>0.2</i>	<i>0</i>	<i>0.1</i>
E-books downloadable/streaming, Swedish	1.4	5.7	0.5	3.5	0.4	2.7	0.2	2.0	0.2	1.3						
E-books downloadable/streaming, Translated	0.4	1.5	0.3	1.0	0.2	0.8	0.1	0.6	0.1	0.3						
<i>Total E-books downloadable/streaming</i>	<i>1.7</i>	<i>7.2</i>	<i>0.8</i>	<i>4.5</i>	<i>0.6</i>	<i>3.5</i>	<i>0.3</i>	<i>2.6</i>	<i>0.3</i>	<i>1.6</i>	<i>0.1</i>	<i>0.1</i>	<i>0.1</i>	<i>0.2</i>	<i>0</i>	<i>0.1</i>
<b>Total Children's and Young Adult Books</b>	<b>192.5</b>	<b>386.7</b>	<b>193.0</b>	<b>359.9</b>	<b>181.1</b>	<b>367.4</b>	<b>176.8</b>	<b>346.3</b>	<b>167.4</b>	<b>332.9</b>	<b>187.2</b>	<b>335.9</b>	<b>177.4</b>	<b>344.9</b>	<b>197.5</b>	<b>361.1</b>
Share of total: printed/physical books	183.5	350.0	188.4	339.8	176.9	349.6	174.6	335.2	165.8	323.9	183.9	327.0	174.3	336.7	193.6	349.1
Share of total: physical audio books	0.5	2.4	0.5	2.7	1.2	3.9	0.6	4.5	1.1	6.3	3.1	8.3	3.0	7.9	3.9	11.8
Share of total: downloadable- /streaming audio books	6.8	27.1	3.2	12.9	2.5	10.4	1.3	4.0	0.2	1.1	0.1	0.5	0.0	0.2	0.0	0.1
Share of total: downloadable- /streaming e-books	1.7	7.2	0.8	4.5	0.6	3.5	0.3	2.6	0.3	1.6	0.1	0.1	0.1	0.2	0.0	0.1

\* Printed, bound paper book in all formats except paperback.

## B.1. Invoiced Sales, Total and New Titles (MSEK) (cont.)

Non-fiction	2017		2016		2015		2014		2013		2012		2011		2010	
	New Titles MSEK	Total MSEK	New Titles MSEK	Total MSEK	New Titles MSEK	Total MSEK	New Titles MSEK	Total MSEK	New Titles MSEK	Total MSEK	New Titles MSEK	Total MSEK	New Titles MSEK	Total MSEK	New Titles MSEK	Total MSEK
Bound and other formats* Swedish	243.2	454.3	273.7	480.6	278.8	467.6	314.2	531.8	320.0	515.8	355.8	556.4	418.7	681.4	399.7	685.2
Bound and other formats* Translated	44.1	80.4	49.7	78.4	61.7	107.1	40.9	67.5	52.0	88.0	76.3	105.2	92.3	141.4	79.0	132.9
<i>Total Bound and other formats</i>	<i>287.3</i>	<i>534.7</i>	<i>323.4</i>	<i>559.0</i>	<i>340.5</i>	<i>574.7</i>	<i>355.1</i>	<i>599.3</i>	<i>372.0</i>	<i>603.8</i>	<i>432.0</i>	<i>661.5</i>	<i>511.0</i>	<i>822.8</i>	<i>478.7</i>	<i>818.1</i>
Paperback, Swedish	16.5	28.2	9.7	20.7	8.1	21.0	10.4	21.1	16.7	26.9						
Paperback, Translated	5.0	11.4	3.7	10.1	4.7	8.6	3.7	6.4	4.6	8.5						
<i>Total Paperback</i>	<i>21.5</i>	<i>39.6</i>	<i>13.4</i>	<i>30.8</i>	<i>12.8</i>	<i>29.6</i>	<i>14.1</i>	<i>27.5</i>	<i>21.3</i>	<i>35.3</i>	<i>20.4</i>	<i>35.6</i>	<i>24.3</i>	<i>39.7</i>	<i>24.8</i>	<i>46.4</i>
Audio books physical, Swedish	0.4	0.7	1.2	1.4	1.7	2.0	1.4	1.7	1.4	1.2	2.7	2.6	10.2	11.2	6.8	9.3
Audio books physical, Translated	0.1	0.1	0.1	0.2	0.0	0.0	0.4	0.5	0.1	0.2	0.0	0.0	0.1	0.1	0	0.3
<i>Total Audio Books physical</i>	<i>0.4</i>	<i>0.9</i>	<i>1.3</i>	<i>1.6</i>	<i>1.7</i>	<i>1.9</i>	<i>1.8</i>	<i>2.2</i>	<i>1.6</i>	<i>1.3</i>	<i>2.7</i>	<i>2.6</i>	<i>10.3</i>	<i>11.4</i>	<i>6.8</i>	<i>9.6</i>
Audio books downloadable/streaming, Swedish	13.1	33.7	5.0	12.3	2.6	9.3	1.3	4.2	0.1	2.1						
Audio books downloadable/streaming, Translated	0.4	3.7	1.0	3.2	0.1	1.7	0.1	0.8	0.1	0.2						
<i>Total Audio Books downloadable/streaming</i>	<i>13.5</i>	<i>37.4</i>	<i>6.0</i>	<i>15.4</i>	<i>2.7</i>	<i>11.0</i>	<i>1.4</i>	<i>5.0</i>	<i>0.2</i>	<i>2.4</i>	<i>0.3</i>	<i>2.3</i>	<i>0.6</i>	<i>1.5</i>	<i>0</i>	<i>0.8</i>
E-books downloadable/streaming, Swedish	1.6	6.4	1.1	5.0	6.6	10.0	6.7	10.8	6.0	8.8						
E-books downloadable/streaming, Translated	0.7	2.1	0.3	1.2	0.4	1.1	0.2	0.8	0.5	0.8						
<i>Total E-books downloadable/streaming</i>	<i>2.3</i>	<i>8.5</i>	<i>1.3</i>	<i>6.2</i>	<i>7.0</i>	<i>11.1</i>	<i>6.9</i>	<i>11.6</i>	<i>6.5</i>	<i>9.6</i>	<i>4.0</i>	<i>5.0</i>	<i>2.2</i>	<i>3.3</i>	<i>1.5</i>	<i>1.9</i>
<b>Total Non-fiction</b>	<b>325.1</b>	<b>621.1</b>	<b>345.5</b>	<b>613.1</b>	<b>364.8</b>	<b>628.3</b>	<b>379.4</b>	<b>645.6</b>	<b>401.5</b>	<b>652.4</b>	<b>459.4</b>	<b>707.1</b>	<b>548.4</b>	<b>878.7</b>	<b>511.8</b>	<b>876.8</b>
Share of total: printed/physical books	308.9	574.3	336.8	589.9	353.4	604.3	369.3	626.7	393.3	639.1	452.4	697.2	535.3	862.5	503.5	864.5
Share of total: physical audio books	0.4	0.9	1.3	1.6	1.7	1.9	1.8	2.2	1.6	1.3	2.7	2.6	10.3	11.4	6.8	9.6
Share of total: downloadable- /streaming audio books	13.5	37.4	6.0	15.4	2.7	11.0	1.4	5.0	0.2	2.4	0.3	2.3	0.6	1.5	0.0	0.8
Share of total: downloadable- /streaming e-books	2.3	8.5	1.3	6.2	7.0	11.1	6.9	11.6	6.5	9.6	4.0	5.0	2.2	3.3	1.5	1.9
* Printed, bound paper book in all formats except paperback.																
<b>TOTAL Fiction, Children's and Young Adult and Non-fiction</b>	<b>1,041.8</b>	<b>1,762.9</b>	<b>1,030.7</b>	<b>1,686.7</b>	<b>1,075.6</b>	<b>1,738.5</b>	<b>1,054.1</b>	<b>1,664.9</b>	<b>1,147.1</b>	<b>1,719.3</b>	<b>1,211.8</b>	<b>1,738.1</b>	<b>1,323.8</b>	<b>1,968.3</b>	<b>1,228.1</b>	<b>1,894.1</b>
Share of total: printed/physical books	901.3	1,420.9	935.6	1,431.2	986.6	1,543.5	979.8	1,525.2	1,072.0	1,602.0	1,131.1	1,622.7	1,228.6	1,842.1	1,145.7	1,768.1
Share of total: physical audio books	13.3	18.2	18.7	23.8	27.7	34.4	35.1	43.7	51.1	55.8	65.9	78.4	86.6	108.2	75.5	111.5
Share of total: downloadable- /streaming audio books	110.3	271.1	63.3	188.7	43.9	118.1	25.1	62.0	10.2	31.8	5.8	19.9	4.1	10.7	4.8	11.2
Share of total: downloadable- /streaming e-books	17.0	52.7	13.2	43.1	17.5	42.4	14.0	34.1	13.9	29.7	9.0	17.1	4.4	7.3	2.1	3.3

The figures for 2017 are influenced by the inclusion of about ten new members.

The figures for 2011 are influenced by the inclusion of several new members.

**B.2. Invoiced Sales from Special Discount Sales\***  
(Publisher's net price excl. VAT)

	MSEK	Change %	Share of total sales %
1973/74	16.2		6.7
1974/75	19.2	19	6.4
1975/76	21.7	13	6.0
1976/77	25.8	19	5.9
1977/78	36.6	42	7.2
1978/79	40.8	11	7.0
1979/80	44.6	9	6.9
1980/81	44.3	-1	6.8
1981/82	64.6	46	9.4
1982/83	65.8	2	8.9
1983/84	72.0	9	9.1
1984/85	80.9	12	8.6
1985/86	74.7	-8	7.2
1986/87	62.8	-16	5.4
1987/88	61.1	-3	4.9
1988/89	66.2	8	5.0
1989/90	80.9	22	5.5
1990/91	88.8	10	6.0
1991/92	97.0	9	6.2
1992/93	105.5	9	6.7
1993	96.5	-9	6.0
1994	130.1	35	7.7
1995	140.9	8	8.2
1996	117.5	-17	7.0
1997	115.3	-2	6.5
1998	129.5	12	7.3
1999	151.1	17	8.2
2000	132.4	-12	7.4
2001	167.7	27	8.6
2002	182.7	9	8.6
2003	202.3	11	8.5
2004	201.9	0	8.6
2005	180.6	-11	7.6
2006	182.5	1	7.2
2007	167.4	-8	6.5
2008	131.7	-21	5.7
2009	107.0	-19	4.8
2010	91.2	-15	4.8
2011	92.0	1	4.7
2012	91.1	-1	5.2
2013	84.1	-8	4.9
2014	87.0	3	5.2
2015	82.7	-5	4.8
2016	75.6	-9	4.5
2017	68.1	-10	3.9

The major part of the members' reported sales for the special sale concern stocks that are actually delivered to the book stores the following year.

\* Temporary cut-price sales occurring once a year during a couple weeks starting at the end of Februari.

In the 1930's the book trade in Sweden agreed on a date to start the temporary cut-price sales for the first time.

## C. Publishing by Title, and Sales by Volume and by Category

### C.1. New Titles and New Editions, Printed Copies and Copies Sold

	2017	2016	2015	2014	2013	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003	2002	2001	2000	1999	73/74
Total New Titles and New Editions*	7,326 23.3%	5,941 11.3%	5,336 7.6%	4,957 4.6%	4,737 -4.6%	4,965 23.8%	4,010 -1.6%	4,074 -5.3%	4,301 -4.3%	4,494 -5.0%	4,730 13.2%	4,178 -3.9%	4,347 3.0%	4,219 4.7%	4,030 15.9%	3,476 5.2%	3,303 -7.9%	3,588 -1.2%	3,633 2.1%	1,893
Number of Copies Sold in thousands	19,281 12.4%	17,157 -1.2%	17,358 5.4%	16,474 -13.6%	19,071 -3.9%	19,854 -6.5%	21,240 -0.5%	21,347 5.5%	20,238 -11.7%	22,920 -17.7%	27,845 22.5%	22,730 3.9%	21,886 -0.1%	21,915 -1.4%	22,232 15.9%	19,184 7.6%	17,831 0.8%	17,682 18.6%	14,903 2.8%	12,589
Number of Copies Sold per Title in thousands	2.6 -8.9%	2.9 -11.2%	3.3 -2.1%	3.3 -17.5%	4.0 0.7%	4.0 -24.5%	5.3 1.1%	5.2 11.4%	4.7 -7.7%	5.1 -13.4%	5.9 8.2%	5.4 8.1%	5.0 -3.1%	5.2 -5.8%	5.5 0.0%	5.5 2.2%	5.4 9.5%	4.9 20.1%	4.1 0.6%	6.7

The figures for 2017 are influenced by the inclusion of about ten new members.

The figures for 2003 and 2001 are also influenced by the inclusion of several new members.

\* Includes printed books, audio books and digital books with new ISBNs (International Standard Book Numbers). ISBNs are assigned to every never before published book as well as to new editions which have undergone real change, for example new typesetting, new format or revision. Note that the number of printed copies per title refers to arithmetical mean, and should not be confused with the median print-run.

## C.2. New Titles and New Editions

<b>Fiction</b>	<b>2017</b>	<b>2016</b>	<b>2015</b>	<b>2014</b>	<b>2013</b>	<b>2012</b>	<b>2011</b>	<b>2010</b>	<b>2009</b>	<b>2008</b>	<b>2007</b>	<b>2006</b>	<b>2005</b>	<b>2004</b>	<b>2003</b>	<b>2002</b>	<b>2001</b>
Bound and other formats* Swedish	430	372	306	401	326	373	304	341	345	379	365	373	379	365	369	391	395
Bound and other formats* Translated	308	266	344	248	264	322	272	295	350	429	524	464	475	484	498	445	454
<i>Total Bound and other formats</i>	<i>738</i>	<i>638</i>	<i>650</i>	<i>649</i>	<i>590</i>	<i>695</i>	<i>576</i>	<i>636</i>	<i>695</i>	<i>808</i>	<i>889</i>	<i>837</i>	<i>854</i>	<i>849</i>	<i>867</i>	<i>836</i>	<i>849</i>
Paperback, Swedish	264	213	222	211	190												
Paperback, Translated	218	212	171	169	231												
<i>Total Paperback</i>	<i>482</i>	<i>425</i>	<i>393</i>	<i>380</i>	<i>421</i>	<i>437</i>	<i>368</i>	<i>282</i>	<i>309</i>	<i>362</i>	<i>480</i>	<i>396</i>	<i>427</i>	<i>423</i>	<i>415</i>	<i>393</i>	<i>338</i>
Audio books physical, Swedish	79	83	119	97	110	100	124	92	109	167	164	140	92	85	43	30	
Audio books physical, Translated	38	32	42	35	62	70	52	54	74	91	75	65	52	41	32	31	
<i>Total Audio Books physical</i>	<i>117</i>	<i>115</i>	<i>161</i>	<i>132</i>	<i>172</i>	<i>170</i>	<i>176</i>	<i>146</i>	<i>183</i>	<i>258</i>	<i>239</i>	<i>205</i>	<i>144</i>	<i>126</i>	<i>75</i>	<i>61</i>	
Audio books downloadable/streaming, Swedish	420	260	136	151	153												
Audio books downloadable/streaming, Translated	299	227	116	67	48												
<i>Total Audio Books downloadable/streaming</i>	<i>719</i>	<i>487</i>	<i>252</i>	<i>218</i>	<i>201</i>	<i>171</i>	<i>104</i>	<i>170</i>									
E-books downloadable/streaming, Swedish	733	591	836	371	507												
E-books downloadable/streaming, Translated	302	357	319	236	228												
<i>Total E-books downloadable/streaming</i>	<i>1,035</i>	<i>948</i>	<i>1,155</i>	<i>607</i>	<i>735</i>	<i>974</i>	<i>292</i>	<i>193</i>									
<b>Total Fiction</b>	<b>3,091</b>	<b>2,613</b>	<b>2,611</b>	<b>1,986</b>	<b>2,119</b>	<b>2,447</b>	<b>1,516</b>	<b>1,427</b>	<b>1,187</b>	<b>1,428</b>	<b>1,608</b>	<b>1,438</b>	<b>1,425</b>	<b>1,398</b>	<b>1,357</b>	<b>1,290</b>	<b>1,187</b>
Share of total: printed/physical books	1,220	1,063	1,043	1,029	1,011	1,132	944	918	1,004	1,170	1,369	1,233	1,281	1,272	1,282	1,229	1,187
Share of total: physical audio books	117	115	161	132	172	170	176	146	183	258	239	205	144	126	75	61	
Share of total: downloadable- /streaming audio books	719	487	252	218	201	171	104	170									
Share of total: downloadable- /streaming e-books	1,035	948	1,155	607	735	974	292	193									

\* Printed, bound paper book in all formats except paperback.



## C.2. New Titles and New Editions (cont.)

<b>Children's and Young Adult Books</b>	<b>2017</b>	<b>2016</b>	<b>2015</b>	<b>2014</b>	<b>2013</b>	<b>2012</b>	<b>2011</b>	<b>2010</b>	<b>2009</b>	<b>2008</b>	<b>2007</b>	<b>2006</b>	<b>2005</b>	<b>2004</b>	<b>2003</b>	<b>2002</b>	<b>2001</b>
Bound and other formats* Swedish	527	495	441	468	498	503	457	435	426	418	483	416	386	519	461	441	435
Bound and other formats* Translated	349	342	282	280	270	334	296	414	505	510	542	569	633	587	648	305	372
<i>Total Bound and other formats</i>	<i>876</i>	<i>837</i>	<i>723</i>	<i>748</i>	<i>768</i>	<i>837</i>	<i>753</i>	<i>849</i>	<i>931</i>	<i>928</i>	<i>1,025</i>	<i>985</i>	<i>1,019</i>	<i>1,106</i>	<i>1,109</i>	<i>746</i>	<i>807</i>
Paperback, Swedish	20	14	14	31	27												
Paperback, Translated	23	19	11	12	19												
<i>Total Paperback</i>	<i>43</i>	<i>33</i>	<i>25</i>	<i>43</i>	<i>46</i>	<i>50</i>	<i>51</i>	<i>43</i>	<i>67</i>	<i>78</i>	<i>119</i>	<i>96</i>	<i>83</i>	<i>72</i>	<i>43</i>	<i>35</i>	<i>30</i>
Audio books physical, Swedish	30	11	15	12	15	32	49	27	55	49	58	32	20	14	22	10	
Audio books physical, Translated	0	0	1	2	3	4	1	6	18	14	16	8	7	22	2	1	
<i>Total Audio Books physical</i>	<i>30</i>	<i>11</i>	<i>16</i>	<i>14</i>	<i>18</i>	<i>36</i>	<i>50</i>	<i>33</i>	<i>73</i>	<i>63</i>	<i>74</i>	<i>40</i>	<i>27</i>	<i>36</i>	<i>24</i>	<i>11</i>	
Audio books downloadable/streaming, Swedish	388	159	69	134	27												
Audio books downloadable/streaming, Translated	41	70	33	17	5												
<i>Total Audio Books downloadable/streaming</i>	<i>429</i>	<i>229</i>	<i>102</i>	<i>151</i>	<i>32</i>	<i>13</i>	<i>10</i>	<i>8</i>									
E-books downloadable/streaming, Swedish	549	488	238	358	168												
E-books downloadable/streaming, Translated	77	148	42	44	32												
<i>Total E-books downloadable/streaming</i>	<i>626</i>	<i>636</i>	<i>280</i>	<i>402</i>	<i>200</i>	<i>30</i>	<i>105</i>	<i>48</i>									
<b>Total Children's and Young Adult Books</b>	<b>2,004</b>	<b>1,746</b>	<b>1,146</b>	<b>1,358</b>	<b>1,064</b>	<b>966</b>	<b>969</b>	<b>981</b>	<b>1,071</b>	<b>1,069</b>	<b>1,218</b>	<b>1,121</b>	<b>1,129</b>	<b>1,214</b>	<b>1,176</b>	<b>792</b>	<b>837</b>
Share of total: printed/physical books	919	870	748	791	814	887	804	892	998	1,006	1,144	1,081	1,102	1,178	1,152	781	837
Share of total: physical audio books	30	11	16	14	18	36	50	33	73	63	74	40	27	36	24	11	
Share of total: downloadable- /streaming audio books	429	229	102	151	32	13	10	8									
Share of total: downloadable- /streaming e-books	626	636	280	402	200	30	105	48									

\* Printed, bound paper book in all formats except paperback.

## C.2. New Titles and New Editions (cont.)

<b>Non-fiction</b>	<b>2017</b>	<b>2016</b>	<b>2015</b>	<b>2014</b>	<b>2013</b>	<b>2012</b>	<b>2011</b>	<b>2010</b>	<b>2009</b>	<b>2008</b>	<b>2007</b>	<b>2006</b>	<b>2005</b>	<b>2004</b>	<b>2003</b>	<b>2002</b>	<b>2001</b>
Bound and other formats* Swedish	938	869	848	983	903	1,026	949	956	1,054	1,055	1,065	996	1,035	1,043	981	940	928
Bound and other formats* Translated	202	222	234	174	170	258	318	300	349	482	477	471	622	463	428	390	312
<i>Total Bound and other formats</i>	<i>1,140</i>	<i>1,091</i>	<i>1,082</i>	<i>1,157</i>	<i>1,073</i>	<i>1,284</i>	<i>1,267</i>	<i>1,256</i>	<i>1,403</i>	<i>1,537</i>	<i>1,542</i>	<i>1,467</i>	<i>1,657</i>	<i>1,506</i>	<i>1,409</i>	<i>1,330</i>	<i>1,240</i>
Paperback, Swedish	99	81	70	76	89												
Paperback, Translated	41	43	42	37	29												
<i>Total Paperback</i>	<i>140</i>	<i>124</i>	<i>112</i>	<i>113</i>	<i>118</i>	<i>108</i>	<i>117</i>	<i>129</i>	<i>132</i>	<i>152</i>	<i>119</i>	<i>133</i>	<i>117</i>	<i>95</i>	<i>78</i>	<i>54</i>	<i>39</i>
Audio books physical, Swedish	33	19	15	15	6	22	29	33	24	29	31	15	17	5	10	10	
Audio books physical, Translated	6	2	2	2	2	0	1	0	3	4	0	4	2	1	0	0	
<i>Total Audio Books physical**</i>	<i>39</i>	<i>21</i>	<i>17</i>	<i>17</i>	<i>8</i>	<i>22</i>	<i>30</i>	<i>33</i>	<i>27</i>	<i>33</i>	<i>31</i>	<i>19</i>	<i>19</i>	<i>6</i>	<i>10</i>	<i>10</i>	
Audio books downloadable/streaming, Swedish	396	54	54	29	10												
Audio books downloadable/streaming, Translated	18	16	10	35	3												
<i>Total Audio Books downloadable/streaming</i>	<i>414</i>	<i>70</i>	<i>64</i>	<i>64</i>	<i>13</i>	<i>11</i>	<i>9</i>	<i>20</i>									
E-books downloadable/streaming, Swedish	407	226	260	211	275												
E-books downloadable/streaming, Translated	91	50	44	51	67												
<i>Total E-books downloadable/streaming</i>	<i>498</i>	<i>276</i>	<i>304</i>	<i>262</i>	<i>342</i>	<i>127</i>	<i>102</i>	<i>228</i>									
<b>Total Non-fiction</b>	<b>2,231</b>	<b>1,582</b>	<b>1,579</b>	<b>1,613</b>	<b>1,554</b>	<b>1,552</b>	<b>1,525</b>	<b>1,666</b>	<b>1,562</b>	<b>1,722</b>	<b>1,692</b>	<b>1,619</b>	<b>1,793</b>	<b>1,607</b>	<b>1,497</b>	<b>1,394</b>	<b>1,279</b>
Share of total: printed/physical books	1,280	1,215	1,194	1,270	1,191	1,392	1,384	1,385	1,535	1,689	1,661	1,600	1,774	1,601	1,487	1,384	1,279
Share of total: physical audio books	39	21	17	17	8	22	30	33	27	33	31	19	19	6	10	10	
Share of total: downloadable- /streaming audio books	414	70	64	64	13	11	9	20									
Share of total: downloadable- /streaming e-books	498	276	304	262	342	127	102	228									
* Printed, bound paper book in all formats except paperback.																	
<b>Digital editions not divided into categories</b>																	
Audio books downloadable/streaming									256	218	159						
E-books									225	57	53						
<b>TOTAL Fiction, Children's and Young Adult and Non-fiction</b>	<b>7,326</b>	<b>5,941</b>	<b>5,336</b>	<b>4,957</b>	<b>4,737</b>	<b>4,965</b>	<b>4,010</b>	<b>4,074</b>	<b>4,301</b>	<b>4,494</b>	<b>4,730</b>	<b>4,178</b>	<b>4,347</b>	<b>4,219</b>	<b>4,030</b>	<b>3,476</b>	<b>3,303</b>
Share of total: printed/physical books	3,419	3,148	2,985	3,090	3,016	3,411	3,132	3,195	3,537	3,865	4,174	3,914	4,157	4,051	3,921	3,394	3,303
Share of total: physical audio books	186	147	194	163	198	228	256	212	283	354	344	264	190	168	109	82	
Share of total: downloadable- /streaming audio books	1,562	786	418	433	246	195	123	198	256	218	159						
Share of total: downloadable- /streaming e-books	2,159	1,860	1,739	1,271	1,277	1,131	499	469	225	57	53						

\*\* Includes downloadable books for 2009 and earlier years.

### C.3. Sales, New Titles

Fiction	Number of Copies Sold, in thousands									Number of Copies Sold per Title, in thousands								
	2017	2016	2015	2014	2013	2012	2011	2010	2009	2017	2016	2015	2014	2013	2012	2011	2010	2009
Bound and other formats* Swedish	1,955	2,072	2,430	2,455	2,729	2,156	2,985	2,409	2,955	4.5	5.6	7.9	6.1	8.4	5.8	9.8	7.1	8.6
Bound and other formats* Translated	1,473	1,172	1,281	1,036	1,405	1,685	1,022	1,514	2,048	4.8	4.4	3.7	4.2	5.3	5.2	3.8	5.1	5.9
<i>Total Bound and other formats</i>	<i>3,428</i>	<i>3,244</i>	<i>3,711</i>	<i>3,491</i>	<i>4,134</i>	<i>3,841</i>	<i>4,007</i>	<i>3,923</i>	<i>5,004</i>	<i>4.6</i>	<i>5.1</i>	<i>5.7</i>	<i>5.4</i>	<i>7.0</i>	<i>5.5</i>	<i>7.0</i>	<i>6.2</i>	<i>7.2</i>
Paperback, Swedish	2,368	2,733	3,140	2,557	3,393	----	----			9.0	12.8	14.1	12.1	17.9				
Paperback, Translated	1,711	2,106	1,839	2,047	2,420	----	----			7.8	9.9	10.8	12.1	10.5				
<i>Total Paperback</i>	<i>4,078</i>	<i>4,839</i>	<i>4,979</i>	<i>4,604</i>	<i>5,814</i>	<i>6,221</i>	<i>6,589</i>	<i>5,581</i>	<i>5,079</i>	<i>8.5</i>	<i>11.4</i>	<i>12.7</i>	<i>12.1</i>	<i>13.8</i>	<i>14.2</i>	<i>17.9</i>	<i>19.8</i>	<i>16.4</i>
Audio books physical, Swedish	70	116	186	225	318	348	472	390	379	0.9	1.4	1.6	2.3	2.9	3.5	3.8	4.2	3.5
Audio books physical, Translated	41	34	45	62	122	192	180	206	245	1.1	1.1	1.1	1.8	2.0	2.7	3.5	3.8	3.3
<i>Total Audio Books physical**</i>	<i>111</i>	<i>150</i>	<i>231</i>	<i>288</i>	<i>440</i>	<i>540</i>	<i>651</i>	<i>596</i>	<i>624</i>	<i>0.9</i>	<i>1.3</i>	<i>1.4</i>	<i>2.2</i>	<i>2.6</i>	<i>3.2</i>	<i>3.7</i>	<i>4.1</i>	<i>3.4</i>
Audio books downloadable/streaming, Swedish	2,509	1,038	680	359	130					6.0	4.0	5.0	2.4	0.8				
Audio books downloadable/streaming, Translated	1,078	585	221	93	29					3.6	2.6	1.9	1.4	0.6				
<i>Total Audio Books downloadable/streaming</i>	<i>3,587</i>	<i>1,623</i>	<i>901</i>	<i>452</i>	<i>159</i>	<i>83</i>	<i>78</i>	<i>64</i>		<i>5.0</i>	<i>3.3</i>	<i>3.6</i>	<i>2.1</i>	<i>0.8</i>	<i>0.5</i>	<i>0.7</i>	<i>0.4</i>	
E-books downloadable/streaming, Swedish	207	168	160	129	207					0.3	0.3	0.2	0.3	0.4				
E-books downloadable/streaming, Translated	135	97	91	106	141					0.4	0.3	0.3	0.4	0.6				
<i>Total E-books downloadable/streaming</i>	<i>342</i>	<i>265</i>	<i>251</i>	<i>235</i>	<i>347</i>	<i>263</i>	<i>118</i>	<i>27</i>		<i>0.3</i>	<i>0.3</i>	<i>0.2</i>	<i>0.4</i>	<i>0.5</i>	<i>0.3</i>	<i>0.4</i>	<i>0.1</i>	
<b>Total Fiction</b>	<b>11,546</b>	<b>10,121</b>	<b>10,073</b>	<b>9,069</b>	<b>10,894</b>	<b>10,948</b>	<b>11,443</b>	<b>10,192</b>	<b>10,707</b>	<b>3.7</b>	<b>3.9</b>	<b>3.9</b>	<b>4.6</b>	<b>5.1</b>	<b>4.5</b>	<b>7.5</b>	<b>7.1</b>	<b>9.0</b>
Share of total: printed/physical books	7,506	8,083	8,690	8,094	9,948	10,061	10,596	9,504	10,083	6.2	7.6	8.3	7.9	9.8	8.9	11.2	10.4	10.0
Share of total: physical audio books	111	150	231	288	440	540	651	596	624	0.9	1.3	1.4	2.2	2.6	3.2	3.7	4.1	3.4
Share of total: downloadable-/streaming audio books	3,587	1,623	901	452	159	83	78	64		5.0	3.3	3.6	2.1	0.8	0.5	0.7	0.4	
Share of total: downloadable-/streaming e-books	342	265	251	235	347	263	118	27		0.3	0.3	0.2	0.4	0.5	0.3	0.4	0.1	

\* Printed, bound paper book in all formats except paperback.

### C.3. Sales, New Titles (cont.)

Children's and Young Adult Books	Number of Copies Sold, in thousands									Number of Copies Sold per Title, in thousands								
	2017	2016	2015	2014	2013	2012	2011	2010	2009	2017	2016	2015	2014	2013	2012	2011	2010	2009
Bound and other formats* Swedish	2,250	2,150	2,049	2,182	2,049	2,178	2,400	2,720	1,665	4.3	4.3	4.6	4.7	4.1	4.3	5.2	6.2	3.9
Bound and other formats* Translated	858	953	896	734	794	1,150	1,021	1,756	1,540	2.5	2.8	3.2	2.6	2.9	3.4	3.5	4.2	3.0
<i>Total Bound and other formats</i>	<i>3,108</i>	<i>3,102</i>	<i>2,946</i>	<i>2,916</i>	<i>2,843</i>	<i>3,328</i>	<i>3,421</i>	<i>4,477</i>	<i>3,205</i>	<i>3.5</i>	<i>3.7</i>	<i>4.1</i>	<i>3.9</i>	<i>3.7</i>	<i>4.0</i>	<i>4.5</i>	<i>5.3</i>	<i>3.4</i>
Paperback, Swedish	30	32	65	40	46					1.5	2.3	4.6	1.3	1.7				
Paperback, Translated	66	52	41	57	67					2.9	2.7	3.7	4.8	3.5				
<i>Total Paperback</i>	<i>96</i>	<i>84</i>	<i>106</i>	<i>98</i>	<i>113</i>	<i>251</i>	<i>202</i>	<i>268</i>	<i>315</i>	<i>2.2</i>	<i>2.5</i>	<i>4.2</i>	<i>2.3</i>	<i>2.5</i>	<i>5.0</i>	<i>4.0</i>	<i>6.2</i>	<i>4.7</i>
Audio books physical, Swedish	5	12	31	18	27	53	58	46	77	0.2	1.1	2.1	1.5	1.8	1.6	1.2	1.7	1.4
Audio books physical, Translated	0	0	1	0	2	10	1	10	32			1.5	0.1	0.7	2.4	1.2	1.6	1.8
<i>Total Audio Books physical**</i>	<i>5</i>	<i>12</i>	<i>33</i>	<i>19</i>	<i>29</i>	<i>62</i>	<i>60</i>	<i>56</i>	<i>109</i>	<i>0.2</i>	<i>1.1</i>	<i>2.0</i>	<i>1.3</i>	<i>1.6</i>	<i>1.7</i>	<i>1.2</i>	<i>1.7</i>	<i>1.5</i>
Audio books downloadable/streaming, Swedish	228	60	34	19	1					0.6	0.4	0.5	0.1	0.1				
Audio books downloadable/streaming, Translated	4	28	39	6	2					0.1	0.4	1.2	0.3	0.5				
<i>Total Audio Books downloadable/streaming</i>	<i>232</i>	<i>88</i>	<i>73</i>	<i>25</i>	<i>4</i>	<i>2</i>	<i>1</i>	<i>0</i>		<i>0.5</i>	<i>0.4</i>	<i>0.7</i>	<i>0.2</i>	<i>0.1</i>	<i>0.2</i>	<i>0.1</i>	<i>0.0</i>	
E-books downloadable/streaming, Swedish	25	19	9	7	10					0.0	0.0	0.0	0.0	0.1				
E-books downloadable/streaming, Translated	3	3	4	5	6					0.0	0.0	0.1	0.1	0.2				
<i>Total E-books downloadable/streaming</i>	<i>27</i>	<i>22</i>	<i>14</i>	<i>11</i>	<i>16</i>	<i>4</i>	<i>5</i>	<i>1</i>		<i>0.0</i>	<i>0.0</i>	<i>0.0</i>	<i>0.0</i>	<i>0.1</i>	<i>0.1</i>	<i>0.0</i>	<i>0.0</i>	
<b>Total Children's and Young Adult Books</b>	<b>3,469</b>	<b>3,308</b>	<b>3,171</b>	<b>3,069</b>	<b>3,005</b>	<b>3,647</b>	<b>3,689</b>	<b>4,802</b>	<b>3,628</b>	<b>1.7</b>	<b>1.9</b>	<b>2.8</b>	<b>2.3</b>	<b>2.8</b>	<b>3.8</b>	<b>3.8</b>	<b>4.9</b>	<b>3.4</b>
Share of total: printed/physical books	3,204	3,187	3,051	3,013	2,956	3,579	3,623	4,745	3,520	3.5	3.7	4.1	3.8	3.6	4.0	4.5	5.3	3.5
Share of total: physical audio books	5	12	33	19	29	62	60	56	109	0.2	1.1	2.0	1.3	1.6	1.7	1.2	1.7	1.5
Share of total: downloadable-/streaming audio books	232	88	73	25	4	2	1	0		0.5	0.4	0.7	0.2	0.1	0.2	0.1	0.0	
Share of total: downloadable-/streaming e-books	27	22	14	11	16	4	5	1		0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0	

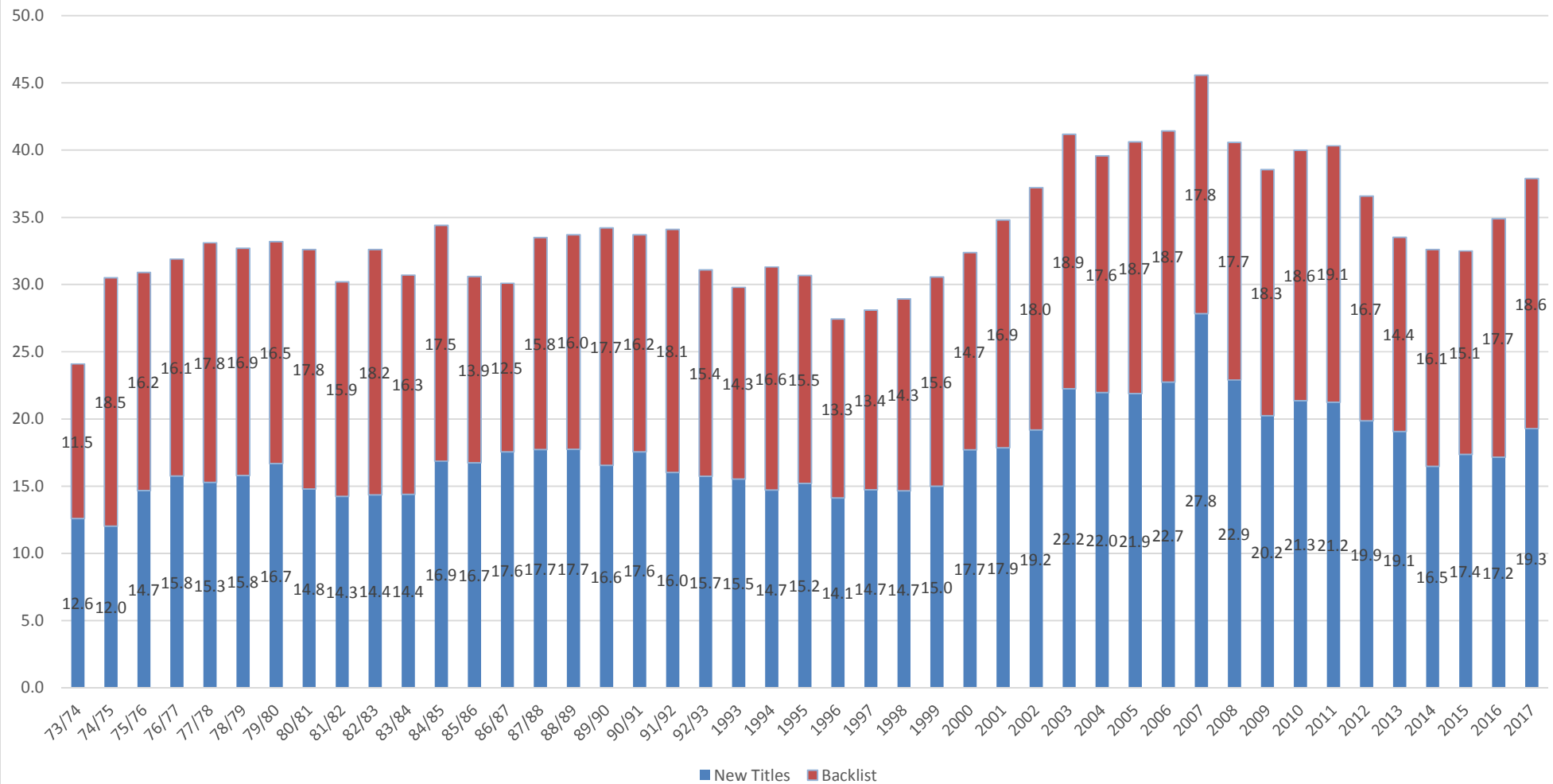
\* Printed, bound paper book in all formats except paperback.

### C.3. Sales, New Titles (cont.)

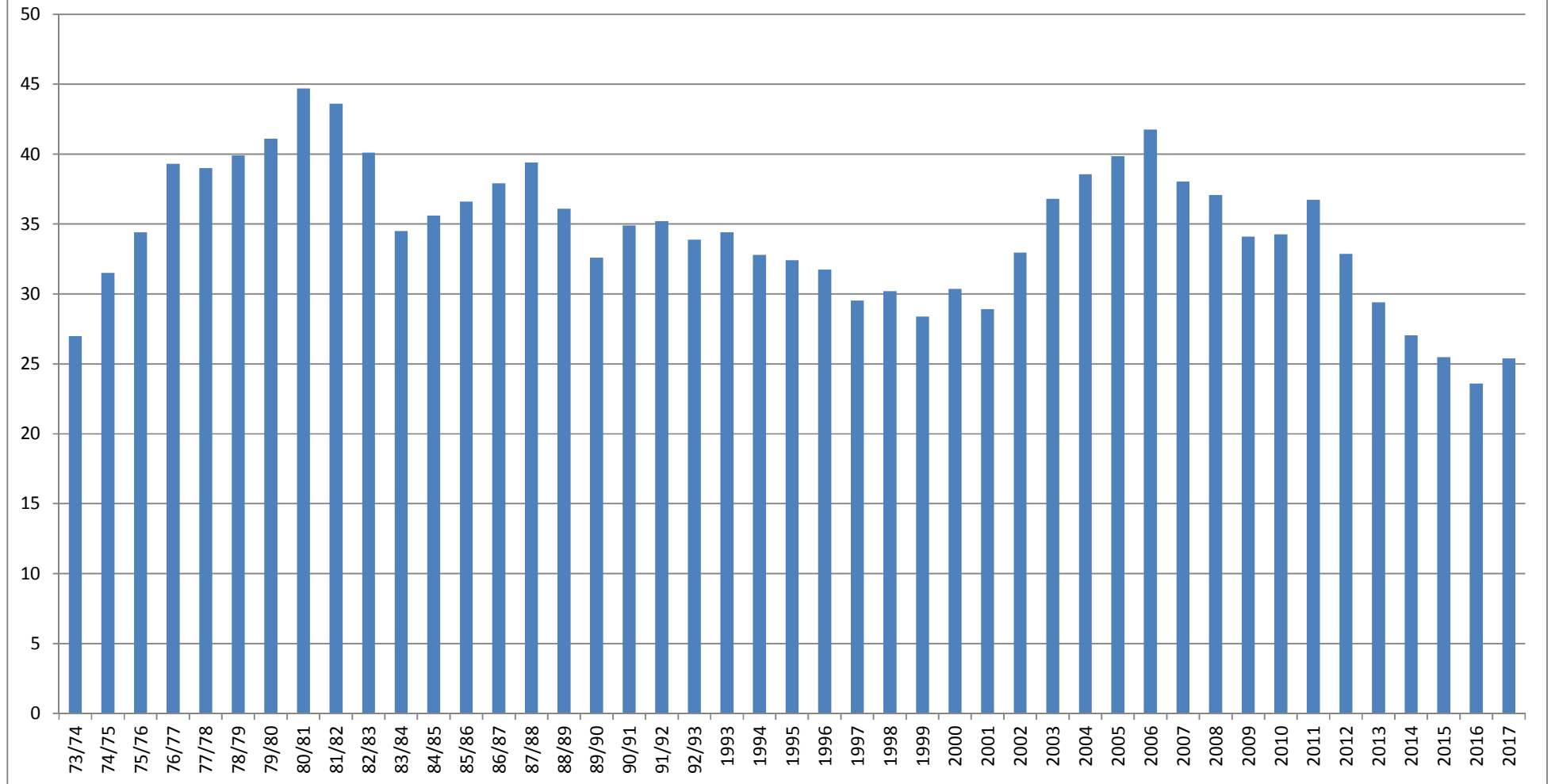
Non-fiction	Number of Copies Sold, in thousands									Number of Copies Sold per Title, in thousands								
	2017	2016	2015	2014	2013	2012	2011	2010	2009	2017	2016	2015	2014	2013	2012	2011	2010	2009
Bound and other formats* Swedish	2,367	2,422	2,818	3,246	3,583	3,383	3,847	4,161	3,794	2.5	2.8	3.3	3.3	4.0	3.3	4.1	4.4	3.6
Bound and other formats* Translated	460	575	654	430	566	885	1,128	926	1,059	2.3	2.6	2.8	2.5	3.3	3.4	3.5	3.1	3.0
<i>Total Bound and other formats</i>	<i>2,827</i>	<i>2,997</i>	<i>3,472</i>	<i>3,677</i>	<i>4,148</i>	<i>4,268</i>	<i>4,974</i>	<i>5,086</i>	<i>4,853</i>	<i>2.5</i>	<i>2.7</i>	<i>3.2</i>	<i>3.2</i>	<i>3.9</i>	<i>3.3</i>	<i>3.9</i>	<i>4.0</i>	<i>3.5</i>
Paperback, Swedish	684	440	363	449	771					6.9	5.4	5.2	5.9	8.7				
Paperback, Translated	222	134	169	141	176					5.4	3.1	4.0	3.8	6.1				
<i>Total Paperback</i>	<i>906</i>	<i>575</i>	<i>532</i>	<i>590</i>	<i>948</i>	<i>915</i>	<i>1,004</i>	<i>1,188</i>	<i>923</i>	<i>6.5</i>	<i>4.6</i>	<i>4.7</i>	<i>5.2</i>	<i>8.0</i>	<i>8.5</i>	<i>8.6</i>	<i>9.2</i>	<i>7.0</i>
Audio books physical, Swedish	3	10	14	14	11	28	94	69	40	0.1	0.6	0.9	0.9	1.9	1.3	3.2	2.1	1.7
Audio books physical, Translated	1	1	0	3	1	0	1	0	5	0.1	0.4	0.2	1.6	0.5		1.4		1.8
<i>Total Audio Books physical**</i>	<i>4</i>	<i>11</i>	<i>14</i>	<i>17</i>	<i>12</i>	<i>28</i>	<i>95</i>	<i>69</i>	<i>46</i>	<i>0.1</i>	<i>0.5</i>	<i>0.8</i>	<i>1.0</i>	<i>1.5</i>	<i>1.3</i>	<i>3.2</i>	<i>2.1</i>	<i>1.7</i>
Audio books downloadable/streaming, Swedish	464	91	61	22	2					1.2	1.7	1.1	0.8	0.2				
Audio books downloadable/streaming, Translated	17	23	3	3	1					0.9	1.4	0.3	0.1	0.3				
<i>Total Audio Books downloadable/streaming</i>	<i>481</i>	<i>113</i>	<i>64</i>	<i>25</i>	<i>3</i>	<i>7</i>	<i>19</i>	<i>1</i>		<i>1.2</i>	<i>1.6</i>	<i>1.0</i>	<i>0.4</i>	<i>0.2</i>	<i>0.6</i>	<i>2.1</i>	<i>0.0</i>	
E-books downloadable/streaming, Swedish	33	23	21	23	45					0.1	0.1	0.1	0.1	0.2				
E-books downloadable/streaming, Translated	16	8	11	4	16					0.2	0.2	0.3	0.1	0.2				
<i>Total E-books downloadable/streaming</i>	<i>49</i>	<i>31</i>	<i>32</i>	<i>27</i>	<i>61</i>	<i>41</i>	<i>17</i>	<i>9</i>		<i>0.1</i>	<i>0.1</i>	<i>0.1</i>	<i>0.1</i>	<i>0.2</i>	<i>0.3</i>	<i>0.2</i>	<i>0.0</i>	
<b>Total Non-fiction</b>	<b>4,266</b>	<b>3,727</b>	<b>4,115</b>	<b>4,336</b>	<b>5,173</b>	<b>5,259</b>	<b>6,108</b>	<b>6,354</b>	<b>5,821</b>	<b>1.9</b>	<b>2.4</b>	<b>2.6</b>	<b>2.7</b>	<b>3.3</b>	<b>3.4</b>	<b>4.0</b>	<b>3.8</b>	<b>3.7</b>
Share of total: printed/physical books	3,733	3,572	4,004	4,267	5,096	5,183	5,978	6,275	5,776	2.9	2.9	3.4	3.4	4.3	3.7	4.3	4.5	3.8
Share of total: physical audio books	4	11	14	17	12	28	95	69	46	0.1	0.5	0.8	1.0	1.5	1.3	3.2	2.1	1.7
Share of total: downloadable-/streaming audio books	481	113	64	25	3	7	19	1		1.2	1.6	1.0	0.4	0.2	0.6	2.1	0.0	
Share of total: downloadable-/streaming e-books	49	31	32	27	61	41	17	9		0.1	0.1	0.1	0.1	0.2	0.3	0.2	0.0	
* Printed, bound paper book in all formats except paperback.																		
<b>Digital editions not divided into categories</b>																		
Audio books downloadable/streaming									68									
E-books									14									
<b>TOTAL Fiction, Children's and Young Adult and Non-fiction</b>	<b>19,281</b>	<b>17,157</b>	<b>17,358</b>	<b>16,474</b>	<b>19,071</b>	<b>19,854</b>	<b>21,240</b>	<b>21,347</b>	<b>20,238</b>	<b>2.6</b>	<b>2.9</b>	<b>3.3</b>	<b>3.3</b>	<b>4.0</b>	<b>4.0</b>	<b>5.3</b>	<b>5.2</b>	<b>4.7</b>
Share of total: printed/physical books	14,443	14,842	15,745	15,374	18,000	18,824	20,197	20,524	19,378	4.2	4.7	5.3	5.0	6.0	5.5	6.4	6.4	5.5
Share of total: physical audio books	120	173	278	323	481	630	806	721	778	0.6	1.2	1.4	2.0	2.4	2.8	3.1	3.4	2.8
Share of total: downloadable-/streaming audio books	4,300	1,824	1,038	502	165	93	97	65	68	2.8	2.3	2.5	1.2	0.7	0.5	0.8	0.3	0.3
Share of total: downloadable-/streaming e-books	418	318	297	274	425	308	140	37	14	0.2	0.2	0.2	0.2	0.3	0.3	0.3	0.1	0.1

\*\* For 2009 and the years before, downloadable audio books are also included.

### C.4. Total Number of Copies Sold



### C.5. Total Number of Copies in Stock



### III. Participating Publishers in 2017, 66

A Nice Noise	Leopard förlag	SISU Idrottsböcker
Alfabetia Bokförlag	Libris Media	Storyside
Bokförlaget Arena	Bokförlaget Lind & Co	Storytel Publishing
Bokförlaget Atlantis	J.A. Lindblads Bokförlags AB	Svensk Byggtjänst
Bokförlaget Atlas	Läraryörlaget	Svenskt Militärhistoriskt Biblioteks Förlag
Axiell Media	Bokförlaget Max Ström	Timbro
Berghs Förlag	Månadens Bok (ej medlem)	Verbum
Albert Bonniers Förlag	Natur & Kultur	Weyler förlag
Bonnier Bookery	Bokförlaget NoNa	Volante
Bonnier Carlsen Bokförlag	Norstedts	Östlings Bokförlag Symposion
Bonnier Fakta	Novellix	
Brombergs Bokförlag	Offside Press	
Carlsson Bokförlag	Bokförlaget Opal	<b>More information?</b>
Dialogos Förlag	Ordalaget Bokförlag	For more information about the Swedish Publishers' Association Statistics for the Book Trade, please contact our central office, phone +46(0)8-736 19 40. See also our website at <a href="http://www.forlaggare.se">www.forlaggare.se</a> .
Earbooks (ej medlem)	Ordberoende Förlag	
Ehrlin Publishing	Ordfront Förlag	
Ekerlids Förlag	Pedagogkonsult	
Elisabeth Grate Bokförlag	Piratförlaget	
Ersatz	Pocketförlaget (ej medlem)	
Bokförlaget Fischer & Co	Bokförlaget Polaris	
Bokförlaget Forum	Prevent	
Fri Tanke Förlag	Printz Publishing	<i>The Swedish Publishers'</i>
Förlaget M	Rabén & Sjögren	<i>Association Statistics Committee:</i>
Gothia Fortbildning	Roos & Tegnér	Håkan Köhler (chairman),
Historiska Media	Salikon Förlag	Madeleine Lawass, Annika
Hoi Förlag	Santérus Förlag	Welinder, Lena Öhman, Kristina
Informationsförlaget	Sekwa förlag	Ahlinder and Roy Rue.
LL-förlaget/MTM	Bokförlaget Semic	

#### Glossary

**Bound and other formats** Printed, bound paper books in all formats except paperback.

**Backlist** Books sold after the year of publication.

**Fiction** Books classified as category H in the classification system used by Swedish libraries.

**Children's and Young Adult Books** Books produced specifically for children or young adults, classification category Hcf, Hcg or with the letter "u" added to the classification.

**Non-fiction** Books with a classification other than H or Children's and Young Adult.

**Audio Books physical** Work rendered as sound (recorded readings) distributed on CD/DVD or other physical carrier.

**Audio Books downloadable/streaming** Work rendered as sound (recorded readings) that is downloaded or streamed without physical carrier.

**E-books** Works rendered digitally as text and/or images.









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