



Global Entertainment & Media Outlook 2018-2022

Global books (Danish krone millions)

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2017-22 CAGR
Global books (Danish krone millions)											
Global professional books (Danish krone millions)											
Global electronic professional books	24.848	30.361	34.916	39.359	43.576	47.629	51.508	55.298	59.003	62.630	7,5%
Global print/audio professional book	106.713	105.010	102.269	99.599	96.664	93.612	90.650	87.773	85.108	82.677	-3,1%
Total Global professional books	131.560	135.370	137.185	138.958	140.240	141.241	142.157	143.072	144.111	145.307	0,7%
Global consumer books (Danish krone millions)											
Global consumer books electronic	50.830	57.528	64.464	68.302	73.228	77.932	82.505	86.479	90.285	93.956	5,1%
Global consumer books print/audio	307.432	305.467	310.022	316.343	319.489	323.796	327.914	331.643	334.150	336.048	1,0%
Total Global consumer books	358.262	362.995	374.486	384.644	392.718	401.728	410.419	418.121	424.435	430.004	1,8%
Global educational books (Danish krone millions)											
Global educational books electronic	16.311	20.581	24.301	28.216	32.396	36.234	40.692	45.289	50.130	54.038	10,8%
Global educational books print/audioc	216.928	216.758	215.755	214.785	215.523	216.237	215.614	214.259	212.418	211.312	-0,4%
Total Global educational books	233.240	237.339	240.056	243.001	247.919	252.471	256.305	259.548	262.548	265.350	1,4%
Total Global books	723.062	735.704	751.727	766.603	780.876	795.439	808.881	820.742	831.095	840.661	1,5%
Books in Denmark (Danish krone millions)											
Professional books in Denmark (Danish krone millions)											
Electronic professional books in Der	14	17	20	22	25	27	29	32	34	36	8,1%
Print/audio professional books in De	127	127	127	126	125	124	123	122	120	119	-1,1%
Total Professional books in Denmark	141	144	146	148	150	151	153	154	154	155	0,7%
Consumer books in Denmark (Danish krone millions)											
Consumer books electronic in Denm	94	116	137	160	183	208	234	260	285	309	11,0%
Consumer books print/audio in Denr	1.560	1.522	1.490	1.456	1.428	1.404	1.384	1.367	1.352	1.339	-1,3%
Total Consumer books in Denmark	1.655	1.638	1.626	1.616	1.612	1.611	1.618	1.627	1.637	1.648	0,4%
Educational books in Denmark (Danish krone millions)											
Educational books electronic in Den	50	76	108	146	188	230	270	305	334	357	13,7%
Educational books print/audio in Der	373	375	386	394	401	407	412	417	421	425	1,2%
Total Educational books in Denmark	423	451	494	540	589	637	682	722	756	782	5,9%
Total Books in Denmark	2.219	2.234	2.267	2.304	2.350	2.400	2.453	2.503	2.547	2.586	1,9%
Total with double counting	725.281	737.937	753.994	768.907	783.227	797.839	811.334	823.244	833.642	843.247	1,5%
Alert- value of double counting											
Books in Denmark	2.219	2.234	2.267	2.304	2.350	2.400	2.453	2.503	2.547	2.586	-
Counted in: Global books, Books in Denmark											

Sources:

FALSE
 Associazione Italiana Editori (Italy)
 Ovum
 Informa Telecoms & Media
 PwC