

Nielsen
BookData

DIGITAL BRAZILIAN PUBLISHING SECTOR

Ebook & Audiobook Base Year - 2023



May 2024

Nielsen BookData | Digital - BR Publishing Sector | Base Year 2023

Nielsen BookData

Digital Brazilian Publishing Sector



Industry analysis - ebook & audiobook



This is the only study on the subject in Brazil



Conducting the study periodically makes it possible to analyze the performance of the publishing digital market over the years.

Report Developed By:



Nielsen
BookData



HIGHLIGHTS

Base Year 2023

Revenue



In 2023, **publishers' revenue grew** by **39%** (nominal) from **ebooks and audiobooks sales**. In **real terms** this **growth** was **33%** (inflation variation - IPCA - was 4.62%)

Categories



This **growth** was driven by the performance of **Educational Platforms**, which recorded a **nominal increase** of **68%**, and **Online Libraries**, which saw a **growth** of **59%**.

Performance



Publishers' revenue from the **ebooks** and **audiobooks sales** has **increased** by **158%** in **real terms** over the past **5 years**.

Nielsen
BookData

PRODUCTION

Ebook & Audiobook

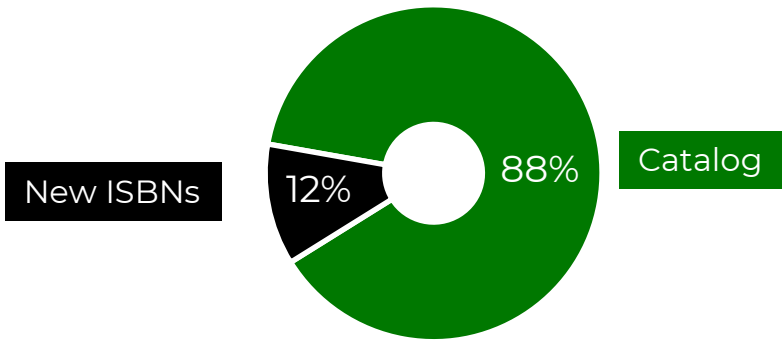
MaY 2024

Nielsen BookData | Digital - BR Publishing Sector | Base Year 2023
© 2021 Nielsen Consumer LLC. All Rights Reserved.



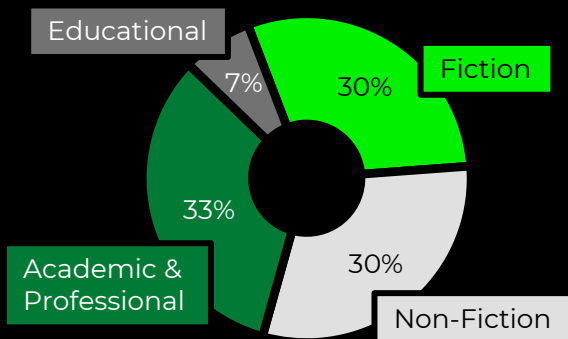
Publishers' Digital Production


There are  **120** thousand titles in Brazil



News ISBNs: ISBNs published for the first time in 2023
Catalog: ISBNs published in previous years

 Were Published **14** thousand new ISBNs



 growth of 10 p.p in audio releases compared to 2022

Nielsen
BookData

SALES

Ebook & Audiobook

May 2024

Nielsen BookData | Digital - BR Publishing Sector | Base Year 2023
© 2021 Nielsen Consumer LLC. All Rights Reserved.



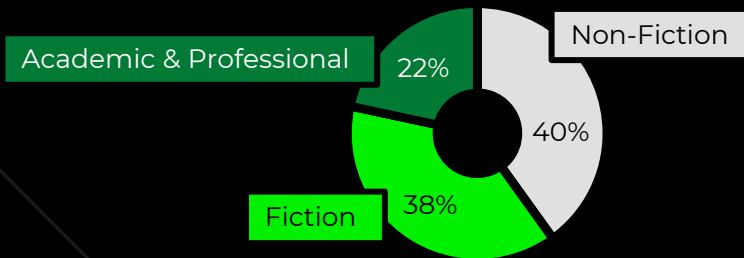
Publishers' Digital Sales

Sold Units - *À la carte*

À la carte → sale of an entire unit



11,5 Millions of Sold Units



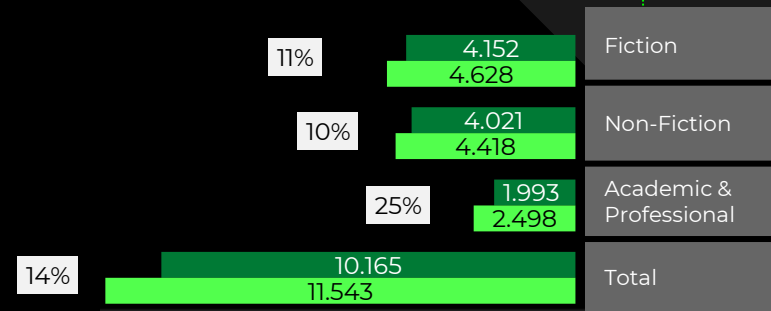
Non-fiction audiobooks account for 83% of total audiobook units sold.



Sold Units

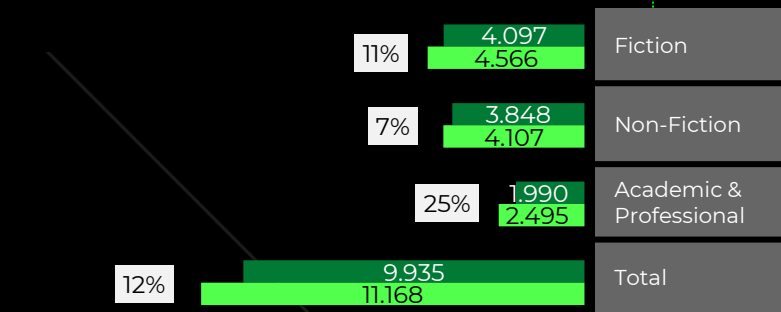
Total (Ebook + Audiobook)

In Thousands



Sold Units Ebook

In Thousands

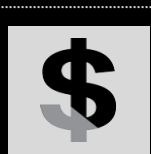


■ 2022 ■ 2023 ■ VAR.%

Publishers' Digital Sales

Revenue - *À la carte*

À la carte → sale of an entire unit

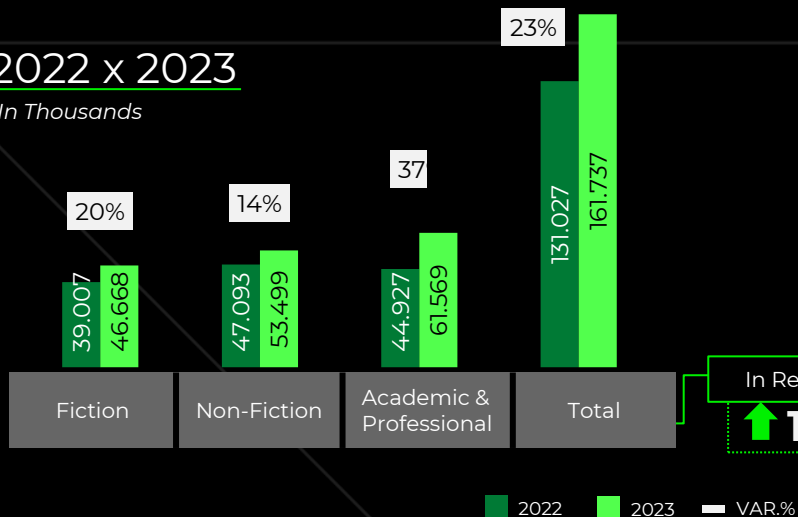


R\$162

million was the publishers revenue with sales of *à la carte* units

2022 x 2023

In Thousands



Ebook vs Audiobook

99%
Ebook



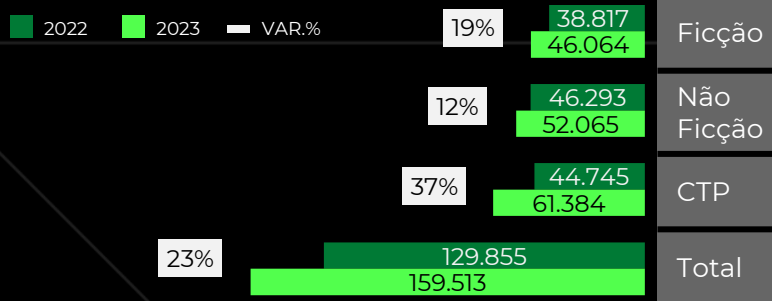
1%
Audiobook

The Non-Fiction category accounts for 63% of publishers' revenue from *à la carte* audiobook sales.



Revenue Ebook

In Thousands



Average Price-Ebook Total

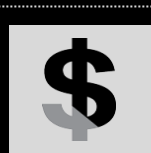
Year	Price	Var. %
2022	R\$13,07	
2023	R\$14,28	9,3

In Real Terms

↑ 17%

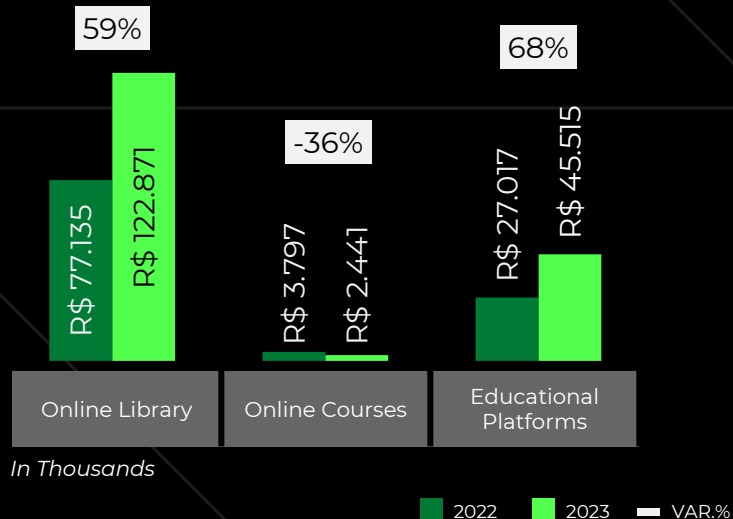
Publishers Sales

Other Revenue Categories



R\$177,5

million was the publisher's revenue with sales of Other Revenue Categories



Subscriptions

In Thousands



Ebook vs Audiobook

Subscriptions



The Non-fiction category accounts for 85% of the publisher's revenue

Educational Platforms → used in kindergarten, primary school and secondary school
Online Library → primarily focus on academic and professional books.

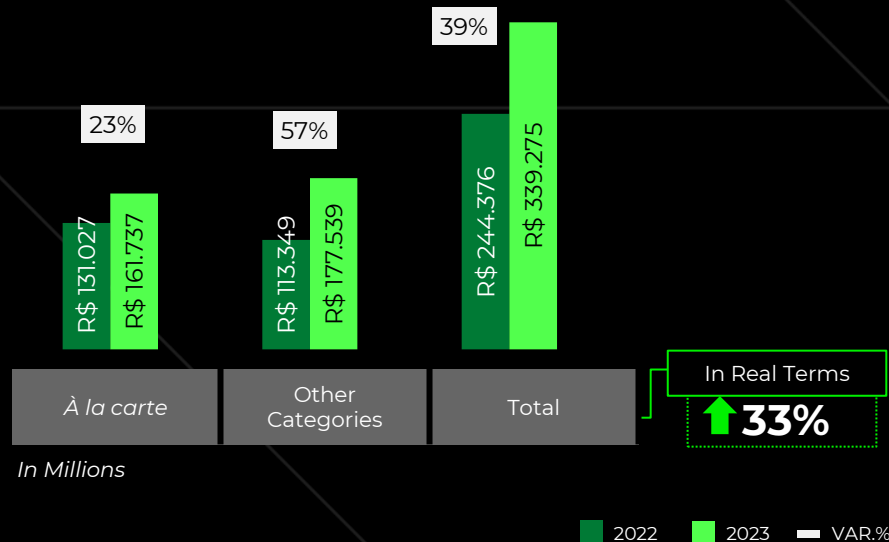
Publishers Sales

Total Revenue (à la carte + Other Categories)



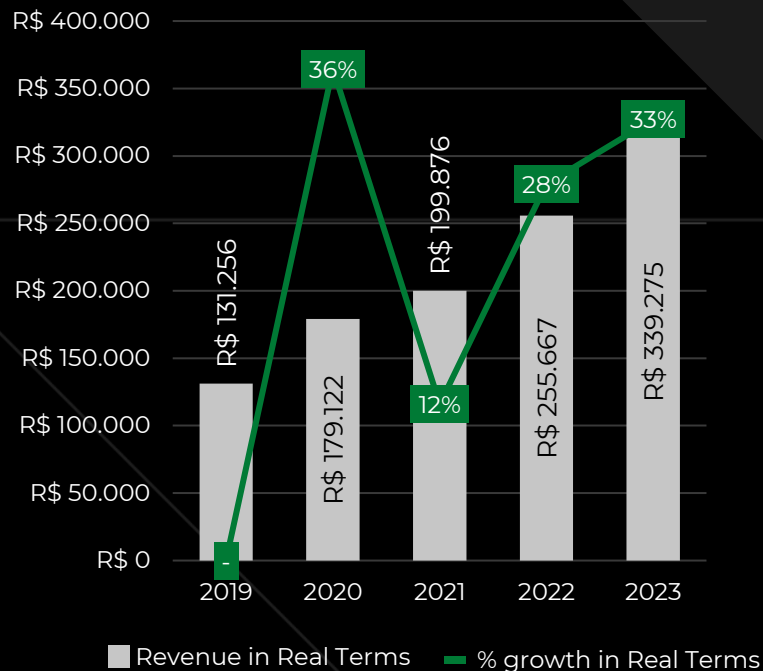
R\$339

million was the publisher's revenue



Revenue in real terms

R\$ 2023 – In Thousands



PRINT VS DIGITAL



Publishers Sales

Print vs Digital

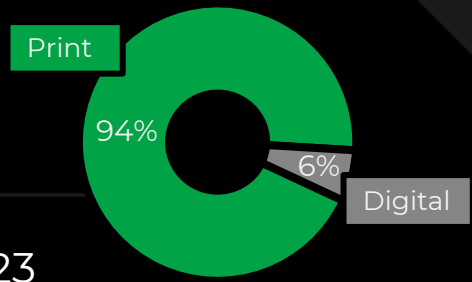
In Thousands

	2022	2023	VAR%
PRINT*	R\$4.072.702	R\$4.041.758	-0,8%
DIGITAL	R\$244.376	R\$339.275	38,8%
TOTAL	R\$4.317.079	R\$4.381.033	1,5%

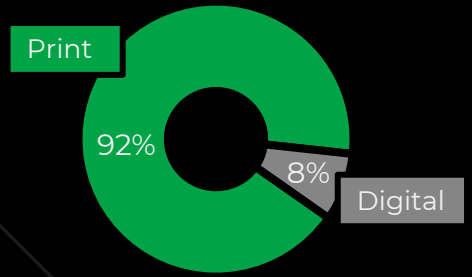
In Real Terms
↓ -3%

Print vs Digital % 2022 x 2023

2022



2023



* For book prints, only market sales were considered.

Study

The Study is sponsored by the Brazilian Association of Book Publishers (SNEL) and the Brazilian Book Chamber (CBL) and developed by Nielsen BookData.

Data Collection Process

The gathering information process is executed through an online form, provided by Nielsen BookData Systems to Brazilian publishers.

Survey

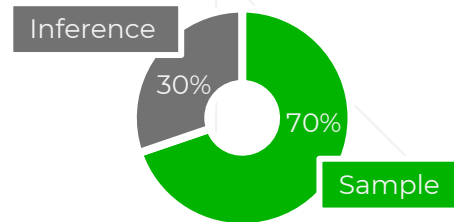
The survey questions are about Publishers' production and Publishers' sales – Ebooks and Audiobooks, considering published titles, New digital ISBNs, Sold Units, and the different types of publisher's revenue in due the different types of ebooks and audiobooks sales.

Printed x Digital

Comparisons between the printed book publishing market and the digital publishing market use data from publishers' sales to the market. Therefore, sales to the government were excluded. The data were extracted from: Production and sales - Brazilian Publishing Sector – Base Year 2023

Sample

Sample: publishers who answered the survey two years in a row. The sample coverage is 70% of the revenue for the survey base year 2023.



Inference

Based on the variations measured in relation to the previous year, the statistical inference process is applied to reach the total market values.

Real Terms

Data in real terms are calculated according to the IPCA (Consumer Prices Index Broad, in Portuguese) by IBGE (Brazilian Institute of Geography and Statistics, in Portuguese). In 2023 the IPCA registered a variation of 4.62%.

Nielsen BookData



mariana.bueno.consultant@nielseniq.com
producao.vendas@nielseniq.com