

## BRAZILIAN DIGITAL PUBLISHING MARKET - PERFORMANCE IN REAL TERMS

Historical Series of the Digital Brazilian Publishing Sector  
*Ebook & Audiobook*

## 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:



**CBL**  
Câmara  
Brasileira  
do Livro



**Nielsen  
BookData**

# TARGET

Analyze the **PERFORMANCE** of the **DIGITAL PUBLISHING MARKET** in **REAL TERMS**. The **NOMINAL** data from the annual survey “Digital Brazilian Publishing Sector ” were **DEFLATED** and **ADJUSTED TO 2023 VALUES** using the accumulated variation of 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%**.

Access historical data at: <http://snel.org.br/pesquisas> or <http://cbl.org.br/servicos/pesquisas-de-mercado>

Nielsen  
BookData

**PUBLISHERS'  
PERFORMANCE – DIGITAL  
SALES À LA CARTE  
ADJUSTED FOR INFLATION**

sales of an entire eBook or audiobook unit

**CBL**  
Câmara  
Brasileira  
do Livro

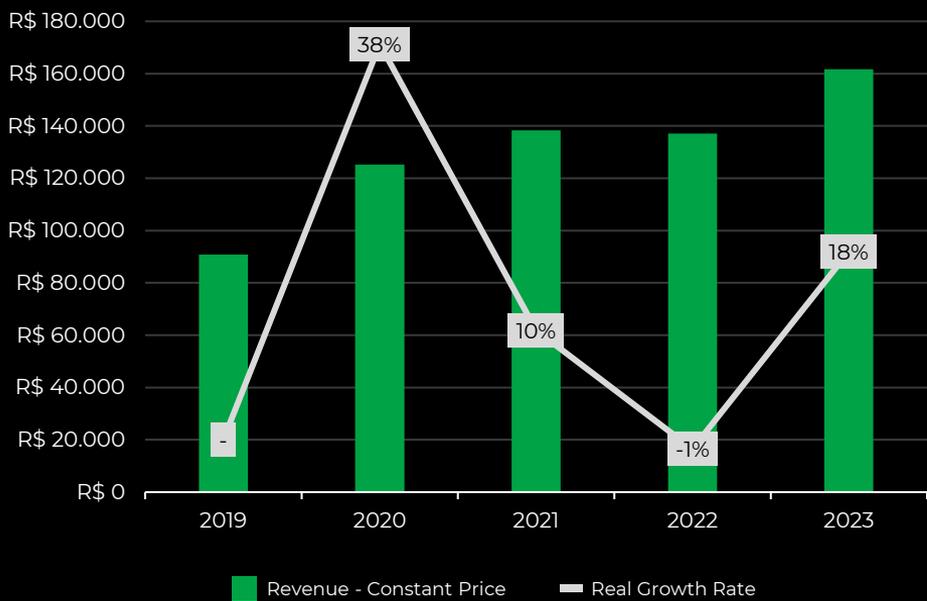




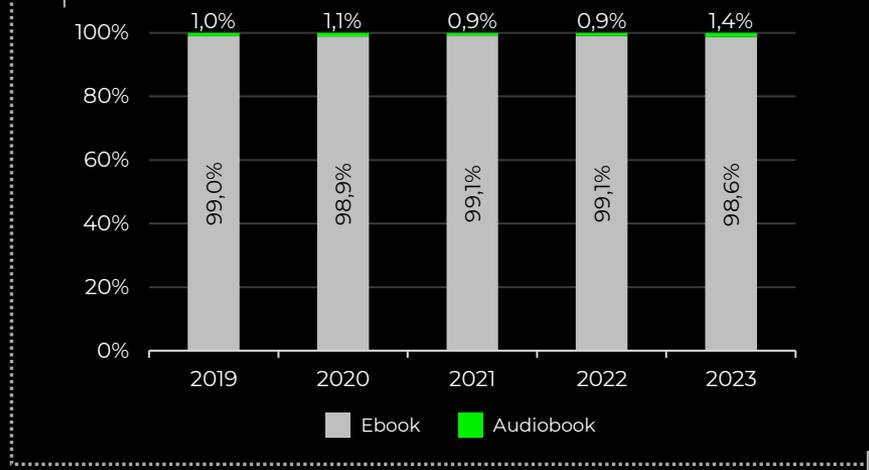
# PERFORMANCE IN REAL TERMS - À LA CARTE

## Publisher' Revenue

► Performance of Publishers' Revenue Adjusted for Inflation  
Ebook + Audiobook  
In Constant 2023 Prices | *In Thousands*



► Share of Ebook and Audiobook Revenue in real terms

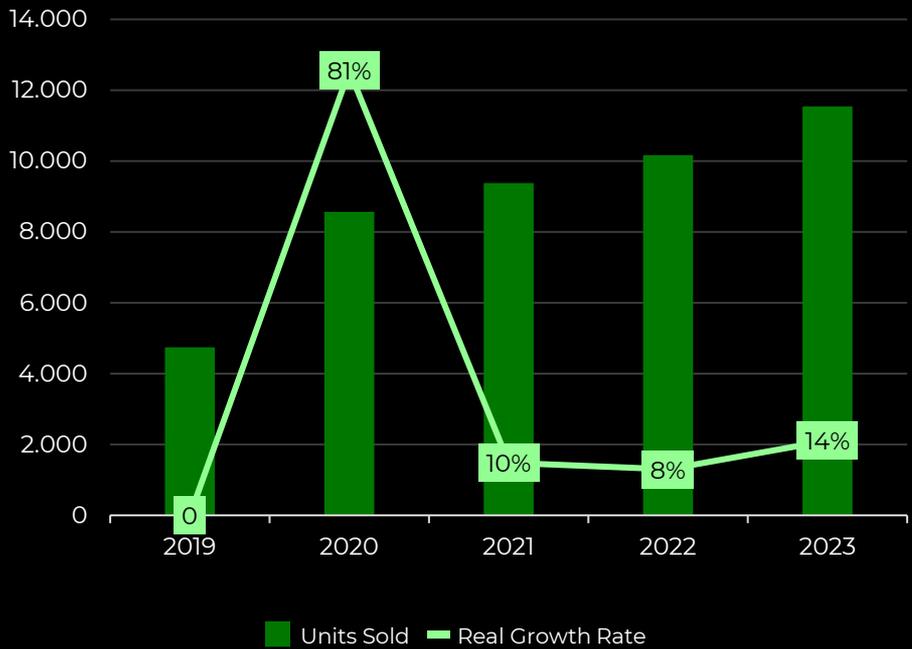


**REAL GROWTH** of **78%**  
over **5 YEARS**

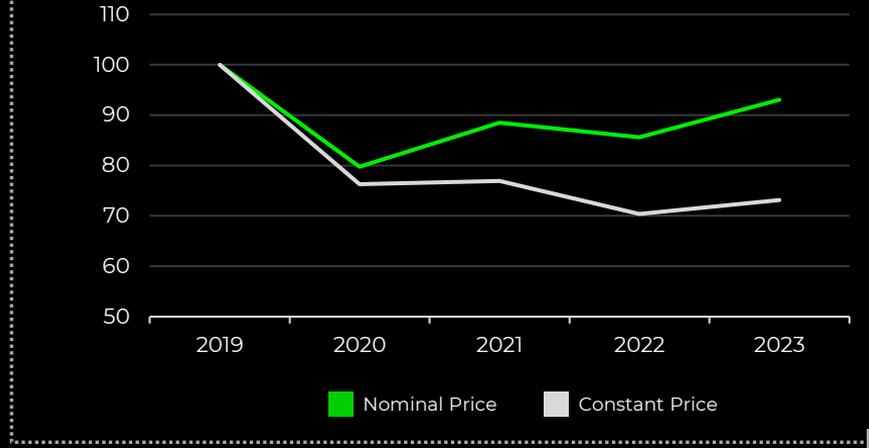


# PERFORMANCE IN REAL TERMS - À LA CARTE

► Units sold  
Ebook + Audiobook | *In Thousands*



► Average Prices – Total (Ebook + Audiobook)  
Current Values and Constant Values – Index Number



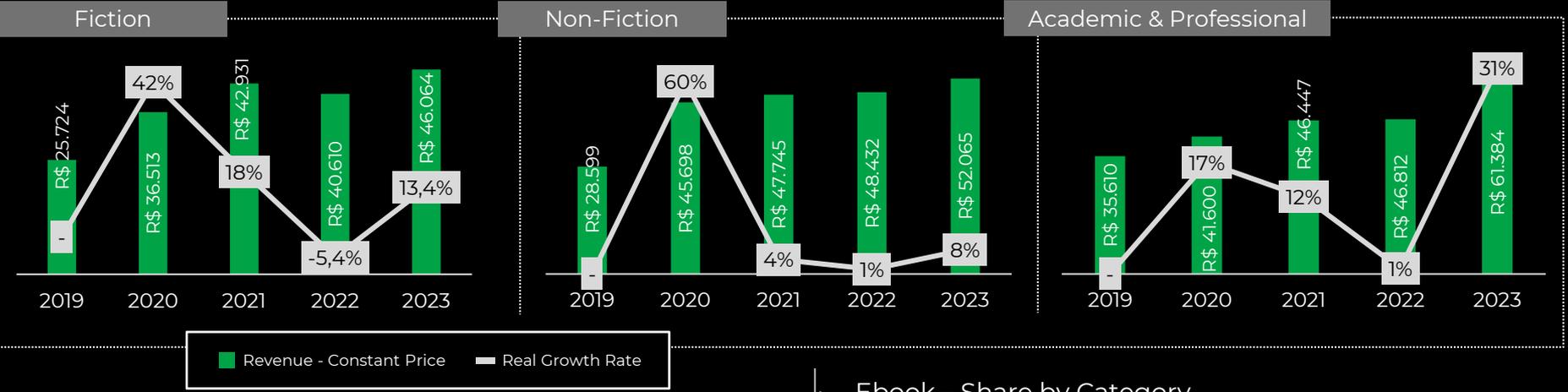
**\$** In **5 YEARS**, the **AVERAGE PRICE** of books saw a **27% DECREASE** in **REAL TERMS**.



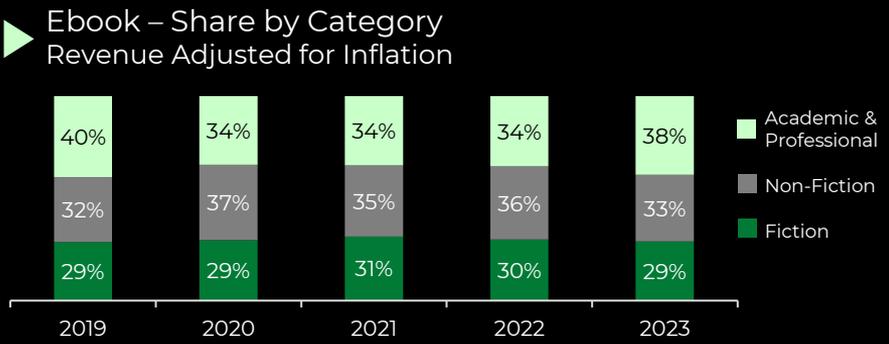
# PERFORMANCE IN REAL TERMS - À LA CARTE

Publishers' Revenue: Ebook by Category

► Performance of Publishers' Revenue Adjusted for Inflation – Ebook by Category  
In Constant 2023 Prices | *In Thousands*



The percentage share of categories in the à la carte ebook market has remained relatively stable over the last 5 years.



Nielsen  
BookData

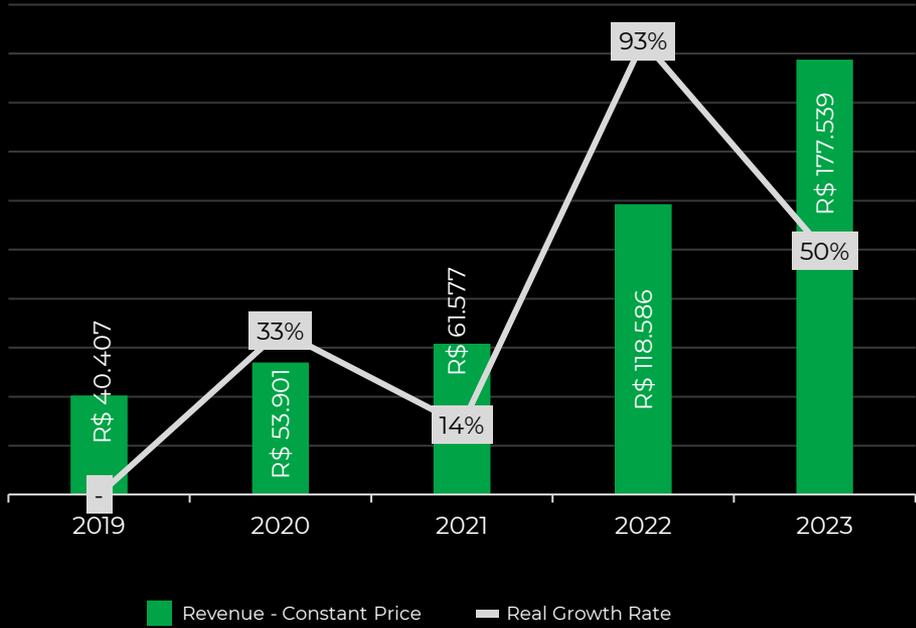
# PUBLISHERS' PERFORMANCE – DIGITAL SALES ADJUSTED FOR INFLATION OF OTHER REVENUE CATEGORIES



# PERFORMANCE IN REAL TERMS – OTHER CATEGORIES

## Publishers' Revenue

► Performance of Publishers' Revenue Adjusted for Inflation - Ebook + Audiobook  
 In Constant 2023 Prices | *In Thousands*



**OTHER CATEGORIES**

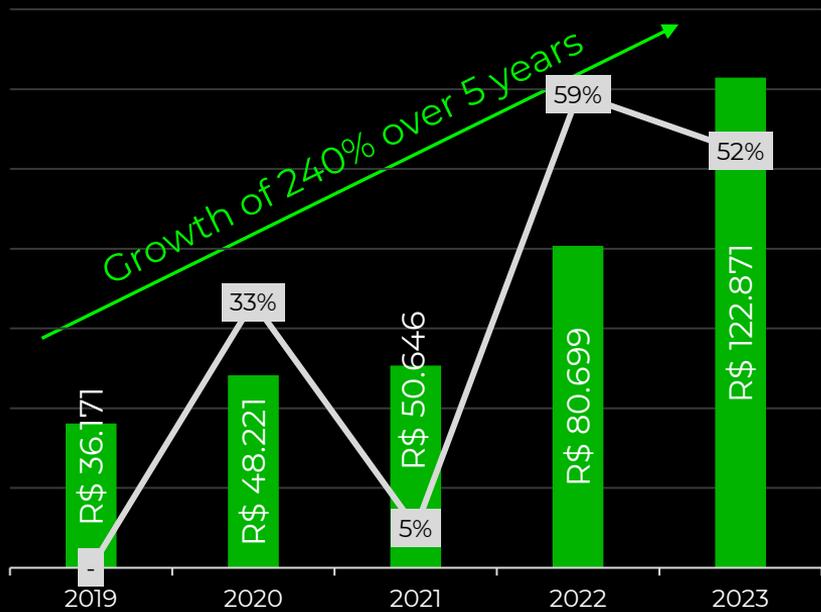
**PUBLISHERS' REVENUE** from different forms of digital book sales: **ONLINE LIBRARIES, SUBSCRIPTIONS, ONLINE COURSES, AND EDUCATIONAL PLATFORMS.**



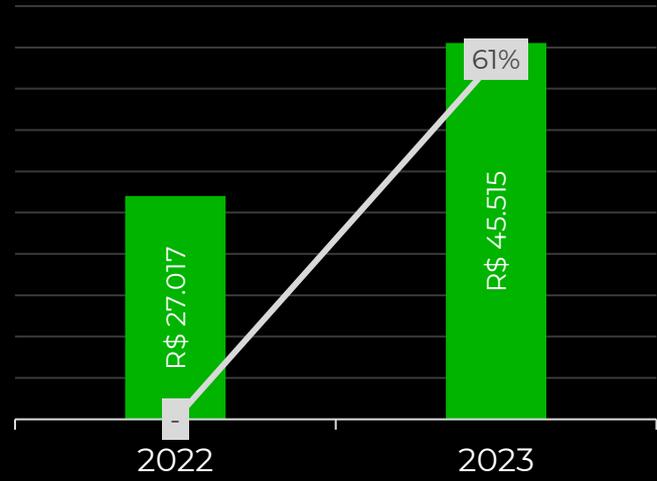
# PERFORMANCE IN REAL TERMS – OTHER CATEGORIES

## Publishers' Revenue

► Performance of Publishers' Revenue Adjusted for Inflation Online Libraries  
In Constant 2023 Prices | *In Thousands*



► Performance of Publishers' Revenue Adjusted for Inflation Educational Platforms  
In Constant 2023 Prices | *In Thousands*



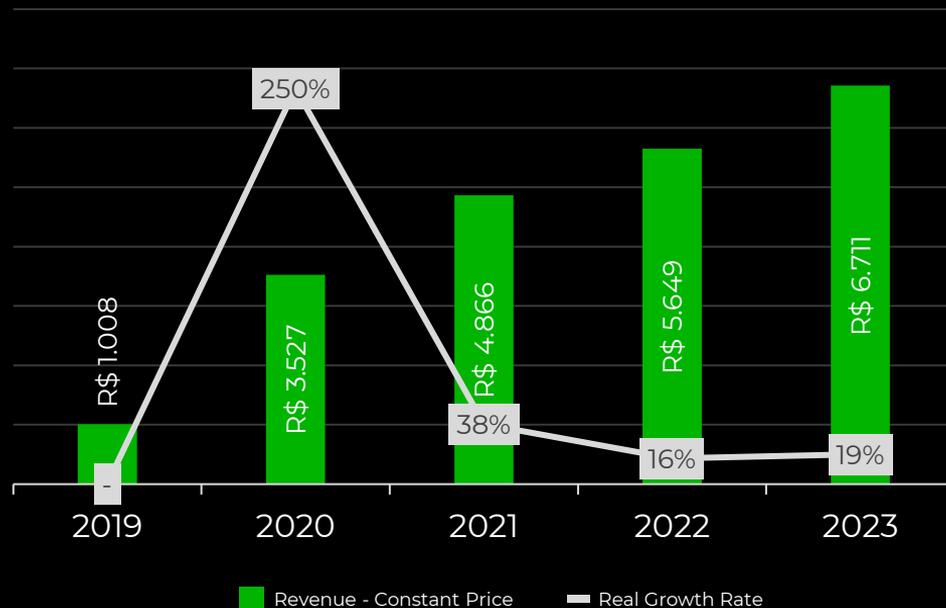
The category "Educational Platforms" was included in the study from 2022.

■ Revenue - Constant Price    — Real Growth Rate

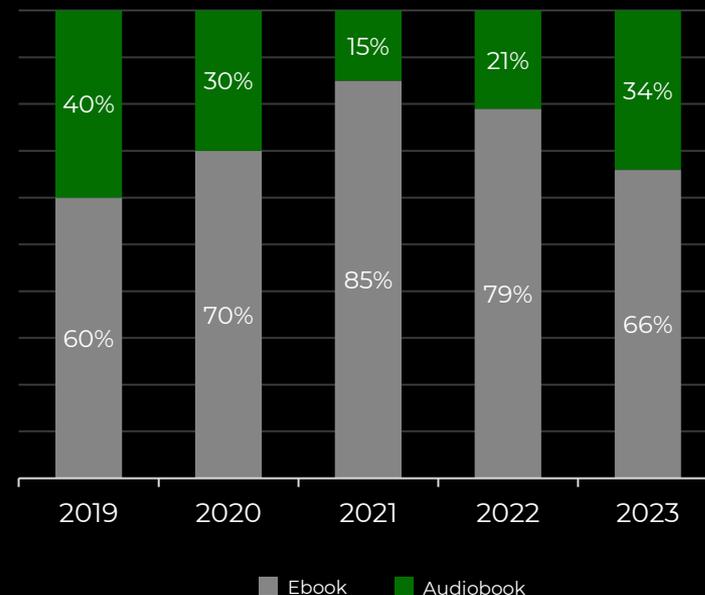
# PERFORMANCE IN REAL TERMS – OTHER CATEGORIES

## Publishers' Revenue

▶ Performance of Publishers' Revenue Adjusted for Inflation Subscriptions  
In Constant 2023 Prices | *In Thousands*



▶ Share Of Ebook And Audiobook Subscriptions



Nielsen  
BookData

# PUBLISHERS' PERFORMANCE – DIGITAL SALES ADJUSTED FOR INFLATION

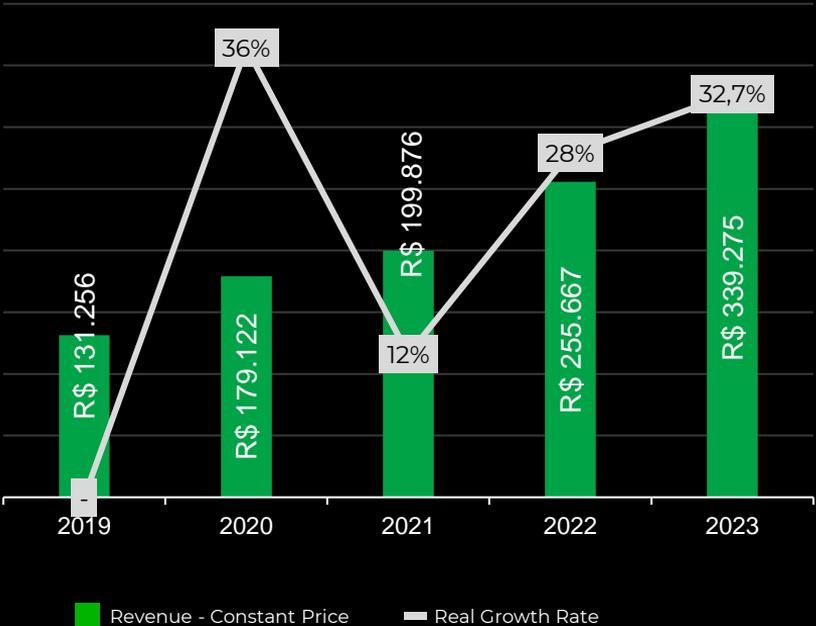
À La Carte + Other Categories



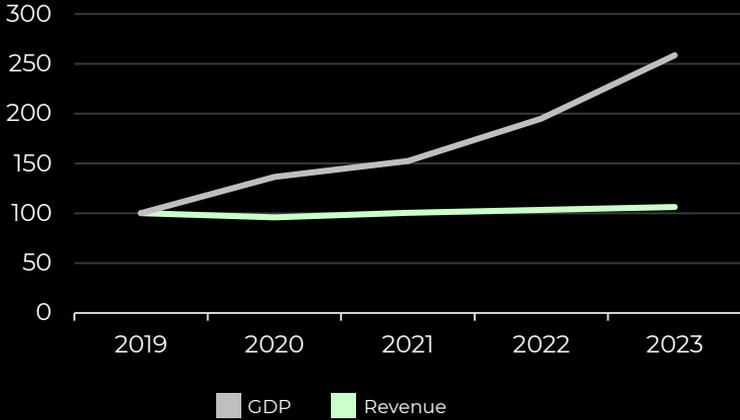
# PERFORMANCE IN REAL TERMS OTHER CATEGORIES

## Publishers' Revenue - À La Carte + Other Categories

► Performance of Publishers' Revenue Adjusted for Inflation  
In Constant 2023 Prices | *In Thousands*



► GDP x Revenue  
Real Growth – Index Number



**REAL GROWTH** of **158%**  
over **5 years**.

Nielsen BookData



[mariana.bueno.consultant@nielseniq.com](mailto:mariana.bueno.consultant@nielseniq.com)  
[producao.vendas@nielseniq.com](mailto:producao.vendas@nielseniq.com)