



LIVRES CANADA BOOKS®

# Selling Canadian Books In Spain

A Guide for Canadian Publishers

Second Edition

## Selling Canadian Books in Spain: A Guide for Canadian Publishers, Second Edition

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Canada 

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# Introduction

The publishing market in Spain has gone through many changes since the last edition of the report [Selling Canadian Books in Spain](#), published by Livres Canada Books in 2005.

In recent years, Spain's deep economic recession has hit the book industry hard. Spaniards read more than ever, but sales have plummeted, causing bookstores and publishing houses to close and publishers to reduce print runs and total number of titles published per year, as well as the purchase of rights from foreign publishers. However, the most important change observed in recent years has been a result of the Internet and digitization, both responsible for not only the transformation of the Spanish publisher into a global exporter but also for creating the opportunity for new business models.

The export opportunities presented to publishers in recent years have been immense. Spanish is spoken by over 500 million people worldwide (50 million living in the United States alone), and the ease of book exporting in ebook format allows for selling ebooks in Spanish in more than 30 countries, a difficult feat to achieve with the traditional printed book. On the other hand, there are new sales channels enabling the development of business models. There are already five platforms in Spain operating on the subscription model, direct sales are on the rise, and social networks are emerging with increasing relevance. But to take advantage of these new opportunities, Spanish publishers have had to face the toughest challenge posed by digitization. Despite the rapid growth of the digital market in Spain, it still has not yet reached 10%, so it is very difficult to trust a new model and invest in it when sales figures predict a slow return on investment, and when the more profitable model, although significantly reduced, is the traditional one. However, in the end, Spanish publishers have understood that the ebook is not the future of publishing but, rather, the present, and they digitized more than 60% of their catalogues. Publishers in Spain still have to come to terms with the fact that their workflows must change, integrating both print and digital formats. E-commerce and the importance of metadata in the discovery of ebooks are two other important topics.

All these issues, in addition to those related to traditional publishing, are collected in this report. Some of the information has been widely documented, but in other topics, such as selling online in Spain, we have found a huge data gap. The cause for these gaps range from the silence of Amazon, a pattern widely imitated by other companies, to the lack of detailed recordkeeping of Spanish publishers. We hope that after reading this report, Canadian publishers will acquire a clearer and wider vision not only of the Spanish publishing market, but also of their own potential as exporters in those markets where Spanish is spoken.

# Methodology

The methodology used to update this report included the analysis of the reports and industry statistics published by various professional associations in Spain, and in-depth interviews with leading actors in the Spanish publishing sector in order to obtain a deeper view of the problems and challenges in the Spanish publishing market.

## **Studies, Reports, and Statistics Used in the Preparation of This Report**

We have consulted and analyzed many reports and other documents related to the content in this report. The most important are listed below, but there are more references throughout the text. You will find them in the footnotes, linked to the original source when possible.

### ***Panorámica de la Edición Española de Libros (Overview of Spanish Publishing)***

A statistical study of the publishing sector issued annually by Subdirección General de Promoción del Libro, la Lectura y las Letras Españolas del Ministerio de Educación, Cultura y Deporte. April 2014 edition (with 2013 data).

### ***Comercio Interior del Libro en España (Book Trade in Spain)***

Report published since 1988 by Federación de Gremios de Editores de España (Spanish Publishers Professional Association, FGEE) in collaboration with Ministerio de Educación. This report collects data on publishing and book marketing in the domestic market, obtained through a questionnaire filled in by members of Federación. September 2014 edition (with 2013 data).

### ***Estadística de la Producción Editorial (Statistics of Publishing)***

The Instituto Nacional de Estadística (National Statistics Institute, INE) publishes these statistics annually, collecting information primarily from books delivered in the Legal Deposit section in the Procurement Department of Biblioteca Nacional de España during the calendar year. March 2014 edition.

### ***Sistema de Indicadores de Gestión Económica de la Librería en España (Spanish Bookstore's Economic Management Indicator System)***

Annually published by Confederación Española de Gremios y Asociaciones de Libreros (Spanish Confederation of Booksellers' Associations, CEGAL) in collaboration with Ministerio de Educación. Essentially covers information on resources and management of independent bookstores in Spain. This publication includes data from activity during 2012.



### ***Barómetro de la Actividad de la Librería en España (Activity Barometer of Bookstores in Spain)***

Report published by CEGAL in which quarterly information on the activity of the Spanish independent bookstores with turnover of more than €150,000 per year is collected. The latest edition of this report provides activity data for the third quarter of 2013.

### ***Mapa de Librerías (Map of Bookstores)***

Document published by Observatorio de la Librería de CEGAL (CEGAL's Observatory of Bookstores) in cooperation with Ministerio de Educación. The latest edition was published in November 2013.

### ***Comercio Exterior del Libro (Foreign Book Trade)***

Since 1992, Federación Española de Cámaras del Libro (Spanish Federation of Book Chambers, FEDECALI), in collaboration with Ministerio de Educación, Cultura y Deporte, has published the main data on the export and import of Spanish and foreign books, based on information obtained from the documentation submitted in the three Book Chambers and data provided by the FGEE, the Asociación de Gráficos Productores y Exportadores de Libros (Association of Graphic Producers and Book Exporters, AGRAEL), and FANDE. The last report was published in September 2014, with activity data from 2013.

### ***Reading Habits and Book Purchasing in Spain***

Research conducted by Federación de Gremios de Editores de España in collaboration with Ministerio de Educación. The latest edition of the report was published in January 2013, with book reading and purchasing data from 2012.

## **List of the Professionals Interviewed for This Study**

Antonio María Ávila, secretary at FGEE, the Spanish Publishers Professional Association

Arantza Larrauri, managing director at Libranda

Carme Fenoll, director of the Library Network of Catalonia

Gemma Barrufet, vice president of Catalonian Booksellers Guild

Javier Celaya, CEO at Dosdoce; counselor at Eliburutegia, the digital project for the Euskadi Libraries

José Manuel Anta, managing director at FANDE, the Spanish Association for Books Distributors

Jorge Degeneffe, digital content manager and business development at El Corte Inglés  
Koro Castellano, Amazon's Spanish head of content

Segimon Borràs, director at Gremi d'Editors de Catalunya, the Catalan Publishers Guild