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<u>Digital Book World 2017 Presents New White Paper,</u> 'How Do Book Sales Stack Up – Genre by Genre?'

Free White Paper Download from DBW 2017 Offers a Glimpse of Data and Insights from the Upcoming Event, Jan. 17 – 19 in N.Y.C.; the Best Conference Registration Rates Expire Jan. 16

NEW YORK (Dec. 21, 2016) — A newly published white paper from <u>Digital Book World</u> offers a look at physical store vs. online book sales, print vs. digital formats and the uncounted, non-traditional digital sales in each genre. The white paper, titled *How Do Book Sales Stack Up – Genre by Genre?*, is free and available to download now at <u>digitalbookworldconference.com/index.php/whitepaper</u>. The 8th Annual <u>Digital Book World</u> (@DigiBookWorld - #DBW17), to be held at The New York Hilton Midtown, will feature educational programs on Jan. 17 and Jan. 18; on Jan 19, DBW will also present <u>Indie Author: The First Conference for the New Professional Author</u> (#DBWIndie). Registration and program details can be found at digitalbookworldconference.com (the best rates expire Jan. 16).

The new DBW 2017 white paper – from Data Guy, the tech and data wizard behind the <u>Author Earnings</u> website and one of the most intriguing and quietly influential figures in the book community – looks at U.S. book-buying behavior by combining public print sales data from <u>Nielsen BookScan</u> with corresponding ebook sales data from Author Earnings.

According to Data Guy, a <u>DBW 2017</u> presenter, not all categories of books have "gone digital" to the same extent; the sales for some genres and subjects remain overwhelmingly in print. Similarly, not all categories and genres have seen their sales "go indie" to a significant degree; the readership of some genres remains solidly within the purview of traditional publishers. At the same time, the sales of other book genres are now overwhelmingly digital – a fact that might be surprising to many in the industry. Why a surprise? Data Guys says, "Because until now, most digital sales in those particular genres have remained completely invisible in traditional industry statistics – being brand new digital sales that are predominantly indie."

For the first time, the book publishing industry can review the combined public data on print sales in each of Nielsen's 46 genre categories and subject areas with AuthorEarnings' data on digital sales and indie sales of 1.5 million best-selling digital titles in the same categories and genres. "We can finally take a 360-degree look at U.S. trade sales," says Data Guy. "At last, we can chart which categories and genres of books have gone mostly digital, and which still remain mostly print; which have remained primarily traditionally published, and which have gone mostly indie."

The DBW white paper also features an introduction by Porter Anderson, co-founder of <u>The Hot Sheet</u>, editor-in-chief of <u>Publishing Perspectives</u>, principal of <u>Porter Anderson Media</u> and a <u>DBW 2017</u> program captain and presenter. The white paper subject is just one of the many issues that will be presented at DBW 2017. The event offers fresh content on key topics, real-world solutions and opportunities for publishers, authors and their partners, as well as the latest tools and techniques for smarter book publishing in a digital world.



Overall, <u>DBW 2017</u> attendees will get up-to-date on key issues and opportunities that will help them get ahead for the coming year; learn strategies from both familiar faces and new voices; and connect with the industry's leading executives, experts and innovators. The event will feature educational sessions, workshops and thought-provoking main stage presentations. At <u>DBW Indie Author: The First Conference for the New Professional Author</u>, some of publishing's leading experts and thought-leaders will guide independent and hybrid authors through the indie publishing market. These speakers will offer a high-level view of the current indie author landscape – its challenges and opportunities – as well as practical nuts-and-bolts information on how authors can be better, more professional publishers of their own work.

Some of the many innovators and book publishing leaders participating in DBW 2017 include representatives from: Amazon; Apple, Inc.; Curtis Brown; Firebrand Technologies; Grapevine Logic; Hachette Book Group; HarperCollins; Houghton Mifflin Harcourt; Ingram Content Group; Macmillan; Penguin Random House; Princeton University Press; Simon & Schuster; Ullstein Publishing; Vearsa; Wiley and many more.

Visit <u>digitalbookworldconference.com</u> to learn more and to register for DBW 2017. To enquire about attending, sponsoring or exhibiting, email <u>digitalbookworld@fwmedia.com</u>. The New York Hilton Midtown is the official conference hotel for all DBW 2017 sessions, programs and lodging. Book lodging by contacting EventSphere, the official housing partner, at 877-416-9396 or via <u>dbw@eventsphere.com</u>.

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