

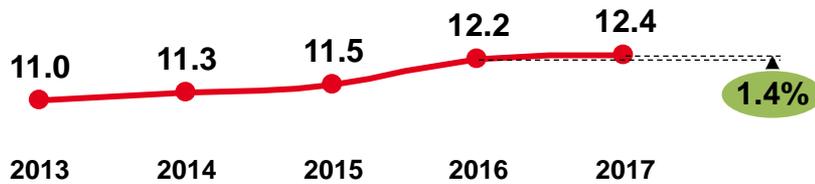
# Study “Book Buyer – Quo Vadis?”

Key findings

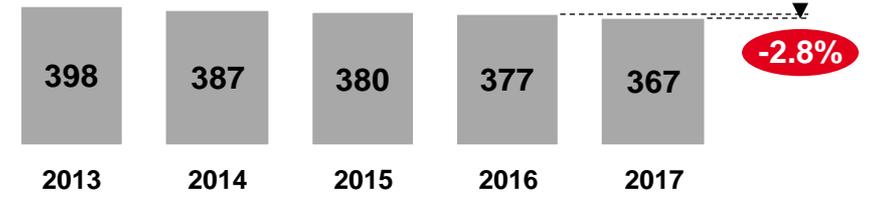
# Overview: key book buyer figures

## Evolution of key book market figures\*

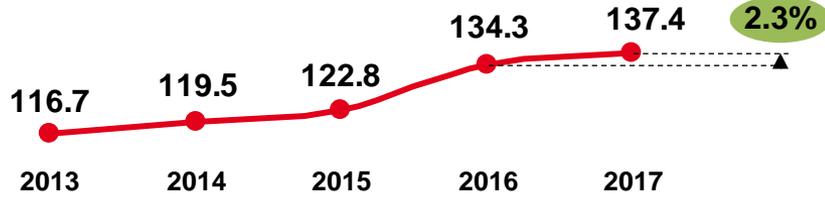
Ø intensity per buyer in number of units ✔



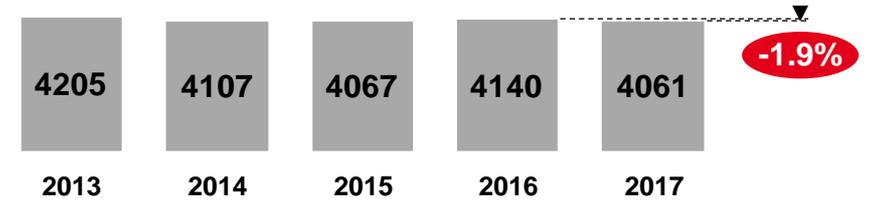
Number of books (in millions) ✘



Ø euros spent per buyer ✔



Expenditures in millions of euros ✘

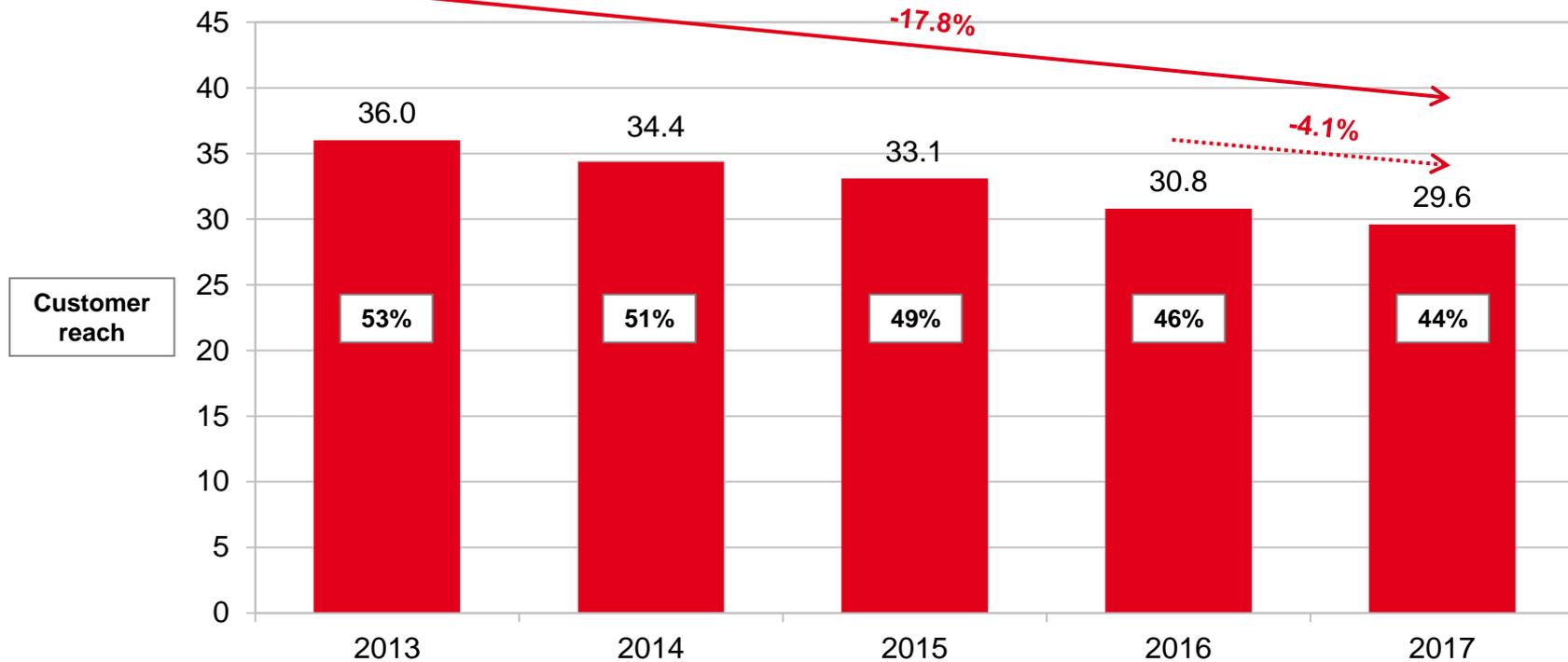


\*Consumer book market including downloads (audio books and e-books)

Based on key figures; each time period extends from January to December; German consumers aged 10 and up; **excluding school and learning books**; Taken from the GfK Consumer Panel Media\*Scope book

## Book buyer growth

### Buyer evolution on the book market\* in millions of people

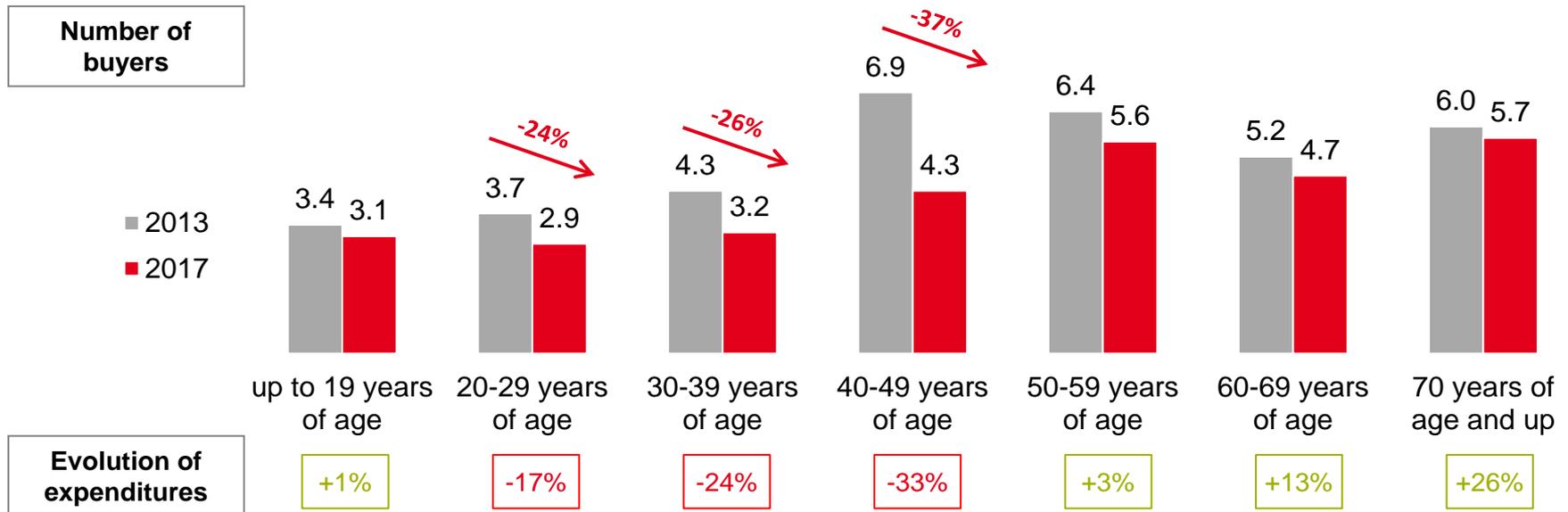


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## Book buyer growth

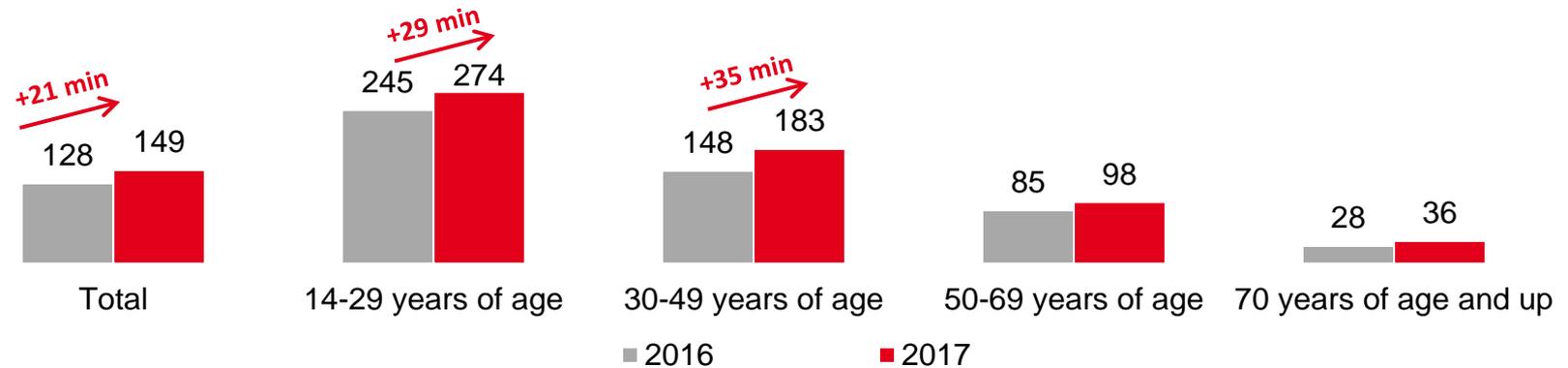
### Number of book buyers (in millions) and evolution of expenditures\* by age



\*Consumer book market including downloads (audio books and E-books)

Based on key figures, Each time period extends from January to December; German consumers aged 10 and up; **excluding school and learning books**; Taken from the GfK Consumer Panel Media\*Scope book

## Internet use in minutes



### Duration of concrete activities on the internet (in minutes)

	Total	14-19 years of age	20-29 years of age	30-49 years of age	50-69 years of age	70 years of age and up
<b>Media-related internet use</b>	45	134	116	51	11	9
<b>Films: Netflix, Maxdome, Amazon etc.</b>	10	28	28	11	2	0
<b>Films/videos: YouTube, MyVideo etc.</b>	7	37	25	5	1	1
<b>Chats, e-mail, Messenger, WhatsApp</b>	59	89	102	77	40	12
<b>Online games</b>	14	45	32	17	6	4

5 All respondents are included in the calculation; those who did not use the internet the day before the survey were given a zero value.

Basis: Federal Republic of Germany, German-language population 14 years and older; Source: ARD/ZDF online study 2017 (selection)

Study: “Book Buyer – Quo Vadis?”

**Research process: gradually validating current situation, better understanding consumers and generating different approaches**

### Observation

Examine data in the GfK Consumer Panel, the trade panel of Media Control and various media usage studies → Validation together with industry representatives

### Analysis

More in-depth analysis of those consumers deemed to be “turning their back on books” together with the GfK (Who? How many? From which areas? What are they doing instead? etc.) → Validation together with industry representatives

### Root cause analysis: focus groups

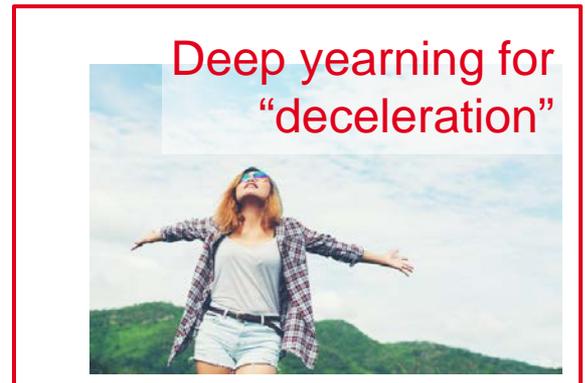
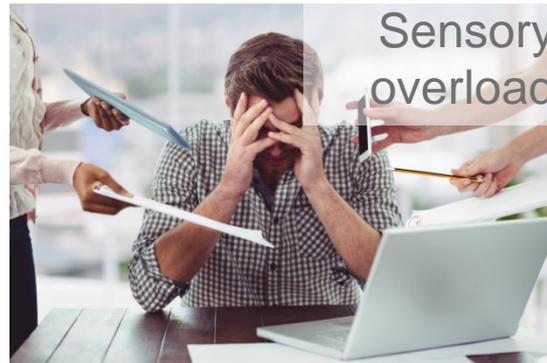
8 group discussions in Frankfurt and Leipzig involving 7-8 participants who read and buy noticeably fewer books than before → Insights into the meaning of reading and the reasons for the decrease in book purchases; also insights into what inspires or prevents book buying

### Generating new approaches: co-creation

Workshop with 11 consumers and 3 representatives each representing bookshops and publishers in Frankfurt → Result: generation of ideas to create a better book buying/reading experience and better respond to the desires/expectations regarding bookshops in the future

## Initial impressions from critical target groups

Across the board, all respondents stated that they suffer from many of the stresses and obligations associated with everyday life.



## The consequence: a gradual decline in book reading

- ▶ **Lack of time** resulting from a growing array of ways to spend one's free time
- ▶ **Attention deficit** resulting from a flood of information/content via different channels
- ▶ **Vicious "digital media" cycle:** Feeling of dependency, not being able to tear oneself away
- ▶ **Change in values:**
  - Digital norms say we must be productive and always multitasking  
→ Hence, people find it difficult to concentrate on one thing
  - In part, an increase in the importance of social relationships and activities

All of this leads to...



### Gradual decline in book reading

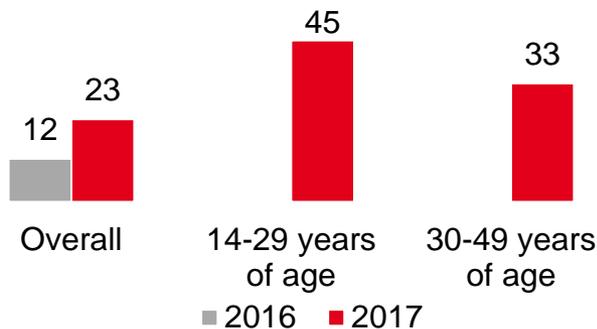


- Far fewer books read per year
- Time for reading becomes all the more seldom
- People "forget" about books

## Digital entertainment

New forms of digital entertainment are increasing the competition for people's time. Binge watching is one of many noticeable new pastimes.

Share of people who stream shows on a weekly basis in %



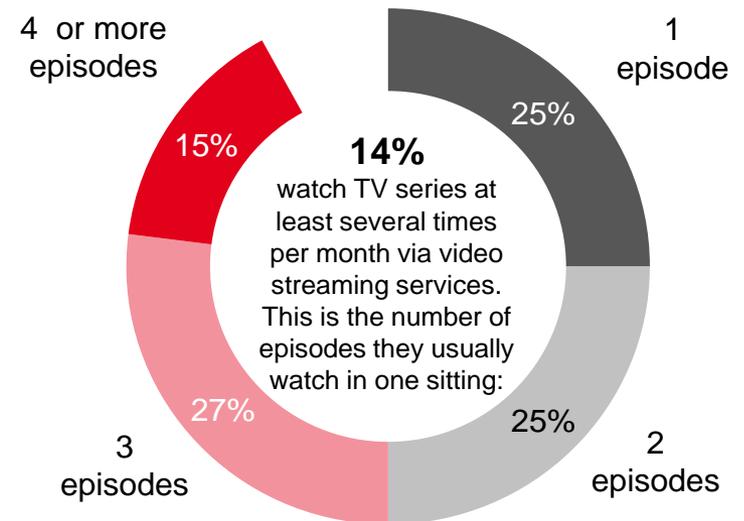
## Time spent on videos (as of December 2017)

Users watch the following on average each month

**5.3** Feature films  
**20.1** TV episodes

**NETFLIX**

American and international TV series



Above left: Source ARD/ZDF Online Study 2017, based on German-speaking population in Germany 14 years of age and older. Below left: Source GfK Consumer Panel Media\*Scope, Based on private German-speaking citizens 10 years of age and older. Right: Source: ARD/ZDF Online Study 2017, Based on a survey of people who watch the genre multiple times each month and do so most frequently via video streaming services (14 years and older)

## The competition: series streaming (Netflix & Co.)

One of books' major competitors for people's attention are TV series – not least because of their social-communicative nature.



### Convenient

- Requires very little intellectual effort (viewers enjoy a “constant flow” of episodes)
- Short duration of each episode → flexible, even when people are low on time
- Fulfills the need to “do something on the side”



### Social

- Often watched together with partner/in a small group → an ideal “compromise” when looking for a form of relaxation and community
- Conversation about the consumed content is possible



### Available

- Enormous wealth of possibilities both in terms of depth and breadth
- “Single source” & flat rate principle (Netflix, Amazon Prime)
- Flexible use in terms of time and location (on demand, short duration)
- Recommendation system



### Popular

- Conversations about TV series: people talk about and discuss series
- TV series have become socially acceptable, as has series addiction, i.e. the inability to resist watching them
- TV series “determine who belongs”, that is, they prompt people to watch them in order to be able to join the conversation



**TV series now satisfy many of the needs that books once fulfilled.**

Reading books – associations, memories, emotional experience

All target groups described reading as a very positive thing. They saw it as a means of relaxation and emotional experience, but also as a way of expanding their horizons and encouraging them to immerse themselves in other worlds.

## READING BOOKS IS...



### The “bottom line” and other insights from the study (1/2)

- People are **stressed out** by **everyday modern life**:
  - The increasingly fast-paced nature of the modern world **forces people to multitask and weakens their ability to concentrate on one thing alone.**
  - There is also **growing social pressure** to be available at all times and stay “plugged in” so as to not miss out.
- In light of this situation, people feel increasingly **overwhelmed** and develop a **deep yearning for “deceleration”, self-determination, “real” enjoyment and fulfilment.**
- As a result of daily overstimulation and changing media habits, **book reading is no longer an option and/or only one of many options** among people pressed for time.
  - **Thus people read less often** (it is a gradual change they usually notice only on a subliminal level).

## Summary

### The bottom line and other insights from the study (2/2)

- In many cases, **TV series have taken over the status and position that book reading once held: TV series involve conversations, discussions, recommendations, hype and binge watching:**
  - In other words, at the moment, books (at least compared to TV series) do not sufficiently fulfil such needs as socialising, convenience and flexibility, all of which are becoming increasingly important when deciding how to spend one's free time.
- **Books are also often simply not present and/or have disappeared from public discourse and personal environments** and thus simply vanish from sight and relevance:
  - In other words, books are no longer a topic of conversation, which makes it socially acceptable to be a non-reader while also **making the path to the next book more difficult.**
- **People are not given sufficient orientation on the book market:**
  - In other words, people no longer talk much about books, are less involved in the subjects and feel increasingly overwhelmed by the choice. General awareness of authors decreases, which leads to stress finding the perfect book to read next.

## Overview of readers' needs

Our insights can be summarised in five key needs relating to those readers who are “migrating away” from books:



### **Draw potential readers' attention**

Foster tangible contact with books | inspiration | reminders



### **Security**

Orientation | transparency | relevance | trust



### **Experience**

As individuals or as a collective | excitement | entertainment | special



### **Appreciation**

Added value | rewards | attention | savings | exclusivity

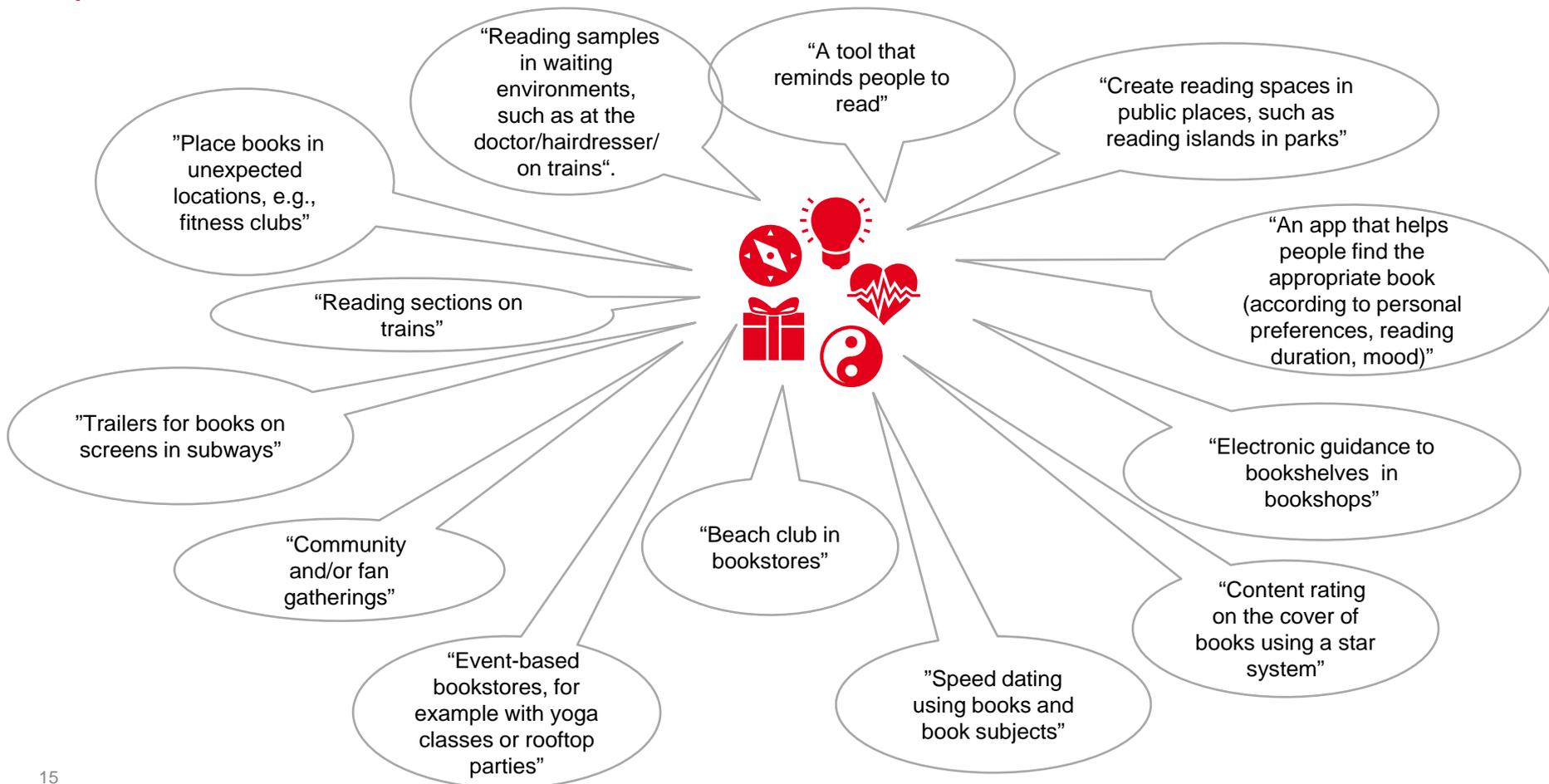


### **“Deceleration”**

Relaxation | escapism | fantasy | regain balance

## New ideas: some examples

In a one-day co-creation workshop, those people “migrating away” from books came up with some initial ideas and desires to improve the book-buying experience.



### The findings of the study show a number of opportunities:

- People consider book reading to be a **calming activity, as time for oneself, as an emotional experience, as expanding one's horizon** → people *long* to have the time to read.
- It is important to make sure people come across books in their daily lives – **People must be made aware of books to a greater degree.**
- Readers need **more security and orientation so as to more rapidly be able to find the right book** (due to time constraints).
- And: **Books have to make their way to consumers** (just as much as other media do).
- **Plus: Book-related experiences and social exchange** should help to fulfil the increased need to socialise and share experiences.