

kobo™



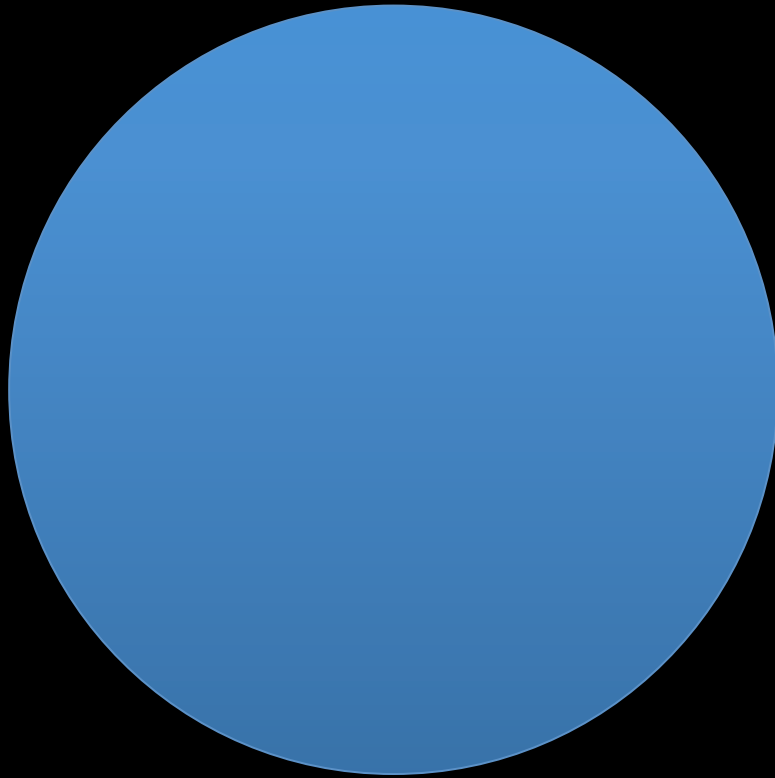
# Cracking the Nonfiction Code

@kobo @mtamblyn #TOCCON

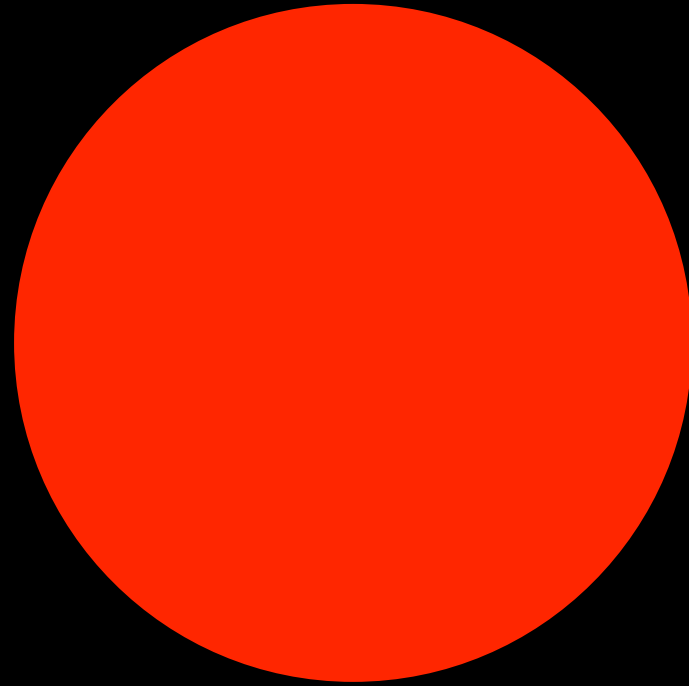
Michael Tamblyn  
@mtamblyn

EVP Content, Sales &  
Merchandising  
@kobo

In print...

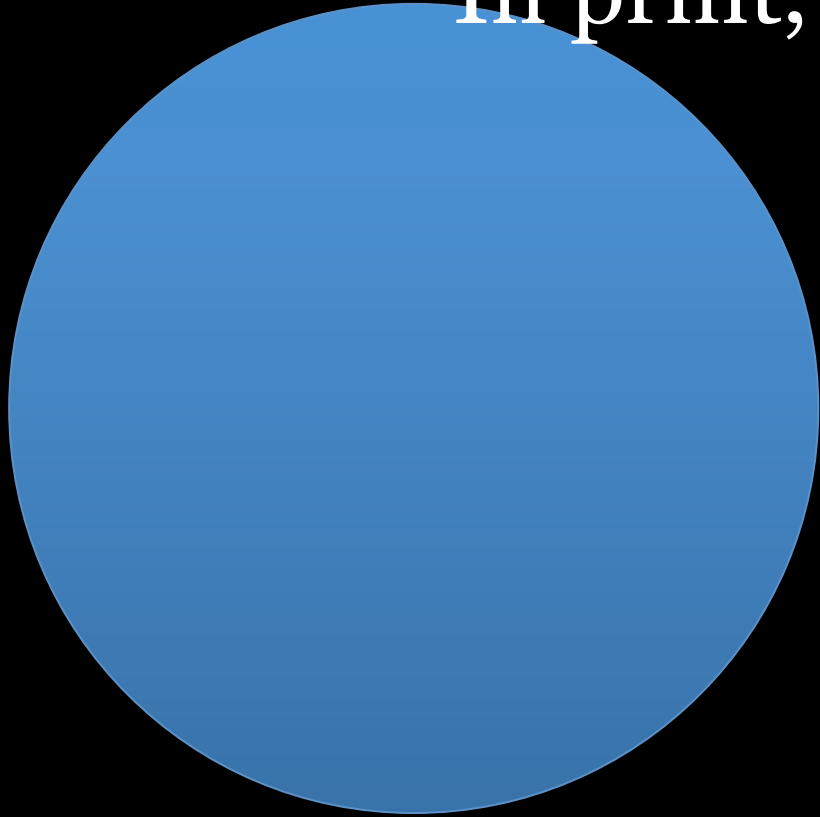


Fiction

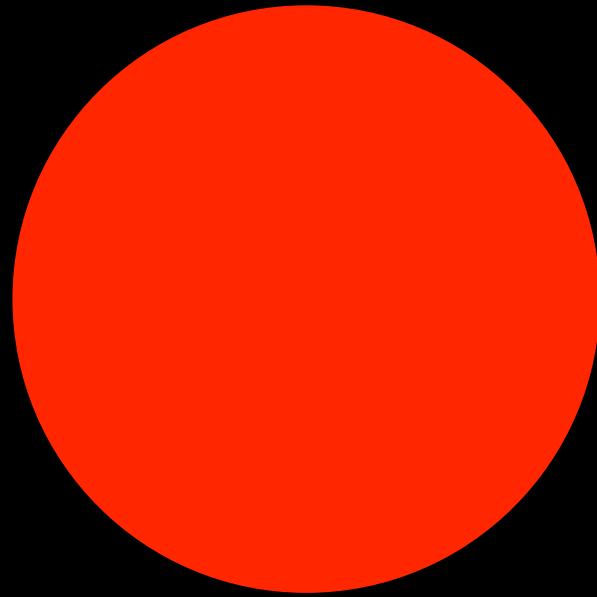


Non-fiction

In print, with kids books...



Fiction

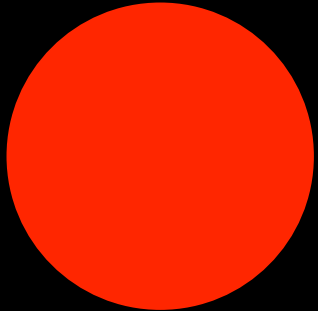


Non-fiction



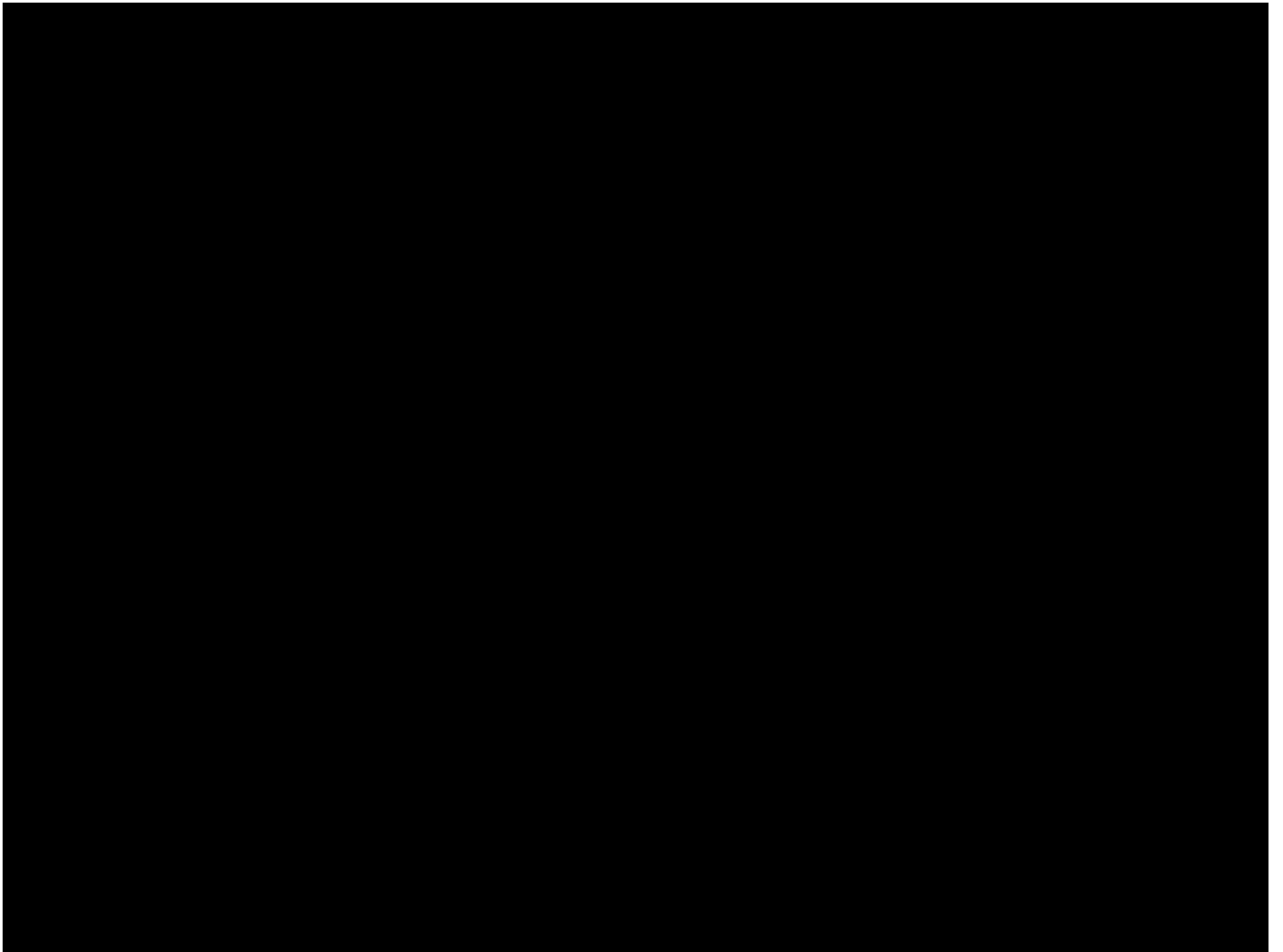
Fiction

In digital...



Non-fiction

Why?





Devices

Customers

Price

Narwhals

Competition from other sources

Gift economy of the book

Gift economy of the ereader

25 minutes

Data

Data  
vs.  
Fun

Data

vs.

Fun

(or at least Conscious)

“I hold the rights for the world’s largest collection of narwhal field guides and am going to decide what to price them at the end of your talk.”

“I have spent the last two days learning everything there is to know about epub3. Entertain me or I will hang myself with a lanyard.”

Difficult balance



Hard data.

price

share

With interludes of Semi-substantiated  
speculation



W, Empress of Content & Pricing Data

# About Kobo

2.5 million titles  
7 million customers

Kobo eReader Touch

Kobo Vox

iPad, iPhone, Android,  
Blackberry





eBooks to almost 200 countries

and some countries that only  
questionably exist

Acquiring content in 25 countries

# Merchandising in 9 countries

(US, UK, Canada, Australia, New Zealand, Hong Kong, Germany, France, Spain, Netherlands)

# Merchandising in 9 countries

(US, UK, Canada, Australia, New Zealand, Hong Kong, Germany, France, Spain, Netherlands)

What is the fiction/non-fiction  
split?

# Digital vs. Print Share of Purchase

Fiction	Romance	221%
Fiction	General & Other*	115%
Fiction	Mystery & Detective	120%
Fiction	Fantasy	67%
Nonfiction	RELIGION	6%
Nonfiction	BIOGRAPHY & AUTOBIOGRAPHY	-16%
Nonfiction	BUSINESS & ECONOMICS	-52%
Nonfiction	HEALTH & FITNESS	-54%
Nonfiction	FAMILY & RELATIONSHIPS	-63%
<b>Juvenile</b>	<b>JUVENILE FICTION</b>	<b>-66%</b>
Nonfiction	SELF-HELP	-71%
Nonfiction	HUMOR	-72%
Nonfiction	BODY, MIND & SPIRIT	-74%
Nonfiction	SPORTS & RECREATION	-83%
Nonfiction	TRAVEL	-89%
Nonfiction	REFERENCE	-90%
<b>Nonfiction</b>	<b>COOKING</b>	<b>-92%</b>
<b>Juvenile</b>	<b>JUVENILE NONFICTION</b>	<b>-96%</b>
<b>Nonfiction</b>	<b>COMICS &amp; GRAPHIC NOVELS</b>	<b>-98%</b>

What is moving easily to digital:

Original stories → Fiction

Opinion, analysis and expertise vs. data and information.

→ Biography, History, Business

“Proprietary knowledge”

→ Diets and health guides, self-help, instruction



Why are some categories significantly underindexed?

How many of them are richly illustrated with complex formats?

→ Constrained by supply in digital, still not a lot of titles available vs. print

How many are given as gifts?

→ Constrained by behaviour)

The categories at the bottom of the list:  
those in competition with free ad-supported  
web resources (cookbooks, travel, etc.)  
→ if you have a web-connected device to  
read on, you'll use it...

There are definitely opportunities  
for children's books

Gift shifting from  
“book”  
to  
“device to read books”

Could we do a better job of on a  
device for kids?

Sure.

Are there non-fiction devices?

Yes.

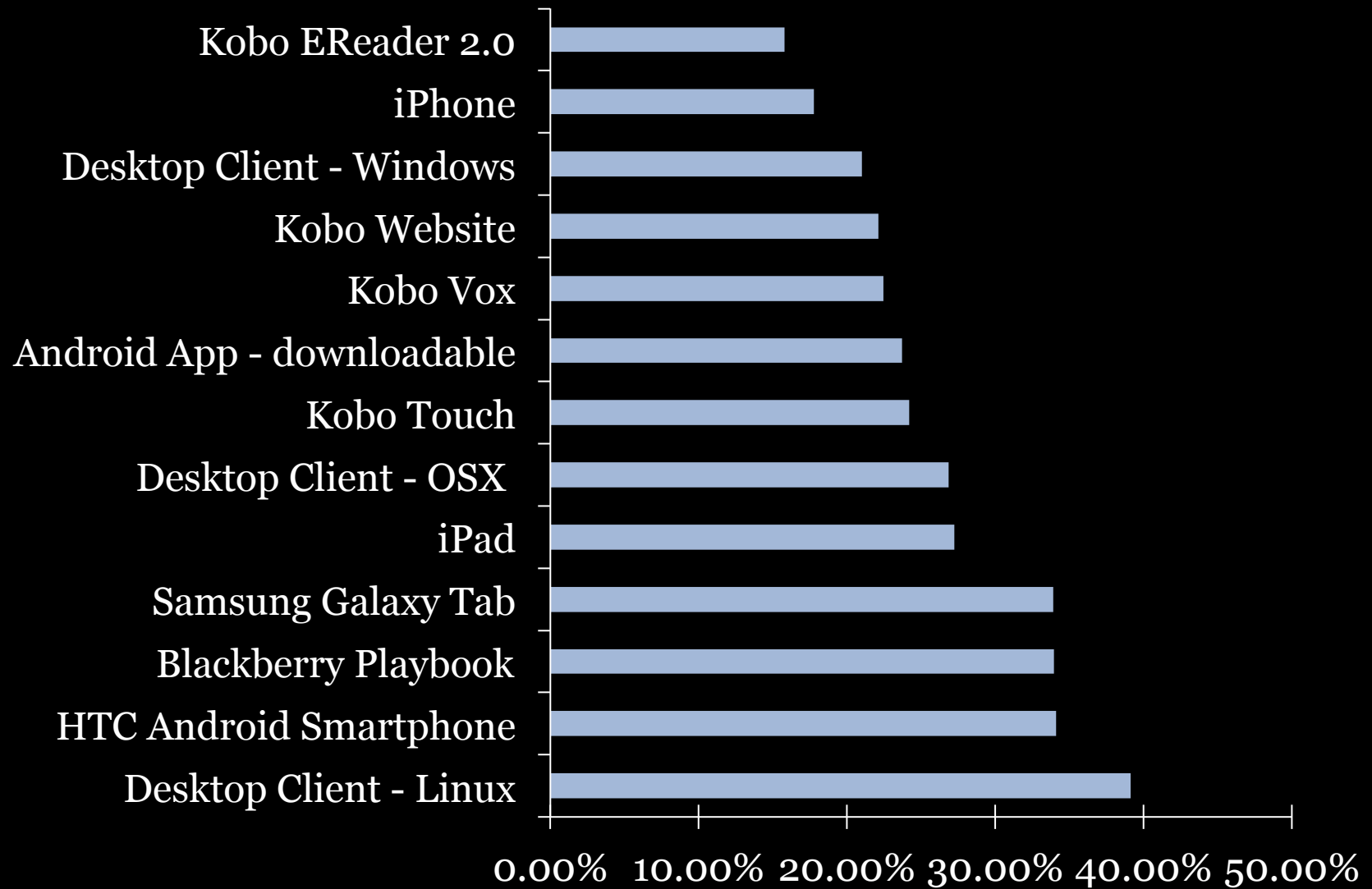


Not about screen size.

or OS.

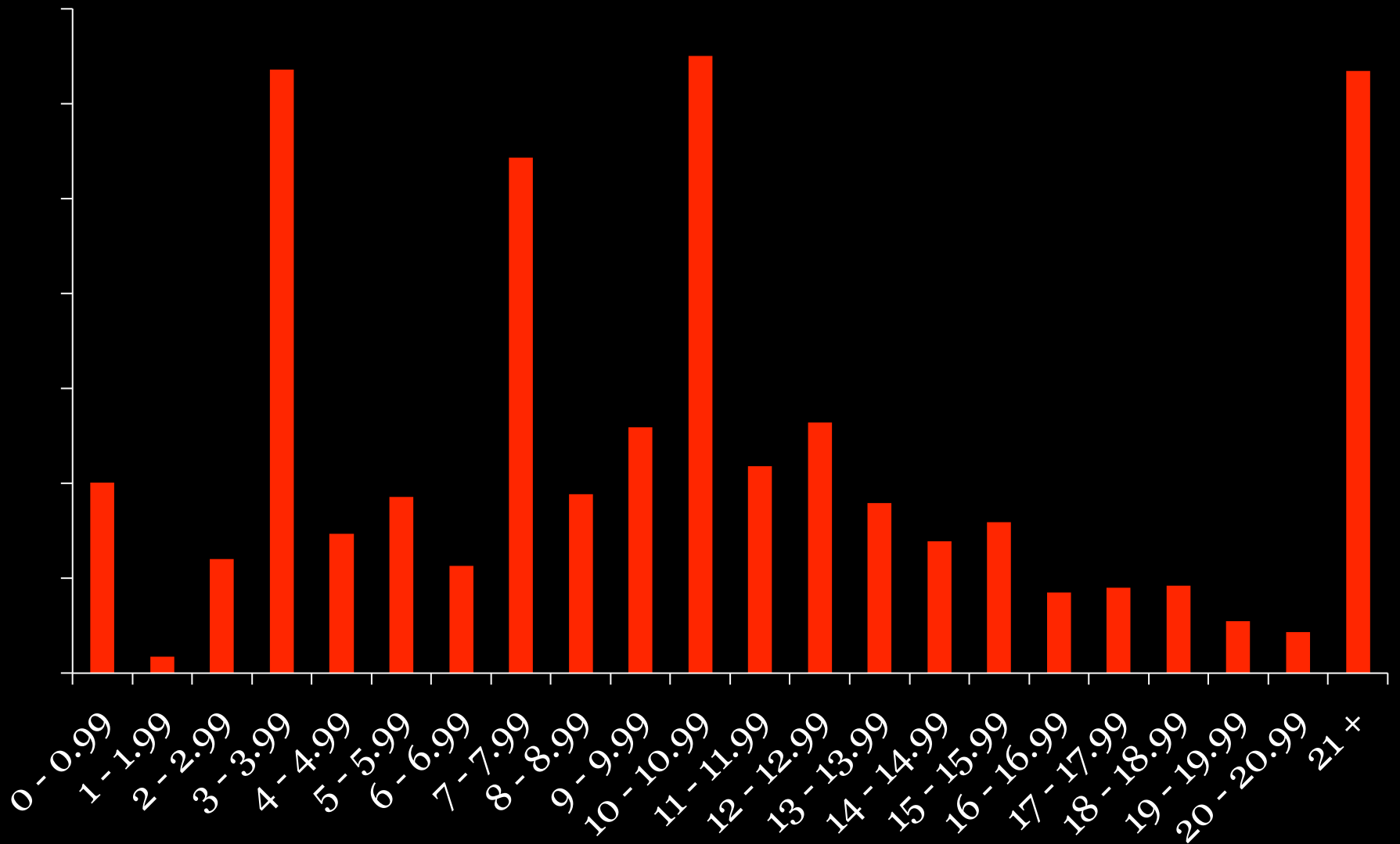
“Where the boys are...”

## % of Library in Non-fiction

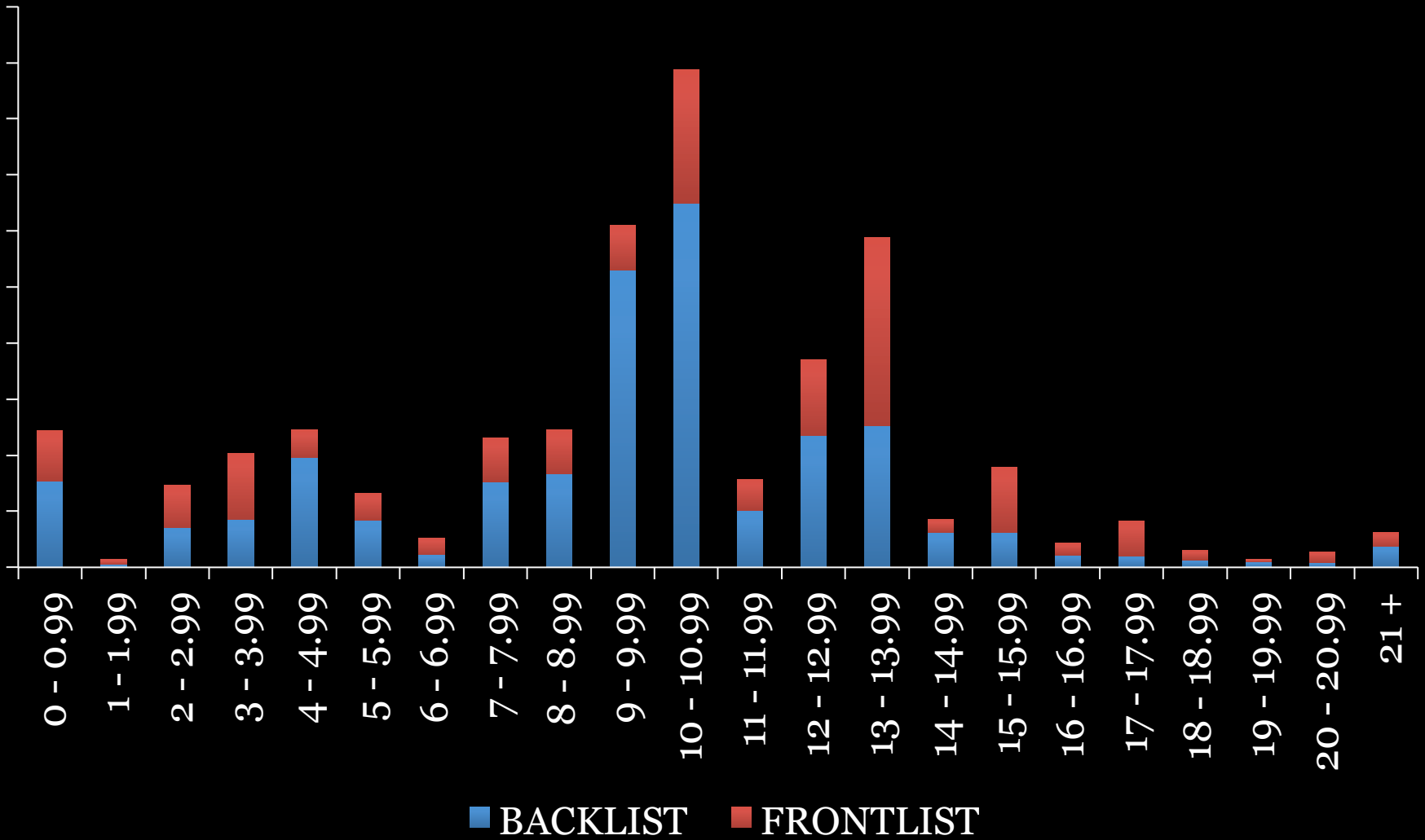


# Non-fiction Pricing

# Price Points by # of ISBNs in Catalog



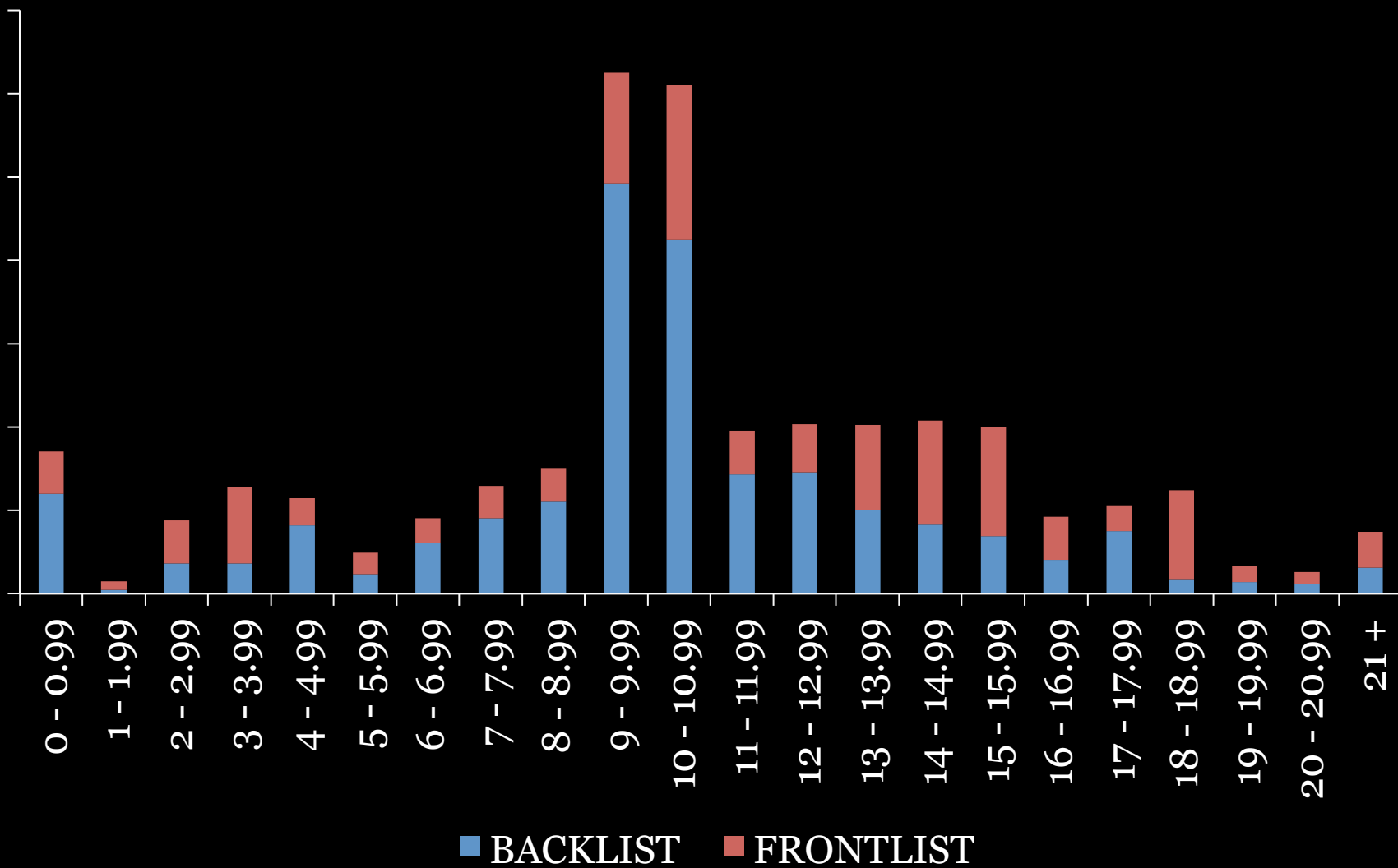
# US Non-fiction pricing vs. unit sales



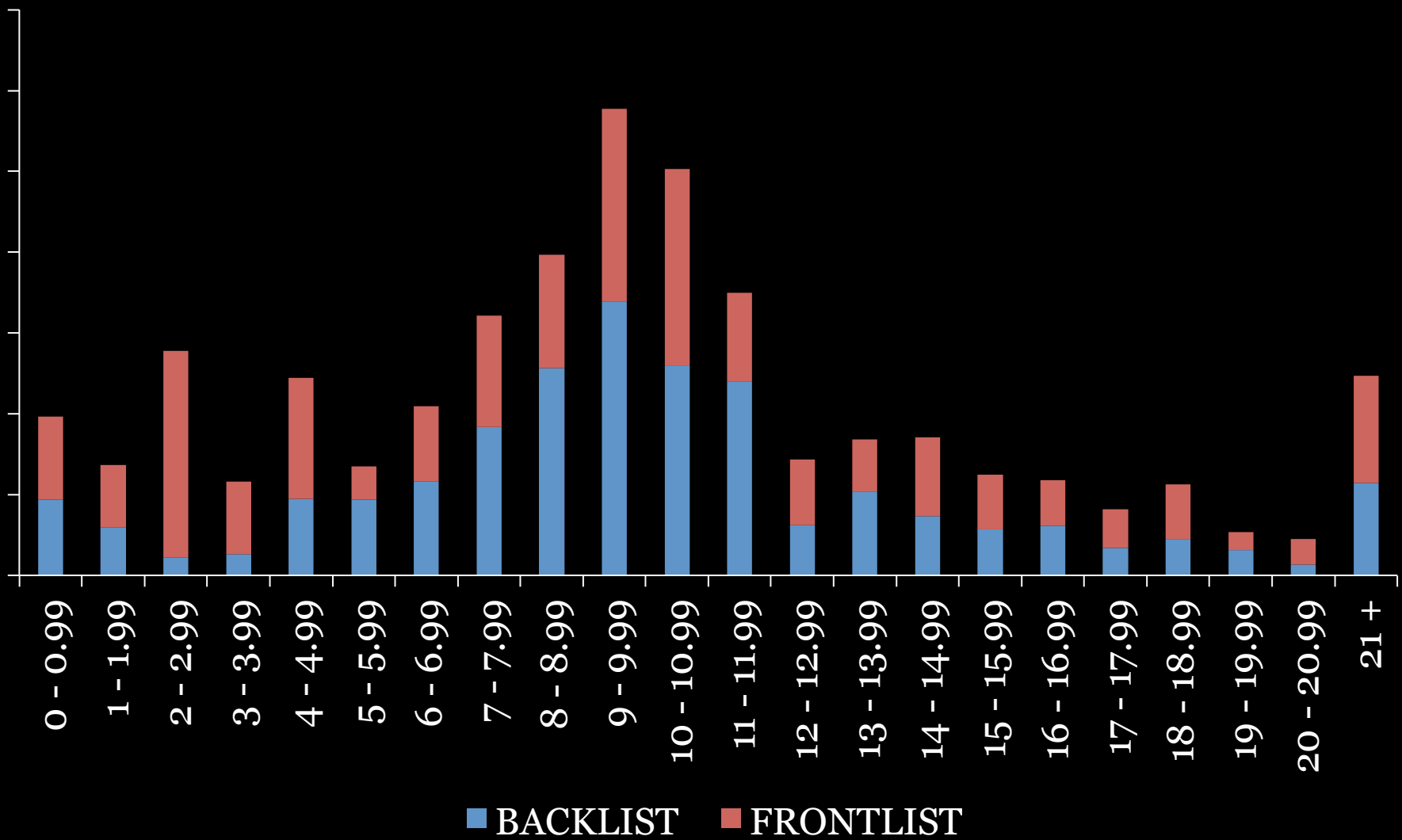
(digital non-fiction is a backlist  
business)



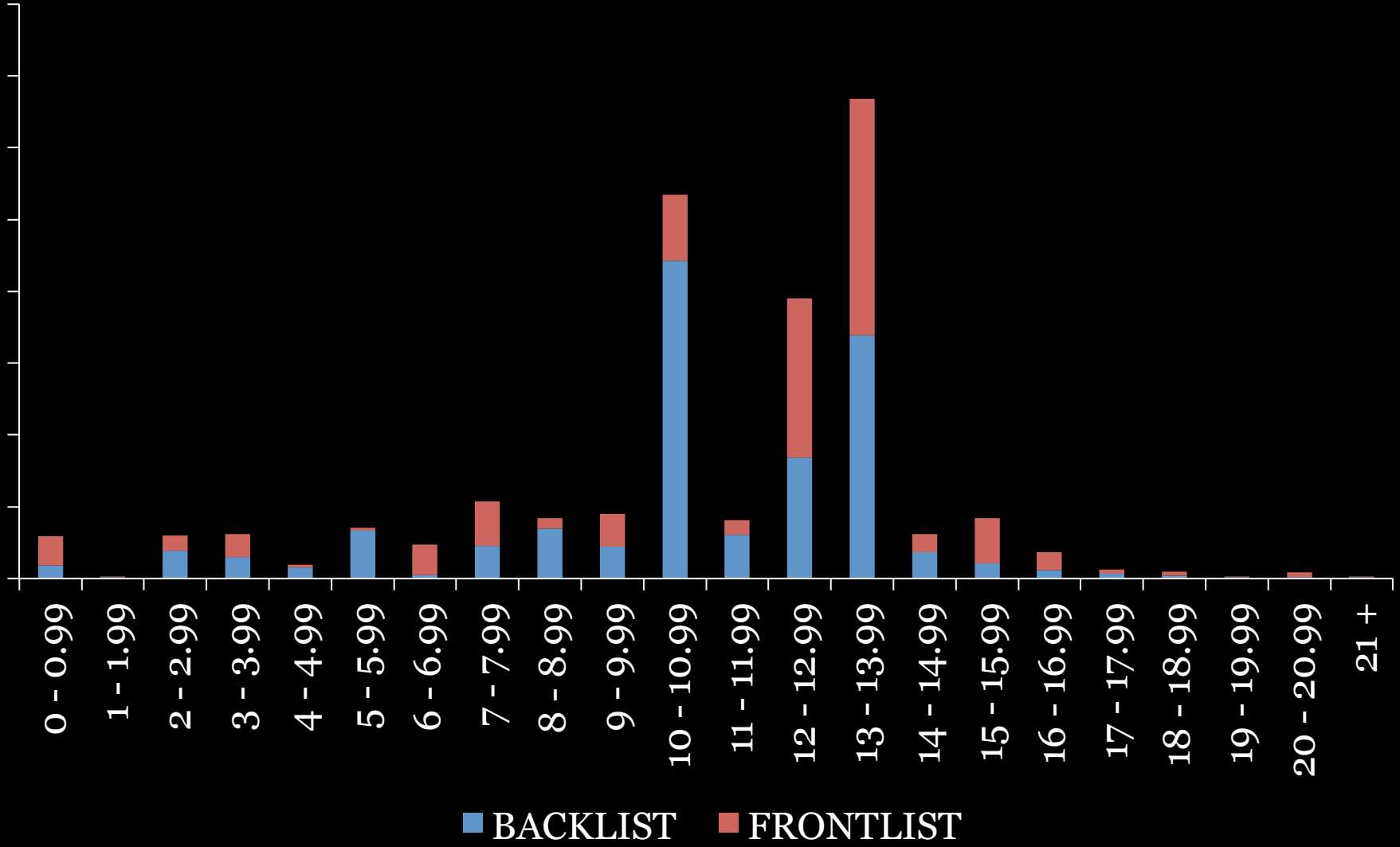
# Canada – Non-fiction Pricing by Unit Sales



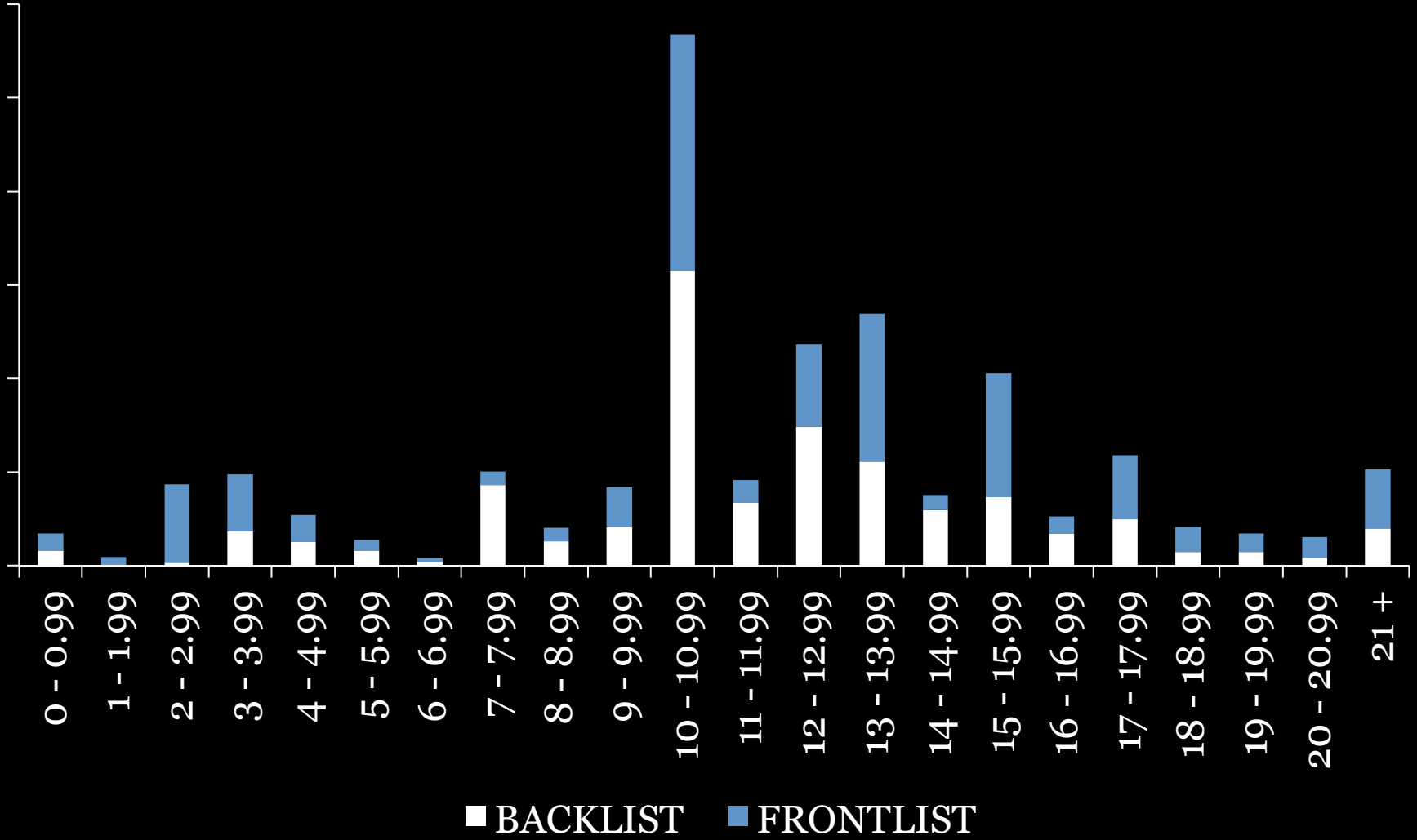
# Australia - Non-fiction Pricing by Unit Sales



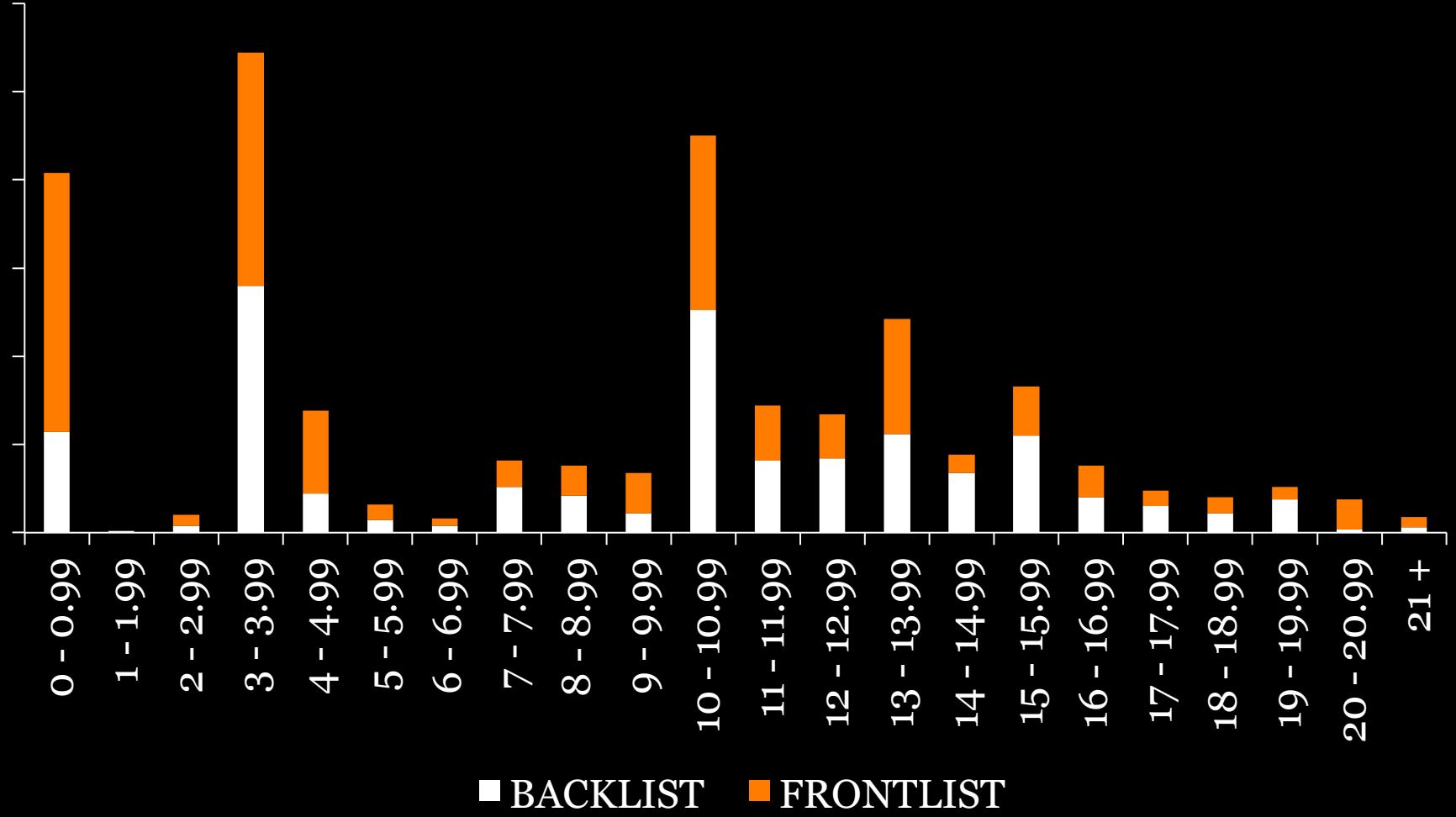
# Biography



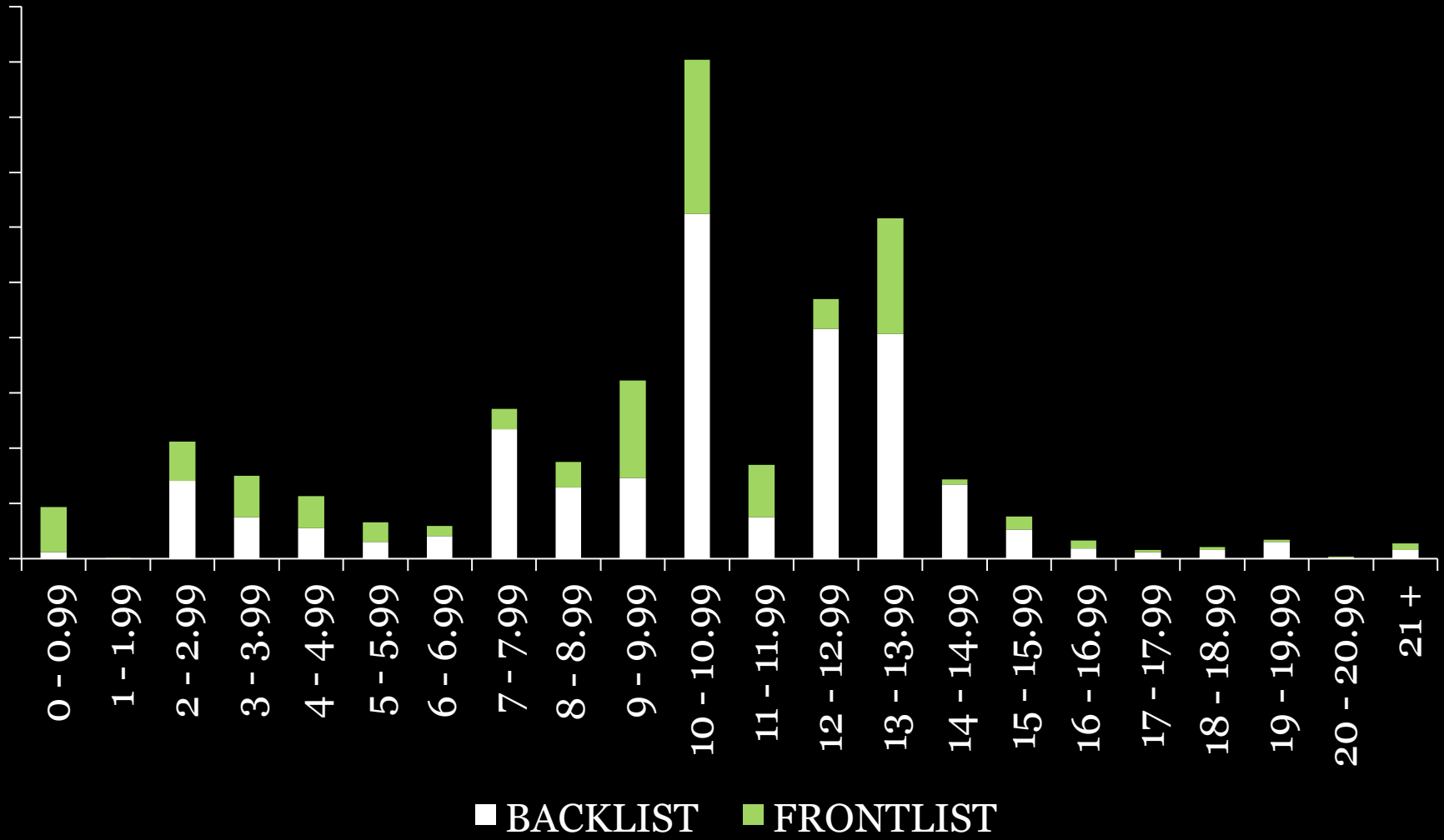
# Business



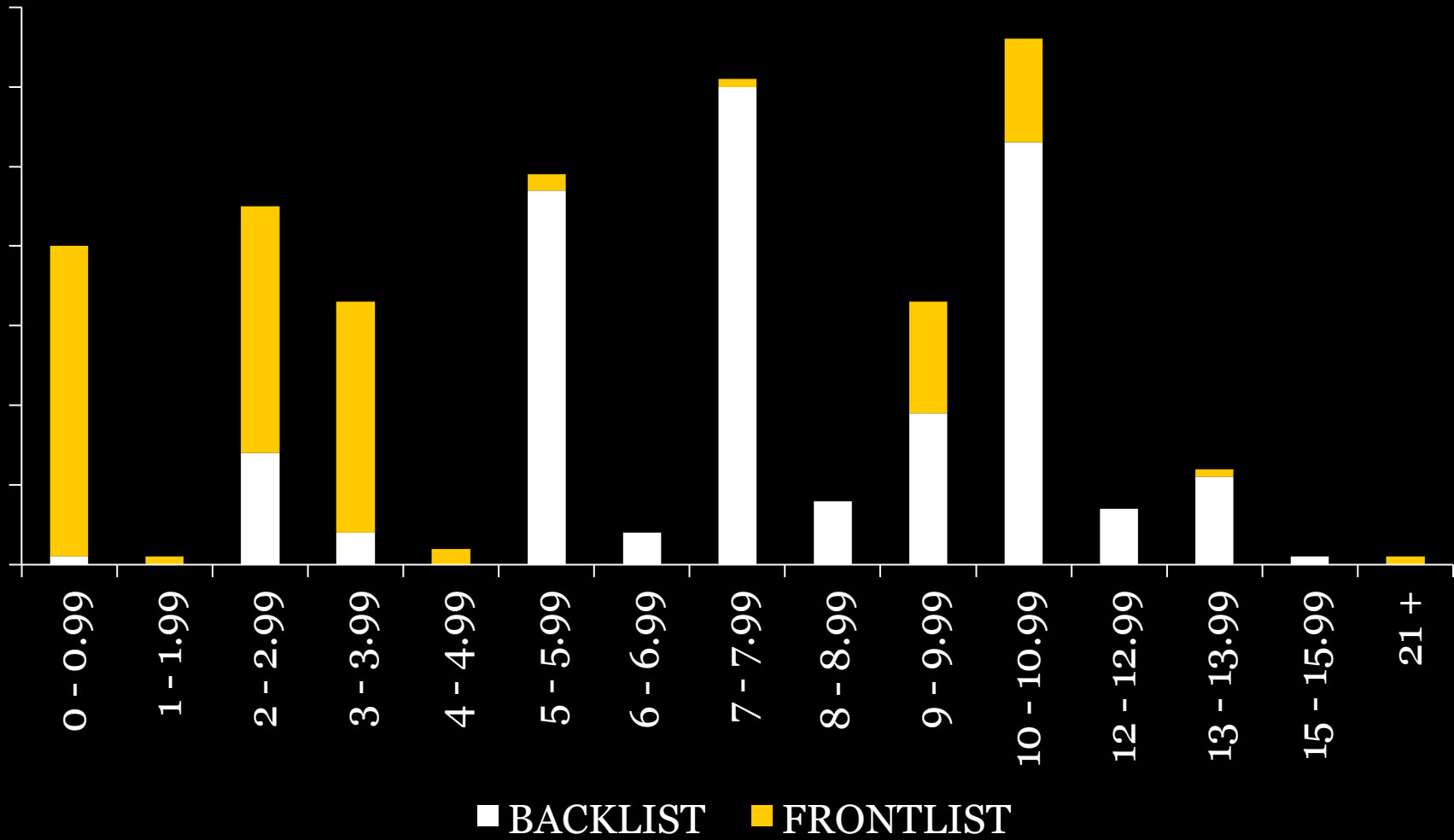
# Food & Cooking



# Health & Fitness



# Comics & Graphic Novels



Is there a significant self-publishing market?



not yet.

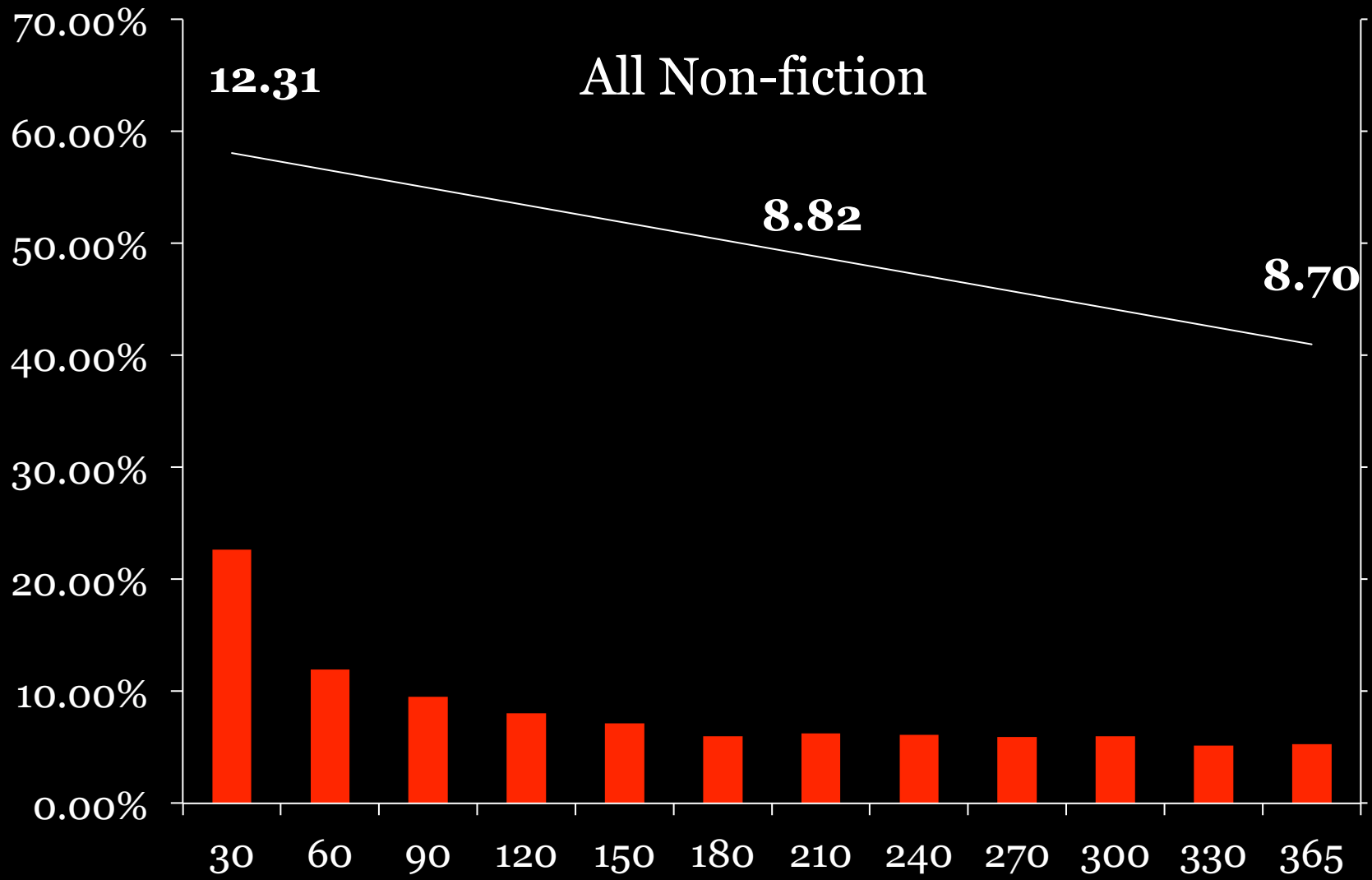
7% of all unit sales self-pub

non-fiction

1%

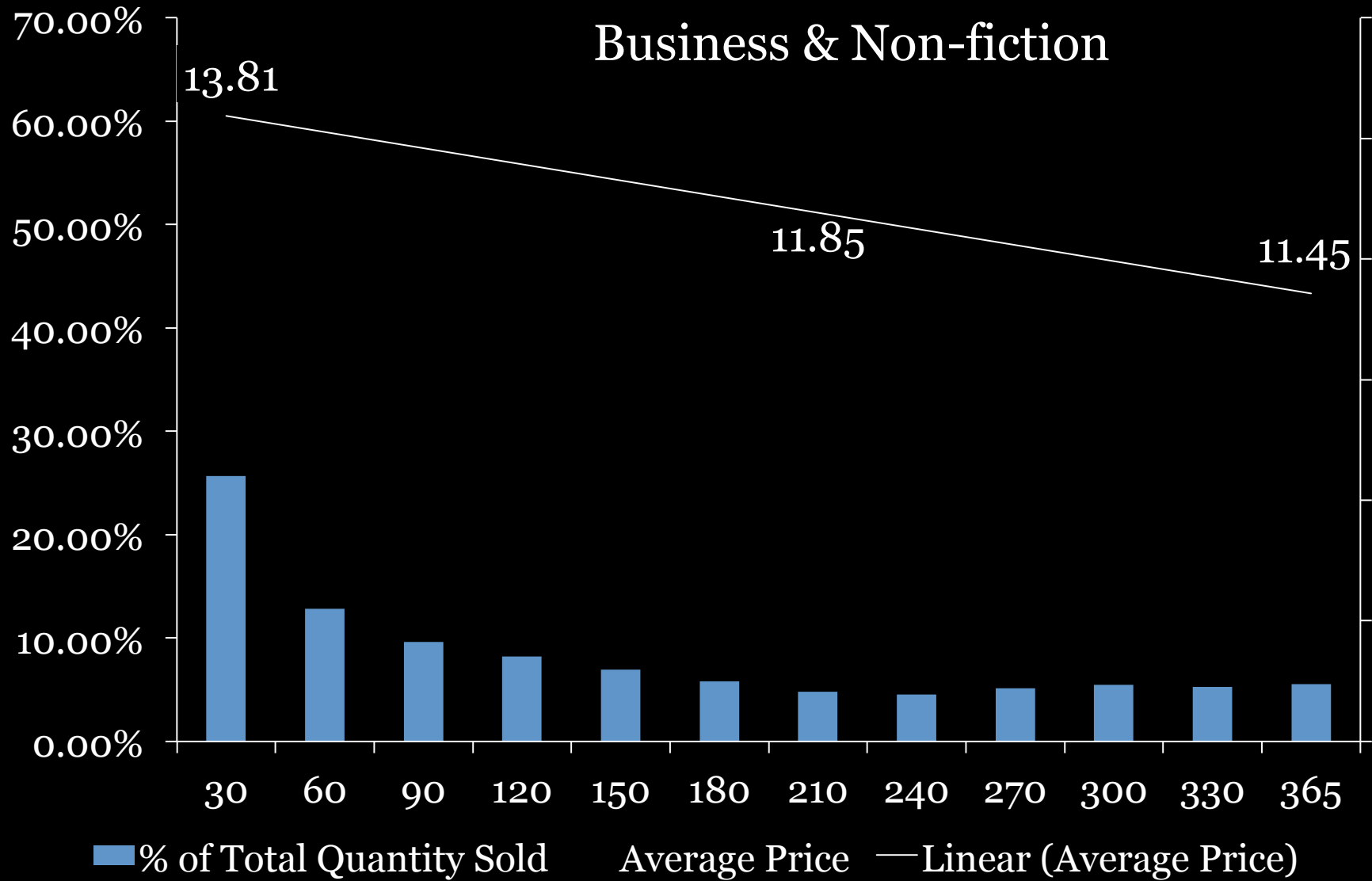
self-pub

# Price Decay in Non-fiction

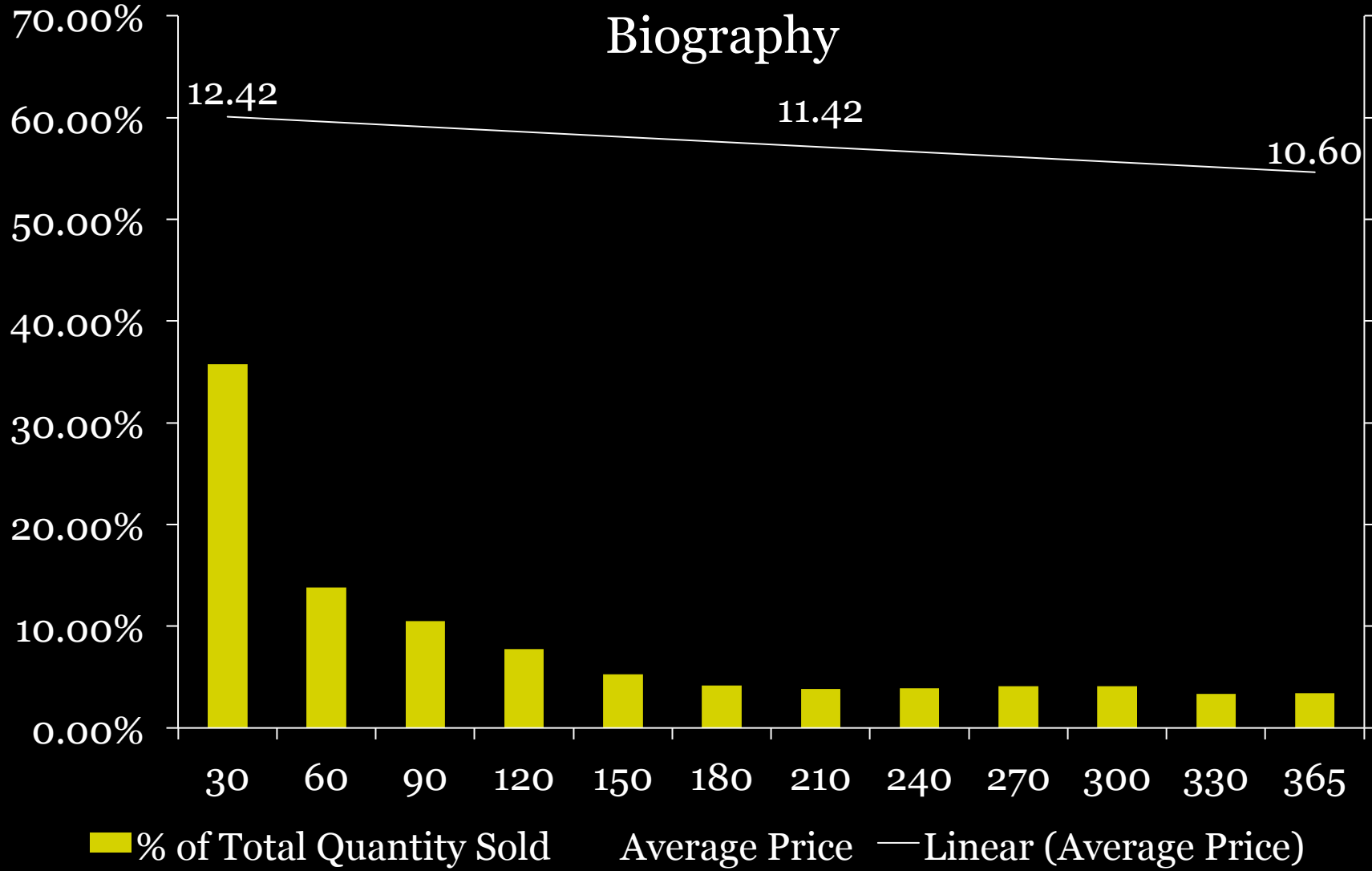


█ % of Total Quantity Sold     
 Average Price     
 — Linear (Average Price)

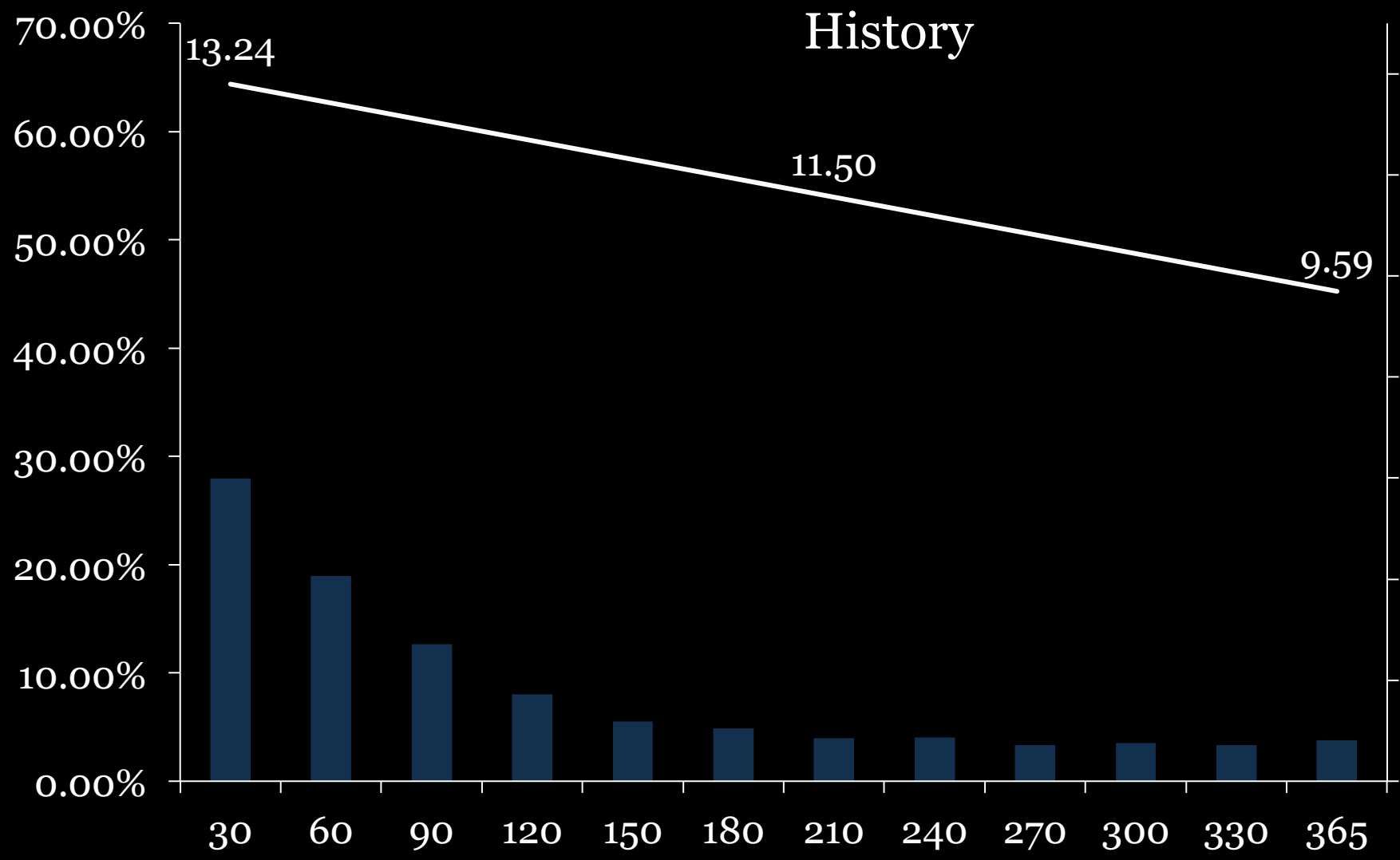
# Business & Non-fiction



# Biography



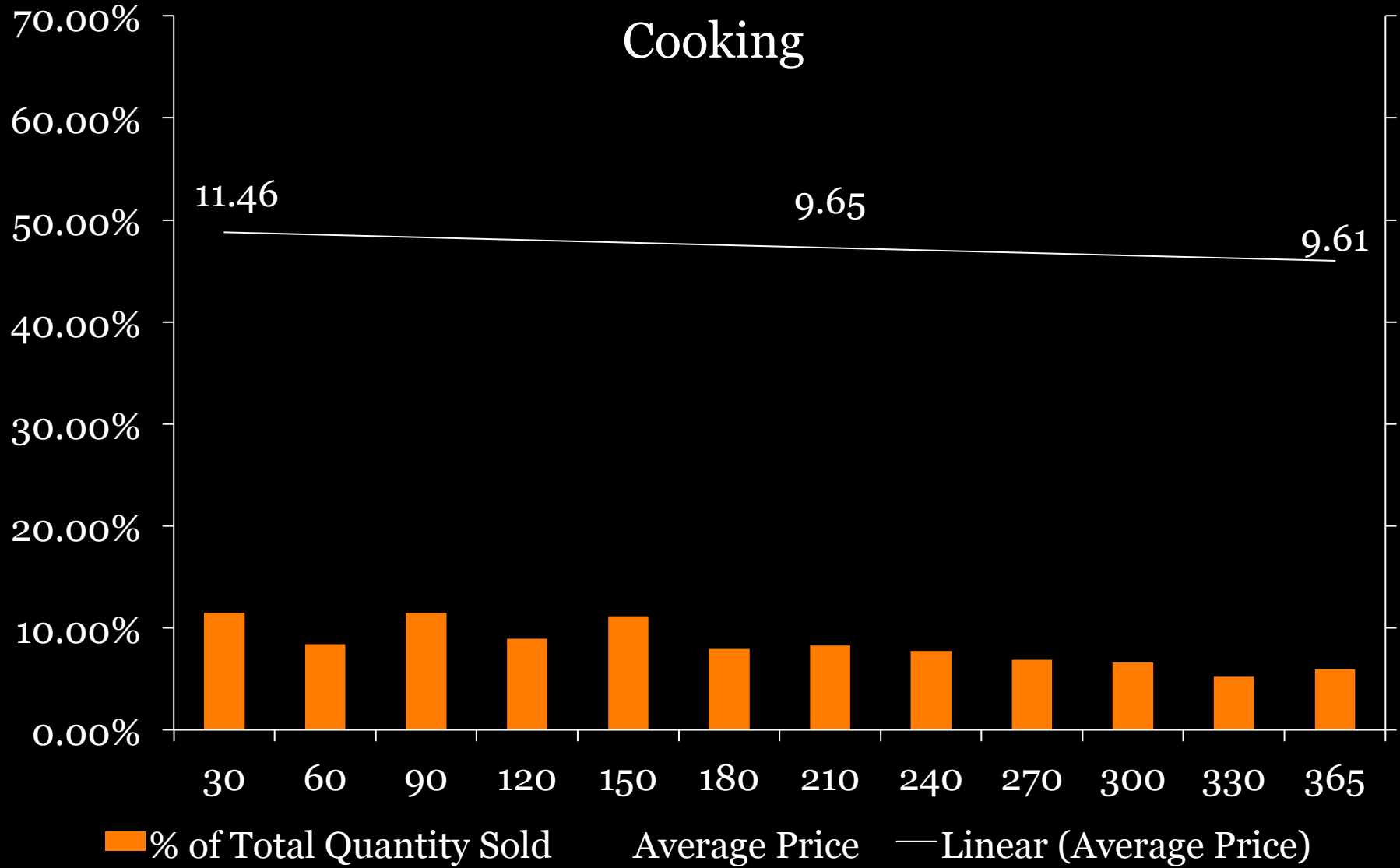
# History



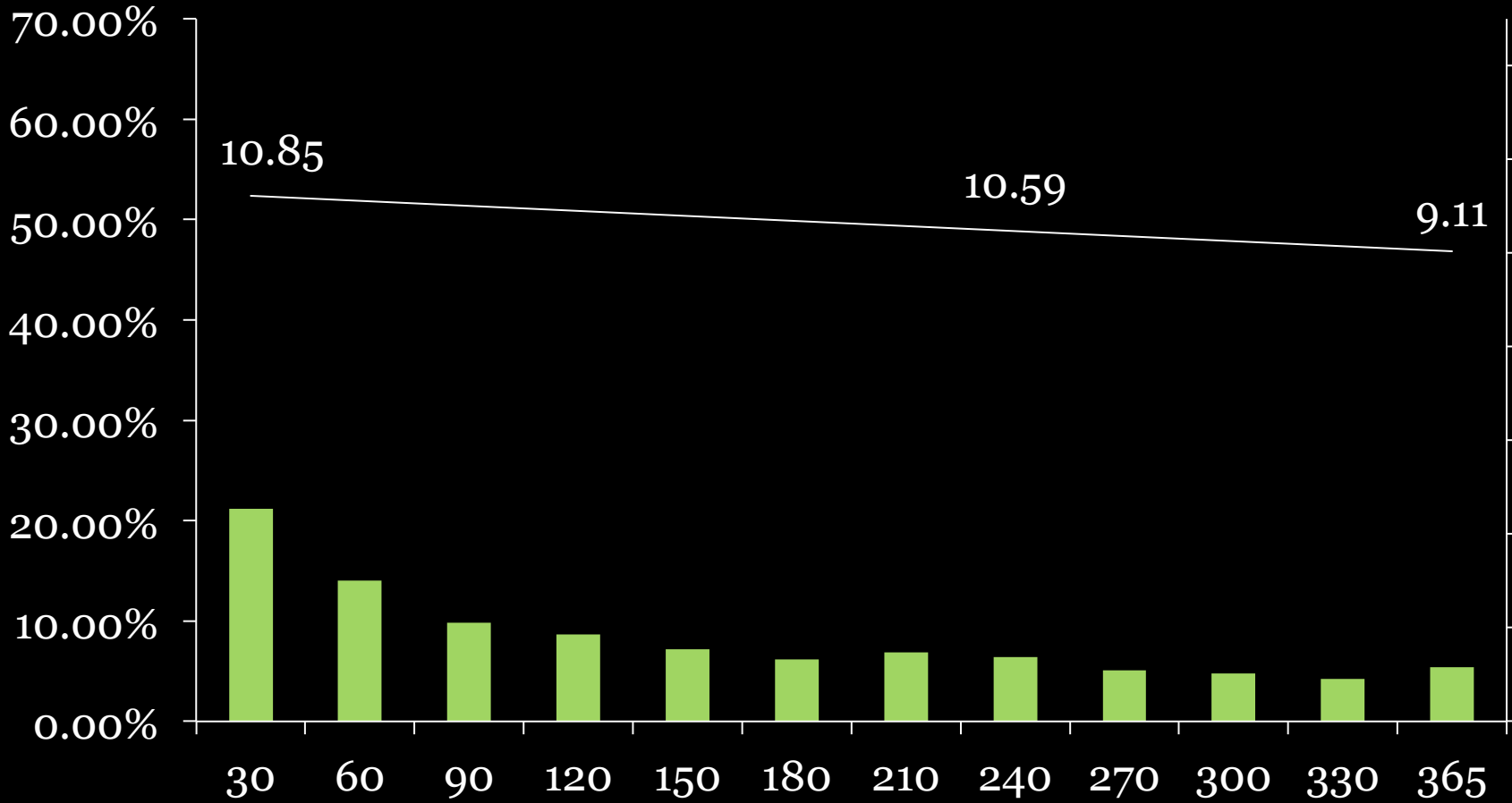
■ % of Total Quantity Sold      Average Price      — Linear (Average Price)



# Cooking



# Health & Fitness



■ % of Total Quantity Sold      Average Price      — Linear (Average Price)

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