Value and Job Creation in Digital (Book) Publishing

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The (Book) Publishing Industry

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Reader's Behavior and Content Consumption

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	USA ($)	GER (€)	FRA (€)	UK (£)	ITA (€)
	15 B	4.2 B	3.9 B	2.2 B	1.1 B
	3000 M	163 M	44 M	300 M	35 M
	20%	4%	1%	14%	3%

Sources: AAP, GFK, Nielsen, BISG, AIE

Industry Digitalization and New Entrants

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Digital Skills and Job Creation

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Investment Focus

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Business Space for Startups

01

Video Audio Images Places News Blog Stories

Digital Speed

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Scene with the Red Queen and Alice. Alice is constantly running but remaining in the same spot

> **"Well, in our country," said Alice, still panting a little, "you'd generally get to somewhere else — if you run very fast for a long time, as we've been doing."**
>
> **"A slow sort of country!" said the Queen. "Now, here, you see, it takes all the running you can do, to keep in the same place. If you want to get somewhere else, you must run at least twice as fast as that!"**

Through the looking glass. Lewis Carrol