A Pilot Survey by the IPA and WIPO







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The Global Publishing Industry in 2016





Executive Summary

The International Publishers Association (IPA) and the World Intellectual Property Organization (WIPO) joined forces to pilot a new survey of global publishing activity in 2016. The survey covered three market segments: retail; educational; and scholarly, academic and scientific (SAS) publishing. In total, 35 national publishers associations and copyright authorities responded to the survey.

Key findings include the following:

- Based on data from 11 countries for which comparable data were available, total net revenue from sales and licensing for the three sectors amount to USD 41.9 billion in 2016.
 The United States (U.S.) reported the largest net revenue of USD 23.9 billion.
- China reported a combined total of 57.8 million published titles in 2016. It was followed by the United Kingdom (U.K.; 49,443), South Africa (136,403), France (103,534), the Russian Federation (94,436) and Turkey (93,526).
- In the majority of countries, the retail sector accounted for more than half of all titles published.

The IPA and WIPO will initiate a new survey in 2018 covering 2017 publishing activity, with the long-term objective of integrating the collection of global publishing statistics into WIPO's statistical reporting function.

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1. Background

The publication of books, journals and other works is an important part of the creative economy. Changes to publishing through technology and public policy go back to the Gutenberg press and the Statute of Anne. Recent evolutions in technology, reader habits and public policies continue to profoundly change the nature of publishing and transform the face of the global industry. Understanding how publishing and its underlying businesses are evolving across countries and over time requires accurate statistics, collected on a regular and internationally comparable basis.

For several years, the International Publishers Association (IPA) has conducted an annual survey among its members, compiling available statistics and presenting them in the IPA Annual Report. While these statistics have been a valuable reference source, they could not draw a truly global picture of the industry covering all publishing markets. To improve on the availability of statistical data, the IPA and the World Intellectual Property Organization (WIPO) joined forces in 2017 and piloted a new survey of global publishing activity. The long-term objective is to integrate the collection of global publishing statistics into WIPO's statistical reporting function.

This summary of the pilot survey outlines its design, explains how it was implemented, discusses the main findings and charts a way forward drawing on the lessons learned so far.

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2. Survey design

The design of the joint IPA-WIPO survey built on the IPA's previous survey questionnaire and covered the following dimensions:

- the number of titles published
- the number of copies sold
- the number of e-book titles published
- publishers' net revenues
- market value at consumer/retail prices
- the net value of educational publishing.

In order to gather more detailed data, the questionnaire was substantially restructured and its scope expanded to cover additional variables. For example, the new questionnaire (see annex table A5) makes it possible to distinguish between print and digital editions, and between new titles and re-editions. Furthermore, the new questionnaire makes a clear distinction between three publishing categories: retail; educational; and scholarly, academic and scientific (SAS) publishing. Accordingly, the number of questions has expanded from 6 to 21.

The survey was finalized following review and feedback from several national publishers associations (NPAs).

The recipients of the new IPA-WIPO survey went beyond IPA's members to include the copyright authorities of WIPO's 191 Member States. This expanded the survey to markets not covered by IPA membership and provided access to additional data sources covering publishing activity.

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3. Survey implementation

The new survey was sent in July 2017 to copyright authorities, requesting data on publishing activity for calendar year 2016. At the same time, all IPA members were contacted to inform them about the launch of the survey and to seek their cooperation. Throughout the year, the IPA and WIPO followed up with IPA members and copyright authorities via email and by telephone, asking them to respond to the survey. In total, 35 NPAs and national authorities shared their annual data with WIPO (see table A4 for a full list). Furthermore, a number of recipients told WIPO they were currently unable to respond to the questionnaire, but said they would share their data when feasible.

While the number of responses should be seen as considerable for this pilot, the survey implementation encountered two key difficulties. First, for many countries it proved challenging to identify the right person at the NPA or copyright authority who could complete the questionnaire. The lack of a single (official) agency responsible for collecting publishing statistics partly explains this challenge.

Second, respondents were either completely or partially unable to provide the requested statistics, as the underlying data were not collected or were only partially collected at the national level. For example, many respondents were unable to provide data on the number of titles published and could only supply revenue data. Where data were available, NPAs continued to be the most important source of information, but they did not always cover the whole national market, and several countries featured more than one NPA. Some respondents were unable to provide data according to the definition of variables set out in the survey questionnaire. For example, a few respondents reported gross annual revenues, while others reported net revenues.

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4. Main findings

Thirty-five associations or government authorities shared data on the publishing industry for reference year 2016. The focus on a single year and some methodological differences limit the range and reliability of conclusions that can be drawn. However, the following key points emerge from the survey:

Revenues

- Based on data from 11 countries, total net revenue from sales and licensing for the three sectors amount to USD 41.9 billion in 2016 (see table A1). The U.S. reported the largest net revenue of USD 23.9 billion, followed by the U.K. (USD 6.9 billion), Spain (USD 3.5 billion) and France (USD 3 billion).
- Revenue generated by the retail sector is available for 23 countries (table 1). Retail sector sale and license revenue was highest in the U.S. at USD 15.9 billion, followed by Japan (USD 8.4 billion) and Germany (USD 5.7 billion).
- The bulk of the total retail sector revenue is generated by print editions (figure 1). However, digital editions accounted for around 28% of the total in China, 24% in Colombia and around 18% each in Japan and the U.S.
- Domestic sales account for the bulk of total revenue for most countries (figure 2). However, revenue from foreign sales represents around 80% of total revenue in Belgium. Revenue from foreign sales is also high in China, Greece, Turkey and the U.K.

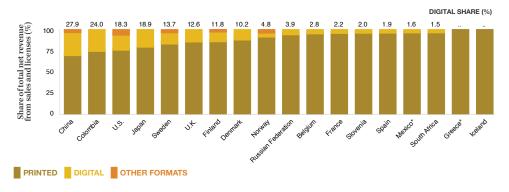
Table 1

Total revenue from sales and licensing for the retail sector, 2016 (USD million)

U.S.	15,903.6	Greece*	166.1
Japan	8,361.0	Finland	162.4
Germany	5,716.5	Denmark	161.5
Republic of Korea	2,823.8	Turkey	157.7
U.K.	2,629.9	Mexico*	154.0
France	2,049.6	Belgium	94.8
Spain	1,946.1	Serbia	93.1
China	1,047.4	Slovenia	77.0
Russian Federation	1,023.5	South Africa	55.1
Norway	207.0	Colombia	52.6
Sweden	194.7	Georgia*	4.7
		Iceland	0.03

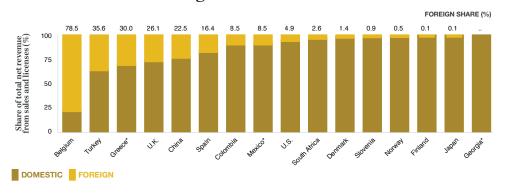
Note: * indicates 2015 data.

Figure 1
Distribution of revenue from sales and licensing for the retail sector by publication type, 2016



Note: * indicates 2015 data.

Figure 2
Distribution of domestic and foreign revenue from sales and licensing for the retail sector, 2016



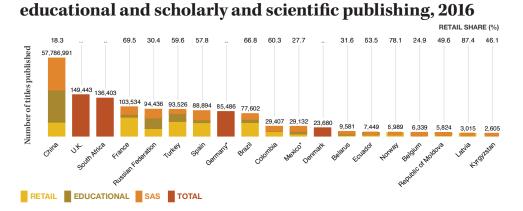
Note: * indicates 2015 data.

Titles published

- Data on the total number of titles published covering the three sectors (retail, education and SAS) are available for 19 countries (figure 3). China reported a combined total of 57.8 million published titles in 2016. It was followed by the U.K. (149,443), South Africa (136,403), France (103,534), the Russian Federation (94,436) and Turkey (93,526).² In nine of those countries, the retail sector accounted for more than half of all titles published ranging from 87.4% in Latvia to 57.8% in Spain (figure 4). Educational publishing accounted for a high share in Belarus (51.4%), Kyrgyzstan (46.1%), the Russian Federation (42.8%) and China (42.5%), while the SAS category accounted for more than a third of all titles published in Belgium (65.4%), China (39.2%) and Mexico (37%).
- Data on the number of titles published by the retail sector are available for 29 countries (table 2). China had by far the largest number of titles published in 2016 (10.6 million), followed by Japan (1.3 million) and the Republic of Korea (380,523).
- Only a few countries were able to disaggregate the number of titles published by the retail sector between print, digital and others (e.g., audiobooks). Print editions accounted for the bulk of total titles in the retail sector (figure 5). The share of digital editions was high in the Republic of Korea (80.1%), Brazil (54.6%) and Norway (29.1%).

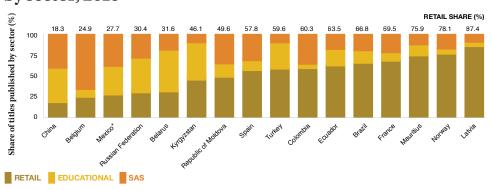
 Although the Russian Federation and Turkey are ranked fifth and sixth for total number of titles published covering the three sectors, Japan and the Republic of Korea report higher figures for the retail sector only but are not included in figure 3 because of missing data for the educational and SAS sectors. Data for the U.S. were not available.

Figure 3
Total number of titles published covering retail,



Note: * indicates 2015 data.

Figure 4
Distribution of the total number of titles published by sector, 2016



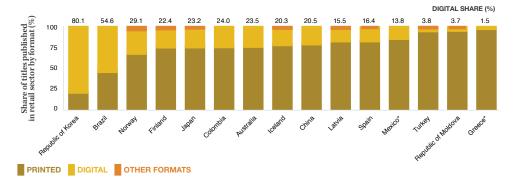
Note: * indicates 2015 data. SAS refers to the scholarly, academic and scientific sector.

Table 2 Number of titles published in the retail sector, 2016

China	10,572,010	Denmark	23,680	Sweden	3,148
Japan	1,293,000	Colombia	17,723	Belarus	3,025
Republic of Korea	380,523	Serbia	14,833	Republic of Moldova	2,886
Germany	85,486	Australia	13,776	Latvia	2,635
France	71,909	Mexico*	8,074	Belgium	1,581
Turkey	55,782	Peru	6,463	Georgia*	1,544
Brazil	51,819	Finland	6,263	Kyrgyzstan	1,200
Spain	51,354	Slovenia	5,543	Iceland	933
Russian Federation	28,699	Norway	5,455	Mauritius	246
Greece*	25,088	Ecuador	4,730		

Note: * indicates 2015 data.

Figure 5
Distribution of titles published in the retail sector by publication type, 2016



Note: * indicates 2015 data.

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5. What's next?

The IPA-WIPO pilot survey is an encouraging first step. Rich statistical information on publishing activity is available for many countries, and NPAs and copyright authorities are interested in sharing their data with WIPO for the benefit of international comparisons and to draw a truly global picture of publishing activity.

The pilot survey demonstrates where future investment is needed to achieve this:

- setting up and extending the statistical reporting channels;
- helping countries provide statistical information on all the variables identified in the questionnaire, if possible with comparable methodology and definitions; and
- ensuring all segments of the publishing market are covered.

On the basis of this pilot survey, WIPO – working closely with the IPA – will initiate a new survey in 2018 covering 2017 publishing activity. It will build on the contacts established during the pilot phase and invest in expanding the survey's coverage to additional countries. Reflecting the investment areas outlined above and the feedback received, WIPO will revise the questionnaire and provide additional methodological guidance that will hopefully enable the reporting of more harmonized data. WIPO will also reach out to potential providers of data on the publishing market segments that have not yet been covered sufficiently.

The IPA and WIPO are grateful to those organizations that kindly shared their 2016 data, or that sought to do so. Recognizing that improved data availability at the international level is a long-term endeavor, we would encourage all NPAs, copyright authorities and statistical offices to institute new national surveys or revise existing surveys so as to enable the reporting of a wide range of indicators on the publishing industry on an internationally harmonized basis.

Annex

Table A1

Total net publishing industry revenue from sales and licensing by sector, 2016 (USD million)

Country	Total	Retail (trade)	Educational	Scholarly, academic and scientific
Australia				
Belarus				
Belgium	262.5	94.8	45.9	121.8
Brazil				
China	1,852.6	1,047.4	646.8	158.3
Colombia	335.1	52.6	84.9	197.5
Denmark		161.5	89.9	
Ecuador				
Finland		162.4	102.7	
France	2,995.7	2,049.6	447.0	499.2
Georgia*		4.7		
Germany		5,716.5		
Greece*		166.1		
Iceland		0.03		
Japan		8361.0		
Kyrgyzstan				
Latvia				
Lebanon				
Mauritius			0.04	
Mexico*	634.8	154.0	329.8	151.0
Montenegro				
Norway	393.3	207.0	79.9	106.4
Peru				
Republic of Korea		2,823.8		
Republic of Moldova				
Russian Federation		1,023.5		
Serbia		93.1		
Slovenia		77.0		
South Africa	205.3	55.1		
Spain	3,467.4	1,946.1	1,000.7	520.6
Sweden		197.2		
Turkey	999.7	157.7	811.0	31.0
U.K.	6,870.8	2,629.3	820.1	3,421.4
U.S.	23,864.0	15,903.6	7,684.6	275.8
Yemen				

Note: .. indicates not available. * indicates 2015 data.

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Table A2 Total number of titles published by sector, 2016

Country	Total	Retail (trade)	Educational	Scholarly, academic and scientific
Australia		13,776		
Belarus	9,581	3,025	4,923	1,633
Belgium	6,339	1,581	614	4,144
Brazil	77,602	51,819	12,064	13,719
China	57,786,991	10,572,010	24,543,248	22,671,733
Colombia	29,407	17,723	1,582	10,102
Denmark		23,680		
Ecuador	7,449	4,730	1,527	1,192
Finland		6,263	2,604	
France	103,534	71,909	10,731	20,894
Georgia*		1,544		
Germany		85,486	4,966	
Greece*		25,088		
Iceland		933		
Japan		1,293,000		
Kyrgyzstan	2,605	1,200	1,200	205
Latvia	3,015	2,635	164	216
Lebanon				
Mauritius	324	246	44	34
Mexico*	29,132	8,074	10,286	10,772
Montenegro				10
Norway	6,989	5,455	446	1,088
Peru		6,463		
Republic of Korea		380,523	22,055	
Republic of Moldova	5,824	2,886	962	1,976
Russian Federation	94,436	28,699	40,428	25,309
Serbia		14,833		
Slovenia		5,543		
South Africa	136,403			
Spain	88,894	51,354	10,884	26,656
Sweden		3,148		
Turkey	93,526	55,782	30,263	7,481
U.K.	149,443			
U.S.				
Yemen				65

Note: .. indicates not available. * indicates 2015 data.

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Table A3Size and employment level of the publishing industry, 2016

	Number of		Employment	
Country	publishers	Total	Direct	Indirect
Australia				
Belarus	497		1,142	
Belgium	275	1,665		
Brazil				
China	3,540,030	81,076,710	46,137,210	34,939,500
Colombia	280	4,775	3,791	984
Denmark				
Ecuador	567			
Finland	260		1,200	
France	8,000		10,210	
Georgia*	100			
Germany	2,075		24,547	
Greece*	1,000			
Iceland	120			
Japan	3,370	56,172		
Kyrgyzstan	96		1,260	
Latvia	30			
Lebanon	200			
Mauritius	11	542	540	2
Mexico*	225	11,882	8,147	3,735
Montenegro			5	
Norway	1,300			
Peru	541			
Republic of Korea	40,000	42,836		
Republic of Moldova	290			
Russian Federation	5,800			
Serbia	1,572	1,899		
Slovenia	100		575	
South Africa	150			
Spain	3,026		12,608	
Sweden	300			
Turkey	1,732	12,000	8,000	4,000
U.K.	2,255		29,000	
U.S.				
Yemen				

Note: .. indicates not available. * indicates 2015 data.

Table A4

NPAs and national authorities that shared their data with the IPA/WIPO $\,$

Country	Respondent	Data source
Australia	Department of Communications and the Arts for the Australian Government	National Library of Australia and Thorpe-Bowker
Belarus	National Center of Intellectual Property	The Ministry of Information of the Republic of Belarus, the Public Institution "National Book Chamber of Belarus," the National Statistical Committee of the Republic of Belarus
Belgium	L'Association des Editeurs Belges (ADEB)	Statistiques de production du livre belge des membres de l'Association Des Editeurs Belges
Brazil	Câmara Brasileira do Livro	Sindicato Nacional dos Editores de Livros (SNEL), Câmara Brasileira do Livro (CBL) and Fundação Instituto de Pesquisas Economicas (FIPE)
China	National Copyright Administration of China (NCAC)	State Administration of Press, Publication, Radio, Film and Television of the People's Republic of China
Colombia		Agencia ISBN and Estadísticas Cámara Colombiana del Libro
Denmark	Danske Forlag	Danish Publishers Association's statistics (sales) and Agency for Culture and Palaces (production)
Ecuador	Director Nacional de Derechos de Autor y Derechos Conexos, Instituto Ecuatoriano de la Propiedad Intelectual	Agencia ISBN Ecuador
Finland	The Finnish Book Publishers Association	Statistics of The Finnish Book Publishers Association
France	Le Syndicat national de l'édition	Repères statistiques 2016-2017, Syndicat National de l'Edition, juin 2017 (national publishers association)
Georgia	National Intellectual Property Center of Georgia SAKPATENTI	Georgian Publishers and Booksellers Association publications
Germany	Börsenverein des Deutschen Buchhandels e.V.	Various
Greece	The Association of Greek Publishers and Booksellers (ENELVI)	BIBLIONET (data base for books-in-print) and Survey conducted by INFOBANK
Iceland	Icelandic Publishers Association	Survey by members of the Icelandic Publishers Association
Japan	Japan Copyright Office	Shuppan Shihyo Nenpoh 2017 and Book Publisher's and Editor's Association (Zenkoku Shuppan Kyokai)
Kyrgyzstan	The State Book Chamber of the Kyrgyz Republic	
Latvia	Ministry of Culture of the Republic of Latvia	National Library of Latvia
Lebanon	Librairie du Liban Publishers SA	
Mauritius	Ministry of Foreign Affairs, Regional Integration and International Trade	National Library; Ministry of Education and Human Resources, Tertiary Education and Scientific Research; publishing companies
Mexico	Cámara Nacional de la Industria Editorial Mexicana	Actividad Editorial de Libros 2015, Cámara Nacional de la Industria editorial mexicana
Montenegro	Ministry of Culture	
Norway	Ministry of Culture	
Peru		Información provista por la Cámara Peruana del Libro en base al registro ISBN a cargo de la Biblioteca Nacional del Perú.

Country	Respondent	Data source
Republic of Korea	Korean Publishers Association	National survey (conducted by Publication Industry Promotion Agency of Korea)
Republic of Moldova	State Agency on Intellectual Property (AGEPI)	Camera Naţională a Cărţii din Republica Moldova
Russian Federation	Russian Publishers Association	National annual report
Serbia	Sector for Copyright and Related Rights and International Cooperation, Intellectual Property Office	Chamber of Commerce and Industry of Serbia, National Library of Serbia, Association of Publishers and Booksellers of Serbia
Slovenia	Chamber of Commerce and Industry of Slovenia and Publishers and Booksellers Association	National publisher association SPA
South Africa	PASA Publishers' Association of South Africa	Annual Book Publishing Industry Survey 2016
Spain	Ministerio de Educación, Cultura y Deporte	
Sweden	The Swedish Publishers' Association (SvF)	National publishers association, the Swedish Publishers' Association, trade publishing.
Turkey	Turkish Publishers Association	
U.K.	The Publishers Association Limited	Publishers Association, Nielsen Bookdata (for title number). Office of National Statistics (employment figures only)
U.S.	Association of American Publishers	
Yemen	The Intellectual Property Ministry of Culture of Yemen	

Table A5

Questionnaire

WIPO/IPA Publishing Statistics, 2016

Please return this questionnaire to: <u>ipstats.mail@wipo.int</u>

Note: Publishing can be categorized into three broad categories: (a) trade (retail), (b) educational and (c) scholarly, academic and scientific (SAS).

Please note that questions 4-9 refer to trade (retail) publishing, questions 10-15 refer to educational publishing, and questions 16-24 refer to SAS publishing. Only include published materials (i.e., books, journals, etc.) that have International Standard Book Number (ISBN), International Standard Serial Number (ISSN) or Digital Object Identifiers (DOIs). Newspapers and magazines publishing should be excluded.

Please refer to the Data Collection notes for additional explanations and definitions of indicators and concepts.

Notes: (please enter any explanatory notes as necessary)				
Year:	2016	(calondar year i o	1 January to 31 Decei	mbor\
	2010	(calelidal yeal, i.e.,	1 January to 31 Decei	ilber)
Country/territory details				
Country/territory name				
Two-letter country/territory code (ISO3166)				
Your contact details				
Name				
Title				
Email address				
Size of the publishing industry with Number of publishers within your	iin your country/terri	itory		
country/territory (trade, educational and SAS publishing)				
Publishing industry employment le Number of people employed by the publishing industry (trade, educational and SAS	vel within your coun	, ,	Total	
publishing)				
3. Value-added tax (VAT) (or local sale	tax) rate in your co)	
	Standard VAT rate	VAT rate for printed books	VAT rate for e-books	
What is the VAT (local sale tax) rate (%)?		300110		

This section refers to trade (retail) publishing only

4. Number of titles published within your country/territory - trade (retail) publishing

			Other formats (e.g.,	
	Printed	Digital	audio books)	Total
New titles				0
Re-editions				0
Total:	0	0	0	0

5. Number of copies sold (domestic and foreign market) - trade (retail) publishing

			Other formats (e.g.,	
	Printed	Digital	audio books)	Total
New titles				0
Re-editions				0
Total:	0	0	0	0

6. Number of copies sold by destination - trade (retail) publishing

	Other formats (e.g.,			
	Printed	Digital	audio books)	Total
Domestic market (new titles + re-editions)				0
Foreign market (new titles + re-editions)				0
Total:			0	

7. Number of copies sold by sales channel - trade (retail) publishing

	Online	Brick/mortar (e.g. shops)	Others (e.g., direct order from publishers)	
New titles				0
Re-editions				0
Total:	0		0	

8. Total net revenue from sales and licenses - trade (retail) publishing

Please specify currency in the box:			
Note: Net revenue excludes VAT/local sales tax. I	iscount offered to retailers sho	uld be included in the c	alculation of net revenue.
	Sales	Licenses	Total
Printed			0
Digital			0
Other formats (e.g., audio books)			0
Total:		0	

9. Total net revenue from sales and licenses from domestic and foreign market - trade (retail) publishing
Please specify currency in the box:
Note: Net revenue excludes VAT/local sales tax. Discount offered to retailers should be included in the calculation of net revenue.

Sales
Licenses
Total

	Sales	Licenses	Iotal
Domestic market (new titles + re-editions)			0
Foreign market (new titles + re-editions)			0
Total:	0	0	

This section refers to educational publishing only

10. Number of titles published within your country/territory - educational publishing

			Other formats (c.g.,	
	Printed	Digital	audio books)	Total
New titles				0
Re-editions				0
Total:	0	0	0	0

11. Number of copies sold (domestic and foreign market) - educational publishing

			Other formats (e.g.,	
	Printed	Digital	audio books)	Total
New titles				0
Re-editions				0
Total:	0	0	0	0

12. Number of copies sold by destination - educational publishing

			Other formats (e.g.,	
	Printed	Digital	audio books)	Total
Domestic market (new titles + re-editions)				0
Foreign market (new titles + re-editions)				0
Total:			0	0

13. Number of copies sold by sales channel - educational publishing

	Online	Brick/mortar (e.g. shops)	Others (e.g., direct order from publishers)	
New titles				0
Re-editions				0
Total		0	0	

14. Total net revenue from sales and licenses - educational publishing

Please specify currency in the box:

Note: Net revenue excludes VAT/local sales tax. Discount offered to retailers should be included in the calculation of net revenue.

	Sales	Licenses	Total
Printed			0
Digital			0
Other formats (e.g., audio books)			0
Total:	0	0	0

15. Total net revenue from sales and licenses from domestic and foreign market - educational publishing

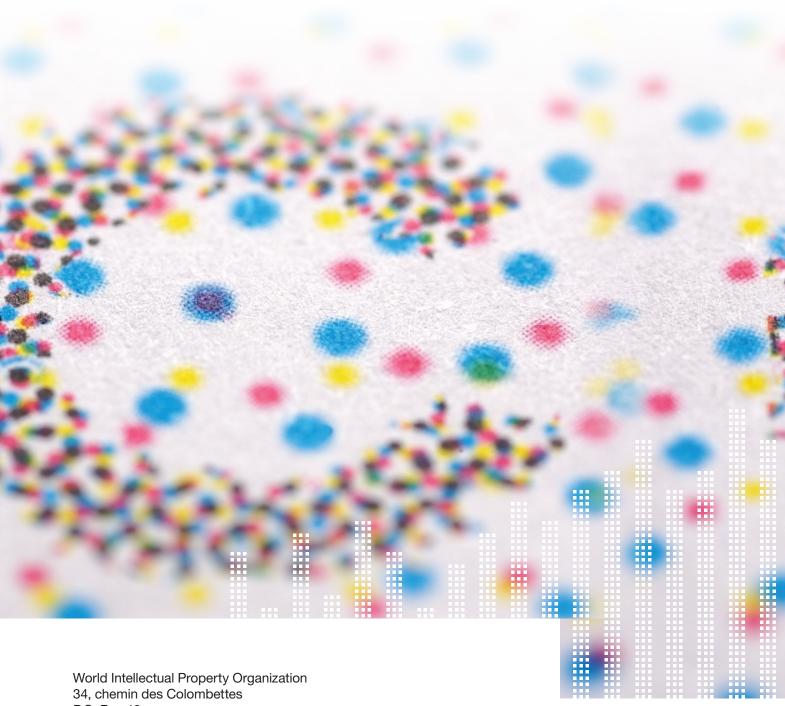
Please specify currency in the box:

Note: Net revenue excludes VAT/local sales tax. Discount offered to retailers should be included in the calculation of net revenue.

	Sales	Licenses	Total
Domestic market (new titles + re-editions)			0
Foreign market (new titles + re-editions)			0
Total:	0	0	0

This section refers to scholarly, academic and scientific (SAS) publishing only

16. Number of titles published within	your country/territor	y - SAS publishir	•	
	Printed	Disital	Other formats (e.g.,	Total
New titles	Filliteu	Digital	audio books)	Total 0
non titles				<u> </u>
Re-editions Total:	0	0	0	0
iotai.	O	O	Ü	O .
17. Number of copies sold (domestic	and foreign market)	- SAS nublishing		
17. Number of copies sold (domestic	and foreign market)	- OAO publishing	Other formats (e.g.,	
	Printed	Digital	audio books)	Total
New titles				0
Re-editions Total:	0	0	0	0
iotai.	U	0	U	U
18. Number of copies sold by destina	tion - SAS publishin	g		
	Deintod	Disital	Other formats (e.g.,	Total
Domestic market (new titles + re-editions)	Printed	Digital	audio books)	Total 0
Foreign market (new titles + re-editions)				0
Total:	0	0	0	0
19. Number of copies sold by sales c	hannel - SAS publish	ing		
		Brick/mortar (e.g.	Others (e.g., direct	Total
	Online		Others (e.g., direct order from publishers)	
New titles	Online			0
Re-editions	Online			
		shops)	order from publishers)	0
Re-editions	0	shops)	order from publishers)	0
Re-editions Total:	0	shops)	order from publishers)	0
Re-editions Total: 20. Total net revenue from sales and	0 licenses - SAS publis	shing uld be included in the co	order from publishers) 0 alculation of net revenue.	0
Re-editions Total: 20. Total net revenue from sales and I Please specify currency in the box: Note: Net revenue excludes VAT/local sales tax. Dis	0 icenses - SAS publis	shops) 0	order from publishers) 0 alculation of net revenue. Total	0
Re-editions Total: 20. Total net revenue from sales and Please specify currency in the box:	0 licenses - SAS publis	shing uld be included in the co	order from publishers) 0 alculation of net revenue.	0
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