

# BookStats 2011: Errata

- 1 In the Data Methodology section on *page 5*, the number of very small publishers (those with sales of \$500,000 or less), was incorrectly given as 1,519. The actual number is 1,518.
- 2 In the summary for Online Retailers on *pages 13-14*, the percentage changes in revenue and unit sales were incorrectly stated. The actual change in yearly revenue growth was 18.8% from 2008 to 2009 and 30.7% from 2009 to 2010. Online Retailers' net unit sales growth was 19.6% from 2008 to 2009 and 40.9% from 2009 to 2010.
- 3 In the Education (K-12) Publishing section on *page 25*, the numbers reported for digital and analog/print revenue and unit sales in Figure 13 were incorrect. The actual numbers include a 2008-2010 revenue increase of 46%, and unit sales increase of 40.2% for digital format products. The correct versions of Figure 13 and the data table are as follows:

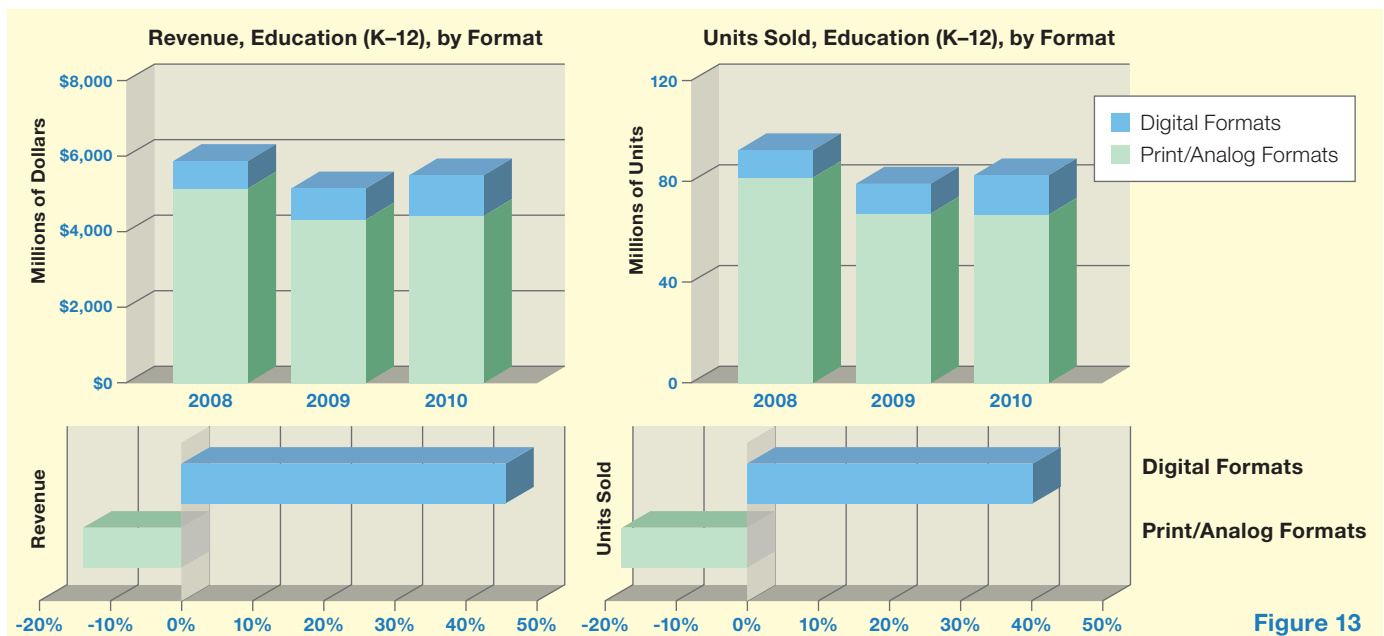


Figure 13

## THE BOTTOM LINE:

Education (K-12) Publishing	2008	2009	2010	Pct Change 2008-2010
Net Revenue, Digital Formats	\$742,203,457	\$812,413,996	\$1,083,264,032	46.00%
Net Revenue, Print/Analog Formats	\$5,128,456,169	\$4,329,238,069	\$4,423,325,347	-13.70%
Units Sold, Digital Formats	11,104,430	11,833,704	15,569,438	40.20%
Units Sold, Print/Analog Formats	81,186,815	67,562,942	67,010,929	-17.50%

**Editors' Note:** In reporting sales of digital and print/analog products, several publishers included very limited numbers of "other" revenue and unit sales which did not easily fit into either the digital or print categories. These "other" figures varied widely from year to year, suggesting a possible reporting anomaly, and were nearly all under 0.002% of their respective totals. They also reflected the sales of hybrid print and digital products sold as bundles, which are difficult to classify. However, because they did not affect the percentage changes in revenue or unit sales growth, we did not include them in our digital vs. print/analog analysis.