

Agenda item: PL 4.2

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Report by the Secretary-General
SALES OF AND FREE ONLINE ACCESS TO ITU PUBLICATIONS

Summary

By Decision 12 (Guadalajara, 2010), the Plenipotentiary Conference instructed the Secretary-General to prepare a report on an ongoing basis on sales of ITU publications, software and databases, providing, in particular, information on total annual sales (beginning 2009); comparison between sales of paper copies and electronic copies, per year; sales by country and member category; and comparison of copies sold and not sold, and to present this report to the Council.

This report provides detailed sales analysis and trends.

Action Required

The Council is invited to **note** the report.

References

[Document C14/INF/9](#)
[Resolution 66 \(Rev. Guadalajara, 2010\)](#)
[Decision 12 \(Guadalajara, 2010\)](#)
Council Decisions [571](#) and [574](#)

1. Overview

a) Sales as of 31 December 2013

1.1 Overall publications sales revenues in 2013 reached CHF 18.83 million which represents a +21% increase over budget 2013 (CHF 15.55 million) and +7% increase compared to 2012 actual sales revenue (CHF 17.67 million).

b) Free online access

1.2 The free online access policy is aimed at disseminating ITU publications to a broader public. By Decision 12 (Guadalajara, 2010), PP-10 expanded the free online access policy of ITU-T Recommendations to include ITU-R Recommendations & Reports as well as the Basic Texts of the Union. By Decisions 574 and 571 (Modified 2013), the following publications were also added to the existing free online accessible publications:

No.	Decision	Publication
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1.	574	WTDC Final Reports
2.	571 (Modified 2013)	I.T. Regulations (Melbourne) WATT-88
3.	571 (Modified 2013)	Radio Regulations
4.	571 (Modified 2013)	Resolutions & Decisions of the Council of the ITU
5.	571 (Modified 2013)	National Spectrum Management
6.	571 (Modified 2013)	Computer Aided Techniques for Spectrum Management
7.	571 (Modified 2013)	Spectrum Monitoring

1.3 This wide outreach via free online access is helping build the visibility of ITU's mission and mandate and reinforce ITU as a global telecommunication authority. Simultaneously, sales of priced ITU publications continue to grow over the years. Sales results are detailed below.

2. Sales results and trends

2.1 Detailed sales figures for the years 2009–2013 with the breakdowns requested in Decision 12 (Guadalajara, 2010) are given in the tables in the Information Document [C14/INF/9](#). These are analysed briefly below.

a) Sales development activities-2013

2.2 Several sales development activities were carried-out during 2013 which are responsible for increased sales revenue for ITU publications:

- Recruitment of new staff as a result of re-structuring of Sales & Marketing Division with new and specific roles and responsibilities catering to current needs.
- E-mail marketing campaigns (5) promoting ITU publications were carried out reaching in total to over 13,000 in-house addresses. One external co-branded e-mail marketing test campaign was carried out to reach over 60,000 new names to promote specific ITU publications in addition to insertion in a newsletter reaching over 600,000 addresses.
- Analysis of ICT/Maritime publications is now being carried out on a regular basis to identify opportunities and track trends to plan for future campaigns.
- New reseller contracts (5) were signed to expand distribution/availability of ITU publications. Regular contacts are maintained to develop relationship with existing major resellers by addressing their specific needs and keeping them better advised of new publications and editions.
- Insertion of website banner at the homepage of Shipping and Marine magazine was carried out to build awareness of ITU publications.

b) Sales trends in publication formats

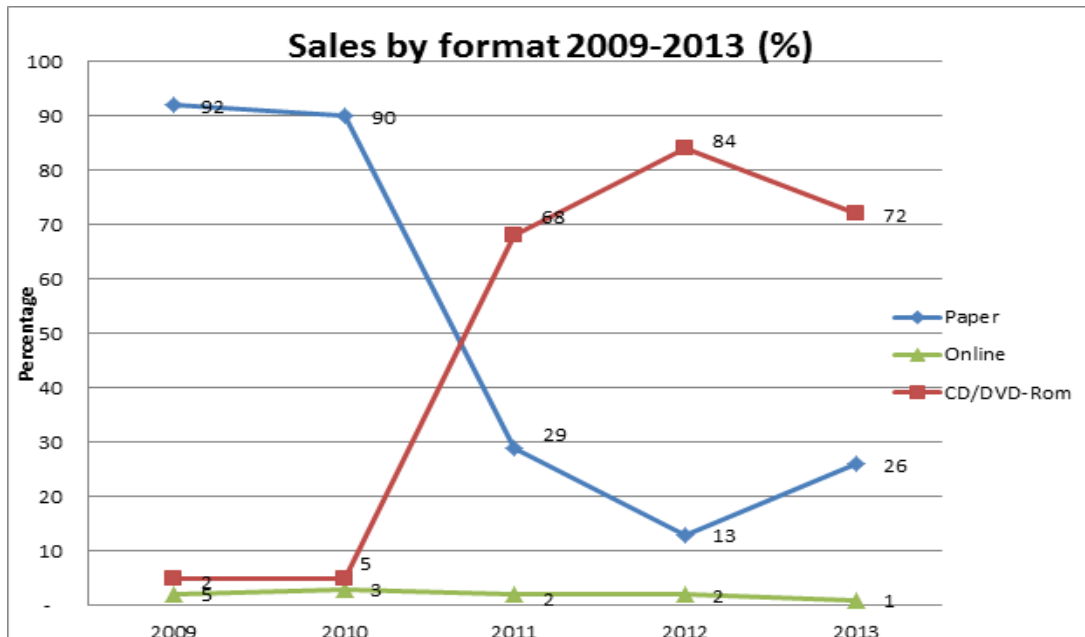
2.3 ITU publications are offered in three major formats: paper, CD/DVD-Rom and online.

2.4 Online/E-Bookshop sales revenue has continued to decrease over years from 2% in 2009 to 1% of total sales in 2013 (CHF 0.18 million). This is due mainly to freely offered publications and recommendations.

2.5 With the introduction of digital (CD/DVD-Rom) formats for various major publications in 2010, digital formats in 2013 accounted for 72% of total sales with paper format and online at 26% and 1% respectively. Other revenue, i.e. royalties, ITU News, souvenirs remain at 1% of sales. More and more publications are being produced in CD-Rom format, which is both cost-effective and environment-friendly; paper publications will be reduced to a small fraction of total sales in future.

2.6 The chart in Figure 1 below reflects sales trends in recent years in three major formats. The move from paper to electronic delivery formats in last three years is clearly visible. This change is already having a significant impact on publication development costs, lead times for production and inventory management.

Figure 1



c) Sales trends in publication languages

2.7 With the conversion of ITU publications into digital (CD/DVD-Rom) format, the multilingual format in six languages (M6) is the biggest seller of publications at 60% of total sales followed by English-only format at 38% and M3 at 1%. All other publication formats, namely French-only, Arabic-only, Russian-only, Chinese-only and Spanish-only together constitute less than 1% of total sales.

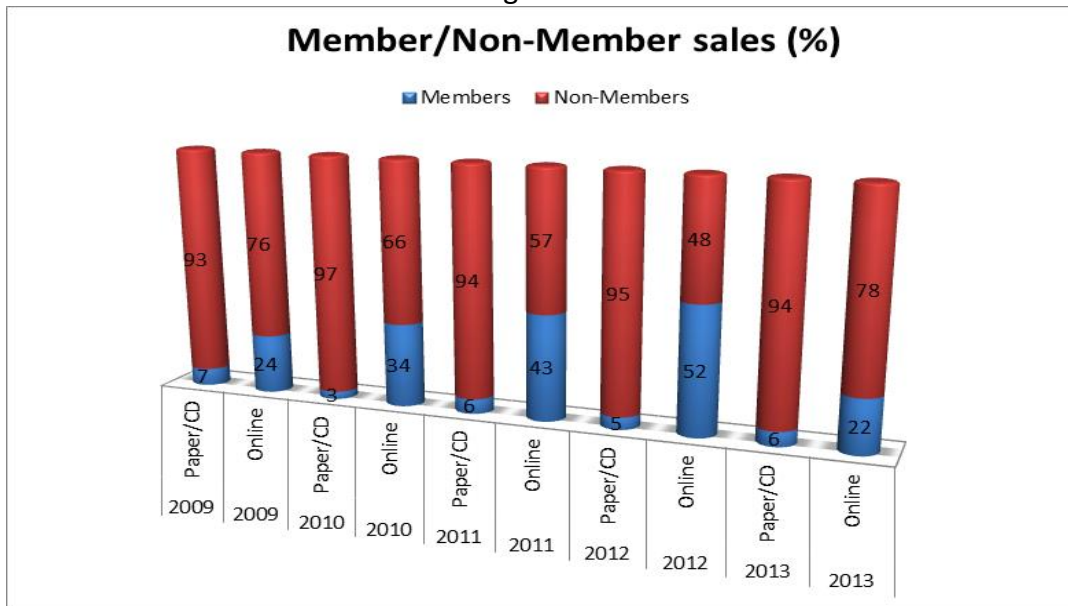
d) Sales of ITU publications to members/non-members and by country

2.8 Overall sales to members as a percentage of total sales during the period 2009-2013 have remained in the region of 6%-7% (CHF1.14 million).

2.9 As seen in Figure 2 below, online sales to members, after increasing over the last three years (2010-2013) to 52% (CHF0.07 million), dropped back to 22% of total online sales (CHF 0.02 million) in 2013. Paper/CD-Rom sales to members have remained in the vicinity of 6% (CHF 1.13 million) over the years. For further detail please see [Information Document \(Table 2\)](#).

2.10 Sector Members are the biggest contributors to member sales delivering 81% of all member sales (CHF 0.92 million).

Figure 2



2.11 Sales figures by country can be found at <http://www.itu.int/council/C2013/pd/021link1.docx>.

e) Copies sold vs. unsold

2.12 Table 3 in the [Information Document](#) reflects a comparison of number of copies sold vs. unsold each year. In general approximately 90% quantity is sold each year. Excellent forecasting and control helps in preventing any wastage.

f) Free download trial of Radio Regulation 2012

2.13 Council 2012 instructed the SG to report to Council/PP-14 actual impact of free online download trial on revenues and costs and on means for balancing the financial impacts.

Table below reflects interim results of Radio Regulations 2012 vs 2008, a major publication, as of 31 January 2014:

Edition	Sales Period	Qty sold	Resellers	Individuals	Variance	Free Download
2012	14 Months	10,200	9,289	911		12,634
2008	14 Months	9,373	6,515	2,858		Not offered
Diff.	-	+827	+2,774	-1,947	-0.62 mil	

Since the introduction of free online download trial of Radio Regulations-2012 in December 2012, 12,634 downloads have taken place until 31 January 2014. A total of 10,200 quantity have been sold which is 9% higher than 2008 edition quantity. While total sales have increased through shipments to Resellers, direct sales to individual customers numbering 2,858 for 2008 edition have dropped to 911 only for 2012 edition. This reflects a loss of 1,947 quantity translating into CHF 0.62 million.

As instructed, a full report will be published for the consideration of PP-14.