



Economic Study on Publications on all Physical Means of Support and Electronic Publications in the context of VAT

Annex A: Member States Reports

TAXUD/2012/DE/339





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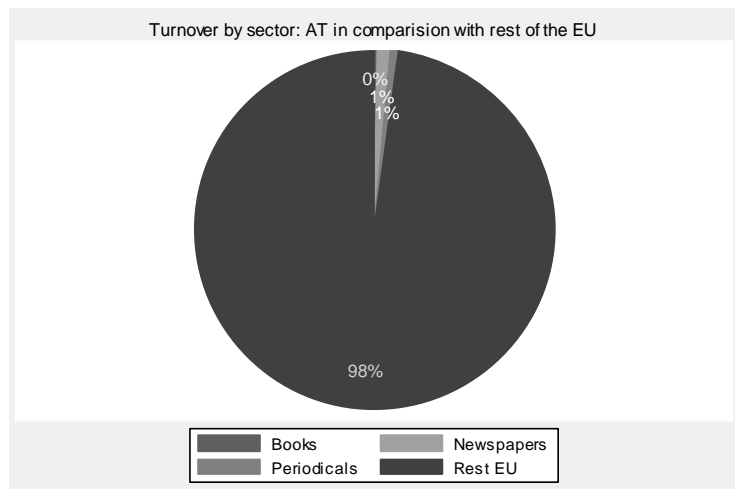
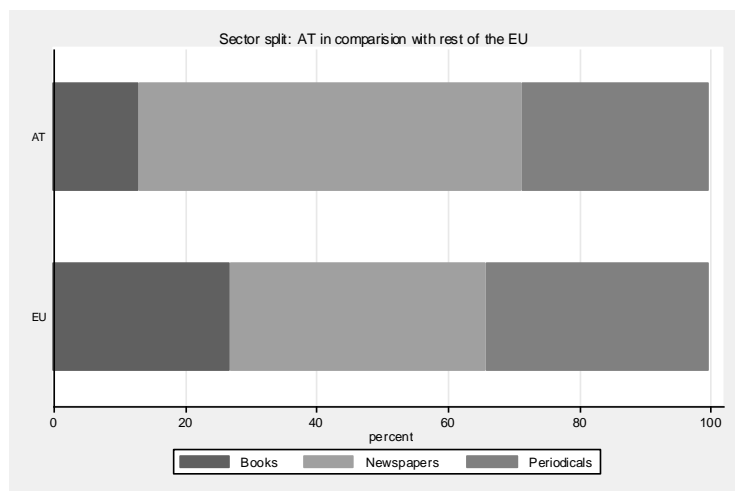
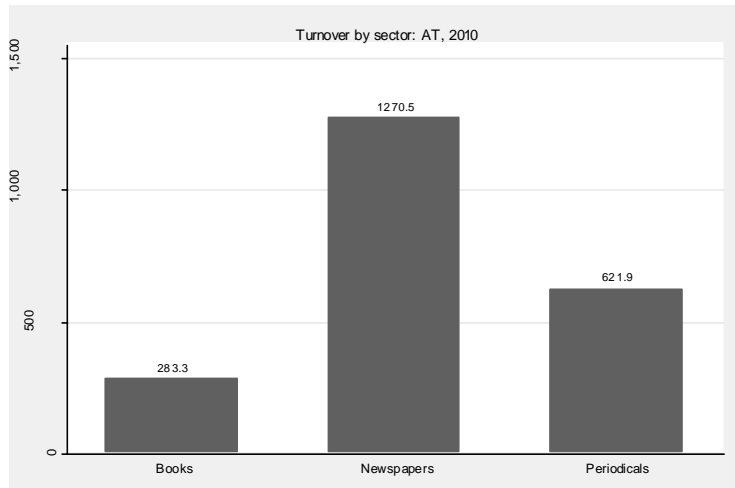


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1. Annex: AT

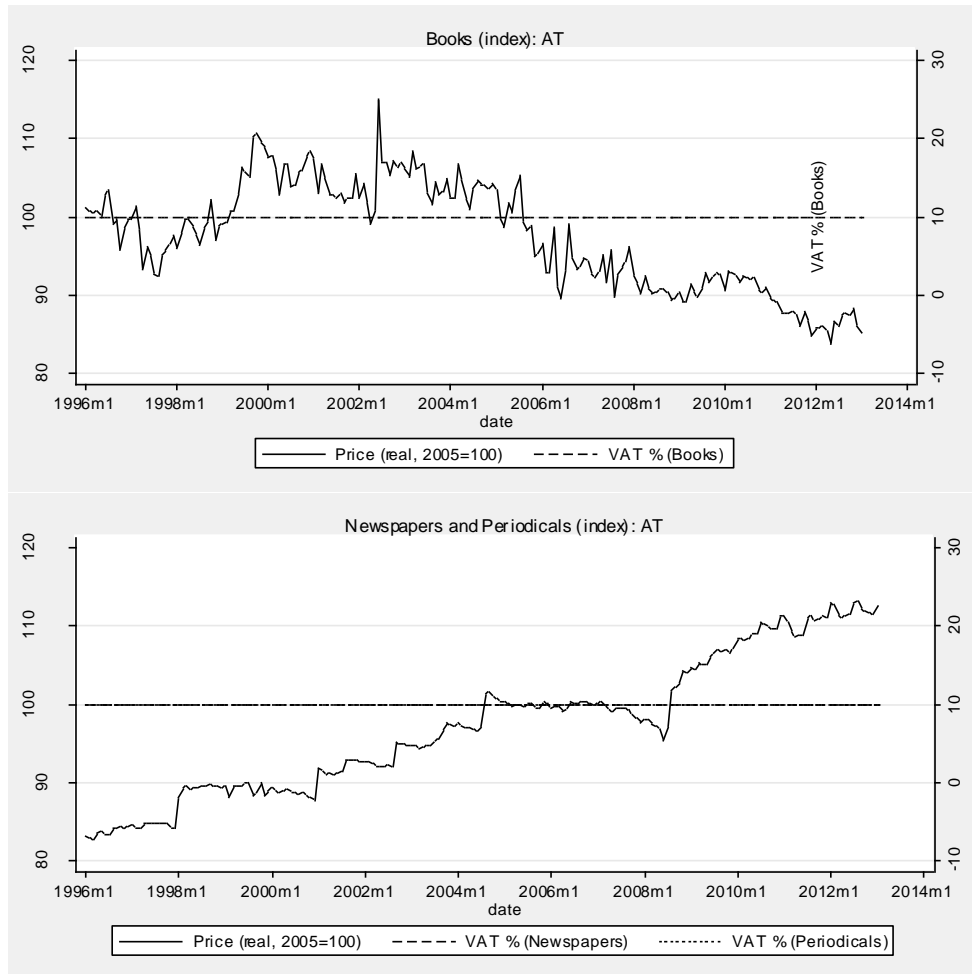
1.1 The publishing sector: descriptive figures



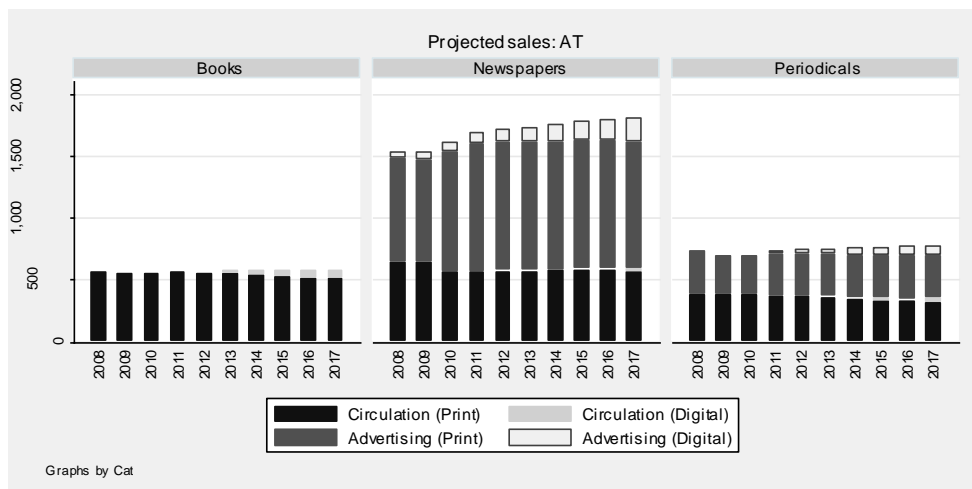
Source: Eurostat (Structural Business Statistics).



1.2 Prices and sales



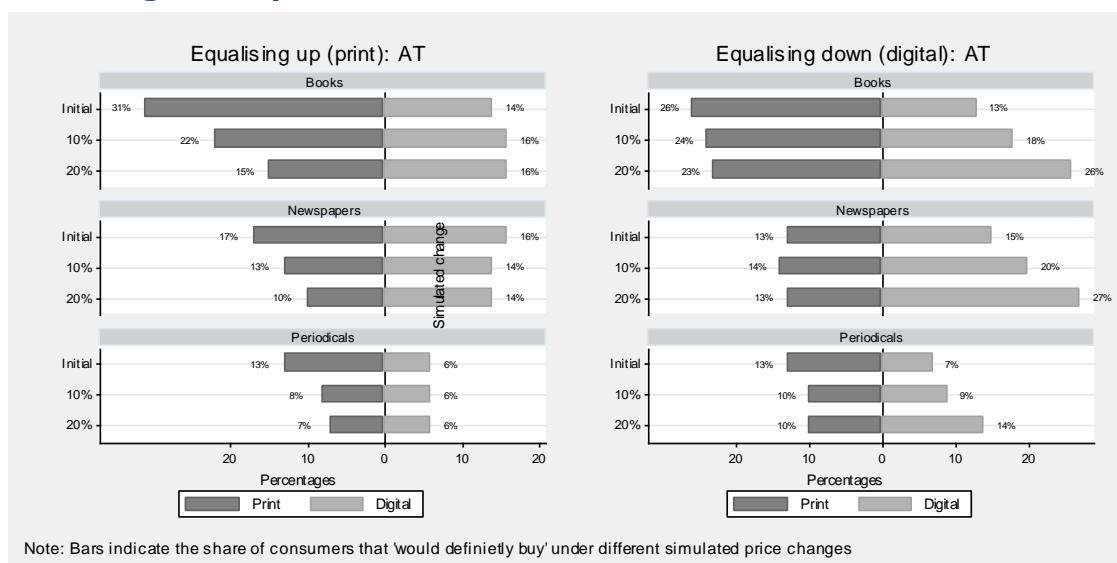
Source: Eurostat (Harmonized Indices of Consumer Prices).



Source: PwC Global Entertainment and Media Outlook: 2012-2016, www.pwc.com/outlook.



1.3 Migration patterns



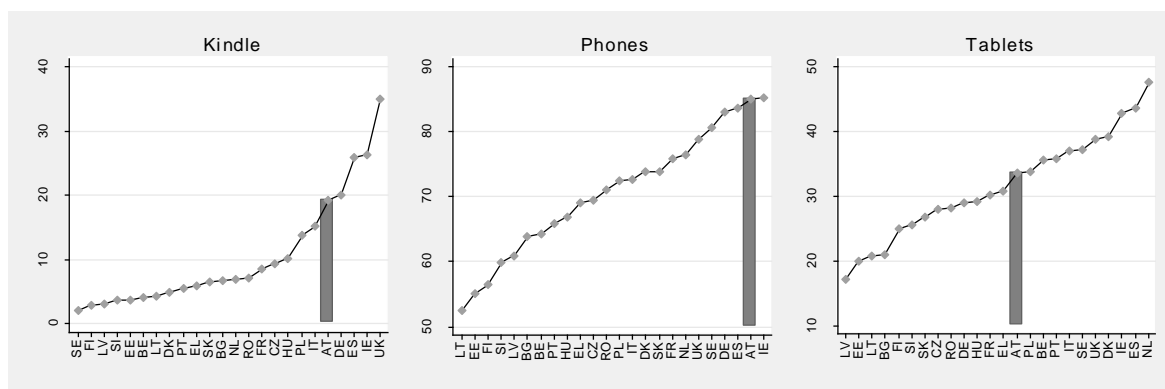
1.4 Elasticity estimates

Elasticity estimates AT – medium term estimates: own and cross-price elasticities (in squared brackets)

	Medium	Equalising up/Print	Equalising down/Digital
Books	Print	-2.85r*	[0.50p*]
	Digital	[0.00p]	-3.26p*
Newspapers	Print	-3.19r*	[0.38p*]
	Digital	[-0.44p*]	-2.34p*
Periodicals	Print	-3.88r*	[0.68p*]
	Digital	[0.00p]	-4.50p*

Note: * Statistically significant at 5% level or better. "p" Estimate from pooled regression. "r" Estimate from Member State regression.
Source: Europe Economics analysis of consumer survey.

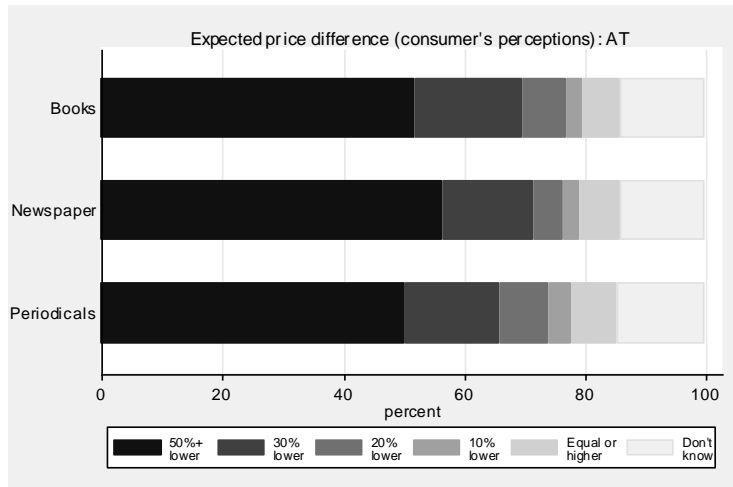
1.5 Availability of reading devices



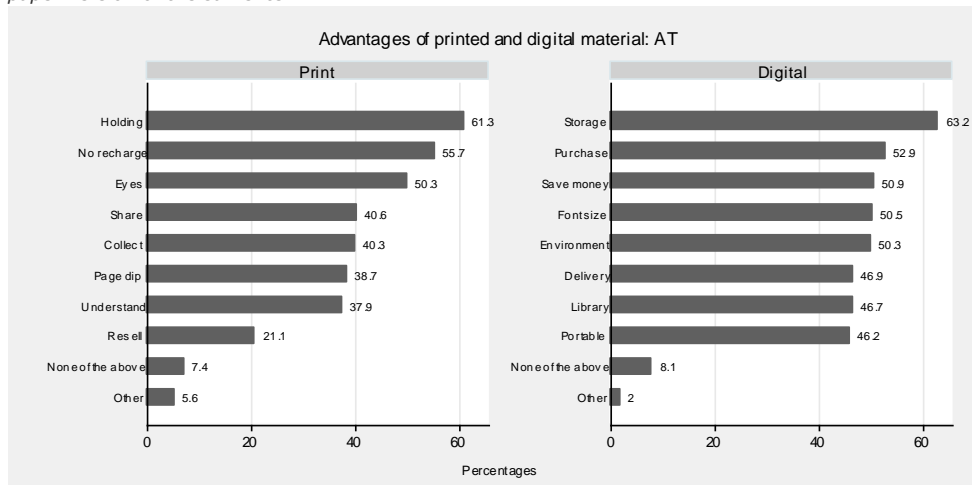
Source: Europe Economics analysis of consumer survey from this report.



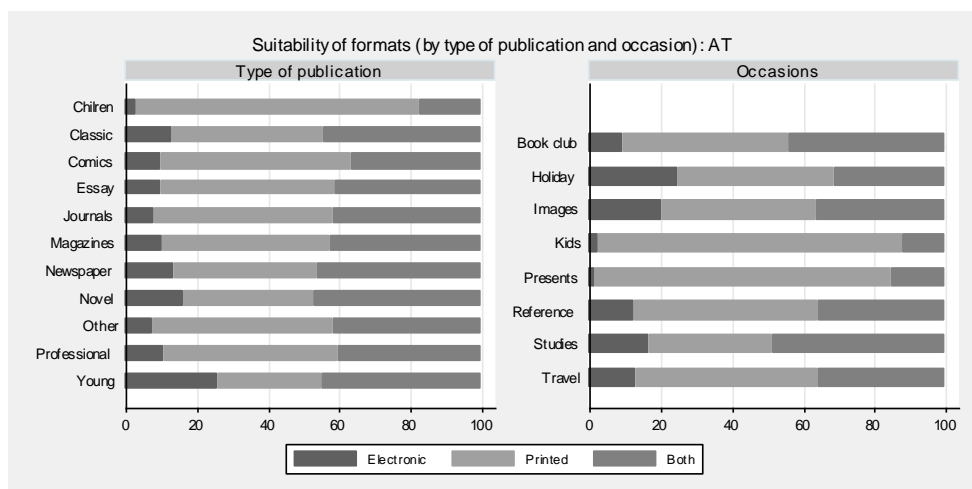
1.6 Print vs. digital: perception and attributes



Note: Results of Q11: "What do you think the price of online/electronic publications should be compared to the price of the paper version of the same item?"



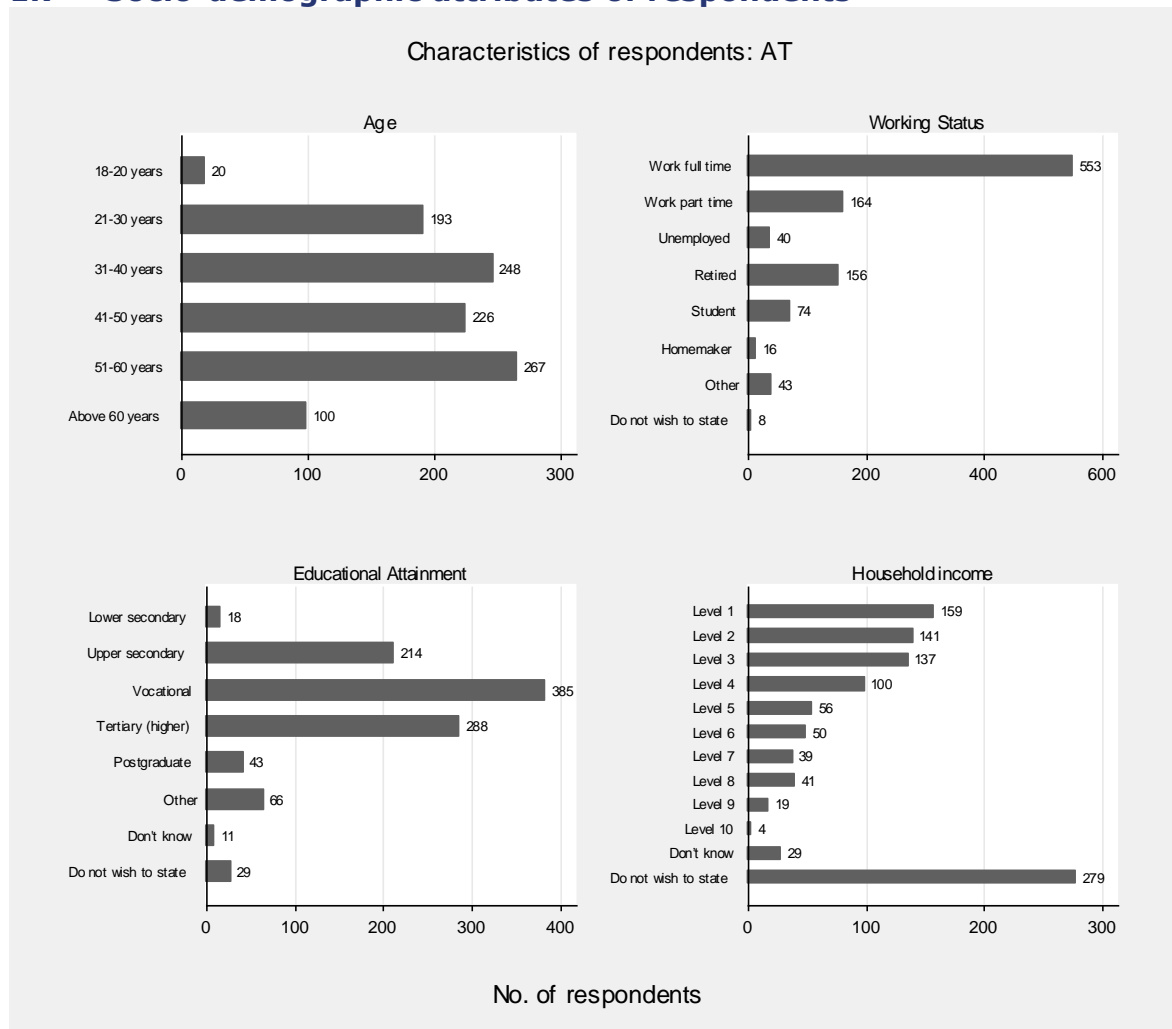
Note: Results of Q12: "In your opinion what are the advantages of printed material over electronic material?" and Q13 "In your opinion what are the advantages of material over printed material?"



Note: Results of Q14 "In your opinion, are there certain types of books that are better suited to being in either electronic or printed format, or are they equally suited to both formats?" and "Q15. Are there certain occasions where you prefer either an electronic or printed format, or are these occasions equally suited to both formats?"

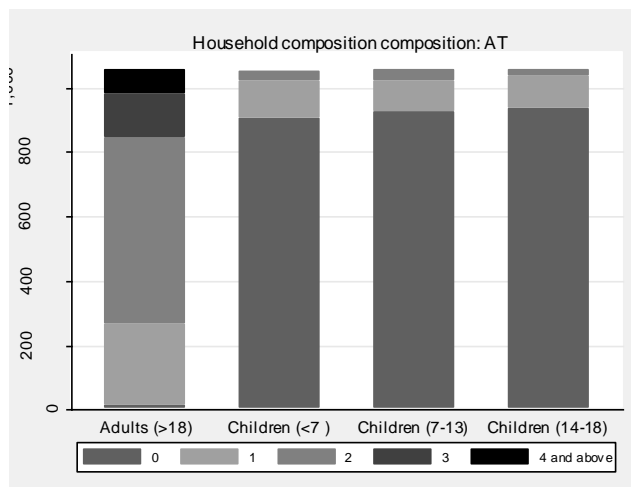


1.7 Socio-demographic attributes of respondents



Source: Europe Economics analysis of consumer survey from this report.

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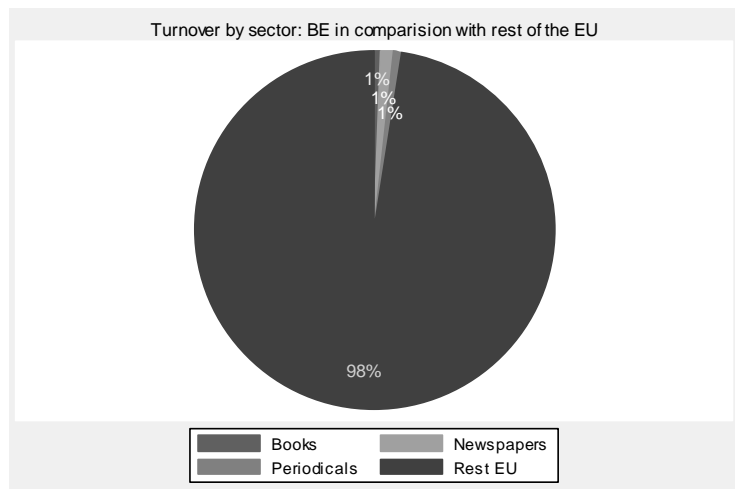
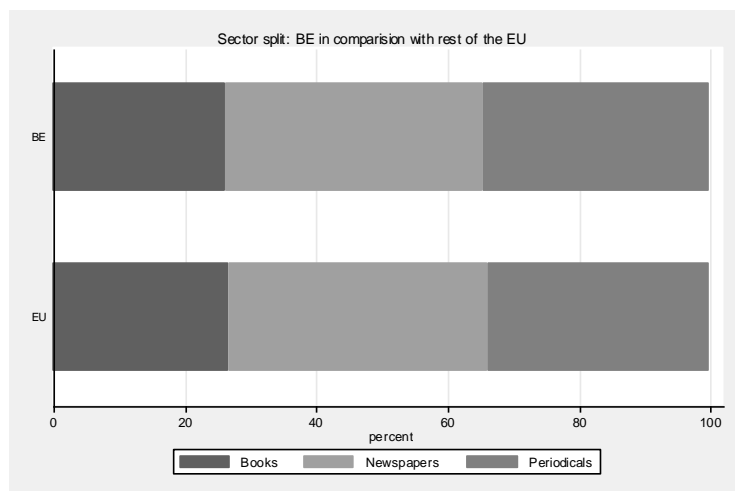
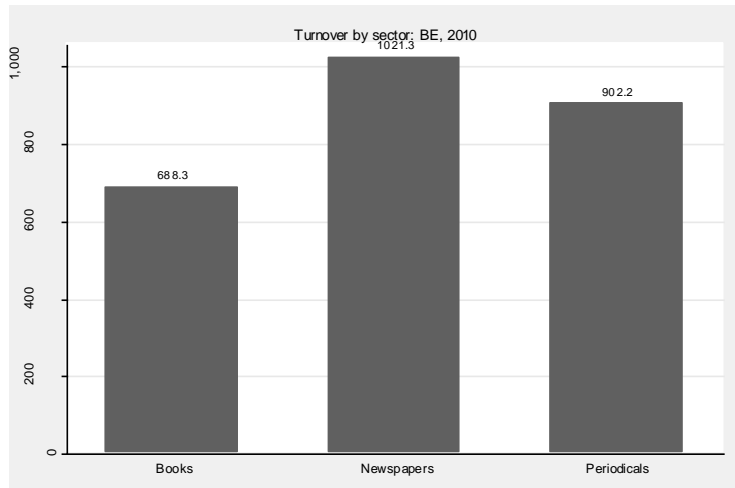


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2. Annex: BE

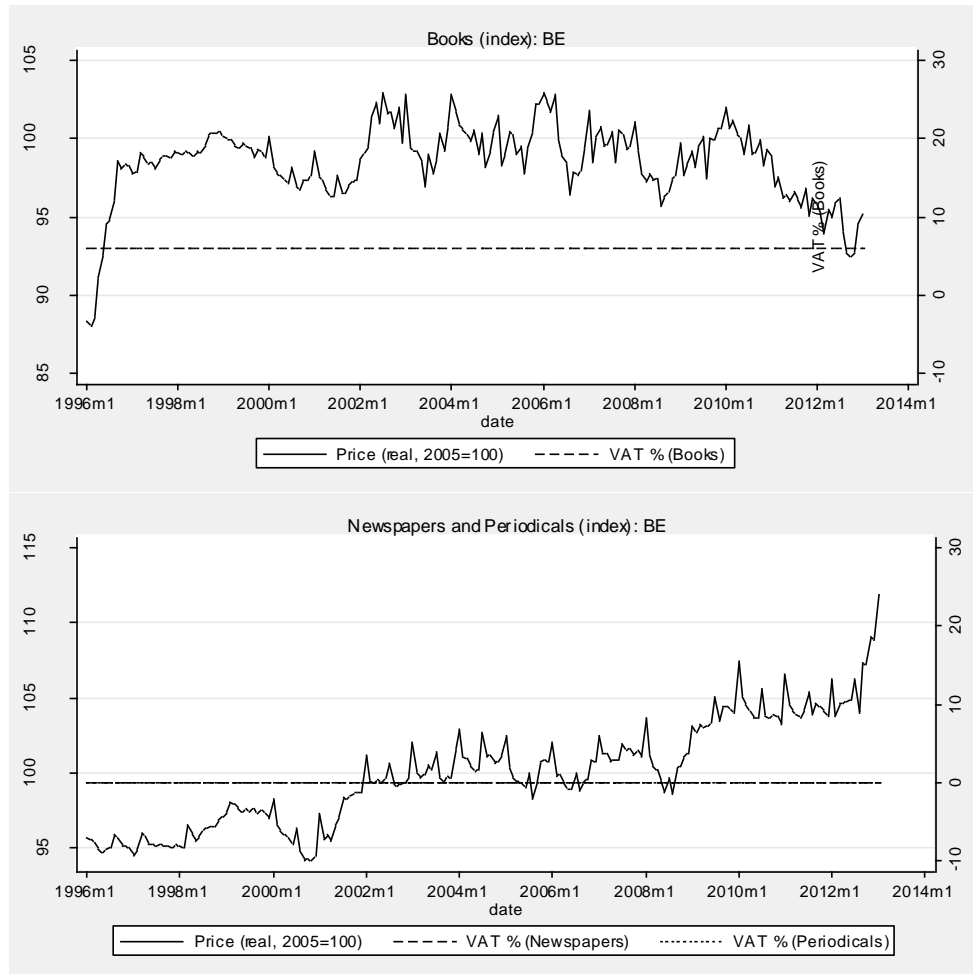
2.1 The publishing sector: descriptive figures



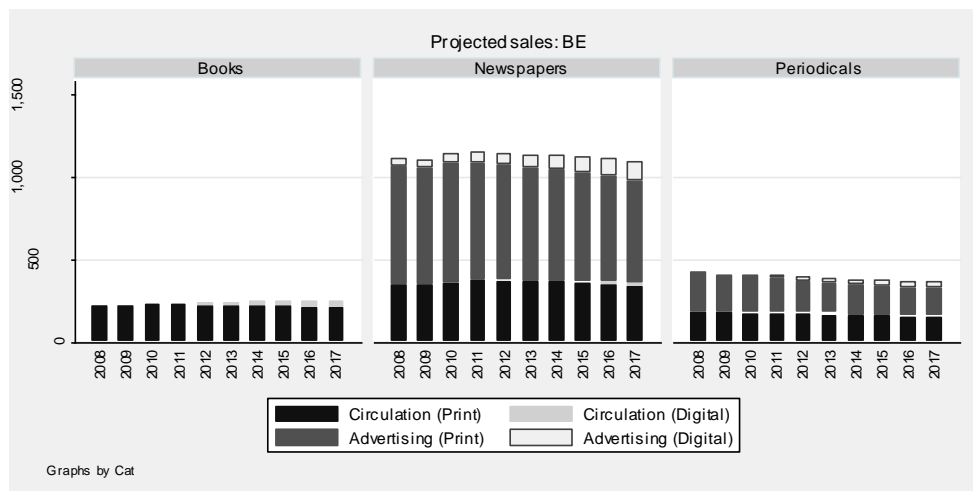
Source: Eurostat (Structural Business Statistics).



2.2 Prices and sales



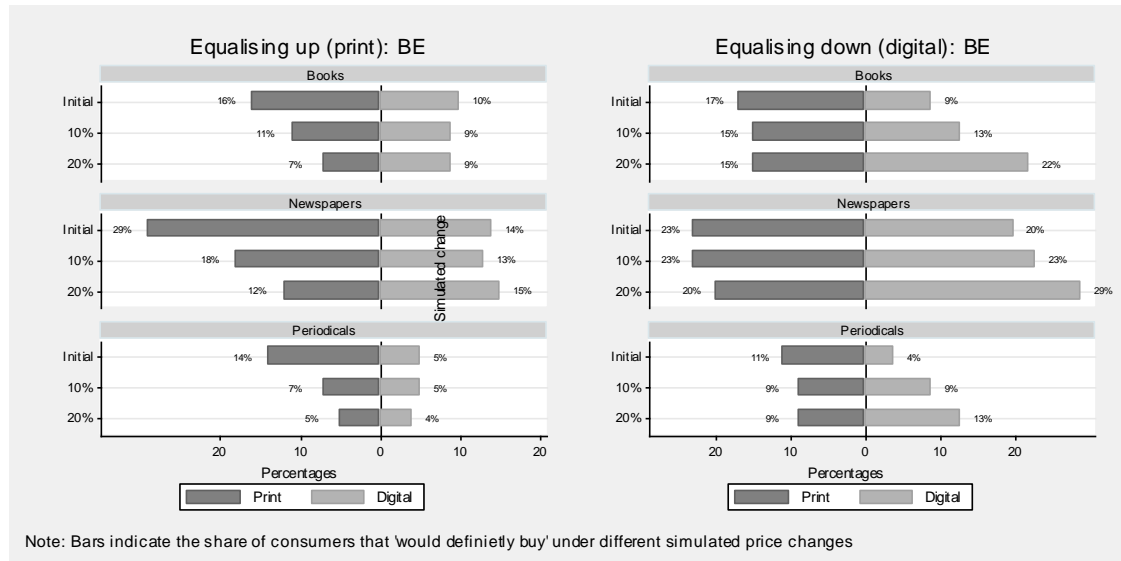
Source: Eurostat (Harmonized Indices of Consumer Prices).



Source: PwC Global Entertainment and Media Outlook: 2012-2016, www.pwc.com/outlook.



2.3 Migration patterns



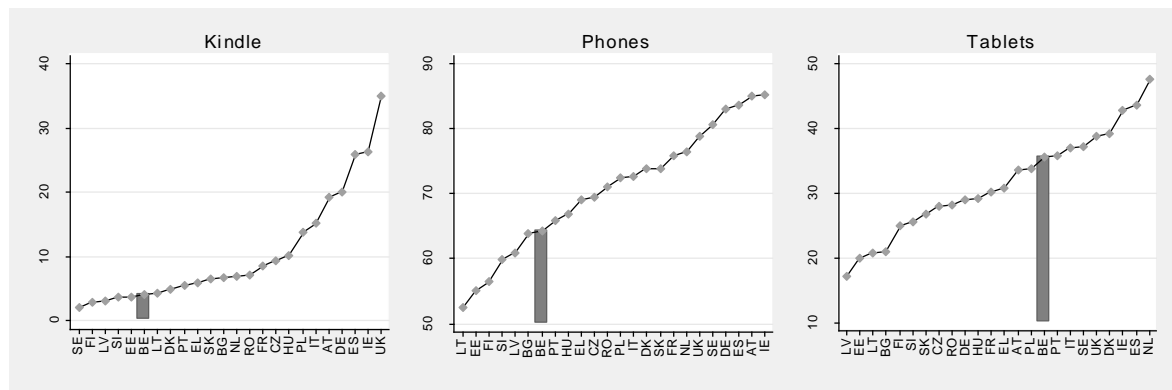
2.4 Elasticity estimates

Elasticity estimates BE – medium term estimates: own and cross-price elasticities (in squared brackets)

	Medium	Equalising up/Print	Equalising down/Digital
Books	Print	-4.17 ^{r*}	[0.50 ^{p*}]
	Digital	[0.00 ^p]	-3.26 ^{p*}
Newspapers	Print	-3.85 ^{r*}	[0.38 ^{p*}]
	Digital	[-0.44 ^{p*}]	-2.34 ^{p*}
Periodicals	Print	-4.97 ^{r*}	[0.68 ^{p*}]
	Digital	[0.00 ^p]	-4.50 ^{p*}

Note: * Statistically significant at 5% level or better. "p" Estimate from pooled regression. "r" Estimate from Member State regression.
Source: Europe Economics analysis of consumer survey.

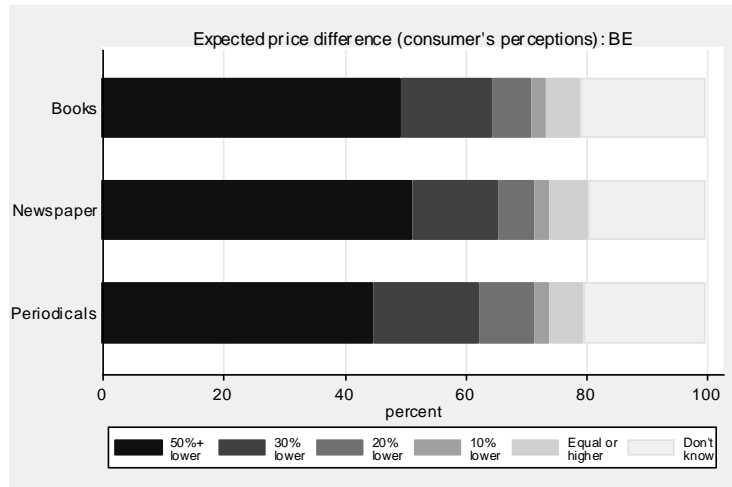
2.5 Availability of reading devices



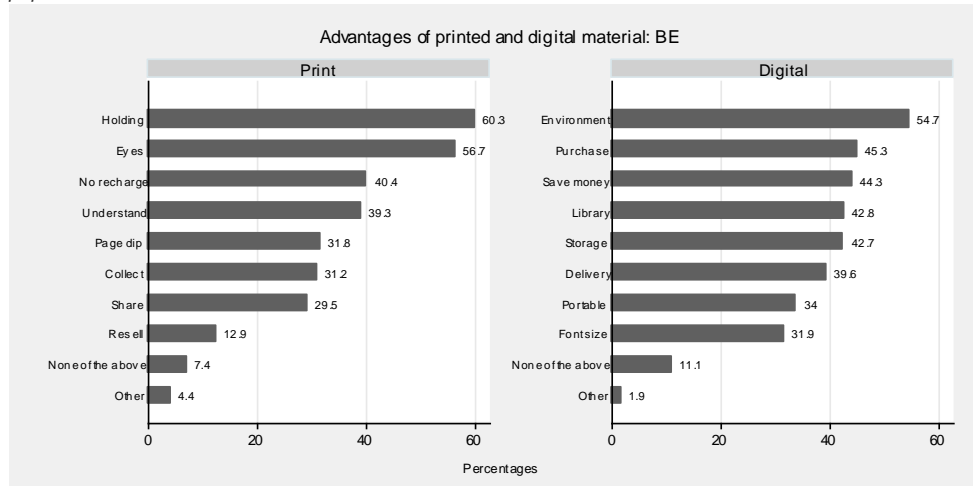
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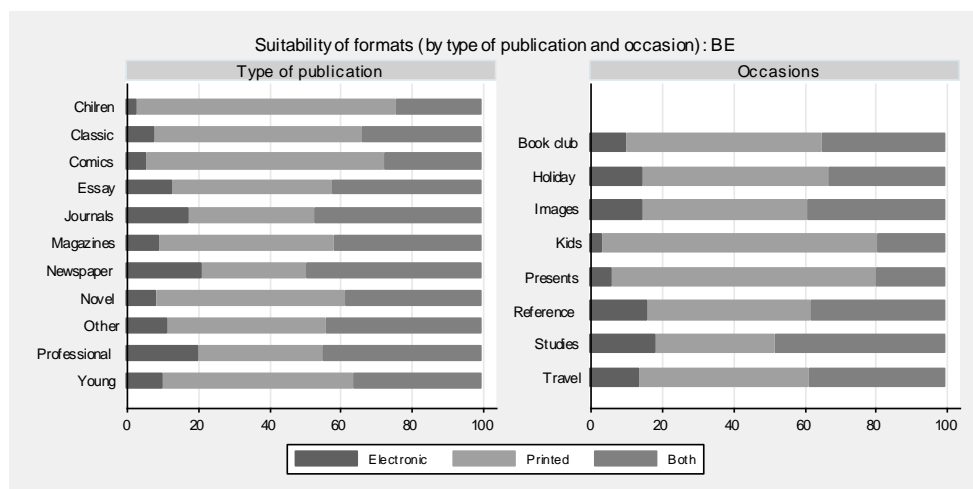
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Note: Results of Q11: "What do you think the price of online/electronic publications should be compared to the price of the paper version of the same item?"



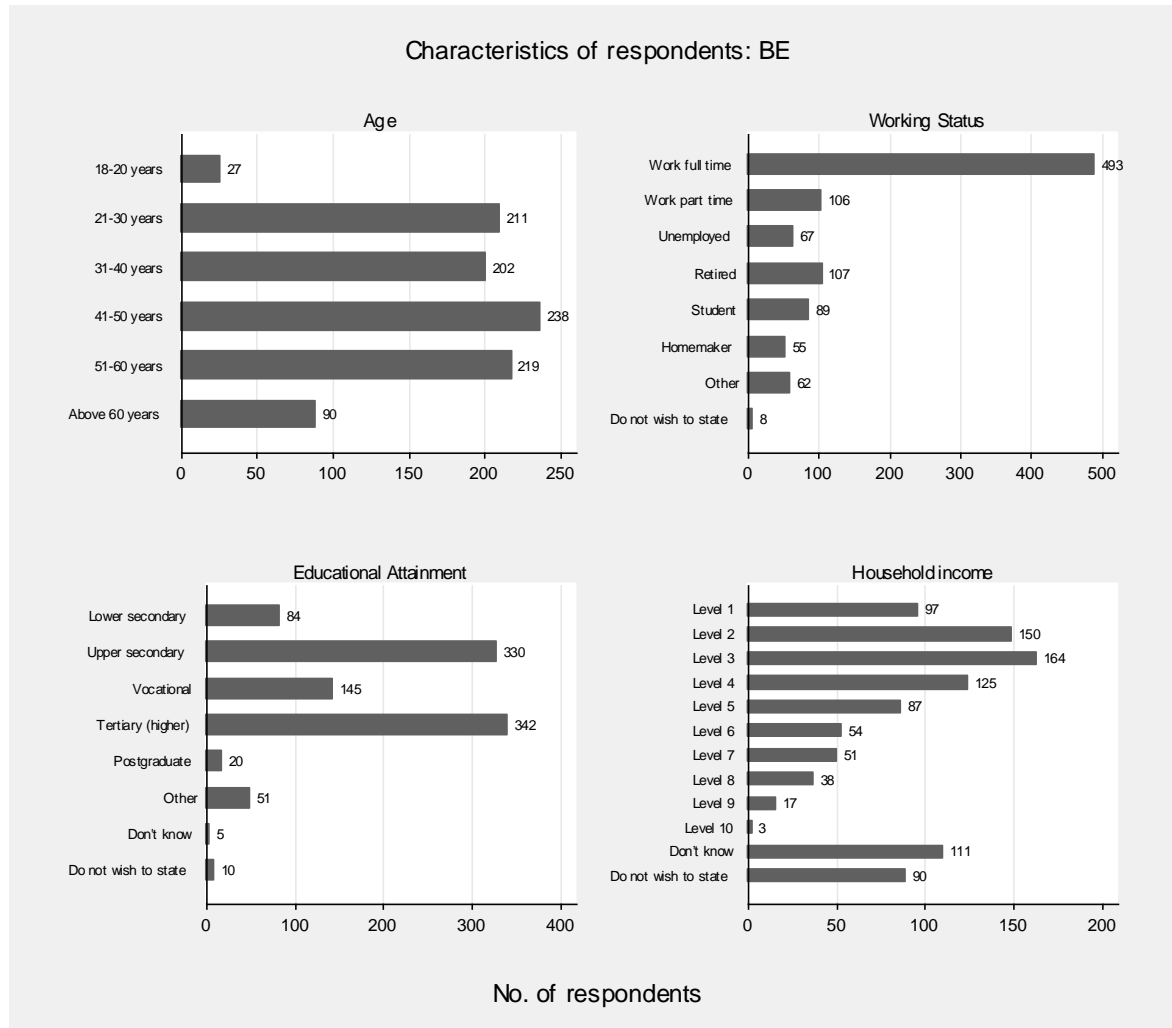
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Note: Results of Q14 "In your opinion, are there certain types of books that are better suited to being in either electronic or printed format, or are they equally suited to both formats?" and "Q15. Are there certain occasions where you prefer either an electronic or printed format, or are these occasions equally suited to both formats?"

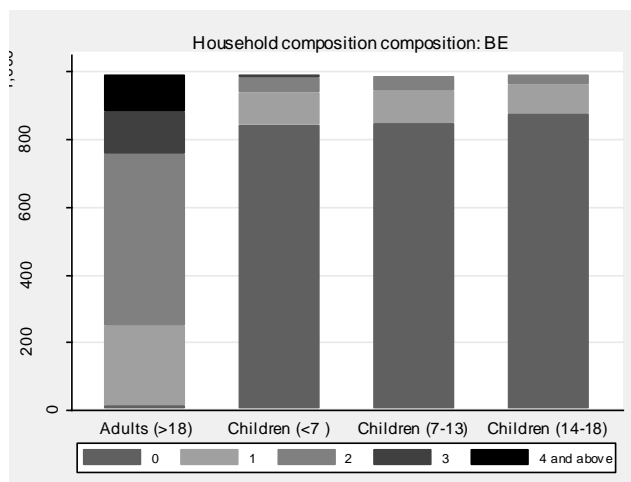


2.7 Socio-demographic attributes of respondents



Source: Europe Economics analysis of consumer survey from this report.

Note: Income levels are based on decile and percentiles in Eurostat, and the judgement by local experts.



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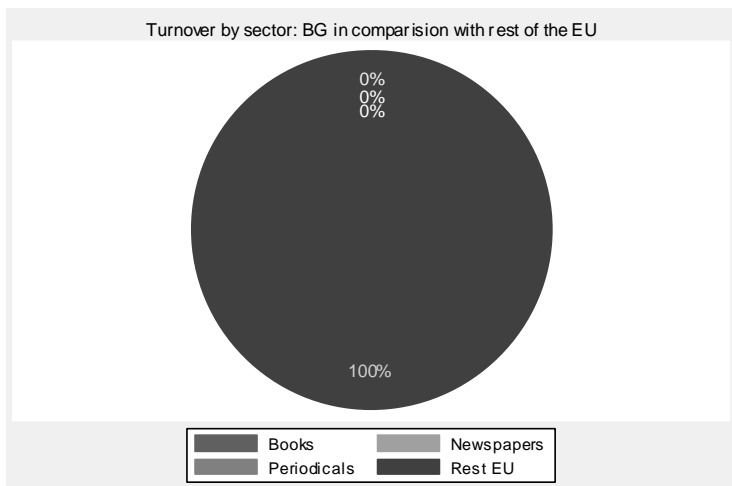
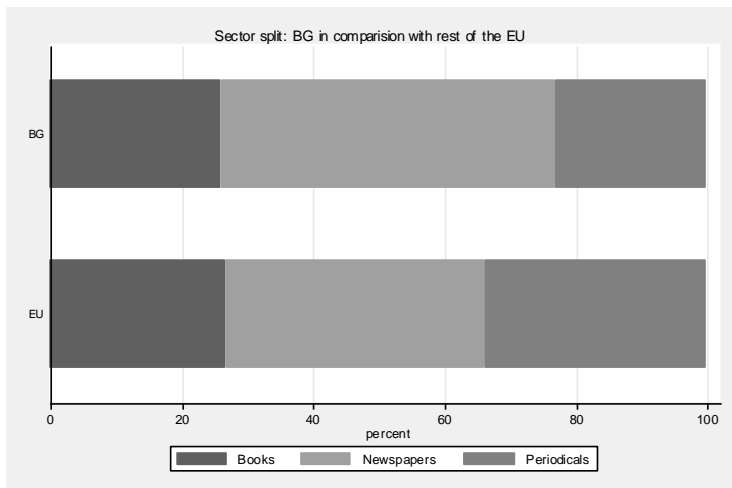
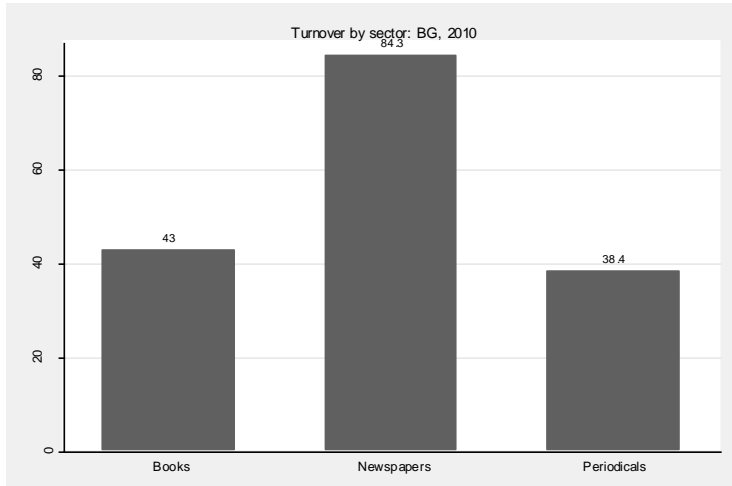


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3. Annex: BG

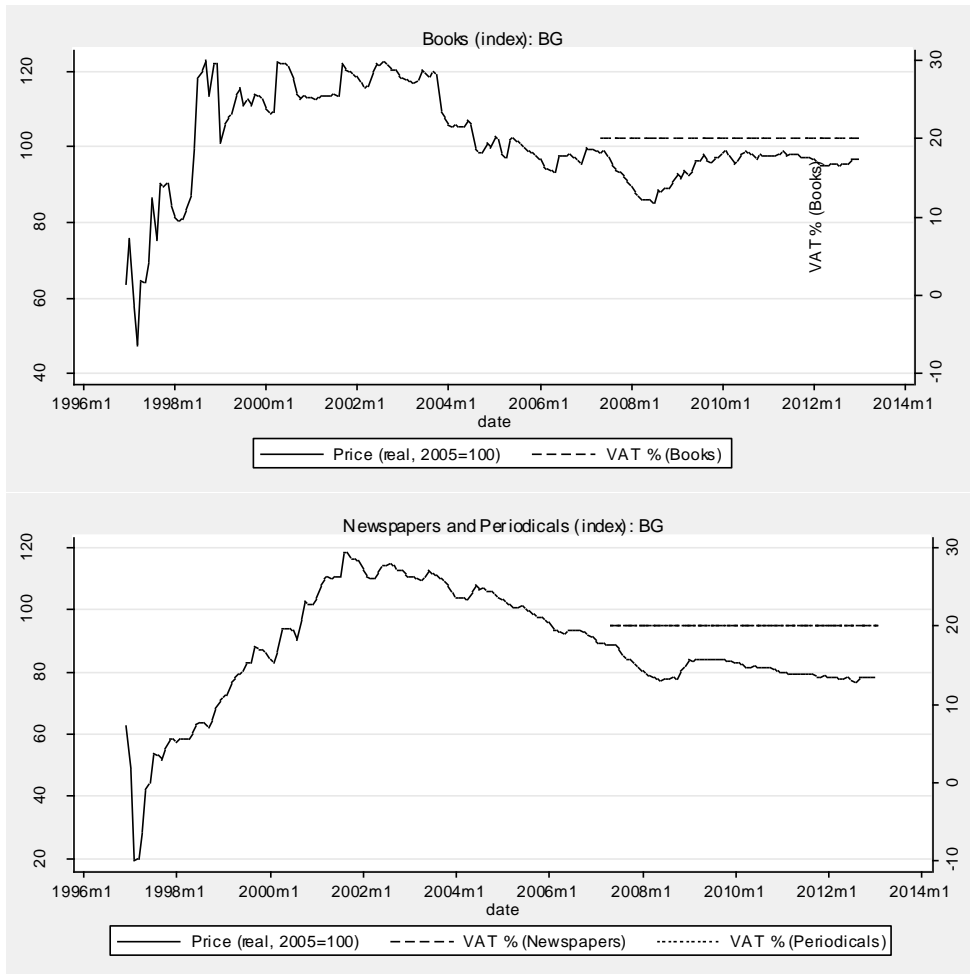
3.1 The publishing sector: descriptive figures



Source: Eurostat (Structural Business Statistics).



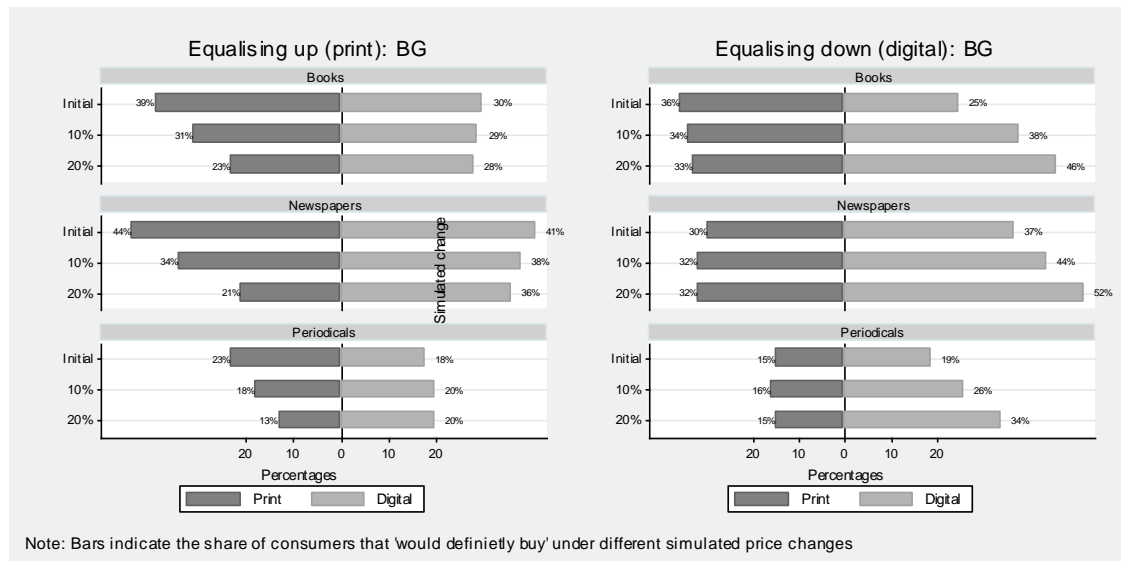
3.2 Prices and sales



Source: Eurostat (Harmonized Indices of Consumer Prices).



3.3 Migration patterns



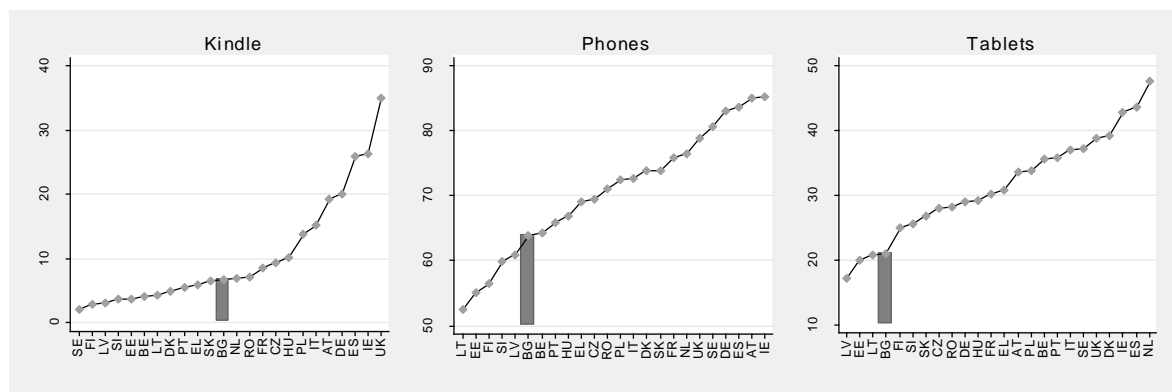
3.4 Elasticity estimates

Elasticity estimates BG – medium term estimates: own and cross-price elasticities (in squared brackets)

	Medium	Equalising up/Print	Equalising down/Digital
Books	Print	-2.06 ^{r*}	[0.50 ^{p*}]
	Digital	[0.00 ^p]	-3.26 ^{p*}
Newspapers	Print	-2.42 ^{r*}	[0.38 ^{p*}]
	Digital	[-0.44 ^{p*}]	-2.34 ^{p*}
Periodicals	Print	-2.86 ^{r*}	[0.68 ^{p*}]
	Digital	[0.00 ^p]	-4.50 ^{p*}

Note: * Statistically significant at 5% level or better. "p" Estimate from pooled regression. "r" Estimate from Member State regression.
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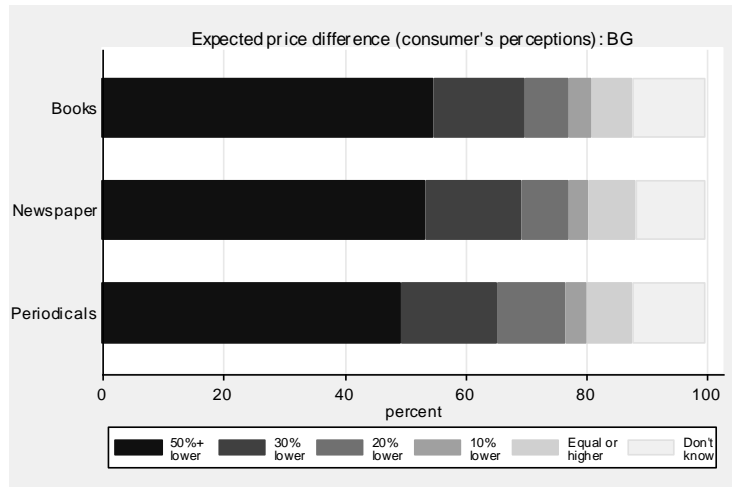
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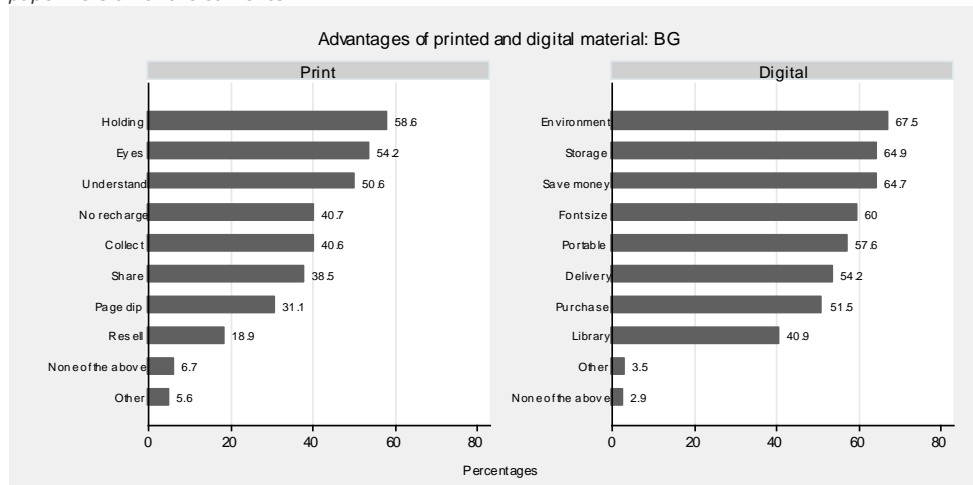
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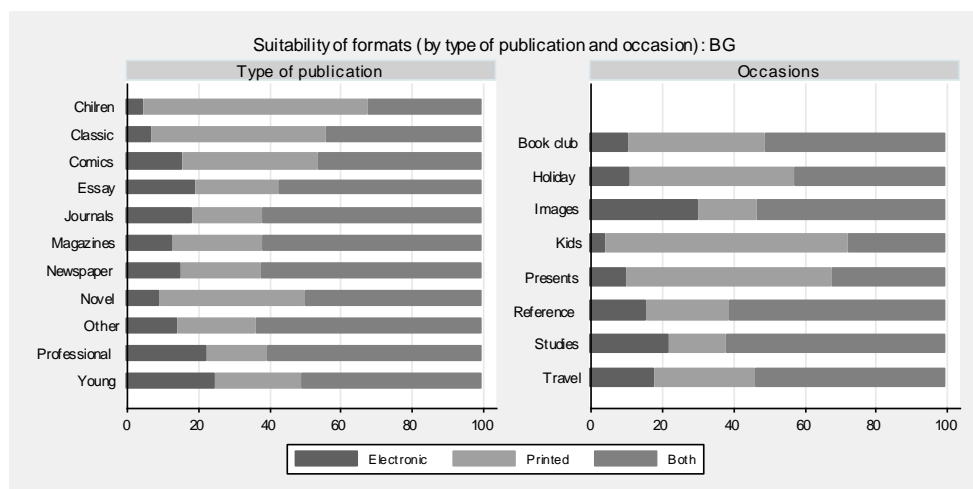
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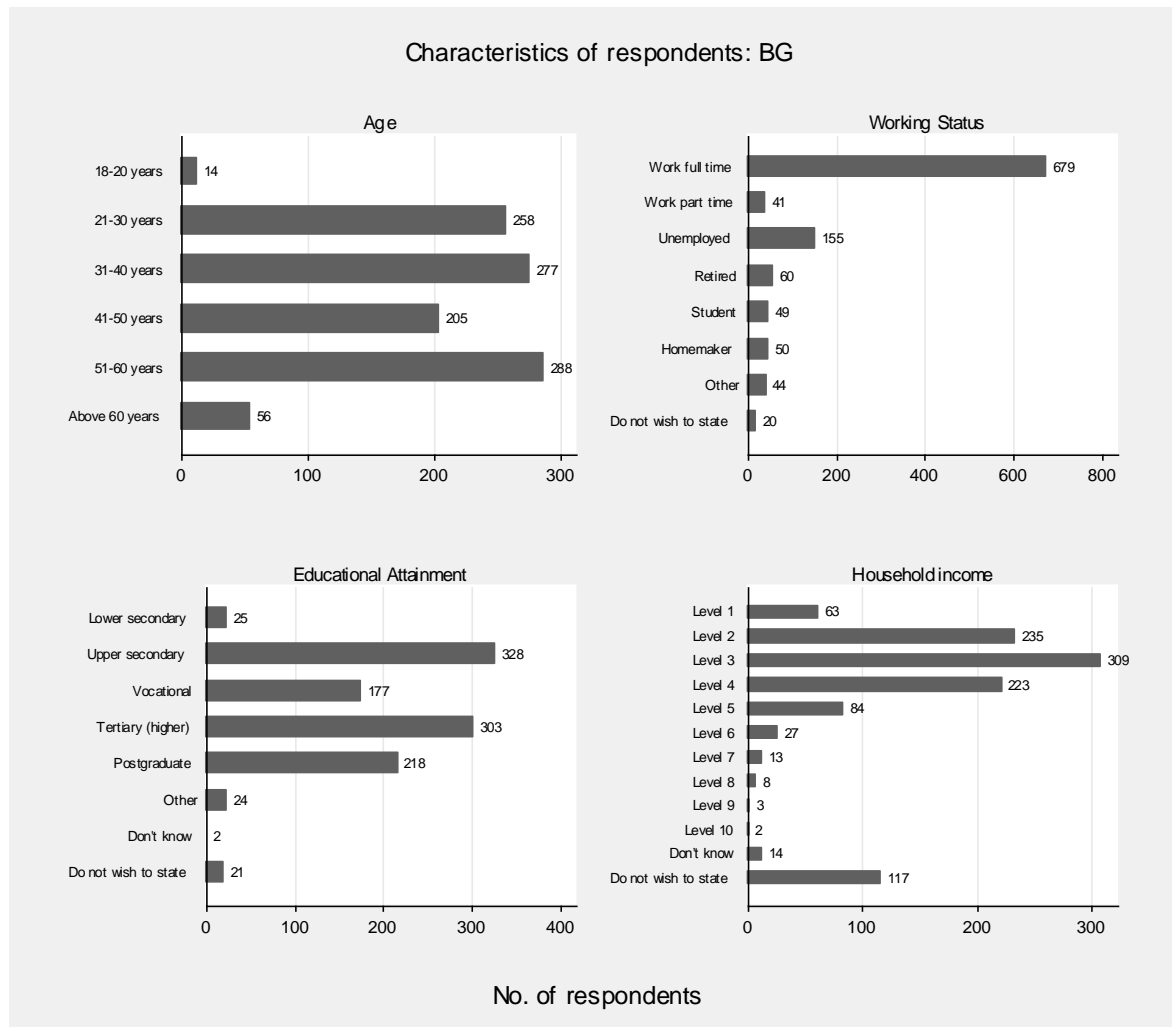
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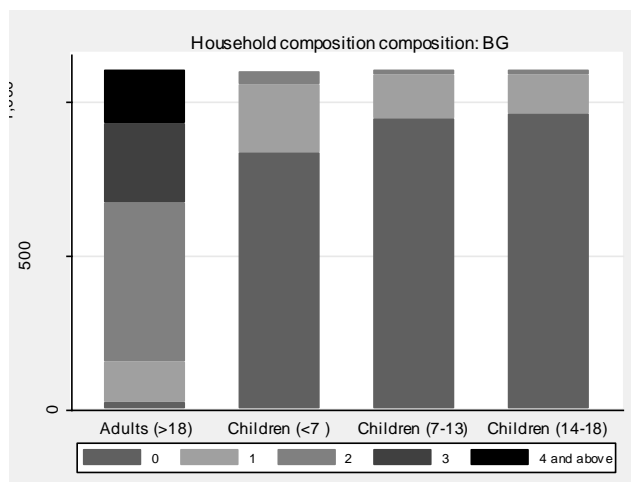


3.7 Socio-demographic attributes of respondents



Source: Europe Economics analysis of consumer survey from this report.

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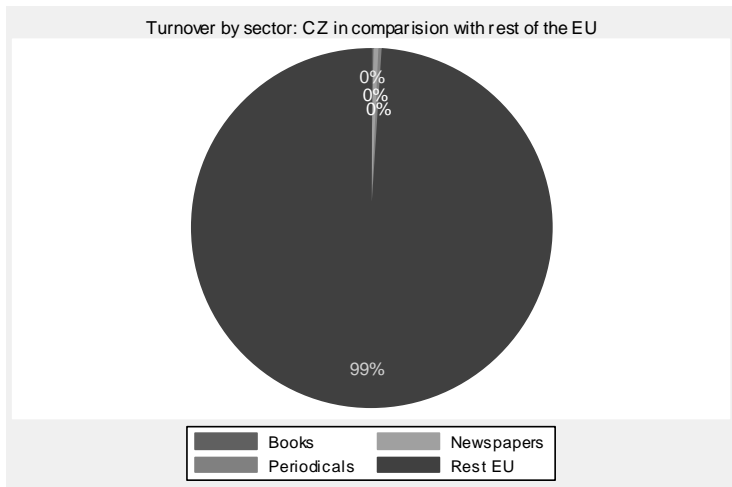
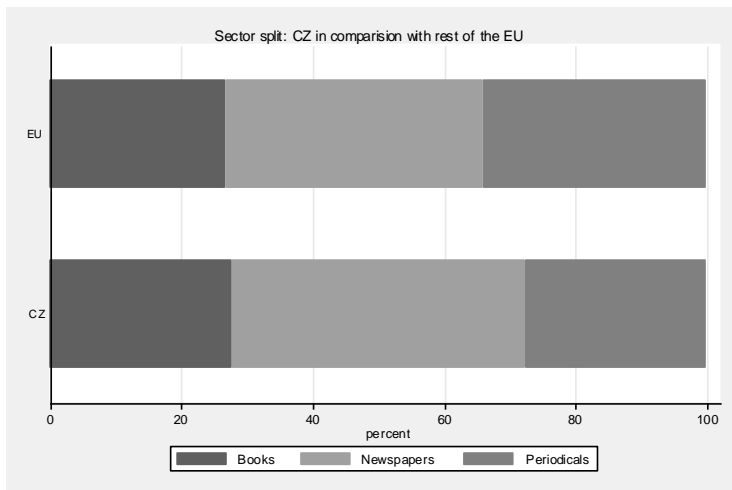
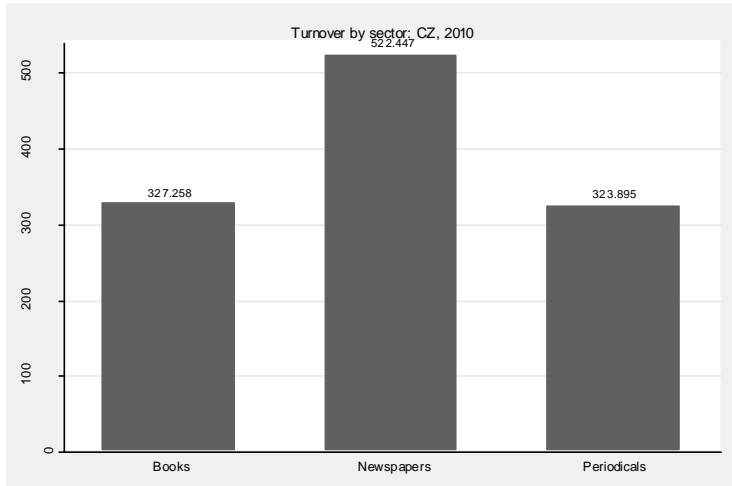


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4. Annex: CZ

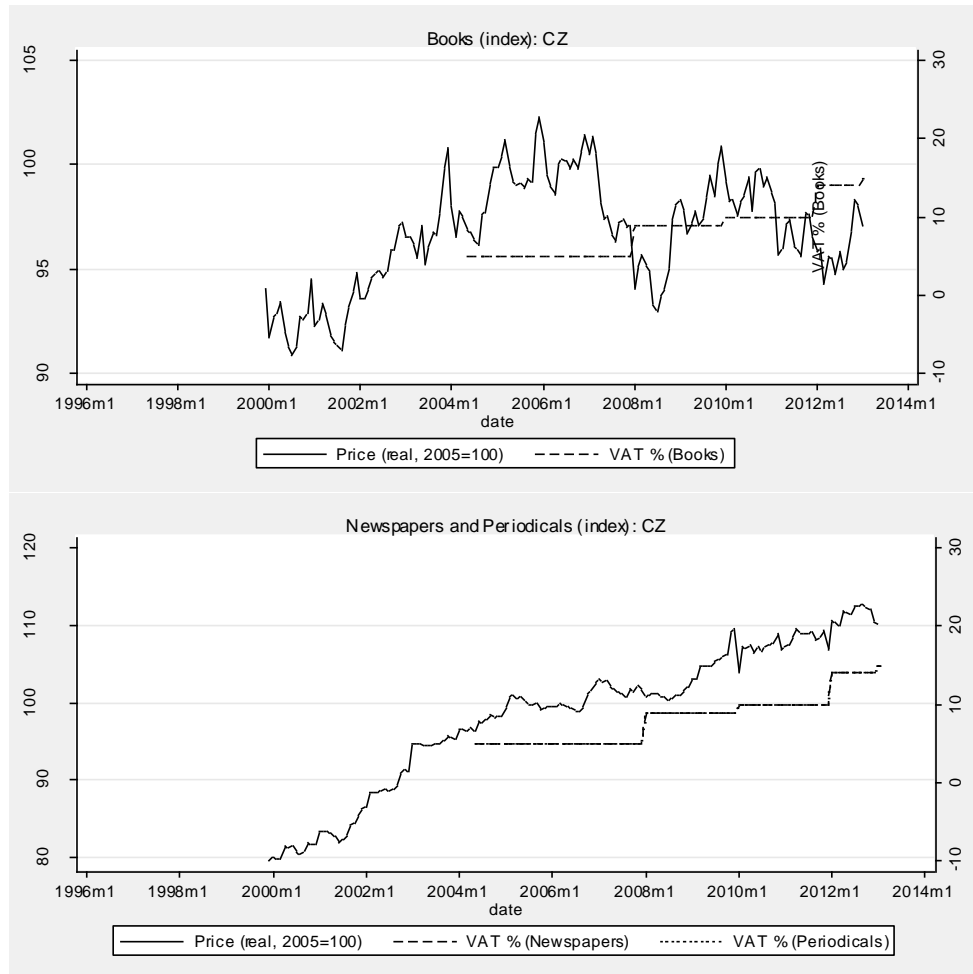
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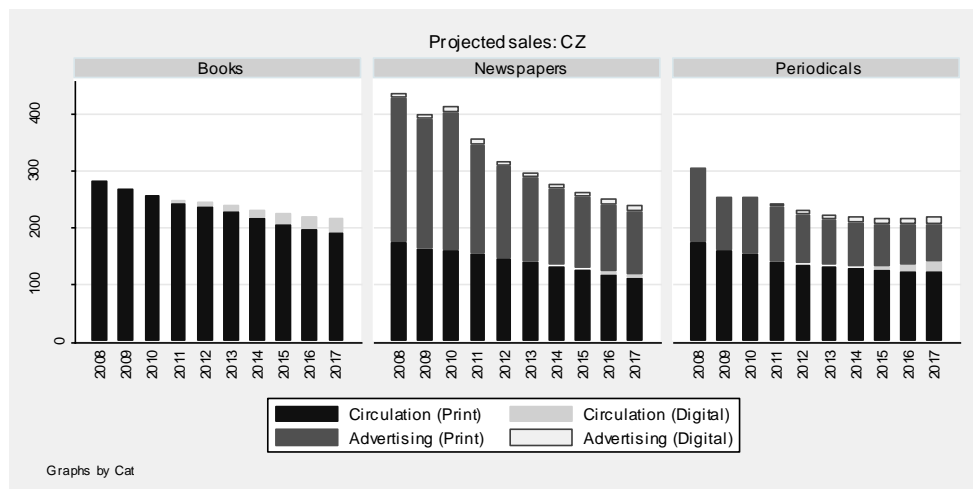
Source: Eurostat (Structural Business Statistics).



4.2 Prices and sales



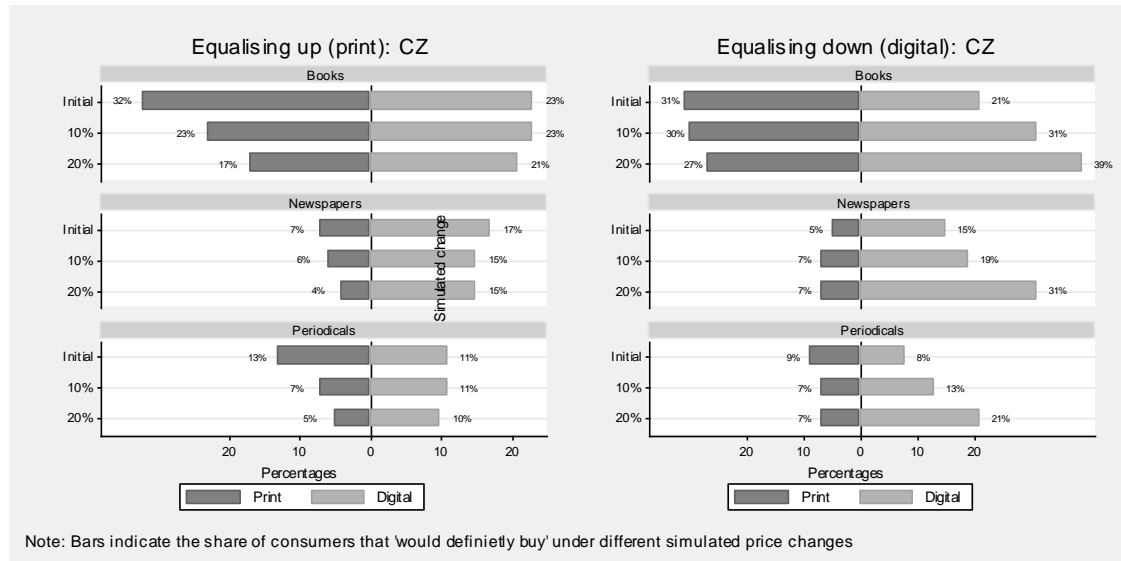
Source: Eurostat (Harmonized Indices of Consumer Prices).



Source: PwC Global Entertainment and Media Outlook: 2012-2016, www.pwc.com/outlook.



4.3 Migration patterns



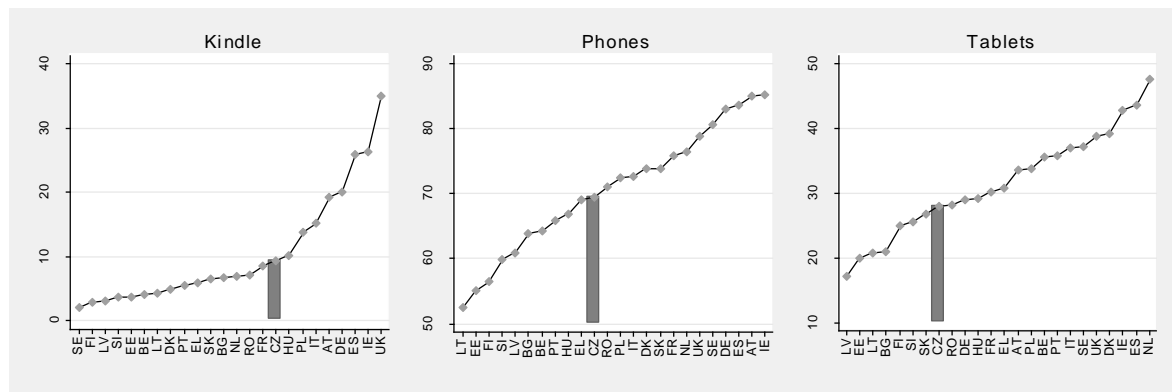
4.4 Elasticity estimates

Elasticity estimates CZ – medium term estimates: own and cross-price elasticities (in squared brackets)

	Medium	Equalising up/Print	Equalising down/Digital
Books	Print	-2.47r*	[0.50p*]
	Digital	[0.00p]	-3.26p*
Newspapers	Print	-3.31r*	[0.38p*]
	Digital	[-0.44p*]	-2.34p*
Periodicals	Print	-5.24r*	[0.68p*]
	Digital	[0.00p]	-4.50p*

Note: * Statistically significant at 5% level or better. "p" Estimate from pooled regression. "r" Estimate from Member State regression.
Source: Europe Economics analysis of consumer survey.

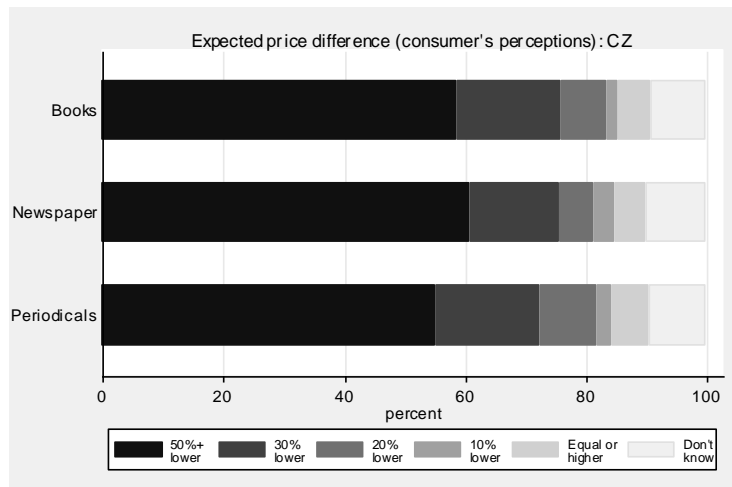
4.5 Availability of reading devices



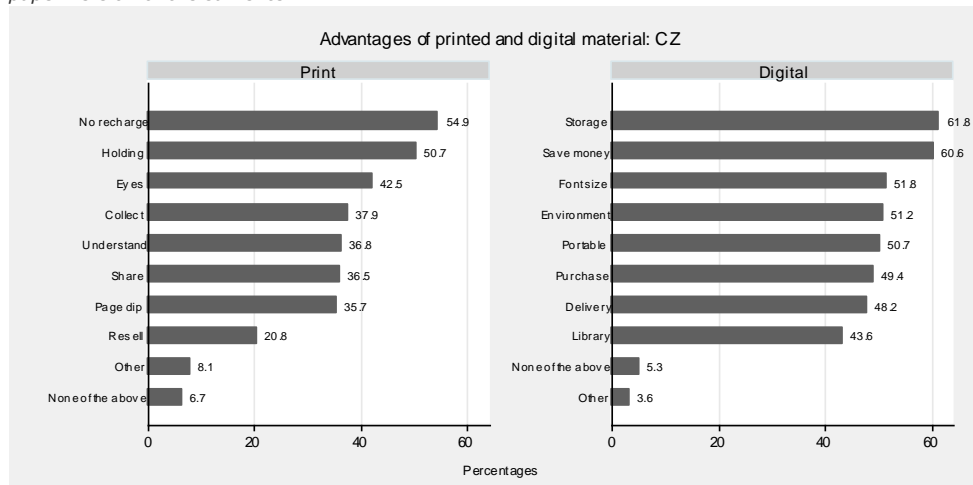
Source: Europe Economics analysis of consumer survey from this report.



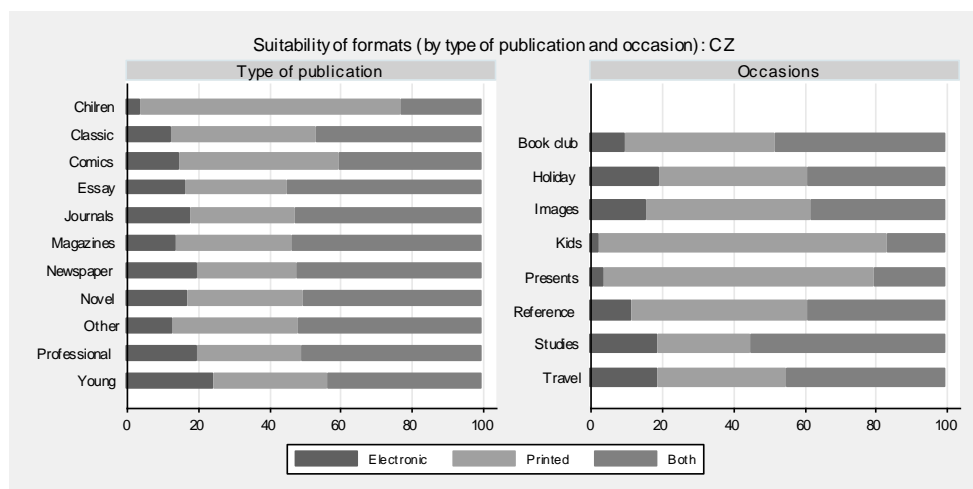
4.6 Print vs. digital: perception and attributes



Note: Results of Q11: "What do you think the price of online/electronic publications should be compared to the price of the paper version of the same item?"



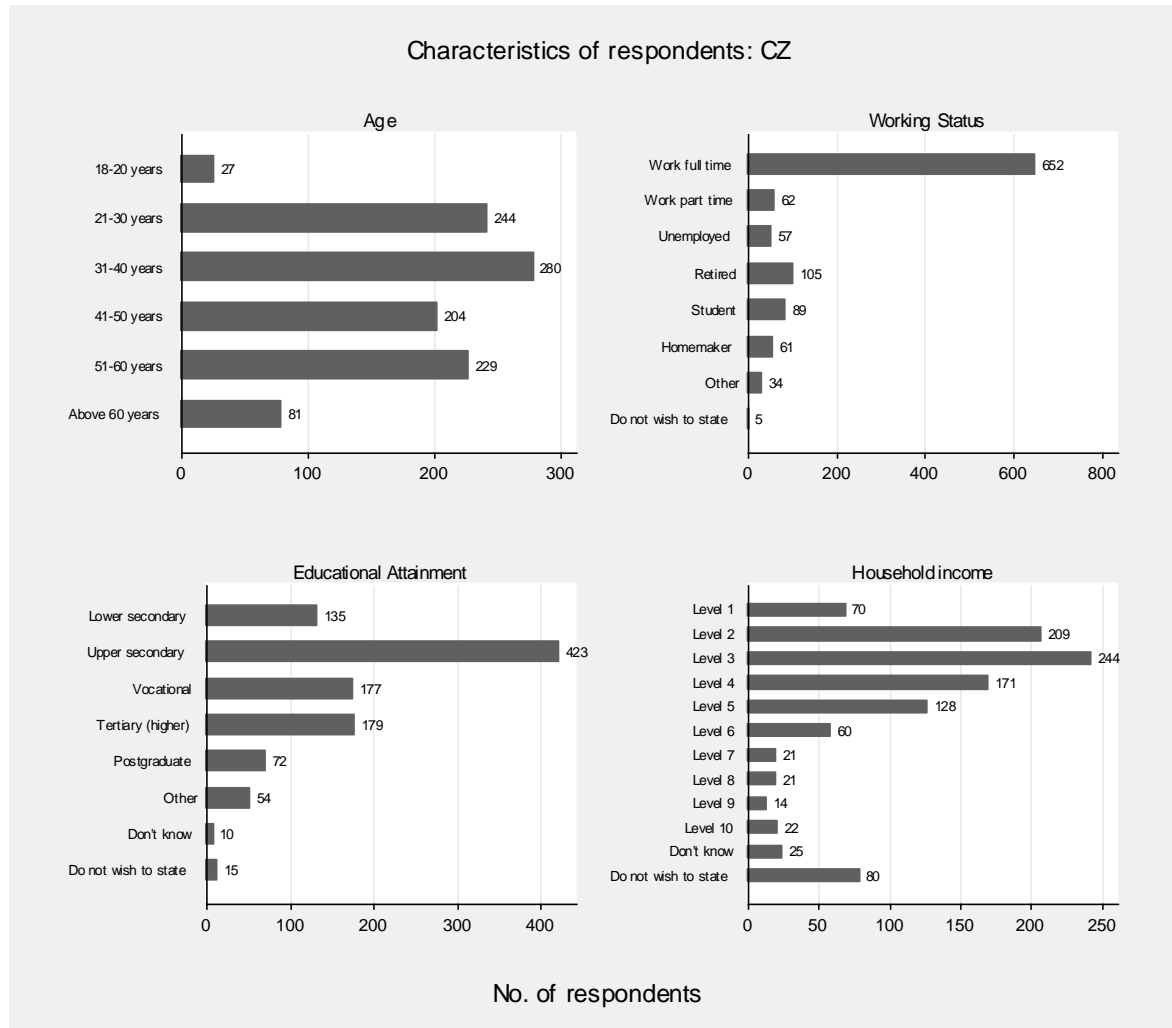
Note: Results of Q12: "In your opinion what are the advantages of printed material over electronic material?" and Q13 "In your opinion what are the advantages of material over printed material?"



Note: Results of Q14 "In your opinion, are there certain types of books that are better suited to being in either electronic or printed format, or are they equally suited to both formats?" and "Q15. Are there certain occasions where you prefer either an electronic or printed format, or are these occasions equally suited to both formats?"

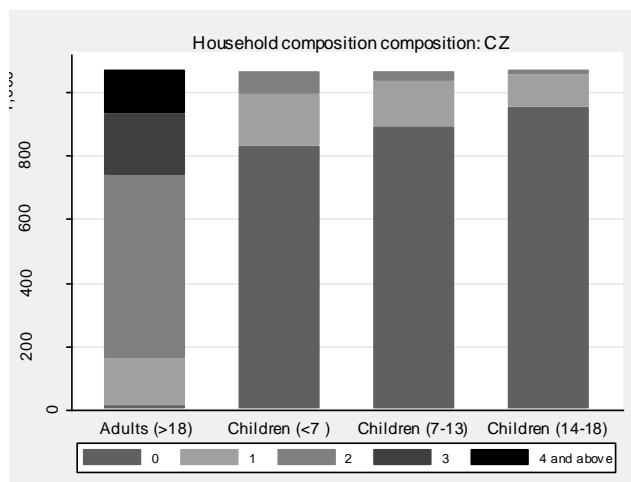


4.7 Socio-demographic attributes of respondents



Source: Europe Economics analysis of consumer survey from this report.

Note: Income levels are based on decile and percentiles in Eurostat, and the judgement by local experts.



Source: Europe Economics analysis of consumer survey from this report.

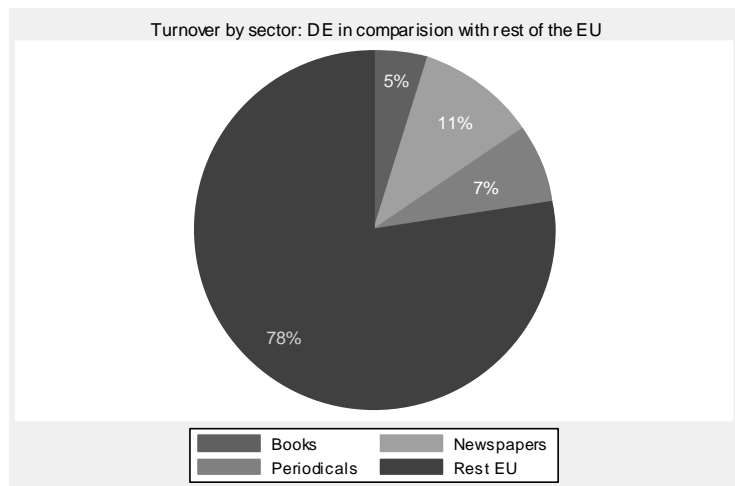
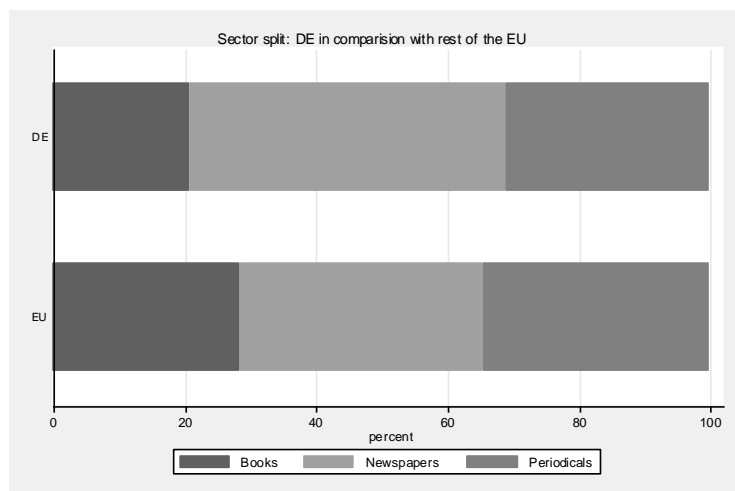
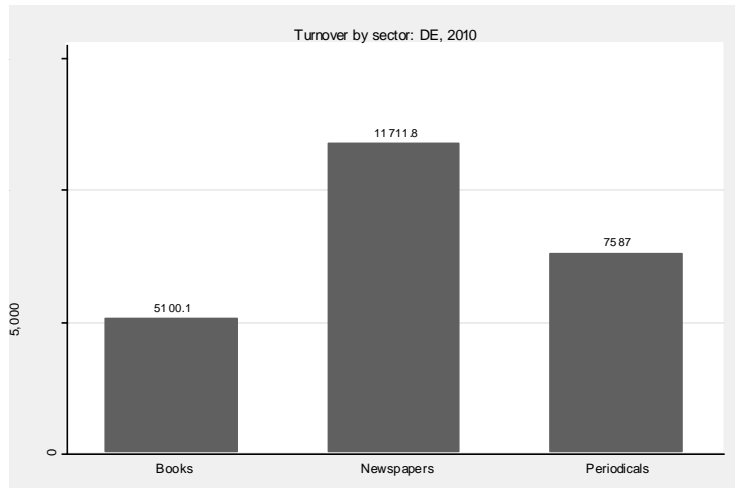


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5. Annex: DE

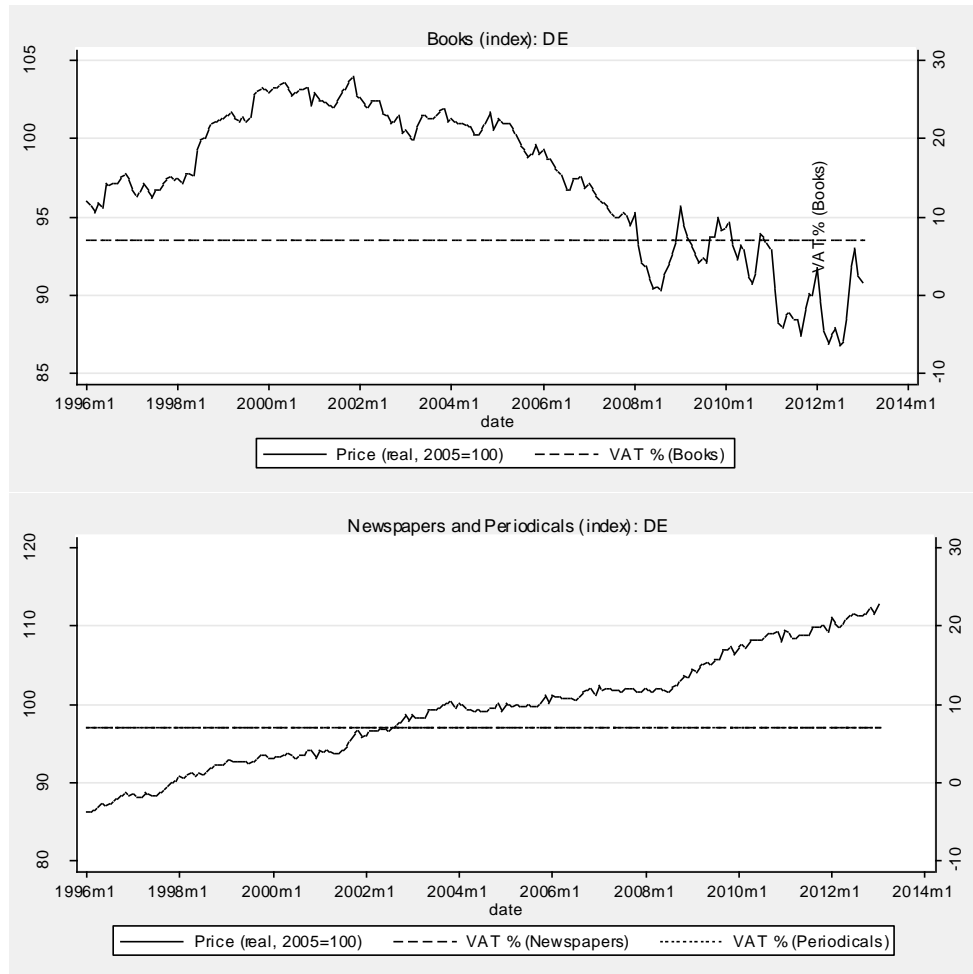
5.1 The publishing sector: descriptive figures



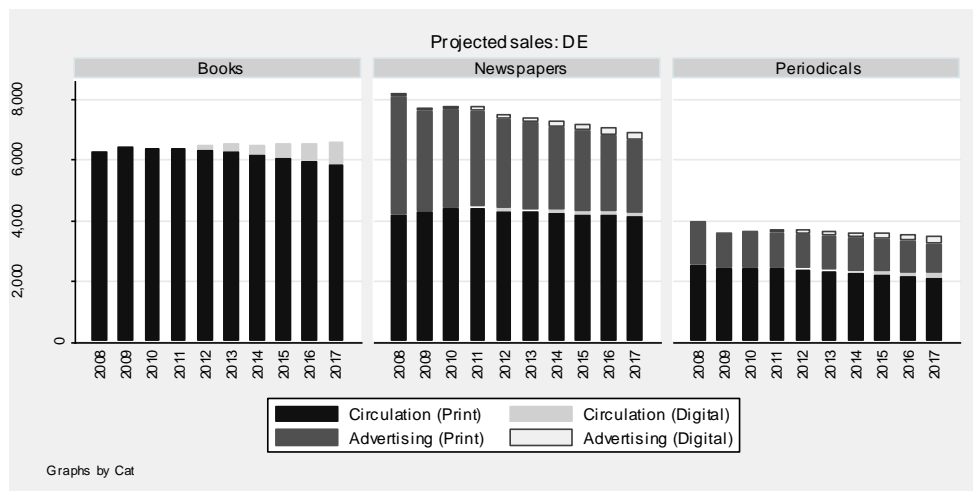
Source: Eurostat (Structural Business Statistics).



5.2 Prices and sales



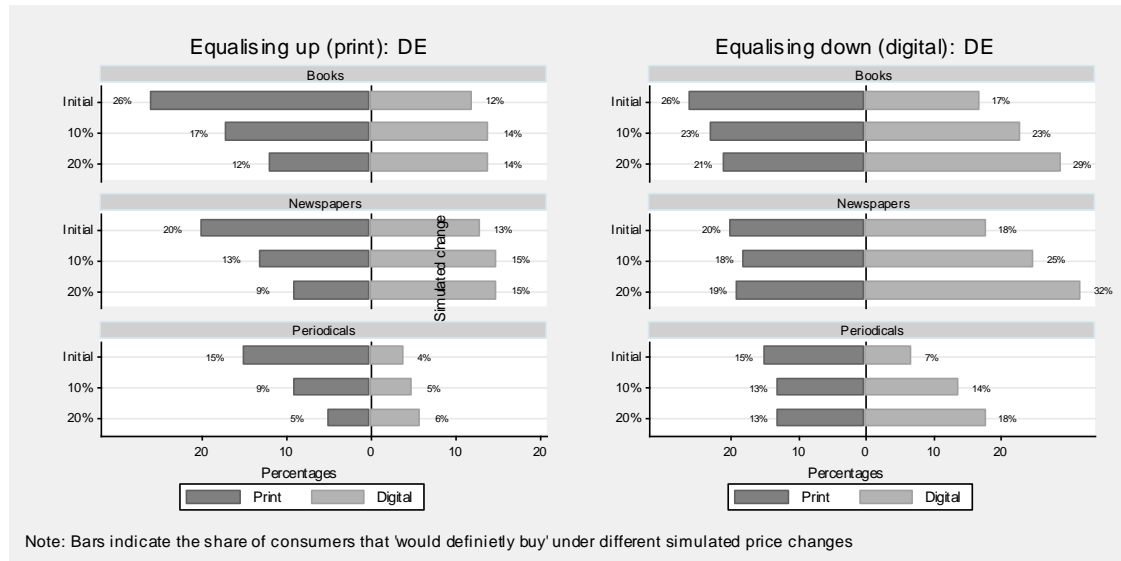
Source: Eurostat (Harmonized Indices of Consumer Prices).



Source: PwC Global Entertainment and Media Outlook: 2012-2016, www.pwc.com/outlook.



5.3 Migration patterns



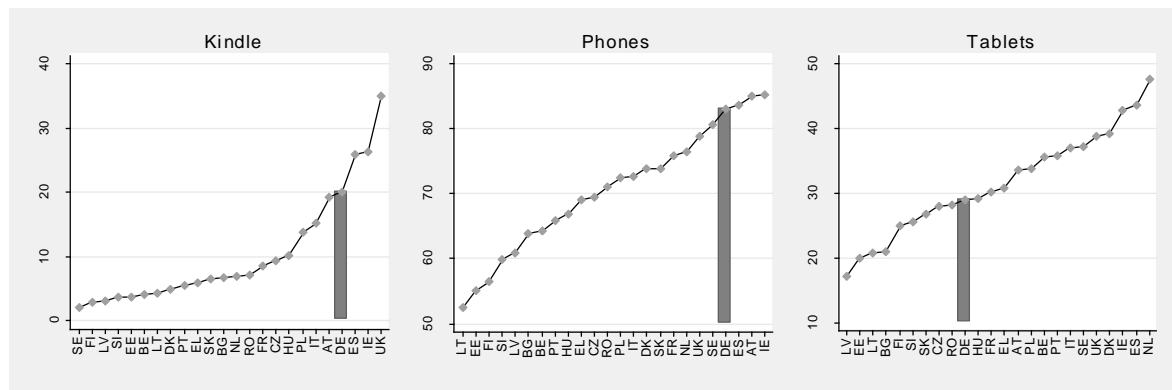
5.4 Elasticity estimates

Elasticity estimates DE – medium term estimates: own and cross-price elasticities (in squared brackets)

	Medium	Equalising up/Print	Equalising down/Digital
Books	Print	-3.47 ^{r*}	[0.50 ^{p*}]
	Digital	[0.00 ^p]	-3.26 ^{p*}
Newspapers	Print	-4.04 ^{r*}	[0.38 ^{p*}]
	Digital	[-0.44 ^{p*}]	-2.34 ^{p*}
Periodicals	Print	-5.23 ^{r*}	[0.68 ^{p*}]
	Digital	[0.00 ^p]	-4.50 ^{p*}

Note: * Statistically significant at 5% level or better. "p" Estimate from pooled regression. "r" Estimate from Member State regression.
Source: Europe Economics analysis of consumer survey.

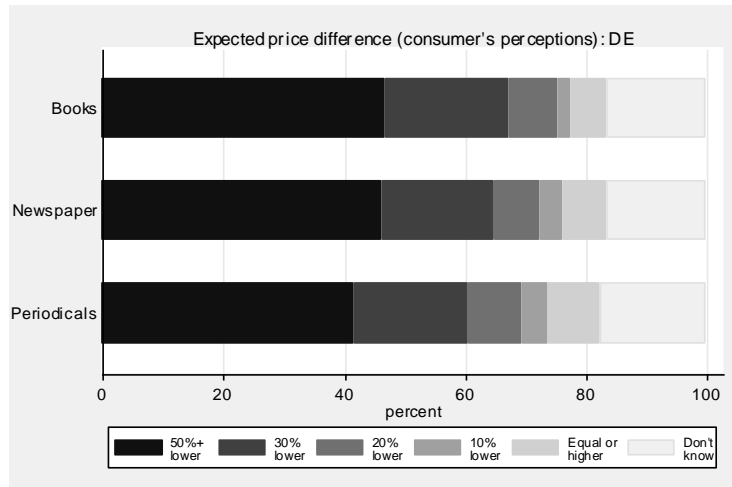
5.5 Availability of reading devices



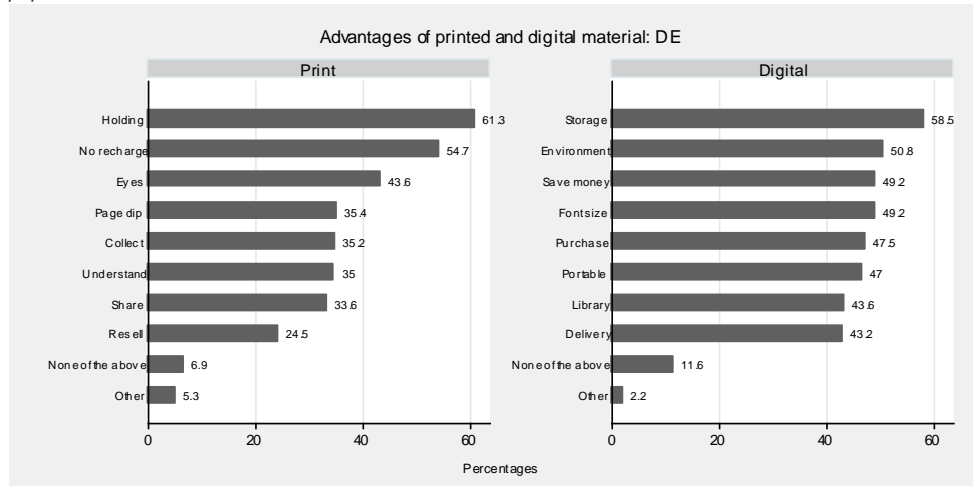
Source: Europe Economics analysis of consumer survey from this report.



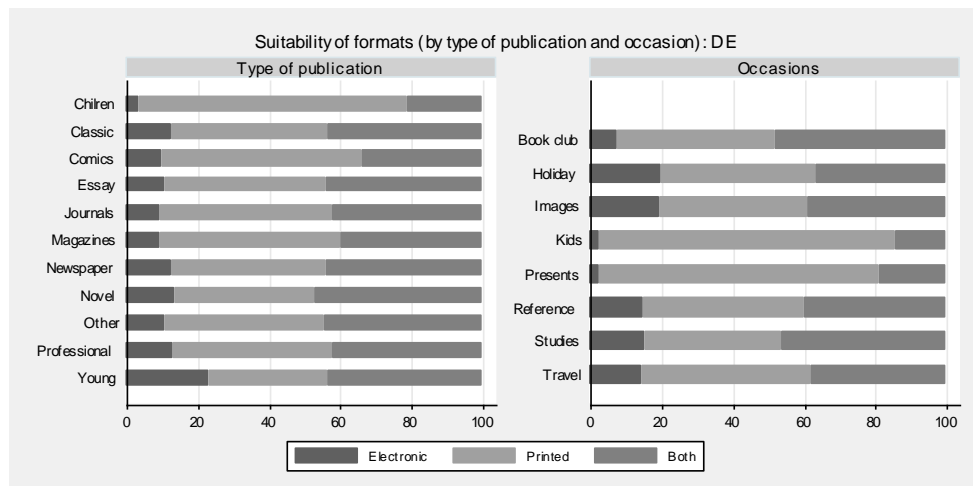
5.6 Print vs. digital: perception and attributes



Note: Results of Q11: "What do you think the price of online/electronic publications should be compared to the price of the paper version of the same item?"



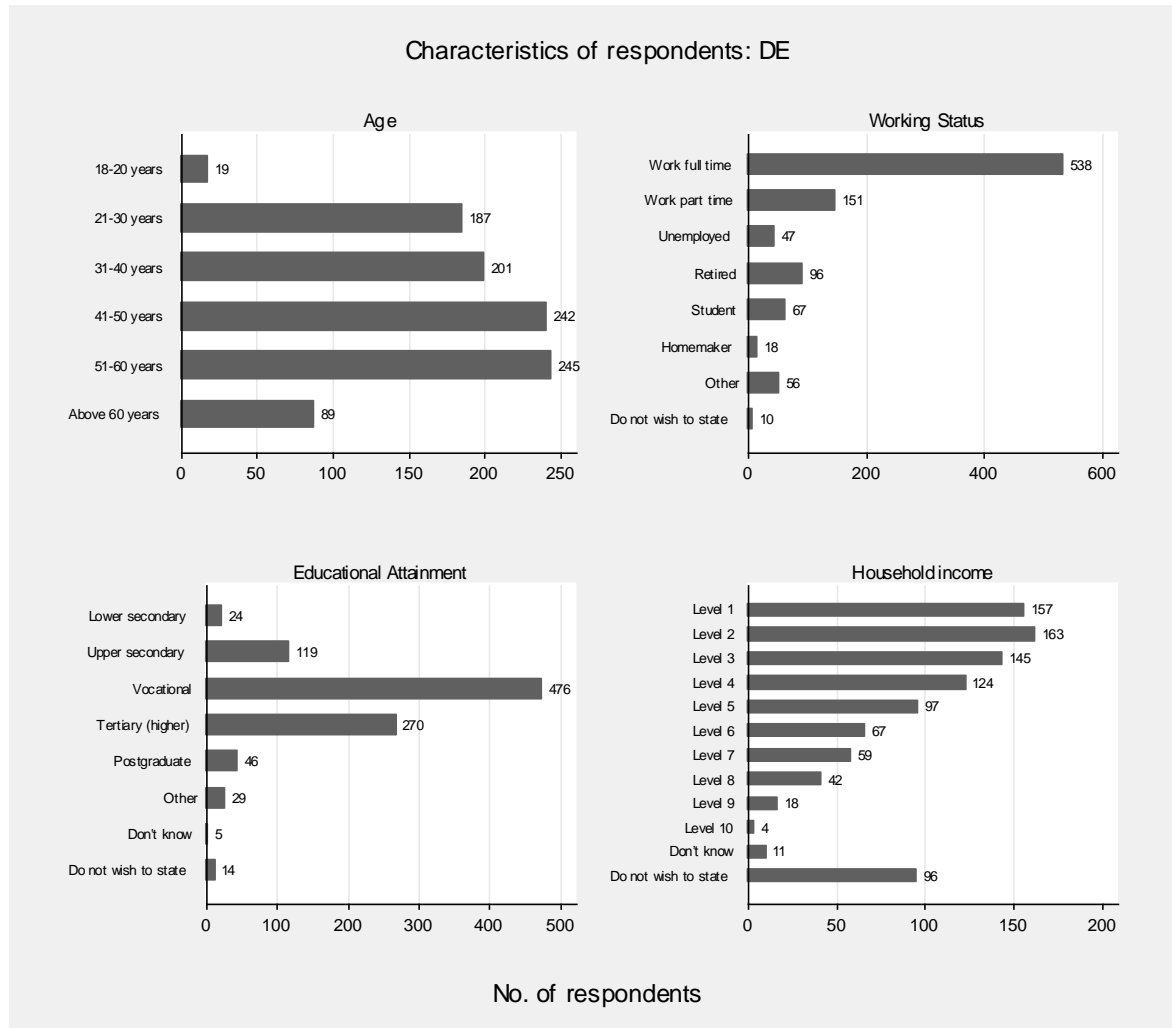
Note: Results of Q12: "In your opinion what are the advantages of printed material over electronic material?" and Q13 "In your opinion what are the advantages of material over printed material?"



Note: Results of Q14 "In your opinion, are there certain types of books that are better suited to being in either electronic or printed format, or are they equally suited to both formats?" and "Q15. Are there certain occasions where you prefer either an electronic or printed format, or are these occasions equally suited to both formats?"

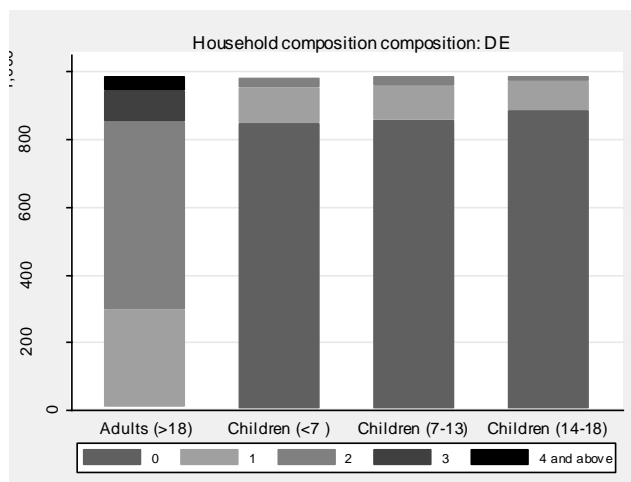


5.7 Socio-demographic attributes of respondents



Source: Europe Economics analysis of consumer survey from this report.

Note: Income levels are based on decile and percentiles in Eurostat, and the judgement by local experts.



Source: Europe Economics analysis of consumer survey from this report.

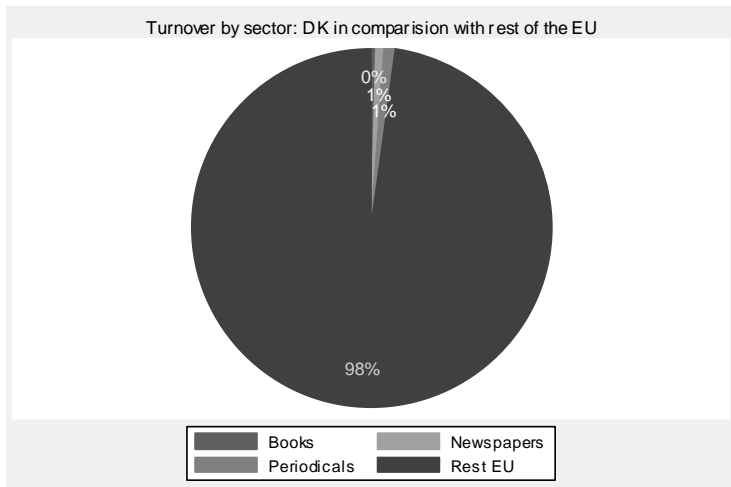
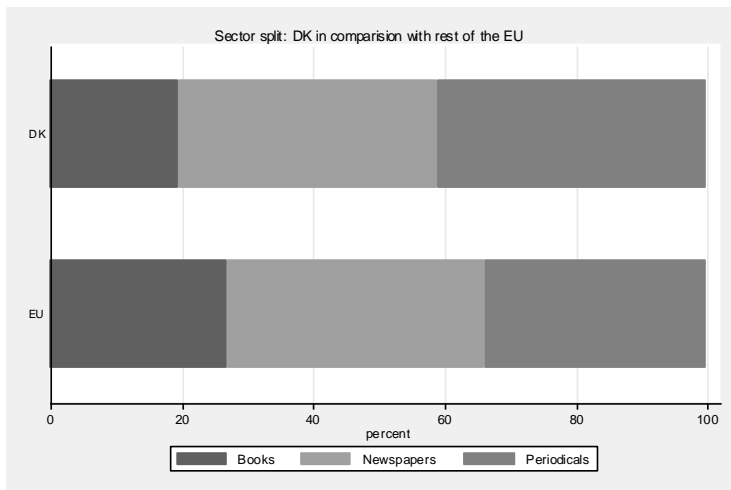
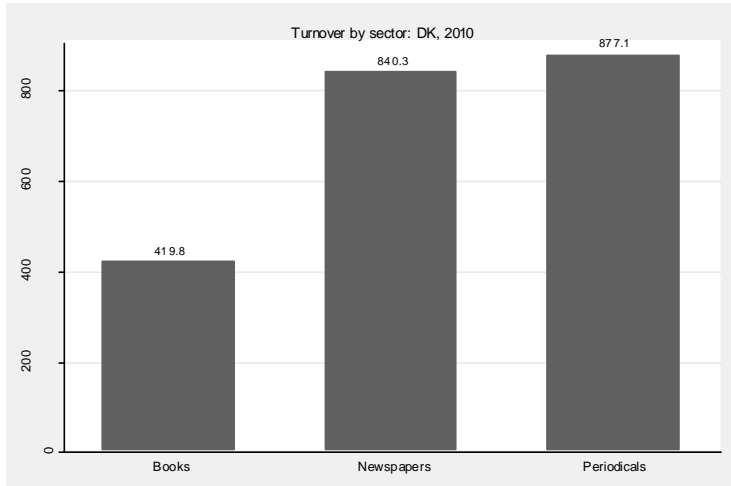


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6. Annex: DK

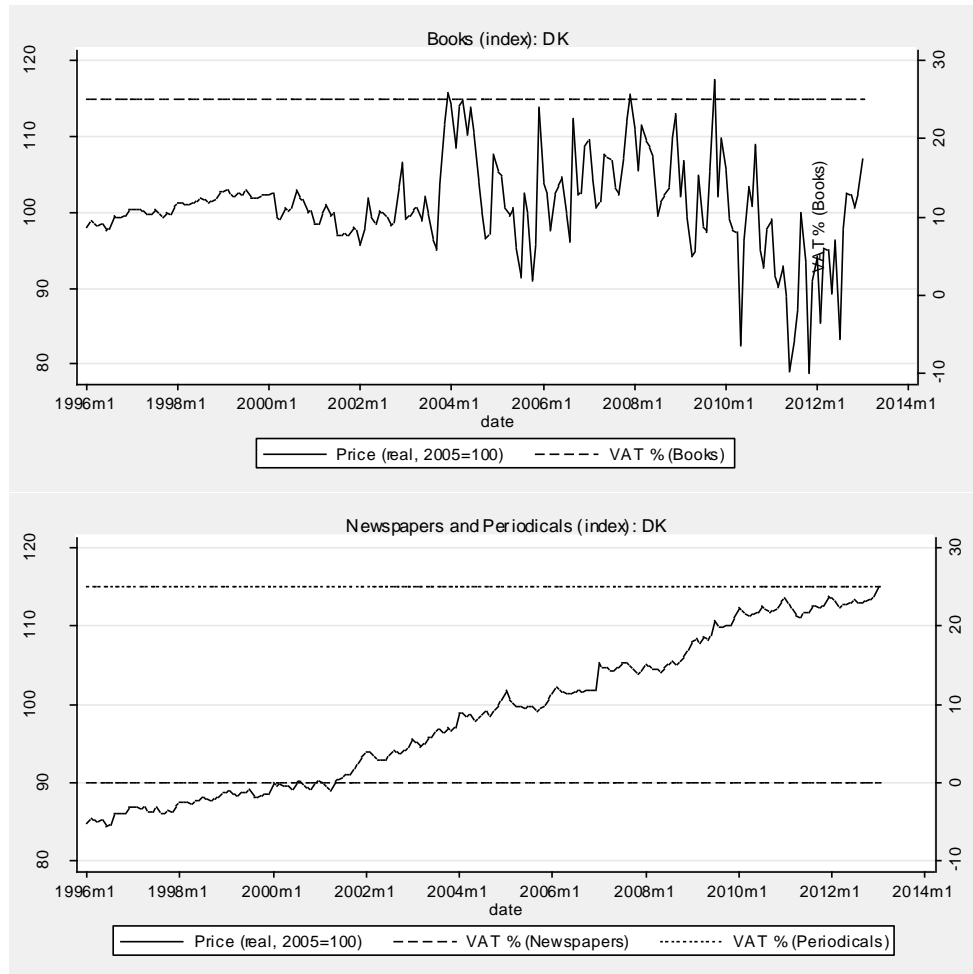
6.1 The publishing sector: descriptive figures



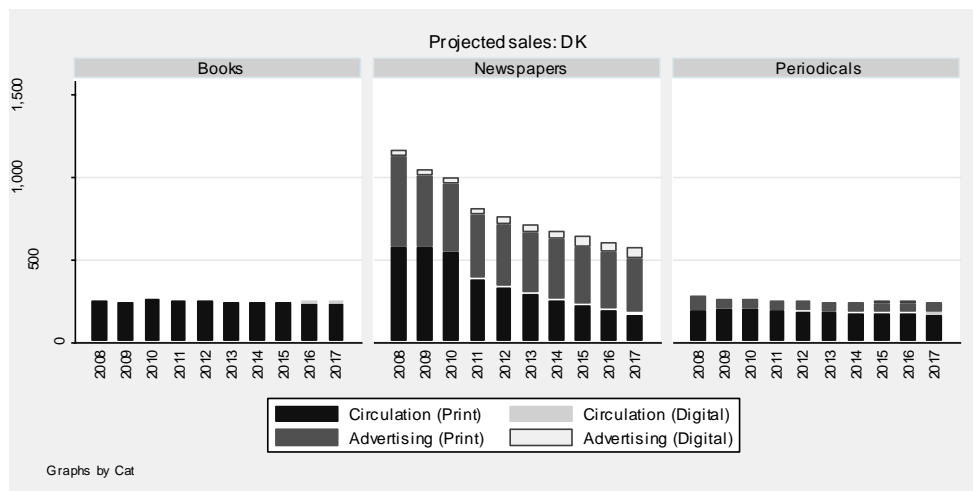
Source: Eurostat (Structural Business Statistics).



6.2 Prices and sales



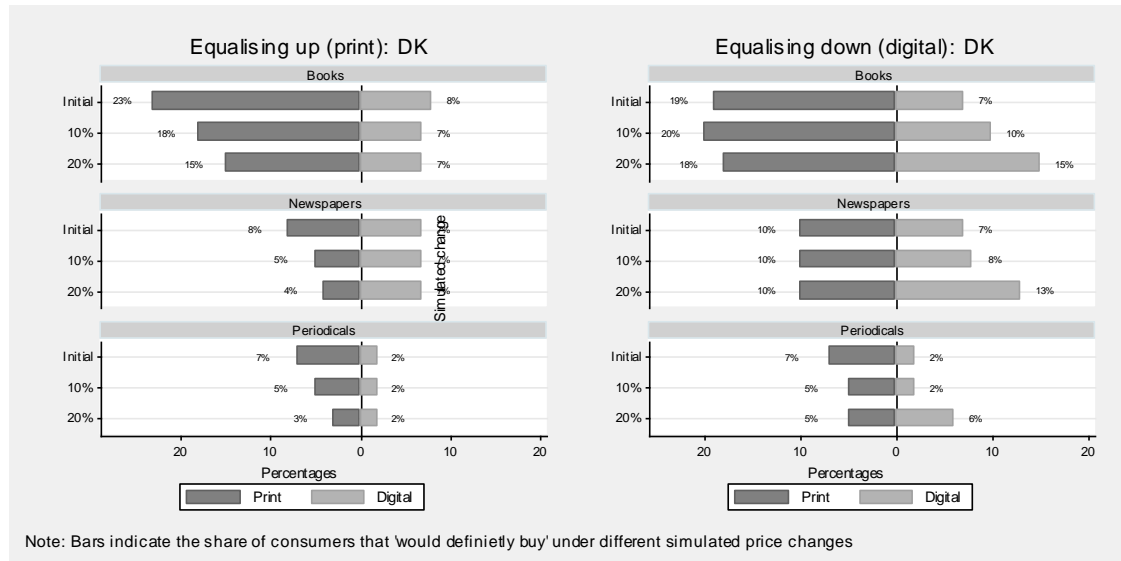
Source: Eurostat (Harmonized Indices of Consumer Prices).



Source: PwC Global Entertainment and Media Outlook: 2012-2016, www.pwc.com/outlook.



6.3 Migration patterns



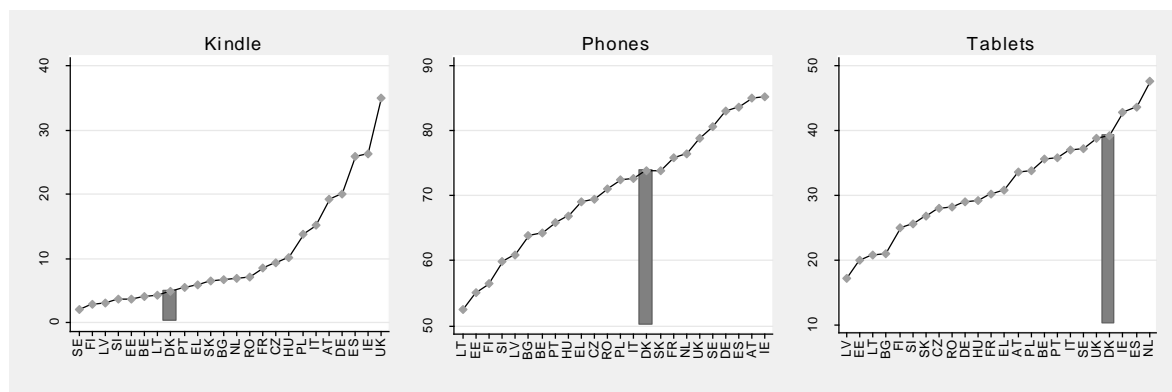
6.4 Elasticity estimates

Elasticity estimates DK – medium term estimates: own and cross-price elasticities (in squared brackets)

	Medium	Equalising up/Print	Equalising down/Digital
Books	Print	-2.16 ^{r*}	[0.50 ^{p*}]
	Digital	[0.00 ^p]	-3.26 ^{p*}
Newspapers	Print	-4.03 ^{r*}	[0.38 ^{p*}]
	Digital	[-0.44 ^{p*}]	-2.34 ^{p*}
Periodicals	Print	-5.39 ^{r*}	[0.68 ^{p*}]
	Digital	[0.00 ^p]	-4.50 ^{p*}

Note: * Statistically significant at 5% level or better. "p" Estimate from pooled regression. "r" Estimate from Member State regression.
Source: Europe Economics analysis of consumer survey.

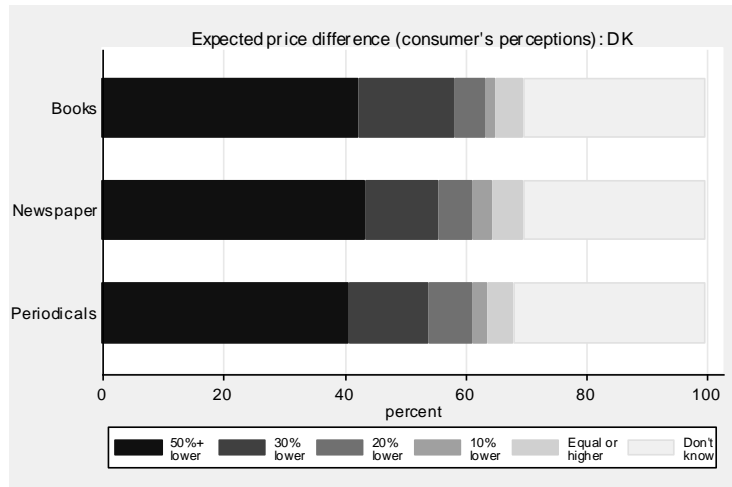
6.5 Availability of reading devices



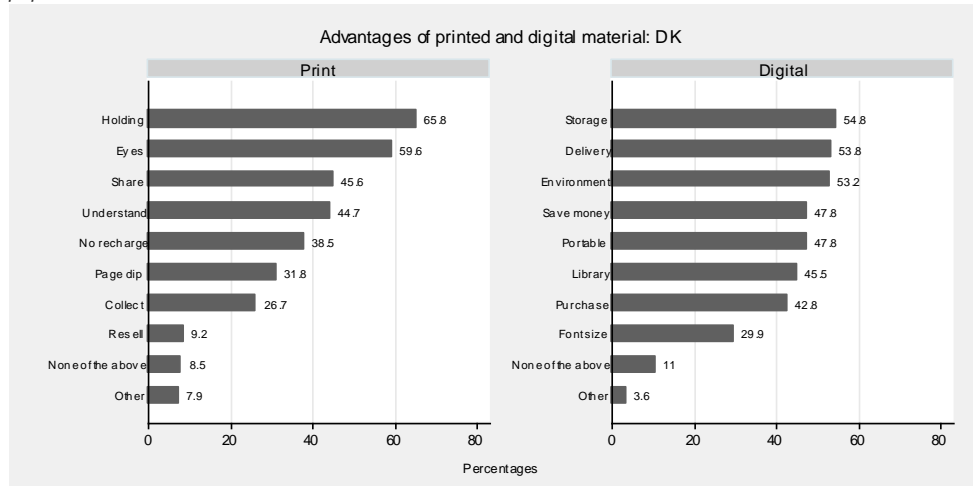
Source: Europe Economics analysis of consumer survey from this report.



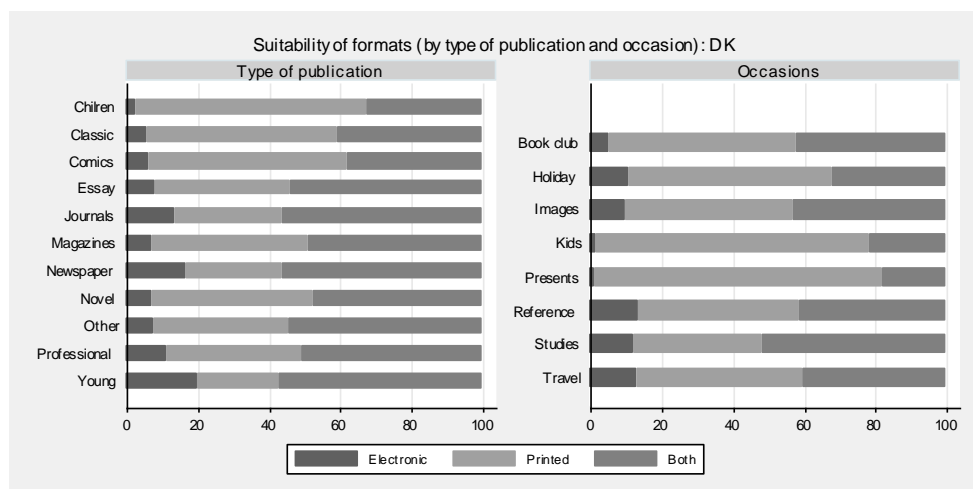
6.6 Print vs. digital: perception and attributes



Note: Results of Q11: "What do you think the price of online/electronic publications should be compared to the price of the paper version of the same item?"



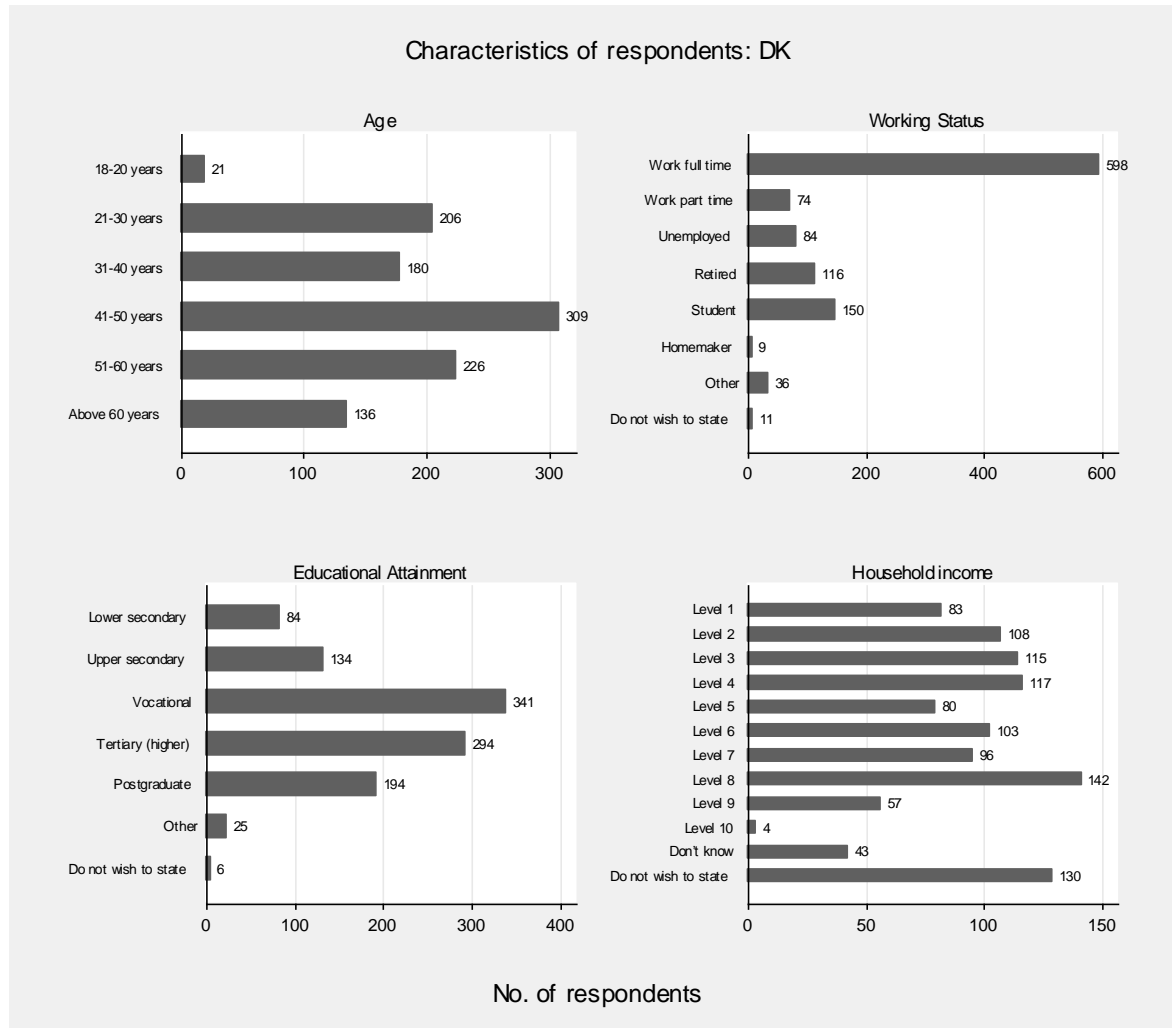
Note: Results of Q12: "In your opinion what are the advantages of printed material over electronic material?" and Q13 "In your opinion what are the advantages of material over printed material?"



Note: Results of Q14 "In your opinion, are there certain types of books that are better suited to being in either electronic or printed format, or are they equally suited to both formats?" and "Q15. Are there certain occasions where you prefer either an electronic or printed format, or are these occasions equally suited to both formats?"

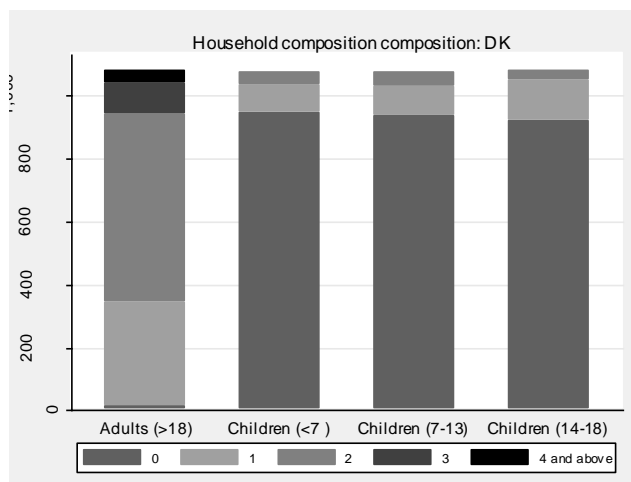


6.7 Socio-demographic attributes of respondents



Source: Europe Economics analysis of consumer survey from this report.

Note: Income levels are based on decile and percentiles in Eurostat, and the judgement by local experts.



Source: Europe Economics analysis of consumer survey from this report.

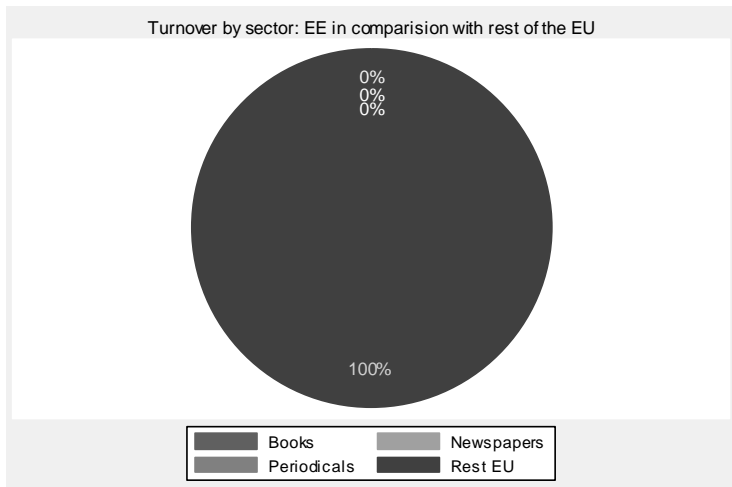
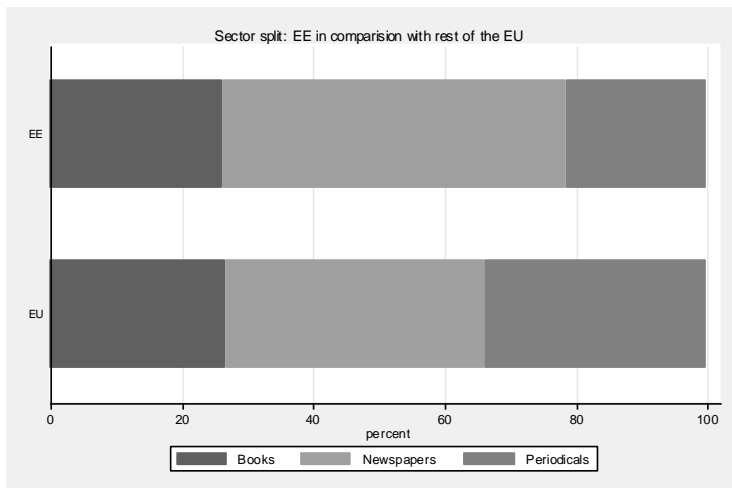
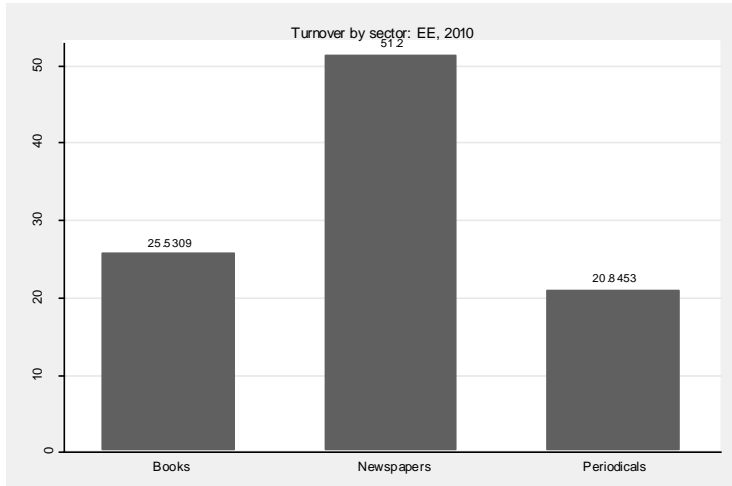


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7. Annex: EE

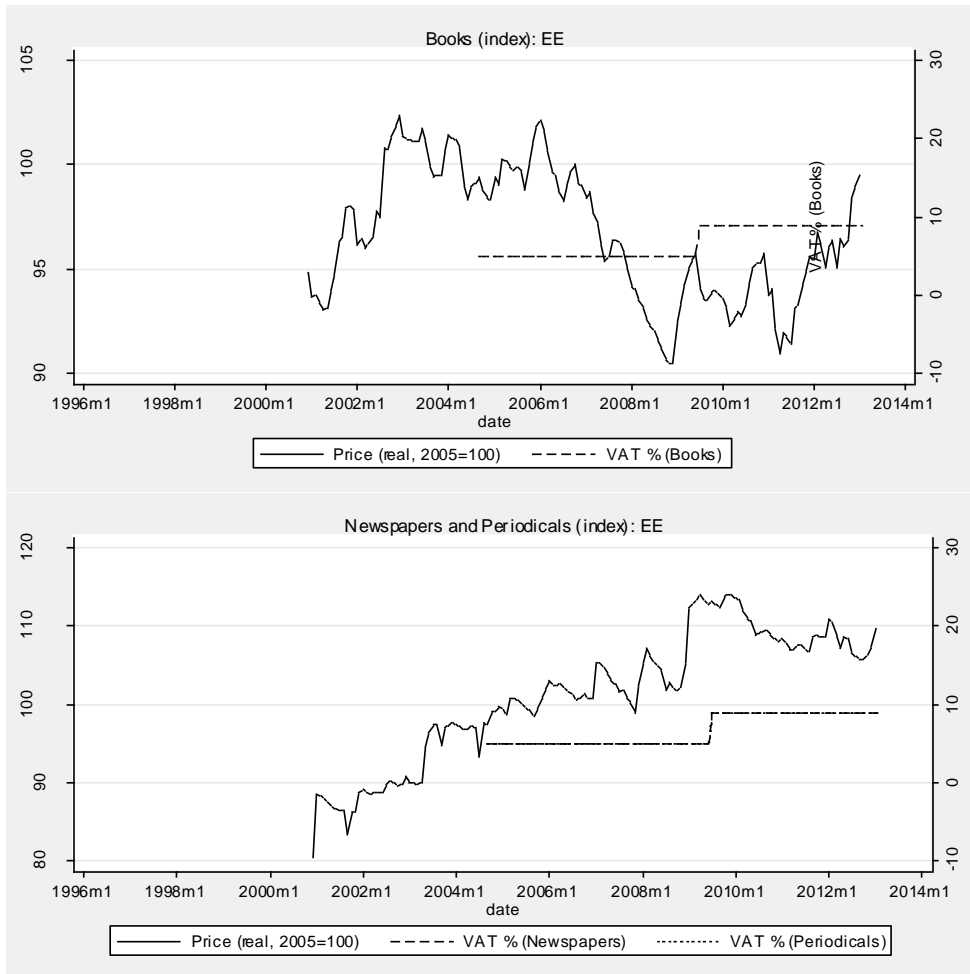
7.1 The publishing sector: descriptive figures



Source: Eurostat (Structural Business Statistics).



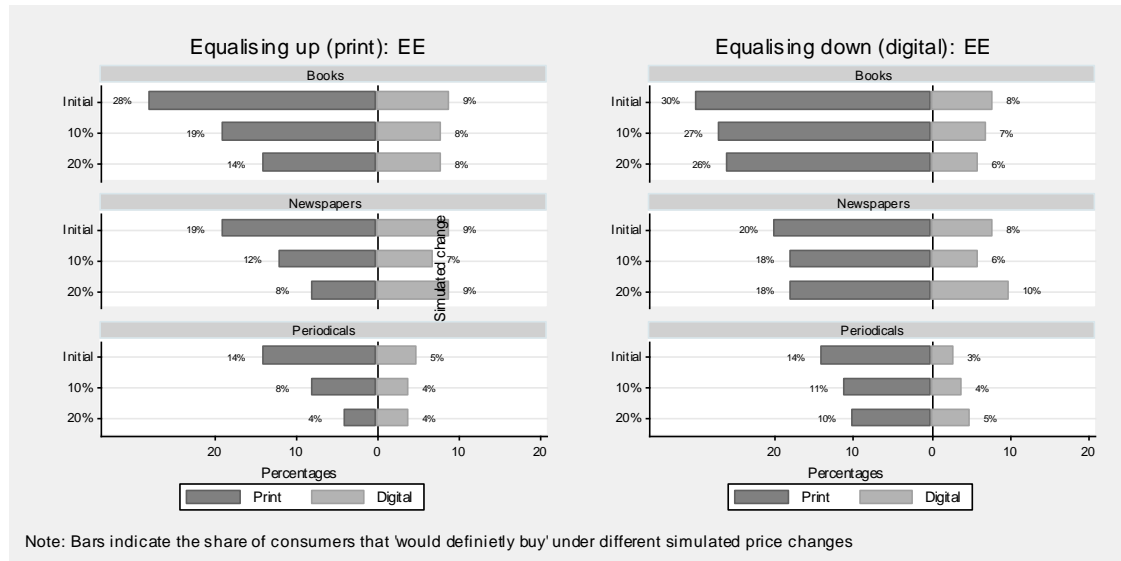
7.2 Prices and sales



Source: Eurostat (Harmonized Indices of Consumer Prices).



7.3 Migration patterns



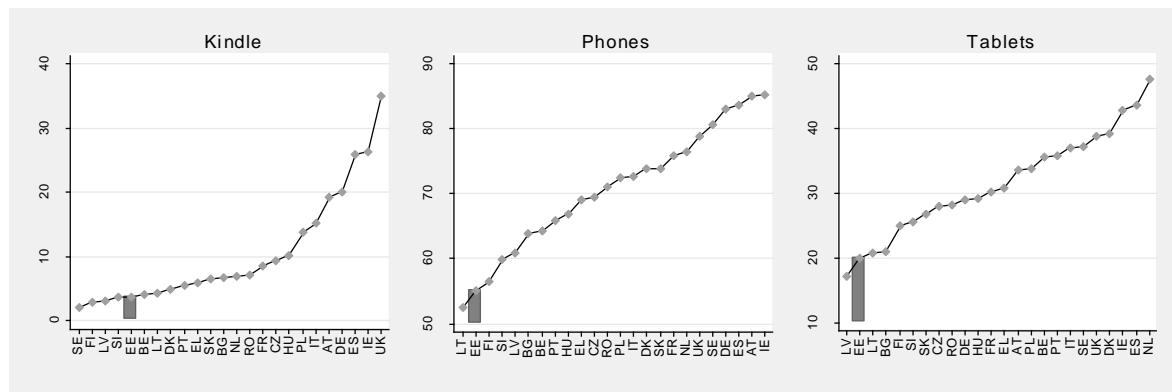
7.4 Elasticity estimates

Elasticity estimates EE – medium term estimates: own and cross-price elasticities (in squared brackets)

	Medium	Equalising up/Print	Equalising down/Digital
Books	Print	-3.06r*	[0.50p*]
	Digital	[0.00p]	-3.26p*
Newspapers	Print	-4.04r*	[0.38p*]
	Digital	[-0.44p*]	-2.34p*
Periodicals	Print	-5.58r*	[0.68p*]
	Digital	[0.00p]	-4.50p*

Note: * Statistically significant at 5% level or better. "p" Estimate from pooled regression. "r" Estimate from Member State regression.
Source: Europe Economics analysis of consumer survey.

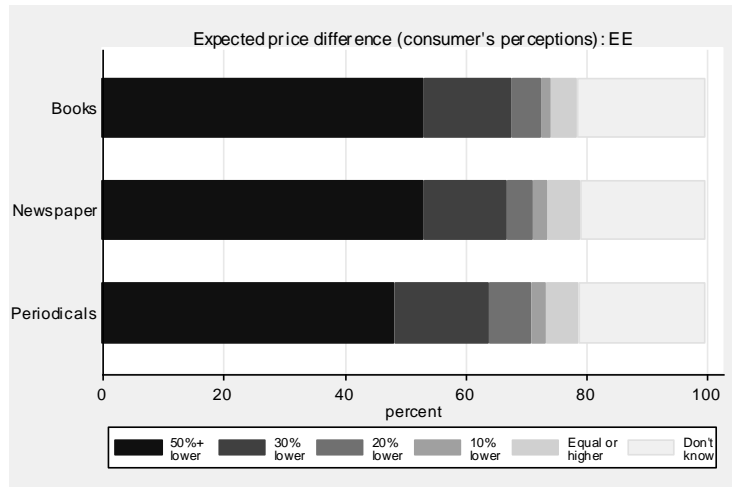
7.5 Availability of reading devices



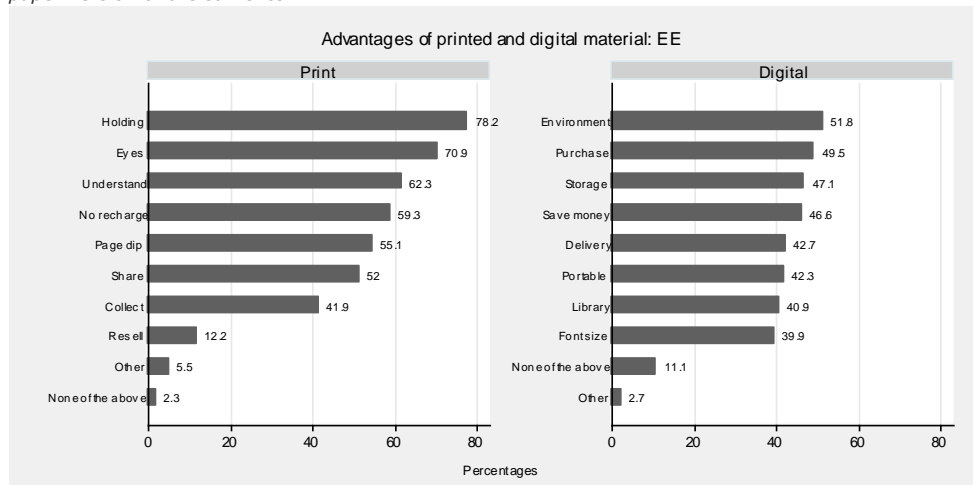
Source: Europe Economics analysis of consumer survey from this report.



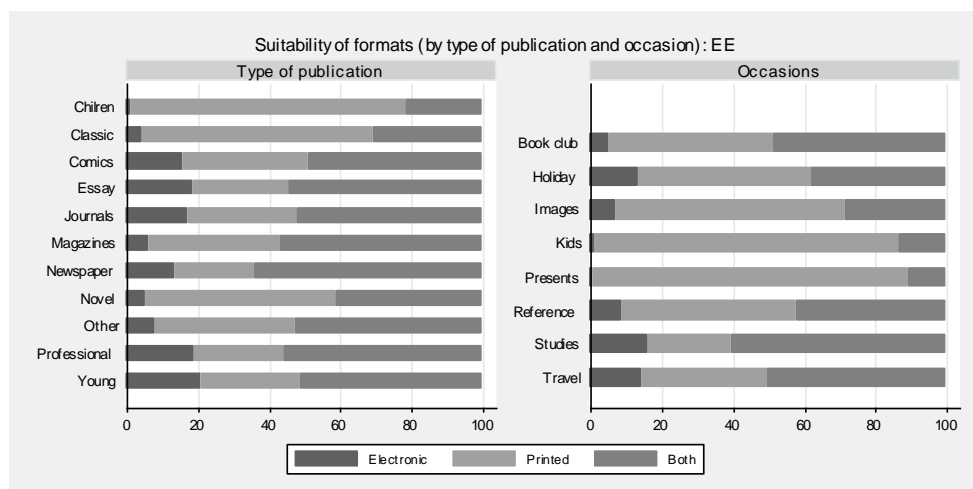
7.6 Print vs. digital: perception and attributes



Note: Results of Q11: "What do you think the price of online/electronic publications should be compared to the price of the paper version of the same item?"



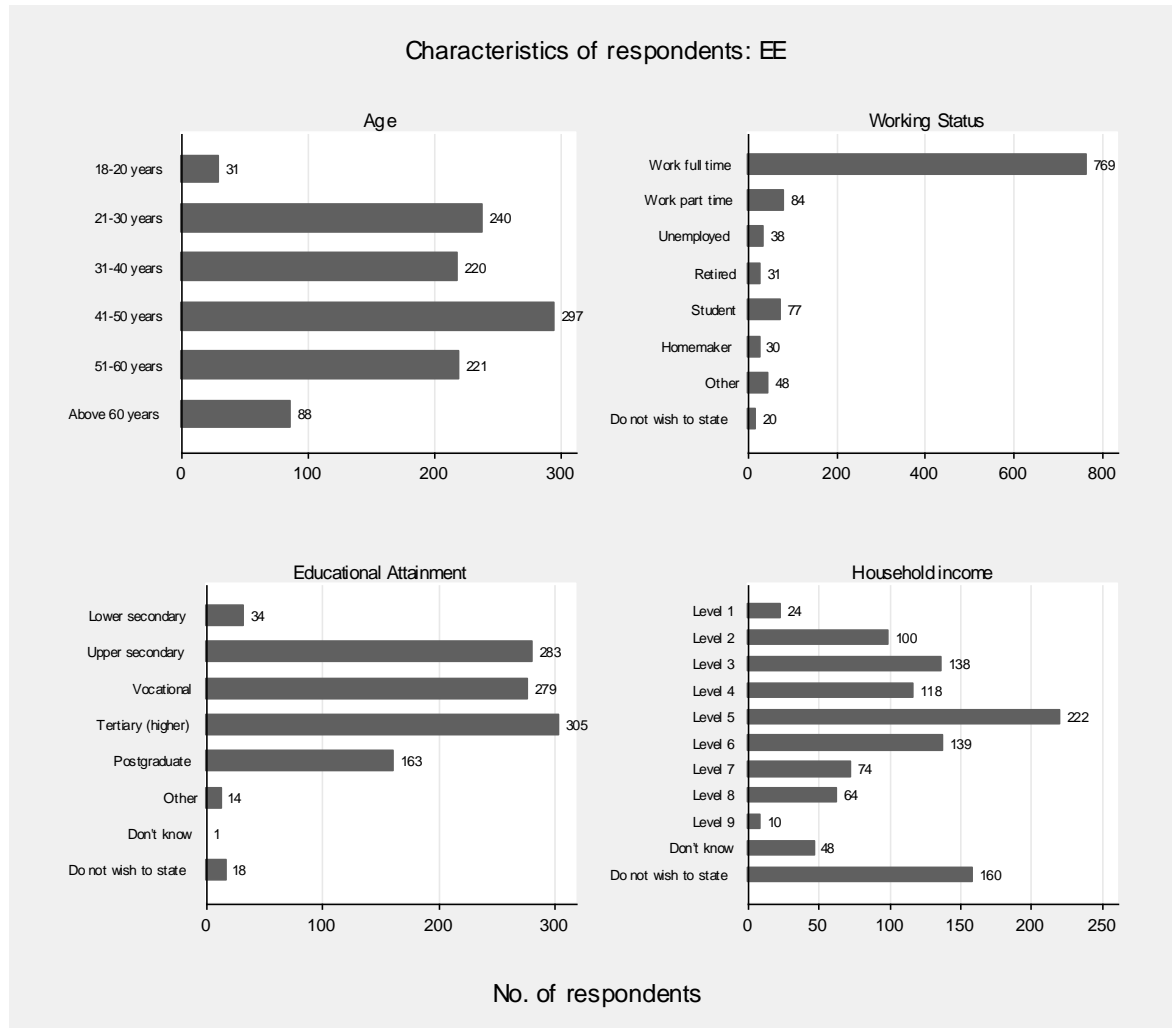
Note: Results of Q12: "In your opinion what are the advantages of printed material over electronic material?" and Q13 "In your opinion what are the advantages of material over printed material?"



Note: Results of Q14 "In your opinion, are there certain types of books that are better suited to being in either electronic or printed format, or are they equally suited to both formats?" and "Q15. Are there certain occasions where you prefer either an electronic or printed format, or are these occasions equally suited to both formats?"

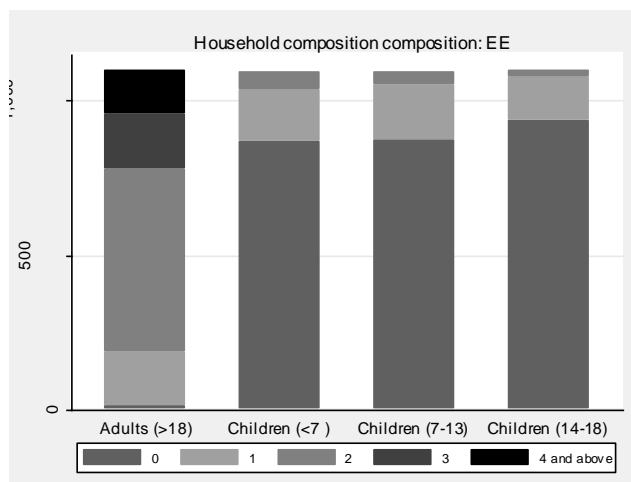


7.7 Socio-demographic attributes of respondents



Source: Europe Economics analysis of consumer survey from this report.

Note: Income levels are based on decile and percentiles in Eurostat, and the judgement by local experts.



Source: Europe Economics analysis of consumer survey from this report.

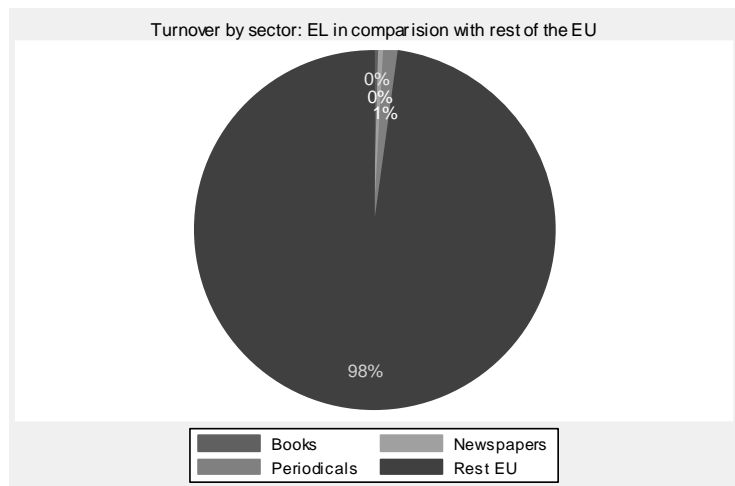
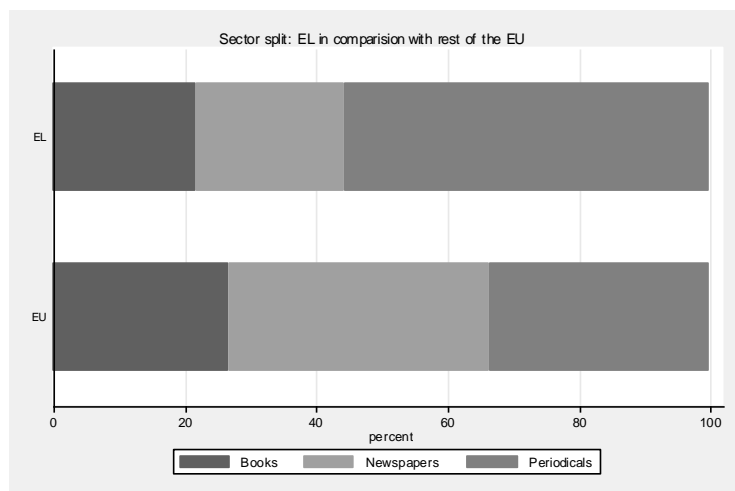
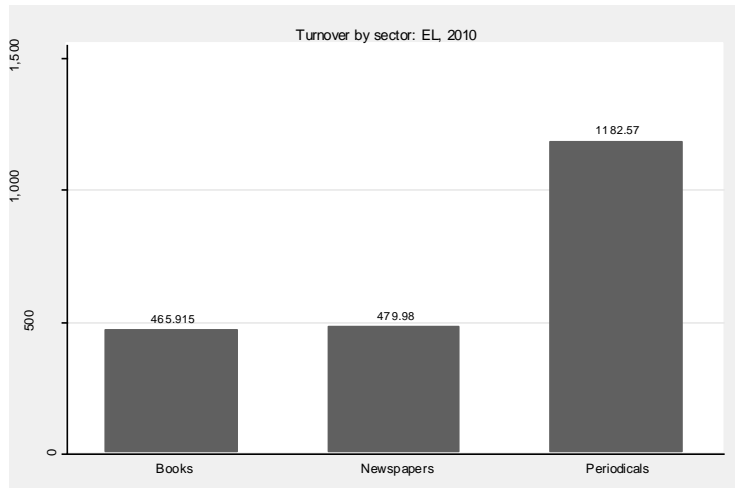


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8. Annex: EL

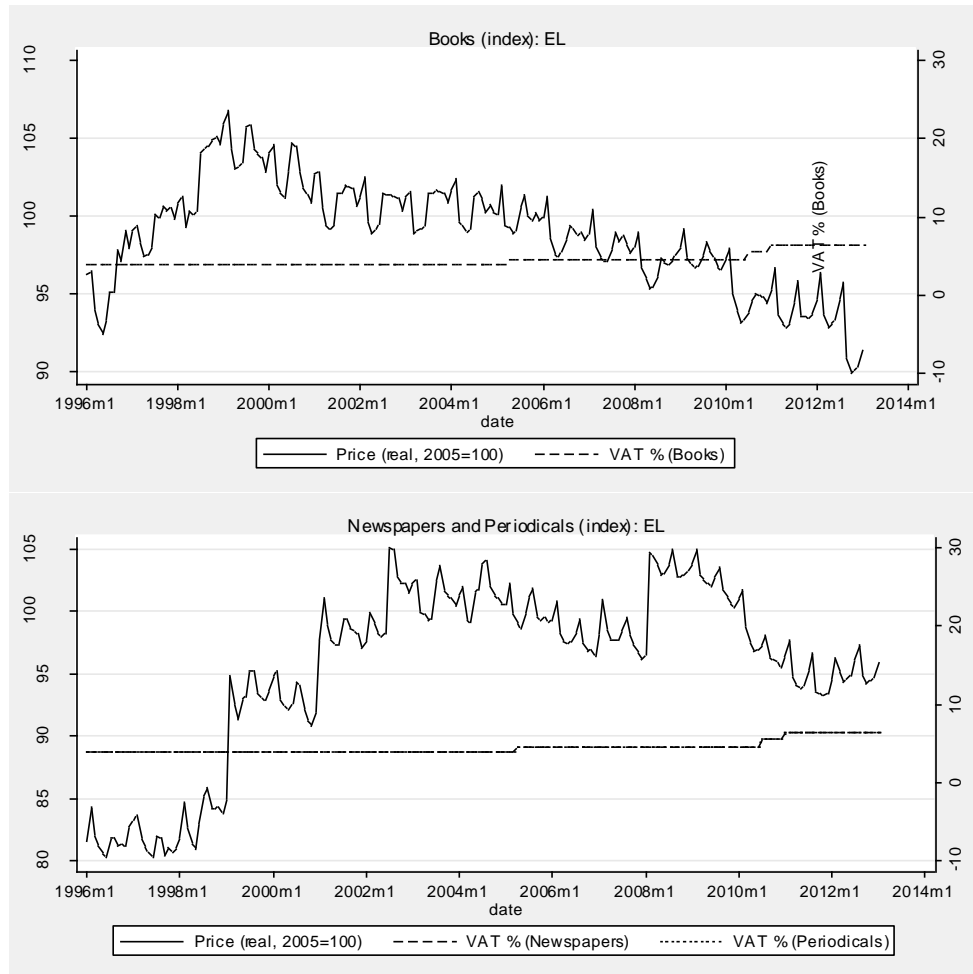
8.1 The publishing sector: descriptive figures



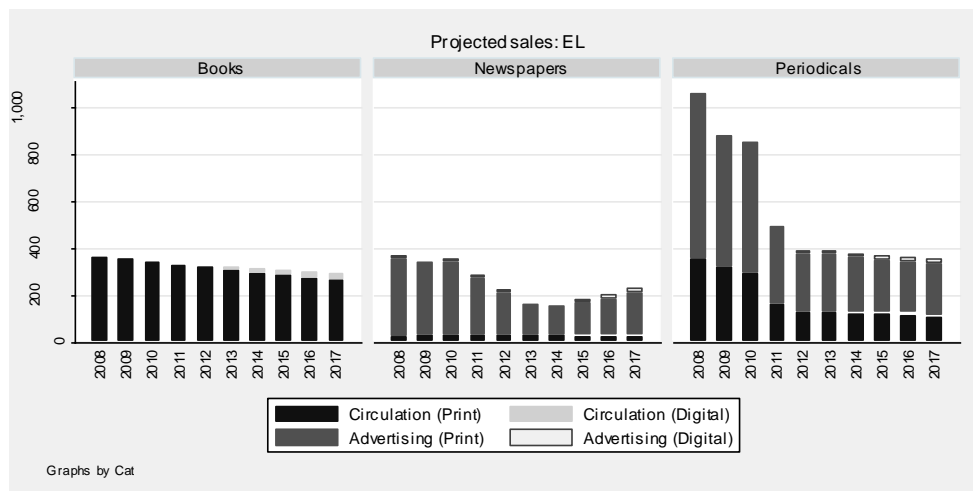
Source: Eurostat (Structural Business Statistics).



8.2 Prices and sales



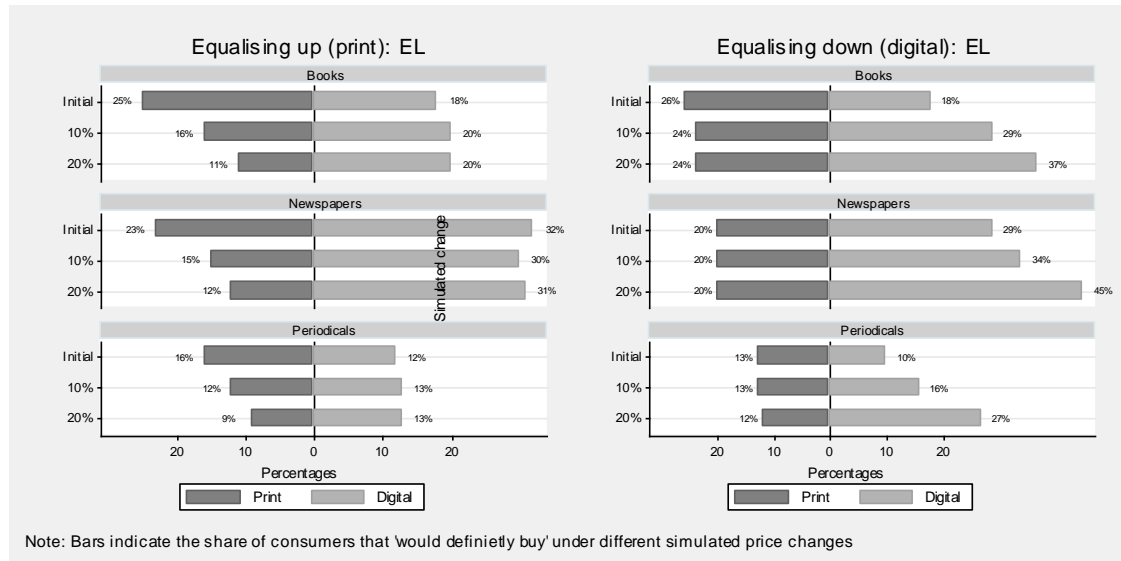
Source: Eurostat (Harmonized Indices of Consumer Prices).



Source: PwC Global Entertainment and Media Outlook: 2012-2016, www.pwc.com/outlook.



8.3 Migration patterns



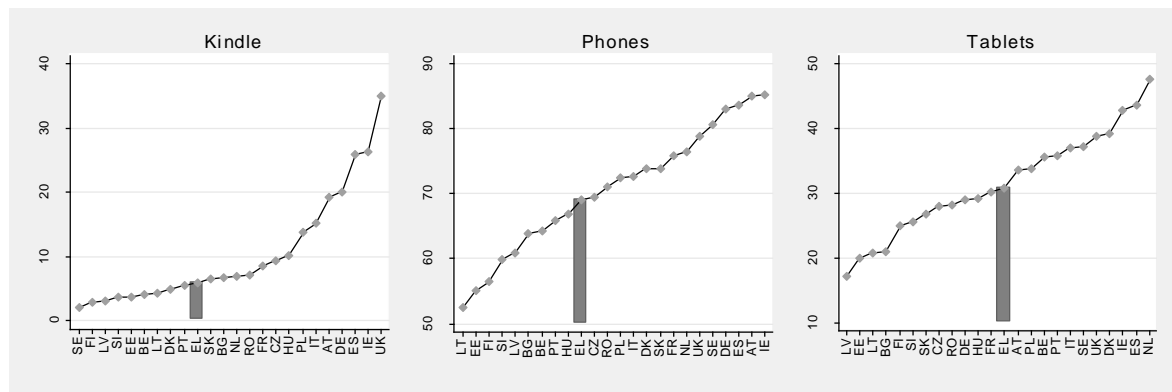
8.4 Elasticity estimates

Elasticity estimates EL – medium term estimates: own and cross-price elasticities (in squared brackets)

	Medium	Equalising up/Print	Equalising down/Digital
Books	Print	-3.59 ^{r*}	[0.50 ^{p*}]
	Digital	[0.00 ^p]	-3.26 ^{p*}
Newspapers	Print	-3.67 ^{r*}	[0.38 ^{p*}]
	Digital	[-0.44 ^{p*}]	-2.34 ^{p*}
Periodicals	Print	-3.81 ^{r*}	[0.68 ^{p*}]
	Digital	[0.00 ^p]	-4.50 ^{p*}

Note: * Statistically significant at 5% level or better. "p" Estimate from pooled regression. "r" Estimate from Member State regression.
Source: Europe Economics analysis of consumer survey.

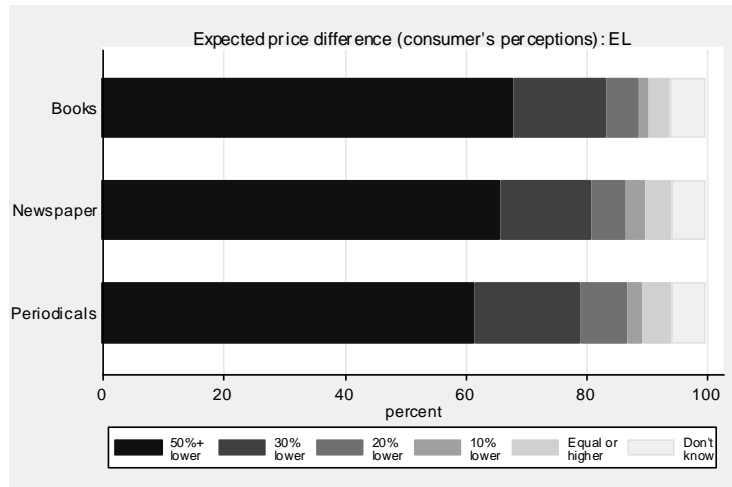
8.5 Availability of reading devices



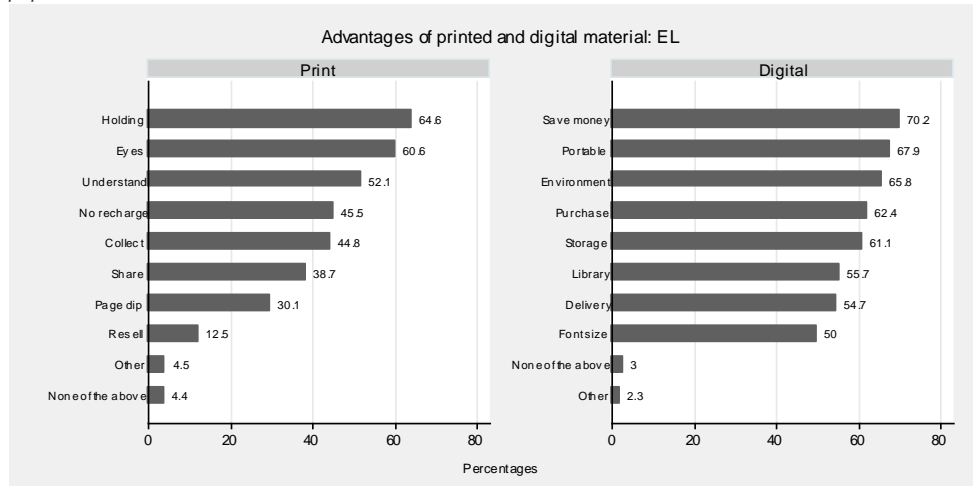
Source: Europe Economics analysis of consumer survey from this report.



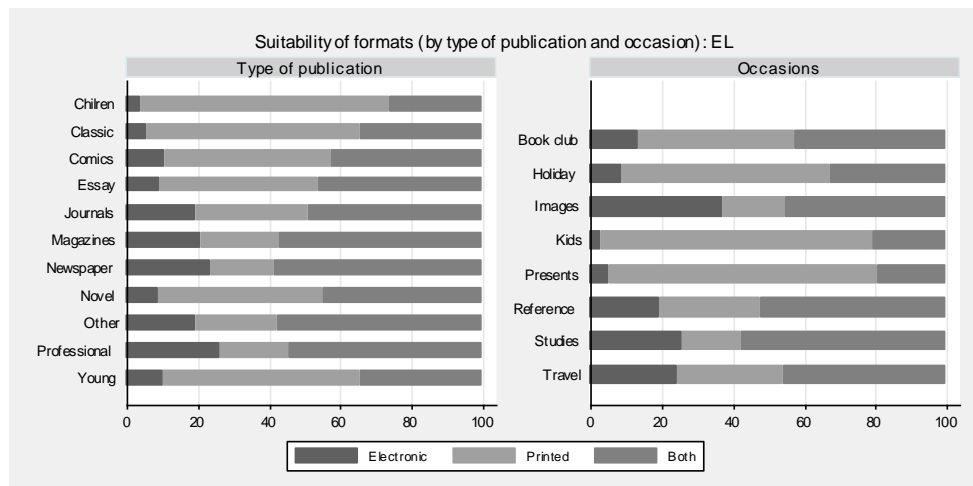
8.6 Print vs. digital: perception and attributes



Note: Results of Q11: "What do you think the price of online/electronic publications should be compared to the price of the paper version of the same item?"



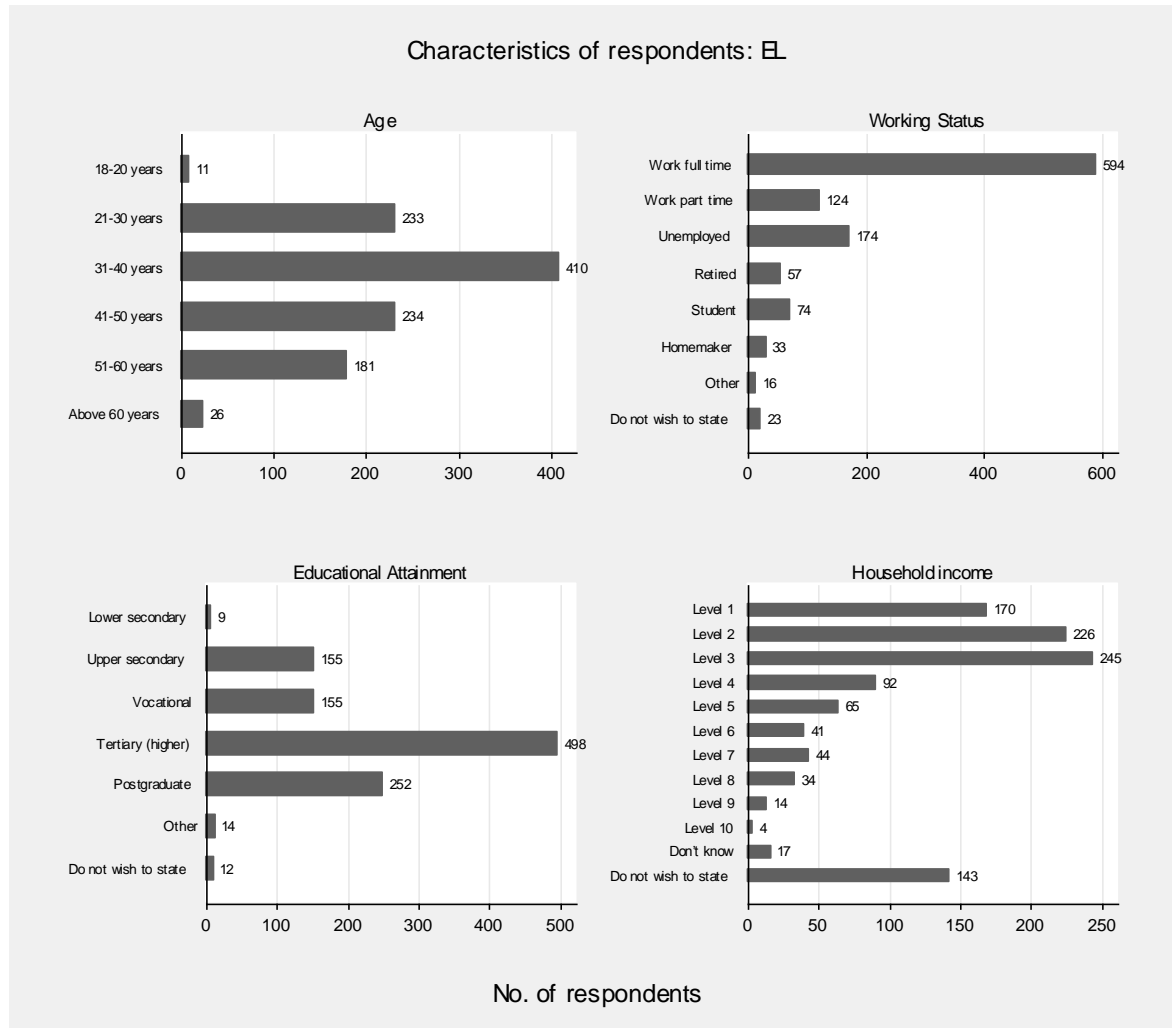
Note: Results of Q12: "In your opinion what are the advantages of printed material over electronic material?" and Q13 "In your opinion what are the advantages of material over printed material?"



Note: Results of Q14 "In your opinion, are there certain types of books that are better suited to being in either electronic or printed format, or are they equally suited to both formats?" and "Q15. Are there certain occasions where you prefer either an electronic or printed format, or are these occasions equally suited to both formats?"

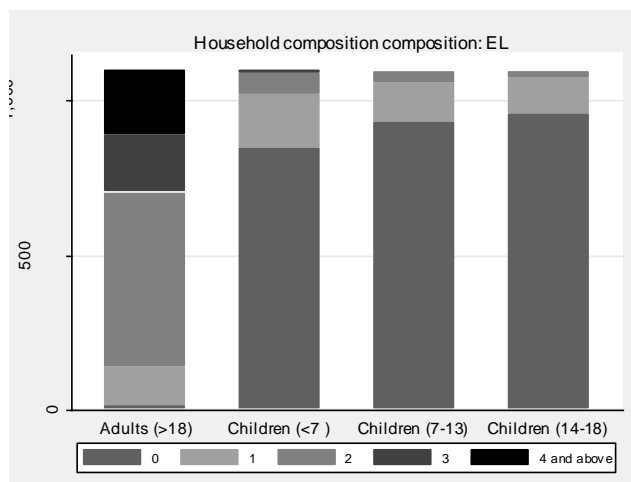


8.7 Socio-demographic attributes of respondents



Source: Europe Economics analysis of consumer survey from this report.

Note: Income levels are based on decile and percentiles in Eurostat, and the judgement by local experts.



Source: Europe Economics analysis of consumer survey from this report.

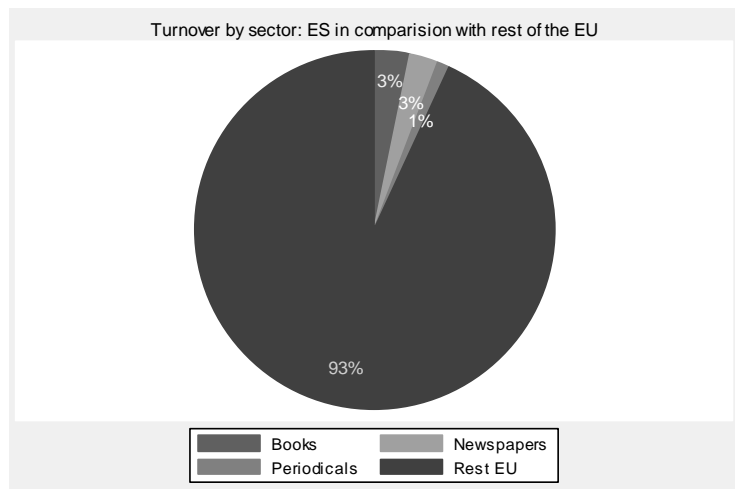
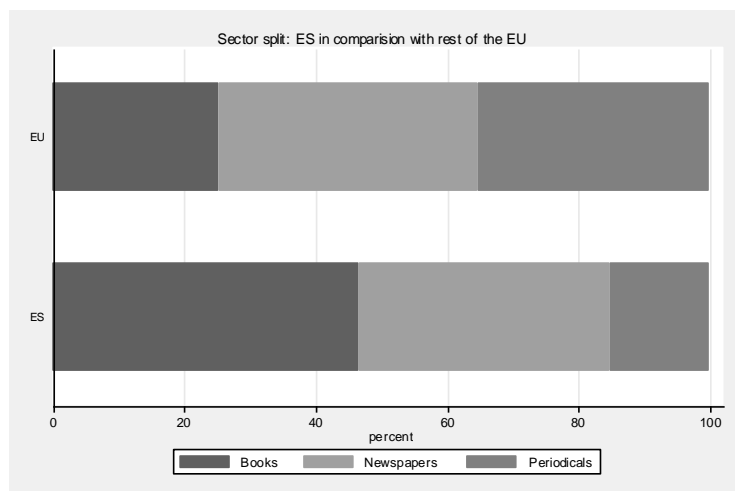
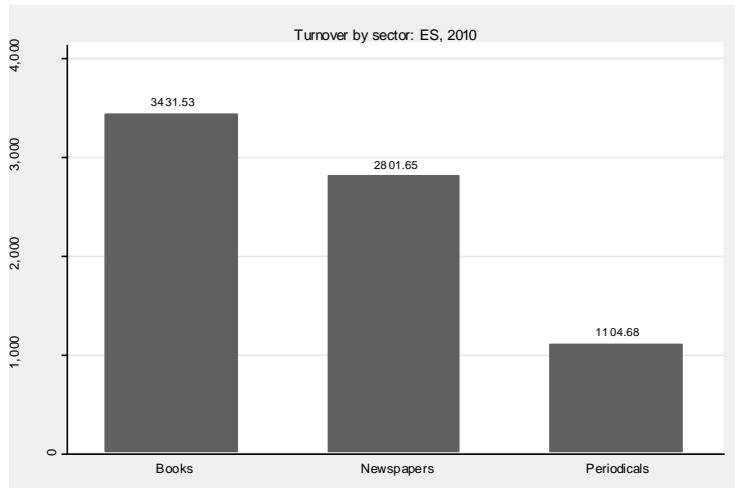


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9. Annex: ES

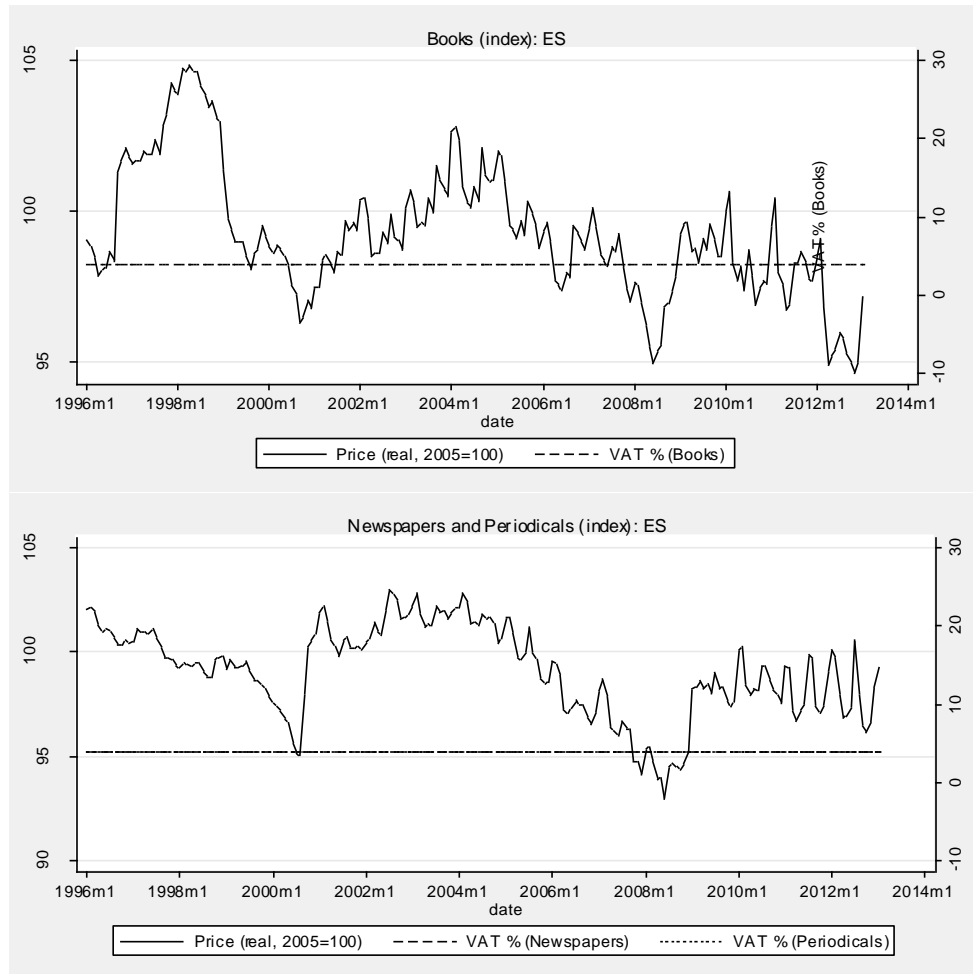
9.1 The publishing sector: descriptive figures



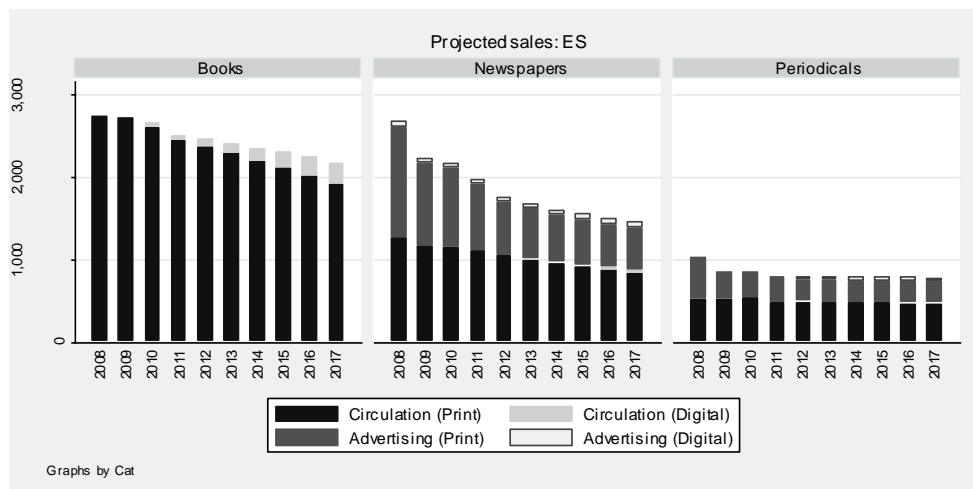
Source: Eurostat (Structural Business Statistics).



9.2 Prices and sales



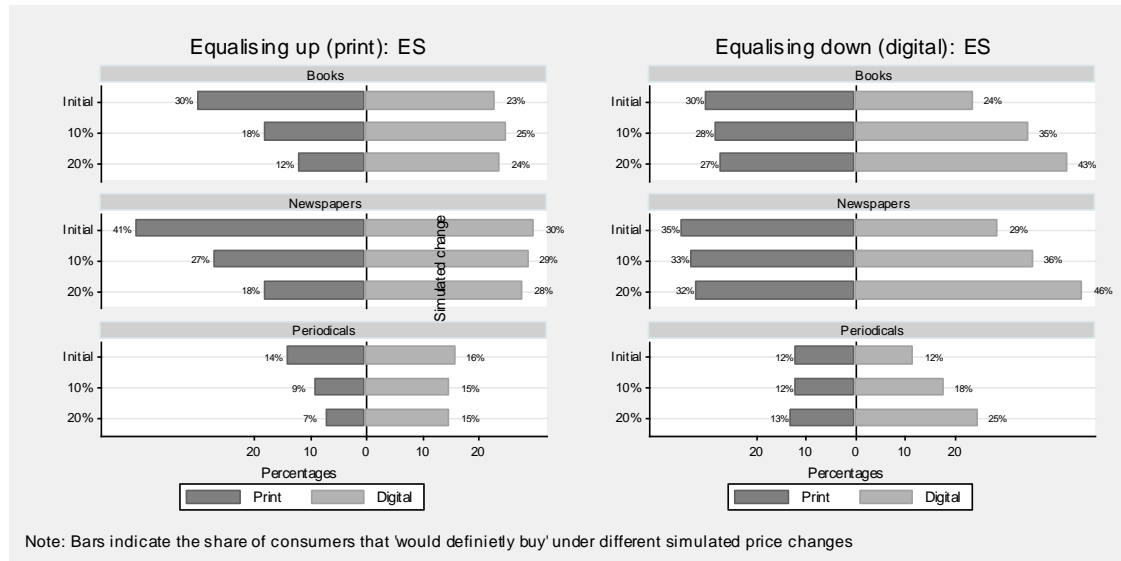
Source: Eurostat (Harmonized Indices of Consumer Prices).



Source: PwC Global Entertainment and Media Outlook: 2012-2016, www.pwc.com/outlook.



9.3 Migration patterns



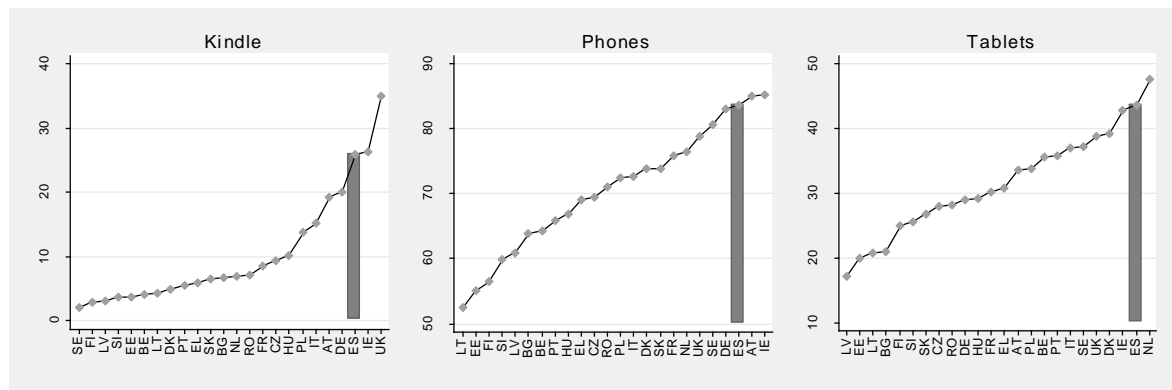
9.4 Elasticity estimates

Elasticity estimates ES – medium term estimates: own and cross-price elasticities (in squared brackets)

	Medium	Equalising up/Print	Equalising down/Digital
Books	Print	-3.57r*	[0.50p*]
	Digital	[0.00p]	-3.26p*
Newspapers	Print	-2.82r*	[0.38p*]
	Digital	[-0.44p*]	-2.34p*
Periodicals	Print	-4.58r*	[0.68p*]
	Digital	[0.00p]	-4.50p*

Note: * Statistically significant at 5% level or better. "p" Estimate from pooled regression. "r" Estimate from Member State regression.
Source: Europe Economics analysis of consumer survey.

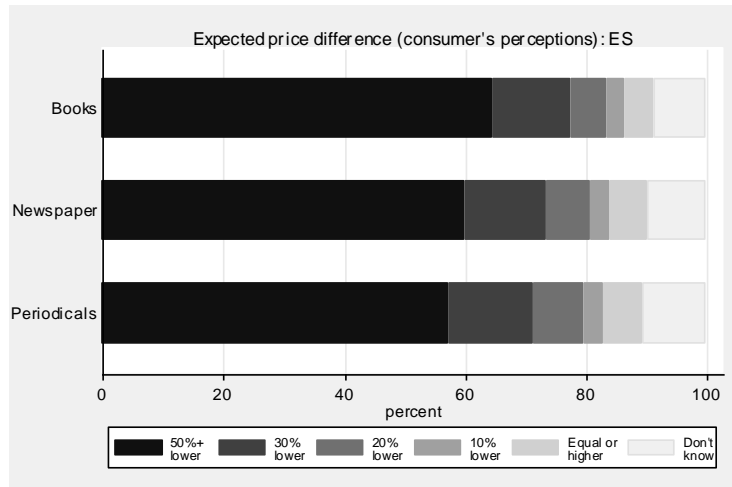
9.5 Availability of reading devices



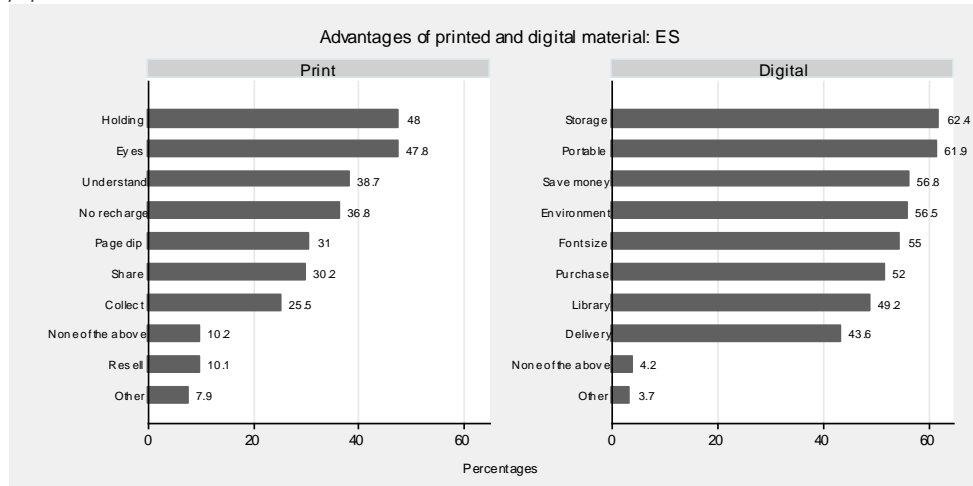
Source: Europe Economics analysis of consumer survey from this report.



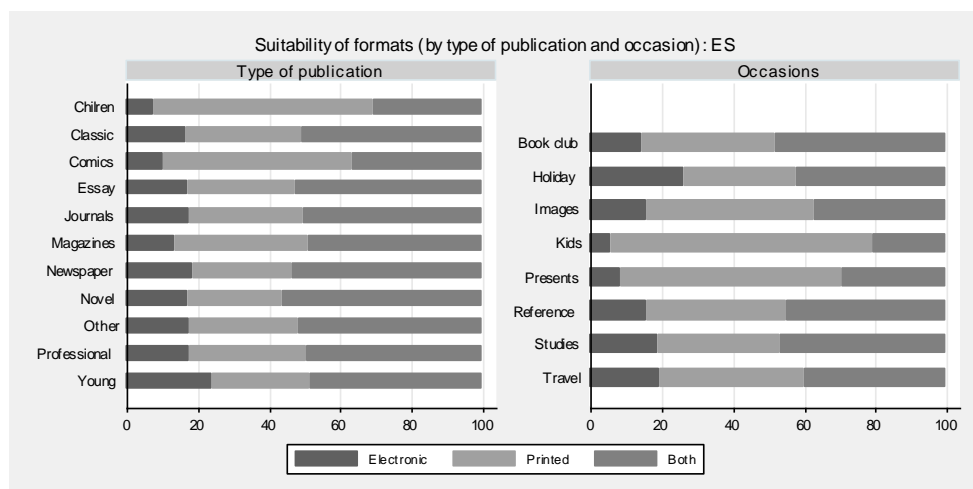
9.6 Print vs. digital: perception and attributes



Note: Results of Q11: "What do you think the price of online/electronic publications should be compared to the price of the paper version of the same item?"



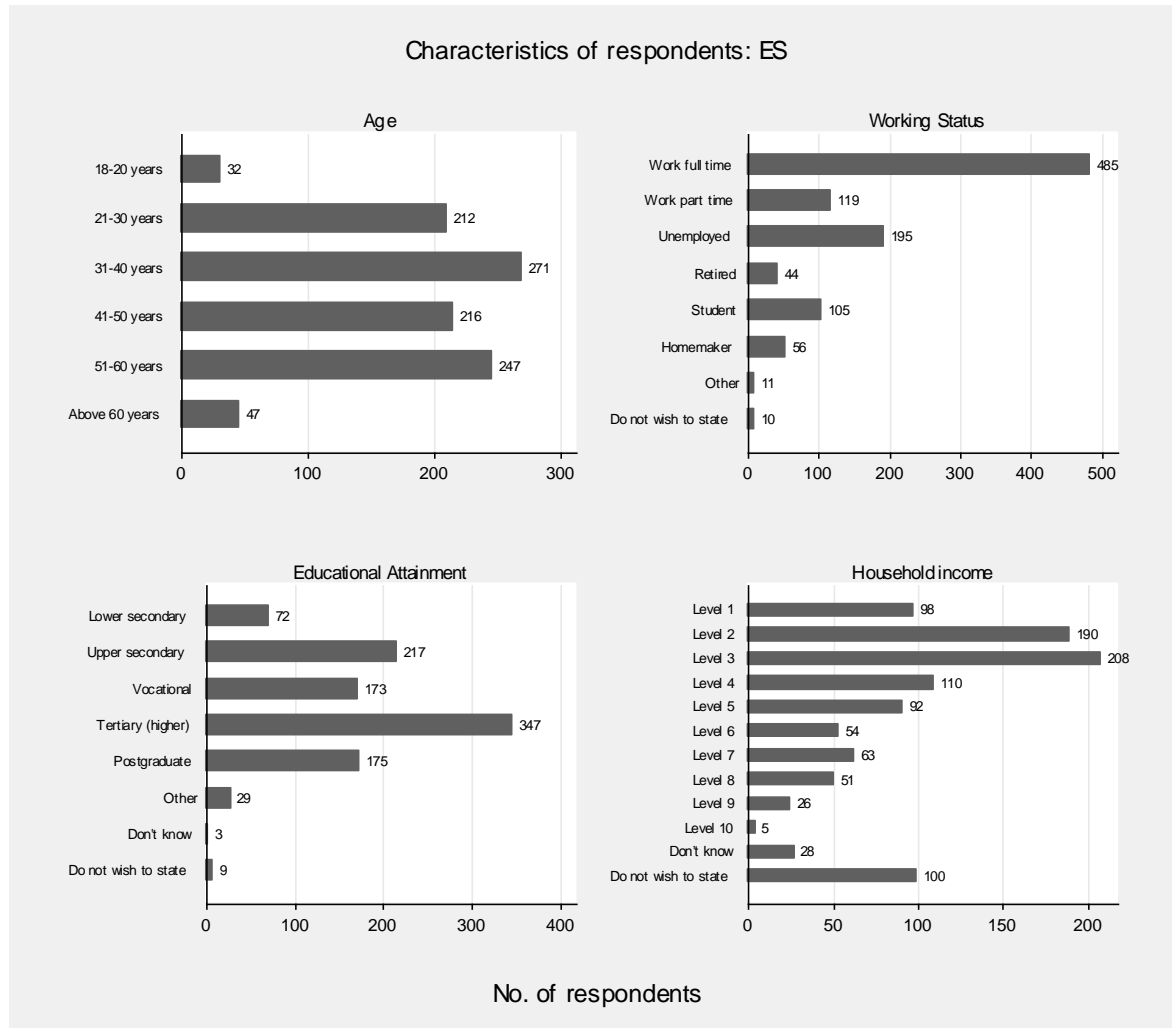
Note: Results of Q12: "In your opinion what are the advantages of printed material over electronic material?" and Q13 "In your opinion what are the advantages of material over printed material?"



Note: Results of Q14 "In your opinion, are there certain types of books that are better suited to being in either electronic or printed format, or are they equally suited to both formats?" and "Q15. Are there certain occasions where you prefer either an electronic or printed format, or are these occasions equally suited to both formats?"

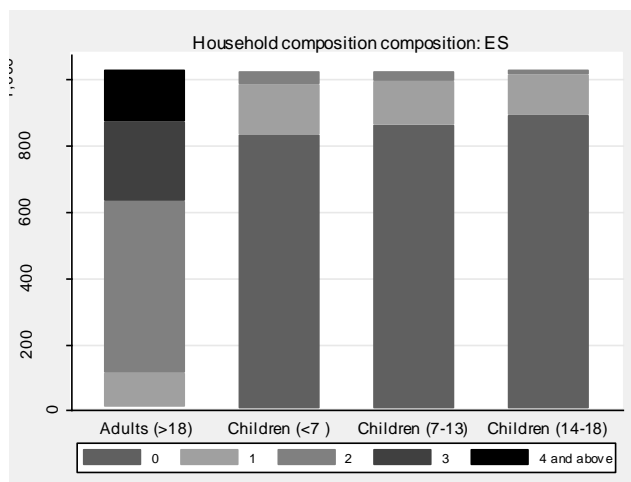


9.7 Socio-demographic attributes of respondents



Source: Europe Economics analysis of consumer survey from this report.

Note: Income levels are based on decile and percentiles in Eurostat, and the judgement by local experts.



Source: Europe Economics analysis of consumer survey from this report.

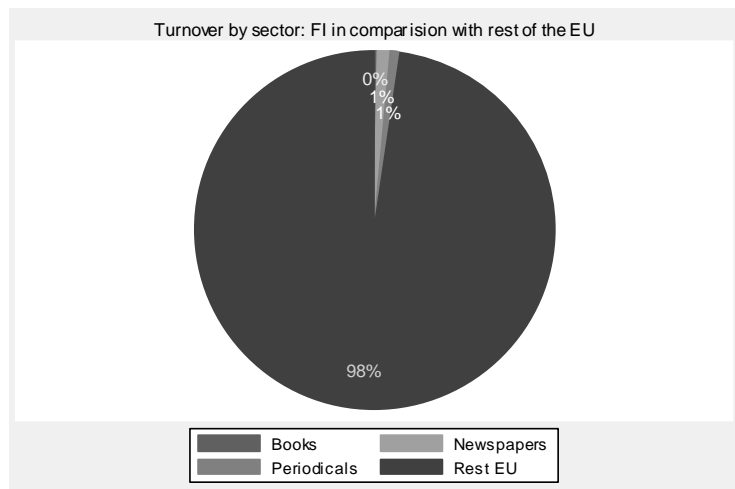
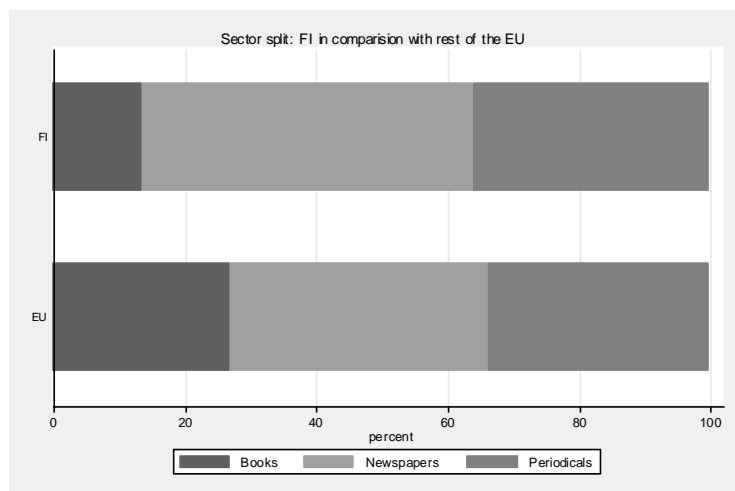
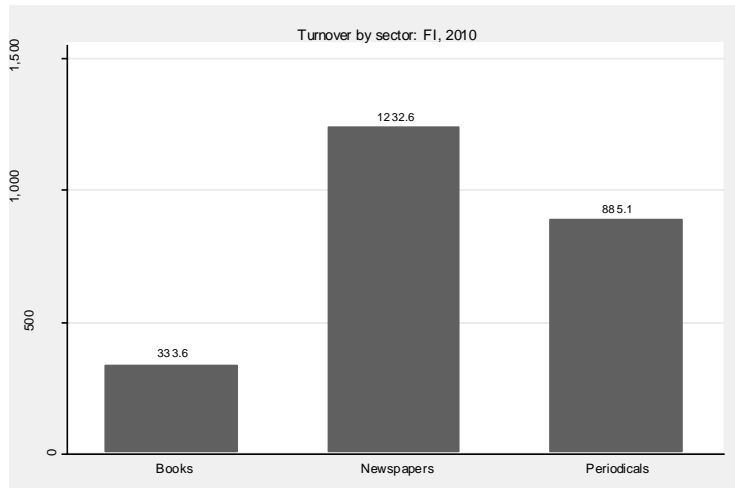


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10. Annex: FI

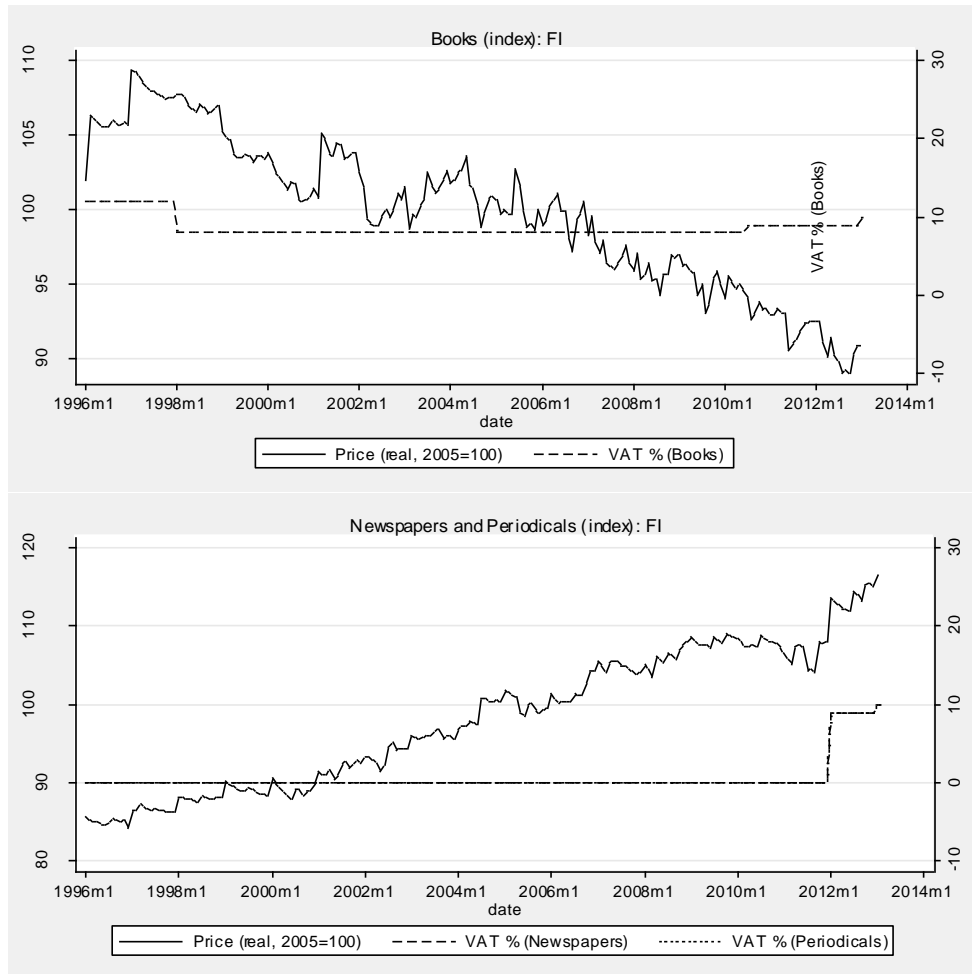
10.1 The publishing sector: descriptive figures



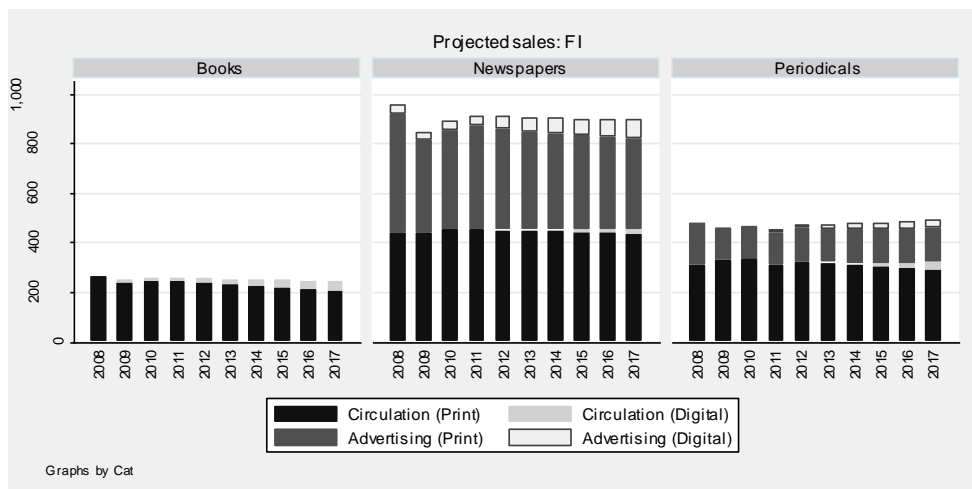
Source: Eurostat (Structural Business Statistics).



10.2 Prices and sales



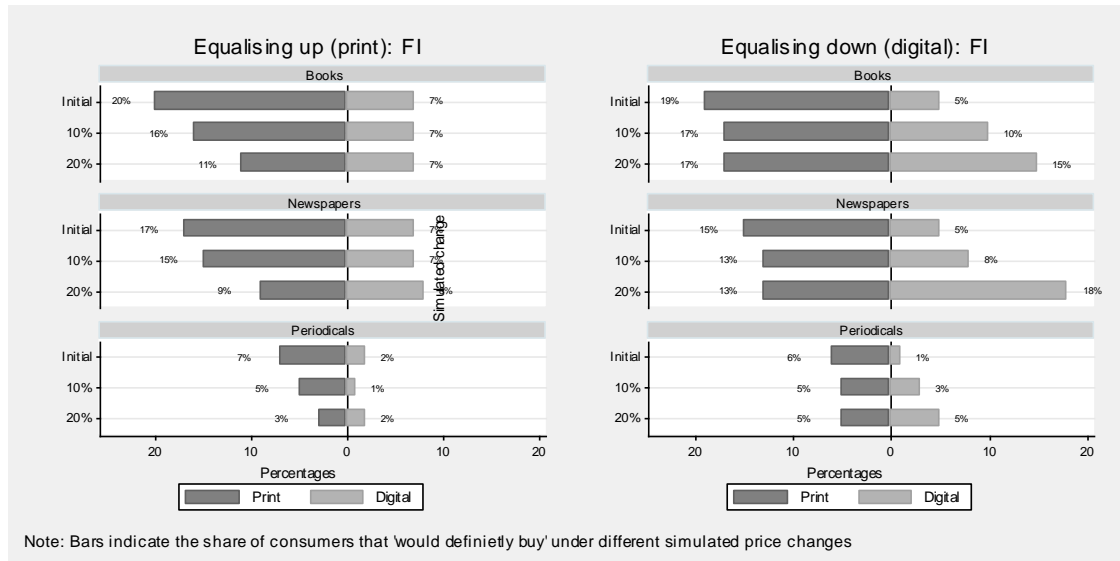
Source: Eurostat (Harmonized Indices of Consumer Prices).



Source: PwC Global Entertainment and Media Outlook: 2012-2016, www.pwc.com/outlook.



10.3 Migration patterns



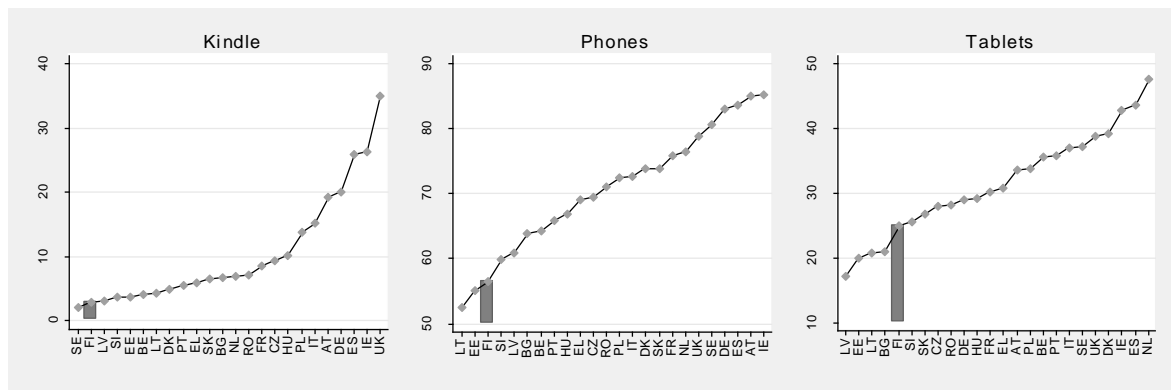
10.4 Elasticity estimates

Elasticity estimates FI – medium term estimates: own and cross-price elasticities (in squared brackets)

	Medium	Equalising up/Print	Equalising down/Digital
Books	Print	-2.73r*	[0.50p*]
	Digital	[0.00p]	-3.26p*
Newspapers	Print	-3.65r*	[0.38p*]
	Digital	[-0.44p*]	-2.34p*
Periodicals	Print	-4.45r*	[0.68p*]
	Digital	[0.00p]	-4.50p*

Note: * Statistically significant at 5% level or better. "p" Estimate from pooled regression. "r" Estimate from Member State regression.
Source: Europe Economics analysis of consumer survey.

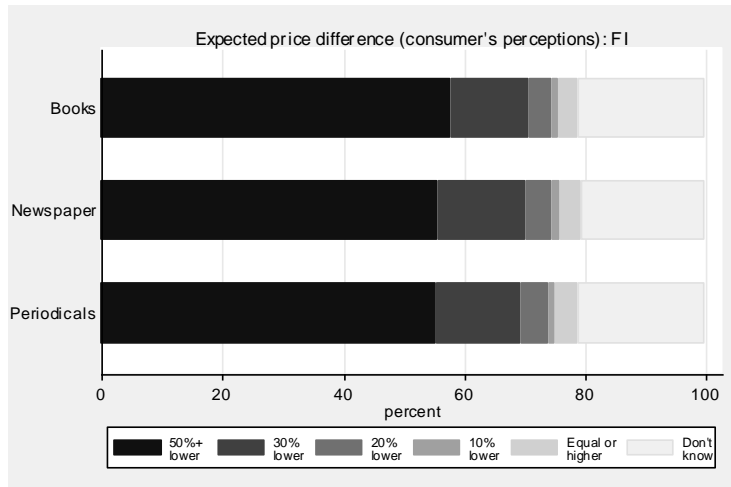
10.5 Availability of reading devices



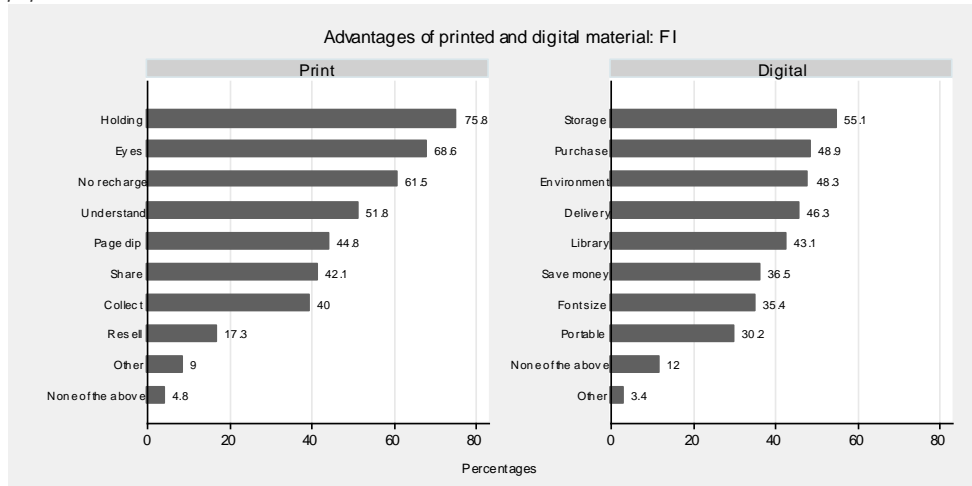
Source: Europe Economics analysis of consumer survey from this report.



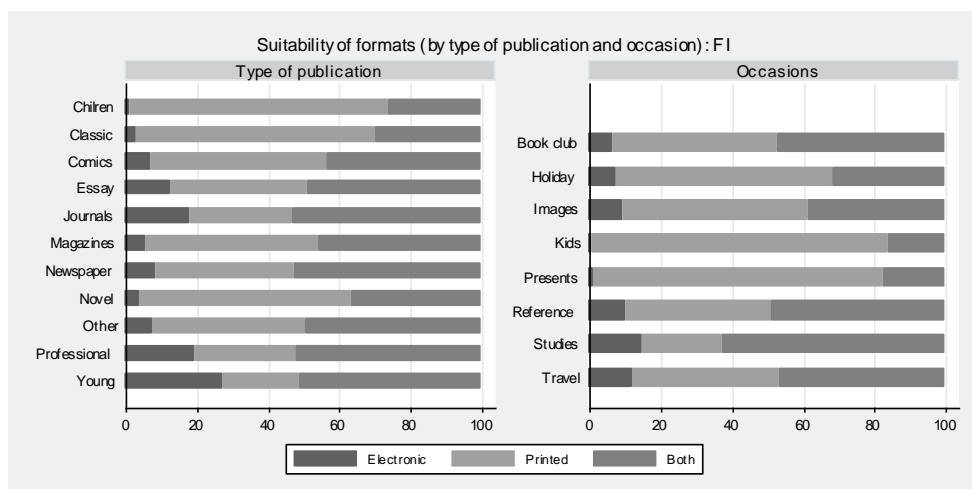
10.6 Print vs. digital: perception and attributes



Note: Results of Q11: "What do you think the price of online/electronic publications should be compared to the price of the paper version of the same item?"



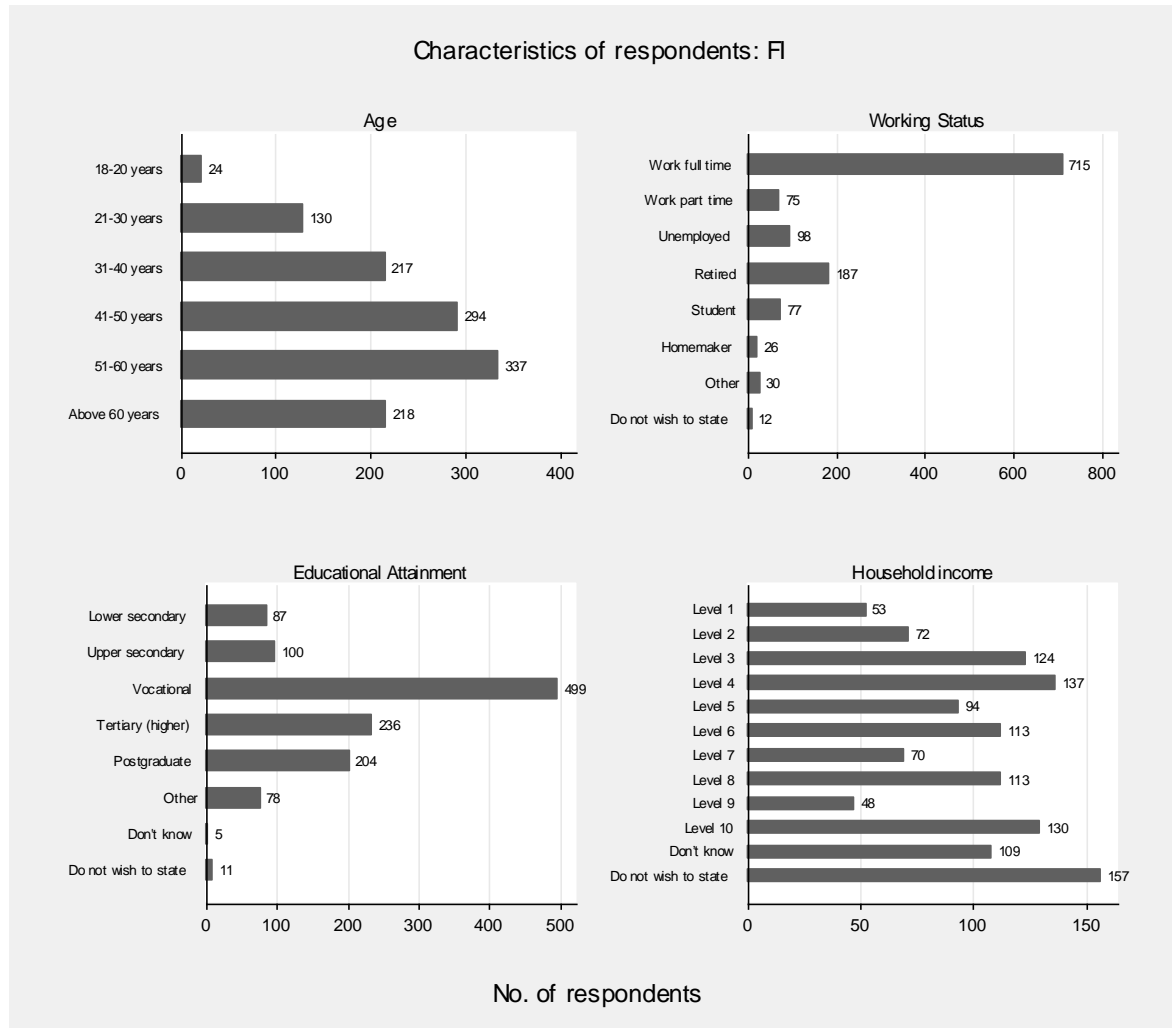
Note: Results of Q12: "In your opinion what are the advantages of printed material over electronic material?" and Q13 "In your opinion what are the advantages of material over printed material?"



Note: Results of Q14 "In your opinion, are there certain types of books that are better suited to being in either electronic or printed format, or are they equally suited to both formats?" and "Q15. Are there certain occasions where you prefer either an electronic or printed format, or are these occasions equally suited to both formats?"

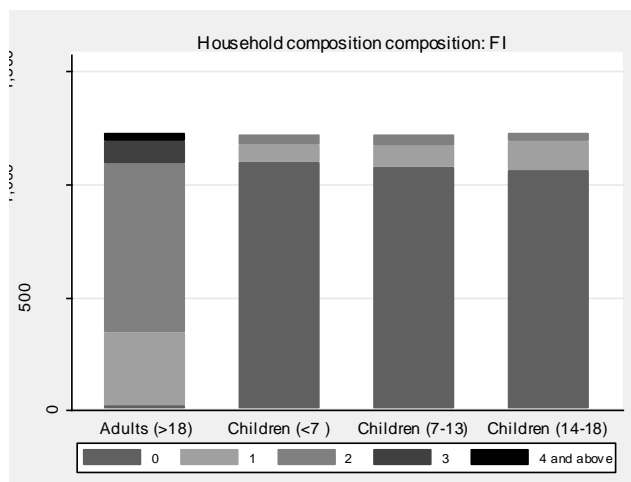


10.7 Socio-demographic attributes of respondents



Source: Europe Economics analysis of consumer survey from this report.

Note: Income levels are based on decile and percentiles in Eurostat, and the judgement by local experts.



Source: Europe Economics analysis of consumer survey from this report.

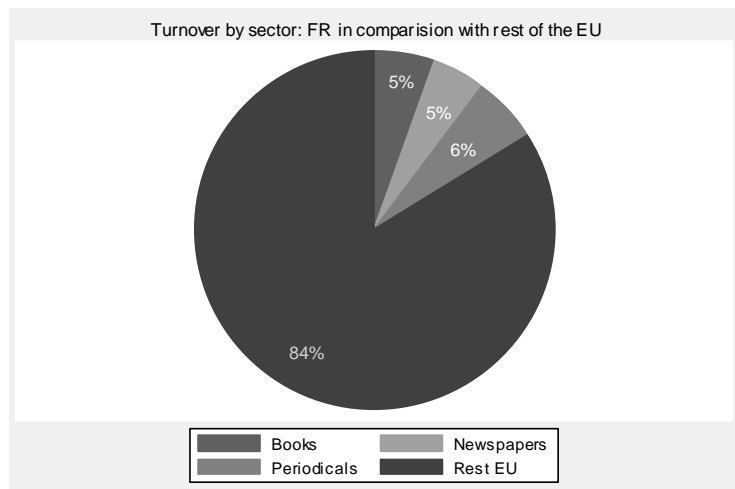
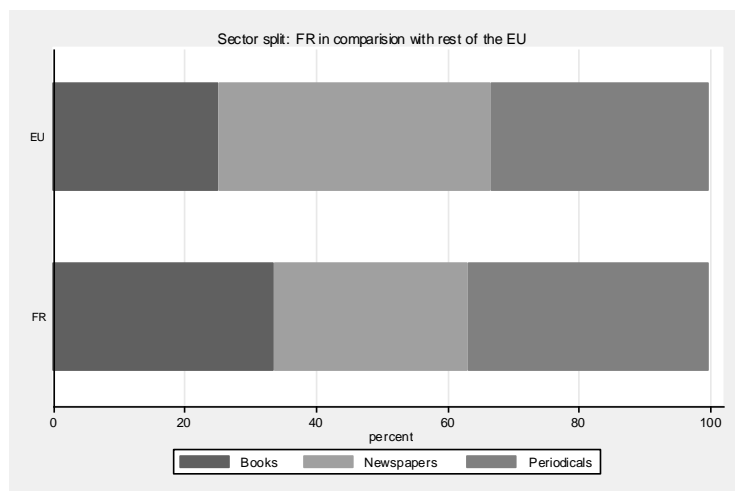
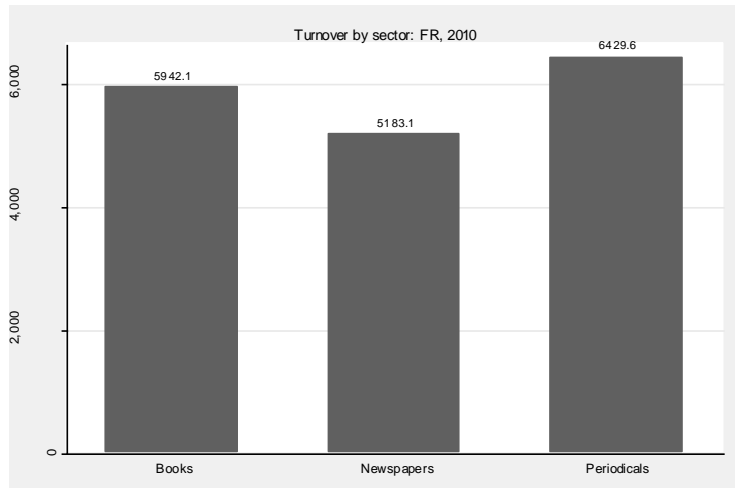


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11. Annex: FR

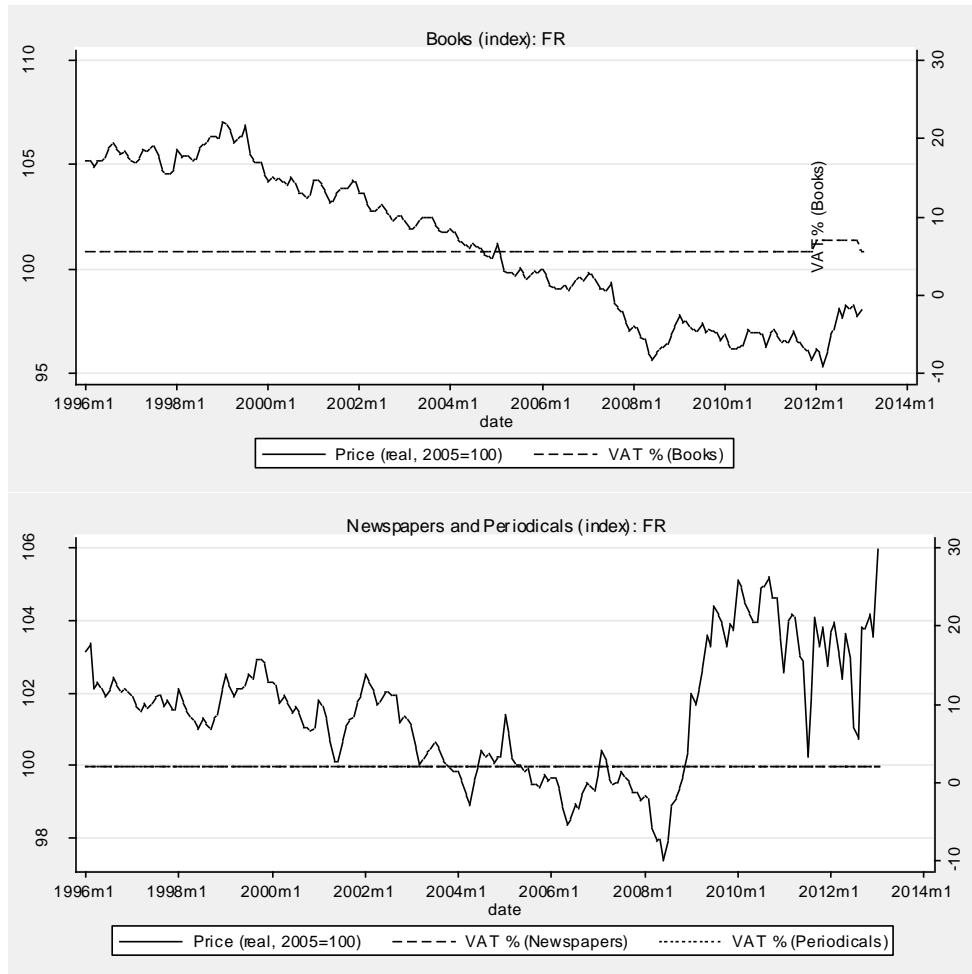
11.1 The publishing sector: descriptive figures



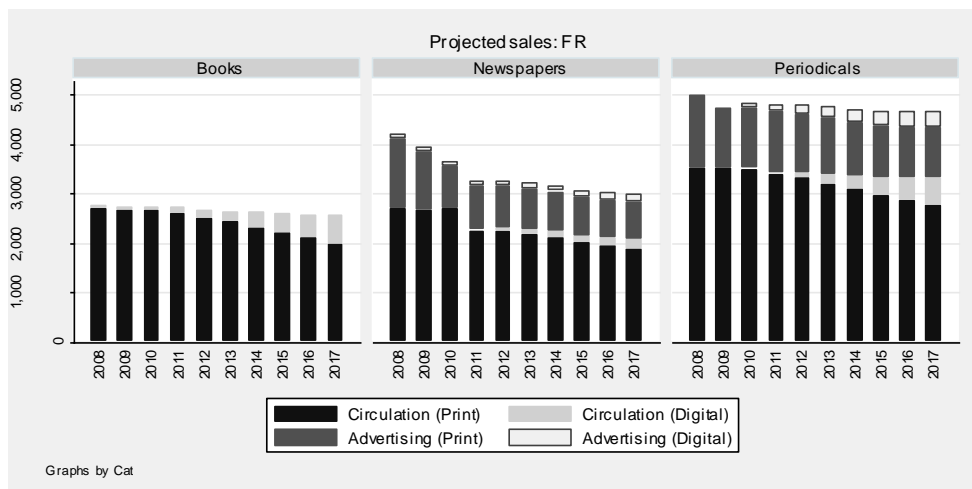
Source: Eurostat (Structural Business Statistics).



11.2 Prices and sales



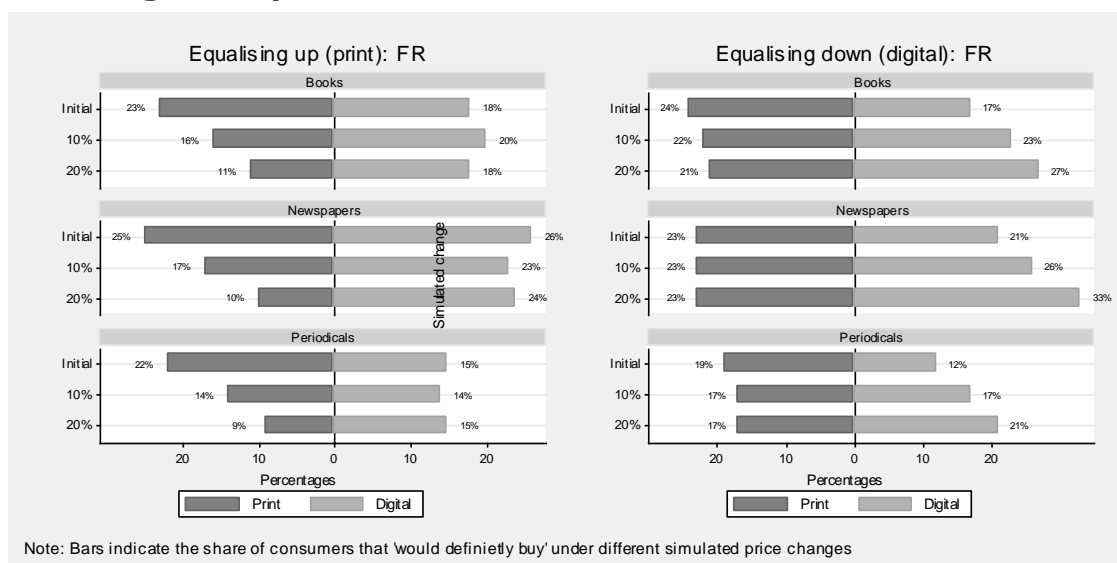
Source: Eurostat (Harmonized Indices of Consumer Prices).



Source: PwC Global Entertainment and Media Outlook: 2012-2016, www.pwc.com/outlook.



11.3 Migration patterns



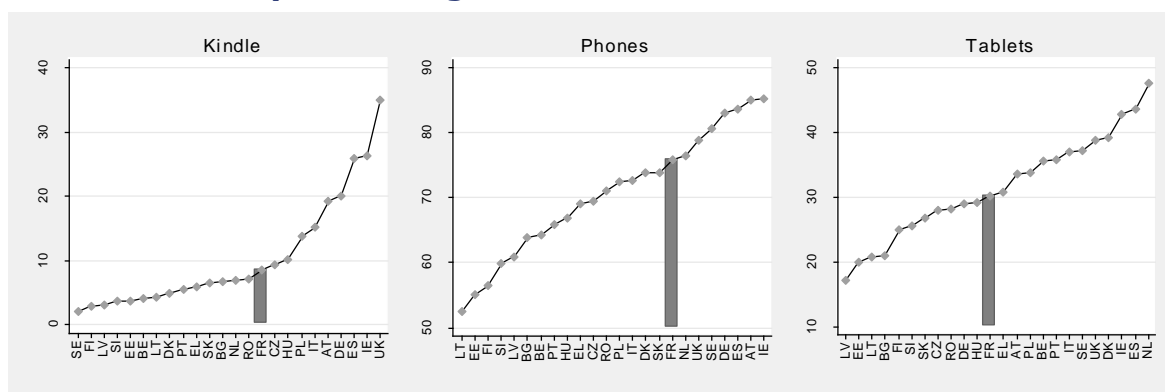
11.4 Elasticity estimates

Elasticity estimates FR – medium term estimates: own and cross-price elasticities (in squared brackets)

	Medium	Equalising up/Print	Equalising down/Digital
Books	Print	-3.49r*	[0.50p*]
	Digital	[0.00p]	-3.26p*
Newspapers	Print	-3.84r*	[0.38p*]
	Digital	[-0.44p*]	-2.34p*
Periodicals	Print	-3.99r*	[0.68p*]
	Digital	[0.00p]	-4.50p*

Note: * Statistically significant at 5% level or better. "p" Estimate from pooled regression. "r" Estimate from Member State regression.
Source: Europe Economics analysis of consumer survey.

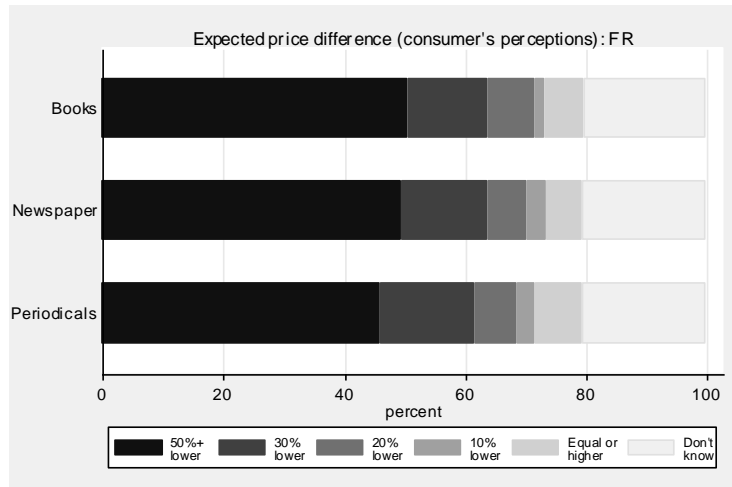
11.5 Availability of reading devices



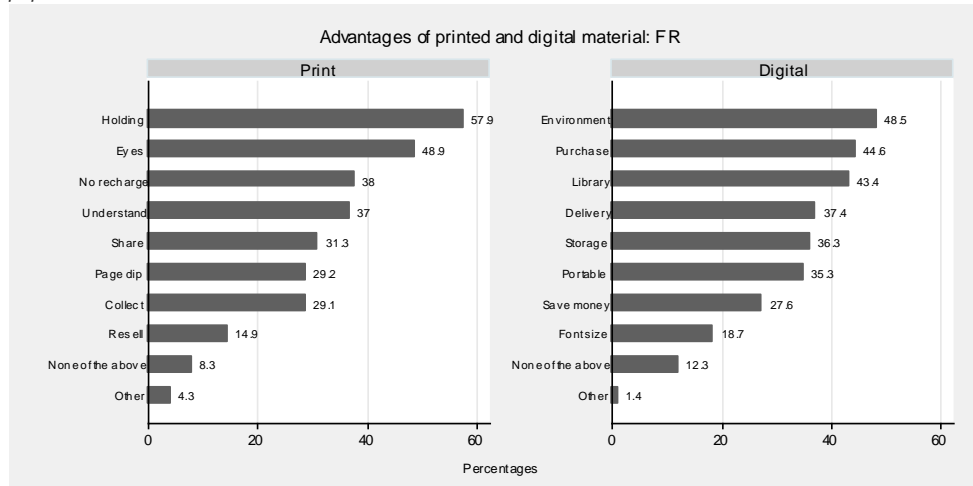
Source: Europe Economics analysis of consumer survey from this report.



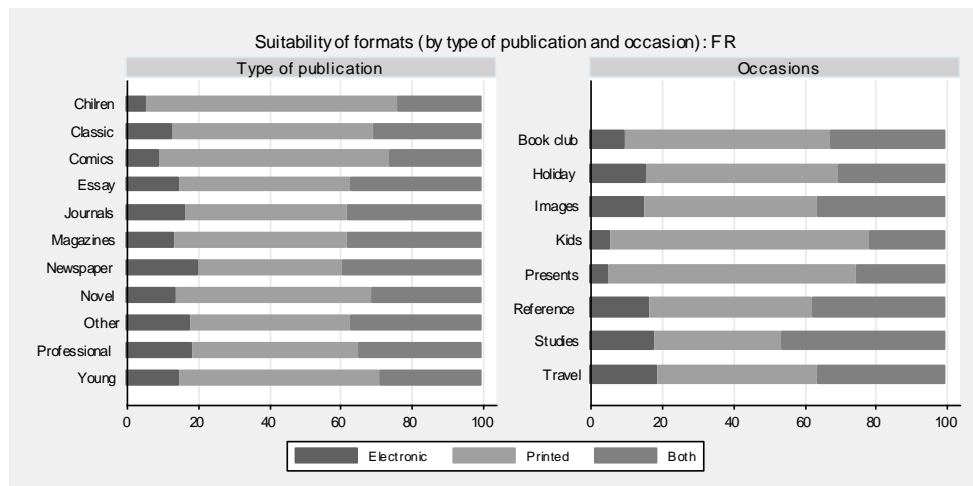
11.6 Print vs. digital: perception and attributes



Note: Results of Q11: "What do you think the price of online/electronic publications should be compared to the price of the paper version of the same item?"



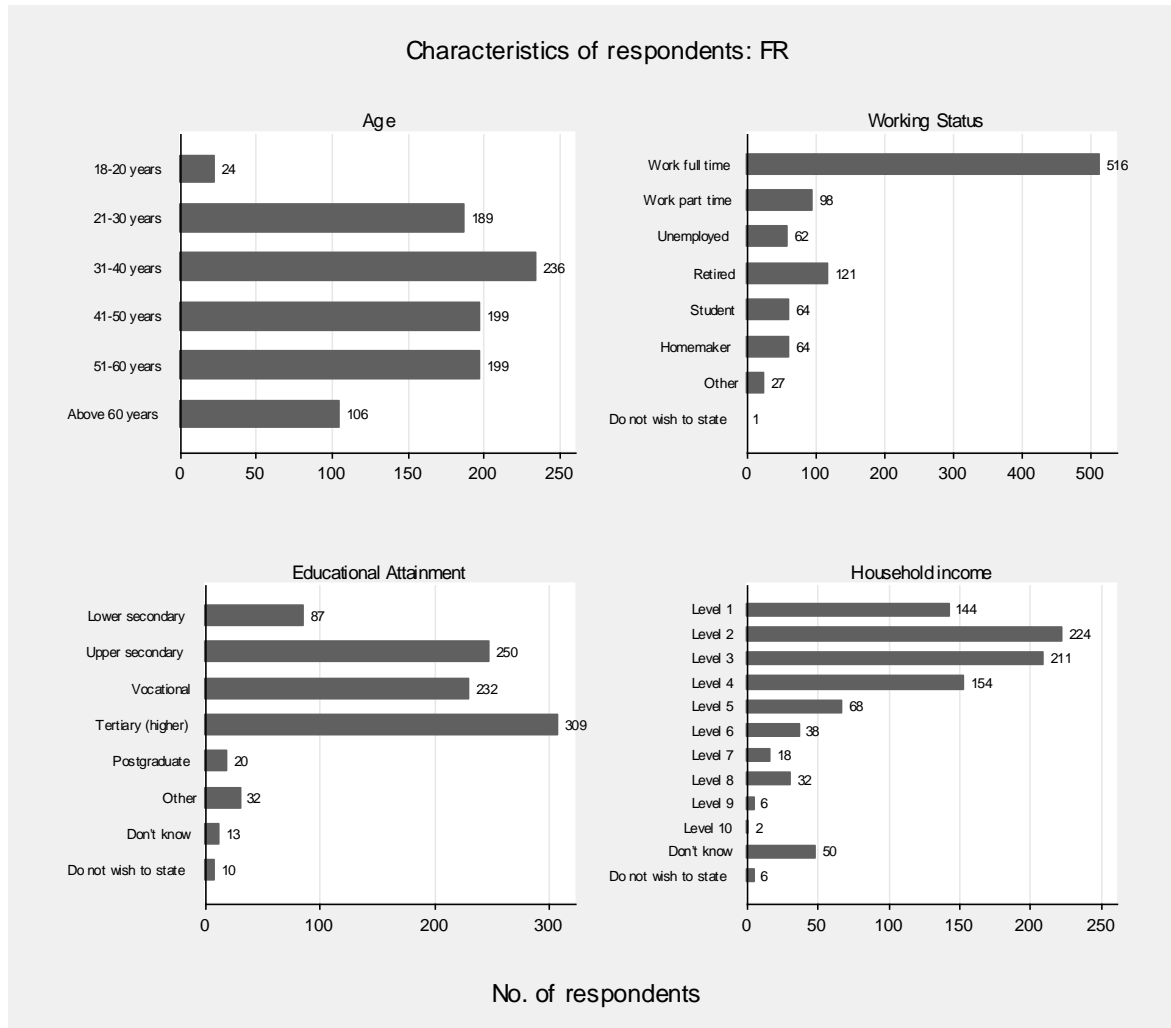
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Note: Results of Q14 "In your opinion, are there certain types of books that are better suited to being in either electronic or printed format, or are they equally suited to both formats?" and "Q15. Are there certain occasions where you prefer either an electronic or printed format, or are these occasions equally suited to both formats?"

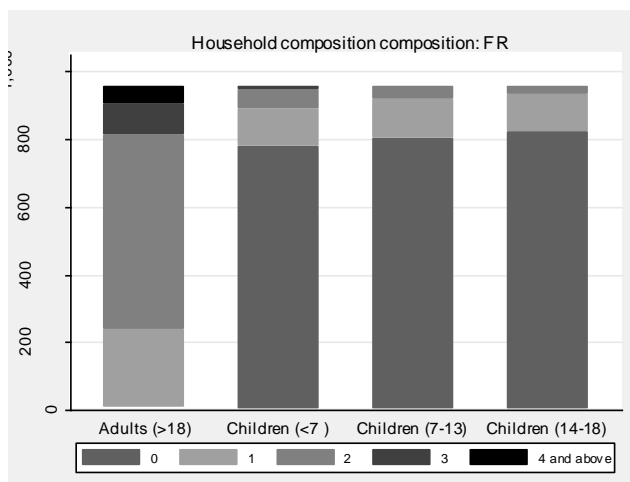


11.7 Socio-demographic attributes of respondents



Source: Europe Economics analysis of consumer survey from this report.

Note: Income levels are based on decile and percentiles in Eurostat, and the judgement by local experts.



Source: Europe Economics analysis of consumer survey from this report.

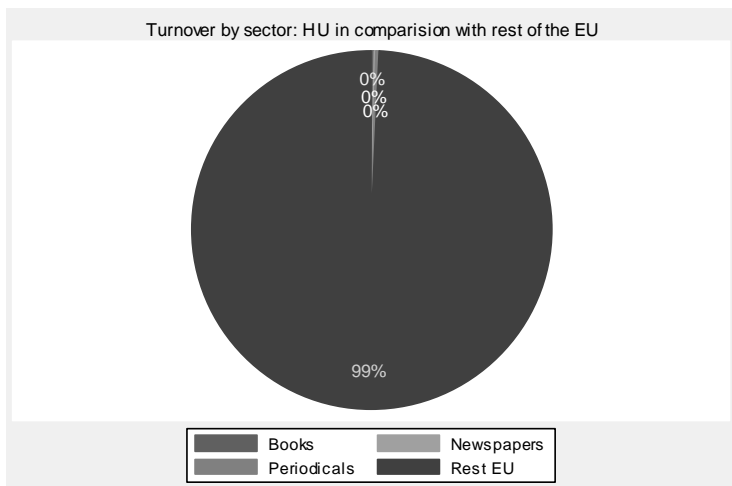
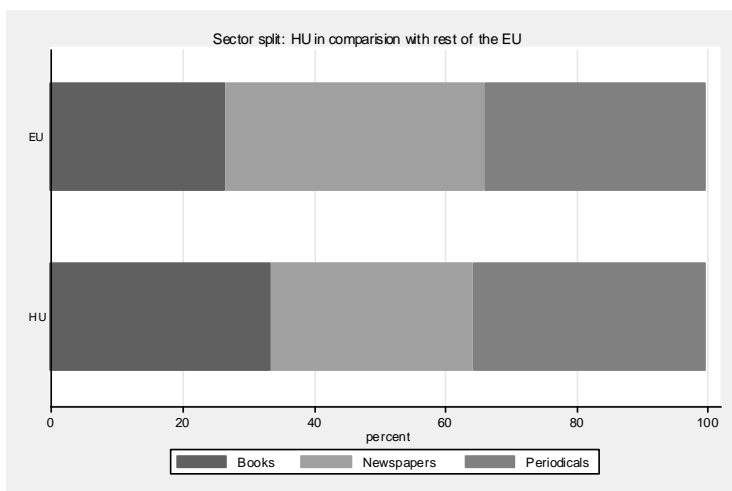
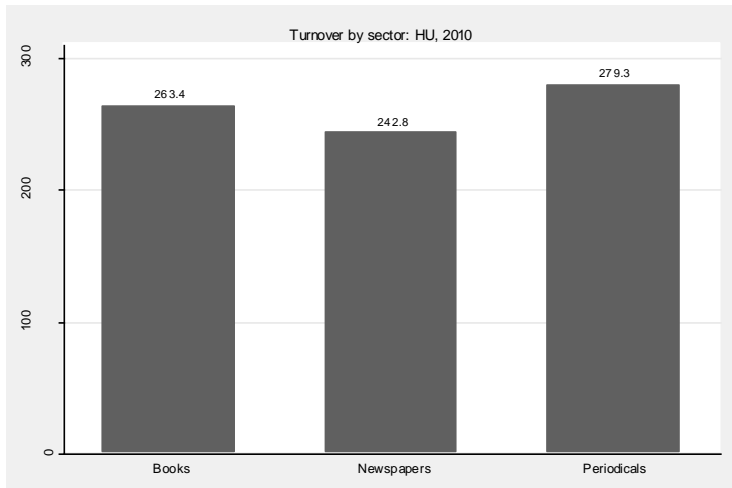


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12. Annex: HU

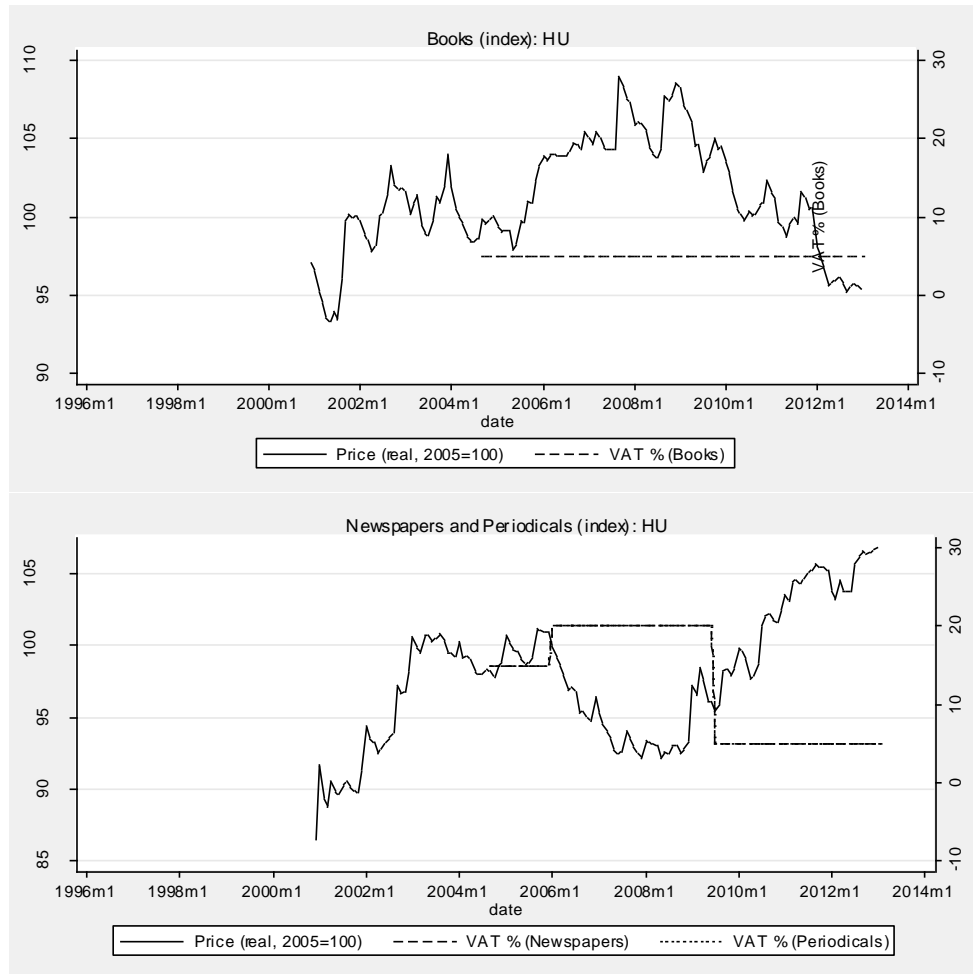
12.1 The publishing sector: descriptive figures



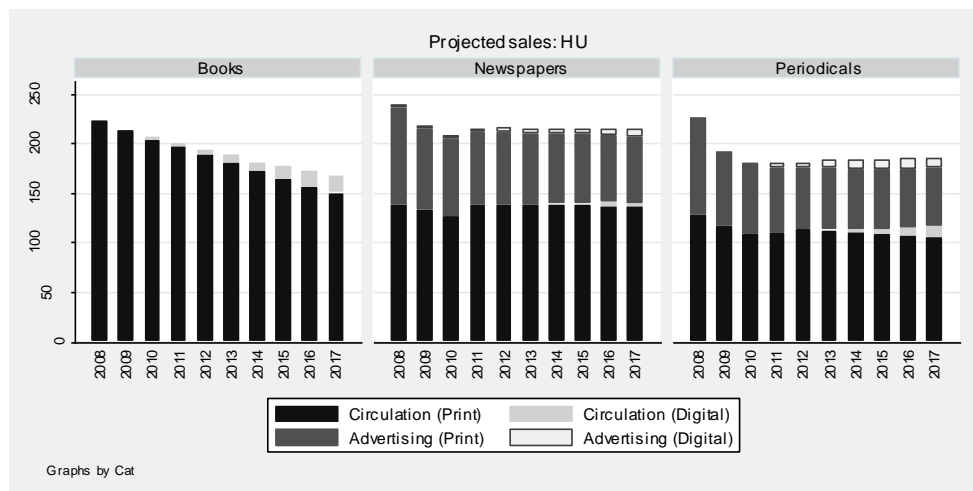
Source: Eurostat (Structural Business Statistics).



12.2 Prices and sales



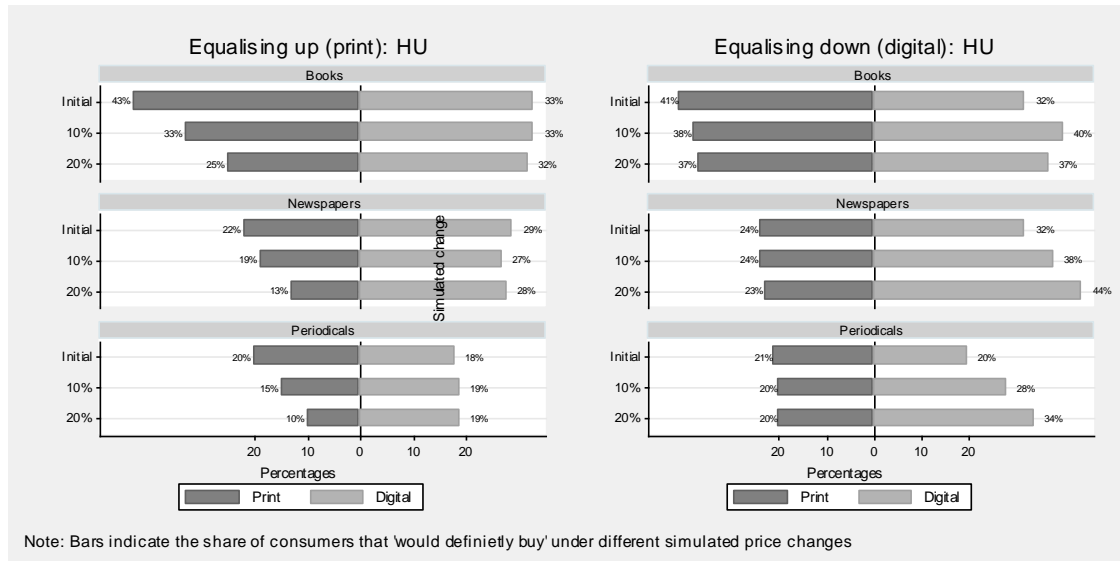
Source: Eurostat (Harmonized Indices of Consumer Prices).



Source: PwC Global Entertainment and Media Outlook: 2012-2016, www.pwc.com/outlook.



12.3 Migration patterns



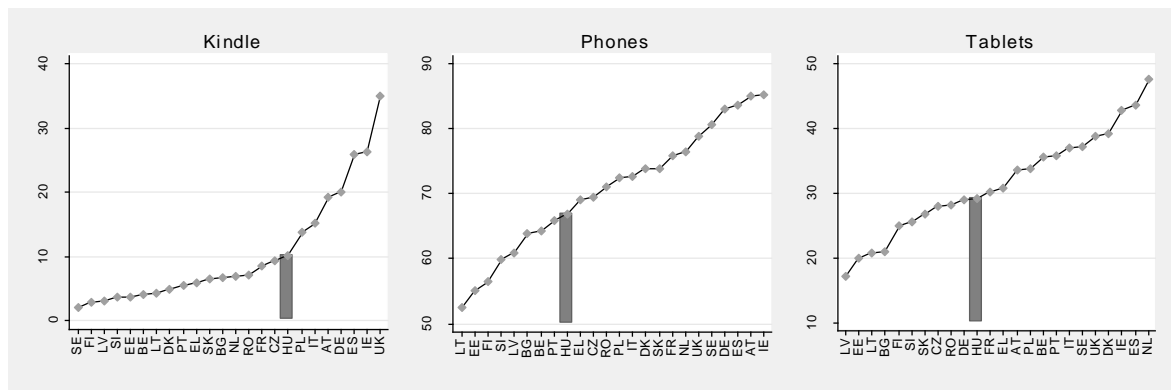
12.4 Elasticity estimates

Elasticity estimates HU – medium term estimates: own and cross-price elasticities (in squared brackets)

	Medium	Equalising up/Print	Equalising down/Digital
Books	Print	-1.77r*	[0.50p*]
	Digital	[0.00p]	-3.26p*
Newspapers	Print	-2.65r*	[0.38p*]
	Digital	[-0.44p*]	-2.34p*
Periodicals	Print	-3.42r*	[0.68p*]
	Digital	[0.00p]	-4.50p*

Note: * Statistically significant at 5% level or better. "p" Estimate from pooled regression. "r" Estimate from Member State regression.
Source: Europe Economics analysis of consumer survey.

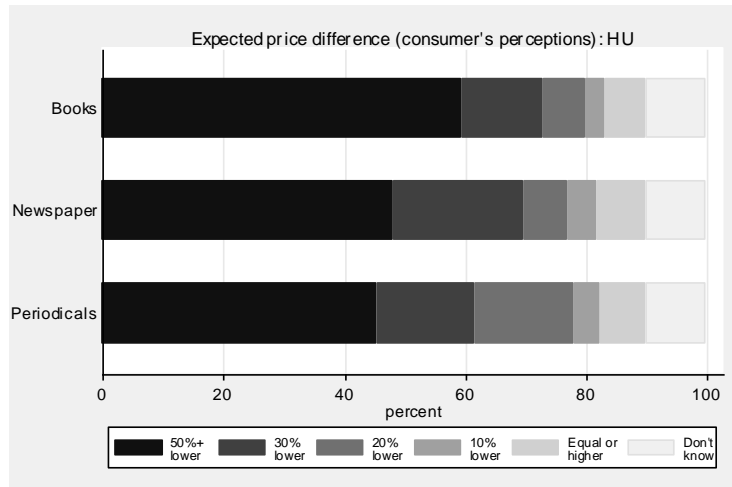
12.5 Availability of reading devices



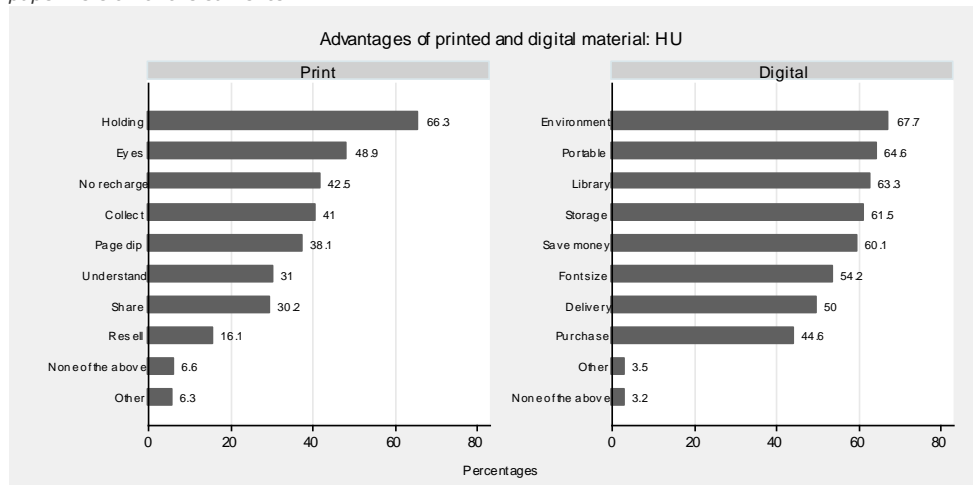
Source: Europe Economics analysis of consumer survey from this report.



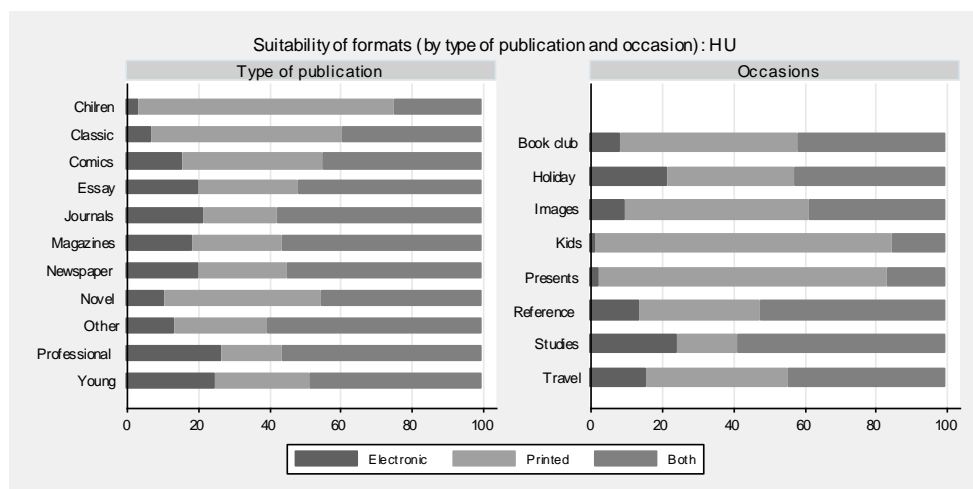
12.6 Print vs. digital: perception and attributes



Note: Results of Q11: "What do you think the price of online/electronic publications should be compared to the price of the paper version of the same item?"



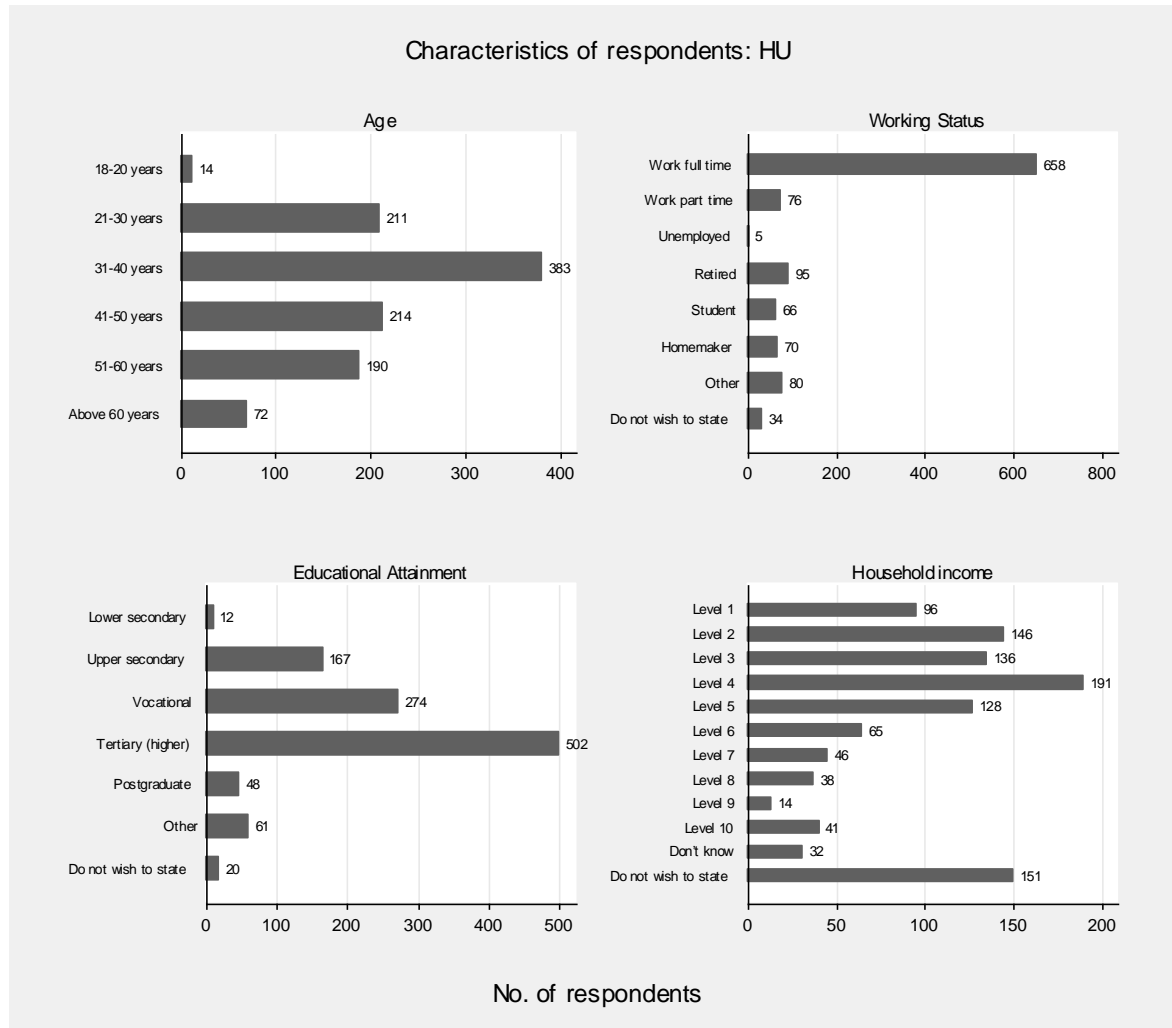
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Note: Results of Q14 "In your opinion, are there certain types of books that are better suited to being in either electronic or printed format, or are they equally suited to both formats?" and "Q15. Are there certain occasions where you prefer either an electronic or printed format, or are these occasions equally suited to both formats?"

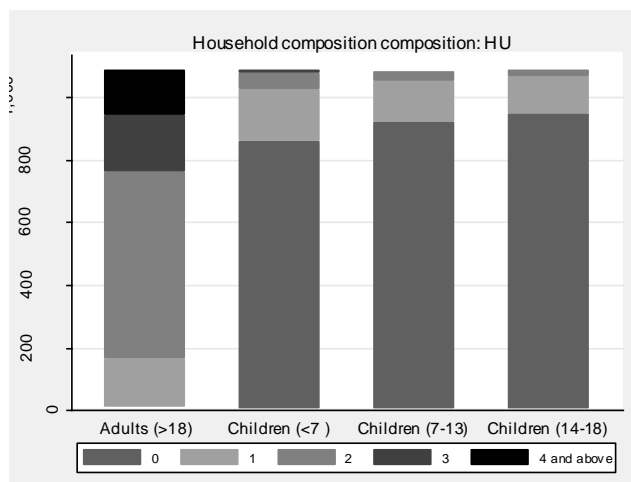


12.7 Socio-demographic attributes of respondents



Source: Europe Economics analysis of consumer survey from this report.

Note: Income levels are based on decile and percentiles in Eurostat, and the judgement by local experts.



Source: Europe Economics analysis of consumer survey from this report.

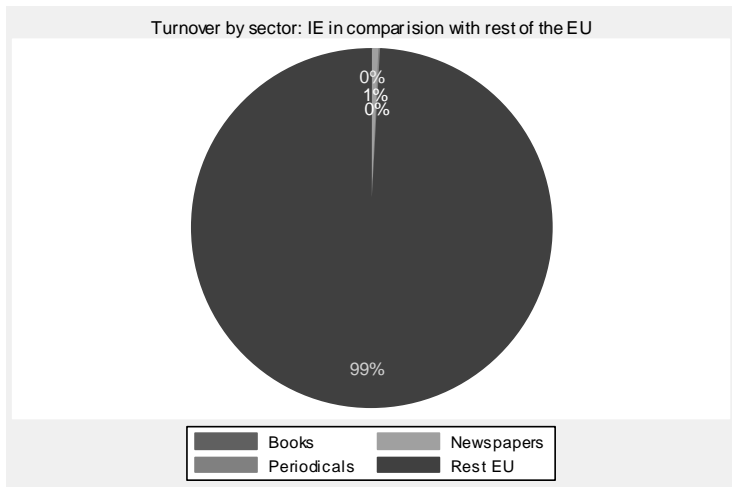
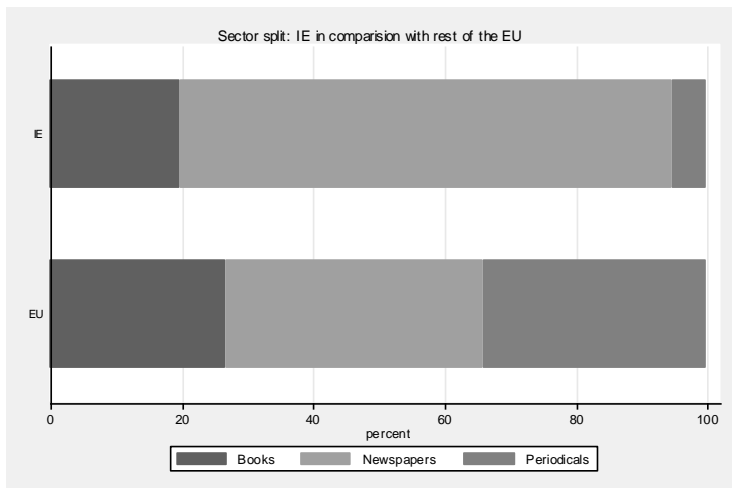
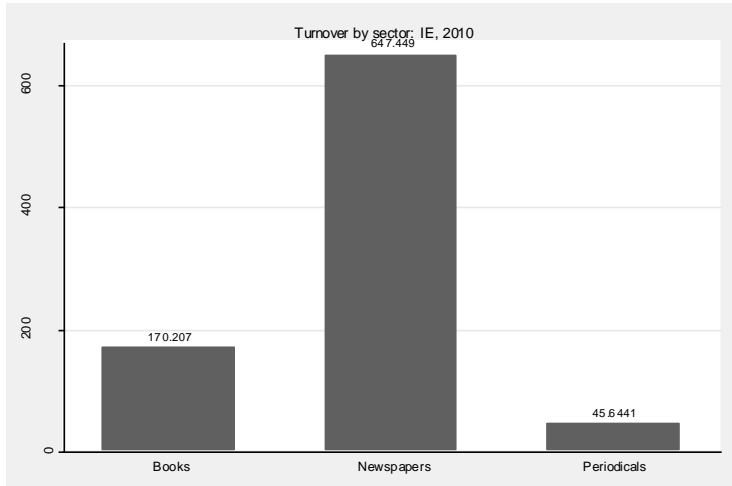


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13. Annex: IE

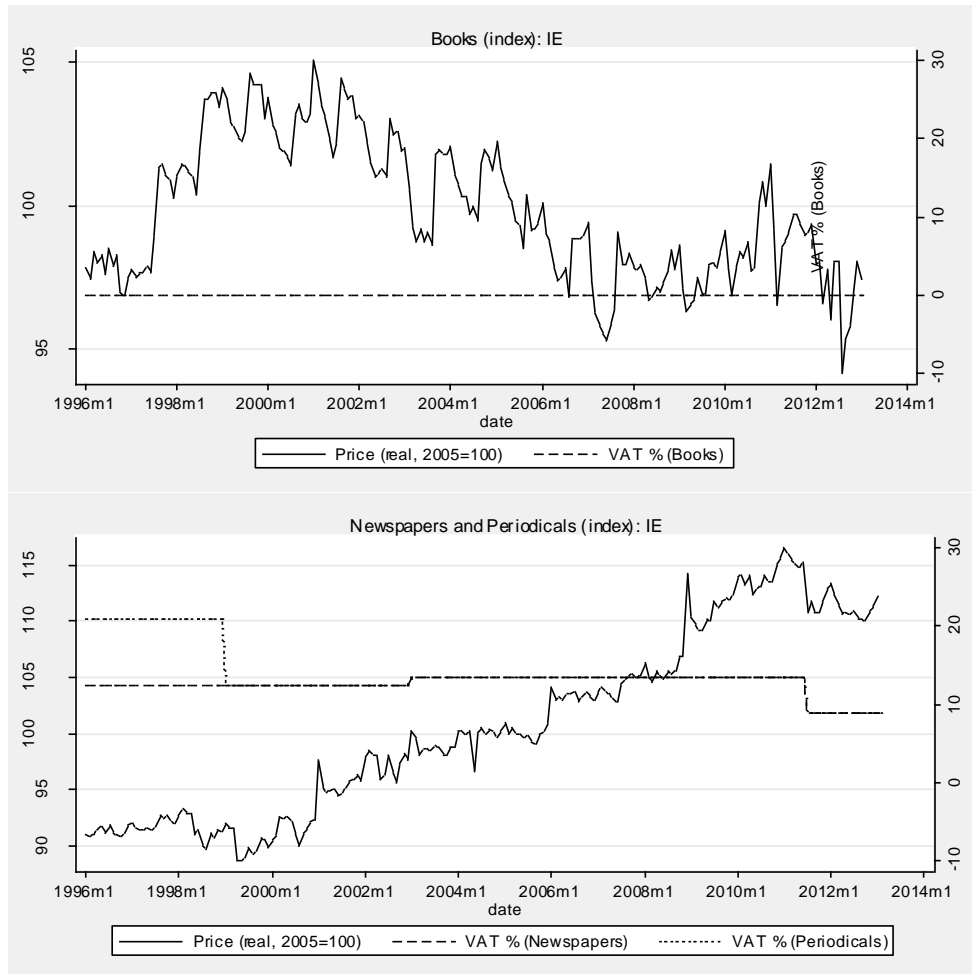
13.1 The publishing sector: descriptive figures



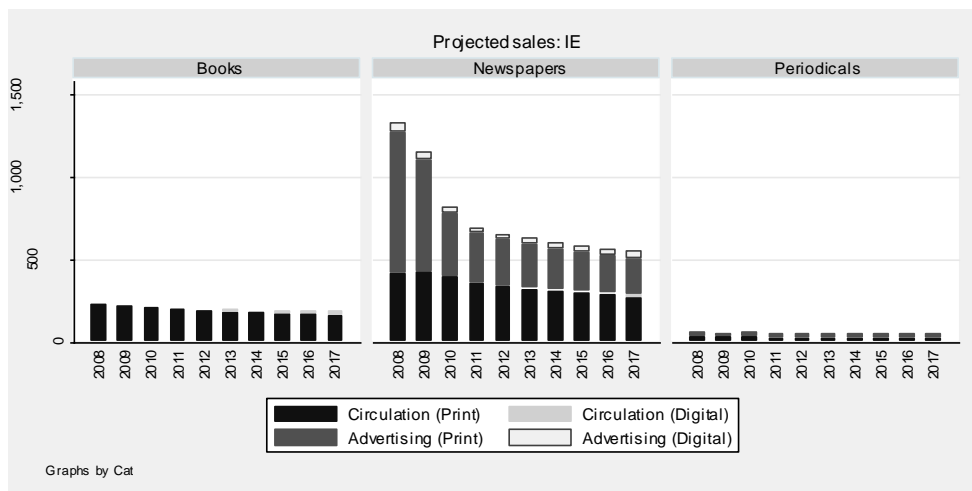
Source: Eurostat (Structural Business Statistics).



13.2 Prices and sales



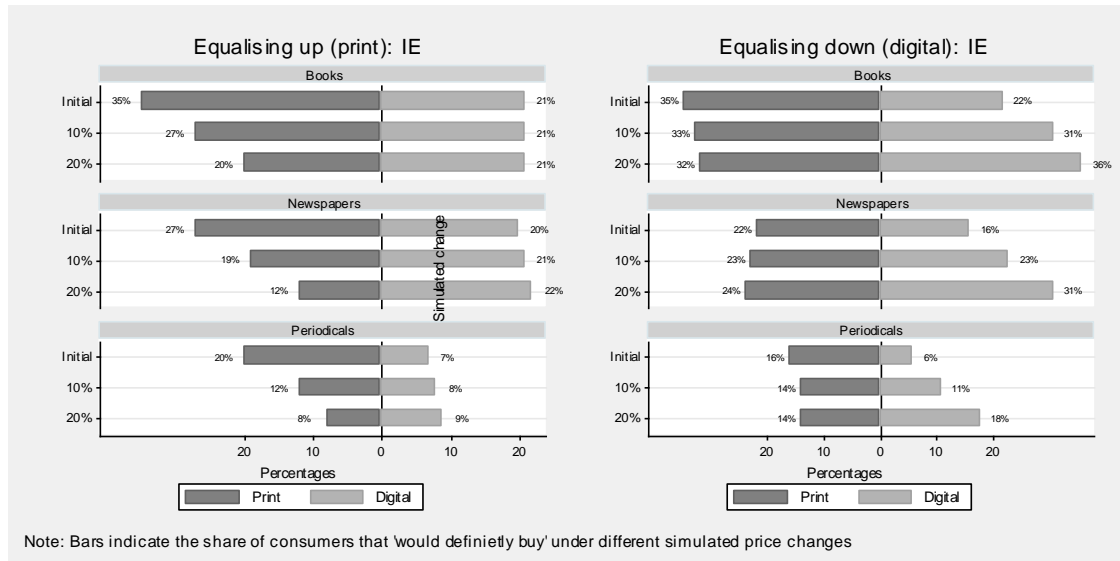
Source: Eurostat (Harmonized Indices of Consumer Prices).



Source: PwC Global Entertainment and Media Outlook: 2012-2016, www.pwc.com/outlook.



13.3 Migration patterns



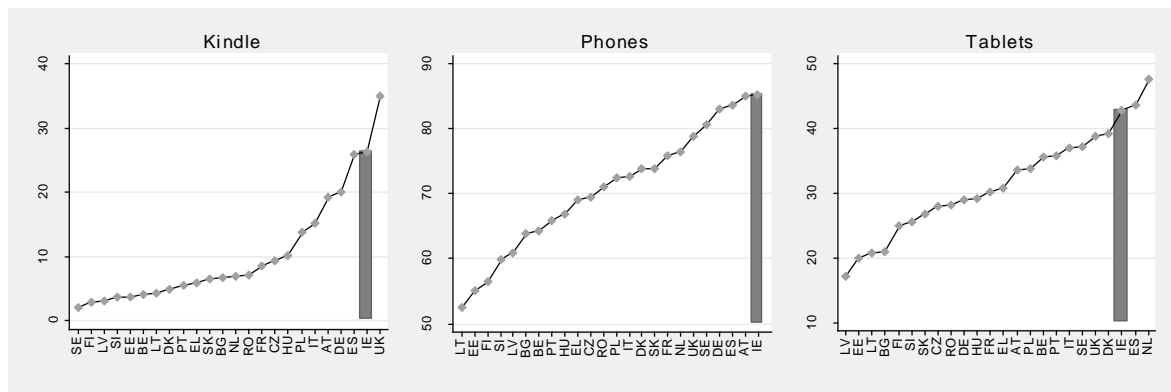
13.4 Elasticity estimates

Elasticity estimates IE – medium term estimates: own and cross-price elasticities (in squared brackets)

	Medium	Equalising up/Print	Equalising down/Digital
Books	Print	-2.13r*	[0.50p*]
	Digital	[0.00p]	-3.26p*
Newspapers	Print	-3.81r*	[0.38p*]
	Digital	[-0.44p*]	-2.34p*
Periodicals	Print	-4.23r*	[0.68p*]
	Digital	[0.00p]	-4.50p*

Note: * Statistically significant at 5% level or better. "p" Estimate from pooled regression. "r" Estimate from Member State regression.
Source: Europe Economics analysis of consumer survey.

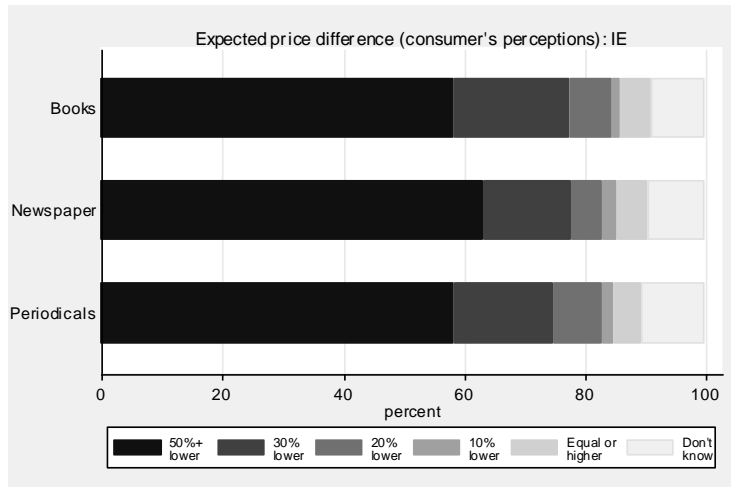
13.5 Availability of reading devices



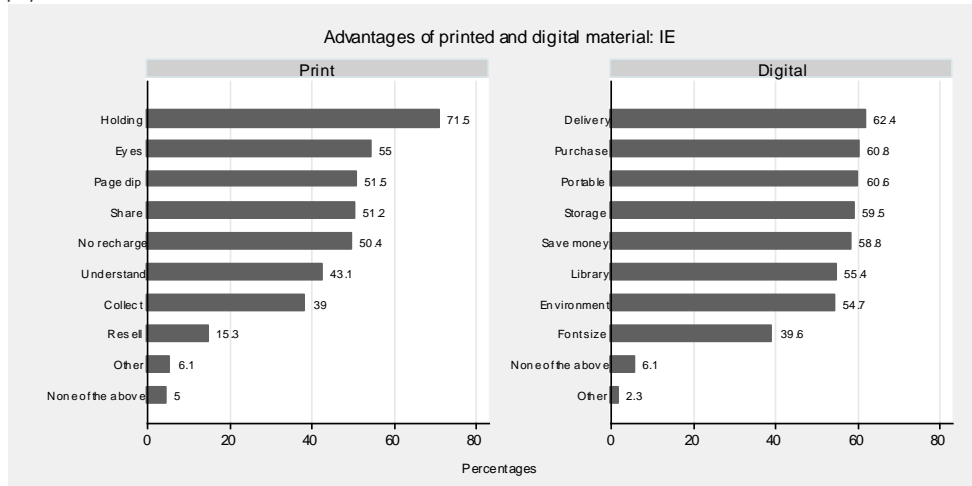
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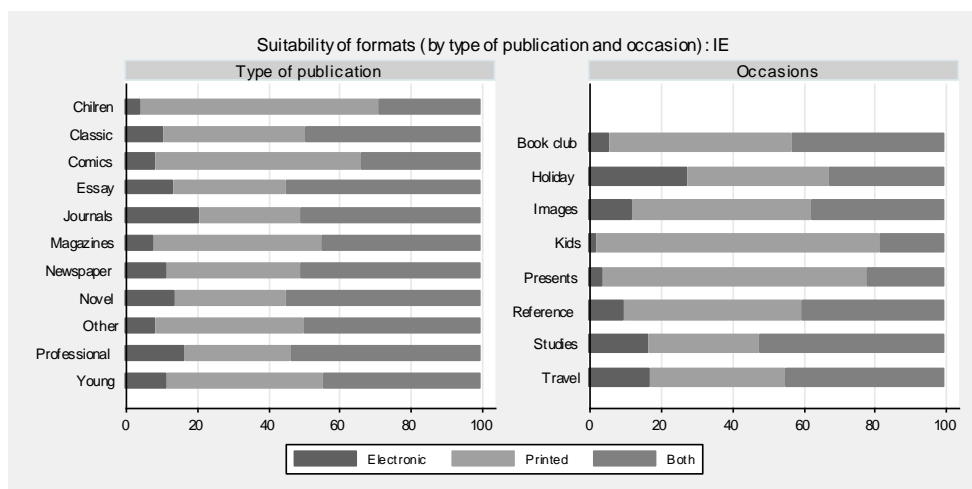
13.6 Print vs. digital: perception and attributes



Note: Results of Q11: "What do you think the price of online/electronic publications should be compared to the price of the paper version of the same item?"



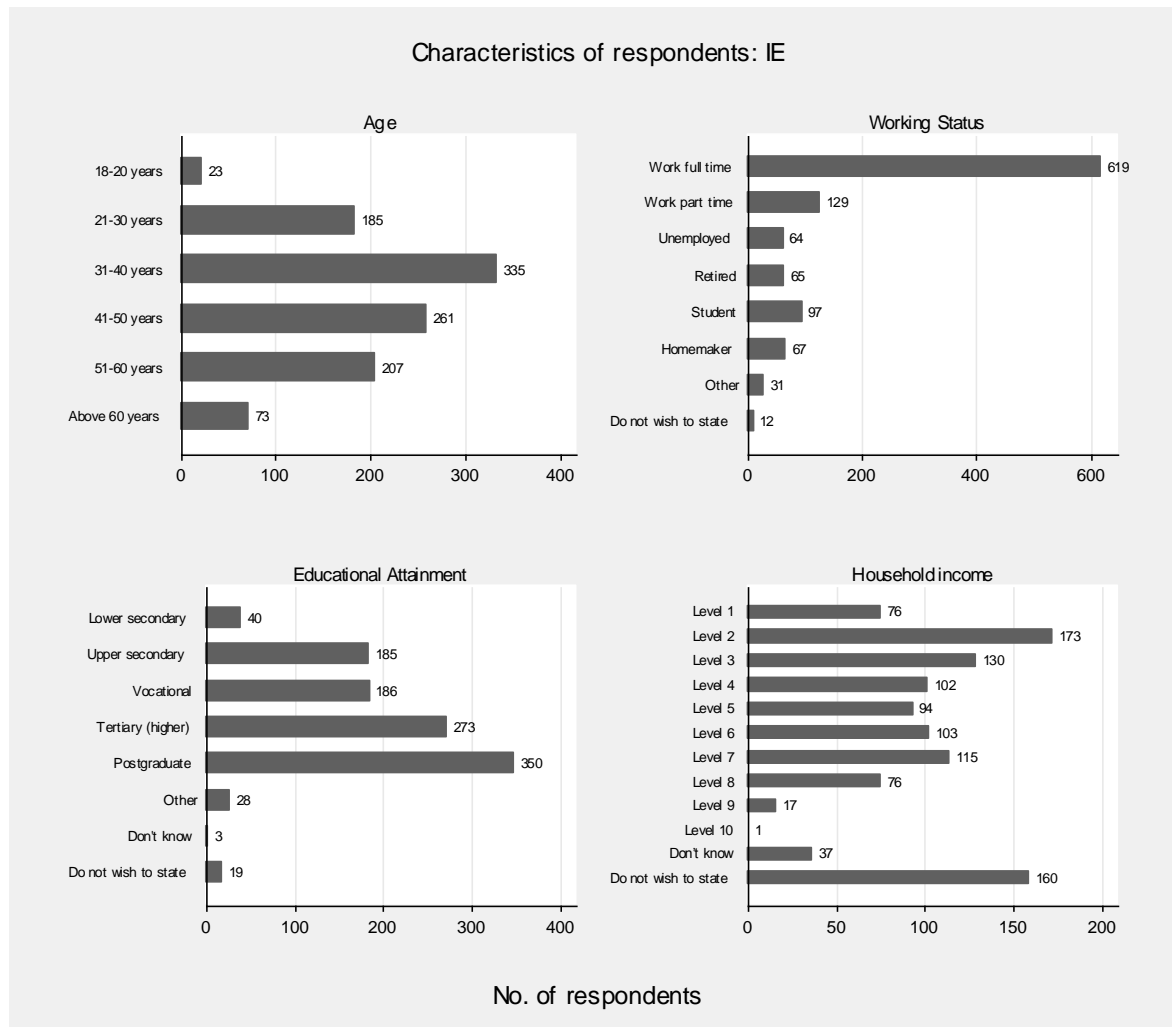
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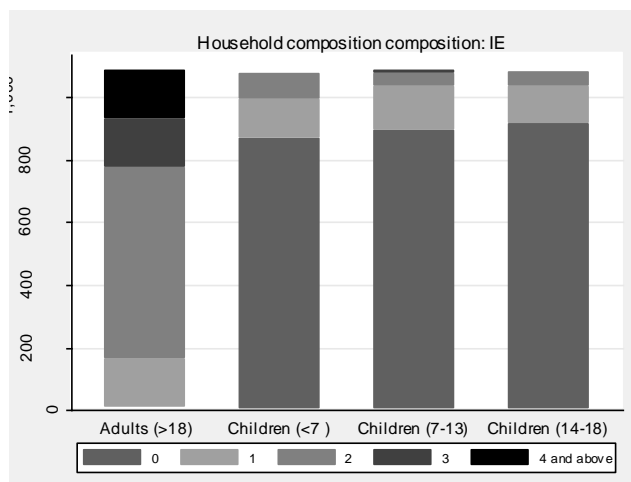


13.7 Socio-demographic attributes of respondents



Source: Europe Economics analysis of consumer survey from this report.

Note: Income levels are based on decile and percentiles in Eurostat, and the judgement by local experts.



Source: Europe Economics analysis of consumer survey from this report.

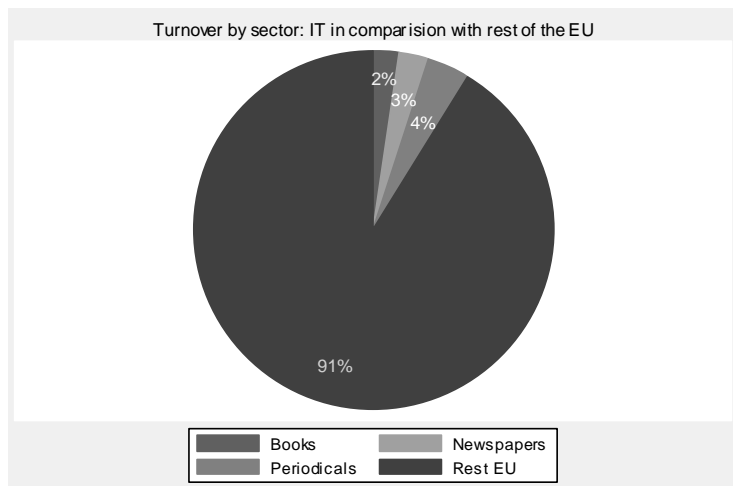
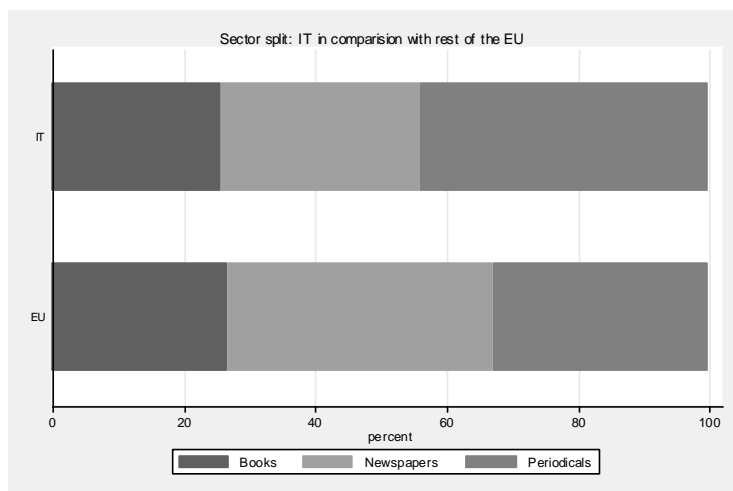
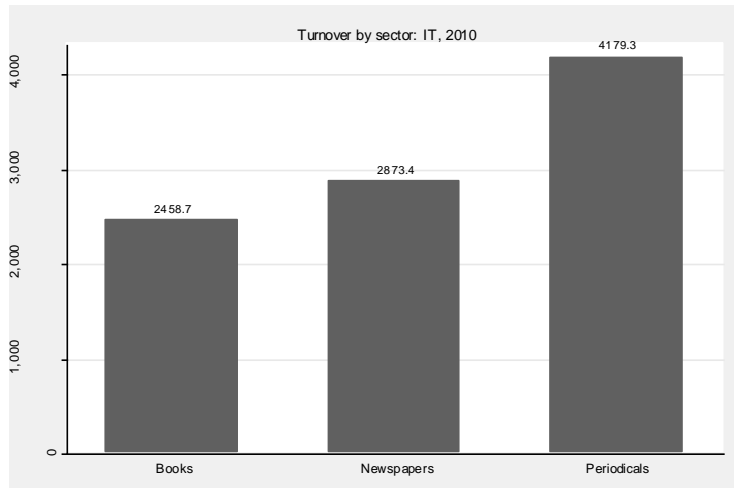


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14. Annex: IT

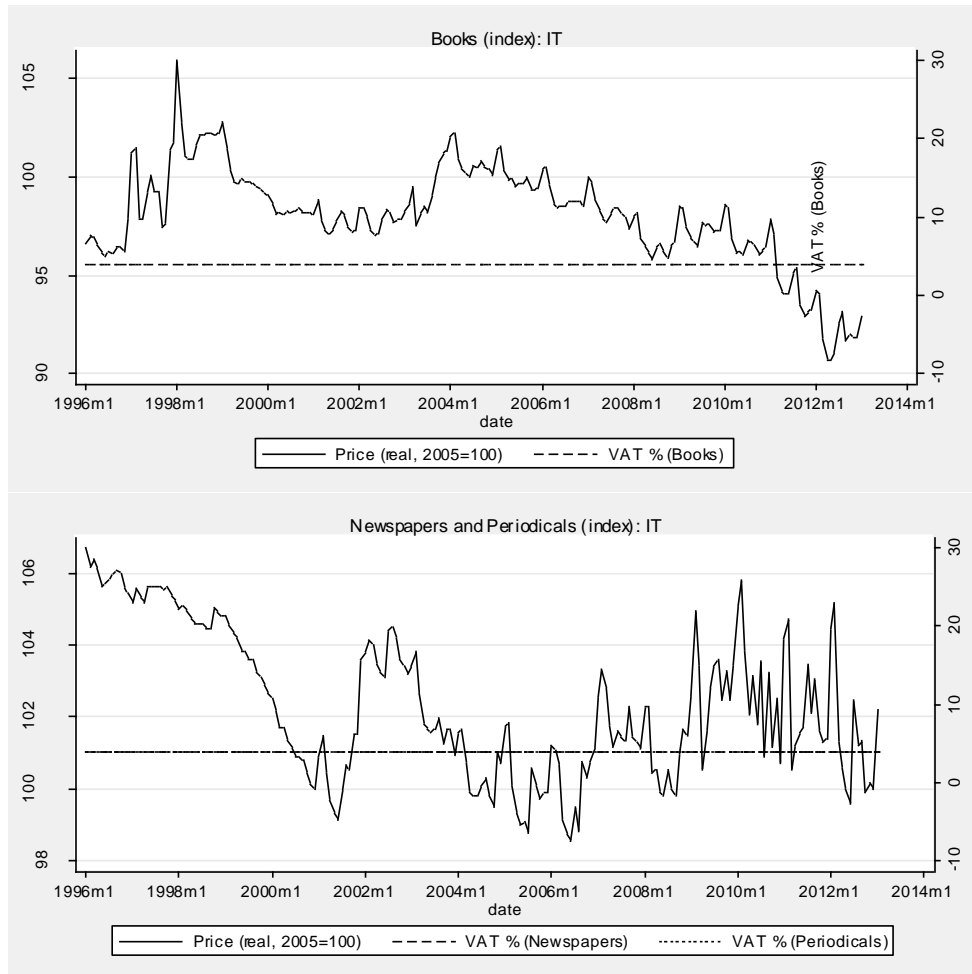
14.1 The publishing sector: descriptive figures



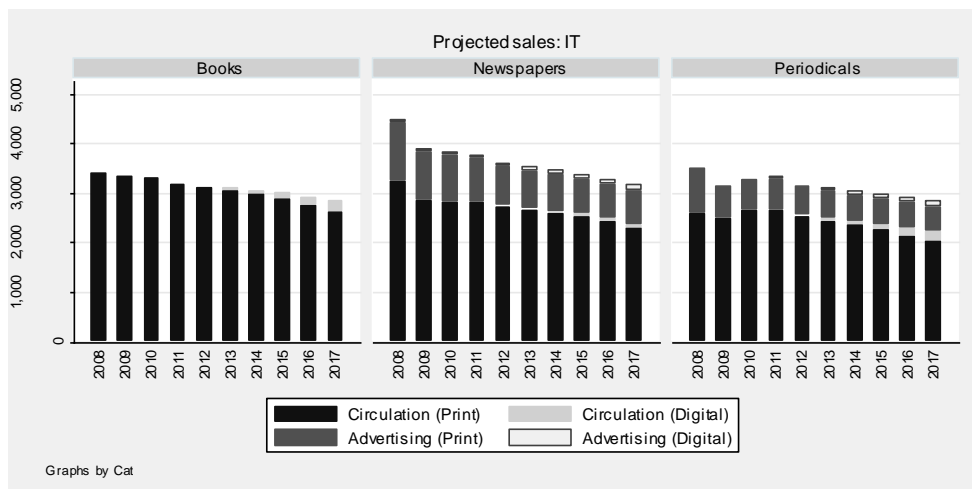
Source: Eurostat (Structural Business Statistics).



14.2 Prices and sales



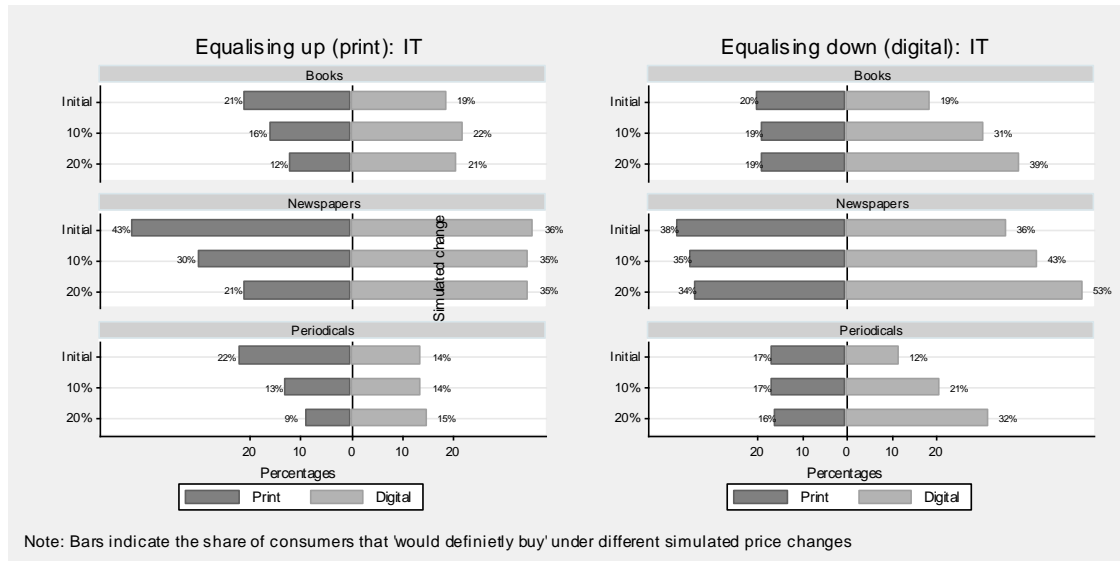
Source: Eurostat (Harmonized Indices of Consumer Prices).



Source: PwC Global Entertainment and Media Outlook: 2012-2016, www.pwc.com/outlook.



14.3 Migration patterns



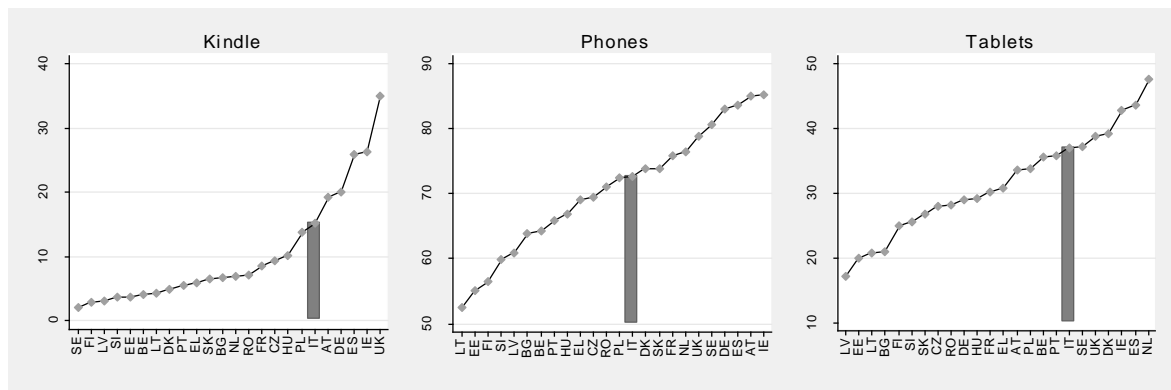
14.4 Elasticity estimates

Elasticity estimates IT – medium term estimates: own and cross-price elasticities (in squared brackets)

	Medium	Equalising up/Print	Equalising down/Digital
Books	Print	-2.86 ^{r*}	[0.50 ^{p*}]
	Digital	[0.00 ^p]	-3.26 ^{p*}
Newspapers	Print	-2.51 ^{r*}	[0.38 ^{p*}]
	Digital	[-0.44 ^{p*}]	-2.34 ^{p*}
Periodicals	Print	-4.51 ^{r*}	[0.68 ^{p*}]
	Digital	[0.00 ^p]	-4.50 ^{p*}

Note: * Statistically significant at 5% level or better. "p" Estimate from pooled regression. "r" Estimate from Member State regression.
Source: Europe Economics analysis of consumer survey.

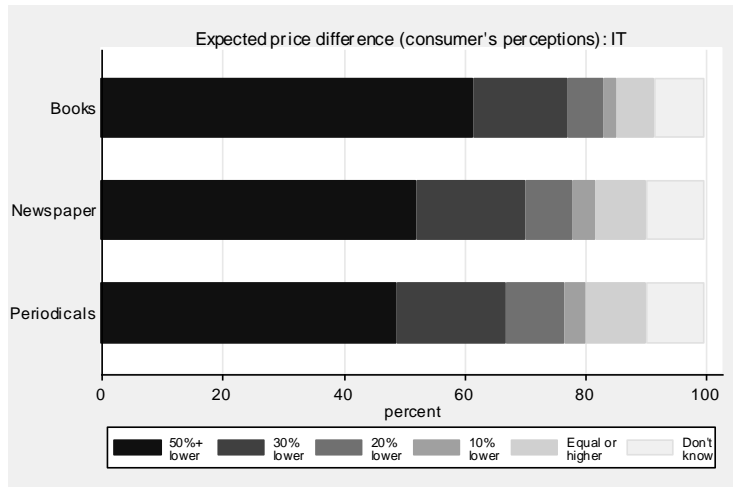
14.5 Availability of reading devices



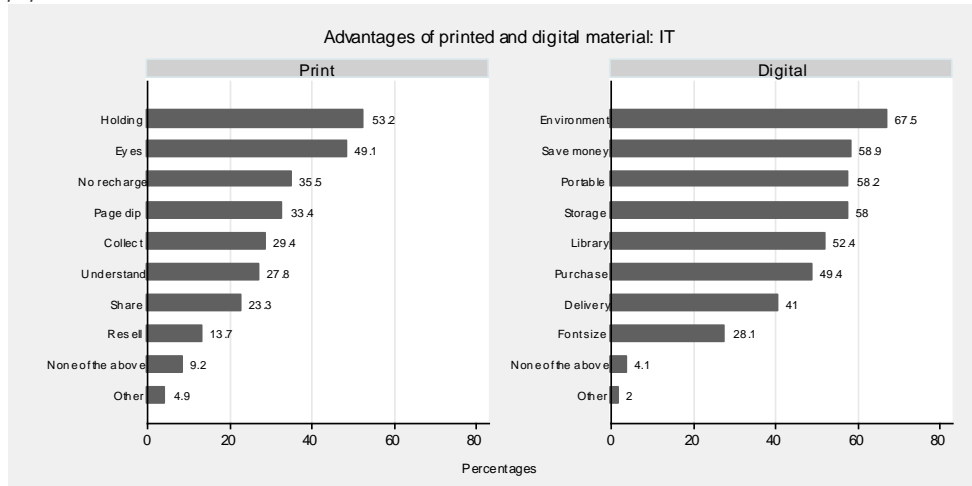
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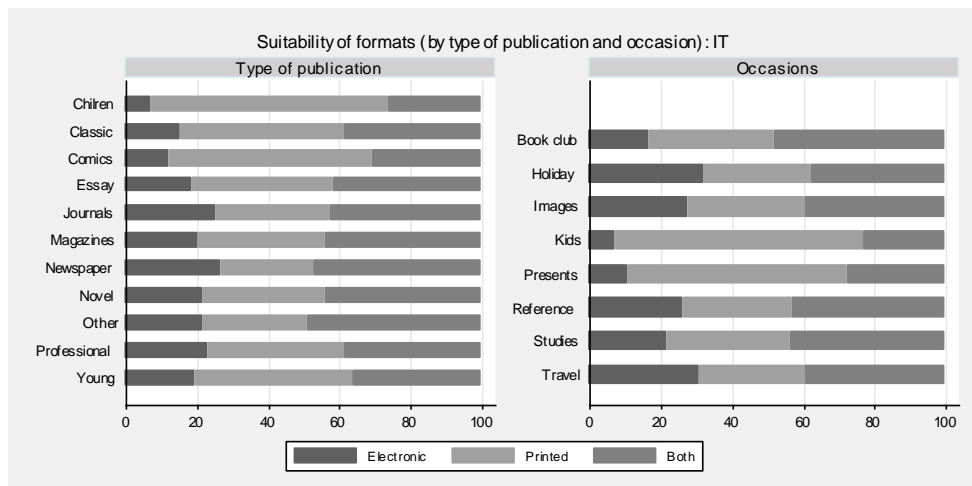
14.6 Print vs. digital: perception and attributes



Note: Results of Q11: "What do you think the price of online/electronic publications should be compared to the price of the paper version of the same item?"



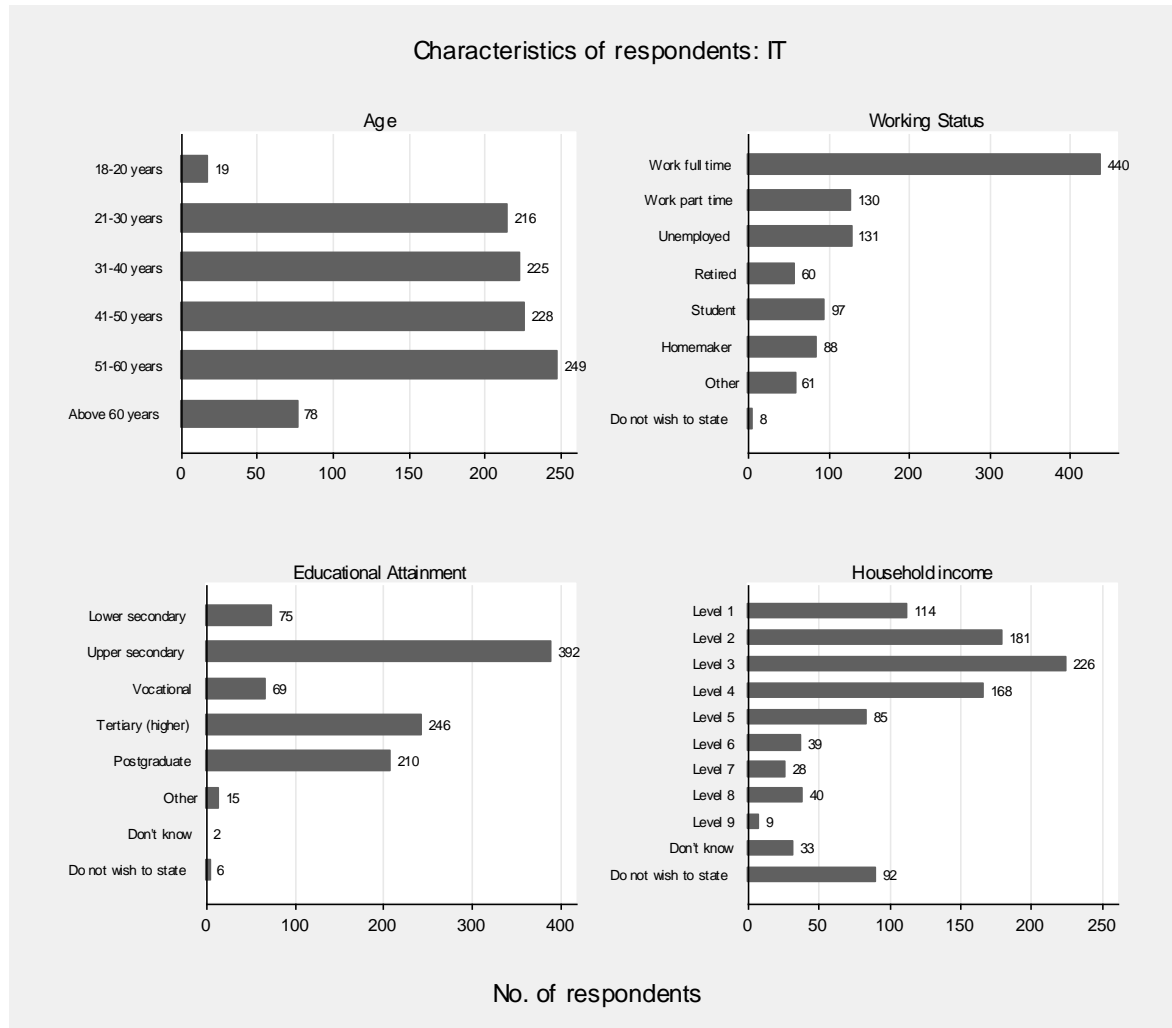
Note: Results of Q12: "In your opinion what are the advantages of printed material over electronic material?" and Q13 "In your opinion what are the advantages of material over printed material?"



Note: Results of Q14 "In your opinion, are there certain types of books that are better suited to being in either electronic or printed format, or are they equally suited to both formats?" and "Q15. Are there certain occasions where you prefer either an electronic or printed format, or are these occasions equally suited to both formats?"

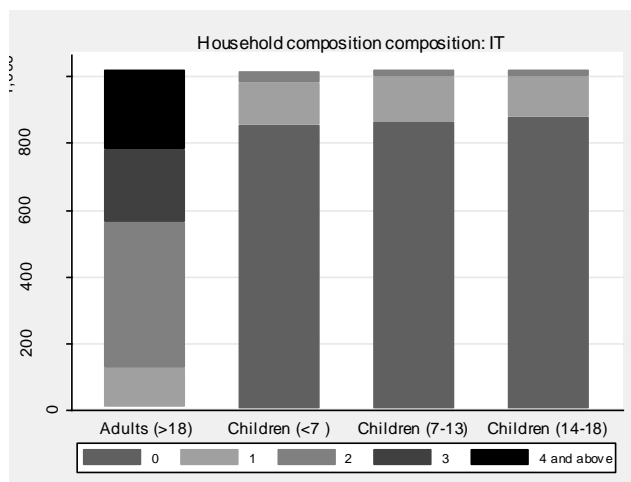


14.7 Socio-demographic attributes of respondents



Source: Europe Economics analysis of consumer survey from this report.

Note: Income levels are based on decile and percentiles in Eurostat, and the judgement by local experts.



Source: Europe Economics analysis of consumer survey from this report.

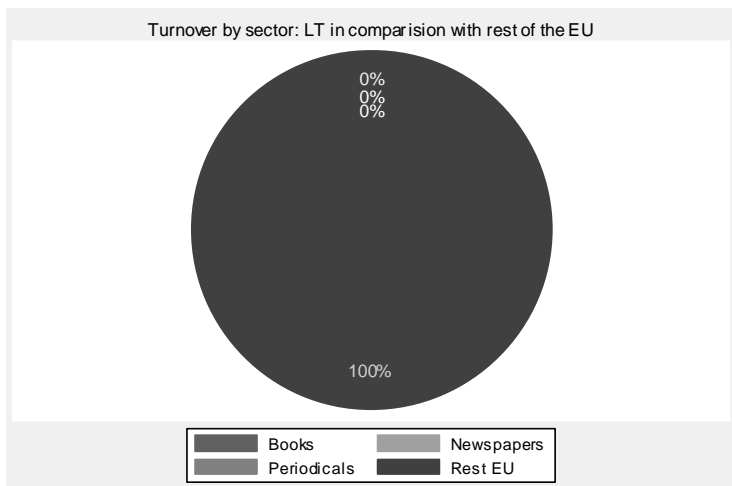
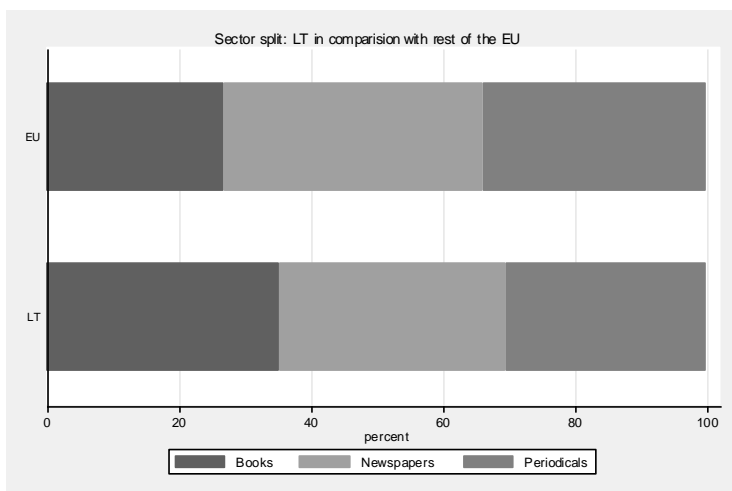
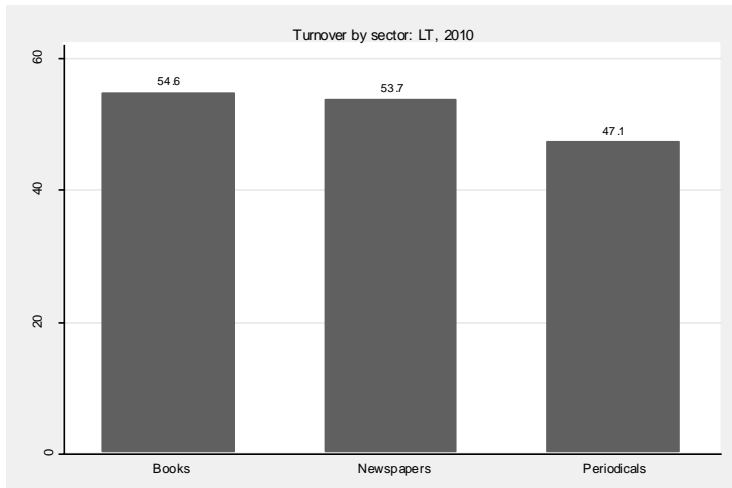


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15. Annex: LT

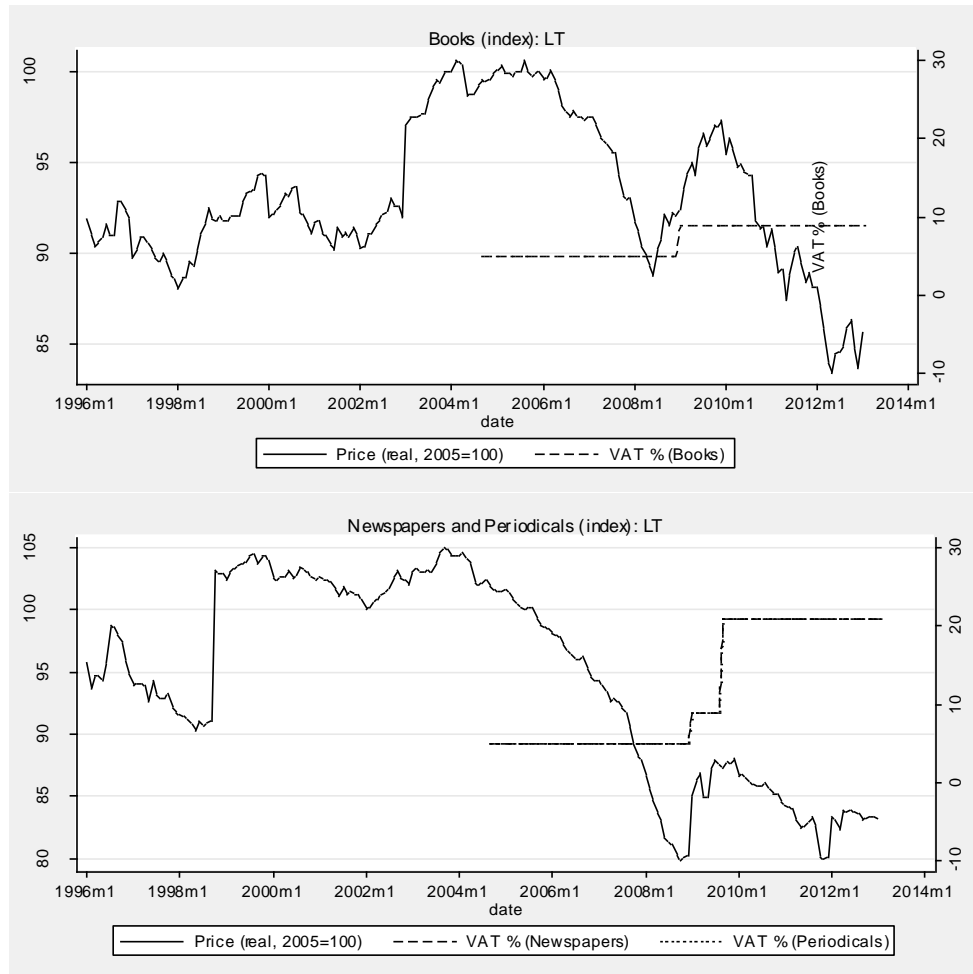
15.1 The publishing sector: descriptive figures



Source: Eurostat (Structural Business Statistics).



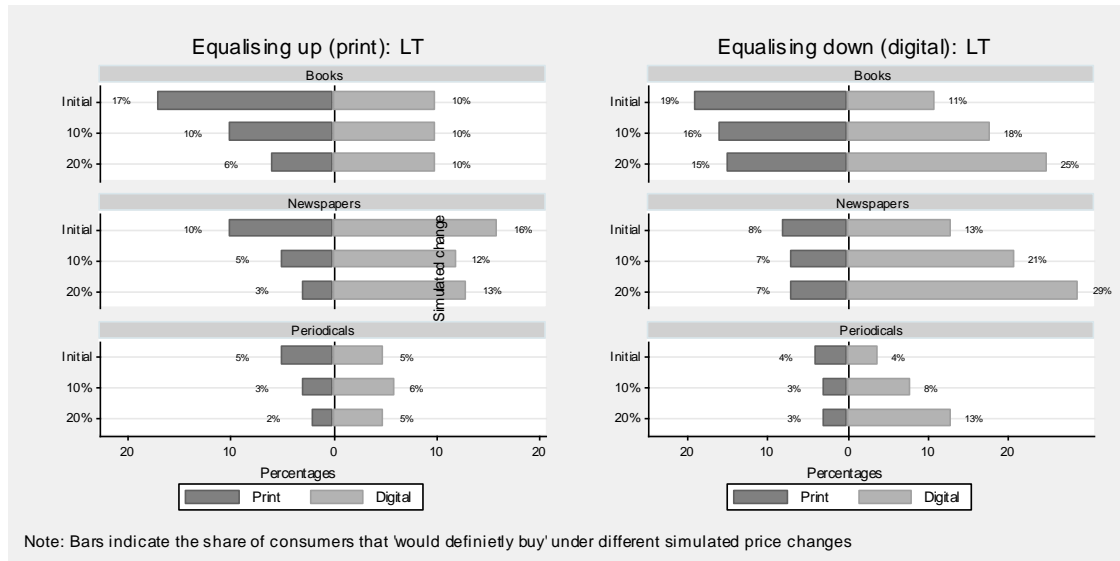
15.2 Prices and sales



Source: Eurostat (Harmonized Indices of Consumer Prices).



15.3 Migration patterns



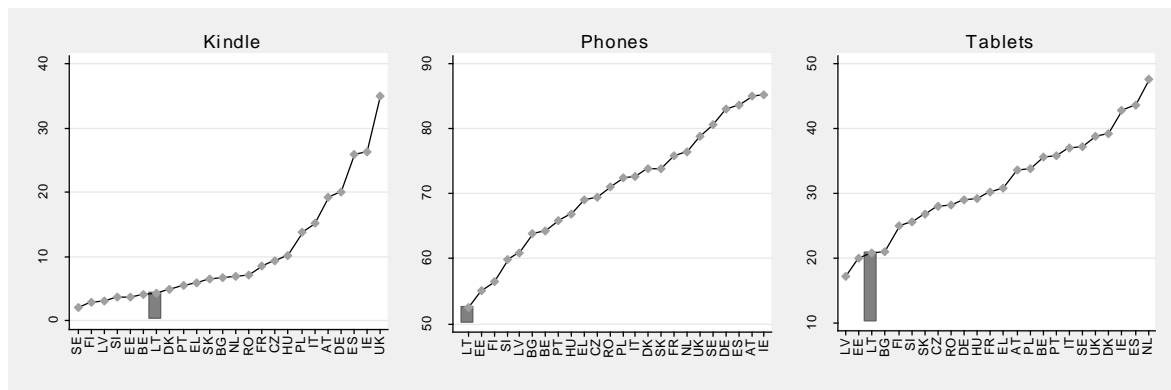
15.4 Elasticity estimates

Elasticity estimates LT – medium term estimates: own and cross-price elasticities (in squared brackets)

	Medium	Equalising up/Print	Equalising down/Digital
Books	Print	-4.64r*	[0.50p*]
	Digital	[0.00p]	-3.26p*
Newspapers	Print	-5.58r*	[0.38p*]
	Digital	[-0.44p*]	-2.34p*
Periodicals	Print	-5.87r*	[0.68p*]
	Digital	[0.00p]	-4.50p*

Note: * Statistically significant at 5% level or better. "p" Estimate from pooled regression. "r" Estimate from Member State regression.
Source: Europe Economics analysis of consumer survey.

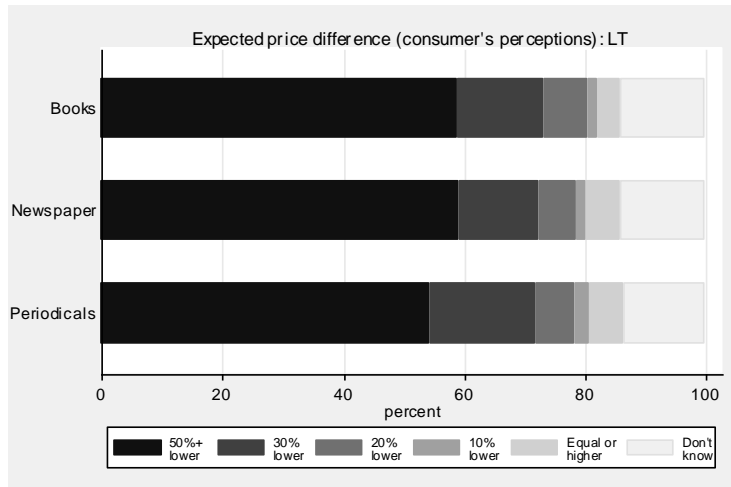
15.5 Availability of reading devices



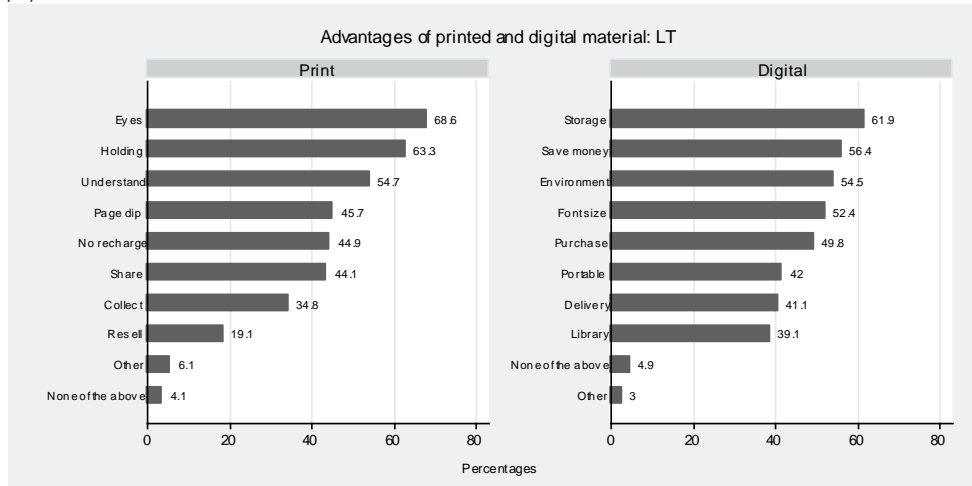
Source: Europe Economics analysis of consumer survey from this report.



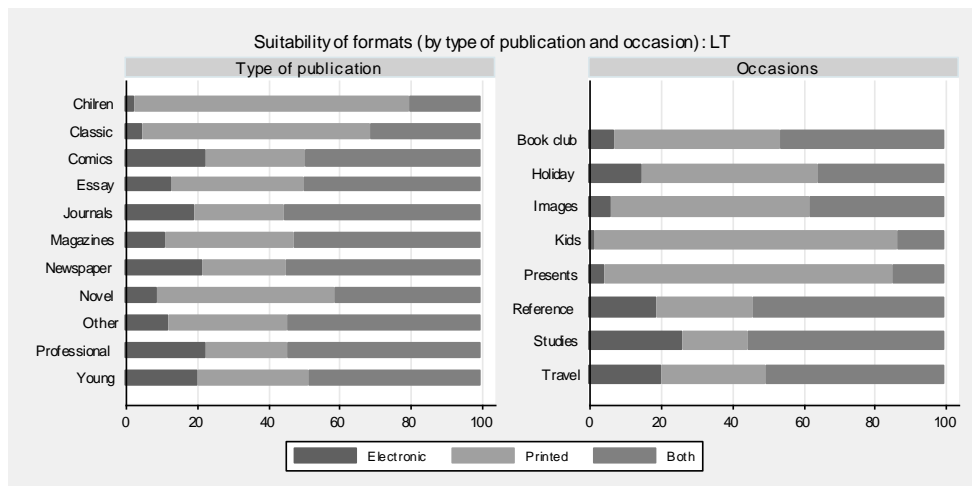
15.6 Print vs. digital: perception and attributes



Note: Results of Q11: "What do you think the price of online/electronic publications should be compared to the price of the paper version of the same item?"



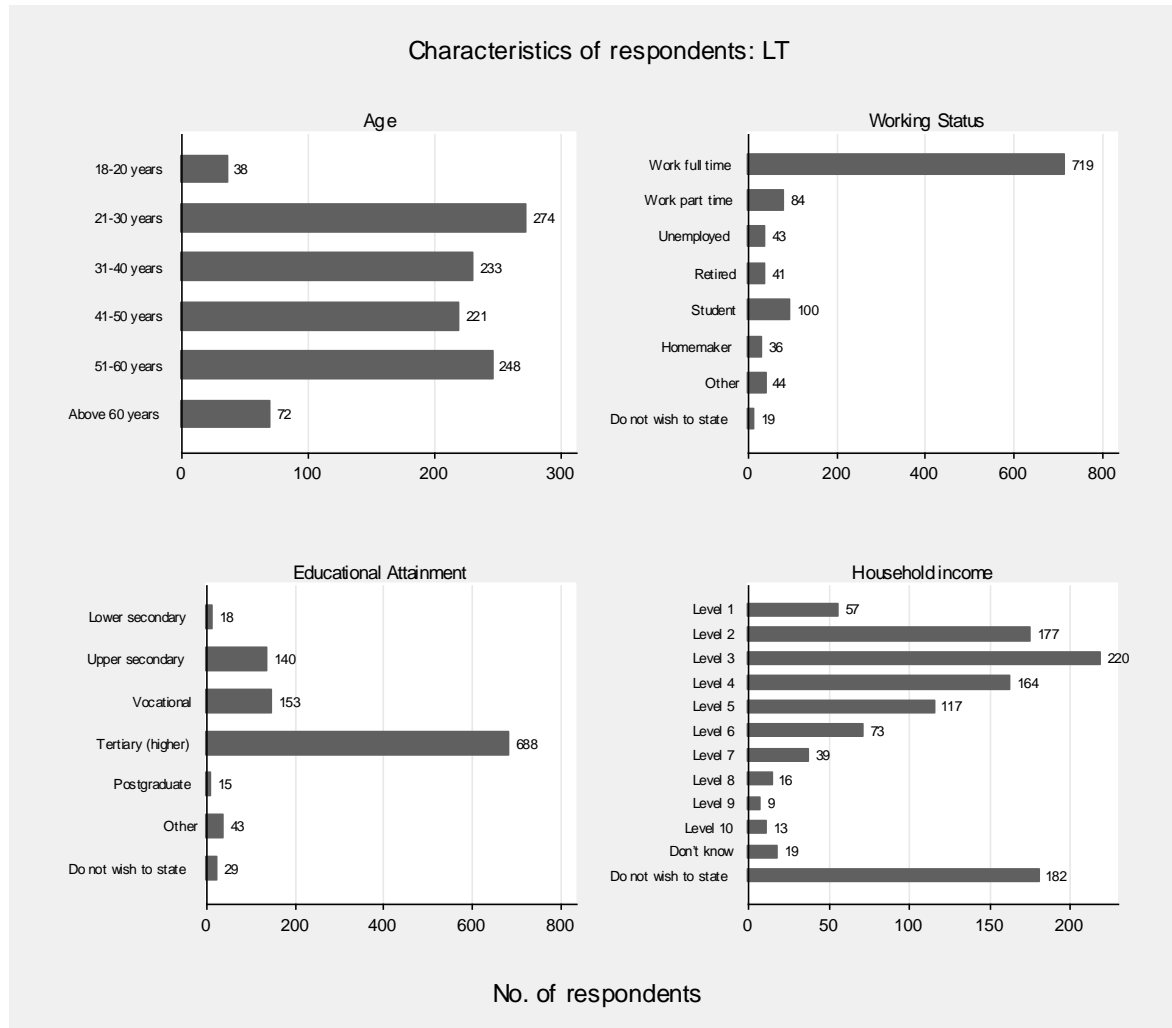
Note: Results of Q12: "In your opinion what are the advantages of printed material over electronic material?" and Q13 "In your opinion what are the advantages of material over printed material?"



Note: Results of Q14 "In your opinion, are there certain types of books that are better suited to being in either electronic or printed format, or are they equally suited to both formats?" and "Q15. Are there certain occasions where you prefer either an electronic or printed format, or are these occasions equally suited to both formats?"

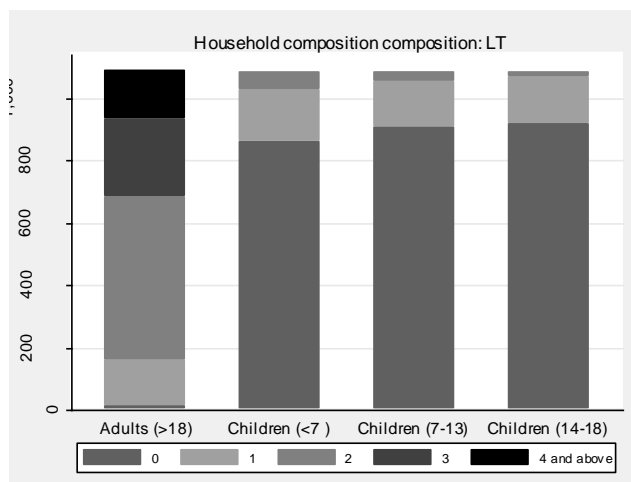


15.7 Socio-demographic attributes of respondents



Source: Europe Economics analysis of consumer survey from this report.

Note: Income levels are based on decile and percentiles in Eurostat, and the judgement by local experts.



Source: Europe Economics analysis of consumer survey from this report.

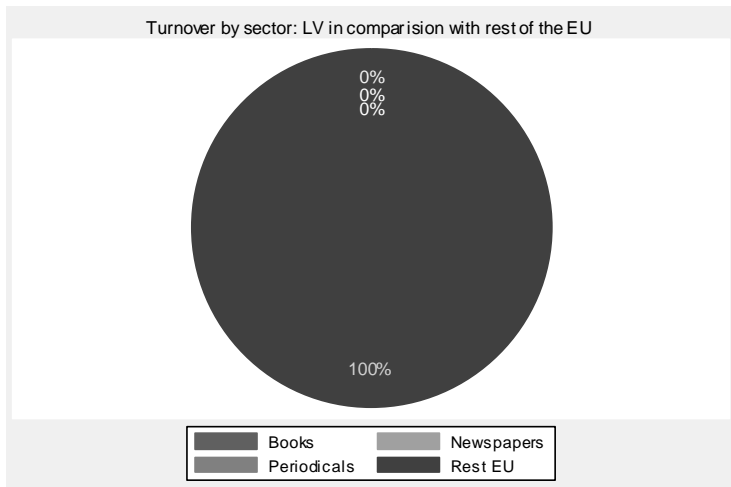
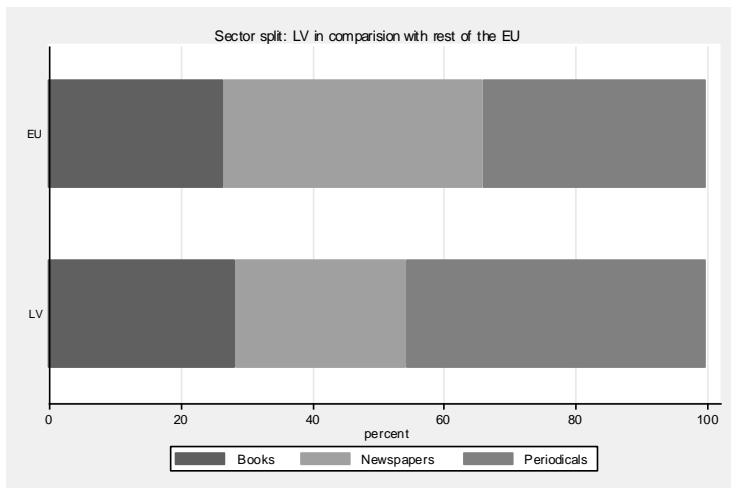
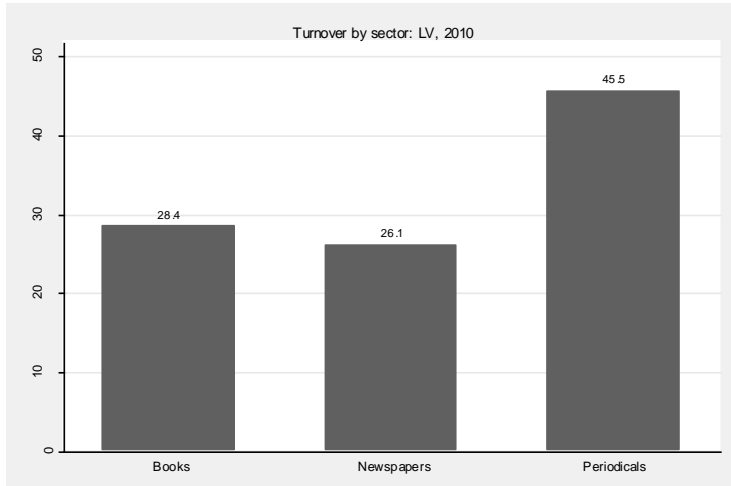


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16. Annex: LV

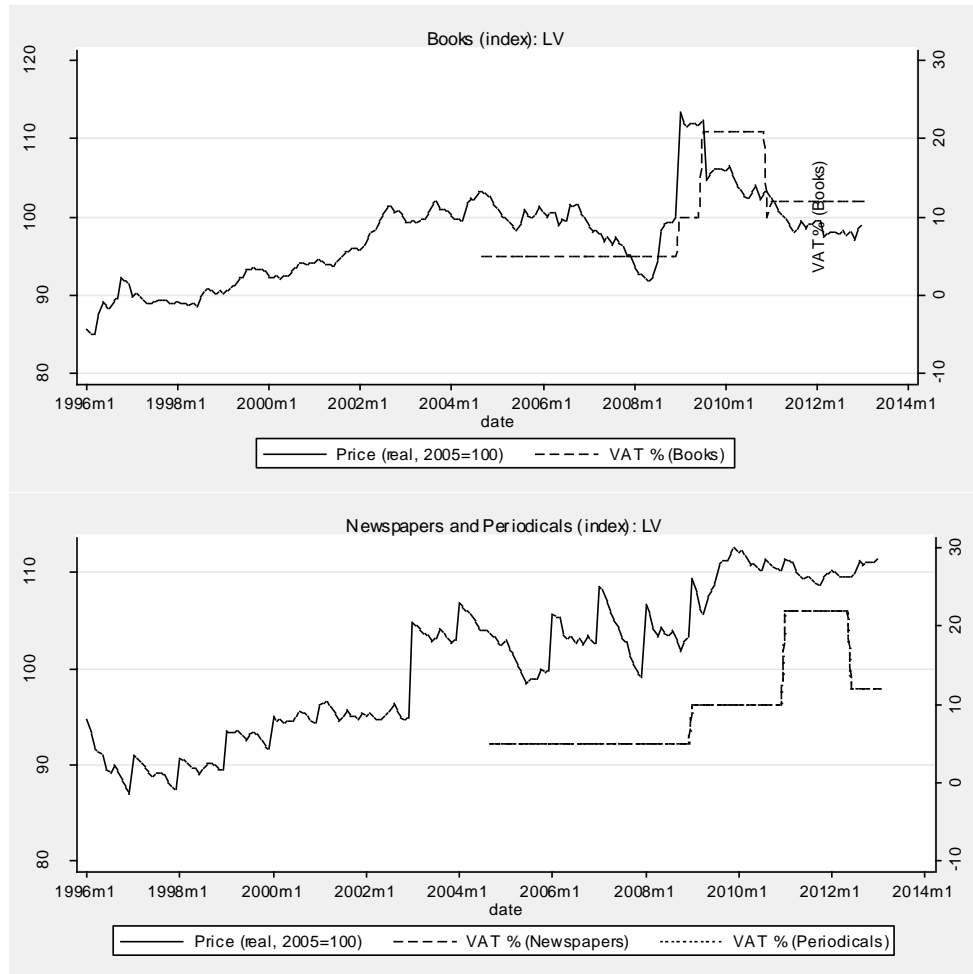
16.1 The publishing sector: descriptive figures



Source: Eurostat (Structural Business Statistics).



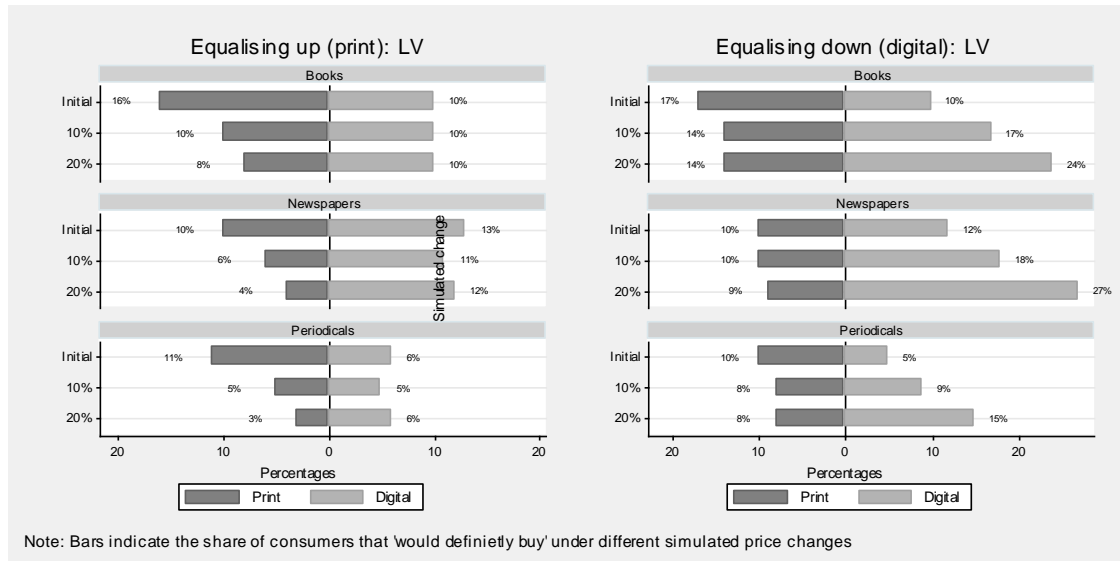
16.2 Prices and sales



Source: Eurostat (Harmonized Indices of Consumer Prices).



16.3 Migration patterns



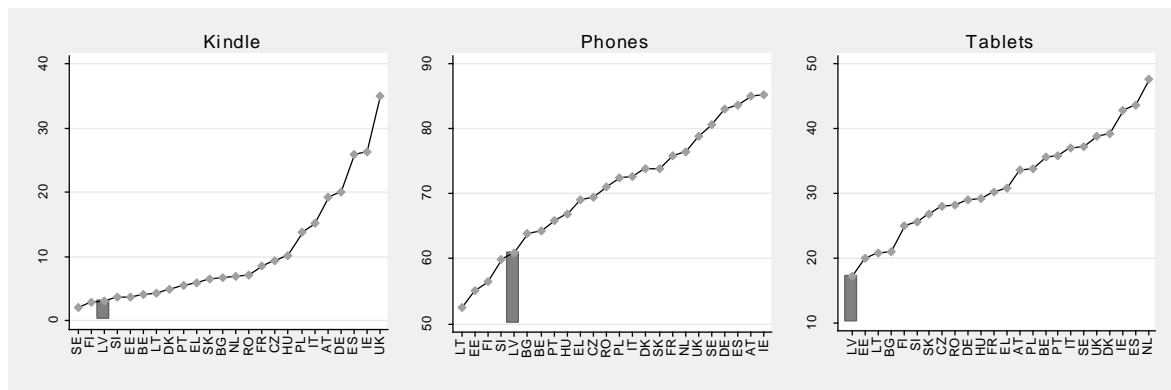
16.4 Elasticity estimates

Elasticity estimates LV – medium term estimates: own and cross-price elasticities (in squared brackets)

	Medium	Equalising up/Print	Equalising down/Digital
Books	Print	-4.04 ^{r*}	[0.50 ^{p*}]
	Digital	[0.00 ^p]	-3.26 ^{p*}
Newspapers	Print	-5.01 ^{r*}	[0.38 ^{p*}]
	Digital	[-0.44 ^{p*}]	-2.34 ^{p*}
Periodicals	Print	-6.33 ^{r*}	[0.68 ^{p*}]
	Digital	[0.00 ^p]	-4.50 ^{p*}

Note: * Statistically significant at 5% level or better. "p" Estimate from pooled regression. "r" Estimate from Member State regression.
Source: Europe Economics analysis of consumer survey.

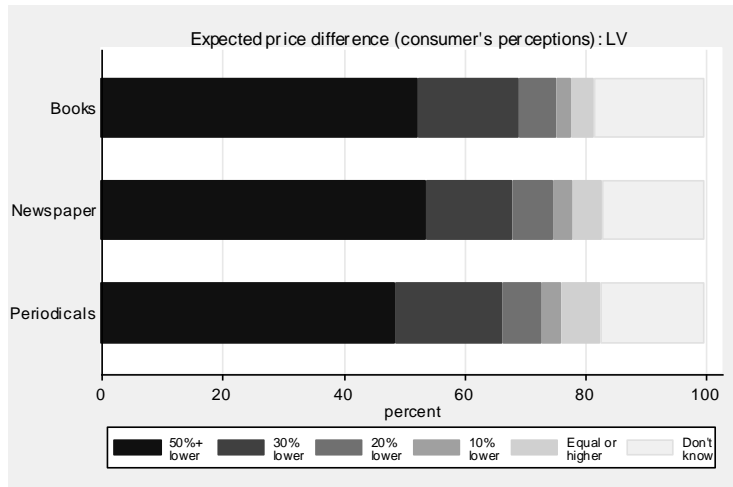
16.5 Availability of reading devices



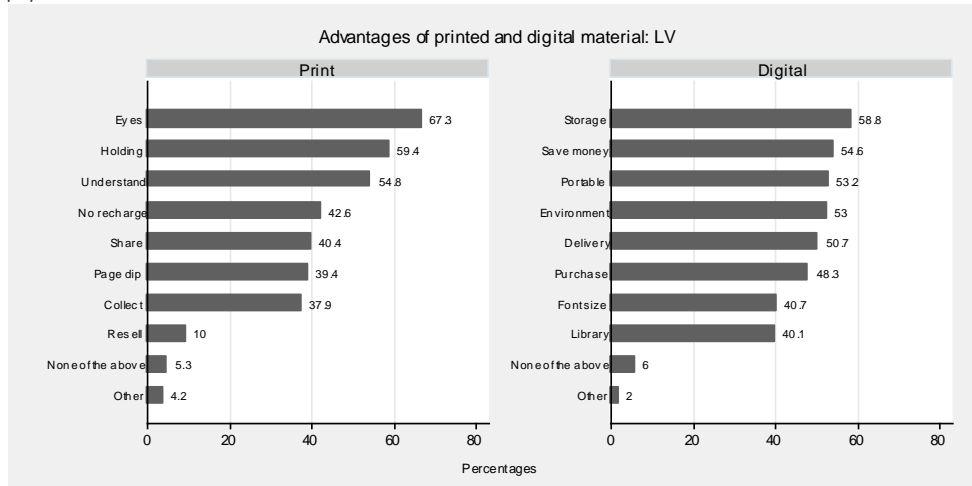
Source: Europe Economics analysis of consumer survey from this report.



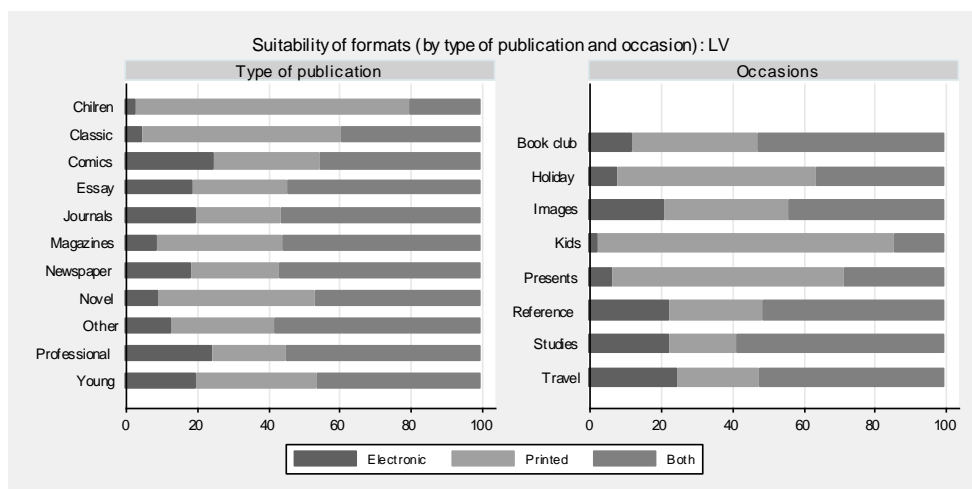
16.6 Print vs. digital: perception and attributes



Note: Results of Q11: "What do you think the price of online/electronic publications should be compared to the price of the paper version of the same item?"



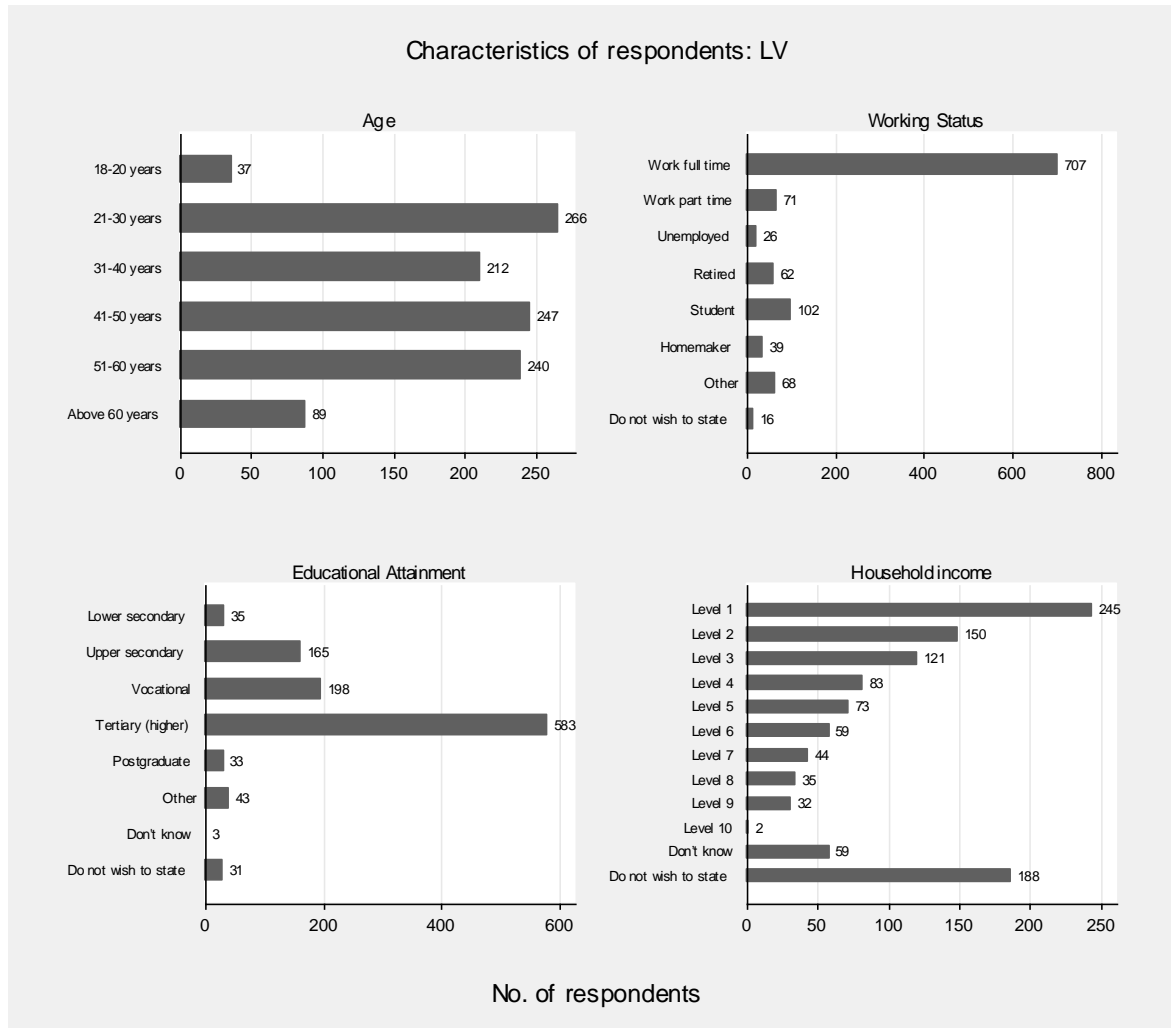
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Note: Results of Q14 "In your opinion, are there certain types of books that are better suited to being in either electronic or printed format, or are they equally suited to both formats?" and "Q15. Are there certain occasions where you prefer either an electronic or printed format, or are these occasions equally suited to both formats?"

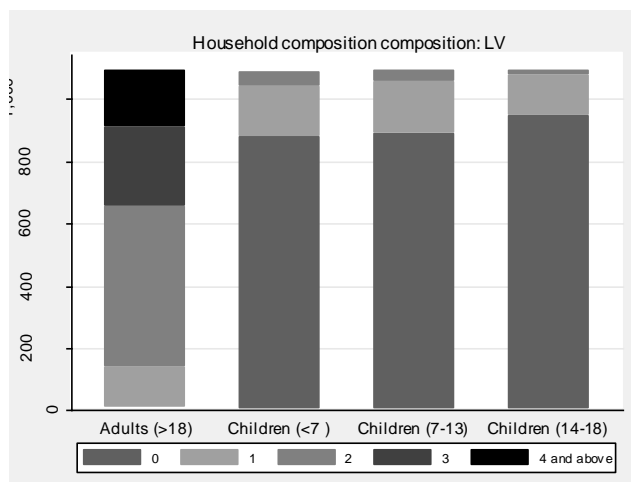


16.7 Socio-demographic attributes of respondents



Source: Europe Economics analysis of consumer survey from this report.

Note: Income levels are based on decile and percentiles in Eurostat, and the judgement by local experts.



Source: Europe Economics analysis of consumer survey from this report.

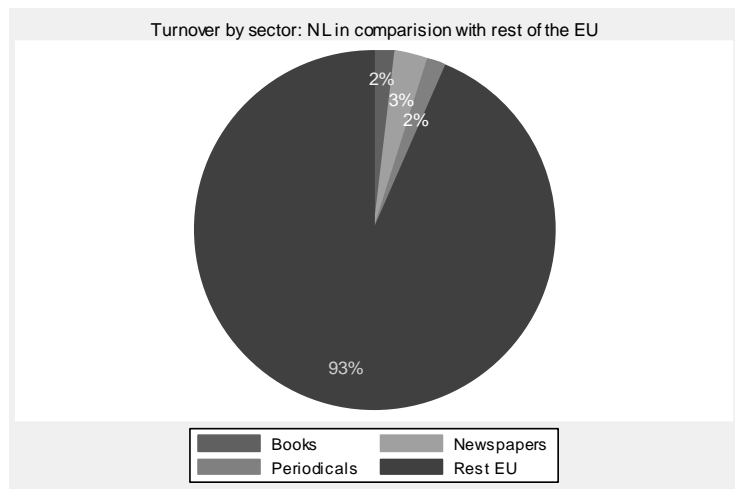
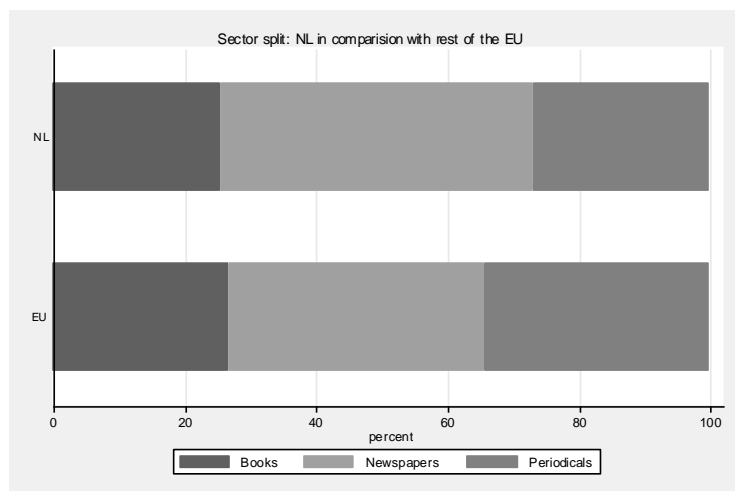
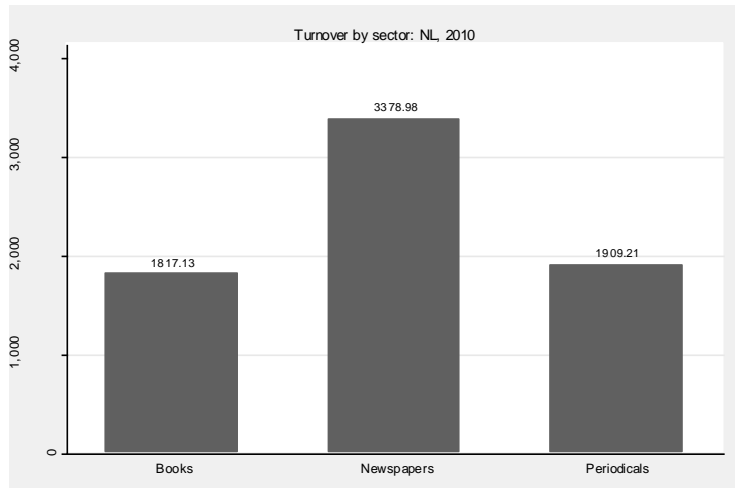


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17. Annex: NL

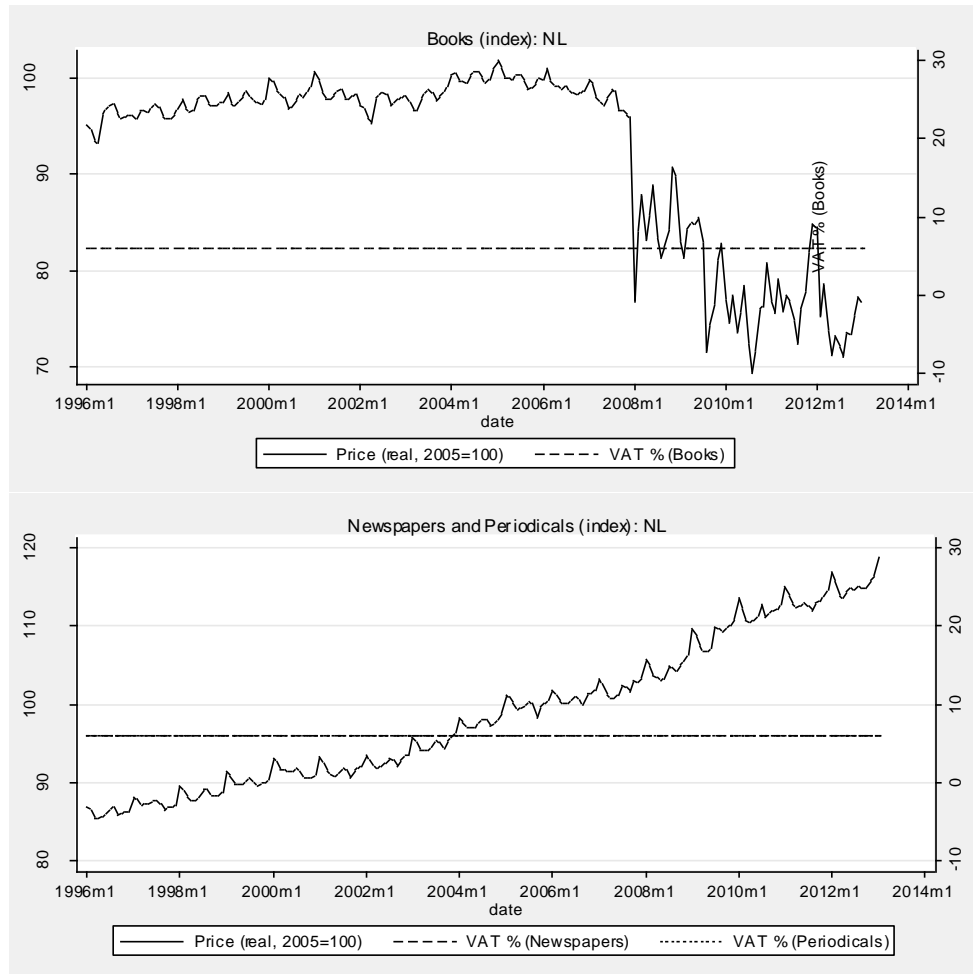
17.1 The publishing sector: descriptive figures



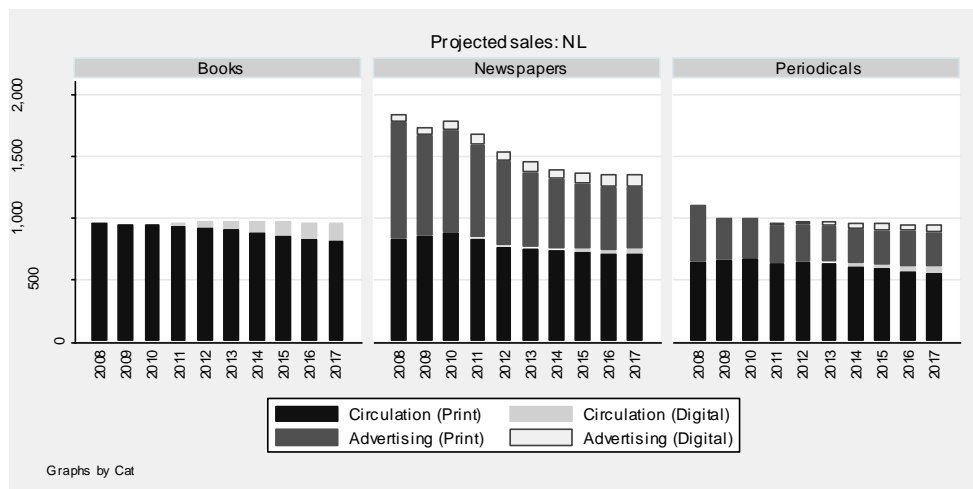
Source: Eurostat (Structural Business Statistics).



17.2 Prices and sales



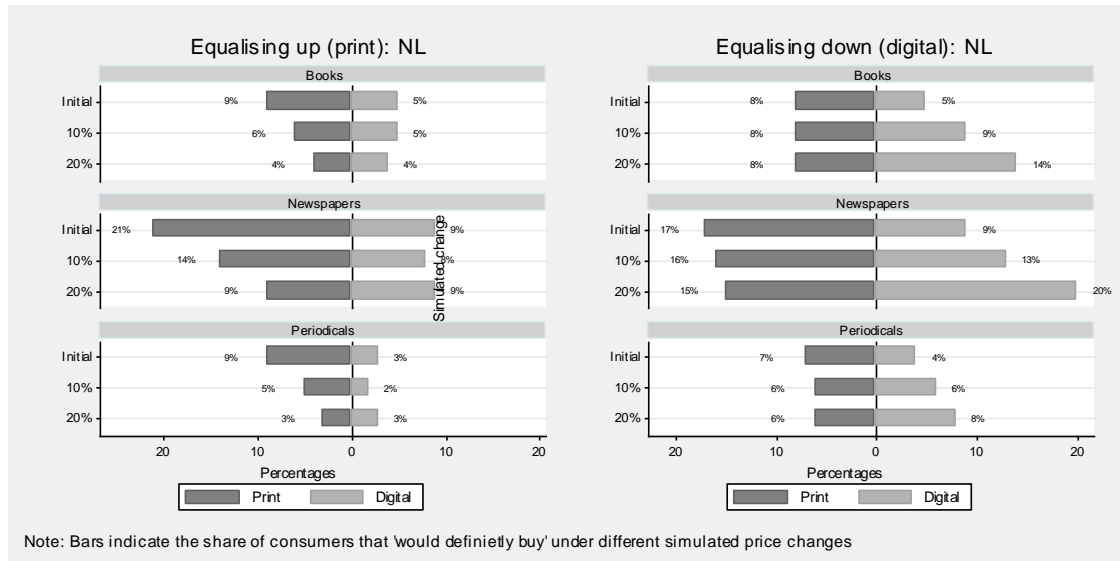
Source: Eurostat (Harmonized Indices of Consumer Prices).



Source: PwC Global Entertainment and Media Outlook: 2012-2016, www.pwc.com/outlook.



17.3 Migration patterns



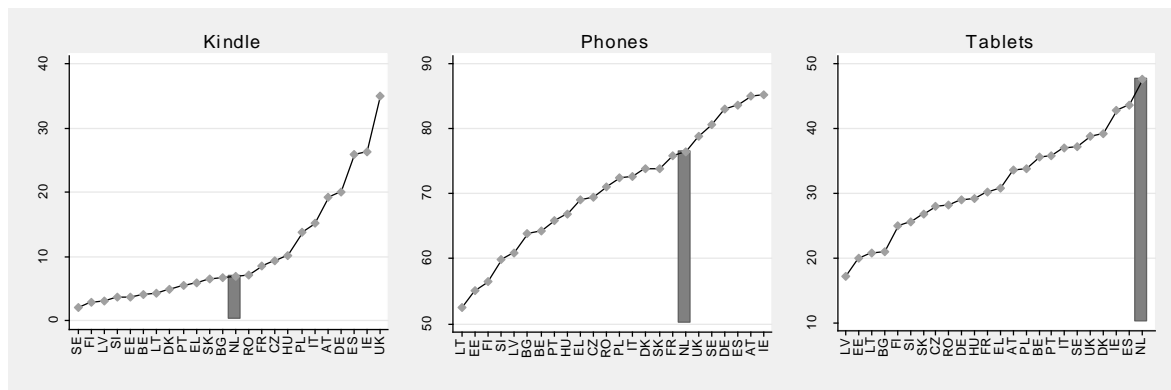
17.4 Elasticity estimates

Elasticity estimates NL – medium term estimates: own and cross-price elasticities (in squared brackets)

	Medium	Equalising up/Print	Equalising down/Digital
Books	Print	-4.19 ^{r*}	[0.50 ^{p*}]
	Digital	[0.00 ^p]	-3.26 ^{p*}
Newspapers	Print	-3.88 ^{r*}	[0.38 ^{p*}]
	Digital	[-0.44 ^{p*}]	-2.34 ^{p*}
Periodicals	Print	-5.42 ^{r*}	[0.68 ^{p*}]
	Digital	[0.00 ^p]	-4.50 ^{p*}

Note: * Statistically significant at 5% level or better. "p" Estimate from pooled regression. "r" Estimate from Member State regression.
Source: Europe Economics analysis of consumer survey.

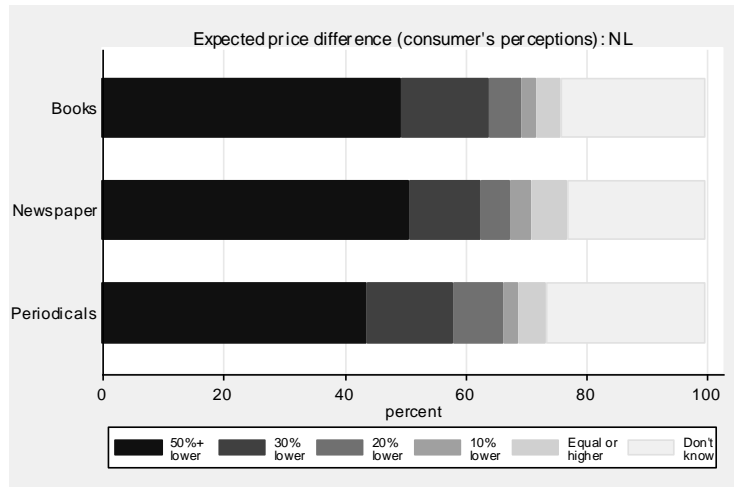
17.5 Availability of reading devices



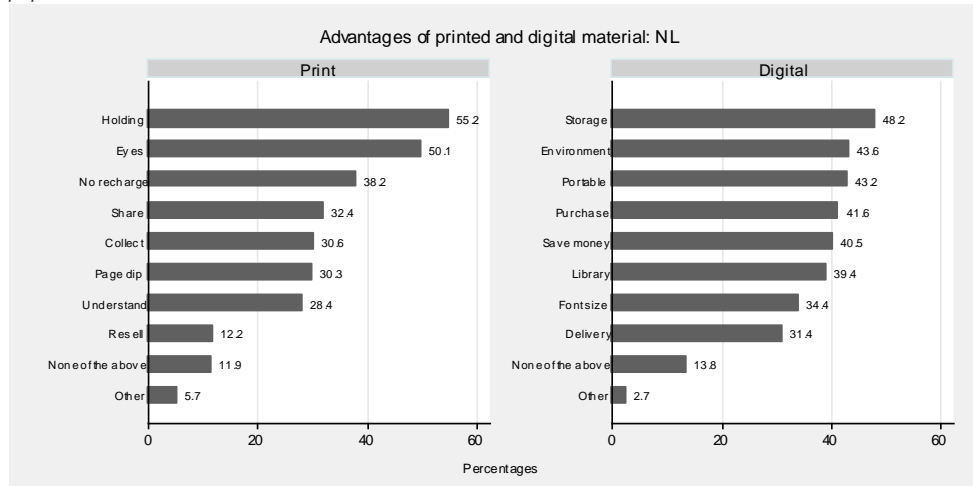
Source: Europe Economics analysis of consumer survey from this report.



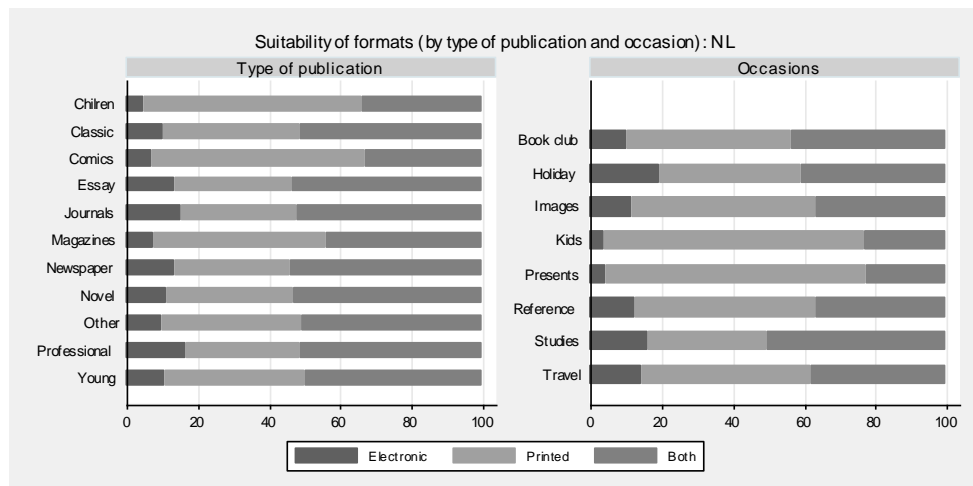
17.6 Print vs. digital: perception and attributes



Note: Results of Q11: "What do you think the price of online/electronic publications should be compared to the price of the paper version of the same item?"



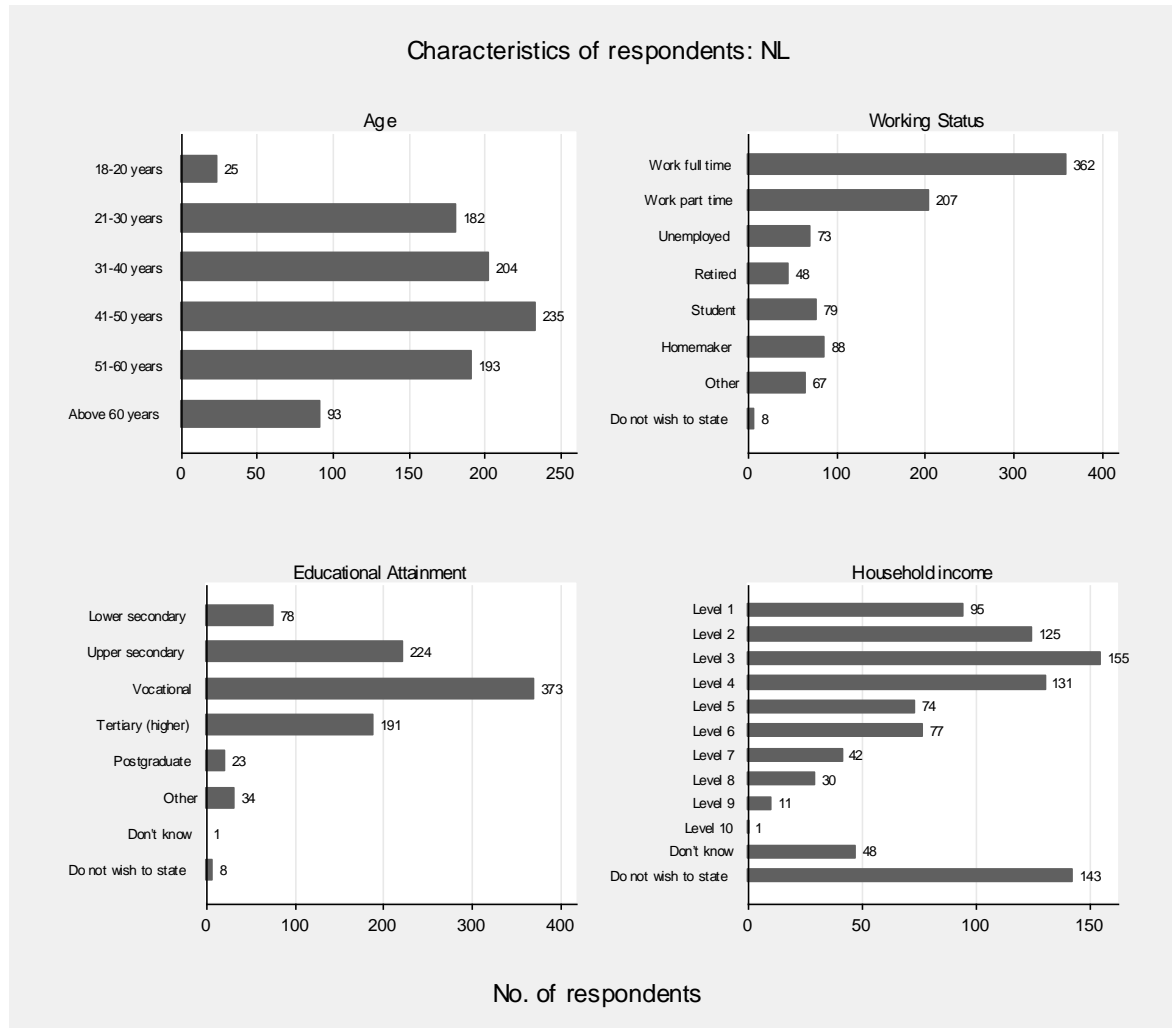
Note: Results of Q12: "In your opinion what are the advantages of printed material over electronic material?" and Q13 "In your opinion what are the advantages of material over printed material?"



Note: Results of Q14 "In your opinion, are there certain types of books that are better suited to being in either electronic or printed format, or are they equally suited to both formats?" and "Q15. Are there certain occasions where you prefer either an electronic or printed format, or are these occasions equally suited to both formats?"

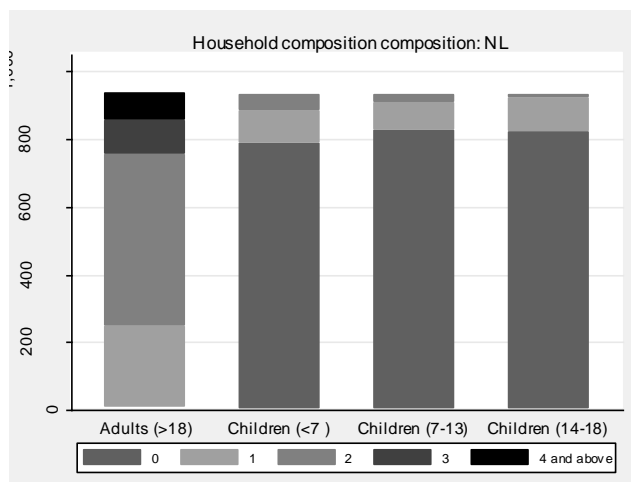


17.7 Socio-demographic attributes of respondents



Source: Europe Economics analysis of consumer survey from this report.

Note: Income levels are based on decile and percentiles in Eurostat, and the judgement by local experts.



Source: Europe Economics analysis of consumer survey from this report.

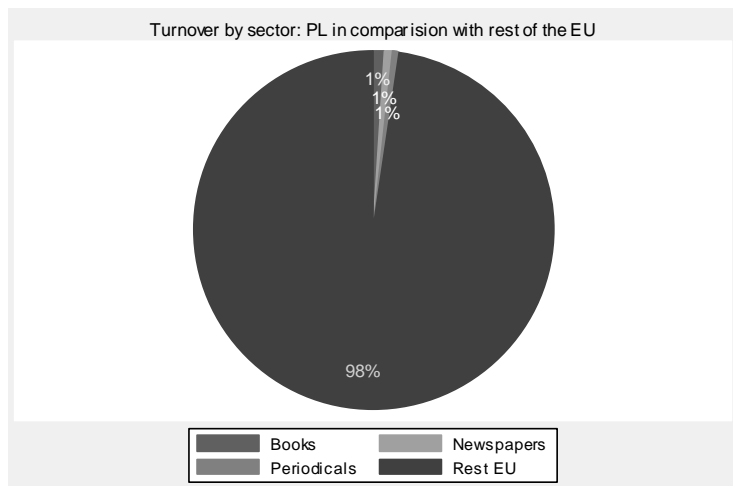
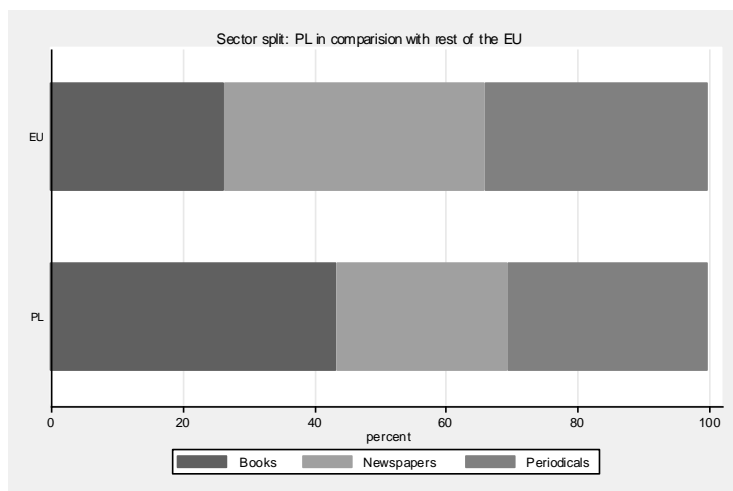
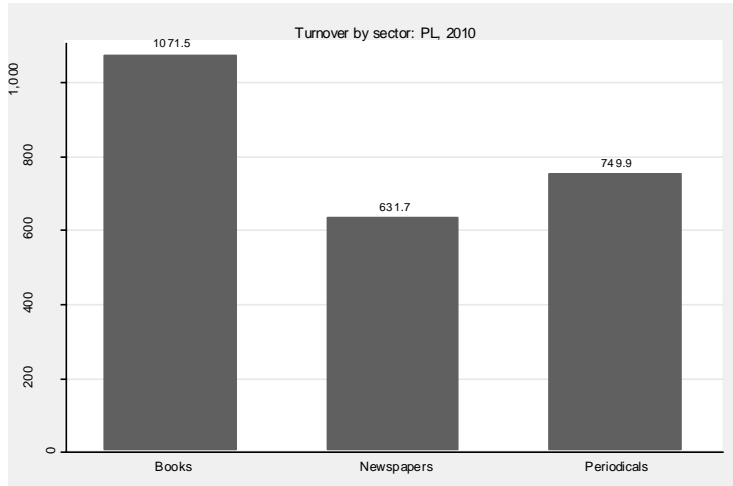


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18. Annex: PL

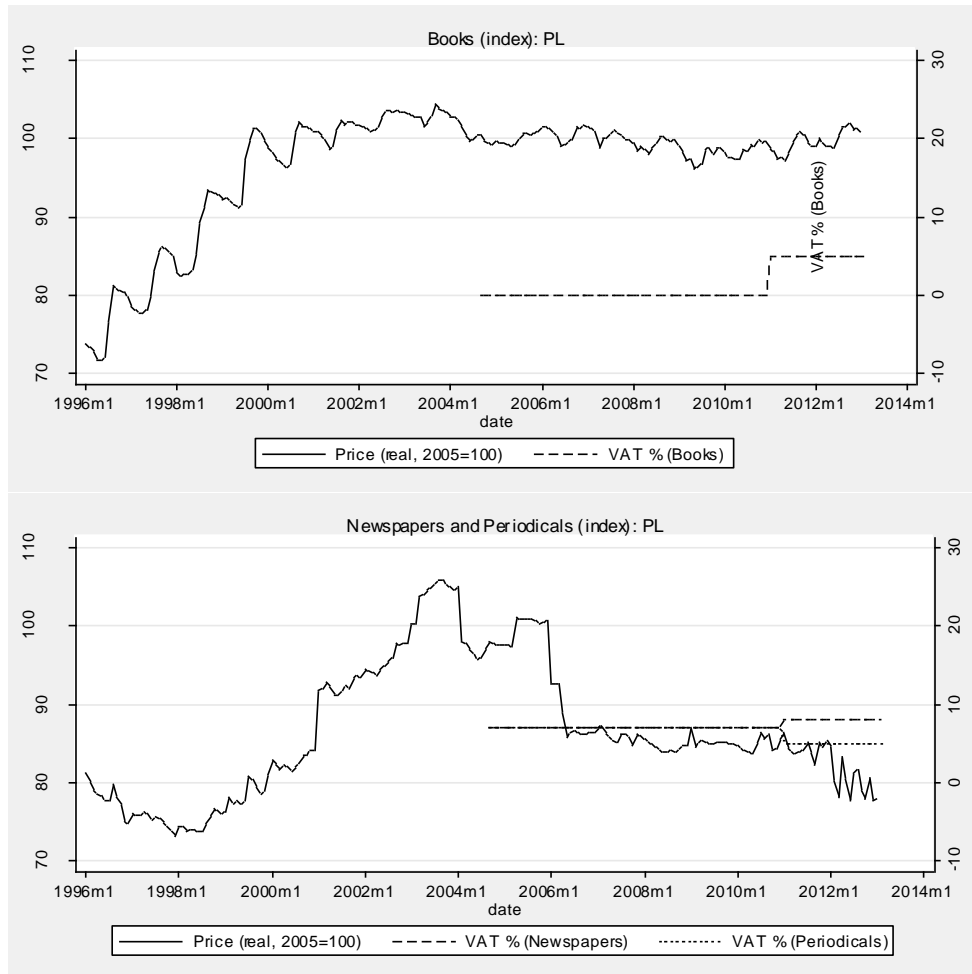
18.1 The publishing sector: descriptive figures



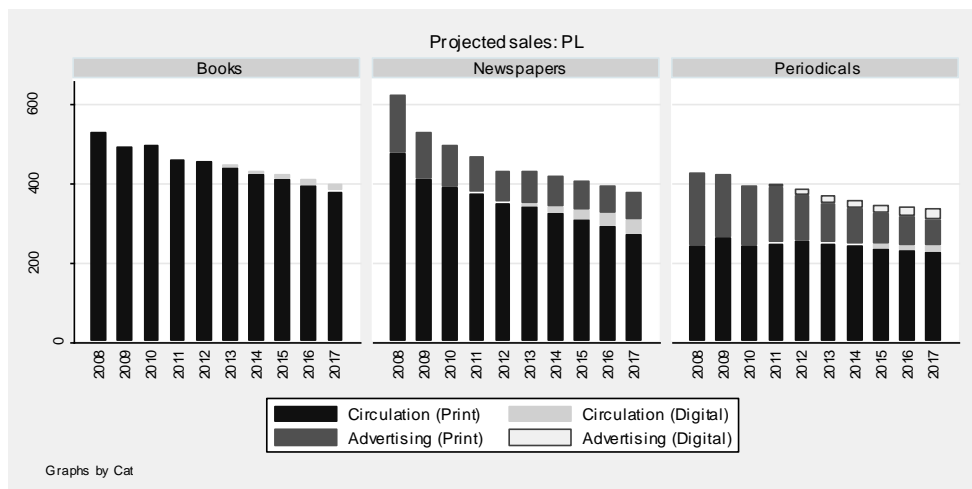
Source: Eurostat (Structural Business Statistics).



18.2 Prices and sales



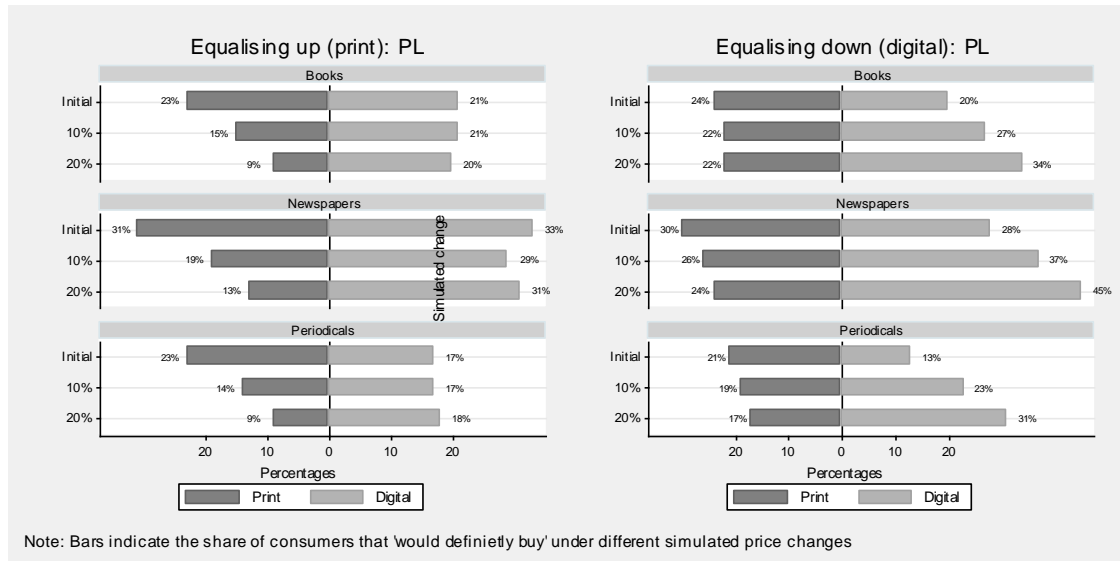
Source: Eurostat (Harmonized Indices of Consumer Prices).



Source: PwC Global Entertainment and Media Outlook: 2012-2016, www.pwc.com/outlook.



18.3 Migration patterns



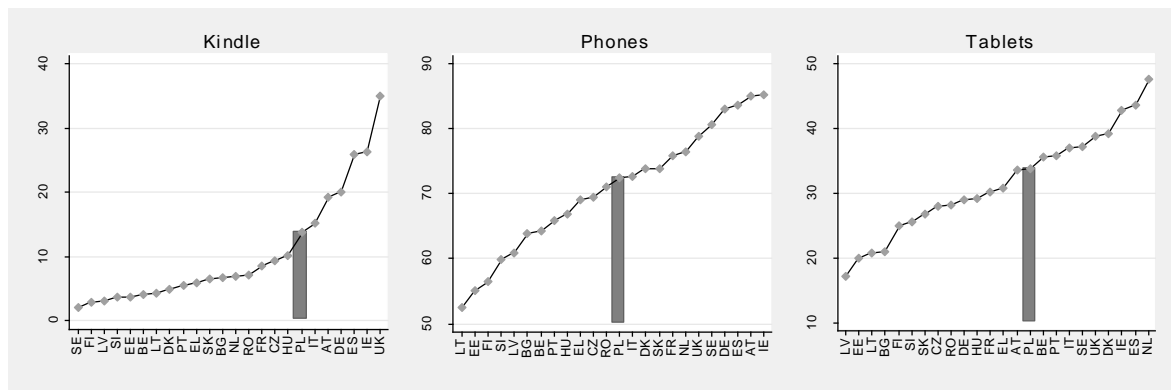
18.4 Elasticity estimates

Elasticity estimates PL – medium term estimates: own and cross-price elasticities (in squared brackets)

	Medium	Equalising up/Print	Equalising down/Digital
Books	Print	-3.95r*	[0.50p*]
	Digital	[0.00p]	-3.26p*
Newspapers	Print	-3.49r*	[0.38p*]
	Digital	[-0.44p*]	-2.34p*
Periodicals	Print	-4.13r*	[0.68p*]
	Digital	[0.00p]	-4.50p*

Note: * Statistically significant at 5% level or better. "p" Estimate from pooled regression. "r" Estimate from Member State regression.
Source: Europe Economics analysis of consumer survey.

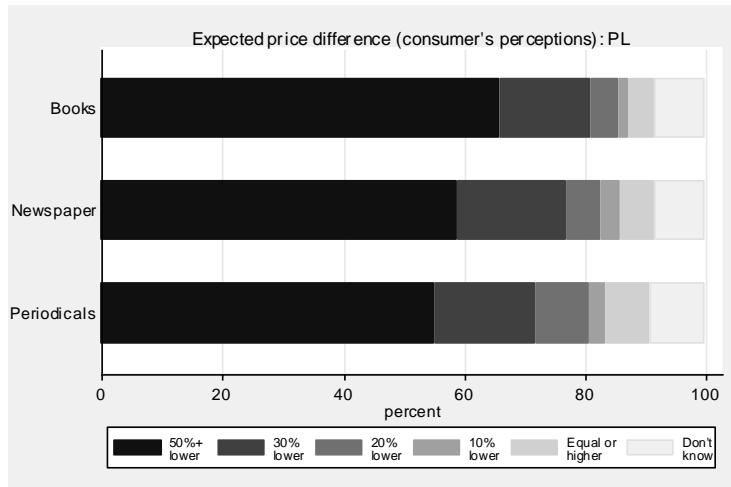
18.5 Availability of reading devices



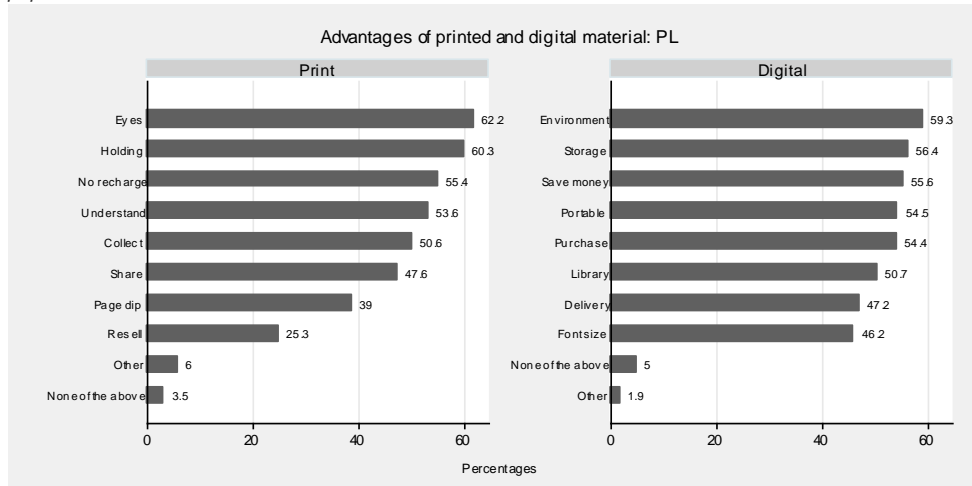
Source: Europe Economics analysis of consumer survey from this report.



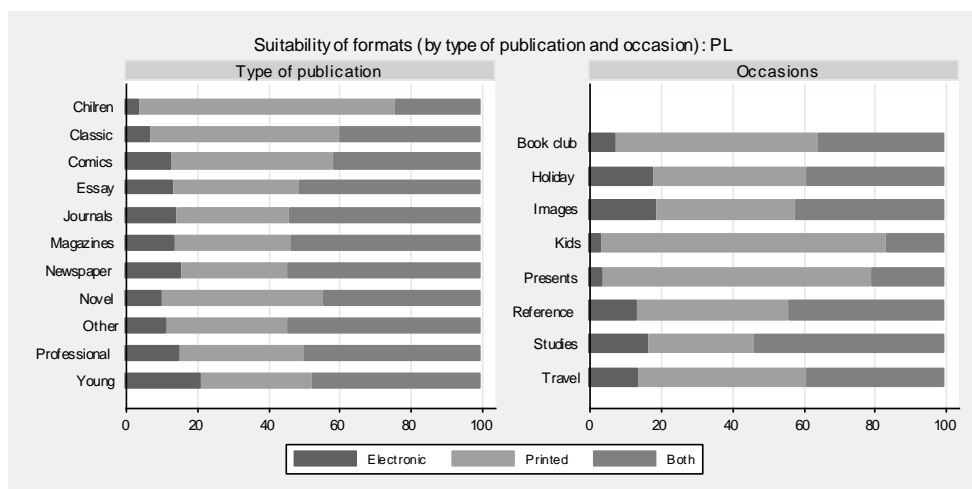
18.6 Print vs. digital: perception and attributes



Note: Results of Q11: "What do you think the price of online/electronic publications should be compared to the price of the paper version of the same item?"



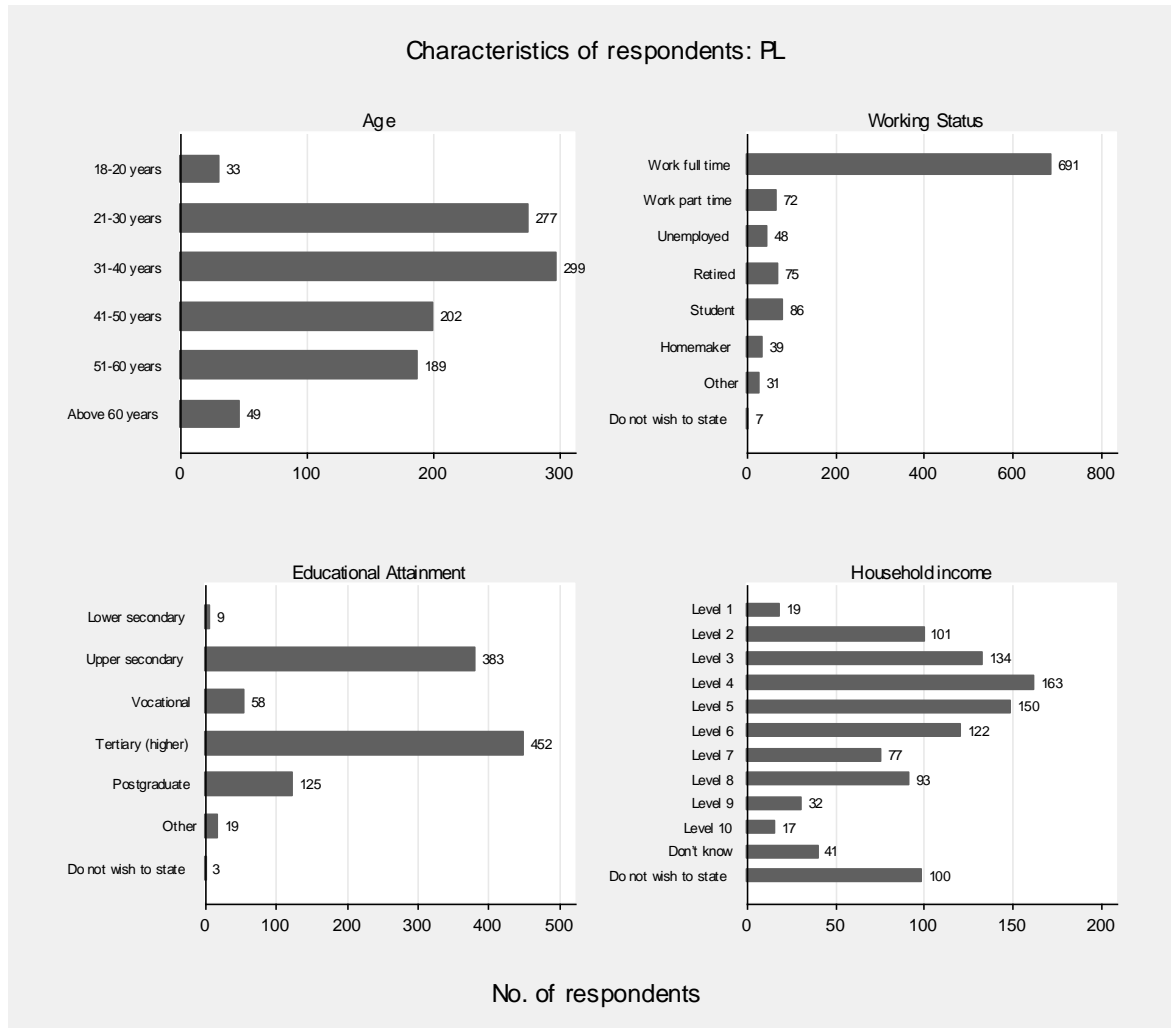
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Note: Results of Q14 "In your opinion, are there certain types of books that are better suited to being in either electronic or printed format, or are they equally suited to both formats?" and "Q15. Are there certain occasions where you prefer either an electronic or printed format, or are these occasions equally suited to both formats?"

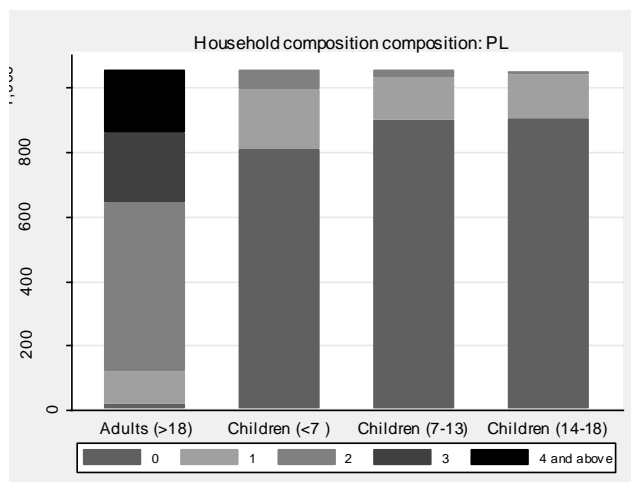


18.7 Socio-demographic attributes of respondents



Source: Europe Economics analysis of consumer survey from this report.

Note: Income levels are based on decile and percentiles in Eurostat, and the judgement by local experts.



Source: Europe Economics analysis of consumer survey from this report.

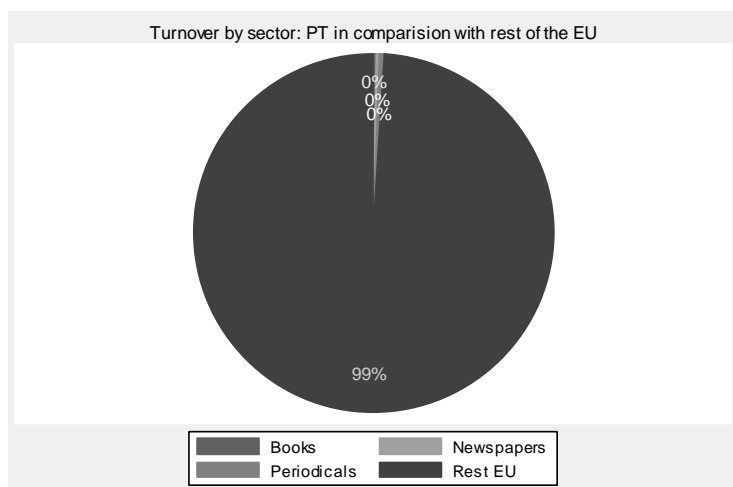
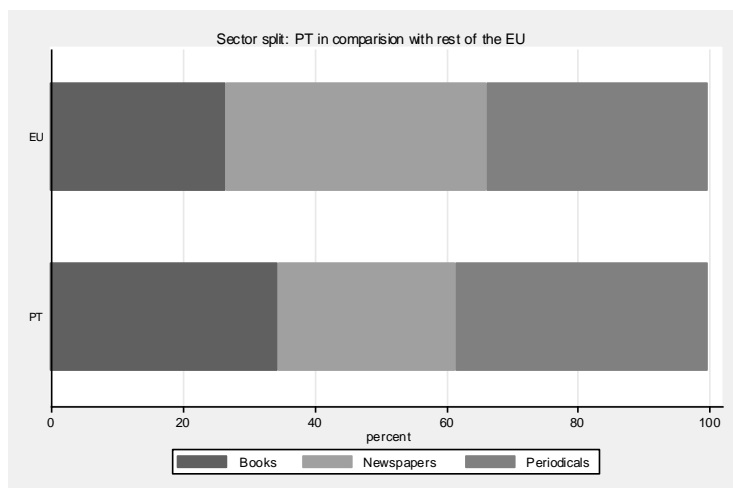
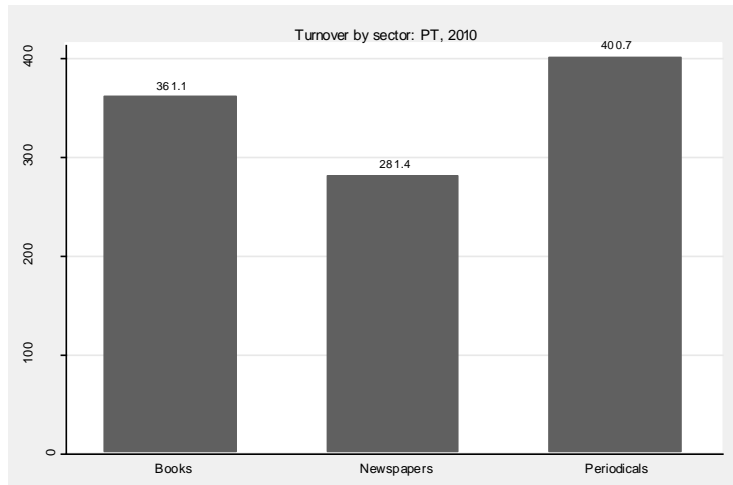


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19. Annex: PT

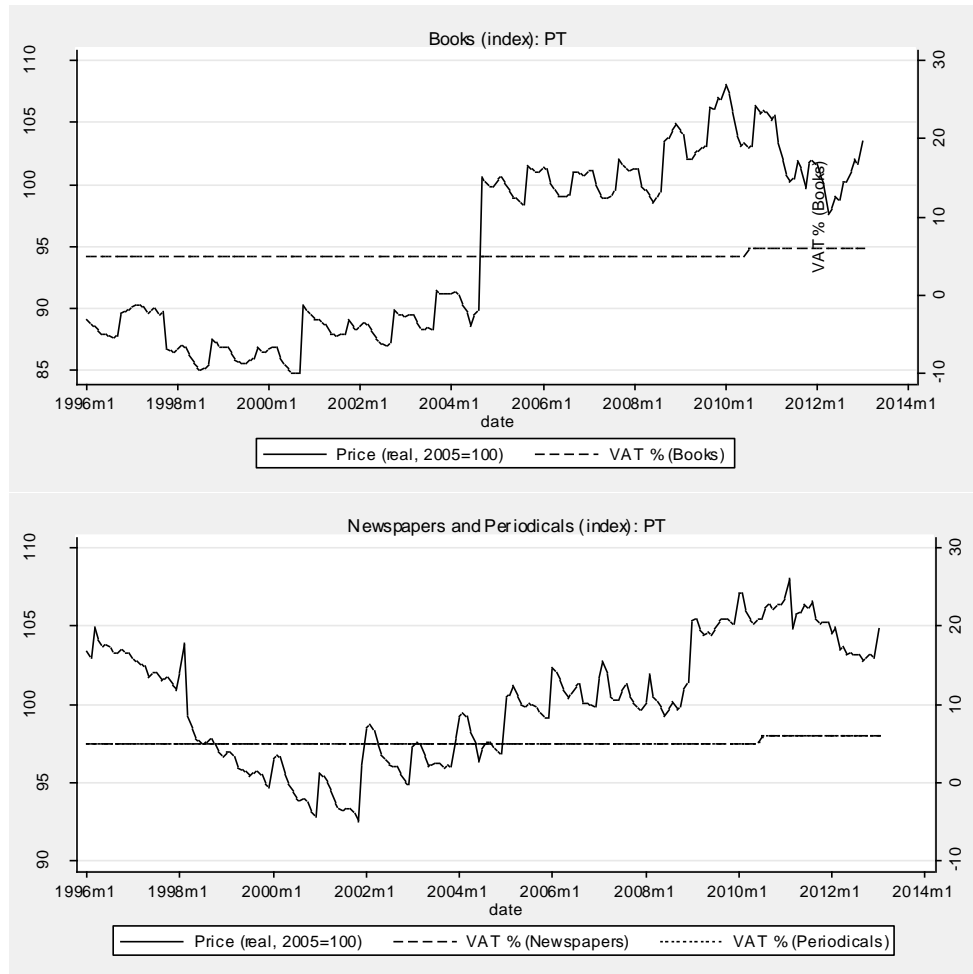
19.1 The publishing sector: descriptive figures



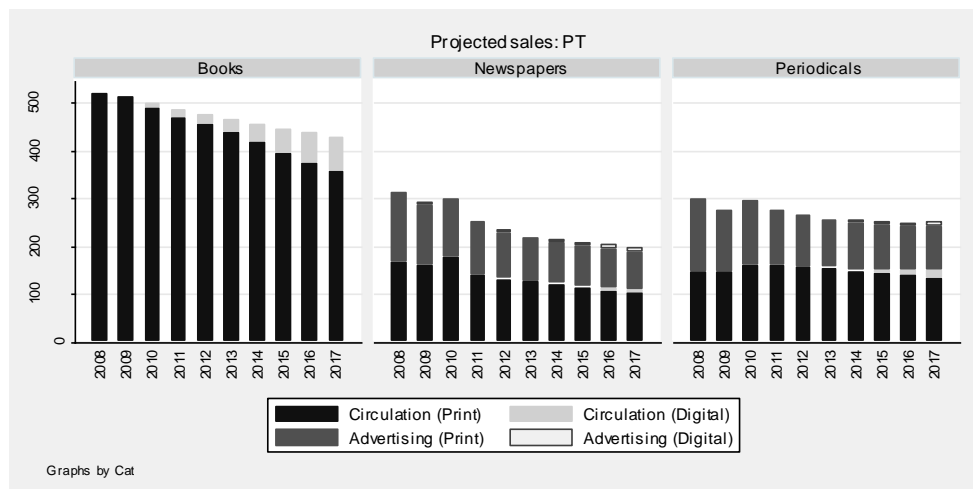
Source: Eurostat (Structural Business Statistics).



19.2 Prices and sales



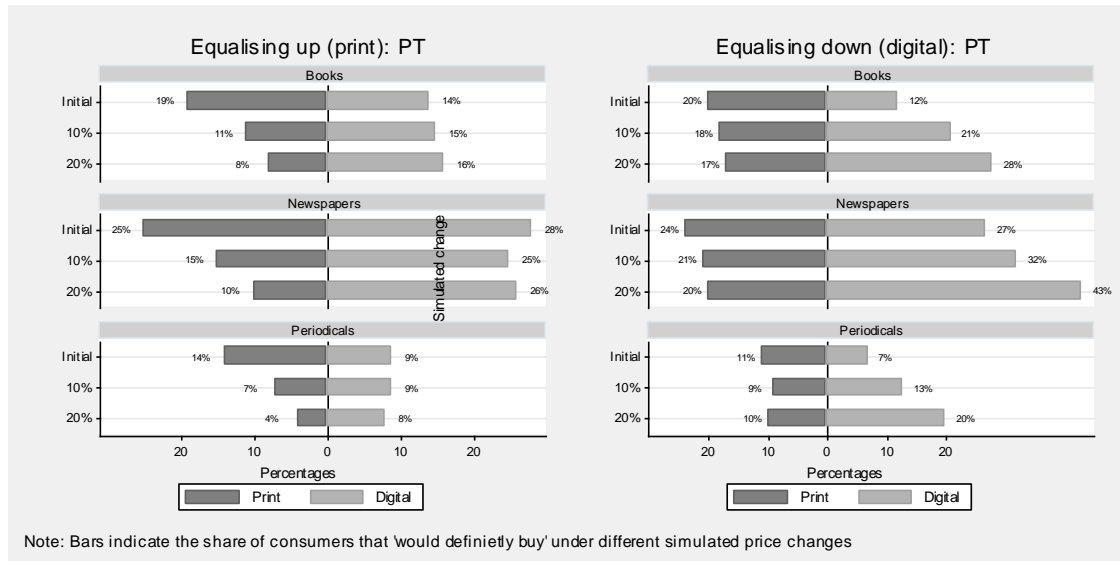
Source: Eurostat (Harmonized Indices of Consumer Prices).



Source: PwC Global Entertainment and Media Outlook: 2012-2016, www.pwc.com/outlook.



19.3 Migration patterns



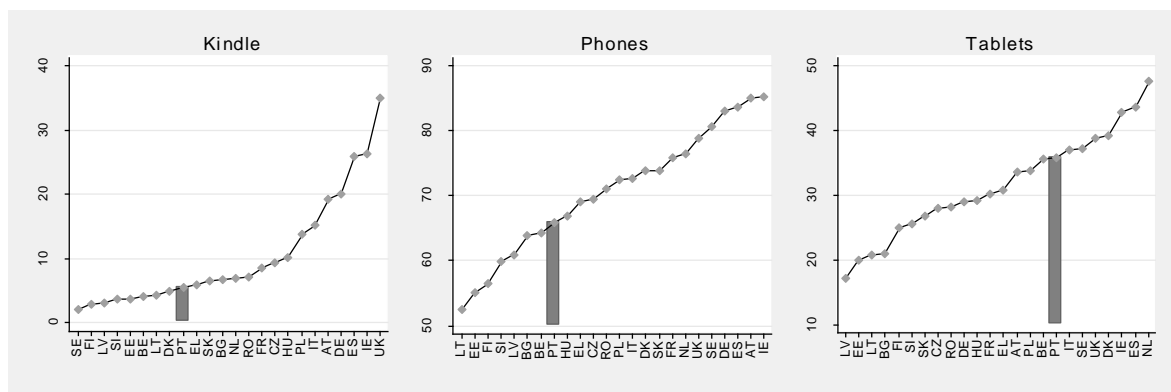
19.4 Elasticity estimates

Elasticity estimates PT – medium term estimates: own and cross-price elasticities (in squared brackets)

	Medium	Equalising up/Print	Equalising down/Digital
Books	Print	-4.25r*	[0.50p*]
	Digital	[0.00p]	-3.26p*
Newspapers	Print	-4.08r*	[0.38p*]
	Digital	[-0.44p*]	-2.34p*
Periodicals	Print	-6.13r*	[0.68p*]
	Digital	[0.00p]	-4.50p*

Note: * Statistically significant at 5% level or better. "p" Estimate from pooled regression. "r" Estimate from Member State regression.
Source: Europe Economics analysis of consumer survey.

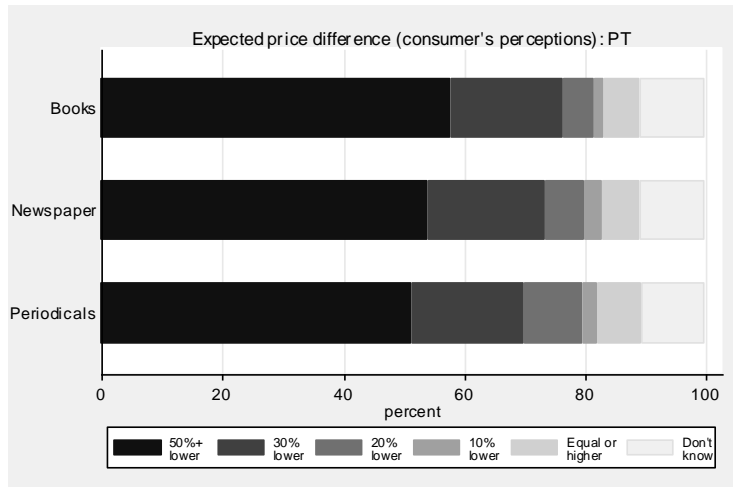
19.5 Availability of reading devices



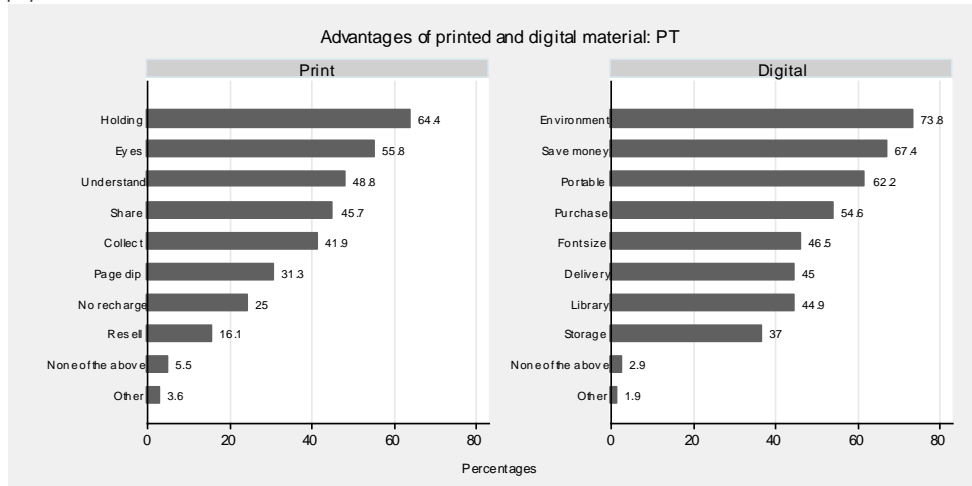
Source: Europe Economics analysis of consumer survey from this report.



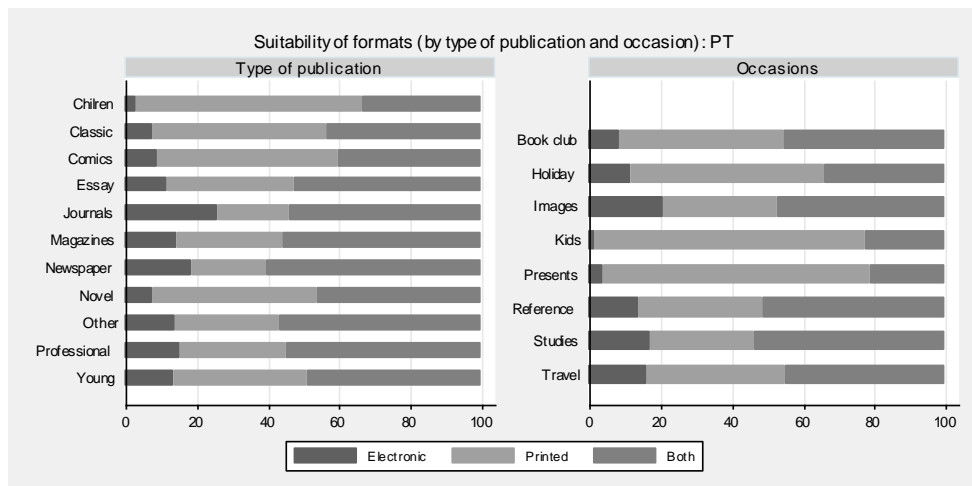
19.6 Print vs. digital: perception and attributes



Note: Results of Q11: "What do you think the price of online/electronic publications should be compared to the price of the paper version of the same item?"



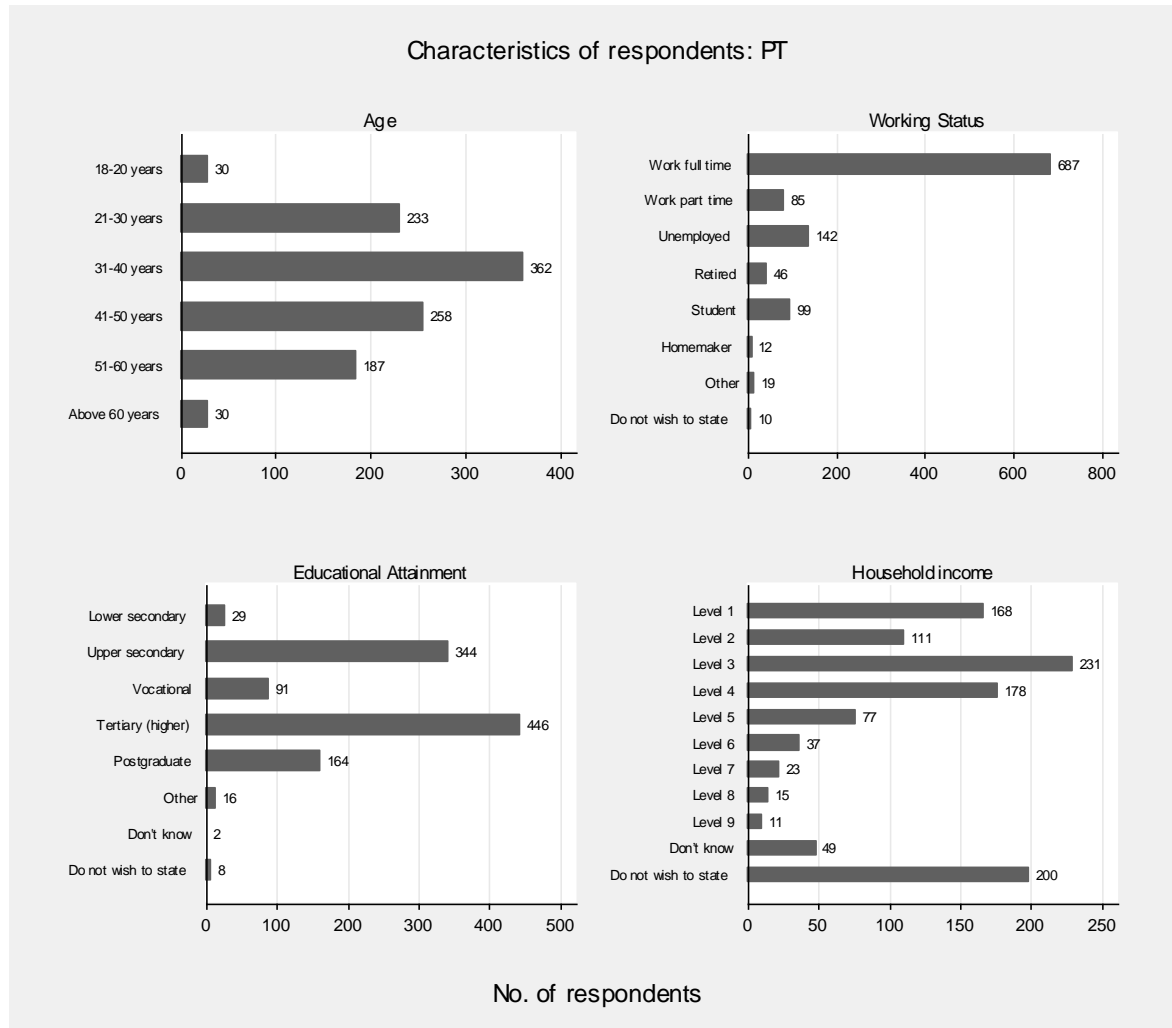
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Note: Results of Q14 "In your opinion, are there certain types of books that are better suited to being in either electronic or printed format, or are they equally suited to both formats?" and "Q15. Are there certain occasions where you prefer either an electronic or printed format, or are these occasions equally suited to both formats?"

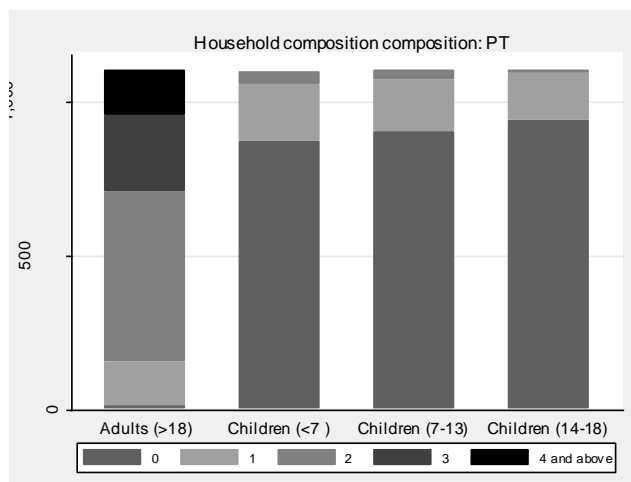


19.7 Socio-demographic attributes of respondents



Source: Europe Economics analysis of consumer survey from this report.

Note: Income levels are based on decile and percentiles in Eurostat, and the judgement by local experts.



Source: Europe Economics analysis of consumer survey from this report.

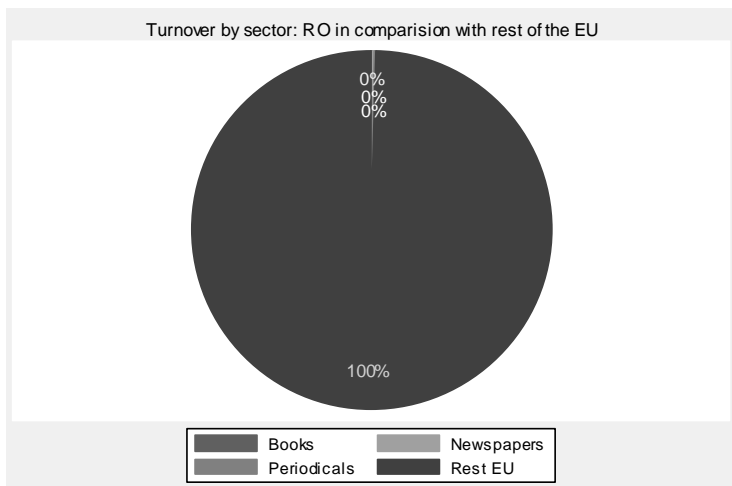
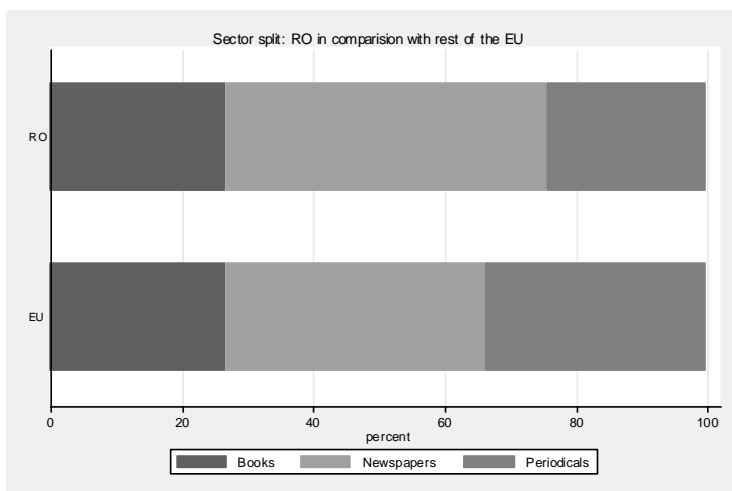
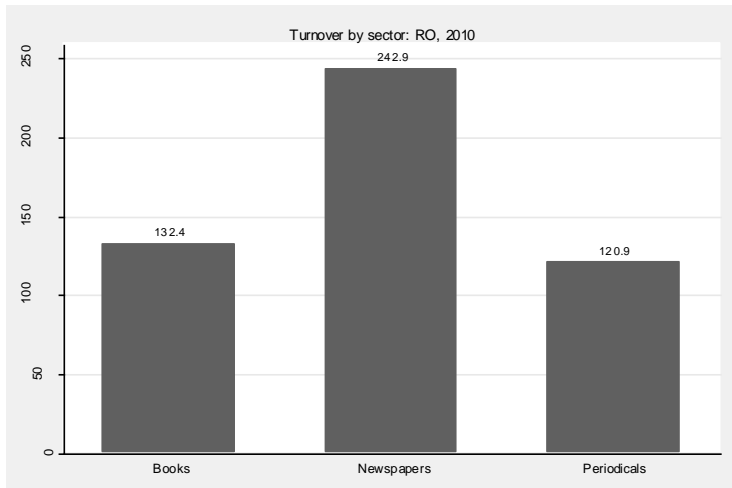


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20. Annex: RO

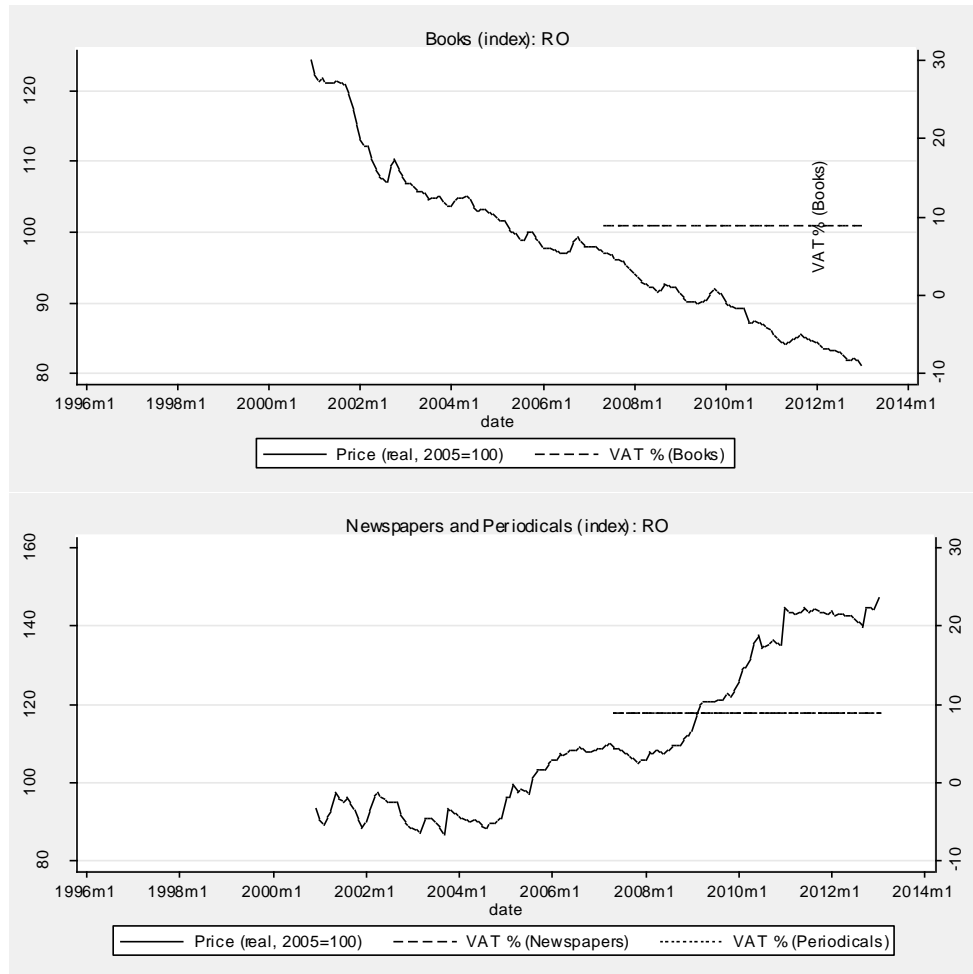
20.1 The publishing sector: descriptive figures



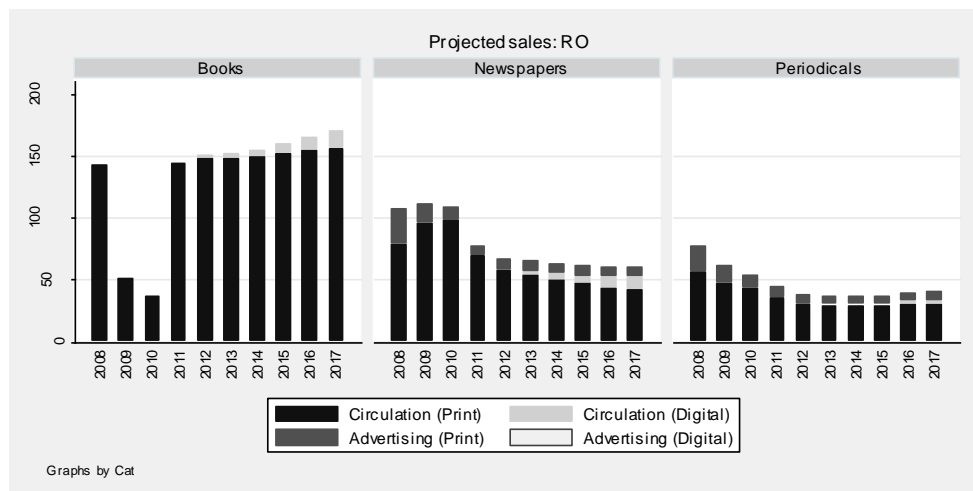
Source: Eurostat (Structural Business Statistics).



20.2 Prices and sales



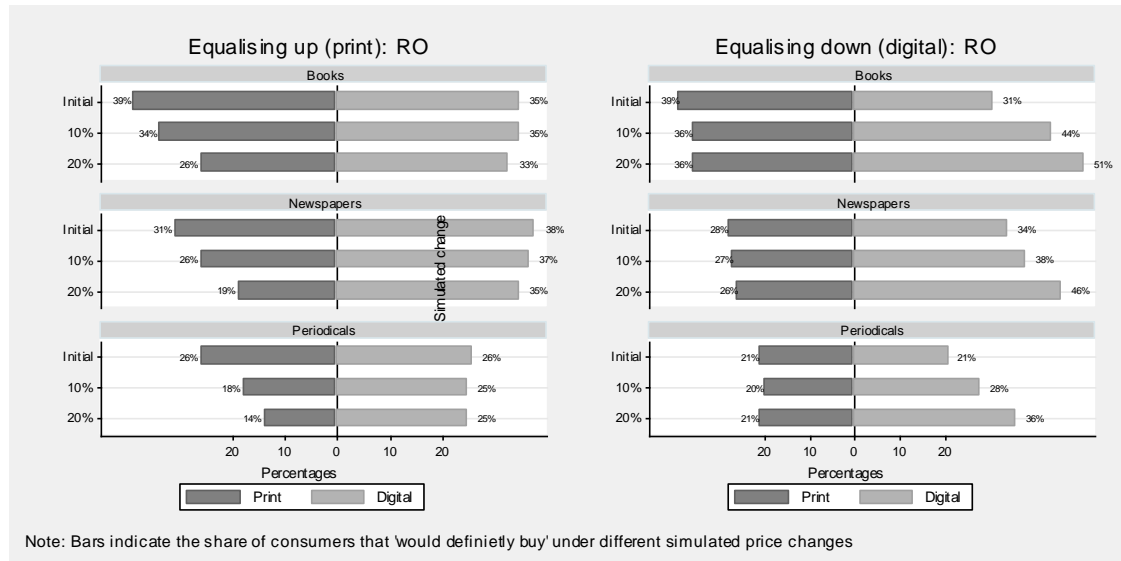
Source: Eurostat (Harmonized Indices of Consumer Prices).



Source: PwC Global Entertainment and Media Outlook: 2012-2016, www.pwc.com/outlook.



20.3 Migration patterns



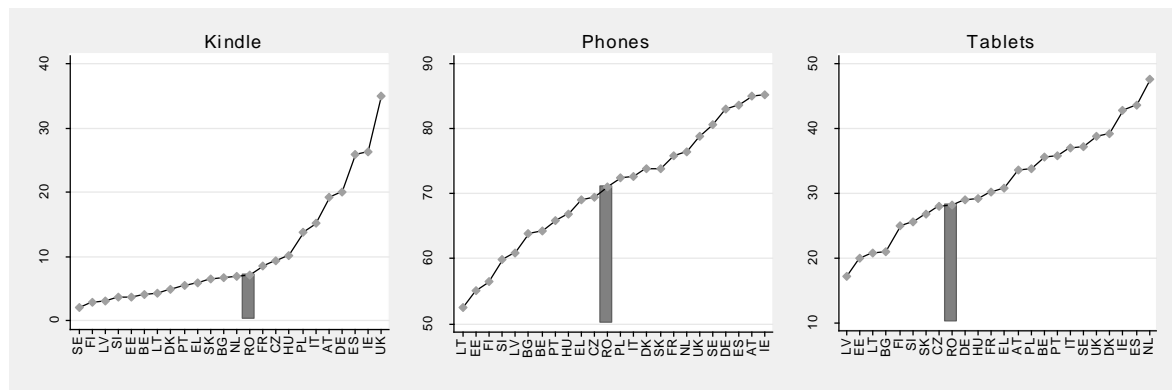
20.4 Elasticity estimates

Elasticity estimates RO – medium term estimates: own and cross-price elasticities (in squared brackets)

	Medium	Equalising up/Print	Equalising down/Digital
Books	Print	-1.63r*	[0.50p*]
	Digital	[0.00p]	-3.26p*
Newspapers	Print	-2.21r*	[0.38p*]
	Digital	[-0.44p*]	-2.34p*
Periodicals	Print	-2.80r*	[0.68p*]
	Digital	[0.00p]	-4.50p*

Note: * Statistically significant at 5% level or better. "p" Estimate from pooled regression. "r" Estimate from Member State regression.
Source: Europe Economics analysis of consumer survey.

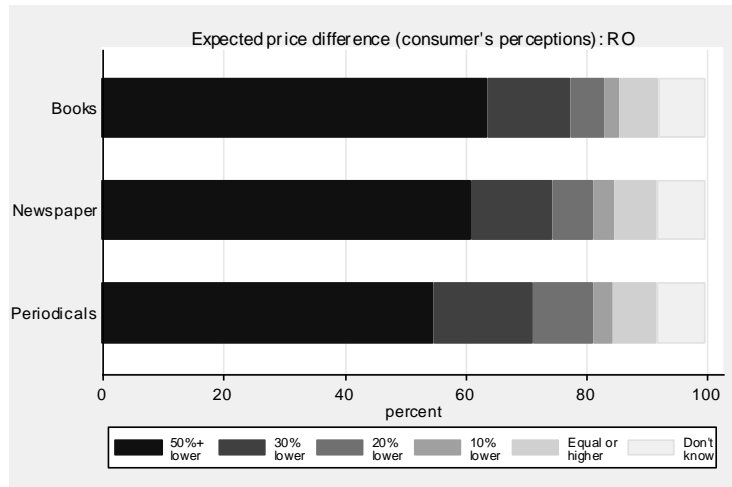
20.5 Availability of reading devices



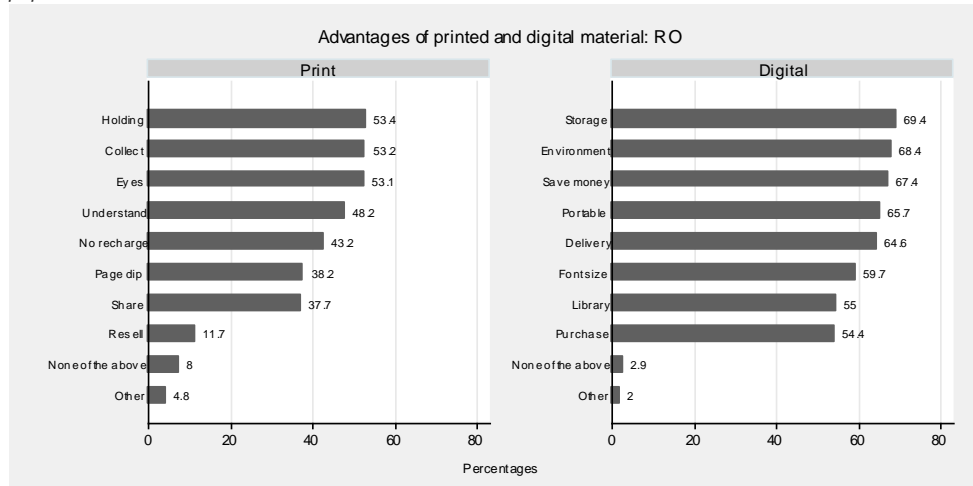
Source: Europe Economics analysis of consumer survey from this report.



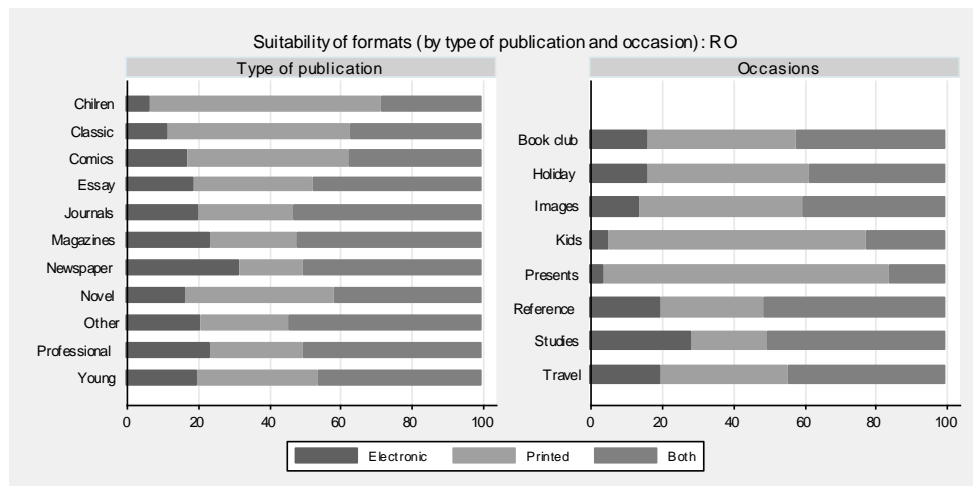
20.6 Print vs. digital: perception and attributes



Note: Results of Q11: "What do you think the price of online/electronic publications should be compared to the price of the paper version of the same item?"



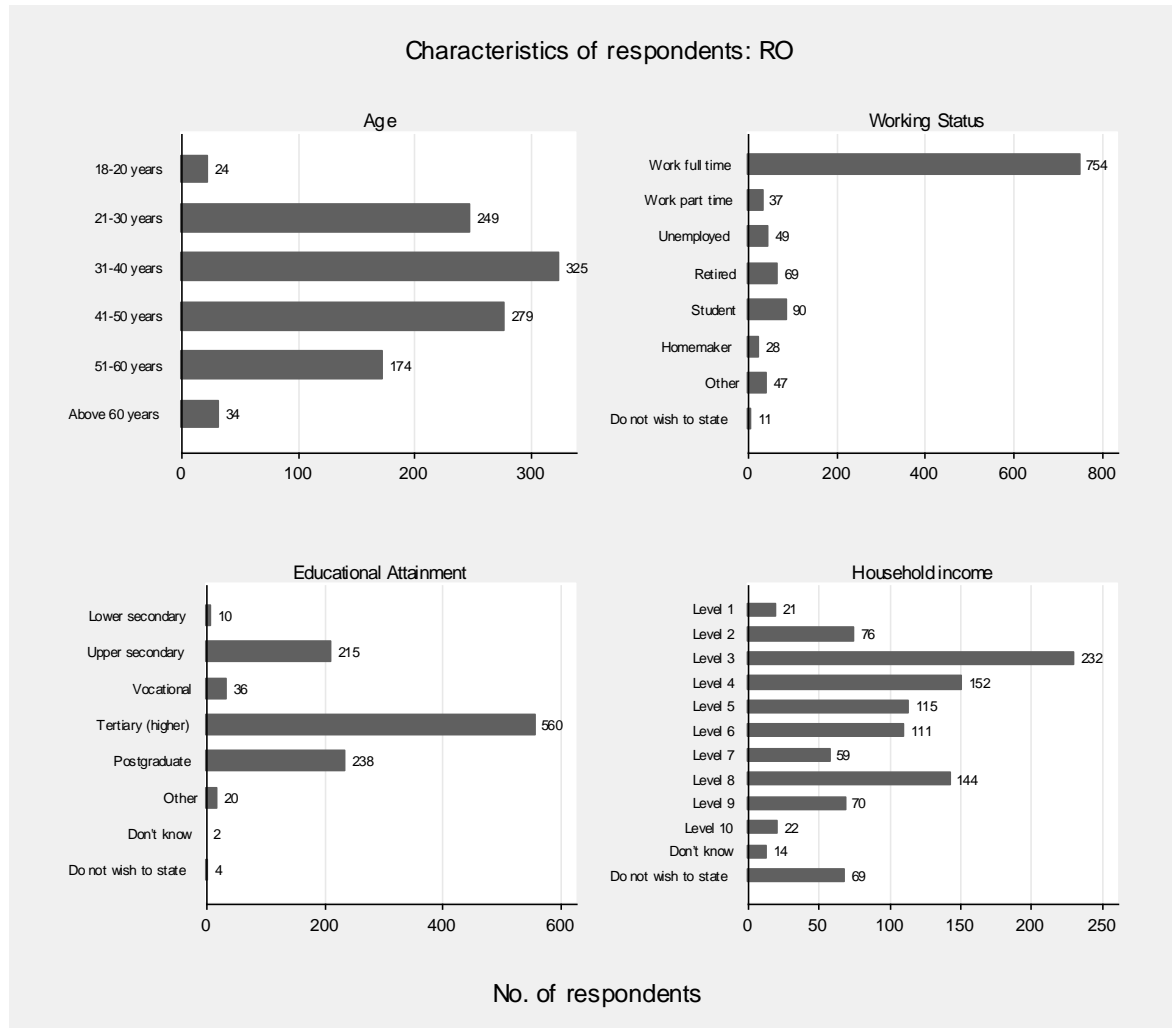
Note: Results of Q12: "In your opinion what are the advantages of printed material over electronic material?" and Q13 "In your opinion what are the advantages of material over printed material?"



Note: Results of Q14 "In your opinion, are there certain types of books that are better suited to being in either electronic or printed format, or are they equally suited to both formats?" and "Q15. Are there certain occasions where you prefer either an electronic or printed format, or are these occasions equally suited to both formats?"

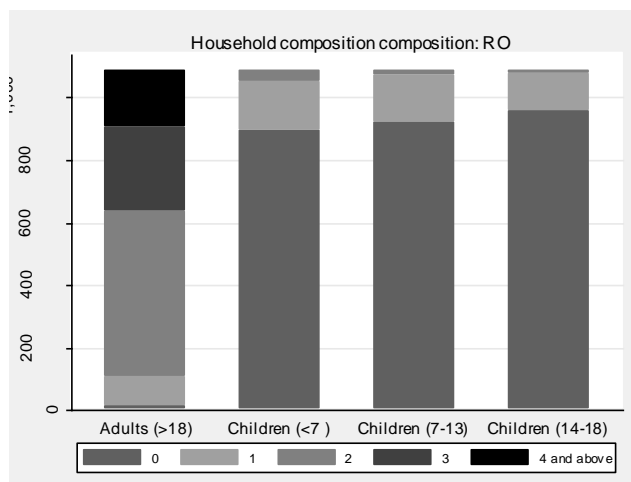


20.7 Socio-demographic attributes of respondents



Source: Europe Economics analysis of consumer survey from this report.

Note: Income levels are based on decile and percentiles in Eurostat, and the judgement by local experts.



Source: Europe Economics analysis of consumer survey from this report.

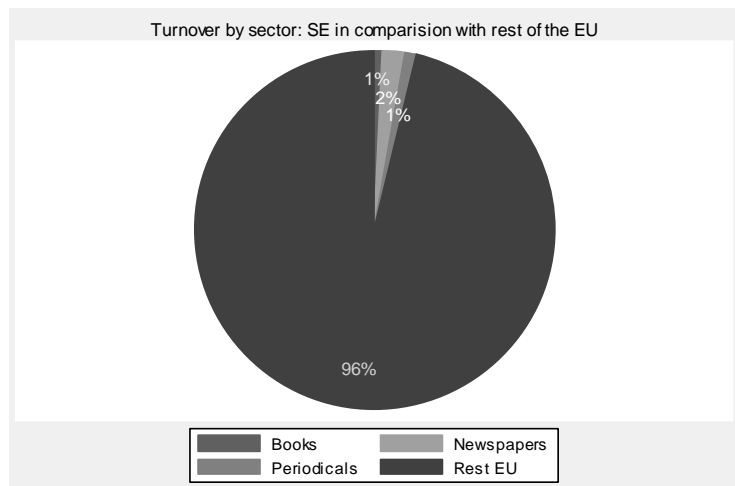
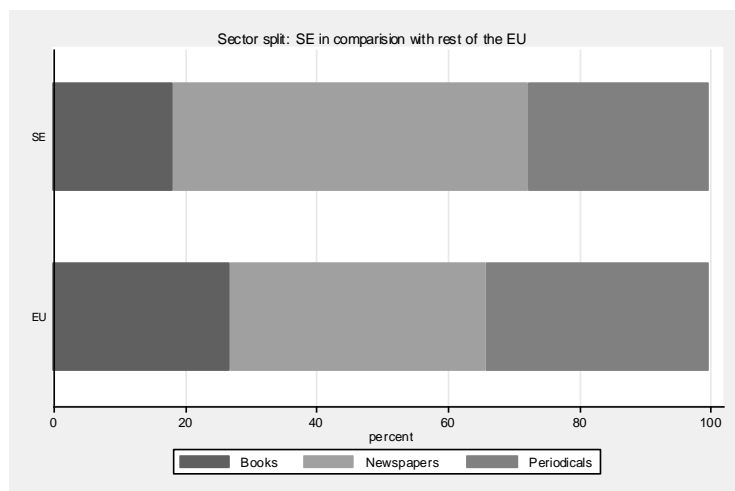
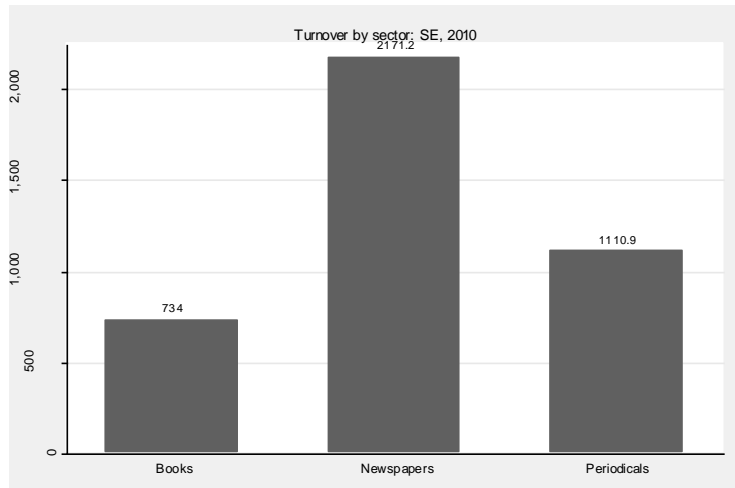


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21. Annex: SE

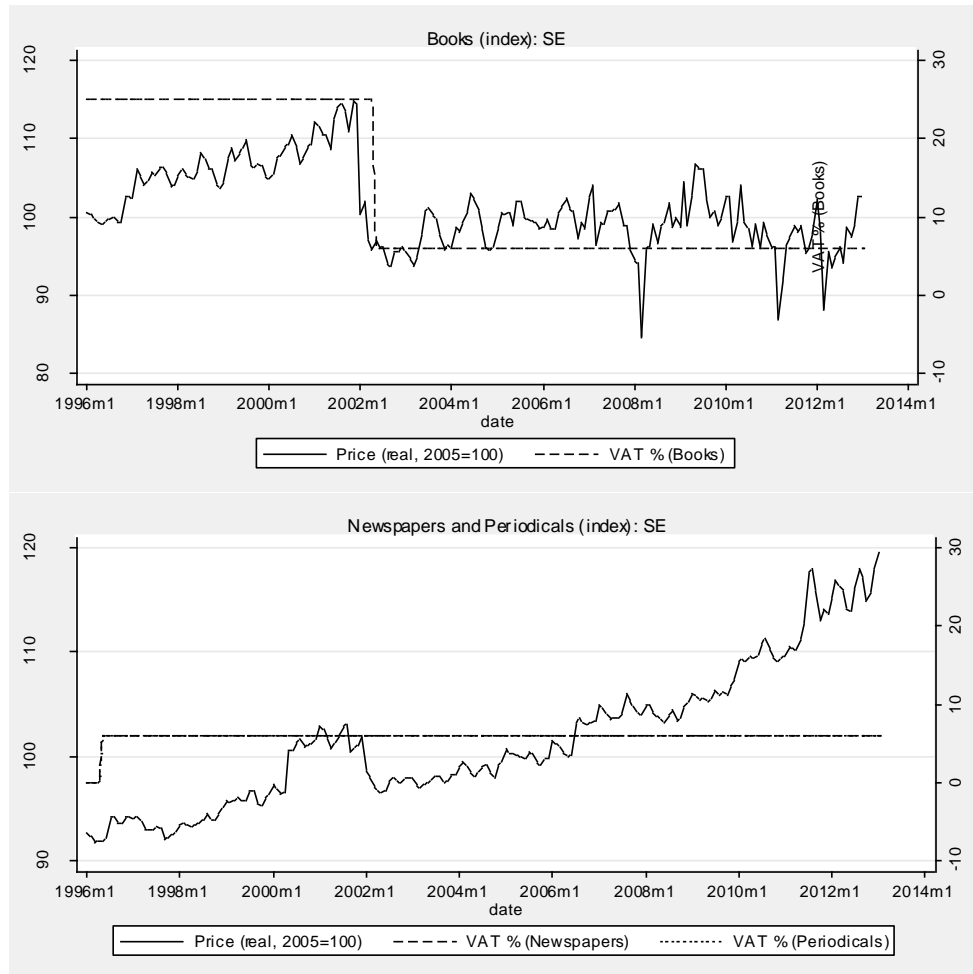
21.1 The publishing sector: descriptive figures



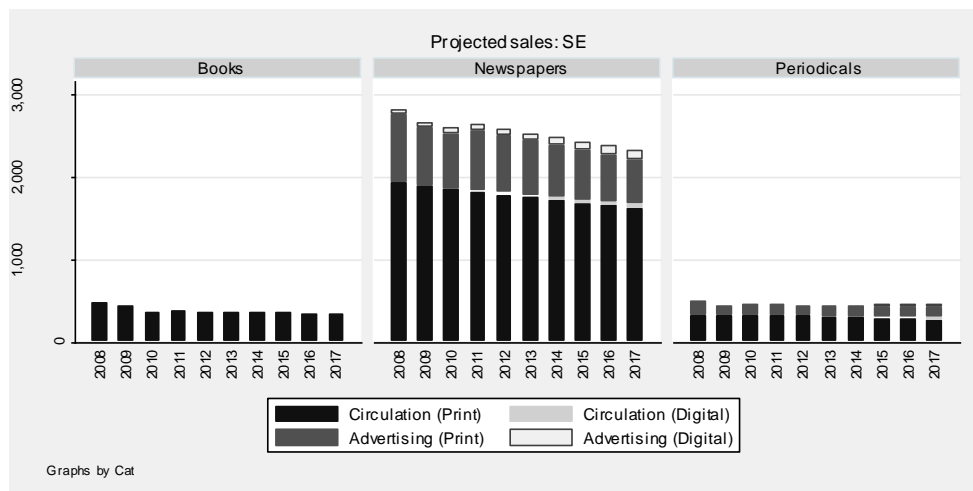
Source: Eurostat (Structural Business Statistics).



21.2 Prices and sales



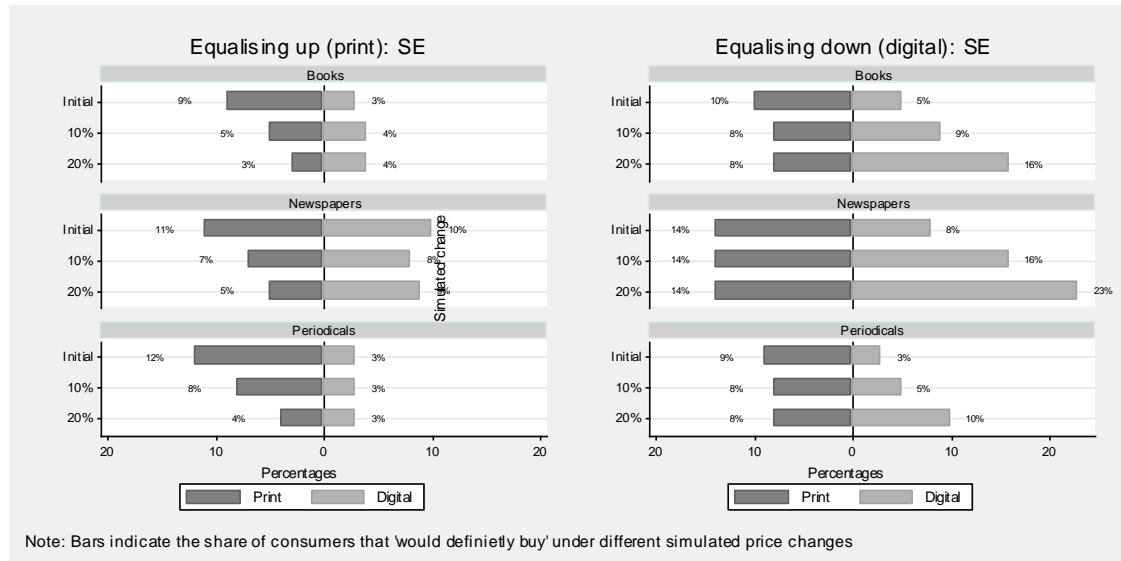
Source: Eurostat (Harmonized Indices of Consumer Prices).



Source: PwC Global Entertainment and Media Outlook: 2012-2016, www.pwc.com/outlook.



21.3 Migration patterns



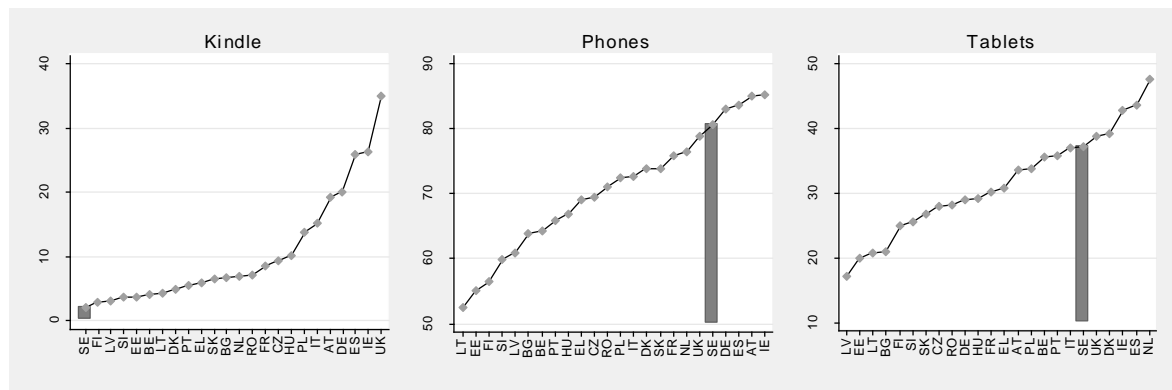
21.4 Elasticity estimates

Elasticity estimates SE – medium term estimates: own and cross-price elasticities (in squared brackets)

	Medium	Equalising up/Print	Equalising down/Digital
Books	Print	-5.17 ^{r*}	[0.50 ^{p*}]
	Digital	[0.00 ^p]	-3.26 ^{p*}
Newspapers	Print	-5.02 ^{r*}	[0.38 ^{p*}]
	Digital	[-0.44 ^{p*}]	-2.34 ^{p*}
Periodicals	Print	-5.65 ^{r*}	[0.68 ^{p*}]
	Digital	[0.00 ^p]	-4.50 ^{p*}

Note: * Statistically significant at 5% level or better. "p" Estimate from pooled regression. "r" Estimate from Member State regression.
Source: Europe Economics analysis of consumer survey.

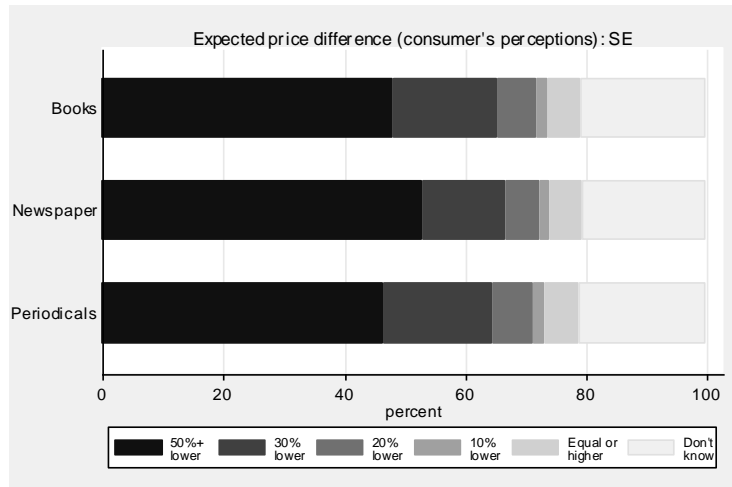
21.5 Availability of reading devices



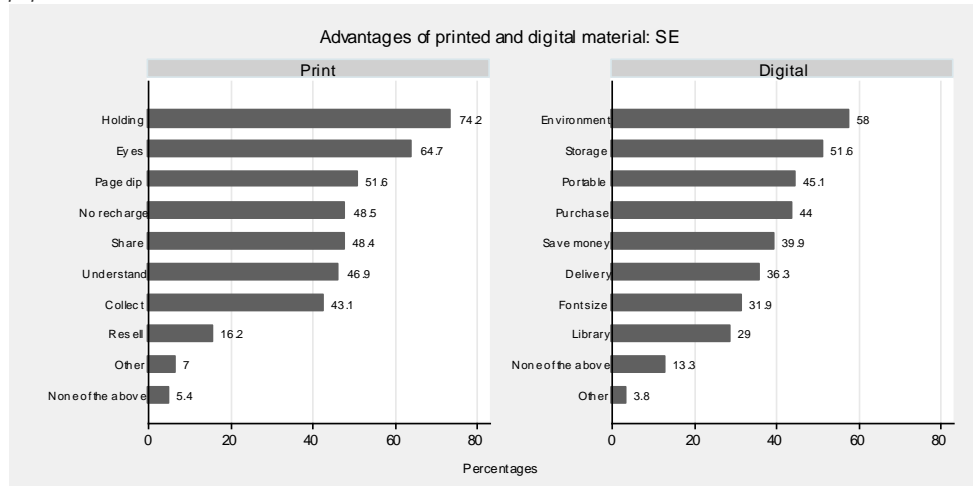
Source: Europe Economics analysis of consumer survey from this report.



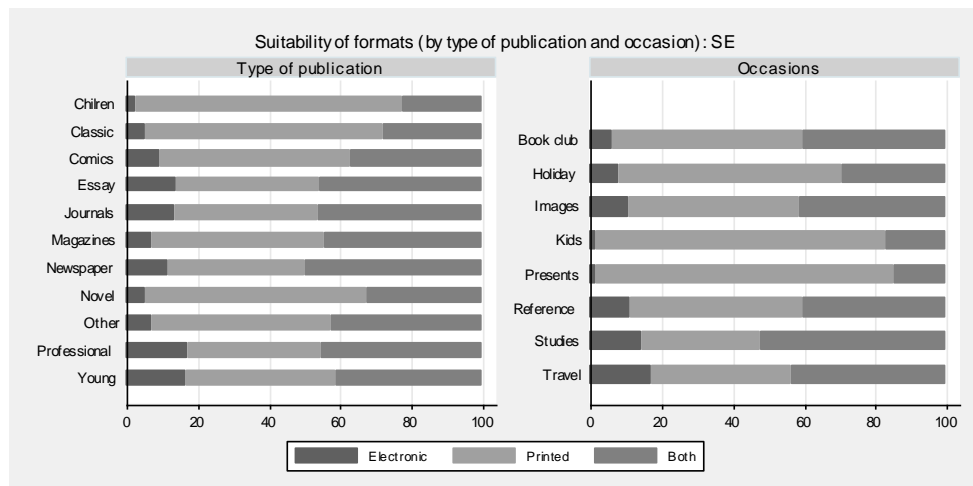
21.6 Print vs. digital: perception and attributes



Note: Results of Q11: "What do you think the price of online/electronic publications should be compared to the price of the paper version of the same item?"



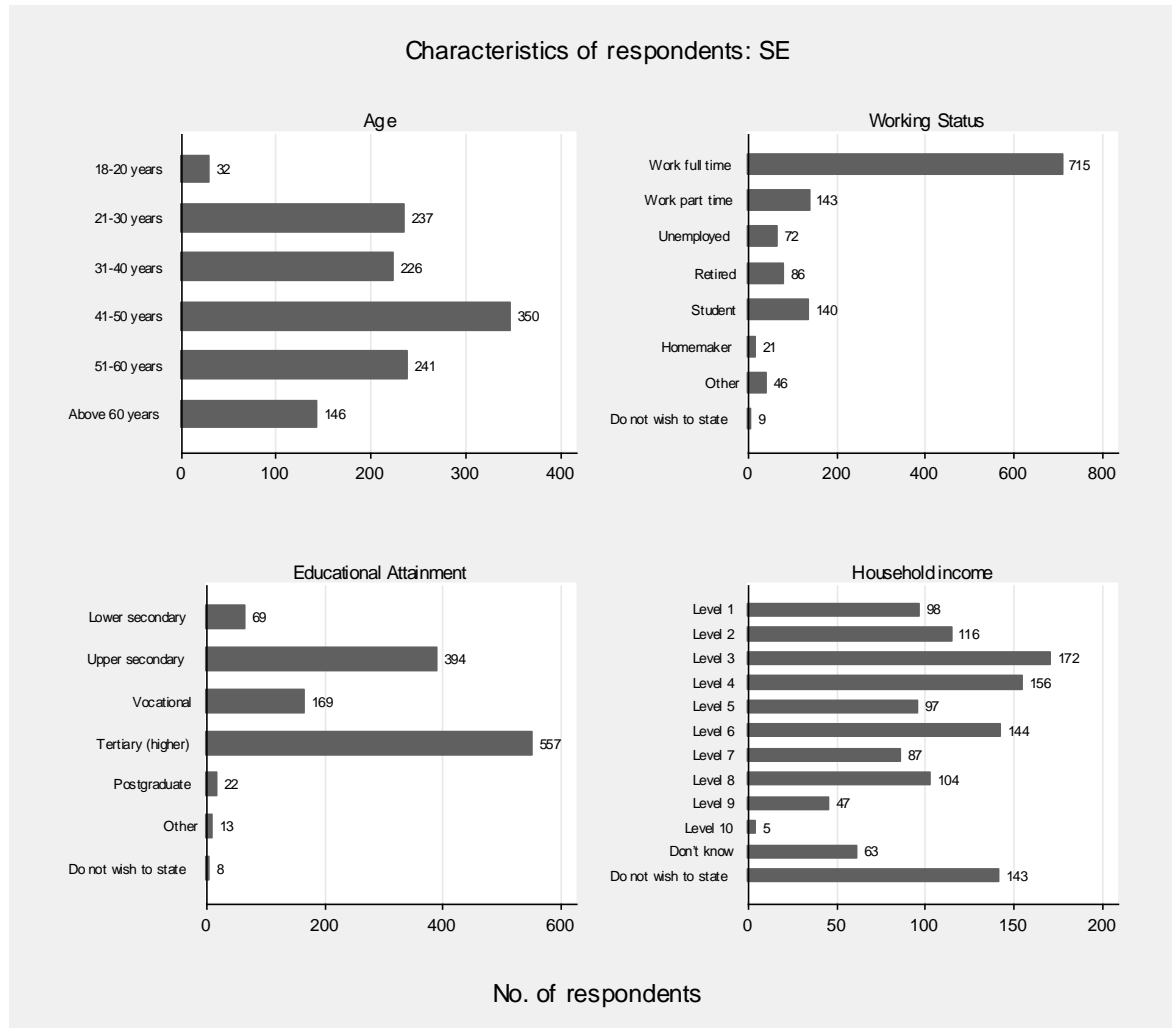
Note: Results of Q12: "In your opinion what are the advantages of printed material over electronic material?" and Q13 "In your opinion what are the advantages of material over printed material?"



Note: Results of Q14 "In your opinion, are there certain types of books that are better suited to being in either electronic or printed format, or are they equally suited to both formats?" and "Q15. Are there certain occasions where you prefer either an electronic or printed format, or are these occasions equally suited to both formats?"

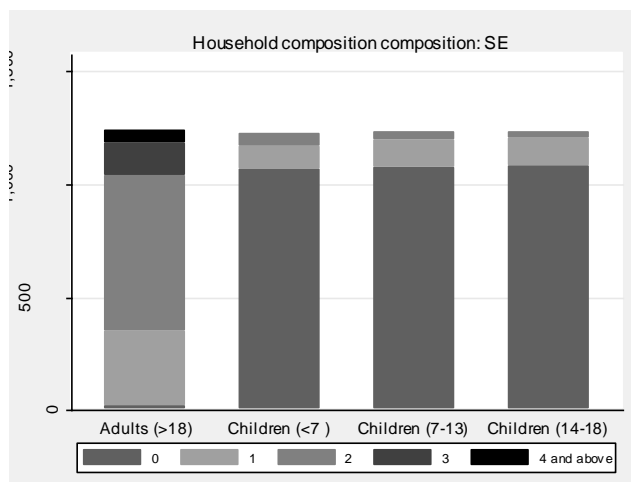


21.7 Socio-demographic attributes of respondents



Source: Europe Economics analysis of consumer survey from this report.

Note: Income levels are based on decile and percentiles in Eurostat, and the judgement by local experts.



Source: Europe Economics analysis of consumer survey from this report.

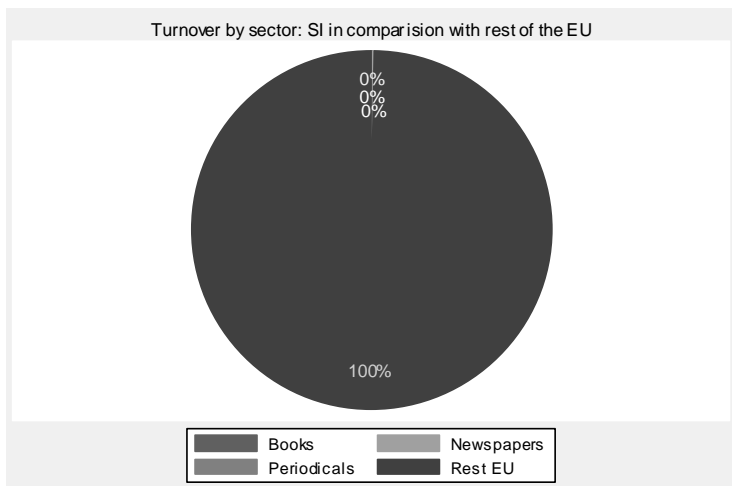
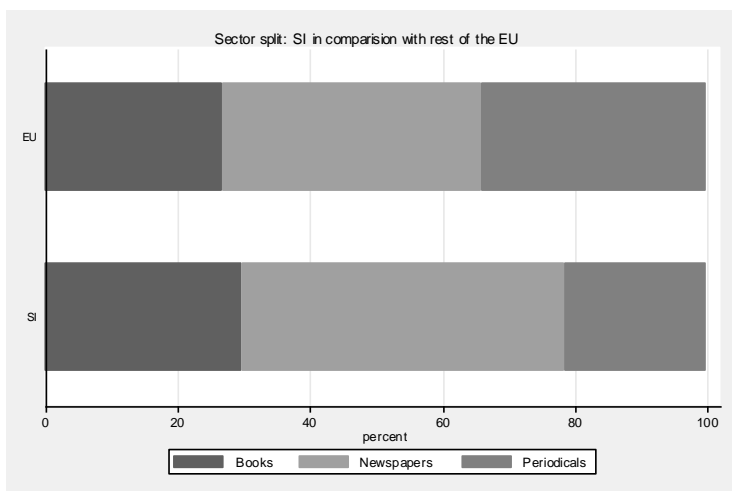
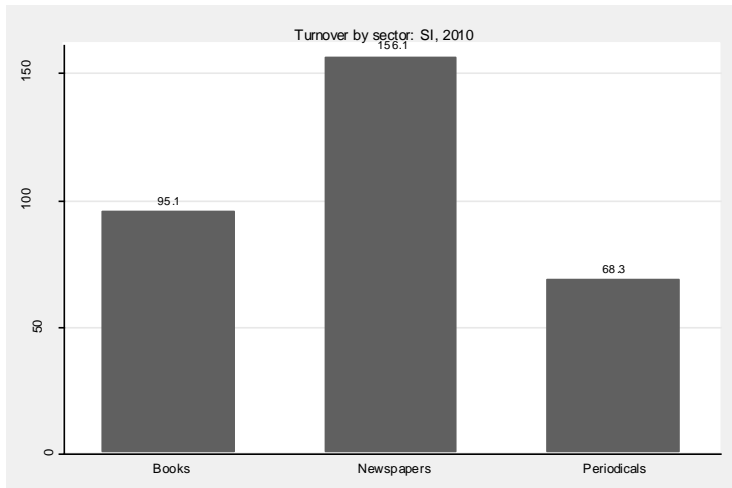


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22. Annex: SI

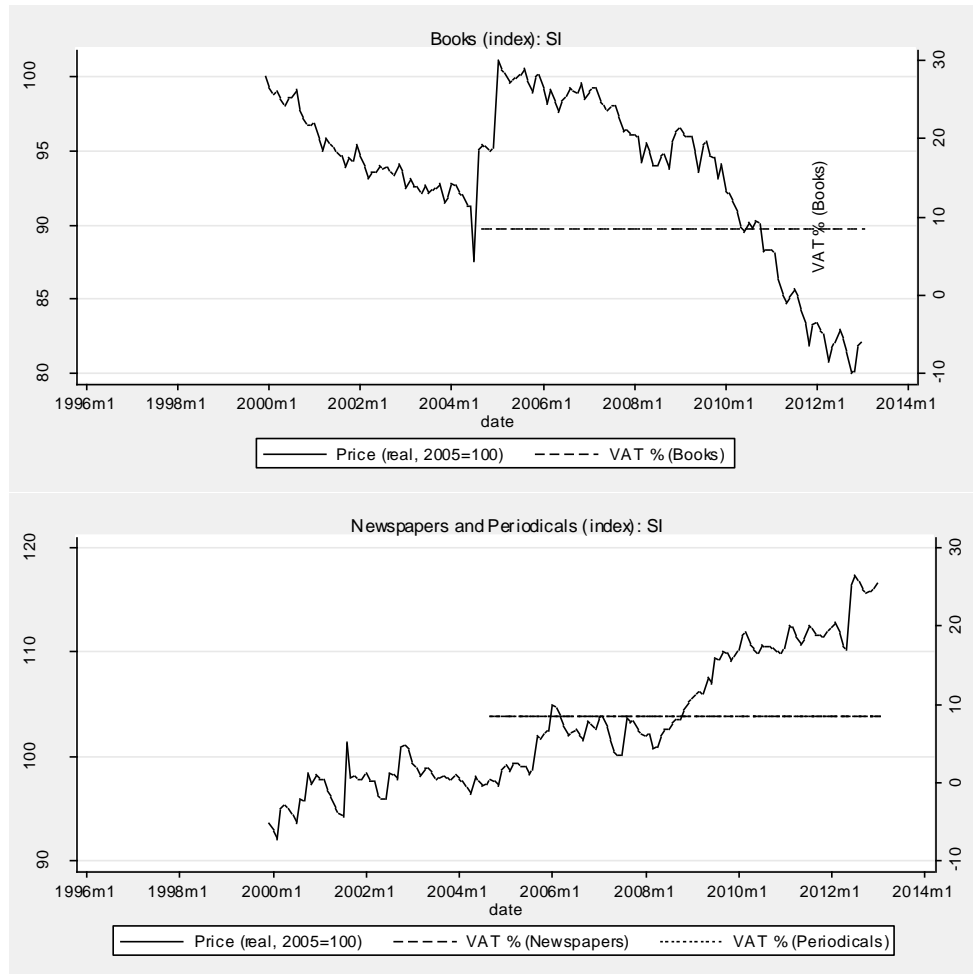
22.1 The publishing sector: descriptive figures



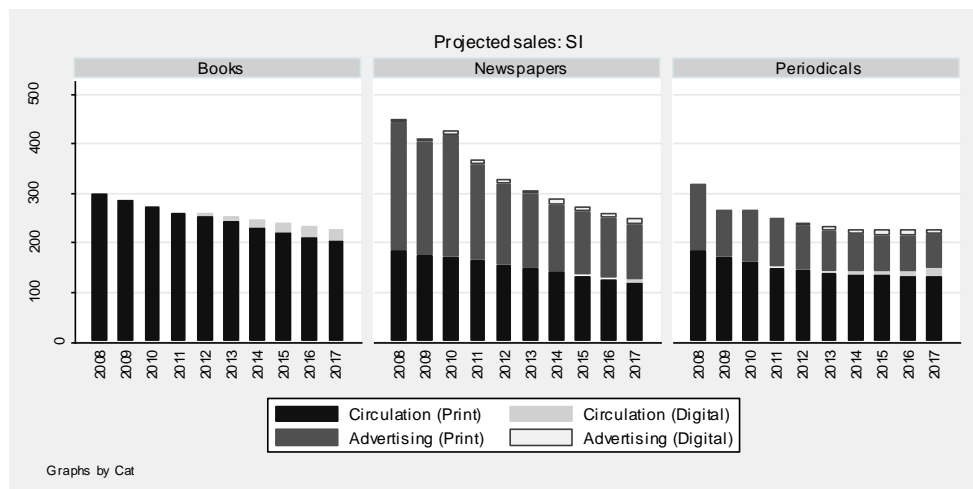
Source: Eurostat (Structural Business Statistics).



22.2 Prices and sales



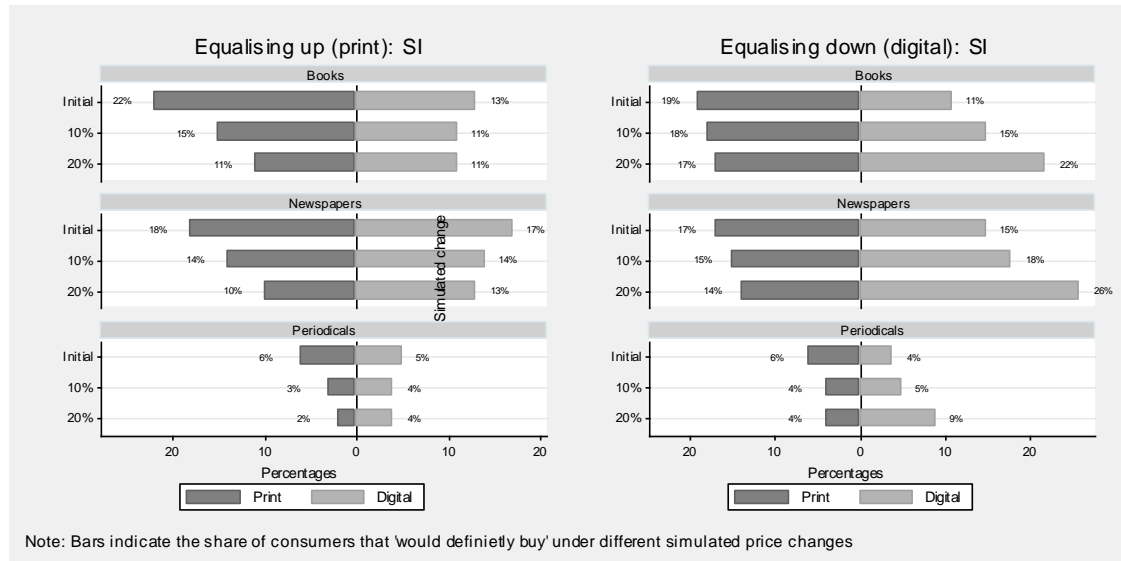
Source: Eurostat (Harmonized Indices of Consumer Prices).



Source: PwC Global Entertainment and Media Outlook: 2012-2016, www.pwc.com/outlook.



22.3 Migration patterns



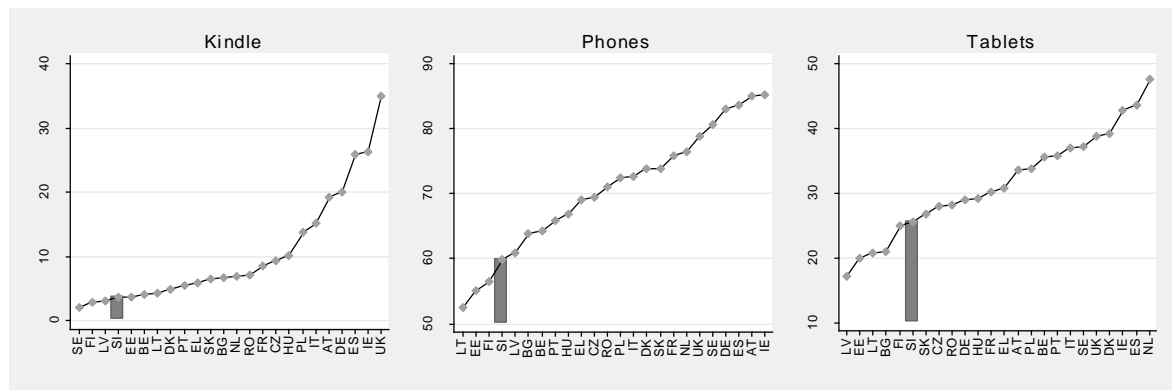
22.4 Elasticity estimates

Elasticity estimates SI – medium term estimates: own and cross-price elasticities (in squared brackets)

	Medium	Equalising up/Print	Equalising down/Digital
Books	Print	-3.29 ^{r*}	[0.50 ^{p*}]
	Digital	[0.00 ^p]	-3.26 ^{p*}
Newspapers	Print	-3.63 ^{r*}	[0.38 ^{p*}]
	Digital	[-0.44 ^{p*}]	-2.34 ^{p*}
Periodicals	Print	-6.28 ^{r*}	[0.68 ^{p*}]
	Digital	[0.00 ^p]	-4.50 ^{p*}

Note: * Statistically significant at 5% level or better. "p" Estimate from pooled regression. "r" Estimate from Member State regression.
Source: Europe Economics analysis of consumer survey.

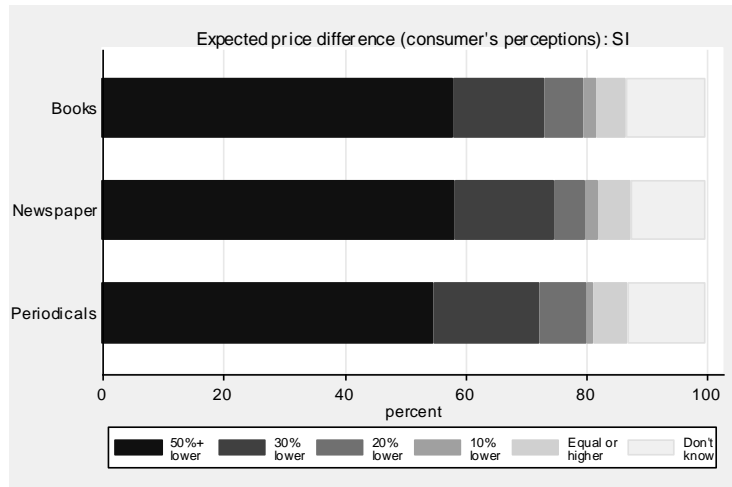
22.5 Availability of reading devices



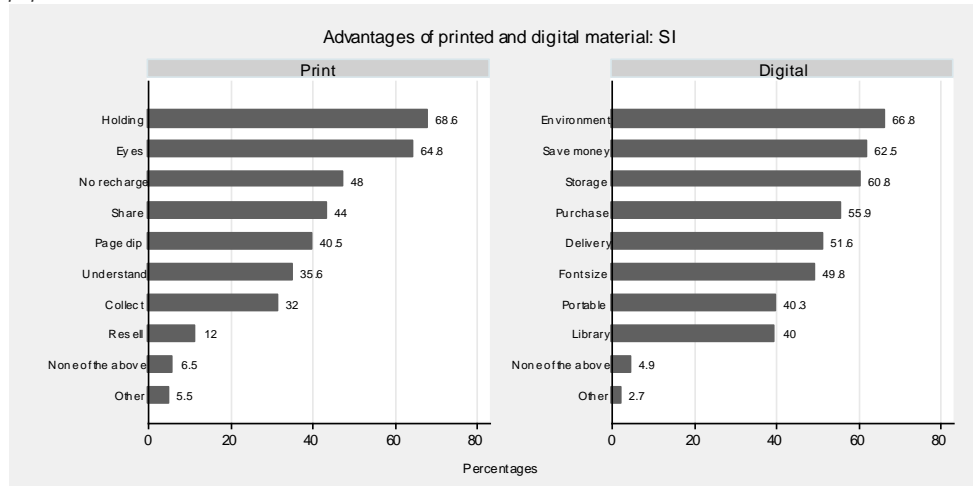
Source: Europe Economics analysis of consumer survey from this report.



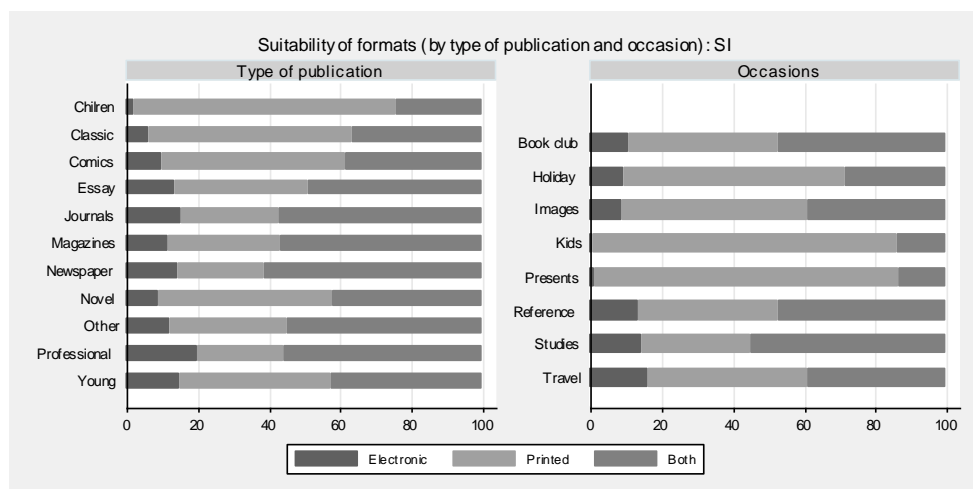
22.6 Print vs. digital: perception and attributes



Note: Results of Q11: "What do you think the price of online/electronic publications should be compared to the price of the paper version of the same item?"



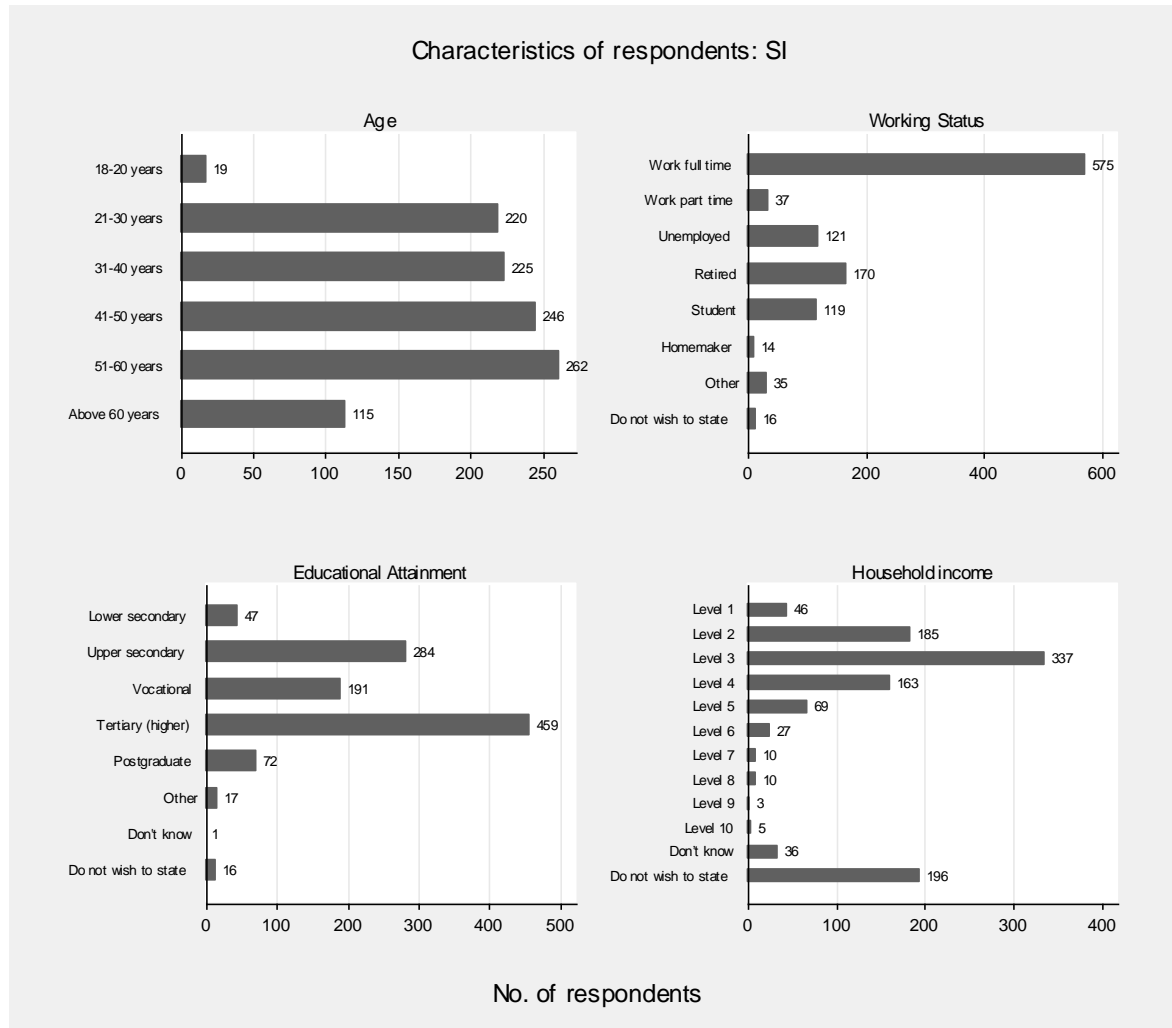
Note: Results of Q12: "In your opinion what are the advantages of printed material over electronic material?" and Q13 "In your opinion what are the advantages of material over printed material?"



Note: Results of Q14 "In your opinion, are there certain types of books that are better suited to being in either electronic or printed format, or are they equally suited to both formats?" and "Q15. Are there certain occasions where you prefer either an electronic or printed format, or are these occasions equally suited to both formats?"

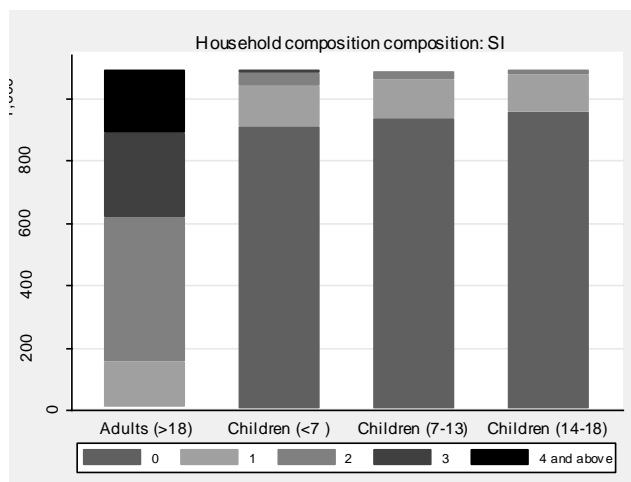


22.7 Socio-demographic attributes of respondents



Source: Europe Economics analysis of consumer survey from this report.

Note: Income levels are based on decile and percentiles in Eurostat, and the judgement by local experts.



Source: Europe Economics analysis of consumer survey from this report.

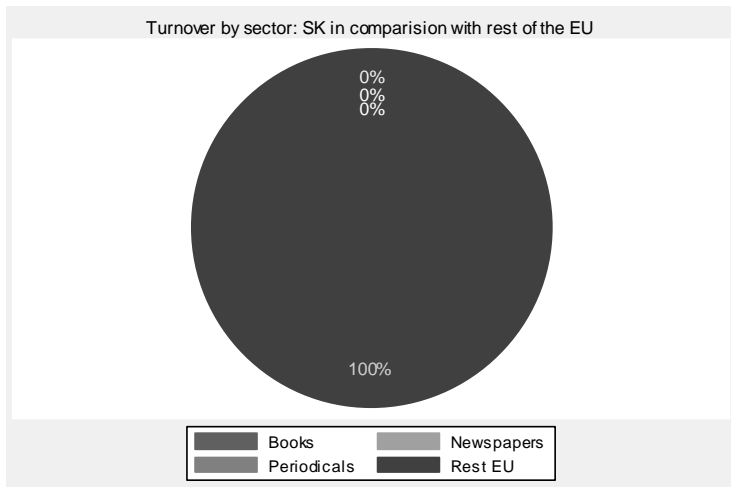
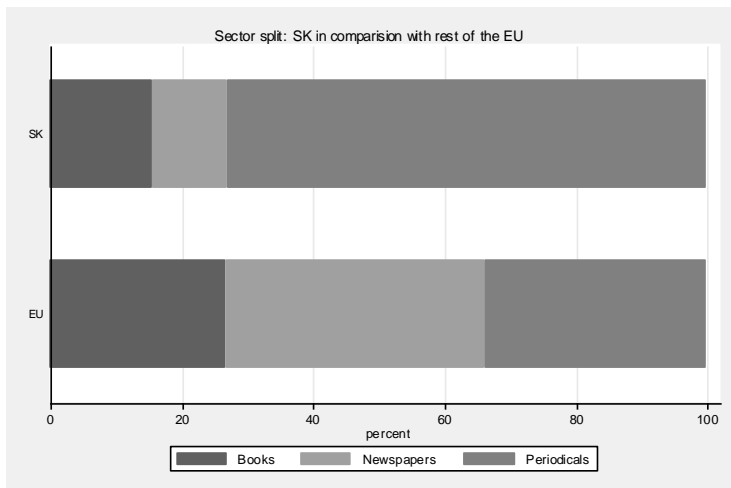
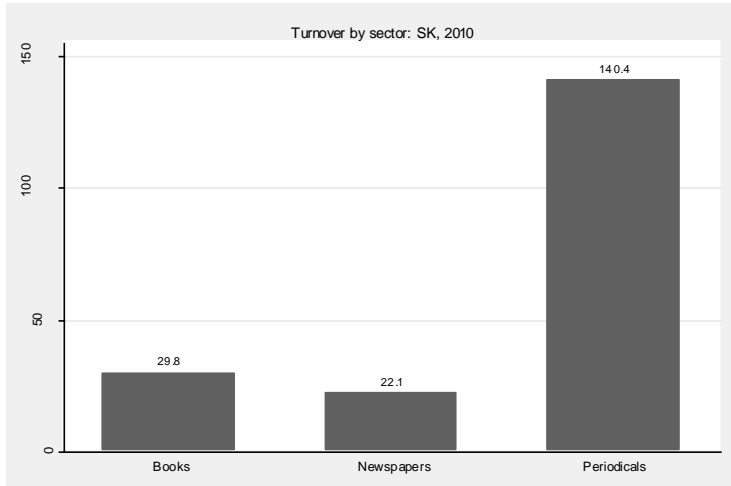


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23. Annex: SK

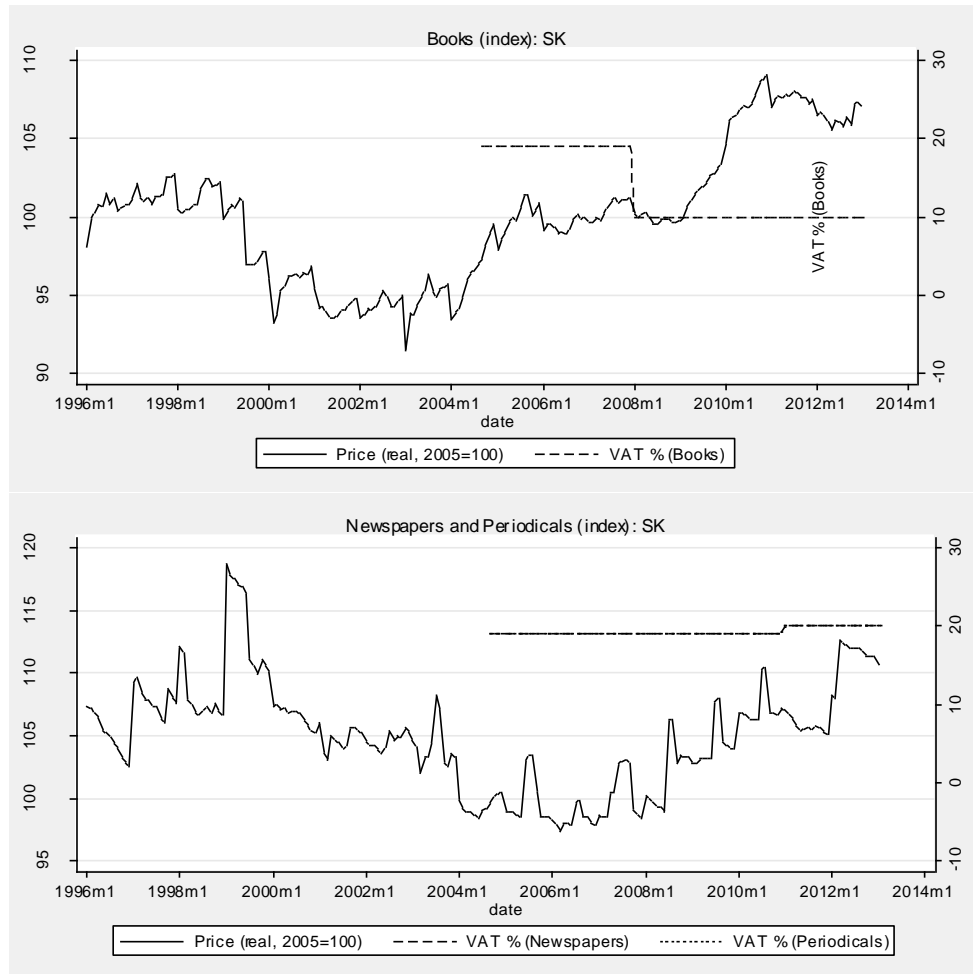
23.1 The publishing sector: descriptive figures



Source: Eurostat (Structural Business Statistics).



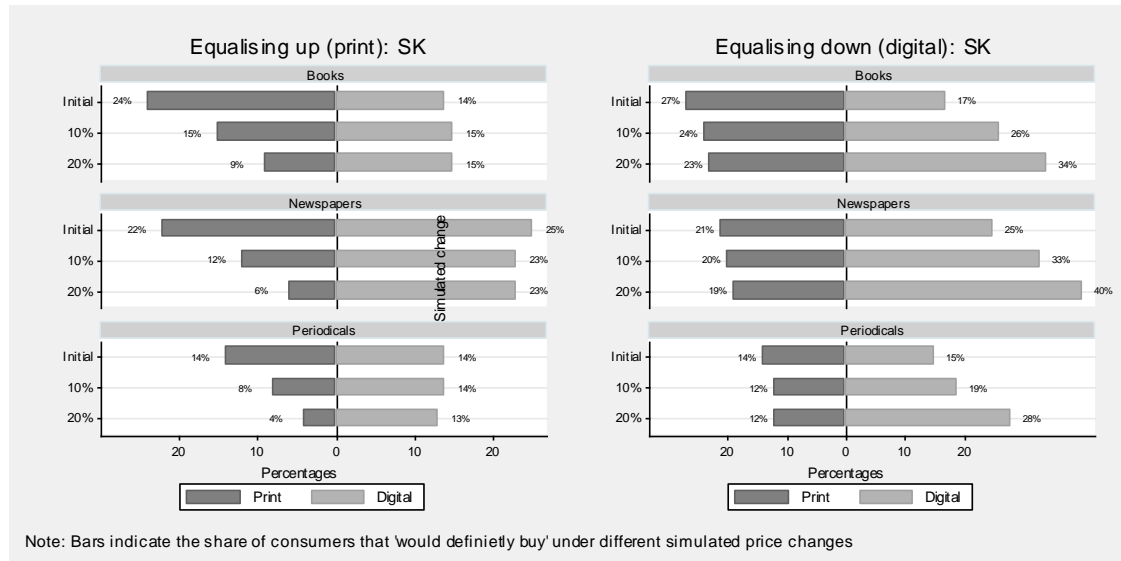
23.2 Prices and sales



Source: Eurostat (Harmonized Indices of Consumer Prices).



23.3 Migration patterns



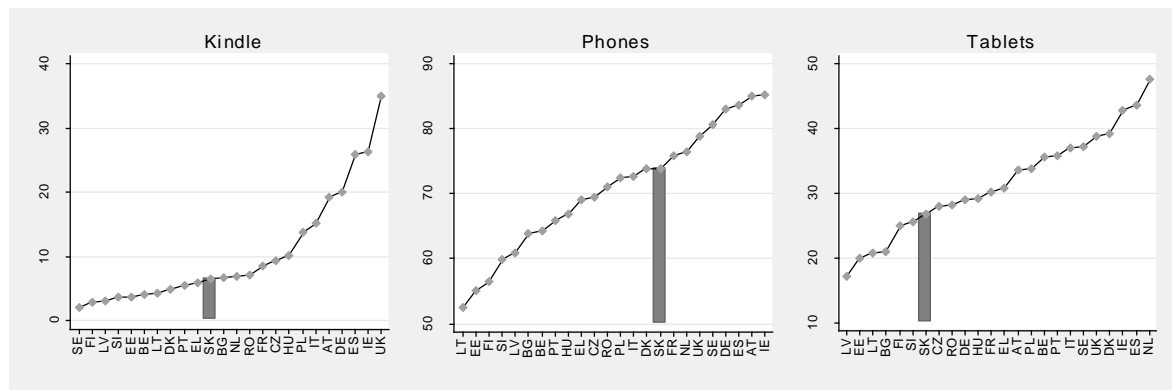
23.4 Elasticity estimates

Elasticity estimates SK – medium term estimates: own and cross-price elasticities (in squared brackets)

	Medium	Equalising up/Print	Equalising down/Digital
Books	Print	-4.24r*	[0.50p*]
	Digital	[0.00p]	-3.26p*
Newspapers	Print	-5.37r*	[0.38p*]
	Digital	[-0.44p*]	-2.34p*
Periodicals	Print	-5.72r*	[0.68p*]
	Digital	[0.00p]	-4.50p*

Note: * Statistically significant at 5% level or better. "p" Estimate from pooled regression. "r" Estimate from Member State regression.
Source: Europe Economics analysis of consumer survey.

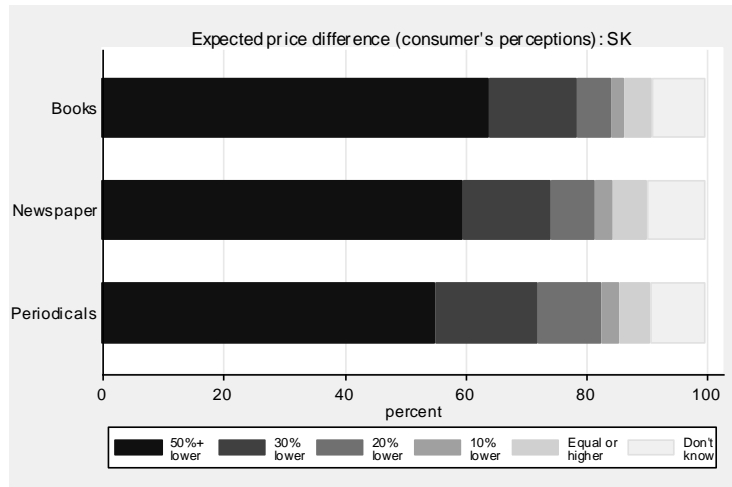
23.5 Availability of reading devices



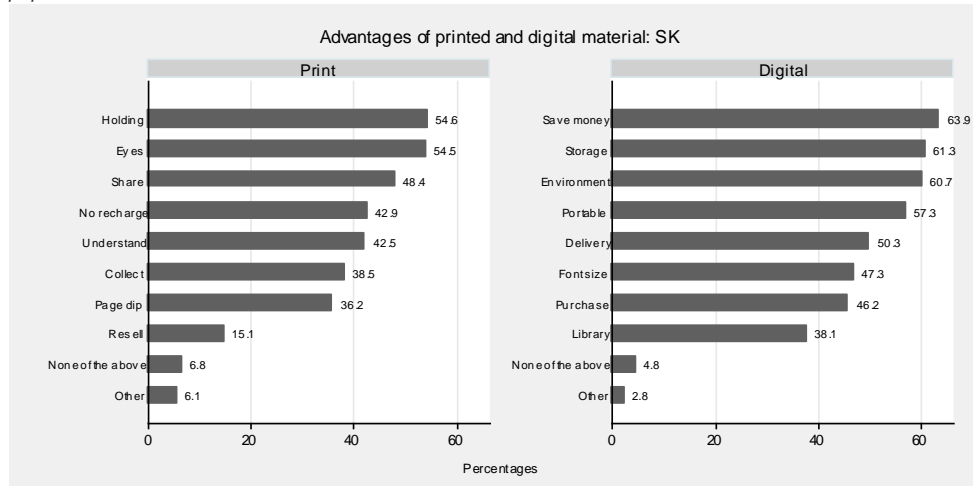
Source: Europe Economics analysis of consumer survey from this report.



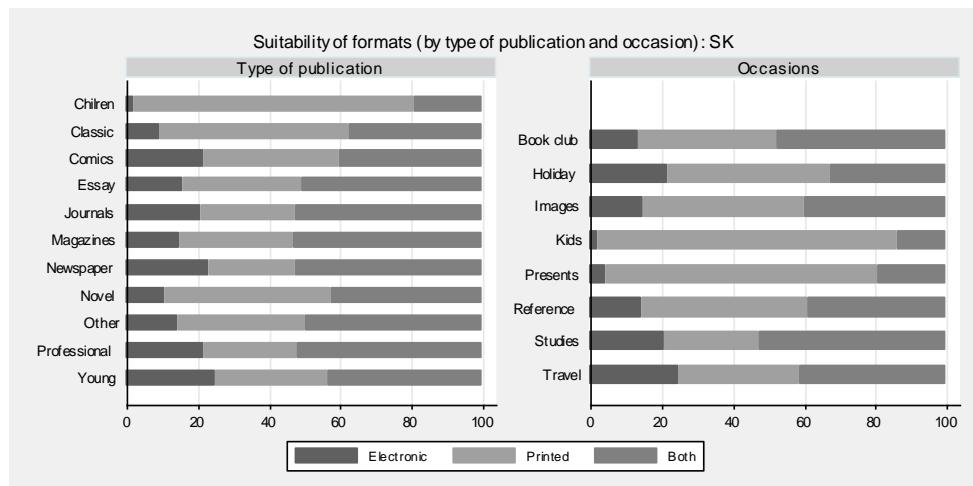
23.6 Print vs. digital: perception and attributes



Note: Results of Q11: "What do you think the price of online/electronic publications should be compared to the price of the paper version of the same item?"



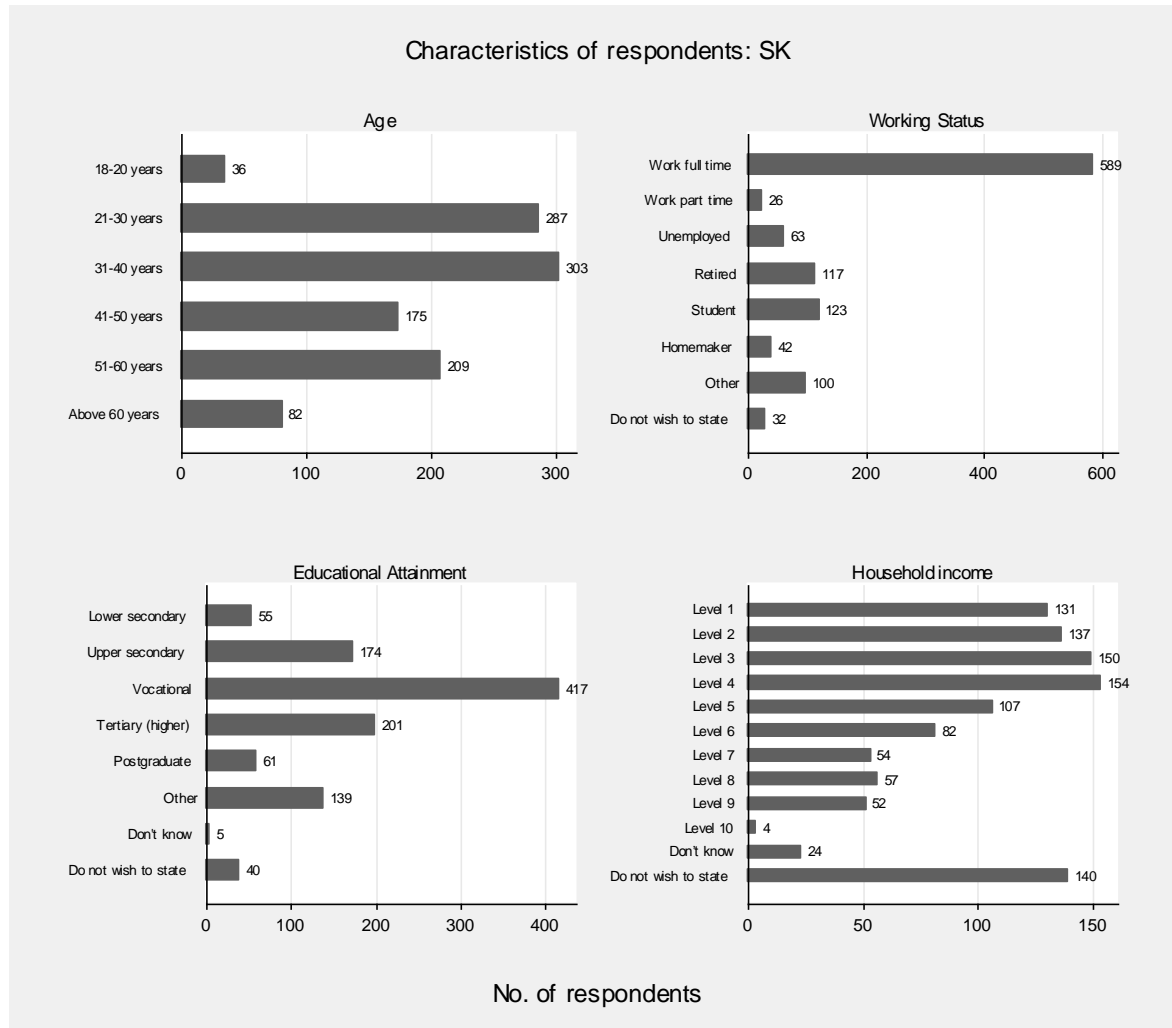
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Note: Results of Q14 "In your opinion, are there certain types of books that are better suited to being in either electronic or printed format, or are they equally suited to both formats?" and "Q15. Are there certain occasions where you prefer either an electronic or printed format, or are these occasions equally suited to both formats?"

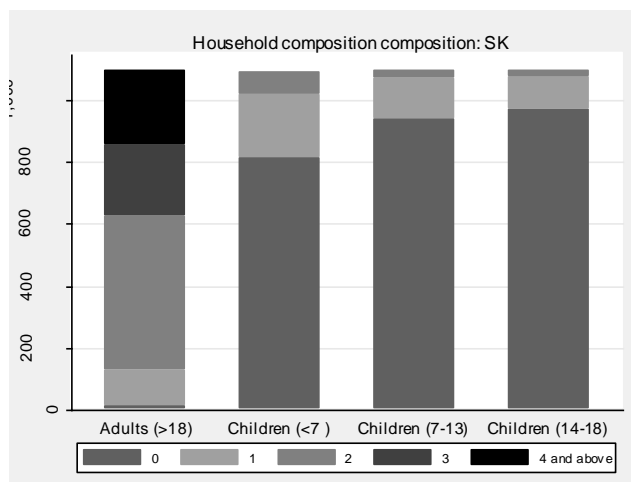


23.7 Socio-demographic attributes of respondents



Source: Europe Economics analysis of consumer survey from this report.

Note: Income levels are based on decile and percentiles in Eurostat, and the judgement by local experts.



Source: Europe Economics analysis of consumer survey from this report.

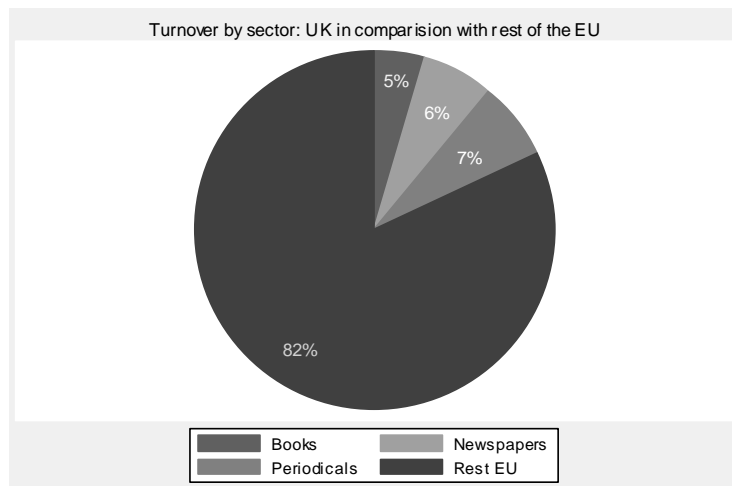
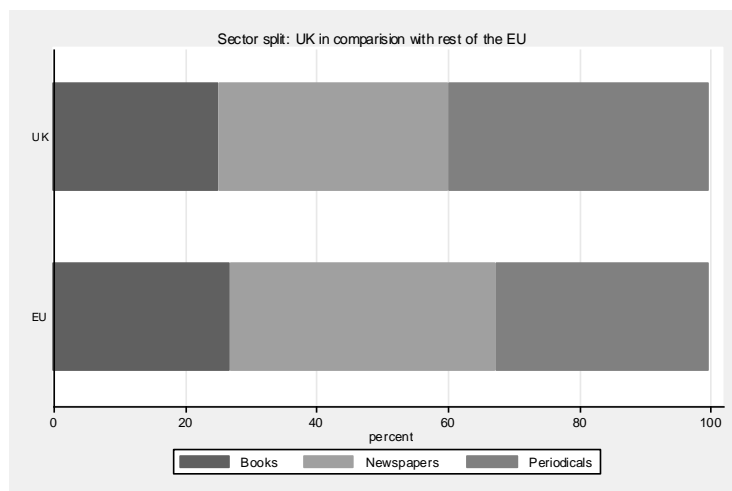
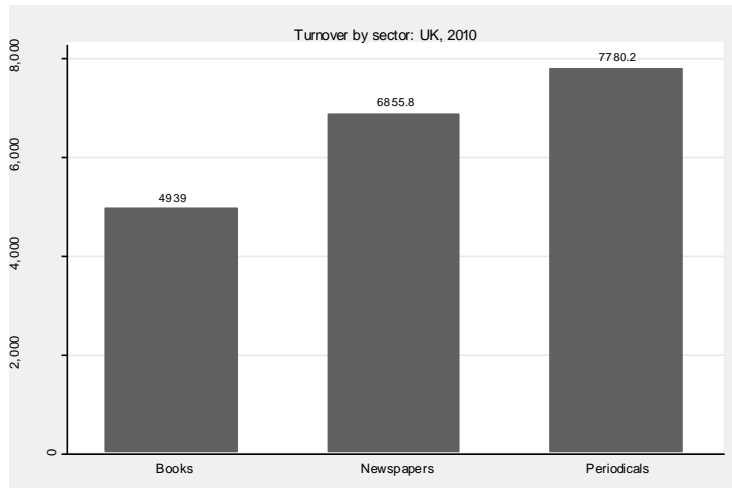


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24. Annex: UK

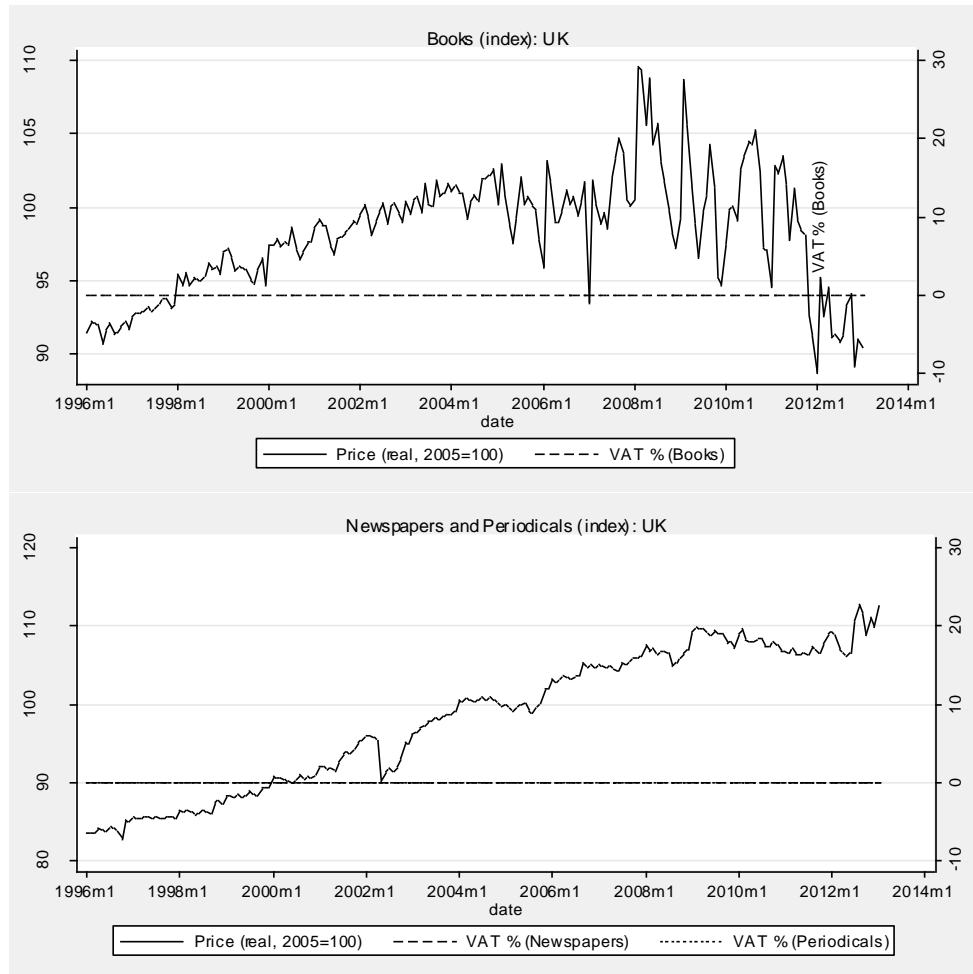
24.1 The publishing sector: descriptive figures



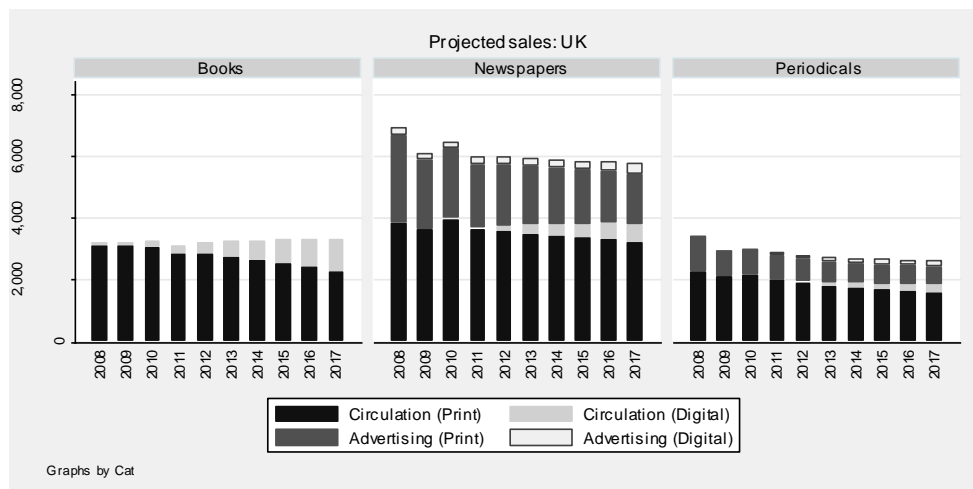
Source: Eurostat (Structural Business Statistics).



24.2 Prices and sales



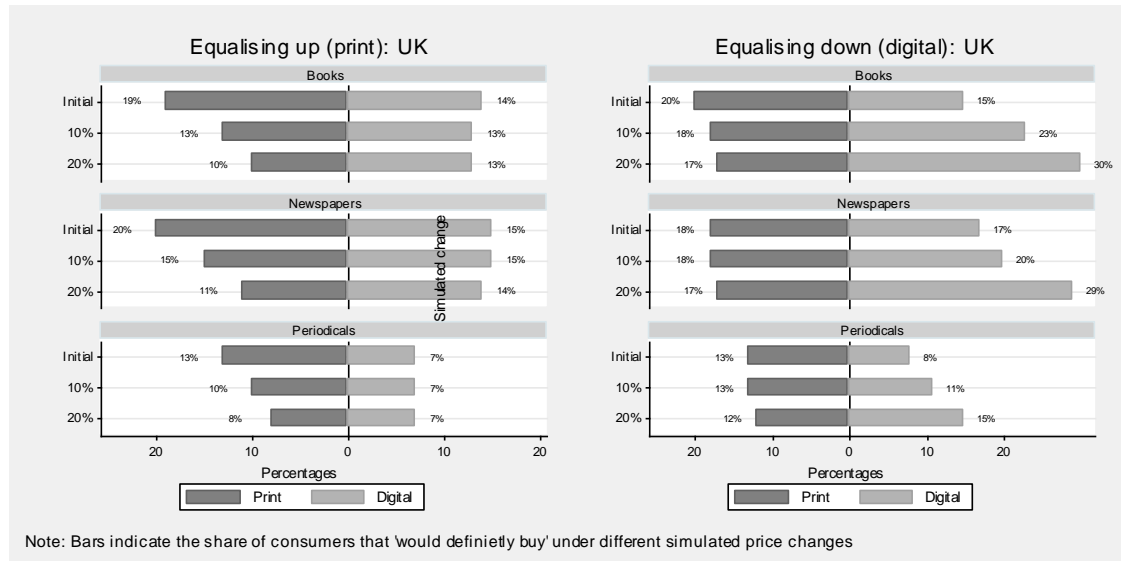
Source: Eurostat (Harmonized Indices of Consumer Prices).



Source: PwC Global Entertainment and Media Outlook: 2012-2016, www.pwc.com/outlook.



24.3 Migration patterns



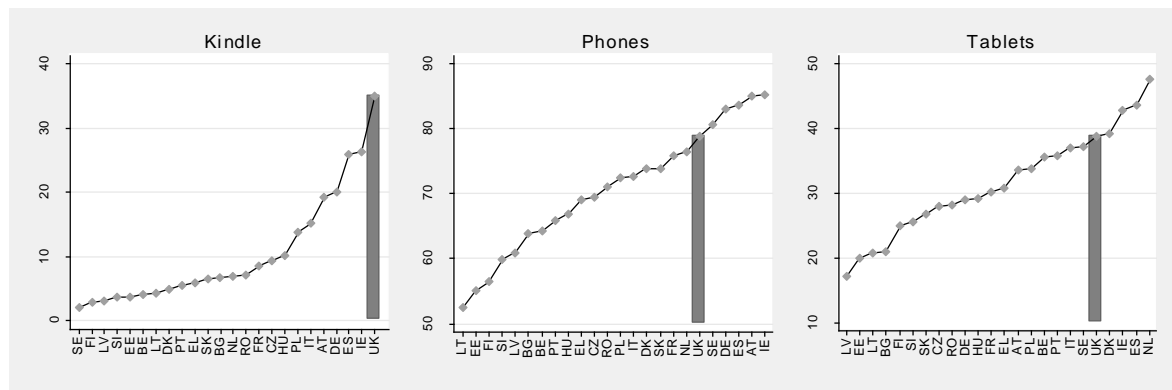
24.4 Elasticity estimates

Elasticity estimates UK – medium term estimates: own and cross-price elasticities (in squared brackets)

	Medium	Equalising up/Print	Equalising down/Digital
Books	Print	-3.46r*	[0.50p*]
	Digital	[0.00p]	-3.26p*
Newspapers	Print	-2.90r*	[0.38p*]
	Digital	[-0.44p*]	-2.34p*
Periodicals	Print	-3.16r*	[0.68p*]
	Digital	[0.00p]	-4.50p*

Note: * Statistically significant at 5% level or better. "p" Estimate from pooled regression. "r" Estimate from Member State regression.
Source: Europe Economics analysis of consumer survey.

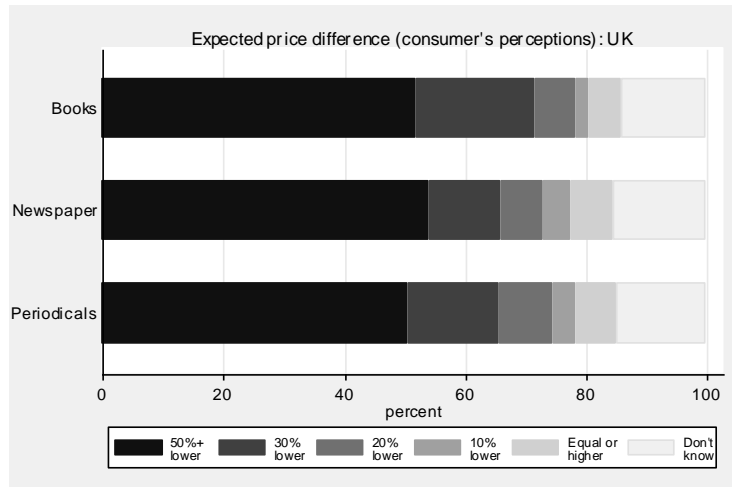
24.5 Availability of reading devices



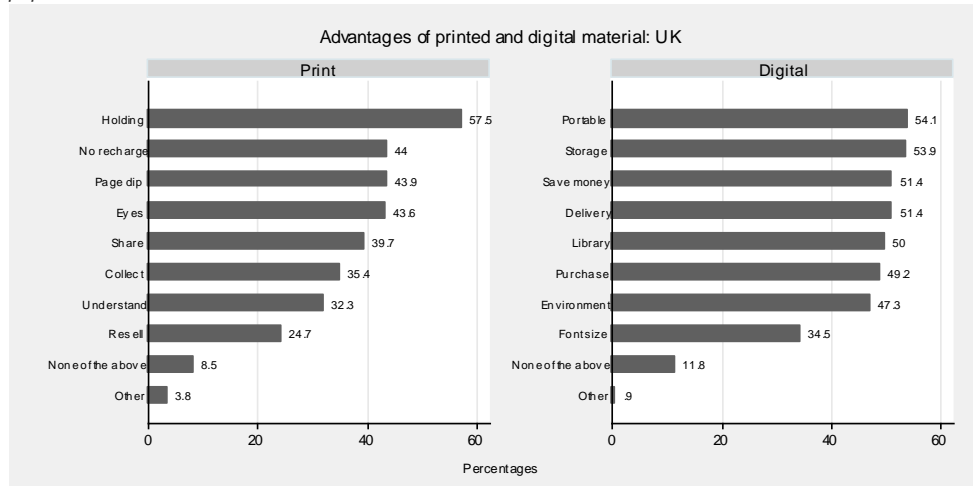
Source: Europe Economics analysis of consumer survey from this report.



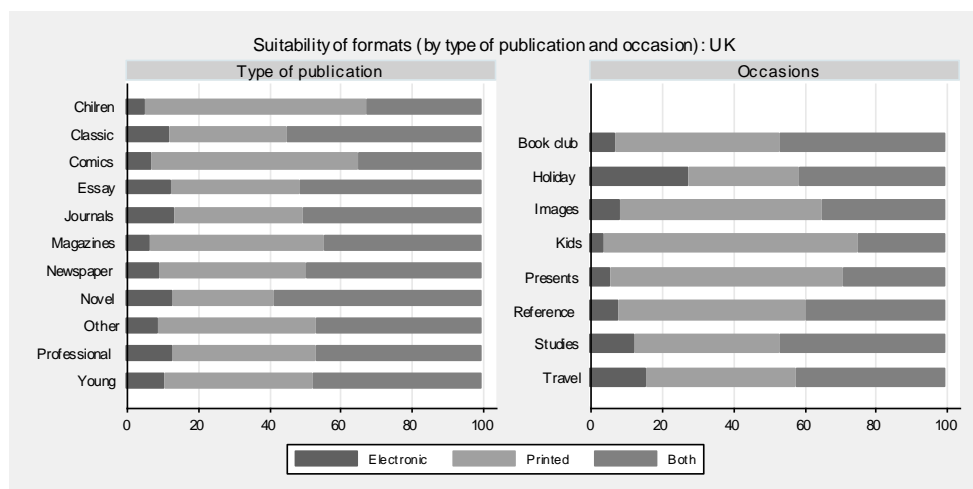
24.6 Print vs. digital: perception and attributes



Note: Results of Q11: "What do you think the price of online/electronic publications should be compared to the price of the paper version of the same item?"



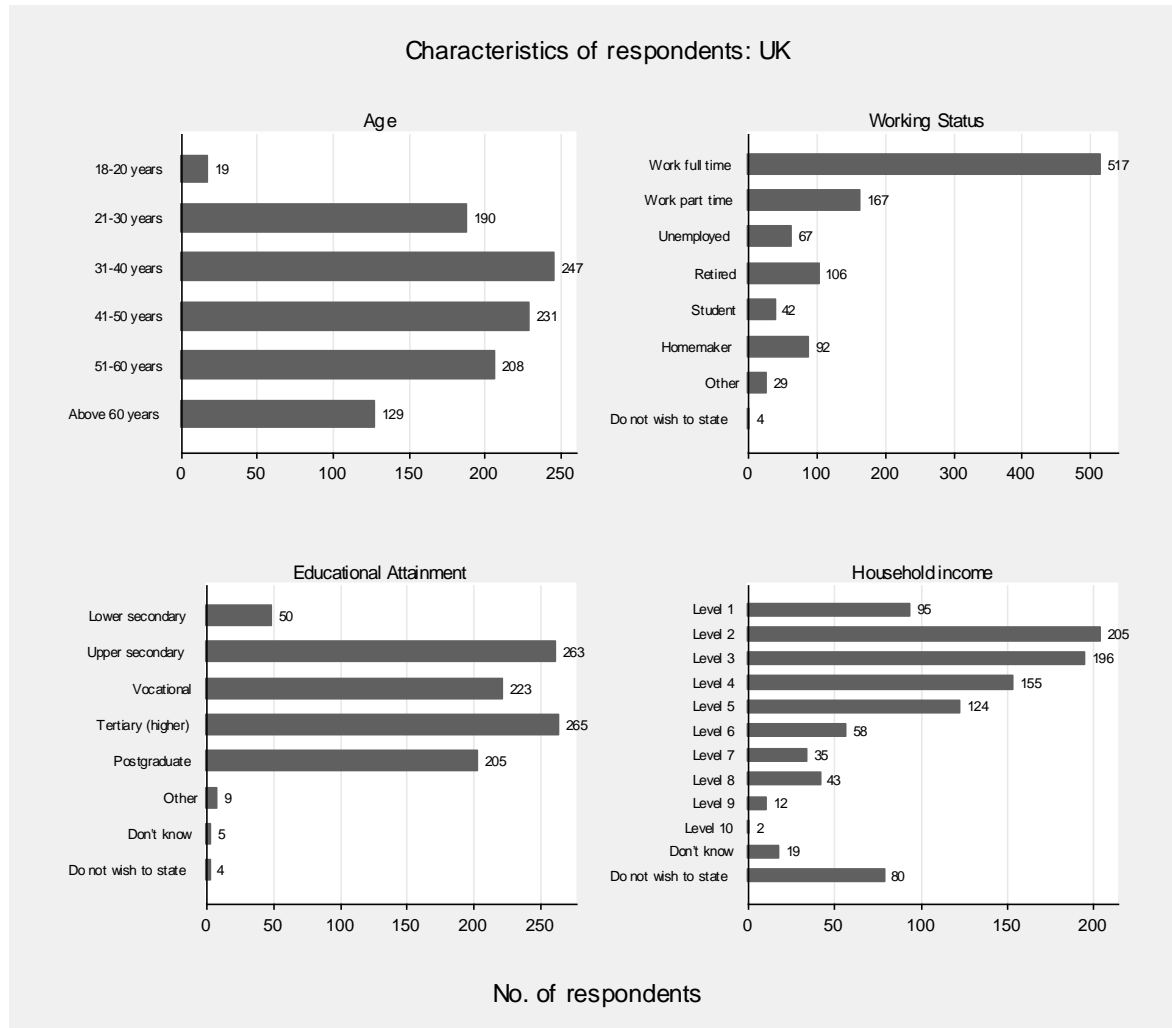
Note: Results of Q12: "In your opinion what are the advantages of printed material over electronic material?" and Q13 "In your opinion what are the advantages of material over printed material?"



Note: Results of Q14 "In your opinion, are there certain types of books that are better suited to being in either electronic or printed format, or are they equally suited to both formats?" and "Q15. Are there certain occasions where you prefer either an electronic or printed format, or are these occasions equally suited to both formats?"

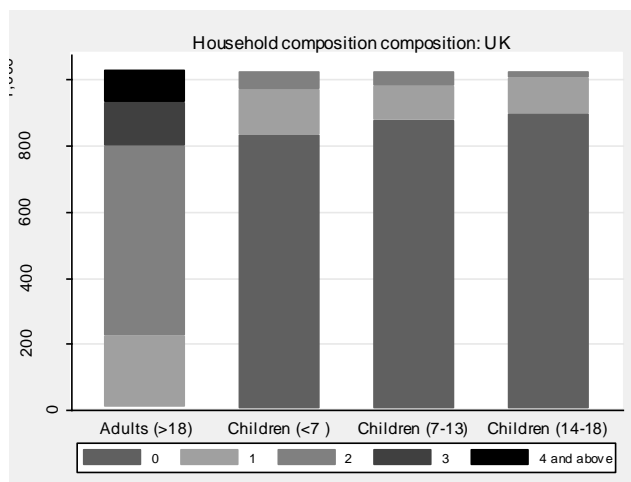


24.7 Socio-demographic attributes of respondents



Source: Europe Economics analysis of consumer survey from this report.

Note: Income levels are based on decile and percentiles in Eurostat, and the judgement by local experts.



Source: Europe Economics analysis of consumer survey from this report.



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