

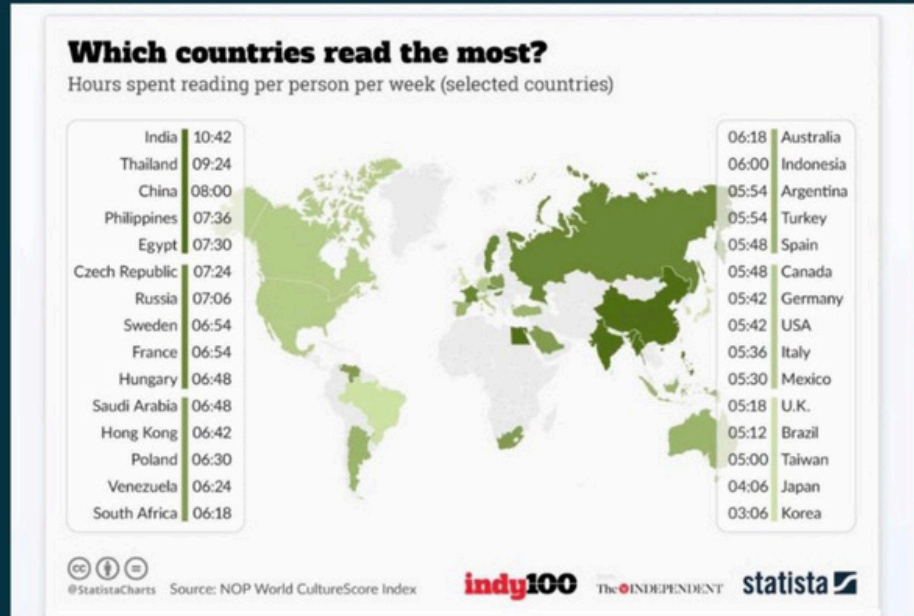
# **BEYOND** *PUBLISHING*

Your Guide to  
**Global Connect<sup>®</sup>**

From writing on cave walls to sending smoke signals; global communication has come a long way.

# WHICH COUNTRY READS THE MOST?

Did you know?  
76% of books  
in English  
are bought  
and read  
outside the USA



The fact that books outsell movie theaters globally ~ Beyond Publishing is uniquely positioned to help authors cash in now unlike any other publishing house.





- **Author Books in Bookstores**
- **Author Bookstore Book Signings**
- **Author Featured at Global Book Shows**
- **Author Featured in Global Distribution**
- **Author Featured in Global Media**
- **Author Featured on Global Stages**



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# What is Global Connect?

Global Connect helps publishers reach more countries by using local Print-on-Demand (POD) printers who have established relationships with booksellers in their markets. This complements Ingram's existing reach from the USA, UK, Australia, France, and Sharjah by adding 11 more markets. Through Global Connect, distributors use POD technology to fulfil demand, helping ensure books are supplied closer to both the reader and bookseller.

Covering nearly 50% of the world's population, Global Connect reaches more booksellers worldwide.

## Why use Global Connect?



### Global Reach

Make your book available in over 11 countries, covering 50% of the global population, with more countries coming soon.



### Local Distribution Channels

Leverage our existing, well-established distribution channels in the local area, including online retail, bookstores, libraries, and relevant organizations.



### Print-on-Demand Efficiency

Use Print-on-Demand (POD) technology for rapid delivery, reducing transportation needs and carbon footprint, minimizing logistics issues.



### Centralized Management

Manage your global distribution from one platform.



### Cost-Efficient Operations

Avoid large upfront costs and inventory maintenance with on-demand printing and distribution.



### Title-Specific Market Participation

Participate on a market-by-market basis according to title rights.

# How Global Connect Works

As a publisher, this is the simple process of Global Connect:

1

Ensure your agreement is in place for Global Connect

2

Make sure to upload your titles along with comprehensive metadata to our Beyond Publishing platform.

3

Set the local pricing

4

Receive payment upon book sale

What we do to ensure that the program works best for our customers:



All Global Connect networks must align with the capabilities and standards of Ingram Lightning Source.



When we receive your pricing and metadata information, we will broadcast it to your chosen market.



Once the customer places an order, we will transmit your book file securely using the one-time-use method to our local network.







Our local network will then print and ship the book to the retailer.



# Expand Your Global Reach

Achieve efficient distribution by accessing international booksellers through print-on-demand fulfilment with Global Connect, bringing books closer to readers worldwide.

## Things You Should Consider Using:

|  | Global Connect  | Traditional International Distribution   |
|--|---|--|
| <b>Global Distribution</b><br>          | <b>Simplified</b><br>Global Connect offers access to dedicated retail channels across 11 countries, expanding your content reach to a global audience of 3.5 billion. | <b>Complex</b><br>Effective book distribution requires local market knowledge and strategic partnerships with regional booksellers to meet service-level expectations. |
| <b>Simplify Your Process</b><br>      | <b>Streamlined</b><br>With Global Connect, you set a single US dollar price, and we will take care of the rest.   | <b>Complex</b><br>Managing multiple currencies adds unnecessary complexity to your business.   |
| <b>Lower Environmental Impact</b><br> | <b>Minimal</b><br>Global Connect eliminates the need for international shipping and book storage by utilising printers in the country.                                | <b>Higher</b><br>Traditional methods can increase CO2 emissions from international shipping and storage, complicating efforts to adopt sustainable practices.          |
| <b>Risk Mitigation</b><br>            | <b>Reducing Risk</b><br>Global Connect removes any fixed overhead costs. There are no returns, no upfront printing or freight costs; all sales are print-to-order.    | <b>Challenging</b><br>Traditional distribution involves high fixed costs, along with the challenges of managing returns, shipping, and storage.                        |

# Global Connect FAQs

## How do I sign up for Global Connect?

The Global Connect program is part of your Global Agreement, if you have signed a Global Agreement, you can already enable your titles for Global Connect. Otherwise, you can click on the 'Quick Link' tab on your web dashboard marked 'Global Connect Markets'.

## How do I add my titles to the Global Connect markets?

By entering a retail price and wholesale discount for each title and each market, Ingram will make your titles available in each current Global Connect market. Pricing provided against a Global Connect market will serve as your permission to distribute the title in that market through Global Connect.

## How do I set pricing for my books in different global markets?

Global Connect transacts globally in US Dollars, therefore you provide pricing and discounts for each Global Connect market in USD. This ensures you do not have to calculate multiple currencies and exchange rates. The price information is sent with your books metadata to the Global Connect networks, and they handle the local retail pricing and distribution.

## Who determines the retail price?

The Global Connect printer will convert your US Dollar wholesale price into their country's currency. They also factor in their own margin and printing costs to finally determine the selling price for the book for their local market.

## Where are the books printed for Global Connect?

Global Connect utilises 11 international POD printers, across Europe, Asia plus South Africa, and Brazil. They all have connections to sales channels, and print your books in the country where the order originated.

## How long will it take for a book to be delivered to a reader?

Delivery times can vary but using Global Connect ensures that books reach international readers much faster, often within days rather than weeks due to books being printed in market.

## Are the books returnable?

No, all sales are non-returnable through Global Connect.

## How do I get paid for book sales?

Every sale made through Global Connect are reported on your account, and payments are made to the publisher 90 days from the end of the month in which the sales are received and reported.

## What currency will I be paid in?

All payments to the publisher are calculated in US Dollars and reported out of the US. However, we can pay your sales revenue in the currency you request. The payment currencies supported today are USD, GBP, AUD, EUR.

## How often do I receive reporting?

We provide sales reports for Global Connect sales monthly within the existing US POD publisher compensation statements. You can also generate reports from your account. This can be found under Reports, then Compensation. Select the option for the Global Connect Compensation.

## How does Beyond Publishing ensure safety of publisher files with the Global Connect printer?

Beyond Publishing performs due diligence on all Global Connect printers and ensures they have a strict IT security infrastructure and internal security policies are implemented. Publisher's print files are sent to Global Connect printers over industry standard encrypted network connections, plus all files are deleted after 7-10 days from the printer server.

## Are all the Global Connect printers FSC certified?

Each Global Connect printer complies with current environmental and sustainable policies. They source paper from FSC (Forest Stewardship Council) certified Paper Mills and print on FSC paper or PEFC (Programme for the Endorsement of Forest Certification) paper.

## Are all Beyond Publishing POD Book Types and Trim Sizes available from Global Connect printers?

Beyond Publishing ensures that over 95% of Book Types and Trim Sizes can be printed in the Global Connect countries. All printers are capable of manufacturing the majority of standard sized trim sizes, and product types, whether in B&W or Colour, Paperback or Hardback. For further information please check the Global Connect book type matrix at:



# Reaching Readers Worldwide

## Global Connect



## Empowering Every Voice in the Publishing World

- Publishers from **97 countries and regions** joined Global Connect.
- **Publishers of all sizes can benefit** from Global Connect, whether you're a large publishing company, an independent publisher, or a self-publishing author.

## From Big to Small, We Print Them All

- The biggest book we can print is **1200 pages, measuring 8.5 × 11 inches.**
- The smallest book we can print is **18 pages, measuring 4 x 6 inches.**

# General Spanish Book Market Information



Revenue in the Books market in Spain is forecasted to be US \$1.83bn in 2024.<sup>5</sup>

In Spain, during a 2023 survey, 52% of respondents aged 14 years or above reported reading books daily or weekly. The share that says they never read is on the decline whereas the share reading very regularly remains stable.

## Top 5 Subject Themes Sold in Spain:



Juvenile Fiction



Fiction



Juvenile Non-fiction



History



Comics & Graphic



### 89.2%

Spanish Children are learning English.

**In Spain, a survey reveals that 94.8% of respondents consider speaking foreign languages important<sup>6</sup>**

According to the source, in 2022 the import value from the Spanish book sector amounted to US \$0.13bn, an improvement on the previous year.



### 40% +

Recommended Discount

### Optimum Discount Levels

As a guide, it is recommended to set a Global Connect discount of over 40%. This provides a margin for the Global Connect distributors to calculate an appropriate local currency price for the region. This also enhances local availability for titles within a competitive book market.

## PodiPrint

print on demand



### PodiPrint – Our Local Network

PodiPrint, part of the IC Group, an international distributor of books. PodiPrint offers the most advanced printing on demand solutions in Spain.

### Distribute Your Books Across Spain

PodiPrint has connections to Buscalibre España, Amazon.es, Azeta Libros, Cas a Del Libro, as well as the Spanish Bookseller Association with 1,100 bookshops throughout Spain.

# General Italian Book Market Information



Print books account for the majority of book sales in Italy and generated over US \$2bn in revenue in 2022. Italy ranks among the top book markets in Europe. Print books account for the majority of book sales in Italy and generated over US \$1.97bn in revenue in 2022.<sup>2</sup> 77.2% of readers prefer paper books to e-books.<sup>3</sup>

## Top 5 Subject Themes Sold in Italy:



Young Adult Fiction



Religion



History



Business and Economics



Body, Mind, and Spirit



### 77.2%

of readers remain tied exclusively to paper books

Italians are increasingly realizing the importance of English, which is leading to a higher demand for English language titles. Data from 2019 indicates that almost all students in Italy were taught English in school.



### 40% +

Recommended Discount

### Optimum Discount Levels

As a guide, it is recommended to set a Global Connect discount of over 40%. This provides a margin for the Global Connect distributors to calculate an appropriate local currency price for the region. This also enhances local availability for titles within a competitive book market.

## ROTO MAIL

ITALIA



### Rotomail - Our Local Network

Rotomail started in 1996 as a software house specializing in one-to-one marketing solutions. In 2000, they were the first company in the world to use high-speed full-color inkjet technology. Today, they are one of the largest businesses in the European digital printing sector, developing software and hardware solutions for print-on-demand.

### Distribute Your Books Across Italy

Rotomail accesses 4,000 points of sale through Messaggerie Libri, the largest Italian book distributor. Rotomail also has connections with Amazon.it and other well-known online bookstores such as IBS.it, Libraccio.it, Mondadori.it, and Libreriarizzoli.it.

# General Polish Book Market Information



The book market in Poland forecasted to be remained stable between 2022 and 2027 at US \$0.28bn. <sup>4</sup>

Research by the National Library's Book and Readership Institute indicates that 43% read at least one book in the past 12 months.

## Top 5 Subject Themes Sold in Poland:



Self-Help



Fiction



Business and Economics



Psychology



Body, Mind, and Spirit



### 53%

purchased one or more printed books per month.

## Foreign Literature's Impact on Polish Publishing

Foreign publications constitute a significant portion of the local market. In 2022, 22% of the titles published in Poland were from foreign literature, with 61% of those being English titles.



### 40% +

Recommended Discount

## Optimum Discount Levels

As a guide, it is recommended to set a Global Connect discount of over 40%. This provides a margin for the Global Connect distributors to calculate an appropriate local currency price for the region. This also enhances local availability for titles within a competitive book market.



## AZYMUT - Our Local Network

AZYMUT, established in 1999, is the leading service provider and the biggest wholesaler and distributor of books in Poland. The company offers distribution, in-house printing, and logistics services to the Polish publishing and bookselling market. AZYMUT's main warehouse is located in Strykow, in the center of Poland.

## Distribute Your Books Across Poland

Azymut is connected to major online book sales channels such as Krainaksiazek.pl, Empik.com and retailers like PWN.pl.

# General German Book Market Information



Revenue in the Books market in Germany is forecasted to be US \$8.33bn in 2024.

User penetration in the Books market in Germany is projected to be 41.8% in 2024. The average revenue per reader in Germany is forecasted to be US \$298. <sup>1</sup>

## Top 5 Subject Themes Sold in Germany:



Fiction



Religion



Juvenile Fiction



History



Business and Economics

## 36.6 Million

readers in the German book market by 2029

### Surge in English-Language Book Sales in Germany

Sales of English-language titles in Germany increased from 3.1% to 4.5% of total sales revenue between 2020 and 2022, according to the trade publication buchreport.



## 40% +

Recommended Discount

### Optimum Discount Levels

As a guide, it is recommended to set a Global Connect discount of over 40%. This provides a margin for the Global Connect distributors to calculate an appropriate local currency price for the region. This also enhances local availability for titles within a competitive book market.



### Libri – Our Local Network

Libri Print-on-Demand offers continuous availability and immediate delivery of millions of titles across the book trade. Based in Bad Hersfeld, Germany, it combines advanced digital printing with state-of-the-art logistics. This service ensures speedy delivery to bookstores. It minimizes overproduction and returns, providing a flexible, risk-free publishing option that enhances diversity in the book trade.

### Distribute Your Books Across Germany

As the leading book wholesaler in Germany, Libri is a central link between publishers, brick-and-mortar and popular online bookstores such as Amazon. From their hub in Bad Hersfeld, Hesse – in the heart of Germany they provide one of the most modern logistics services in the book industry.

# General Indian Book Market Information



Revenue in the Books market in India is forecasted to be US \$5.50bn in 2024.

Readers in the book market in India is forecasted to be at 29.6% in 2024. The average revenue per reader in India is expected to be US\$12.92<sup>8</sup>

## Top 5 Subject Themes Sold in India:



Religion



Fiction



Juvenile Fiction



History



Biography

 **501 Million**

readers in the India book market by 2029

## India Ranks High in Global Book Publishing

India is the third-largest publisher of printed books globally and the second-largest English print book publishing market, just after the US.



**40% +**  
Recommended Discount

## Optimum Discount Levels

As a guide, it is recommended to set a Global Connect discount of over 40%. This provides a margin for the Global Connect distributors to calculate an appropriate local currency price for the region. This also enhances local availability for titles within a competitive book market.



## Repro India - Our Local Network

Repro began as a small printing press in 1990 and has since grown into a comprehensive, international publishing industry services company.



## Distribute Your Books Across India

Repro has connections to Amazon India and Flipkart, Repro has connections to Amazon India, Bookscape and Flipkart.

# General Chinese Book Market Information



The annual revenue of China's book publishing industry surpassed US \$15bn in 2021. In 2022, China imported US \$0.33bn of books, almost triple that of a decade ago.

On average, Chinese children and teenagers read approximately 11.1 printed and digital books annually, while adults read about 8.2 books per year.<sup>7</sup>

## Top 5 Subject Themes Sold in China:



Children's



Culture, Education



Literature, Art



Nature, Science, Technology



Philosophy, Social Science



## 1 Billion

people in China study English in school.

English is a compulsory subject in Chinese primary and higher education. There are an estimated 400 million English language learners in China



## 40% +

Recommended Discount

### Optimum Discount Levels

As a guide, it is recommended to set a Global Connect discount of over 40%. This provides a margin for the Global Connect distributors to calculate an appropriate local currency price for the region. This also enhances local availability for titles within a competitive book market.



### CNPIEC - Our Local Network

China National Publications Import and Export (Group) Co. (CNPIEC) is the largest importer of publications in China. It was founded in 1949. It provides services to over 10,000 libraries, universities, and research institutions in over 170 countries and regions worldwide.

## Distribute Your Books Across China

CNPIEC closely collaborates with Xinhua, the largest bookstore chain in China. Additionally, CNPIEC works with major Chinese online retailers such as Dangdang and JD.com. They also utilise new media, such as WeChat, as bookselling channels.

# General South Korean Book Market Information



Revenue in the Books market in South Korea is forecasted to achieve US \$1.66bn in 2024. The revenue is anticipated to grow. <sup>12</sup>

Within the Books market in South Korea, the number of readers is set to reach 16 million users by 2029.

## Top 5 Subject Themes Sold in South Korea:



Religion



History



Business and Economics



Philosophy



Fiction



The average South Korean reader reads 14.4 books a year.

In 2021, the import value of the South Korean publishing industry amounted to around US \$0.32bn. This represents an increase from the previous years. English-language titles hold a large share of the import market.



40% +  
Recommended Discount

### Optimum Discount Levels

As a guide, it is recommended to set a Global Connect discount of over 40%. This provides a margin for the Global Connect distributors to calculate an appropriate local currency price for the region. This also enhances local availability for titles within a competitive book market.

**KSI**

Korean Studies Information Co., Ltd.



### Korean Studies Information – Our Local Network

KSI is South Korea’s top digital printing company, known for its environmentally friendly printing practices. They have expanded their printing site to handle everything from printing to binding under one roof. KSI offers a complete solution from design and printing to delivery.

### Distribute Your Books Across South Korea

KSI has connections with over 2,300 retail points of sale across South Korea. Additionally, KSI has strong online retail connections with Aladin, Yes24, and Kyobo, which are leading online bookstores in the country. Furthermore, KSI works with Coupang, a major e-commerce platform in Korea.



# General Japanese Book Market Information



In Japan, the revenue in the book market is forecasted to be US \$7.9bn by 2024. By 2029, the number of readers in the book market is expected to total 62.4m readers.

A survey conducted in Japan in September 2023 showed the combined share of respondents who read at least one book during the past six months amounted to 52.1 percent.<sup>9</sup>

## Top 5 Subject Themes Sold in Japan:



Social Sciences



History



Education



Computers



Business and Economics



**53%**

purchased one or more printed books per month.

A recently published survey by Japan’s Ministry of Education, Culture, Sports, Science and Technology (MEXT) showed that more than half of the students in education obtained competency in the English language subject.



**40% +**

Recommended Discount

### Optimum Discount Levels

As a guide, it is recommended to set a Global Connect discount of over 40%. This provides a margin for the Global Connect distributors to calculate an appropriate local currency price for the region. This also enhances local availability for titles within a competitive book market.

# DNP



### Dai Nippon Printing - Our Local Network

DNP’s digital printing division is equipped with both sheet-fed and roll-to-roll processes, allowing them to produce a wide range of books in quantities ranging from a single copy to a few thousand. This includes high-quality paperbacks and hardbacks. DNP’s digital manufacturing operations maintain a high level of information security and are capable of shipping orders directly to individual customers.

### Distribute Your Books Across Japan

DNP has connections to Amazon Japan and Maruzen Junkudo Bookstore, one of Japan’s largest chain of bookstores

# General Singaporean Book Market Information



In Singapore, the revenue in the book market is forecasted to be US \$0.15bn in 2024. User penetration in the book market is predicted to be 31.1% in 2024. By 2029, the number of readers in the book market is expected to reach 2M users.<sup>10</sup>

Singaporeans are reading more! A 2021 study showed a 7% jump in weekly readers compared to 2018, with 95% reading more than once a week.<sup>11</sup>

## Top 5 Subject Themes Sold in Singapore:



Fiction



Self-Help



Business and Economics



Body, Mind, and Spirit



Religion



**93%**  
of Titles Written  
in English

### Demand for International Language Titles in Singapore

English is one of Singapore’s official languages. Ingram sells hundreds of thousands of books into the Singaporean market every year. Of those titles, 93% are written in English.



**40% +**  
Recommended  
Discount

### Optimum Discount Levels

As a guide, it is recommended to set a Global Connect discount of over 40%. This provides a margin for the Global Connect distributors to calculate an appropriate local currency price for the region. This also enhances local availability for titles within a competitive book market.

## MARKONO



### Markono Singapore – Our Local Network

Markono provides renowned international publishers with digital, print-on-demand, and offset printing services. They have incorporated a complete suite of supply chain solutions that enable them to deliver valued content to the world’s leading organisations and remain at the forefront of printing and publishing technologies.

## Distribute Your Books Across Singapore and Southeast Asia Markets

Markono is a regional distribution hub for sales that covers South East Asia. Their main sales channels include, Amazon Singapore, Kinokuniya, MPH Bookstores, Times Bookstores, and Booksmart.store – Singapore’s leading online book store.

# General Brazilian Book Market Information



Book sales revenue in Brazil totalled over US \$0.74bn in 2023, with 28% from physical bookstores and 32% from exclusively online bookstores.<sup>13</sup>

## Top 5 Subject Themes Sold in Brazil:



Religion



Fiction



Business and Economics



History



Body, Mind, and Spirit



**60 Million**  
readers in Brazil's book market by 2029

In Brazil, when it comes to English language skills, reading is the most frequent activity.

Statutory and the National Curricular Guidelines make the teaching of a foreign language at elementary and high school compulsory. English is the most frequently studied and spoken foreign language in Brazil.



**40% +**  
Recommended Discount

### Optimum Discount Levels

As a guide, it is recommended to set a Global Connect discount of over 40%. This provides a margin for the Global Connect distributors to calculate an appropriate local currency price for the region. This also enhances local availability for titles within a competitive book market.

### Meta Brasil - Our Local Network

Meta Brasil is a digital printing service provider designed to lead the industry in quality, speed, and flexibility. The plant has high-speed inkjet systems and machinery, and its printing production is fully integrated with storage, handling and logistics services. Meta Brasil also provides full-service book distribution, including sales and marketing. The company is based in São Paulo, the business and industrial centre of Brazil.



### Distribute Your Books Across Brazil

MetaBrasil has connections to Amazon Brazil, Estante Virtual, Um Livro and selected independent bookstores.

# General South African Book Market Information



Revenue in the Books market in South Africa is forecasted to be US \$0.17bn in 2024.

The number of readers in the book market is expected to reach 17.5m users by 2029.<sup>14</sup>

## Top 5 Subject Themes Sold in South Africa:



Religion



Fiction



Business &  
Economics



Self-Help



Health & Fitness



**78%**  
South Africans read  
for enjoyment

**English is one of South Africa's official languages.**

Print remains the format of preference for South African book buyers, although sales of digital books have risen in recent years.



**40% +**  
Recommended  
Discount

### Optimum Discount Levels

As a guide, it is recommended to set a Global Connect discount of over 40%. This provides a margin for the Global Connect distributors to calculate an appropriate local currency price for the region. This also enhances local availability for titles within a competitive book market.



### Print on Demand – Our Local Network

Print On Demand, based in Cape Town, South Africa, is the pioneer of POD digital printing and distribution in South Africa. They launched in 2015 and have continued to prove themselves as innovators in both offset printing and print-on-demand services.

## Distribute Your Books Across South Africa

Print on Demand has connections to Takealot.com, South Africa's leading online store, and also with Exclusive Books, which has around 40 bookstores countrywide.

# Data Source

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