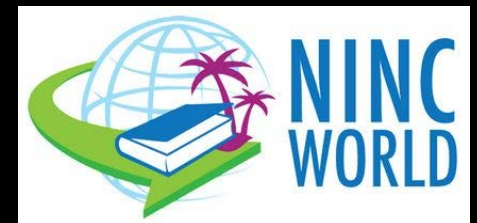


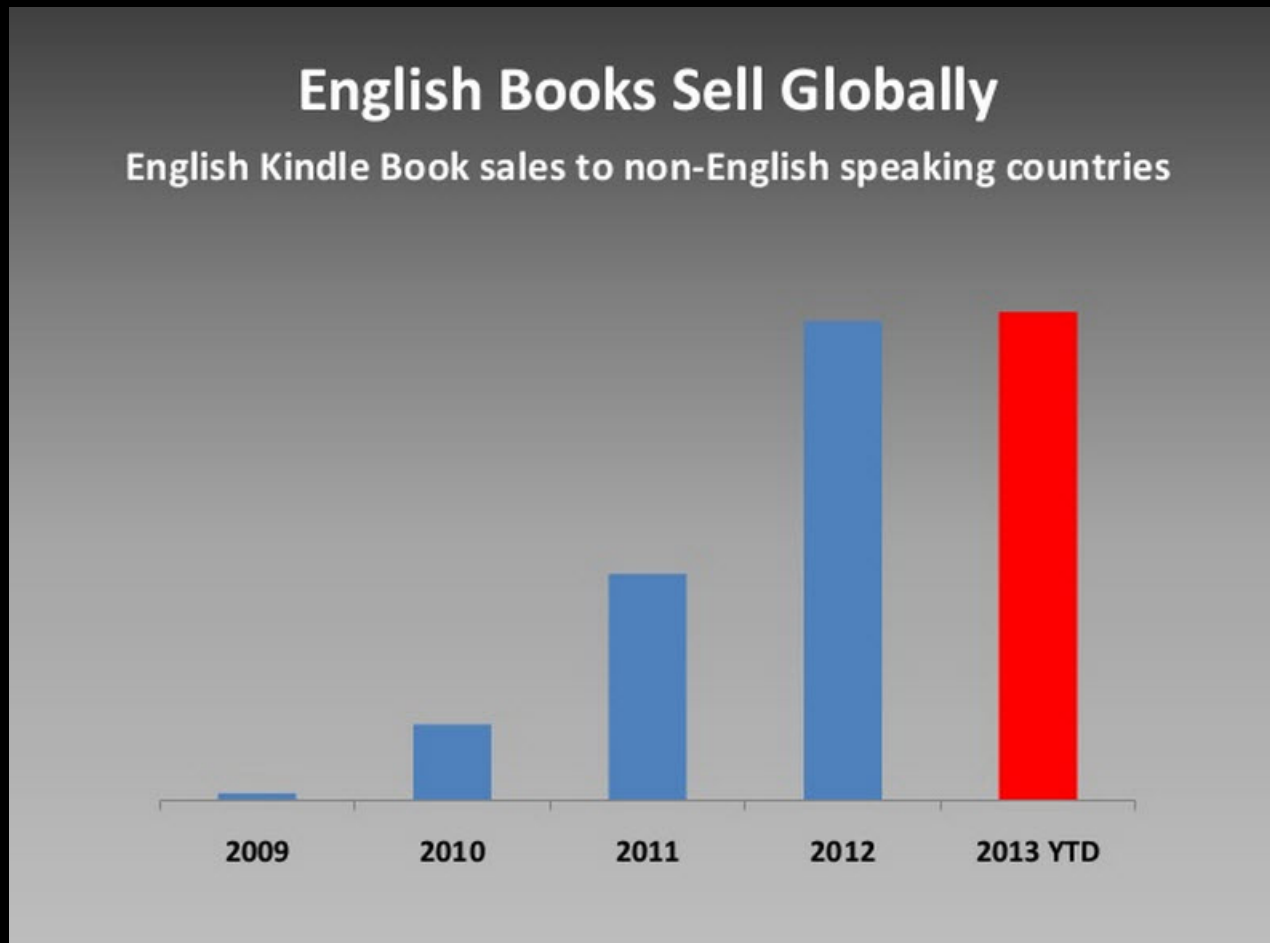
# English- & Spanish- Language Opportunities

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Thad McIlroy  
The Future of Publishing

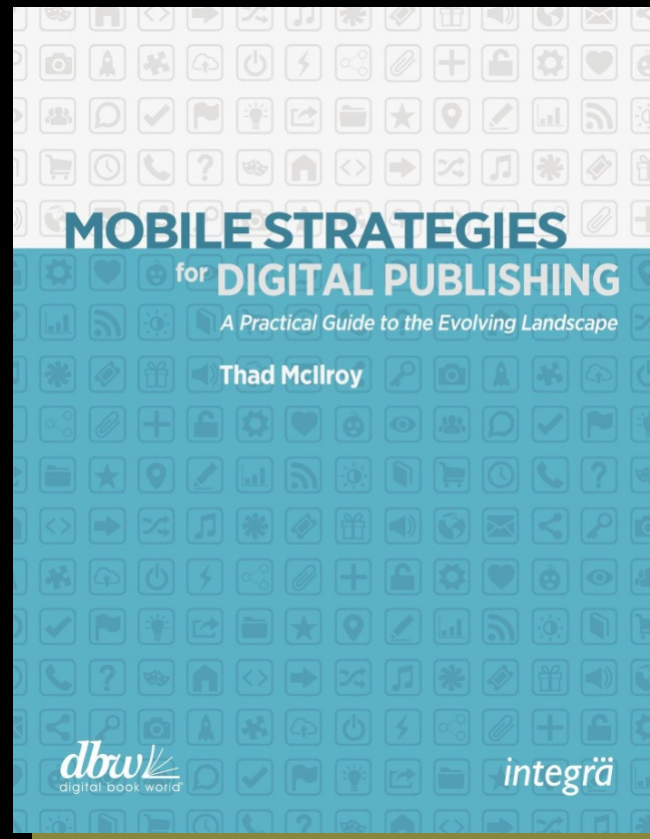


# An Englishman Abroad



Source: Amazon

# I delved into the data while researching:



# The International Opportunity

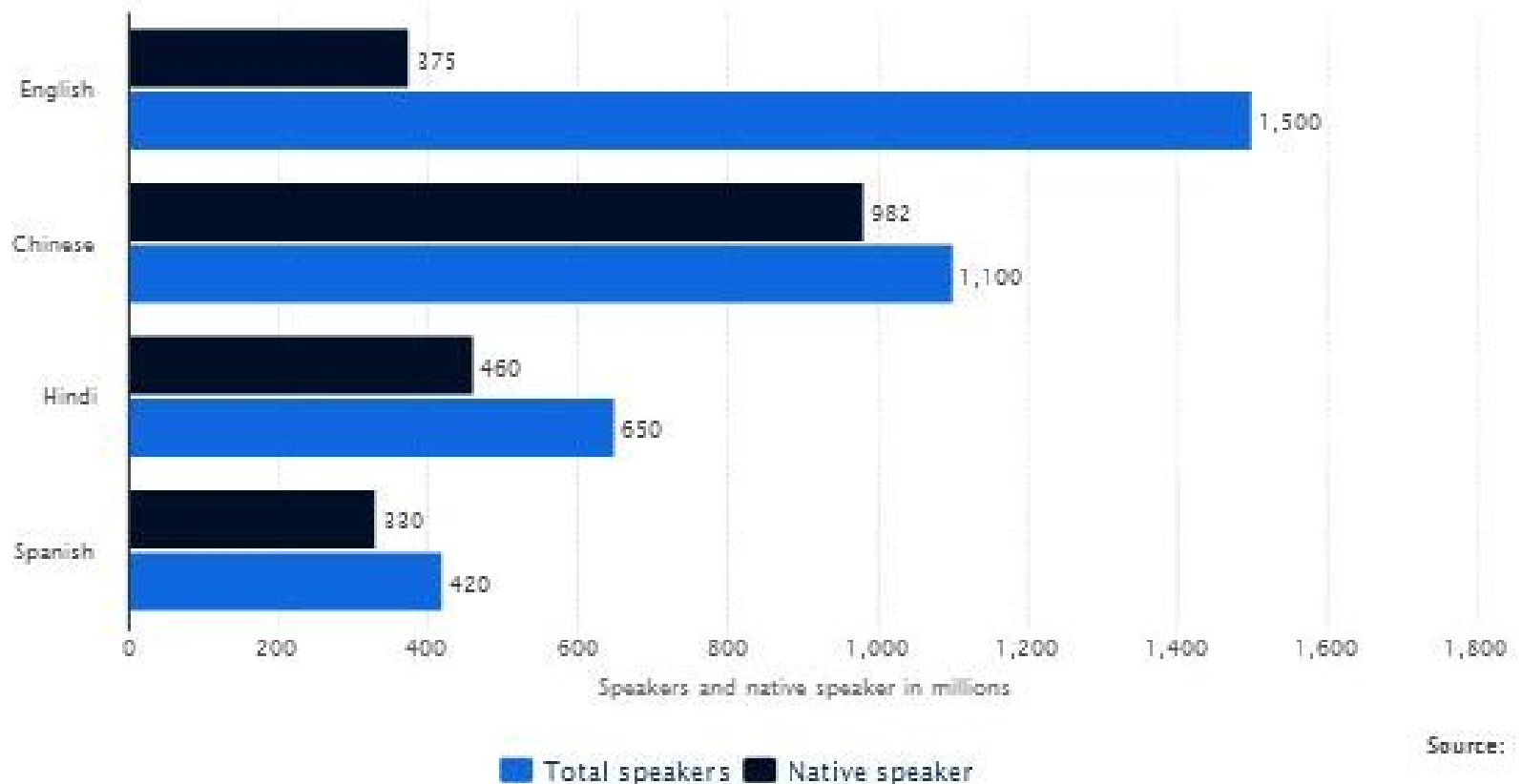
- The English-language market isn't just large; it's enormous
- It's not just the native speakers, it's not just the *2<sup>nd</sup>-language* speakers, it's also the English *learners*
- Spanish is probably the most accessible non-English opportunity for authors

# From Bricks to Bits

- Non-U.S. markets were inaccessible in the age of print
- Online removes the logistics barrier
- Mobile removes the access barrier
- The remaining barrier: how to become visible in virtual space

# English in Context

The most spoken languages worldwide (speakers and native speaker in millions)



Source:

© Statista 2014

# Put Another Way

1 in 5 of the world's population speak English as either a native, second or foreign language.

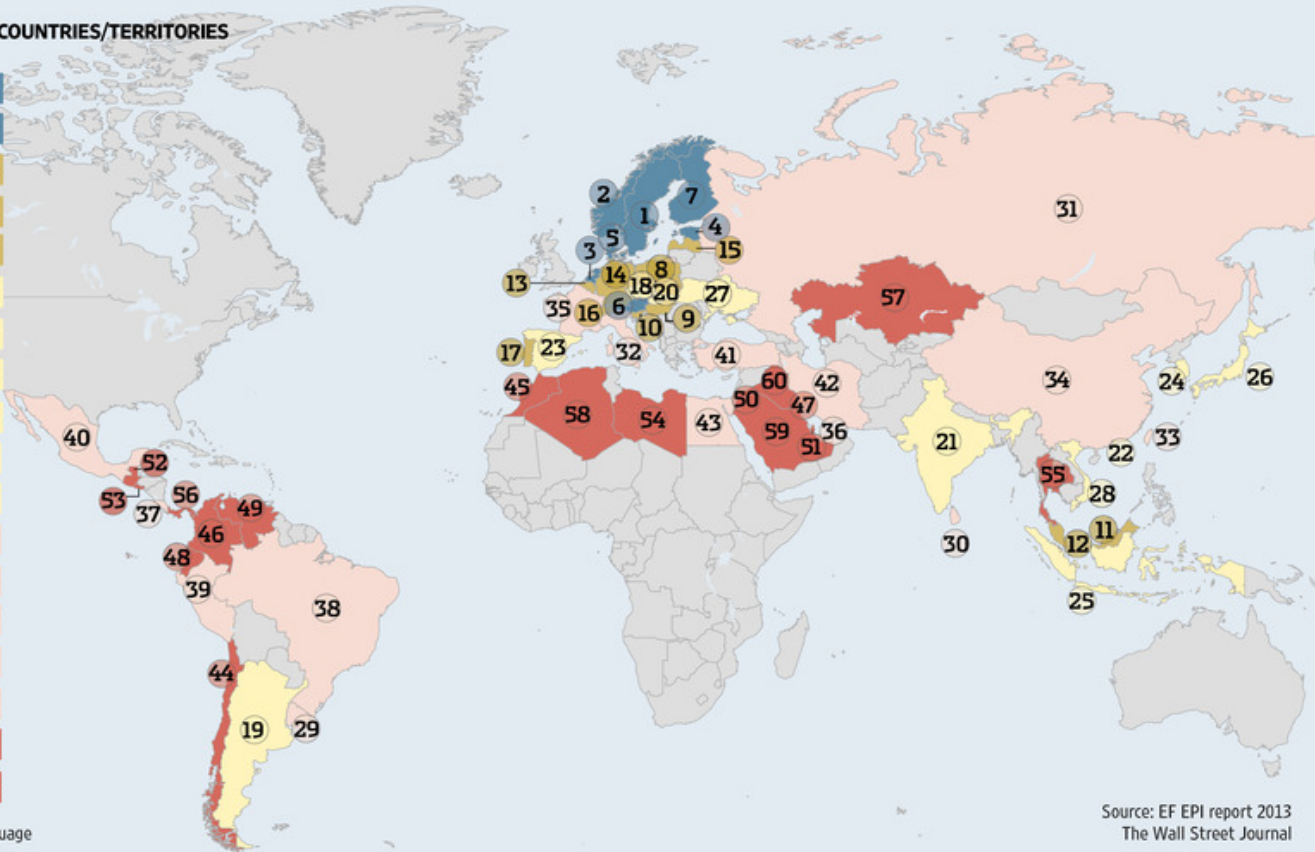


# English Proficiency

## English Proficiency Index Scores for 2013

### RANKS AND SCORES OF SELECTED COUNTRIES/TERRITORIES

<b>VERY HIGH PROFICIENCY</b>	1 Sweden	68.69
	7 Finland	62.63
<b>HIGH PROFICIENCY</b>	11 Malaysia	58.99
	12 Singapore*	58.92
	17 Portugal	57.52
<b>MODERATE PROFICIENCY</b>	21 India*	54.38
	22 Hong Kong*	53.54
	24 South Korea	53.46
	25 Indonesia	53.44
	26 Japan	53.21
	28 Vietnam	52.27
<b>LOW PROFICIENCY</b>	34 China	50.77
	35 France	50.53
	38 Brazil	50.07
	40 Mexico	49.91
	42 Iran	49.30
<b>VERY LOW PROFICIENCY</b>	46 Colombia	47.07
	55 Thailand	44.44



\* Countries where English is an official language



# English Proficiency

## English Proficiency Index Scores for 2013

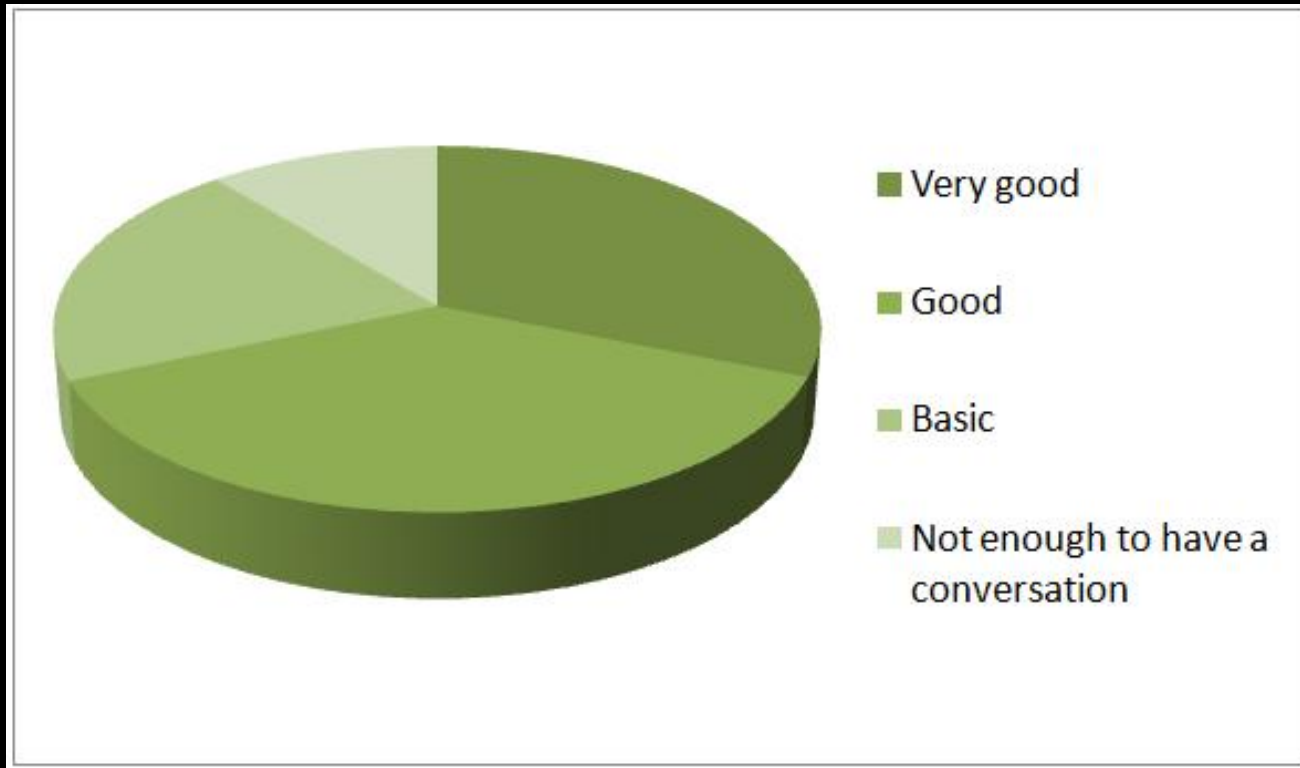
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\* Countries where English is an official language

Source: EF EPI report 2013  
The Wall Street Journal

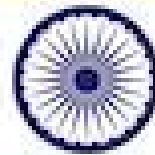
# Knowledge of English in Sweden



"Knowledge English Sweden 2005" by Aaker

# ESL!!

India has over



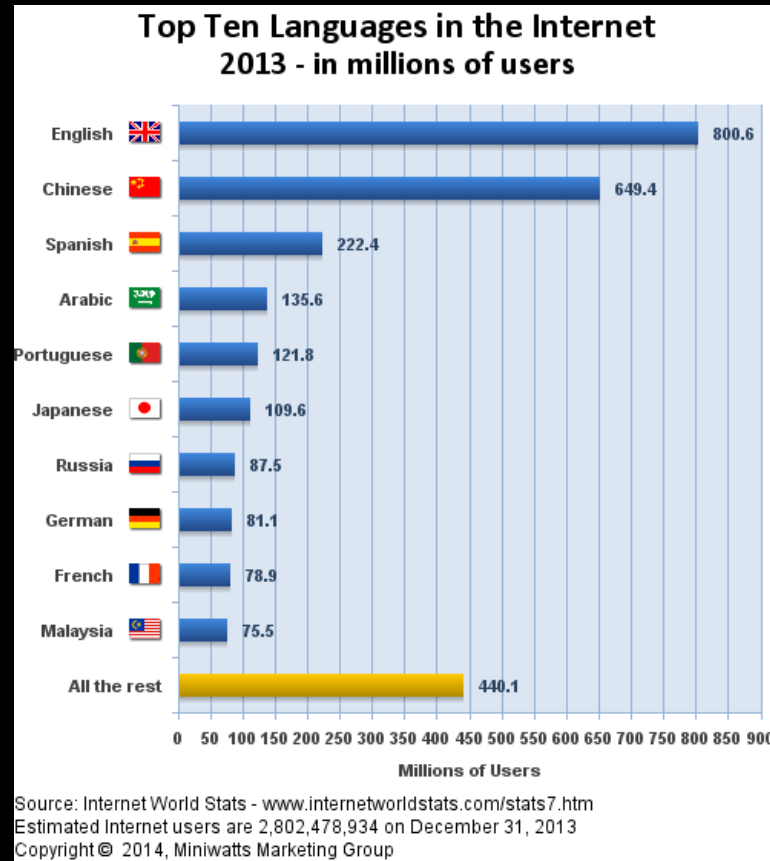
**125,000,000**

ESL speakers

**Can You Author  
for the ESL Market?**

**¿Hablas español?**

# #3 Language of the Internet



Hindi/Urdu & Punjabi are not Internet languages

# Not Just Abroad

- 470 million native Spanish speakers;  
550 million as a first or second language
- 300 million Internet users in Latin America
- 52 million Hispanic in U.S. (1 in 6);  
38 million speak Spanish at home

# **How to Access These Markets**



# Amazon's 14 Stores

Australia

Brazil

Canada

China

France

Germany

India

Italy

Japan

Mexico

Netherlands

Spain

United Kingdom

United States

# Amazon's Territories

Albania	Brunei	Dominican Rep.	Hungary	Macedonia	Paraguay	Switzerland
Algeria	Bulgaria	Egypt	Iceland	Madagascar	Peru	Taiwan
Angola	Burkina Faso	El Salvador	India	Mali	Philippines	Thailand
Argentina	Cambodia	Equatorial Guinea	Indonesia	Mauritius	Poland	Togo
Armenia	Cameroon	Estonia	Ireland	Mexico	Portugal	Trinidad & Tobago
Australia	Canada	Finland	Israel	Morocco	Russia	Turkey
Austria	Chad	France	Italy	Mozambique	Senegal	Uganda
Azerbaijan	Chile	Gabon	Ivory Coast	Namibia	Serbia	Ukraine
Bangladesh	China	Georgia	Japan	Nepal	Singapore	United Kingdom
Belarus	Colombia	Germany	Jordan	Netherlands	Slovakia	United States
Belgium	Costa Rica	Greece	Kenya	New Zealand	Slovenia	Vietnam
Benin	Croatia	Guinea	Latvia	Niger	South Korea	
Bolivia	Cyprus	Haiti	Liechtenstein	Norway	Spain	
Botswana	Czech Republic	Honduras	Lithuania	Oman	Sri Lanka	
Brazil	Denmark	Hong Kong	Luxembourg	Panama	Sweden	

# Apple's Territories

## Africa, Middle East, and India



## Asia Pacific



## Europe



## Latin America and the Caribbean



## The United States, Canada, and Puerto Rico



# Kobo's 13 Stores

Brazil

Canada

China

France

Germany

Indonesia

Japan

Malaysia

Singapore

Taiwan

Thailand

United Kingdom

United States

# Kobo Partners

## North America

### Canada

- » Kobo
- » Best Buy
- » Future Shop
- » Indigo, Chapters, Coles
- » London Drugs
- » Staples
- » The Source
- » Toys R Us
- » Walmart

### United States

- » Kobo
- » Family Christian

### Austria

- » Libro
- » Media Markt
- » Redcoon
- » Saturn

### Belgium

- » Bol.com
- » Cool Blue
- » Pomania
- » FNAC

### France

- » FNAC
- » Boulanger
- » Géant Casino
- » Pomania

### Germany

- » Electronic Partner
- » Euronics
- » Expert
- » Media Markt
- » Pomania
- » Redcoon
- » Saturn
- » Staples

## Europe

### Italy

- » Mondadori
- » la Feltrinelli
- » Unieuro
- » Euronics
- » Mediaworld
- » ePRICE
- » Pomania
- » Saturn
- » Trony

### Netherlands

- » BCC
- » Blz
- » Bol.com
- » Cool Blue
- » Libris
- » Makro Cash & Carry
- » Media Markt
- » Saturn
- » Scheer & Foppen
- » Pomania
- » Bobshop
- » Wehkamp

### Portugal

- » FNAC
- » Pomania

### Spain

- » La Central
- » Pomania
- » MediaMarkt
- » Redcoon

### Sweden

- » Pomania

### United Kingdom

- » Argos
- » Asda
- » HarveyNormanIreland
- » ShopDirect
- » Staples
- » WHSmith

## SE Asia/Pacific

### Australia

- » Angus & Robertson
- » BigW
- » Bookworld
- » CollinsBooksellers
- » HarveyNorman
- » JBHIFI
- » Officeworks

### New Zealand

- » HarveyNorman
- » JBHIFI
- » Paper Plus/Take Note
- » WarehouseStationary
- » Whitcoulls

### Philippines

- » NationalBookstore

## Asia

### Japan

- » RakutenIchiba

### HongKong

- » Swindon

### India

- » Crossword
- » Croma
- » WhSmith

## Middle East

### JadoPado

- » Jumbo Electronics
- » Modvito
- » Virgin Megastores
- » Xcite

## South America

### Brazil

- » Livraria Cultura

## Africa

### SouthAfrica

- » PicknPay

# Conclusion (with questions)

- We now know that the English-language market is far larger than imagined
- How can a NINC author access that market?
- We now know that Spanish-language is a large opportunity
- How can NINC authors access the Spanish-language market?



# Thank You!

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