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| **Council 2017Geneva, 15-25 May 2017** |  |
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| **Agenda item: PL 4.1** | **Document C17/21-E** |
| **14 March 2017** |
| **Original: English** |
| Report by the Secretary-General |
| SALES OF, AND FREE ONLINE ACCESS TO, ITU PUBLICATIONS |

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| SummaryBy Decision 12 (Rev. Busan, 2014), the Plenipotentiary Conference instructed the Secretary-General to prepare a report on an ongoing basis on sales and free downloads of ITU publications, software, and databases, providing, in particular, information on total sales and free downloads per year covering the last five years, including a comparison between sales of paper copies and free downloads of electronic copies, per year, as well as sales and free downloads by country and member category, and to present this report to the Council.Action requiredThe Council is invited **to note** the report.\_\_\_\_\_\_\_\_\_\_\_\_ReferencesDocument [C17/INF/4](https://www.itu.int/md/S17-CL-INF-0004/en); [Resolution 66](http://www.itu.int/council/Basic-Texts/ResDecRec-PP10-e.doc#res66) (Rev. Guadalajara, 2010), [Decision 12](http://www.itu.int/pub/S-CONF-ACTF-2014) (Rev. Busan, 2014); Council Decisions [571](http://www.itu.int/md/S12-CL-C-0103/en) and [574](http://www.itu.int/md/S13-CL-C-0093/en) |

**1. Overview**

**1.1 Sales as of 31 December 2016**

 Publications sales revenues in 2016 reached CHF 19.00 million exceeding budget by CHF 0.5 million, and keeps revenue on course to meeting the bi-annual 2016-17 budget of CHF 37.0 million.

**1.2 Free online access**

 The free online access policy is aimed at disseminating ITU publications to a broader public. Following Decision 12 (Guadalajara, 2010) at PP-10, Decisions 574 and 571 (Modified 2013), and Decision 12 (Rev. Busan, 2014), all titles from eight major groups of publications are now available free online.

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| **No** | **Decision** | **Publications free online** | **Since** |
| 1 | 574 | WTDC Final Reports | 13/03/2014 |
| 2 | 571 (Modified 2013) | I.T. Regulations (Melbourne) WATT-88 | 23/04/2013 |
| 3 | 571 (Modified 2013) | Radio Regulations | 23/11/2012 |
| 4 | 571 (Modified 2013) | Resolutions & Decisions of the Council of the ITU | 17/02/2015 |
| 5 | 571 (Modified 2013) | Handbooks on Radio-Freq. Spectrum Management\*  | 04/07/2013 |
| **6** | 12 (Modified 2014) | Rules of Procedure | 01/07/2014 |
| **7** | 12 (Modified 2014) | Final Acts of World & Regional Radiocom. Conferences | 12/02/2015 |
| **8** | 12 (Modified 2014) | Publications on Disaster Preparedness | 19/02/2015 |

 \***Expanded to include all BR Handbooks as of January 2017**

**2. Sales results and trends**

 Detailed sales figures for the years 2012-2016 with the breakdowns requested in Decision 12 (Rev. Busan, 2014) are given in the tables in the Information Document [C17/INF/4](https://www.itu.int/md/S17-CL-INF-0004/en). These are analyzed briefly below.

**2.1 Sales development activities in 2016**

 Several sales development activities were carried out during 2016 to ensure expansion of sales income:

1. Five new reseller contracts were signed in 2016 to continue expanding distribution/availability of ITU publications in the dominant traditional reseller channel.
2. Twelve emailing campaigns were carried out to reach potential customers to promote various ITU publications reaching a total of over 317,000 addresses. 14 publications were announced on social media via Twitter (269,000 impressions, 1,013 clicks) and Google (3,953 views)
3. Two Licensing agreements, signed with Financial Times and Ernst & Young in 2015, were renewed in 2016 ensuring continued income.
4. Maintained contact with over 400 Maritime Inspectors on the in-house list to update them with new editions of ITU Maritime publications. Additionally, 460 Inspectors have been identified in 2016 and will be contacted in 2017.
5. The Email marketing database at Sales & Marketing Division has increased to 46,000 addresses in 2016. Most of this increase has been contributed by the free download registration mechanism which has continued to yield additional opt-ins reaching over 23,000 addresses as at end of year 2016.

**2.2 Sales trends in publication formats**

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

**b)** Online/E-Bookshop sales revenue has increased slightly in 2016 to CHF 0.19 million after continued decline from CHF 0.27 million in 2012 to CHF 0.17 million in 2015.

**c)** With the introduction of digital (CD/DVD-Rom) formats for various major publications in 2010, digital formats in 2016 accounted for a dominating 77% of total sales while paper format and online /E-bookshop and other stand at 21% and 2%, respectively. More and more publications are being produced in CD/DVD-Rom format which is environmentally friendly and cost-effective with a reduced production lead time and better inventory management.

Figure 1 below reflects sales trends over the last five years in three major formats. This increase in paper format in 2016 is directly attributed to preference of RR 2016 in the boxed four-volume set.

Figure 1

\* Including Souvenirs, royalties, ITU News insertion and other revenue.

**d)** In response to a request at Council-16 to clarify criteria used to decide whether a publication would be made available for free download or sold, the Council requested the secretariat to submit a report to CWG-FHR which was carried-out in January 2017.

**2.3 Languages Distribution**

 The multilingual format in six languages (M6) is the most widely distributed (70%) comprising mostly mandatory Maritime publications. This is followed by publications in English-only format at 28% and three-language format M3 (English, French, and Spanish) at 1%. All other publication languages, namely French-only, Arabic-only, Russian-only, Chinese-only and Spanish-only together constitute less than 1% of total sales.

**2.4 Sales of ITU publications to members/non-members and by country**

**a)** Paper/CD-Rom sales to membership historically remain in the vicinity of 5%-6%. For further details please see Document [C17/INF/4](https://www.itu.int/md/S17-CL-INF-0004/en).

**b)** As seen in Figure 2 below, online sales to membership which generally remain in the vicinity of 45%-50% of online sales decreased to 36% mainly on account of one Sector Member purchasing at a discounted price.

Figure 2

**c)** Sales figures by country can be found at
<http://www.itu.int/en/council/Documents/2017/country-sales-2016.docx>

**3. Free download of Radio Regulations 2012**

Council 2012 instructed the Secretary-General to report to Council/PP-14 the actual impact of the free online download of Radio Regulations on revenues and costs, and on means for balancing the financial impacts.The table below reflects the final results of Radio Regulations 2012 vs 2008, a major publication, as of 31 December 2016:

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| --- | --- | --- | --- | --- | --- |
| **Edition** | **Sales Period** | **Total qty sold** | **Resellers** | **Individuals** | **Free Download** |
| 2012 | 49 Months | 14,775 | 13,695 | 1,080 | +23,000 |
| 2008 | 49 Months | 15,191 | 11,475 | 3,716 | Not offered |
| Variance | - | (416) | 2,220 | (2,636) |  |

Following the introduction of free online access to Radio Regulations, total sales for the 2012 edition decreased slightly compared to sales of the 2008 edition by 3%, representing a reduction in sales income of CHF 132,000. Sales of the 2012 edition (DVD or paper boxed set) to resellers actually increased by 2,220 copies compared to 2008’s edition. Sales to non-resellers (including individuals), however, dropped by over 2,600 copies.

Since the introduction of free online access in 2012, over 23,000 free downloads have taken place. Information on free downloads by country can be found at:
<http://www.itu.int/en/council/Documents/2017/rr-sales-2016.docx>.

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