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| **Council 2017 Geneva, 15-25 May 2017** |  |
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|  | **Document C17/INF/4-E** |
| **14 March 2017** |
| **Original: English** |
| Report by the Secretary-General | |
| SALES AND FREE ONLINE ACCESS TO ITU PUBLICATIONS | |

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| Summary  This report provides detailed sales analysis and trends.  Action required  This report is transmitted to the Council **for information**. |

**INFORMATION DOCUMENT**

**TABLE 1**

**Total Sales 2011-2016**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Year** | **Total** | **%** | **Paper** | **%** | **CD/DVD-Rom** | **%** | **Online/E-bookshop** | **%** | **Other\*** | **%** |
| **2016** | 18,995,491 | 100 | 4,003,316 | 21 | 14,655,968 | 77 | 192,508 | 1 | 143,699 | 1 |
| **2015** | 16,726,808 | 100 | 1,311,128 | 8 | 15,003,439 | 90 | 168,964 | 1 | 243,278 | 1 |
| **2014** | 19,828,470 | 100 | 2,085,124 | 11 | 17,342,541 | 87 | 161,550 | 1 | 239,254 | 1 |
| **2013** | 18,845,609 | 100 | 4,900,183 | 26 | 13,546,051 | 72 | 184,480 | 1 | 214,895 | 1 |
| **2012** | 17,671,410 | 100 | 2,381,021 | 13 | 14,841,320 | 84 | 273,148 | 2 | 175,921 | 1 |
| \*Including souvenirs, royalties, ITU News insertion and other revenue. | | |  |  |  |  |  |  |  |  |

**TABLE 2**

**Yearly sales broken down by type of membership**

**Year 2016**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Type | **Total** | **%** | **Members** | **%** | ***Member States*** | ***%*** | ***Associates*** | ***%*** | ***Sector Members\*\**** | ***%*** | **Resellers** | % | **Non-members** | % |
| Paper/CD | 18,239,722 | 100 | 890,218 | **5** | *87,291* | *10* | *1,617* | *0* | *801,310* | *90* | 16,906,319 | **93** | 443,185 | **2** |
| Online | 60,958 | 100 | 21,922 | **36** | *5,487* | *25* | *93* | *0* | *16,342* | *75* | 0 | **0** | 39,036 | **64** |
| Subtotal | 18,300,680 | 100 | 912,140 | **5** | *92,778* | *10* | *1,710* | *0* | *817,652* | *90* | 16,906,319 | **92** | 482,221 | **3** |
| Other\* | 694,811 | -- | -- | **--** | *--* | *--* | *--* | *--* | *--* | *--* | *--* | *--* | *--* | *--* |
| Total | 18,995,491 | -- | -- | **--** | *--* | *--* | *--* | *--* | *--* | *--* | *--* | *--* | *--* | *--* |

\*Including subscriptions, souvenirs, royalties, insertion in ITU News, E-Bookshop direct download purchases.  
\*\*Sales to Sector Members include Japan Radio Co Ltd. purchases of maritime publications.

**Year 2015**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Type | **Total** | **%** | **Members** | **%** | ***Member States*** | ***%*** | ***Associates*** | ***%*** | ***Sector Members\*\**** | ***%*** | **Resellers** | % | **Non-members** | % |
| Paper/CD | 15,879,184 | 100 | 800,188 | **5** | *64,466* | *8* | *441* | *0* | *735,281* | *92* | 14,658,111 | **92** | 420,885 | **3** |
| Online | 86,591 | 100 | 38,370 | **44** | *7,063* | *19* | *94* | *0* | *31,213* | *81* | 0 | **0** | 48,221 | **55** |
| Subtotal | 15,965,775 | 100 | 838,558 | **5** | *71,529* | *9* | *535* | *0* | *766,494* | *91* | 14,658,111 | **92** | 469,106 | **3** |
| Other\* | 761,033 | -- | -- | **--** | *--* | *--* | *--* | *--* | *--* | *--* | *--* | *--* | *--* | *--* |
| Total | 16,726,808 | -- | -- | **--** | *--* | *--* | *--* | *--* | *--* | *--* | *--* | *--* | *--* | *--* |

**Year 2014**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Type | **Total** | **%** | **Members** | **%** | ***Member States*** | ***%*** | ***Associates*** | ***%*** | ***Sector Members\*\**** | ***%*** | **Resellers** | % | **Non-members** | % |
| Paper/CD | 18,951,756 | 100 | 864,686 | **5** | *116,911* | *14* | *3,789* | *0* | *743,986* | *86* | 17,361,068 | **91** | 726,002 | **4** |
| Online | 89,116 | 100 | 40,333 | **45** | *7,812* | *19* | *187* | *1* | *32,334* | *80* | 0 | **0** | 48,783 | **55** |
| Subtotal | 19,040,872 | 100 | 905,019 | **5** | *124,723* | *14* | *3,976* | *0* | *776,320* | *86* | 17,361,068 | **91** | 774,785 | **4** |
| Other\* | 787,598 | -- | -- | **--** | *--* | *--* | *--* | *--* | *--* | *--* | *--* | *--* | *--* | *--* |
| Total | 19,828,470 | -- | -- | **--** | *--* | *--* | *--* | *--* | *--* | *--* | *--* | *--* | *--* | *--* |

**Year 2013**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Type | **Total** | **%** | **Members** | **%** | ***Member States*** | ***%*** |  | ***Associates*** | ***%*** | ***Sector Members\*\**** | ***%*** | **Resellers** | % | **Non-members** | % |
| Paper/CD | 18,001,694 | 100 | 1,125,840 | **6** | *199,875* | *18* |  | *5,685* | *1* | *920,280* | *81* | 16,095,392 | **90** | 780,463 | **4** |
| Online | 72,406 | 100 | 15,671 | **22** | *8,827* | *56* |  | *0* | *0* | *6,844* | *44* | 0 | **0** | 56,735 | **78** |
| Subtotal | 18,074,100 | 100 | 1,141,511 | **6** | *208,702* | *18* |  | *5,685* | *1* | *927,124* | *81* | 16,095,392 | **89** | 837,198 | **5** |
| Other\* | 771,509 | -- | -- | **--** | *--* | *--* |  | *--* | *--* | *--* | *--* | *--* | *--* | *--* | *--* |
| Total | 18,845,609 | -- | -- | **--** | *--* | *--* |  | *--* | *--* | *--* | *--* | *--* | *--* | *--* | *--* |

**Year 2012**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Type | **Total** | **%** | **Members** | **%** | ***Member States*** | ***%*** | ***Associates*** | ***%*** | ***Sector Members\*\**** | ***%*** | **Non-Members** | % |
| Paper/CD | 16,761,045 | 100 | 847,248 | **5** | *237,714* | *28* | *5,812* | *1* | *603,722* | *71* | 15,913,797 | **95** |
| Online | 129,783 | 100 | 67,953 | **52** | *9,985* | *14* | *397* | *1* | *57,571* | *85* | 61,830 | **48** |
| Subtotal | 16,890,828 | 100 | 915,201 | **5** | *247,699* | *27* | *6,209* | *1* | *661,293* | *72* | 16,163,874 | **95** |
| Other\* | 780,582 | -- | -- | **--** | *--* | *--* | *--* | *--* | *--* | *--* | *--* | *--* |
| Total | 17,671,410 | -- | -- | **--** | *--* | *--* | *--* | *--* | *--* | *--* | *--* | *--* |

\*Including subscriptions, souvenirs, royalties, insertion in ITU News, E-Bookshop direct download purchases.  
\*\*Sales to Sector Members include Japan Radio Co Ltd. purchases of maritime publications.

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