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| **Council 2018Geneva, 17-27 April 2018** |  |
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| **Agenda item: PL 4.1** | **Document C18/21-E** |
| **8 March 2018** |
| **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 an annual report to the Council on an ongoing basis on sales and free downloads of ITU publications, software, and databases.Action requiredThe Council is invited **to take note** of this report. \_\_\_\_\_\_\_\_\_\_\_\_ReferencesDocument C18/INF/2; [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); |

**1. Introduction**

By Decision 12 (Rev. Busan, 2014), the Plenipotentiary Conference instructed the Secretary-General to prepare an annual report to the Council on an ongoing basis on sales and free downloads of ITU publications, software, and databases detailing the following aspects: Total sales and free downloads per year, a comparison between sales of paper copies and free downloads of electronic copies, as well as sales and free downloads by country and member category. This document provides a report since Council 2017.

**2. Free downloads of ITU publications implemented**

In line with Decision 12 (Rev. Busan, 2014) most ITU publications are now provided free of charge online to the general public, including the download of Radio Regulations and ITU Recommendations, Questions, Reports and Handbooks, with selected titles accessible from a Sector’s website or the ITU History Portal and no longer limited to webpages of ITU publications.

A non-exhaustive summarized list of decisions and affected titles currently available freely online are included below, for reference:

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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**

As per the request of Council 2017, the secretariat further provided *Member State-only* free access to ITU publications of statistics and indicators to include the BDT’s World Telecommunication/ICT Indicators Database and the Yearbook of Statistics, in addition to the *Member State-only* free access to BR IFIC Space and Terrestrial ISO copies.

Revenue gained today from sales of online downloads are now largely limited to the general public’s purchase of the BDT indicators series and of the BR IFIC publications.

**3. Sales results and trends**

 Publications sales revenues in 2017 reached CHF 19.5 million exceeding annual budget expectations by CHF 1.0 million, benefiting from stable sales of maritime-related publications. The bi-annual 2016-17 budgeted sales of CHF 37.0 million for sales of ITU publications thus exceeded CHF 1.5 million.

Detailed sales figures for the years 2013-2017 with the breakdowns requested in Decision 12 (Rev. Busan, 2014) are given in the tables in the information document [C18/INF/2](https://www.itu.int/md/S18-CL-INF-0002/en).

**3.1 Sales development activities in 2017**

 Sales development activities continued in 2017 to ensure expansion of sales income:

1. Seven new resellers joined ITU in 2017 to continue expanding distribution/availability of ITU maritime publications in the dominant traditional reseller channel.
2. Several licensing agreements, including with Financial Times and Ernst & Young, were renewed in 2017.
3. Agreements with OECD and UN Publications to include sales of digital versions of ITU publications (with royalty benefits) via new platforms including the ITU iLibrary, UN Publications, the Amazon.com networks, and iBooks were implemented.

**3.2 Languages Distribution**

 The multilingual format in six languages (M6) is the most widely distributed (77%) comprising mostly mandatory maritime-related Service Publications on CD. This is followed by publications in English-only format at 21% with other language combinations representing 2% of sales.

**3.3 Sales of ITU publications to members/non-members**

1. The proportion of sales to members/non-members remains in the range of 5%/95%. For further details please see document [C18/INF/2](https://www.itu.int/md/S18-CL-INF-0002/en).
2. General sales figures by country can be found at
<http://www.itu.int/en/council/2018/Documents/country-sales-2017.docx>

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