

BOOK PIRACY

The Davey Jones' Locker of Author & Publisher Royalties



\$300

Million

Publishers' Income Lost Annually

4M

or 17%

Books Pirated Annually

Ye Who Be the Hornswagglers

of Books:

THE BOOK PIRATE'S PERSONA



47%

Ages 33-44,
Gen Y.2 & Gen X,
Technical Expertise,
Grew Up with Digital.

13%

Ages 45 and Up,
Gen X & Baby Boomers,
Less Technical Expertise,
Grew Up with Physical Books.



Who Loses?

45,800

Published Authors in US

21%

Can afford to make a full-time living writing books

AVAST YE BOOKLUBBERS

The first **two weeks** of a book's sales are the **most critical**, and can determine the fate of a series' continuation, so this is when many authors batten down the hatches to fight **book piracy**.



Cost of Erasing Books from Pirate Sites

What do these erasure services cost the authors?

\$750

8 Backlist Titles 3 Months

\$1,750

24 Backlist Titles 3 Months

So...next time you're tempted to be a Scallywag and download copyrighted books from a P2P network...

THINK TWICE

Vistex Helps You Calculate the Remaining Author Royalties by:

- Capturing contract terms
- Translating terms into rights, royalty rates, and payment schedules
- Calculating and validating royalties

Learn more—download your eBook [here](#).

How Vistex Adds Value

The exponential growth of transactions fueled by increased demand for content in the direct-to-consumer economy requires media and entertainment companies to better manage licensing agreements. Major studios, broadcasters, operators and distributors trust Vistex software to streamline the entire contract to consumption workflow from content management, execution and compliance, rights ownership and exploitation, to royalty calculations and partner reporting. Content producers and distributors gain unparalleled access to rights usage, improve accuracy and leverage real-time visibility into profitability.

About Vistex®

Vistex solutions help businesses take control of their mission-critical processes. With a multitude of programs covering pricing, trade, royalties and incentives, it can be complicated to see where all the money is flowing, let alone how much difference it makes to the topline and the bottomline. With Vistex, business stakeholders can see the numbers, see what really works, and see what to do next—so they can make sure every dollar spent or earned is really driving growth, and not just additional costs. The world's leading enterprises across a spectrum of industries rely on Vistex every day to propel their businesses.

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