



INTERQUEST Announces *High Growth Segments of Digital Book Printing: Market Analysis & Forecast*

Comprehensive New Study Targets Largest & Fastest Growing Sectors of Digital Book Manufacturing

Charlottesville, VA (December 4, 2007)—INTERQUEST, a leading market and technology research and consulting firm serving the digital printing and publishing industry, today released a comprehensive new study of digital book manufacturing. The report, which focuses on areas of the book market which have been the most successful for digital manufacturers, complements and extends INTERQUEST's groundbreaking 2005 study of the market.

According to David Davis, Director of INTERQUEST, "We have closely followed the use of digital printing in the book market and can say without reservation that progress is being made on many fronts. We felt it was important to dig deeper and understand where and why digital providers were finding the most success in the book market."

The study is based on 60 in-depth interviews with major publishers and book printers specializing in trade, education, professional, and photographic book applications. The study includes market analyses—including market size and forecasts—trends and developments in digital book printing, and comprehensive survey results for each of the high-growth sectors.



“Overall, we find that many publishers are taking a harder look at their supply chains and are increasingly turning to digital manufacturing for on-demand fulfillment of front list titles in addition to using it to extend the life of back list catalogs,” said Davis. “We expect digital volume in the book market to grow at about 16% annually and more than double in output by 2011.”

The study finds that trade is currently the largest sector of the book market for digital manufacturers, with new opportunities becoming available for digital color printing and longer runs using mechanically pulped stock. Digitally-produced photographic books are the fastest growing sector, but also the smallest in terms of volume. INTERQUEST expects the digital production of education books to grow at about 15% annually with numerous opportunities for color and personalization. The study also finds that the digital market for professional books is nearly as large as trade, but this sector, like photographic books, faces a number of challenges.

“One finding which was quite different compared to our earlier research of the market is that digital manufacturers in each sector reported a marked increase in competition,” Davis continues. “We believe this is a good sign because it shows an increase in adoption and demand. The book printing market always has and always will be a price sensitive business. As in other print markets, those providers willing to expand the scope of their service offerings will find the most success.”

High Growth Segments of Digital Book Printing: Market Analysis & Forecast is immediately available for \$1,095.00. The 190-page report, which includes more than 100 exhibits illustrating and highlighting key findings of the research, can be ordered by contacting INTERQUEST at 434-979-9945, or through the company’s website (www.inter-quest.com).



About INTERQUEST

Founded in 1989, INTERQUEST is a market and technology research and consulting firm in the field of digital printing and publishing. Over the past eighteen years INTERQUEST has published numerous multi-client studies related to digital printing and print-on-demand in corporate, graphic arts, and industrial markets.