What is IPA?

- Federation of national and regional publishers associations
- 75 members in 65 countries
- Our goals
  - To represent publishers at international fora and to defend the interests of the international publishing community wherever such interests are at stake.
  - Literacy
  - Freedom to publish
  - Copyright
Fixed Book Prices

• Resale price maintenance (RPM)
• Publisher determines the price of books sold by retailers
• Two possible set-ups
  – Based on contracts (often through PAs)
  – Based on law
<table>
<thead>
<tr>
<th>Not new:</th>
<th>Not old:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Denmark 1830</td>
<td>Spain 1975</td>
</tr>
<tr>
<td>Germany 1880</td>
<td>Portugal 1996</td>
</tr>
<tr>
<td>UK 1900</td>
<td>Italy 2005</td>
</tr>
</tbody>
</table>

Move from contract to law to avoid anti-trust issues
<table>
<thead>
<tr>
<th>Duration</th>
<th>Countries</th>
</tr>
</thead>
<tbody>
<tr>
<td>6 months</td>
<td>Hungary</td>
</tr>
<tr>
<td>1 year</td>
<td>Slovenia, Netherlands</td>
</tr>
<tr>
<td>18 months</td>
<td>Germany, Portugal</td>
</tr>
<tr>
<td>2 years</td>
<td>Spain, France</td>
</tr>
<tr>
<td>Permanent</td>
<td>Italy</td>
</tr>
</tbody>
</table>

In practice: publishers keep the price up for longer
General Discounts

0% Germany
5% Austria, France
10% Greece, Portugal
15% Italy

Given by publisher or bookseller
Special Discounts

Schoolbooks
Sales to schools
Sales to libraries
Students
Etc....
Sometimes these are exempt from the fixed price, sometimes maximum discounts are set
Other Restrictions

- Foreign works (Imports)
- Exports
- E-Bay (?)
- E-Books (?)
- France: Only 10% of works may have a fixed book price
- Must publishers print the price on the cover?
Challengers

- Newspapers (GR: Lambrakis Case)
- Petrol stations (FR: Esso v. Dargaud, Cour de cassation Versailles, 2002)
- Individuals (DE: ebay sales, OLG Frankfurt, 2004)
Rebate schemes

• Starter vouchers for first time customers: amazon.de (LG Wiesbaden, 2004)
• Airmiles: Miles&More/buch.de (OLG Frankfurt 2004)

Schemes ok, but bonuses cannot be used for the purchase of books subject to the fixed book price.
Antitrust authorities

- Re: trade agreements
- Generally: National competition authorities
- European Commission where trade agreement impact on cross-border trade
Ongoing Debate

1. Do publishers want it?
2. Does it help?
3. Why does the book industry need this special treatment?
4. Is this the most effective way to help?
Do publishers want it?

No international consensus

**No publishers association action**
UK, US, Sweden

publishers association support
Austria, Germany, France, Hungary, Greece, Portugal, Spain, Slovenia, Switzerland

IPA supports national PAs in their policies
Does it work?

What do you mean with « work »?
Support the local book industry?
Support local publishing?
Support reading?
Support variety of books?
Support new writers?
Support book shops?
Supporters claim

Fixed book prices

• Increase bibliodiversity
• Sustain independent, small and remote book shops
• support more writers
• A special case: we must make thousands of titles equally available
Does it work?

Very hard to say
UK lost net book agreement, but sales grew
France reinstated fixed book prices after 2 years in 1981 after book shop crisis

A war of statistics …and beliefs
Books and the Public Interest

• Every nation needs a local publishing industry
• Every nation can have a local publishing industry
• Books are great ambassadors
• Literary Readers Better Citizens
  – Earn more
  – Are culturally active
  – Do more sports
  – Volunteer more
  – Vote more often
Alternatives

- Reduced VAT/other tax benefits
- Purchase programmes for libraries
- Print/publishing subsidies
- Export/book fair/translation support
- Public awareness for writing and books
- Copyright enforcement

A National Book Policy
Gracias Total
Publishing and Fixed Book Price