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WELCOME TO:

What's Working in Children's Book Publishing Today

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What's Working in Children's Book Publishing Today

Panelists:

Michael Norris

Senior Analyst/Editor, *Book Publishing Report*,
Simba Information

Michael Stadther

Founder and Publisher, A Treasure's Trove Inc.

Jeanne Mosure

SVP, Group Publisher, Disney Global Book Group

Susan Katz

President, HarperCollins Children's Books

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What's Working in Children's Book Publishing Today

Welcome to Simba Information's exclusive Webinar discussing opportunities, challenges and trends in children's trade book publishing.

Agenda:

- State of the Industry
 - Simba's Overview of the Children's Book Market by Michael Norris
- What's Working?
 - Reaching the Family Market by Michael Stadther
 - TV Tie-Ins to Books by Jeanne Mosure
 - Targeting the Teen Market by Susan Katz
- Question & Answer Session with All Webinar Participants



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Simba's Overview of the Children's Book Market

Michael Norris,
Senior Analyst/Editor,
Book Publishing Report
Simba Information



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Facts & Trends

- U.S. book production fell to 174,092 in 2005
- Stagnant or single-digit growth
- Frontlist sales growing more important to bottom line
- Publishers invest more dollars into fewer books
 - ✓ James Patterson
 - ✓ Ann Brashares
 - ✓ J.K. Rowling
 - ✓ Lemony Snicket



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Children's YA Title Output, 2001-2005

Category	2001	2002	2003	2004	2005
Children's & Y/A Books (new editions)	9,582	11,208	20,187	21,661	17,650
All New Titles	141,703	147,120	171,061	190,078	174,092
New Children's Titles as a % of All New Titles	6.7%	7.6%	11.8%	11.4%	10.1%

Source: *Children's Publishing Market Forecast 2007* (Simba Information).



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Trends & Opportunities

- Rise of the series
- Launches are getting bigger
- Movie tie-ins more strategic than incidental
- Increasing focus on older readers
- Success less dependent on size
- Relationship with readers growing more long term



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