



London International Conferences

londonic.uk



ukeyconsultingpublishing.co.uk

E-Publishing Opportunities and Effects of Covid 19 in the Publishing Markets

Mehmet Ali Eroğlu

R&D Specialist and Researcher of UKEY Publishing
London/UK

Abstract

None of us anticipated or expected 2020 to deliver a global pandemic, in addition to a myriad of other unexpected events.

As we head into the first few months of 2021, we are taking the opportunity to look back at 2020 so far to see what impact the pandemic has had on the ebook market. 2020 has been a good year for the ebook market. We were curious to see if there was any impact on the demand curve in 2020. We took a deep-dive into the number of copies sold at different price points

My presentation is based on reader engagement and purchase data from several global markets.

Keywords: E-Publishing, e-book, markets, Covid-19, pandemic, reader, author, ebook publishers.

