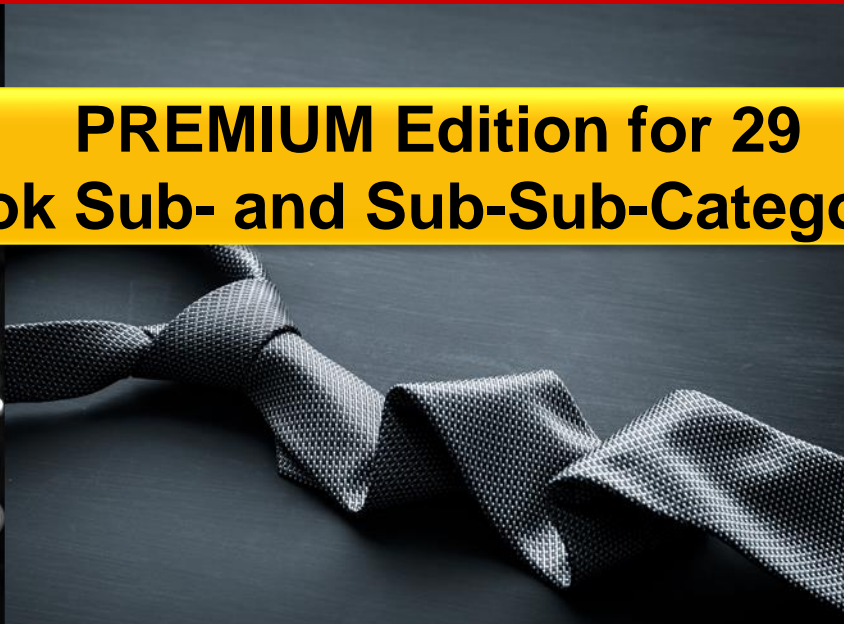


CUSTOM RESEARCH

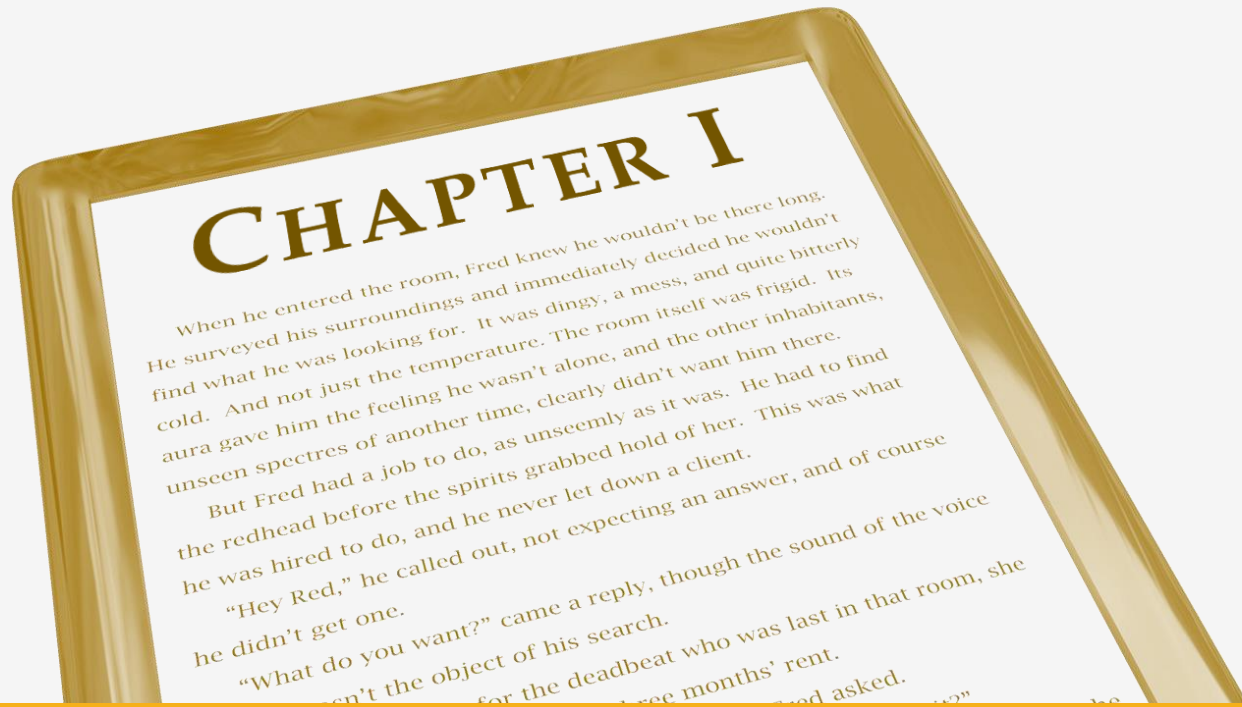
Erotica

**PREMIUM Edition for 29
Book Sub- and Sub-Sub-Categories**



Content

- Chapter I Introduction and Genre Overview
- Chapter III Research Results: Erotica
- Chapter III Conclusions
- Appendix Alphabetical Data Summary



Introduction and Genre Overview

Focus of this report is the “Erotica” book genre

Issue Aug 2015

Erotica on Amazon Kindle

Categories

4 Main genres containing “Erotica”

- Literature & Fiction
- Arts & Photography
- Lesbian, Gay, Bisexual & Transgender eBooks
- Comics & Graphic Novels

Sub-categories

2 Sub-categories

- **Literature & Fiction-Erotica (largest relevant sub-category)**
- Lesbian, Gay, Bisexual & Transgender eBooks-Erotica

Sub-sub-categories

27 Sub-sub categories

- Examples:**
- Arts & Photography-Photography-Erotica
 - Comics & Graphic Novels-Graphic Novels-Erotica
 - Literature & Fiction-Erotica-Paranormal

Erotica is kept separate from Romance on Kindle

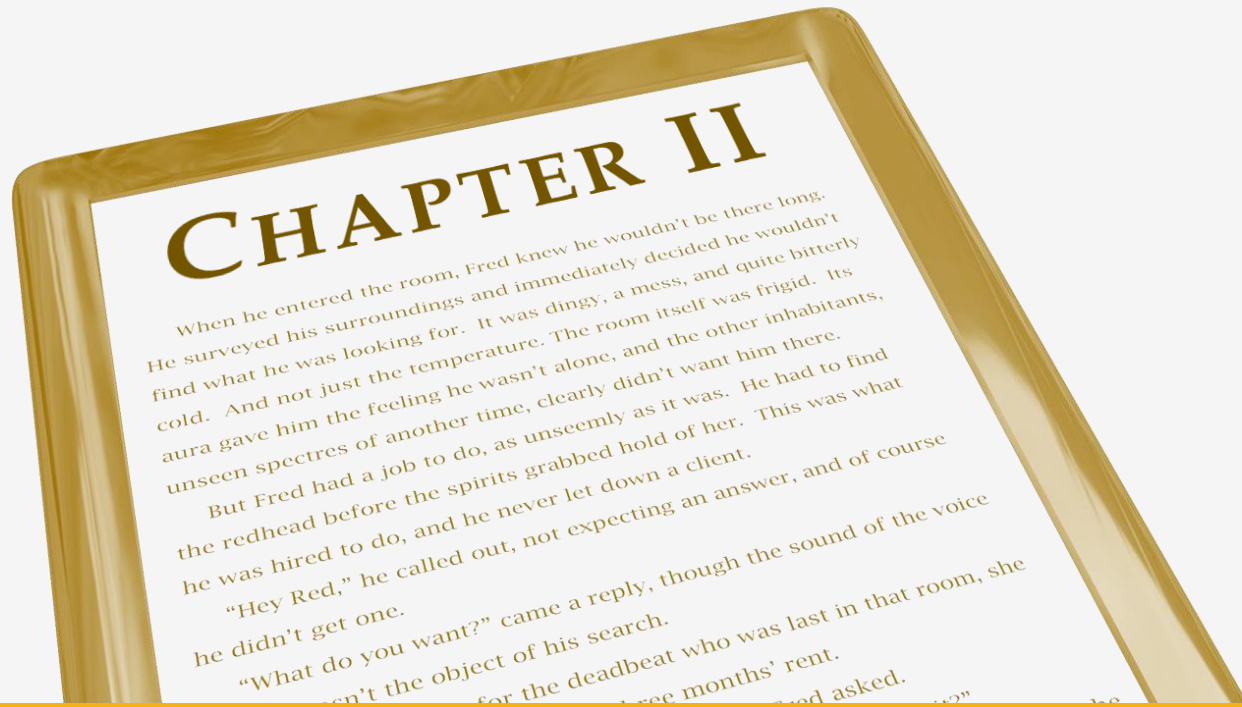
ID	Category	Ø Sales Rank of Top 100 Titles	Estimated Sales per Day per Top 100 Title	Graph	Index: Best = 100 Worst = 1	Category Position
16	Literature & Fiction	74	742		100.0	1
24	Romance	119	536		72.4	2
18	Mystery, Thriller & Suspense	162	418		56.6	3
26	Science Fiction & Fantasy	372	214		29.4	4
29	Teen & Young Adult	680	132		18.4	5
19	Nonfiction	712	127		17.7	6
4	Children's eBooks	1,449	72		10.3	7
23	Religion & Spirituality	1,555	68		9.8	8
2	Biographies & Memoirs	1,651	65		9.4	9
12	History	2,527	46		6.9	10
15	Lesbian, Gay, Bisexual & Transg	2,951	41		6.1	11
11	Health, Fitness & Dieting	3,005	40		6.1	12
3	Business & Money	3,295	37		5.7	13
27	Self-Help	3,955	32		5.0	14
21	Politics & Social Sciences	4,538	29		4.5	15
13	Humor & Entertainment	5,460	25		4.0	16
25	Science & Math	6,747	21		3.5	17
20	Parenting & Relationships	8,976	17		2.9	18
7	Cookbooks, Food & Wine	10,151	11		2.2	19
28	Sports & Outdoors	10,781	11		2.1	20
22	Reference	11,788	10		2.0	21
17	Medical eBooks	12,845	9		1.9	22
8	Crafts, Hobbies & Home	13,792	8		1.8	23
6	Computers & Technology	14,339	8		1.7	24
1	Arts & Photography	14,508	7		1.7	25
30	Travel	15,557	7		1.6	26
5	Comics & Graphic Novels	16,913	6		1.5	27
9	Education & Teaching	17,894	6		1.5	28
10	Engineering & Transportation	34,432	3		1.1	29
14	Law	41,145	2		1.0	30

The most relevant Erotica category is a sub-category in the umbrella-category Literature and Fiction (i.e. a Level 2 category)

Romance, by contrast, is one of the 30 main categories on Kindle (Level 1)

Scope & Methodology

- We analyse more than 100,000 book data points across 30 main genres, 419 sub- and 2400 sub-sub-categories on Kindle every month
- To assess the performance of these book markets relative to each other we monitor the Top 100 and Top 20 Bestsellers in each of these categories
- The observation takes place over several days every month to “iron out” short term sales rank fluctuations. This way, real trends become visible
- For more information or if you have any questions please contact:
support@k-lytics.com
- This report was compiled end of August 2015



Research Results: Erotica

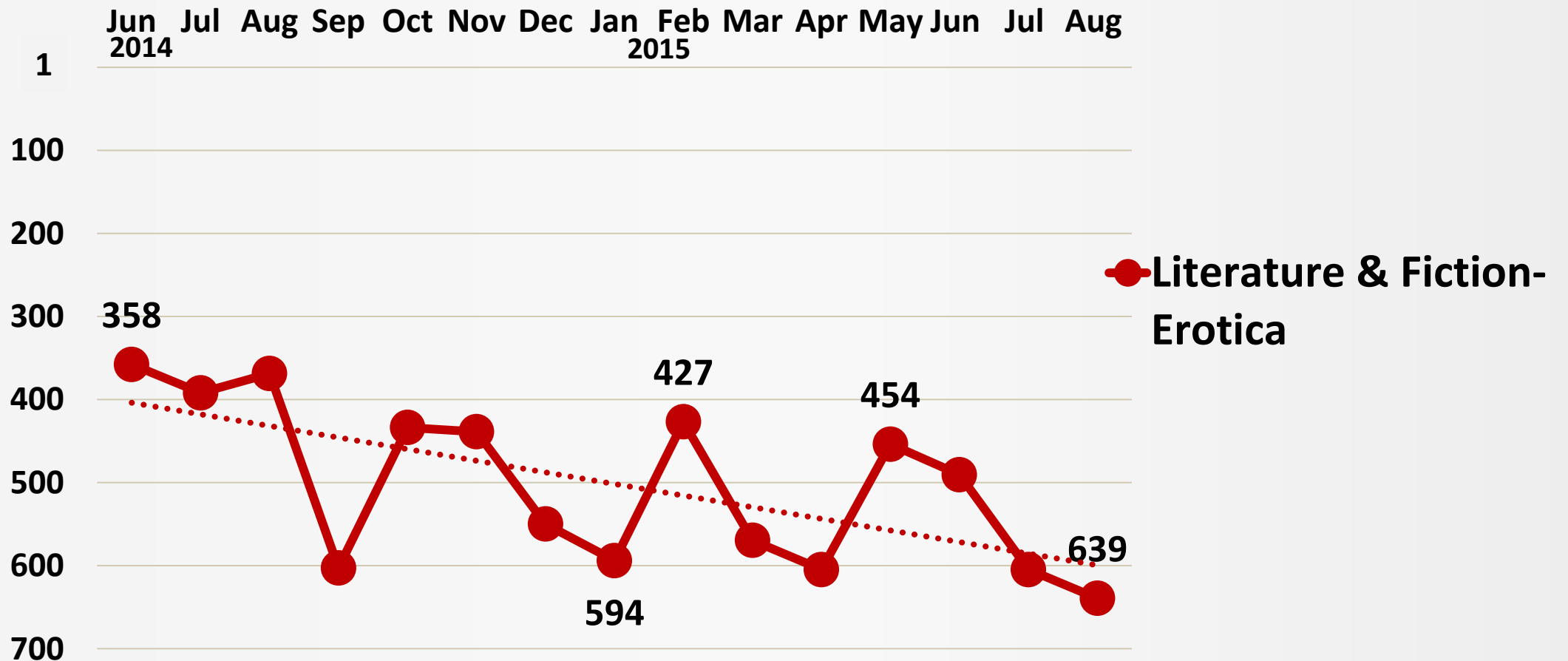
Erotica is the 39th highest selling Kindle sub-category out of 419

Sub-Categories by Sales Volume of Top 20 Titles

Sub-Category	Ø Sales Rank of Top 20 Titles	Estimated Ø Sales per Day per Top 20 Title	Graph	Index: Best = 100 Worst = 1	Category Position	Position vs. Prior Month	
#1	20	1,586		100.0	1	⇒ 0	
	31	1,239		78.4	2	⇒ 0	
	33	1,197		75.7	3	⇒ 0	
	35	1,163		73.6	4	⇒ 0	
	46	977		62.0	5	↑ 2	
	49	948		60.2	6	↓ -1	
	57	867		55.1	7	↓ -1	
	87	674		43.1	8	⇒ 0	
	104	596		38.2	9	⇒ 0	
	104	596		38.2	10	↑ 3	
#39	Literature & Fiction-Erotica	639	139		9.6	39	↓ -1
	Medical eBooks-Reproductive Medicine & Technology	244,873	0.3		1.0	410	↓ -4
	Law-Media & the Law	268,972	0.2		1.0	411	⇒ 0
	Comics & Graphic Novels-Seasonal	367,530	0.2		1.0	412	⇒ 0
	Health, Fitness & Dieting-Teen Health	388,135	0.1		1.0	413	↑ 2
	Lesbian, Gay, Bisexual & Transgender eBooks-Poetry	441,734	0.1		1.0	414	↑ 3
	Lesbian, Gay, Bisexual & Transgender eBooks-Travel	462,593	0.1		1.0	415	↓ -1
	Law-Dictionaries & Terminology	464,735	0.1		1.0	416	↓ -3
	Sports & Outdoors-Rodeos	509,648	0.1		1.0	417	↓ -1
	Comics & Graphic Novels-Everyday Life	573,031	0.1		1.0	418	⇒ 0
#419	Comics & Graphic Novels-Sports	595,715	0.1		1.0	419	⇒ 0

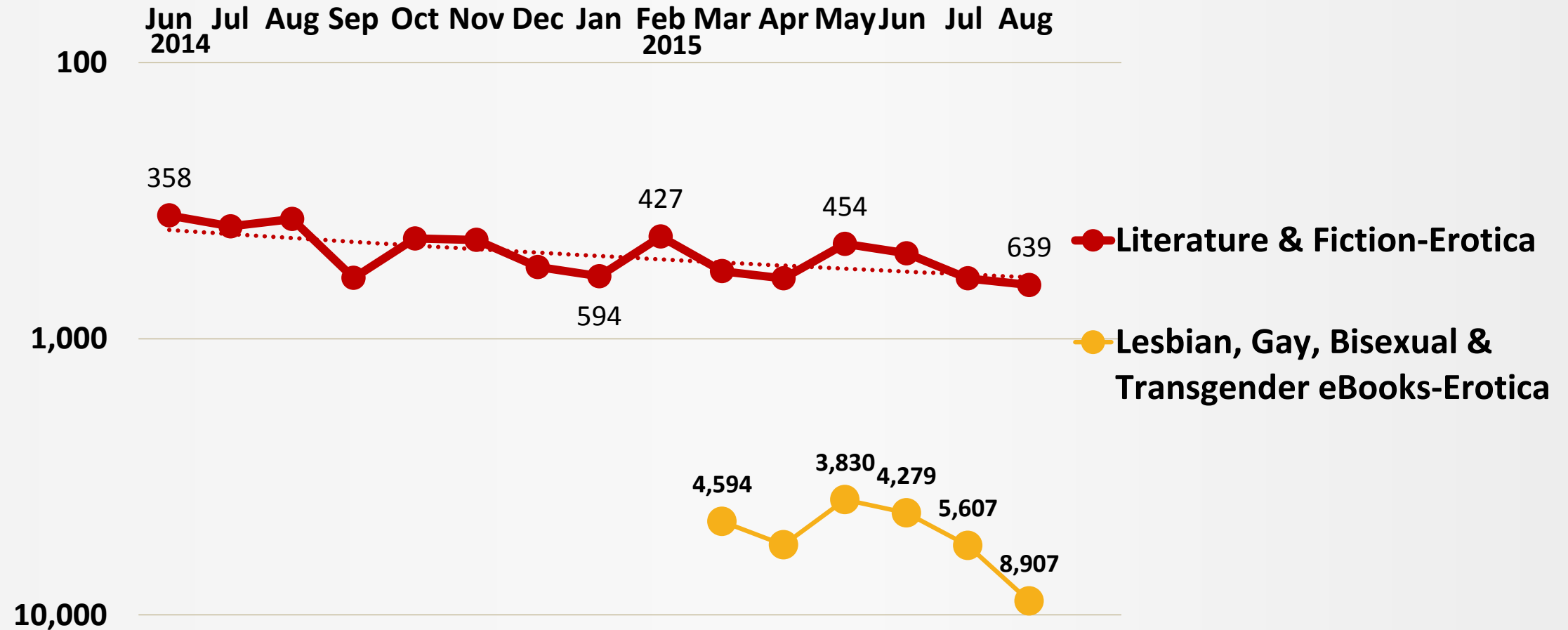
However, Erotica has shown a 12-month downward trend

Average Overall Amazon Sales Rank of Top 100 Titles in Erotica Category



Also the sales of the recently introduced sub-category **LGBT-Erotica** are declining

Average Overall Amazon Sales Rank of Top 100 Titles in Erotica Category



Romantic Erotica, BDSM and Suspense lead the sales performance table in Erotica

BOOK MARKET / NICHE			SALES VOLUME		Graph 1
Category	Sub-category	Sub-subcategory	Ø Sales Rank of Top 20 Titles	Ø Est. Sales per Day per Top 20 Title	
Literature & Fiction	Erotica	Romantic Erotica	1,158	85.9	
Literature & Fiction	Erotica	BDSM	1,230	81.9	
Literature & Fiction	Erotica	Suspense	1,559	67.6	
Literature & Fiction	Erotica	Action & Adventure	2,671	43.9	
Literature & Fiction	Erotica	Humorous	2,940	40.6	
Literature & Fiction	Erotica	LGBT	3,861	32.6	
Literature & Fiction	Erotica	Mystery	4,308	29.9	
Literature & Fiction	Erotica	Thrillers	4,352	29.6	
Literature & Fiction	Erotica	Urban	6,969	20.3	
Literature & Fiction	Erotica	Historical	7,873	18.4	
Literature & Fiction	Erotica	Paranormal	8,607	17.1	
Lesbian, Gay, Bisexual & Transgender eBooks	Erotica		8,907	16.7	
Lesbian, Gay, Bisexual & Transgen	Erotica	Gay	10,069	11.5	
Literature & Fiction	Erotica	Science Fiction	10,463	11.0	
Literature & Fiction	Erotica	Interracial	11,101	10.3	
Lesbian, Gay, Bisexual & Transgen	Erotica	Lesbian	11,122	10.2	
Lesbian, Gay, Bisexual & Transgen	Erotica	Bisexual	11,481	9.9	
Literature & Fiction	Erotica	Westerns	15,427	6.9	
Literature & Fiction	Erotica	African American	18,969	5.4	
Literature & Fiction	Erotica	Horror	25,867	3.7	
Literature & Fiction	Erotica	Victorian	28,217	3.4	
Lesbian, Gay, Bisexual & Transgen	Erotica	Transgender	28,920	3.3	
Arts & Photography	Photography	Erotica	45,235	1.9	
Arts & Photography	Art	Erotica	70,329	1.1	
Comics & Graphic Novels	Graphic Novels	Erotica	94,910	0.8	
Literature & Fiction	Poetry	Love & Erotica	99,057	0.8	
Comics & Graphic Novels	Manga	Erotica	134,448	0.5	

Based on monitoring the top 20 bestseller list positions in each of the 22 Erotica sub-categories over a couple of days

Price levels for Erotica are lower than for any other main Kindle genre

Main Kindle Genres (Categories)

ID	Category	Ø Price of Top 100 Titles	Graph	Index: Best = 100 Worst = 1	Category Position
25	Science & Math	\$8.93		100.0	1
10	Engineering & Transportation	\$8.38		91.0	2
21	Politics & Social Sciences	\$8.31		89.9	3
17	Medical eBooks	\$8.22		88.3	4
14	Law	\$7.97		84.2	5
28	Sports & Outdoors	\$7.88		82.7	6
6	Computers & Technology	\$7.84		82.1	7
11	Health, Fitness & Dieting	\$7.80		81.4	8
3	Business & Money	\$7.78		81.0	9
2	Biographies & Memoirs	\$7.67		79.3	10
12	History	\$7.54		77.2	11
20	Parenting & Relationships	\$7.49		76.3	12
27	Self-Help	\$7.28		72.8	13
30	Travel	\$7.13		70.3	14
9	Education & Teaching	\$6.81		65.1	15
19	Nonfiction	\$6.51		60.2	16
18	Mystery, Thriller & Suspense	\$6.45		59.2	17
1	Arts & Photography	\$6.35		57.6	18
13	Humor & Entertainment	\$5.97		51.3	19
5	Comics & Graphic Novels	\$5.59		45.1	20
22	Reference	\$5.50		43.5	21
4	Children's eBooks	\$5.26		39.6	22
16	Literature & Fiction	\$4.89		33.4	23
29	Teen & Young Adult	\$4.69		30.2	24
7	Cookbooks, Food & Wine	\$4.65		29.6	25
8	Crafts, Hobbies & Home	\$4.52		27.4	26
26	Science Fiction & Fantasy	\$4.33		24.2	27
23	Religion & Spirituality	\$3.74		14.6	28
15	Lesbian, Gay, Bisexual & Transgender eBook	\$3.33		7.9	29
24	Romance	\$2.92		1.0	30
	Literature & Fiction-Erotica	\$1.74			
	LGBT-Erotica	\$2.05			

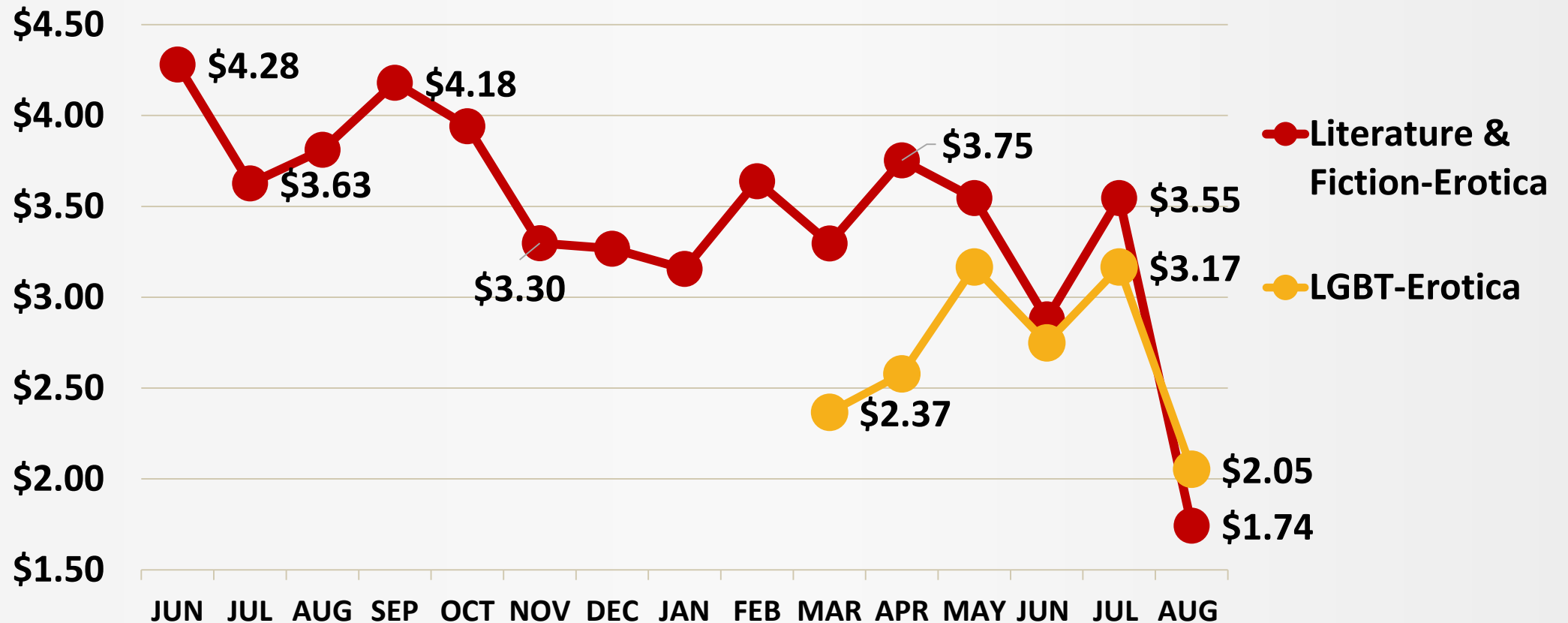
Erotica Sub-subcategories

Low average price levels driven by the predominance of \$0.99 titles

Prices of Erotica e-books have seen a significant decline most recently

Erotica Book Category on Kindle (English titles)

Average Price of Top 20 Titles



Competition is intense in 'Erotica': Out of 419 Kindle sub-categories, Erotica has the 10th highest number of titles

Category	Number of Titles	Graph	Index: Best = 100 Worst = 1	Category Position
Literature & Fiction-Foreign Language Fiction	25		100.0	1
Comics & Graphic Novels-Everyday Life	51		100.0	2
Lesbian, Gay, Bisexual & Transgender eBooks-Travel	57		100.0	3
Law-Dictionaries & Terminology	59		100.0	4
Parenting & Relationships-Family Health	82		100.0	5
Sports & Outdoors-Rodeos	89		100.0	6
Health, Fitness & Dieting-Teen Health	89		100.0	6
Self-Help-Journal Writing	90		100.0	8
Comics & Graphic Novels-Sports	101		100.0	9
Sports & Outdoors-Softball	111		100.0	10
Comics & Graphic Novels-LGBT	198		99.9	11
Comics & Graphic Novels-Martial Arts	233		99.9	12
Comics & Graphic Novels-Seasonal	236		99.9	13
Law-Media & the Law	264		99.9	14

Least competitive

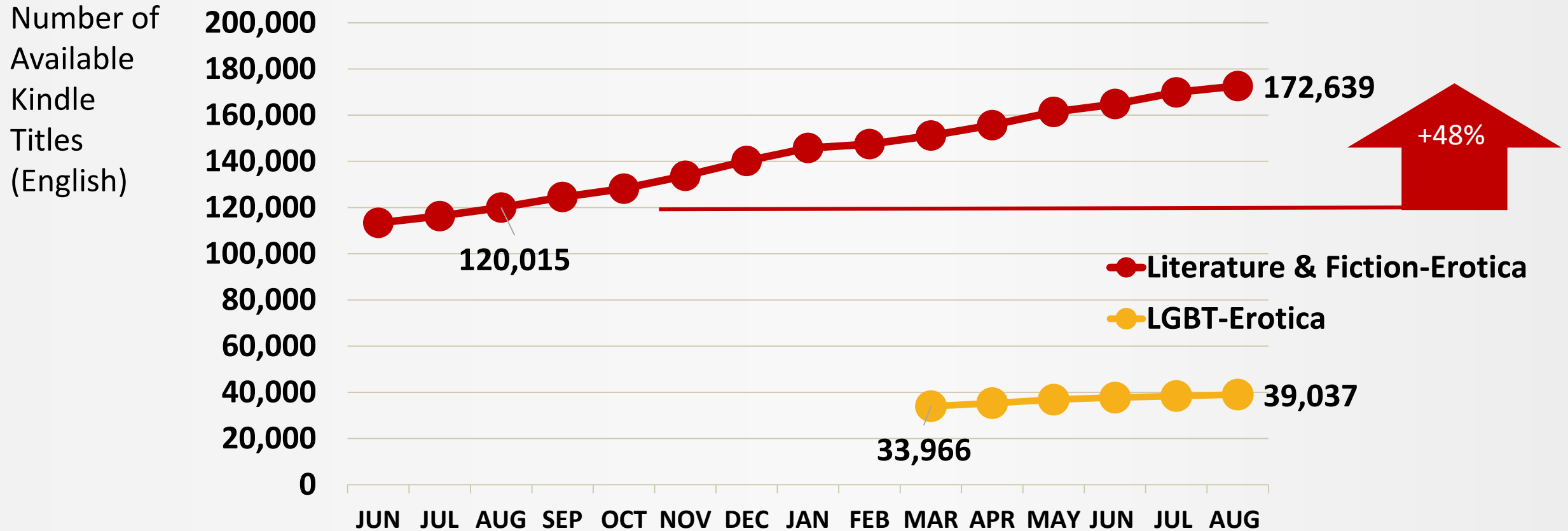
Children's eBooks-Literature & Fiction	78,637		75.9	398
Nonfiction-Medical eBooks	80,414		75.3	399
Science & Math-Medicine	80,622		75.3	400
Politics & Social Sciences-Social Sciences	85,012		73.9	401
Nonfiction-Self-Help	85,690		73.7	402
Arts & Photography-Music	87,276		73.2	403
Science Fiction & Fantasy-Science Fiction	89,111		72.7	404
Romance-Contemporary	99,989		69.3	405
Literature & Fiction-Action & Adventure	101,074		69.0	406
Nonfiction-Education & Reference	110,042		66.2	407
Science Fiction & Fantasy-Fantasy	121,629		62.7	408
Nonfiction-Biographies & Memoirs	139,713		57.1	409
Literature & Fiction-Erotica	172,639		47.0	410
Nonfiction-Arts & Photography	181,138		44.4	411
Nonfiction-Business & Investing	182,492		44.0	412
Religion & Spirituality-Christian Books & Bibles	182,749		43.9	413
Nonfiction-Politics & Social Sciences	185,058		43.2	414
Nonfiction-Science	186,368		42.8	415
Literature & Fiction-Contemporary Fiction	191,548		41.2	416
Nonfiction-Health, Fitness & Dieting	205,696		36.9	417
Nonfiction-History	218,824		32.8	418
Literature & Fiction-Genre Fiction	322,573		1.0	419

Erotica

Most competitive

The **supply of books** in Erotica has been growing by more than 48% over 12 months (about twice the rate than average)

Degree of Competition in Category



There are a few **Erotica sub-markets** that have more a **niche character** with less competition but sales in these niches are low

Degree of Competition of Erotica cub-markets measured by the number of available titles (8 smallest niches)

BOOK MARKET / NICHE			SALES VOLUME		COMPETITIVE INTENSITY	
Category	Sub-category	Sub-subcategory	Ø Sales Rank of Top 20 Titles	Ø Est. Sales per Day per Top 20 Title		Number of Titles
Comics & Graphic Novels	Manga	Erotica	134,448	0.5		322
Comics & Graphic Novels	Graphic Novels	Erotica	94,910	0.8		723
Arts & Photography	Art	Erotica	70,329	1.1		886
Literature & Fiction	Erotica	Victorian	28,217	3.4		1,491
Literature & Fiction	Erotica	Westerns	15,427	6.9		2,013
Literature & Fiction	Erotica	African American	18,969	5.4		2,367
Literature & Fiction	Poetry	Love & Erotica	99,057	0.8		2,448
Lesbian, Gay, Bisexual & Transgen	Erotica	Transgender	28,920	3.3		3,502

Out of 29 Erotica-related sub- and sub-sub-categories only 6 are attractive and show a favourable sales-to-competition ratio

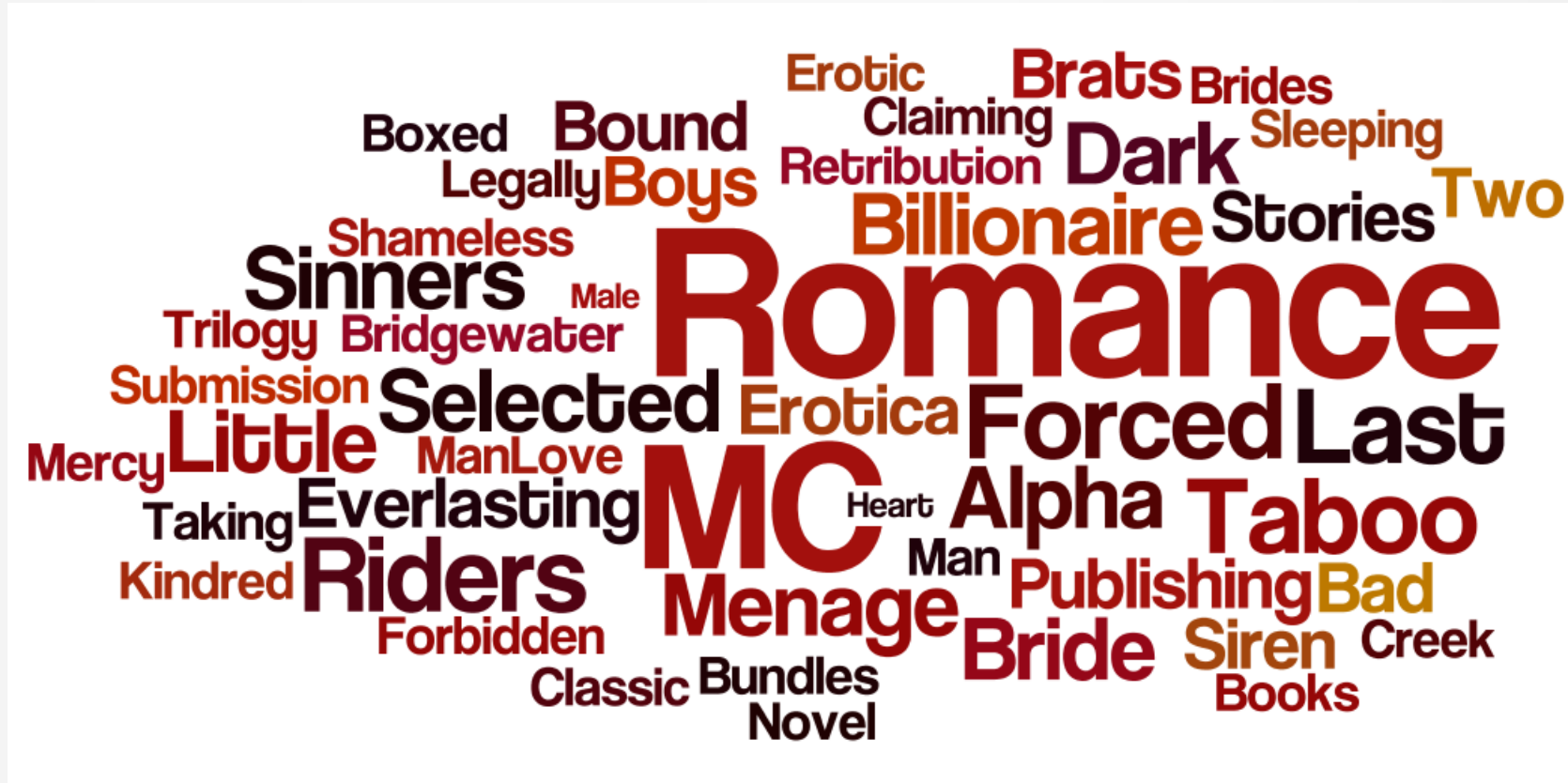
Here are the “Top 6”

Sorted by most favourable Sales-to-Competition Ratio

BOOK MARKET / NICHE			SALES VOLUME			COMPETITIVE INTENSITY		SALES:COMP RATIO		"Green Zone On Map"
Category	Sub-category	Sub-subcategory	Ø Sales Rank of Top 20 Titles	Ø Est. Sales per Day per Top 20 Title	Graph 1	Number of Titles	Graph 8	Sales Per Day x 1000 divided by No. of Titles	Graph 11	CLUSTER
Literature & Fiction	Erotica	Suspense	1,559	67.6		6,149		11.0		Hot Niche
Literature & Fiction	Erotica	Mystery	4,308	29.9		3,732		8.0		Hot Niche
Literature & Fiction	Erotica	Humorous	2,940	40.6		5,104		8.0		Hot Niche
Literature & Fiction	Erotica	Thrillers	4,352	29.6		5,041		5.9		Hot Niche
Literature & Fiction	Erotica	Historical	7,873	18.4		3,749		4.9		Hot Niche
Literature & Fiction	Erotica	Action & Adventure	2,671	43.9		9,015		4.9		Hot Niche

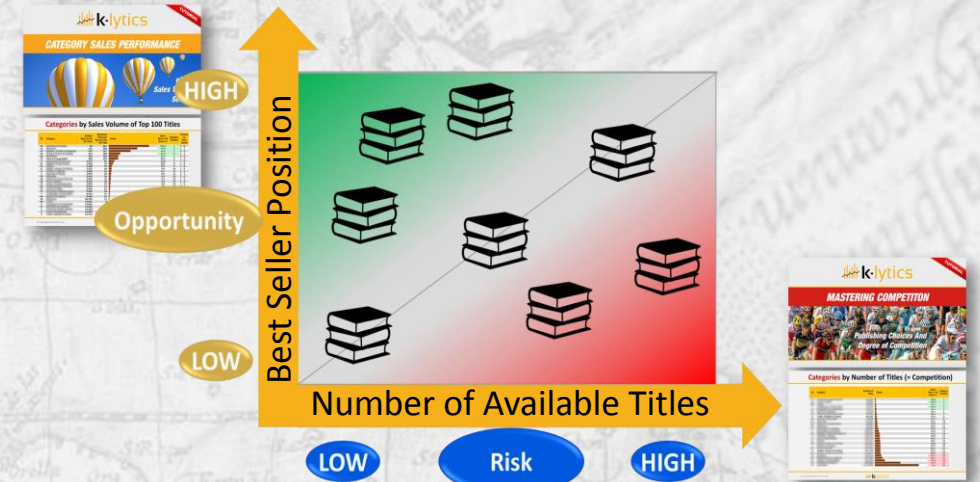
Top trending keywords in best-selling Erotica titles

Top 50 words in titles from Top 100 Erotica Titles over 1 month (per August 15, 2015)



Let's now examine which categories show the highest sales with the lowest competition...

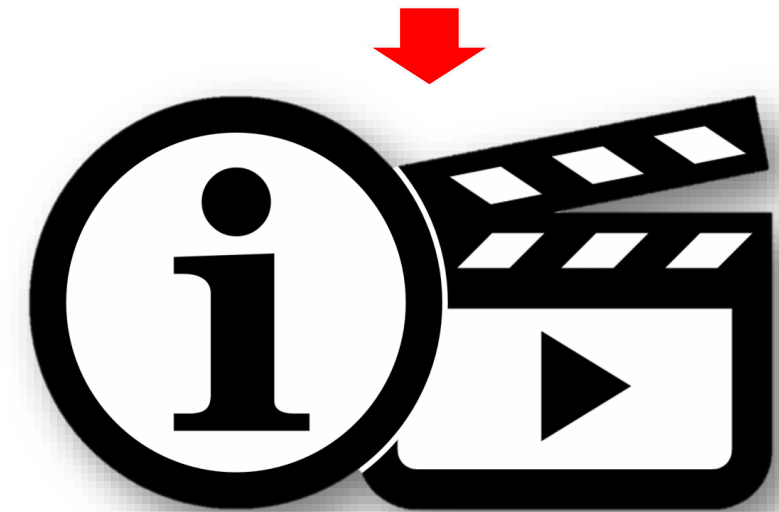
- The following map plots each of the **sub-categories** in the Kindle Erotica genre and **further sub-sub-categories**
- The vertical position on the map represents OPPORTUNITY in terms of SALES PERFORMANCE
 - **Top** of the map = a high-selling sales rank = GOOD
 - **Bottom** of the map = lower levels of sales = BAD
- The horizontal position on the map represents RISK in terms of DEGREE OF COMPETITION
 - **Left** on the map = lower number of titles = less competition in the genre
 - **Right** on the map = higher number of titles = more competition in the genre
- Small book categories (i.e. “cells” or “niches”) can be found more to the left of the map; bigger mainstream book genres more to the right of the map.
- The green shaded areas represent book categories where the opportunity to risk ratio is the most favourable. Please find a list of names of the book genres that fall into these green zones in the back of document.
- The sales performance is based on the hourly sales rank of the top 20 titles in each of the sub- and sub-sub-categories on several days of observation - until average rankings stabilized



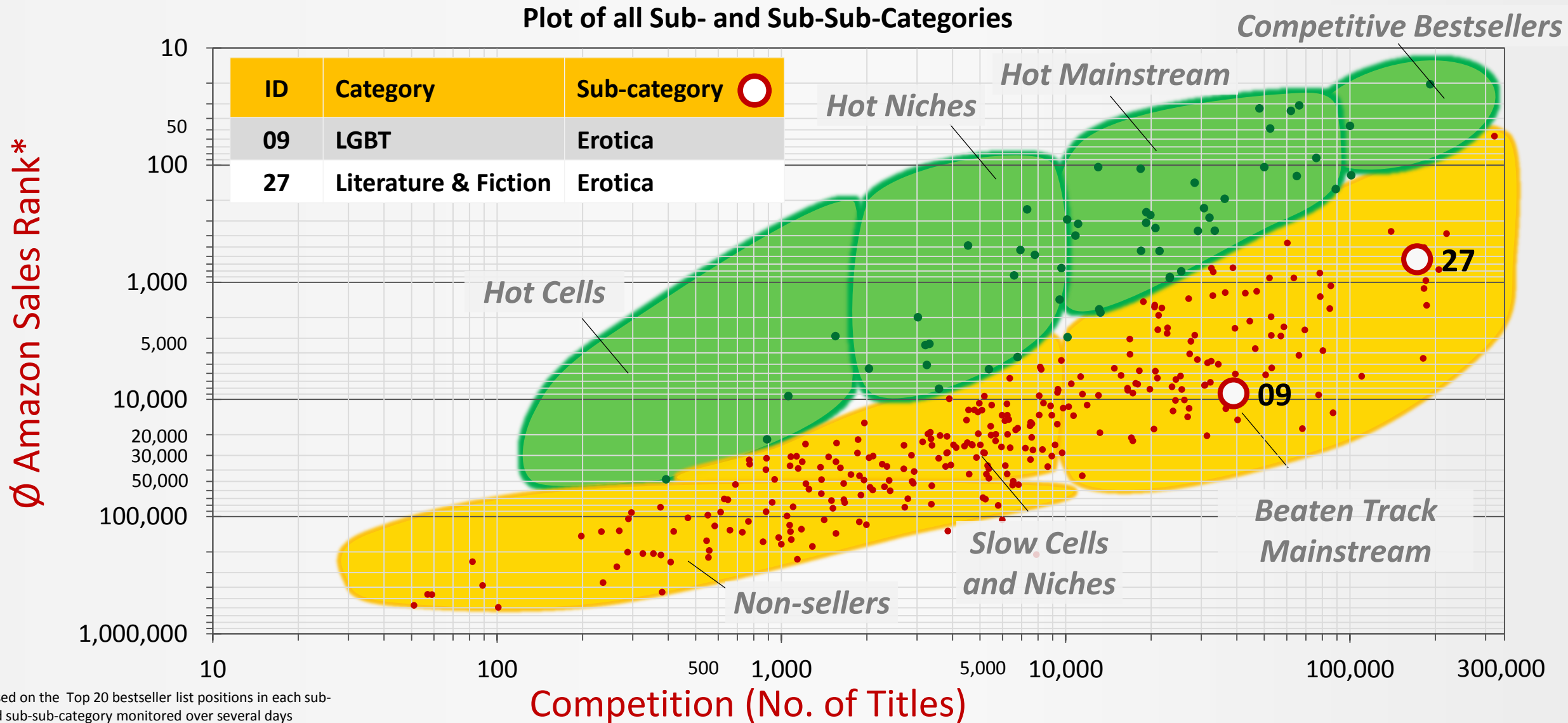
Do you want a brief tutorial video illustrating the K-lytics “Book Strategy Map” concept?



Click Here To Access Video:



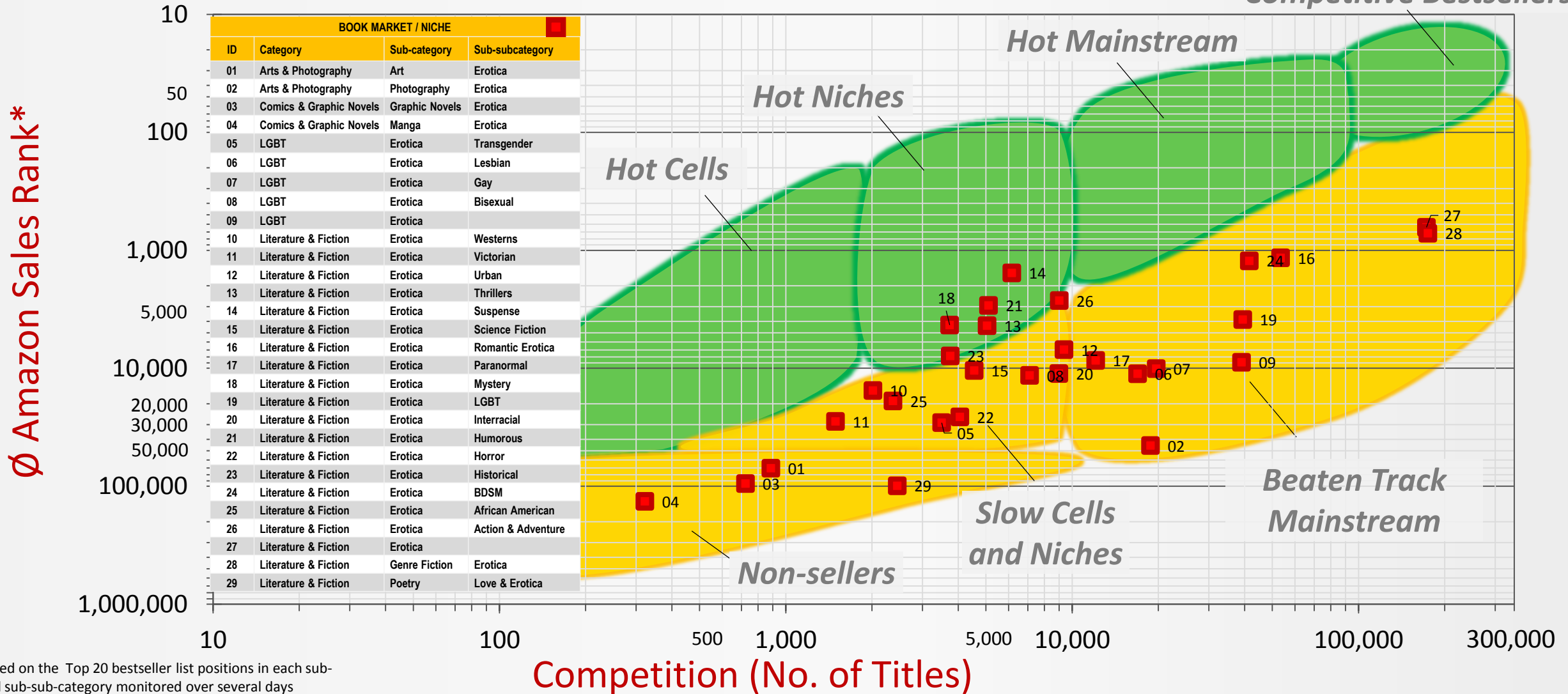
2 Erotica sub-categories compared to all other 419 Kindle sub-categories



Erotica sub-sub categories - Kindle Strategy Map

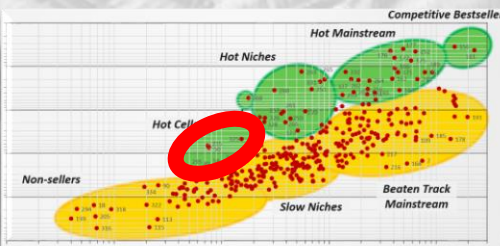
Plot of all Sub- and Sub-Sub-Categories

Competitive Bestsellers



* Based on the Top 20 bestseller list positions in each sub- and sub-sub-category monitored over several days

“Hot Cells” – Less than 2,000 titles in Category

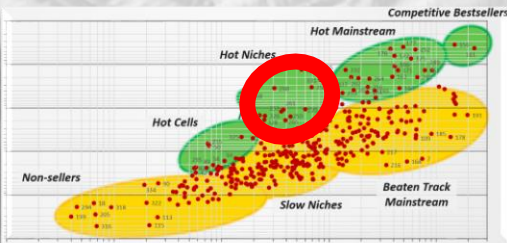


Sorted by most favourable Sales-to-Competition Ratio



None identified in this genre

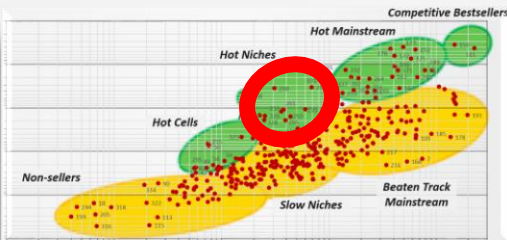
“Hot Niches” – 2,000 to 10,000 titles in Category



Sorted by most favourable Sales-to-Competition Ratio

BOOK MARKET / NICHE				SALES VOLUME					PRICE REALIZATION		COMPETITIVE INTENSITY		SALES:COMP RATIO		"Green Zone On Map"	
ID	Category	Sub-category	Sub-subcategory	Ø Sales Rank of Top 20 Titles	Ø Est. Sales per Day per Top 20 Title	Graph 1	Sales Rank of No. 1 Best-seller	Est. Sales per Day of No. 1 Bestseller	Graph 2	Ø Price of Top 20 Titles	Graph 5	Number of Titles	Graph 8	Sales Per Day x 1000 divided by No. of Titles	Graph 11	CLUSTER
14	Literature & Fiction	Erotica	Suspense	1,559	67.6		142	464		\$2.40		6,149		11.0		Hot Niche
18	Literature & Fiction	Erotica	Mystery	4,308	29.9					\$2.99		3,732		8.0		Hot Niche
21	Literature & Fiction	Erotica	Humorous	2,940	40.6		142	464		\$3.09		5,104		8.0		Hot Niche
13	Literature & Fiction	Erotica	Thrillers	4,352	29.6		182	380		\$2.26		5,041		5.9		Hot Niche
23	Literature & Fiction	Erotica	Historical	7,873	18.4		1,289	79		\$4.28		3,749		4.9		Hot Niche
26	Literature & Fiction	Erotica	Action & Adventure	2,671	43.9		142	464		\$3.43		9,015		4.9		Hot Niche

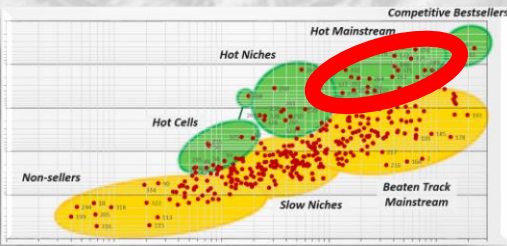
Hot Niche Example: Erotica-Suspense



Example Top Titles

Title	BookDescription	Average Rank
EX-CON: Selected Sinners MC Romance	Shocked by an act of bravery, and intrigued by a stranger's good looks and demanding demeanor, Emily Stewart agrees to let	142
Coletrane (Bad Boys of Retribution MC Book 4)	Series finale from the summer MC hit! From the world of Carolina Bad Boys and Retribution MC, this bad boy biker likes to	182
Under His Sheets (Under His, Book Eleven) (An Alpha Billionaire Romance)	Introducing Under His Sheets, book eleven of the sexy new series from Alexa Davis that will test your boundaries... DANTE	238
Lucky's Choice (The Last Riders Book 7)	Life dealt him a dead man's hand. Lucky had always led a life of service. Always put his life on the line for someone else, ma	1,354
OTIS: Selected Sinners MC Romance	SAMANTHA (SAM) The only man I've ever loved stepped aside and let me go 15 years ago because I wanted to start a family	1,376
MAKING THE CUT: Selected Sinners MC Romance	Determined to remove herself from the rules regulations of her overbearing religious parents, Avery escapes to college and i	1,377
Own the Wind: A Chaos Novel	Too hot to handle . . . Tabitha Allen grew up in the thick of Chaos-the Chaos Motorcycle Club, that is. Her father is Chaos' lea	1,517
Hunter (Bad Boys of Retribution MC Book 1)	Includes the first chapter of Kinkaid, book #2! Standalone erotic romance from the world of Carolina Bad Boys! Hunter Sext	1,530
HUNG: Selected Sinners MC Romance	Kat After being raised by my asshole police officer father and my subservient mother, I went off to college with a penchant	1,558
The Deception series boxset: FaCade, Cadence, Beneath Innocence	This is a boxset containing; FaCade, Cadence and Beneath Innocence. This is the full bestselling Deception series. WARNING	1,572
Forced by the Kingpin (Forced Series Book 1)	I've been on the trail of the local mob kingpin for months. I know his haunts, habits, and vices. The only thing I didn't know w	1,685
The Gentleman Mentor	THE GENTLEMAN MENTOR is a standalone romance novel from New York Times, Wall Street Journal, and USA Today bestse	1,722
Chosen by Him (Chosen by Him Series, Book 1): An Alpha Billionaire Romance	Twenty-four year old MBA student Summer Farris works hard at everything she does and has the background, grades and an	1,964
The Dominator	In submission there can be freedom. Trigger Warning! Dark romance with scenes with dubious/ non-consent, some bondage	1,983
EROTICA: BISEXUAL MALE EROTICA MENAGE MFM WITH MM BUNDLE (First Time G	"INTENSELY EROTIC"★★★★★ - . . ." Menages can get so hot. A husband filled with curiosity and a little seduction may lea	2,100
Say My Name: A Stark Novel (Stark International Trilogy Book 1)	New York Times bestselling author J. Kenner kicks off a smoking hot, emotionally compelling new trilogy that returns to the	2,204
Bo (Bad Boys of Retribution MC Book 3)	From the world of Carolina Bad Boys and Retribution MC . . . Bo Maverick is ex-Force Recon and a force to be reckoned with	2,236
Beg For Mercy: A Dark Conclusion (Mercy Series Book 3)	***WARNING*** There are a couple of scenes in here that could be triggers for some abuse survivors. I did my best to be c	2,263
I Love It: 10 Intense Stories to Keep the Passion Alive (Shameless Book Bundles 6)	Join Shameless Book Deals for Free Stories and Fun Giveaways, See 'From the Author' Below These stories go to show that j	2,764

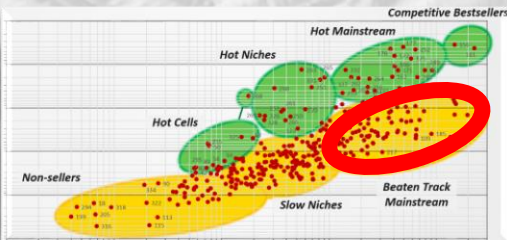
“Hot Mainstream” – more than 10,000 titles in Category



Sorted by most favourable Sales-to-Competition Ratio

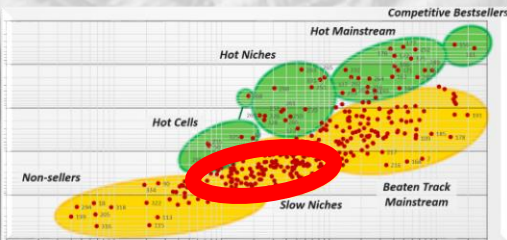
None identified in this genre

“Beaten Track Mainstream” – 10,000 to 100,000 titles



BOOK MARKET / NICHE				SALES VOLUME					PRICE REALIZATION		COMPETITIVE INTENSITY		SALES:COMP RATIO		"Green Zone On Map"	
ID	Category	Sub-category	Sub-subcategory	Ø Sales Rank of Top 20 Titles	Ø Est. Sales per Day per Top 20 Title	Graph 1	Sales Rank of No. 1 Best-seller	Est. Sales per Day of No. 1 Bestseller	Graph 2	Ø Price of Top 20 Titles	Graph 5	Number of Titles	Graph 8	Sales Per Day x 1000 divided by No. of Titles	Graph 11	CLUSTER
24	Literature & Fiction	Erotica	BDSM	1,230	81.9		142	464		\$2.54		41,565		2.0		Beaten Track Mainstream
16	Literature & Fiction	Erotica	Romantic Erotica	1,158	85.9		142	464		\$2.58		53,443		1.6		Beaten Track Mainstream
17	Literature & Fiction	Erotica	Paranormal	8,607	17.1		693	130		\$2.94		12,068		1.4		Beaten Track Mainstream
19	Literature & Fiction	Erotica	LGBT	3,861	32.6		201	351		\$2.44		39,378		0.8		Beaten Track Mainstream
27	Literature & Fiction	Erotica		639	138.5		86	680		\$1.74		172,639		0.8		Beaten Track Mainstream
28	Literature & Fiction	Genre Fiction	Erotica	719	126.0		111	568		\$2.87		174,550		0.7		Beaten Track Mainstream
06	Lesbian, Gay, Bisexual & Trans	Erotica	Lesbian	11,122	10.2		1,628	65		\$2.74		16,920		0.6		Beaten Track Mainstream
07	Lesbian, Gay, Bisexual & Trans	Erotica	Gay	10,069	11.5		1,631	65		\$3.10		19,640		0.6		Beaten Track Mainstream
09	Lesbian, Gay, Bisexual & Transgender eBooks	Erotica		8,907	16.7		3,170	38		\$2.05		39,037		0.4		Beaten Track Mainstream
02	Arts & Photography	Photography	Erotica	45,235	1.9		25,366	4		\$3.59		18,765		0.1		Beaten Track Mainstream

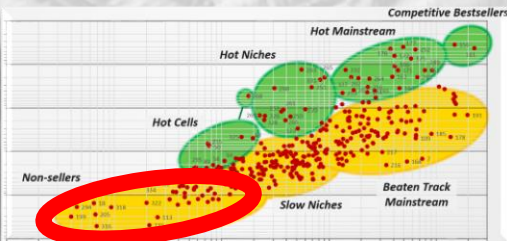
“Slow Cells & Niches” – Less than 10,000 titles in Category; lower sales



Sorted by most favourable Sales-to-Competition Ratio

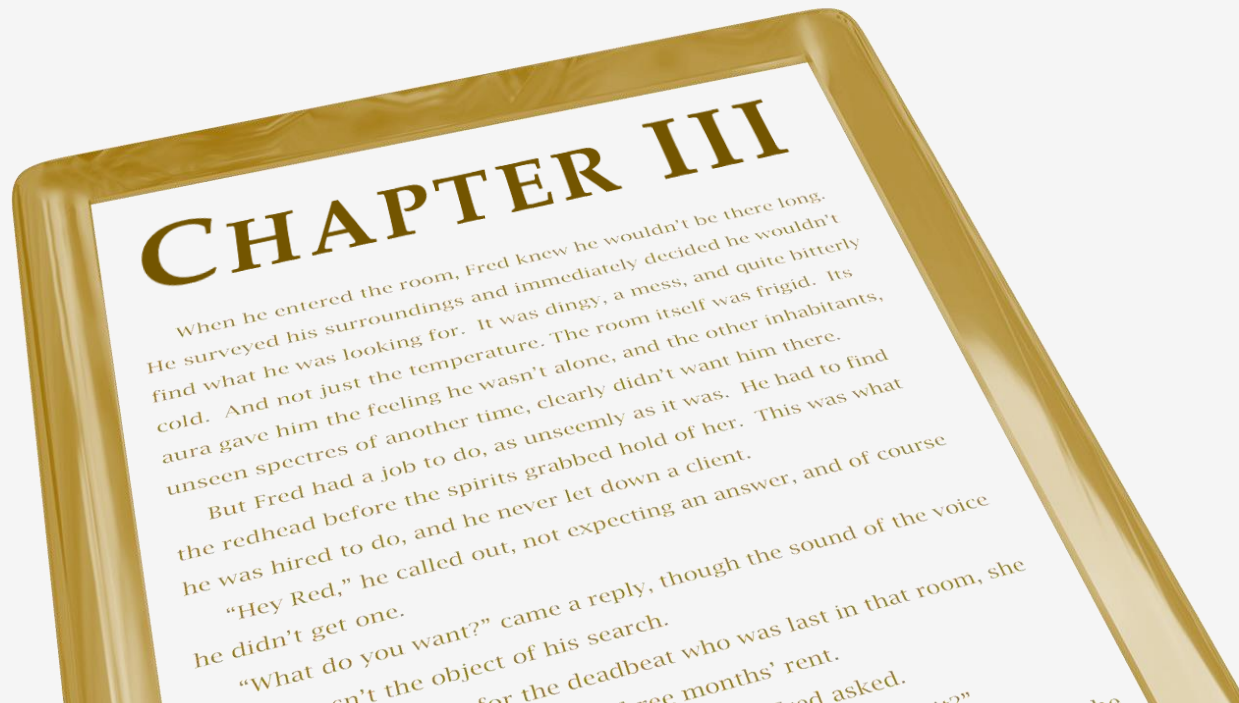
BOOK MARKET / NICHE				SALES VOLUME					PRICE REALIZATION		COMPETITIVE INTENSITY		SALES:COMP RATIO		"Green Zone On Map"	
ID	Category	Sub-category	Sub-subcategory	Ø Sales Rank of Top 20 Titles	Ø Est. Sales per Day per Top 20 Title	Graph 1	Sales Rank of No. 1 Best-seller	Est. Sales per Day of No. 1 Bestseller	Graph 2	Ø Price of Top 20 Titles	Graph 5	Number of Titles	Graph 8	Sales Per Day x 1000 divided by No. of Titles	Graph 11	CLUSTER
10	Literature & Fiction	Erotica	Westerns	15,427	6.9		2,966	40		\$3.83		2,013		3.4		Slow Niche
15	Literature & Fiction	Erotica	Science Fiction	10,463	11.0		424	193		\$3.54		4,544		2.4		Slow Niche
25	Literature & Fiction	Erotica	African American	18,969	5.4		444	186		\$3.27		2,367		2.3		Slow Niche
11	Literature & Fiction	Erotica	Victorian	28,217	3.4		1,289	79		\$3.75		1,491		2.3		Slow Cell
12	Literature & Fiction	Erotica	Urban	6,969	20.3		142	464		\$2.54		9,361		2.2		Slow Niche
08	Lesbian, Gay, Bisexual & Trans	Erotica	Bisexual	11,481	9.9		1,631	65		\$2.62		7,104		1.4		Slow Niche
20	Literature & Fiction	Erotica	Interracial	11,101	10.3		1,067	92		\$3.11		8,977		1.1		Slow Niche
05	Lesbian, Gay, Bisexual & Trans	Erotica	Transgender	28,920	3.3		8,721	17		\$3.54		3,502		0.9		Slow Niche
22	Literature & Fiction	Erotica	Horror	25,867	3.7		7,488	19		\$3.16		4,053		0.9		Slow Niche

“Non-sellers” – Average sales rank worse than 50,000



Sorted by most favourable Sales-to-Competition Ratio

BOOK MARKET / NICHE				SALES VOLUME					PRICE REALIZATION		COMPETITIVE INTENSITY		SALES:COMP RATIO		"Green Zone On Map"	
ID	Category	Sub-category	Sub-subcategory	Ø Sales Rank of Top 20 Titles	Ø Est. Sales per Day per Top 20 Title	Graph 1	Sales Rank of No. 1 Best-seller	Est. Sales per Day of No. 1 Bestseller	Graph 2	Ø Price of Top 20 Titles	Graph 5	Number of Titles	Graph 8	Sales Per Day x 1000 divided by No. of Titles	Graph 11	CLUSTER
04	Comics & Graphic Novels	Manga	Erotica	134,448	0.5		56,055	1		\$3.70		322		1.6		Non-seller
01	Arts & Photography	Art	Erotica	70,329	1.1		34,417	3		\$3.09		886		1.3		Non-seller
03	Comics & Graphic Novels	Graphic Novels	Erotica	94,910	0.8		30,146	3		\$3.51		723		1.1		Non-seller
29	Literature & Fiction	Poetry	Love & Erotica	99,057	0.8		28,251	3		\$4.55		2,448		0.3		Non-seller



Conclusions

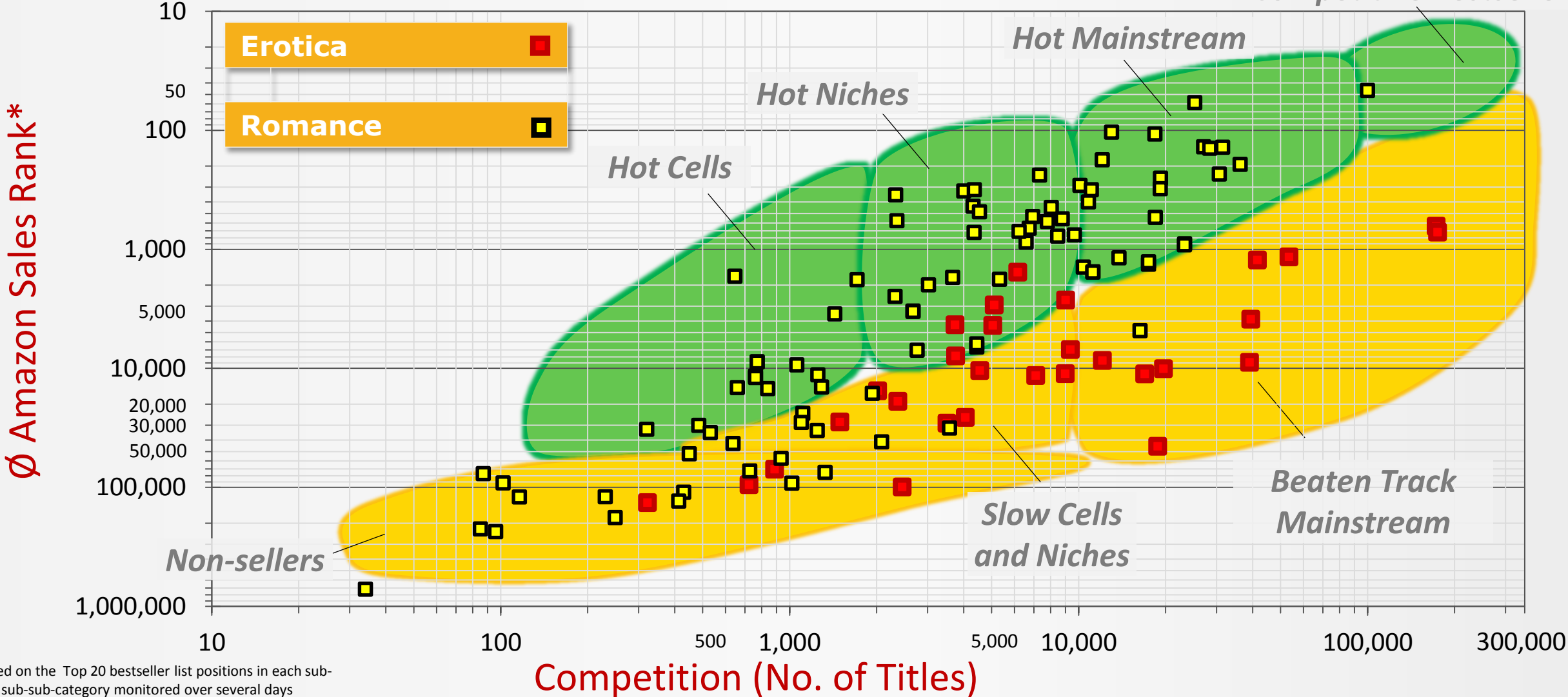
Conclusions

- The average sales rank of the top 20 best seller positions in the sub-category Erotic was 639 overall. This equates to approx. 120-140 sales per book per day and represents the 39th highest-selling sub-category out of 419 Kindle sub-categories
- However, the average sales rank of the Top 20 Erotica Best Seller list has shown a deteriorating trend over the last 12 months. Also the sales of the recently introduced sub-category LGBT-Erotica are declining
- Romantic Erotica, BDSM and Suspense lead the sales performance table in Erotica
- Price levels for Erotica are lower than for any other main Kindle genre and have dropped below \$2.00 per book, driven by the predominance of \$0.99 titles in the genre
- In fact, prices have been continuously declining for Erotica titles over the past 12 months.
- The main reason seems the huge influx in new titles. Competition is very intense with more than 172,000 Erotica titles, of which 50,000 were added just in the last 12 months alone.
- As a consequence, only 6 out of 29 Erotica-related sub- and sub-sub-categories show a favourable sales-to-competition ratio:
 - Erotica-Suspense (#1)
 - Erotica-Mystery (#2)
 - Erotica- Humorous (#3)
 - Erotica-Thrillers (#4)
 - Erotica-Historical (#5)
 - Erotica-Action & Adventure (#6)
- Overall, Romance shows a much stronger performance on Kindle than Erotica: See analysis on next page

Romance performs much better on Kindle than Erotica

Plot of all Sub- and Sub-Sub-Categories Romance vs. Erotica

Competitive Bestsellers



* Based on the Top 20 bestseller list positions in each sub- and sub-sub-category monitored over several days

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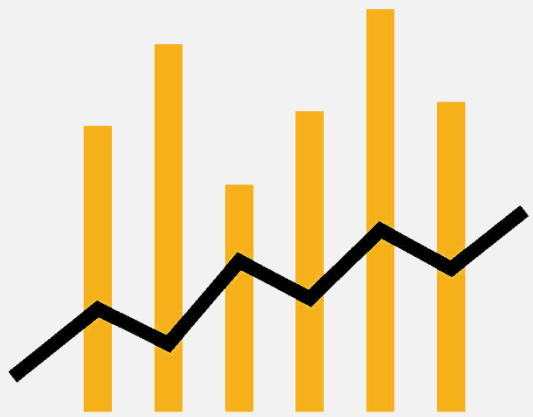
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BOOM STRATEGY MAP

gories in the context of all 364 sub-categories

Hot Niches, Hot Mainstream, Competitive Bestsellers, Hot Cells, Slow Cells and Niches, Beaten Track Mainstream



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