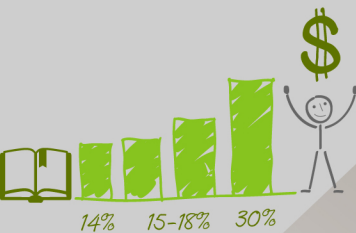




Text and Academic Authors Association

helping you navigate your path to writing success



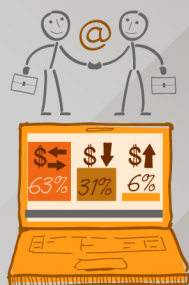
HIGHEST ROYALTY RATES

The most frequent high royalty rates for print textbooks were **15% and 18%, averaging at 14%**. The highest royalty rate reported for a print textbook was **30%**.



LOWEST ROYALTY RATES

The most common low royalty rates for print textbooks were **10% and 11%**. The average lowest royalty rate reported for a print textbook was **9%**.

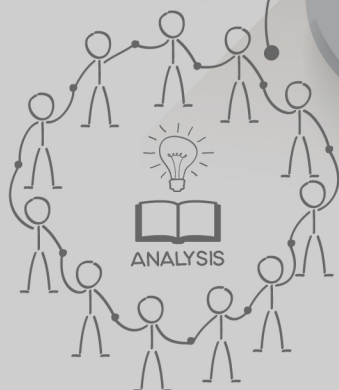


DIGITAL / PRINT ROYALTY RATES

63% of respondents reported the same royalty rates for digital and print. **31%** reported lower royalty rates for digital versions. Only **6%** reported higher royalty rates for digital versions.

SURVEY RESOURCES

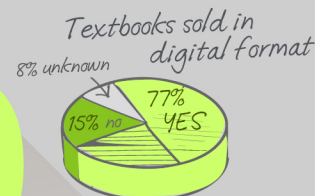
This anonymous email survey of 403 Text and Academic Authors Association (TAA) textbook author members was conducted by digital book pioneer and industry expert June Jamrich Parsons as a way to begin to quantify the range of royalties and contract options offered for print and digital textbooks.



DIGITAL TEXTBOOKS SOLD

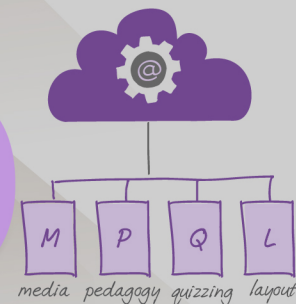
Are any of your textbooks sold in digital versions?

Yes: 77% No: 15% Unknown: 8%



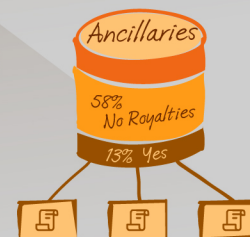
INPUT on DIGITAL TEXTBOOKS

71% of respondents said they did not have any input into their digital textbooks. Of the 27 respondents who had input into their digital books, the majority of them said they had input into the media (M), pedagogy (P), interactive quizzing (Q), and layout (L) aspects.



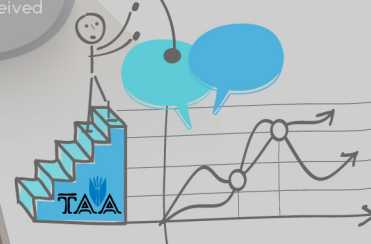
ANCILLARY ROYALTIES

The majority of respondents (**58%**) reported that they do not receive royalties on any sales of ancillaries. **13%** of respondents reported that they receive royalties on all sales of ancillaries.



SURVEY RELEASE

Some of the survey results were shared during Parsons' 2015 TAA Conference session, "Digital Book Report 2015". The survey was conducted via Google Forms between April 23 and May 30, 2015. It received 92 responses, yielding a response rate of 23%.



TEXTBOOK AUTHOR SURVEY