

5.1.5 Return on Investment (ROI)

Representatives of both the Association of Canadian Publishers (ACP) and the Canadian Book Publishers Council (CBPC) dispute the following STC data on ROI's. In particular, they dispute the 32% ROI reported for English language trade books. ACP officials consider that the ROI is inflated due to the inclusion of Harlequin in the analysis.

- For the book publishing industry in 1981 it was 18%, having declined moderately from 21% in the previous year.

- Making up the 18% overall figure were the following ROIs:

Canadian-controlled, English - 25%

French - 10%

Foreign-controlled, English - 15%

French - 4%.

- From a different perspective, the individual ROIs were:

Canadian-controlled, English, Textbook - 8%

Trade Book - 32%

French, Textbook - 8%

Trade Book - 16%

Foreign-controlled, English, Textbook - 23%

Trade Book - 8%

French, Textbook - 4%

Trade Book - --