

# Faste bokpriser i Norge og andre steder

10.02.16

Fastprisordninger finnes i en rekke land. Med kombinasjonen av kort fastprisperiode og høye rabattmuligheten er den norske fastprisordningen den som har sterkest innslag av konkurranse. Fastprisperiodens lengde varierer fra marked til marked. Det er vanlig med en varighet på 18-24 måneder fra utgivelsesdato. I Norge varer fastprisperioden i snitt i ni måneder, og aldri lenger enn 16 måneder (fra januar til mai året etter).

I løpet av 2015 ble fastprissystemene i Italia, Portugal og Nederland vurdert, og i alle tre landene har man konkludert med at fastprislovene videreføres.

I Italia ble fastprissystemet endret i 2011, og endringene ble tatt opp til diskusjon i den italienske regjeringen/industridepartementet sommeren 2015. Det ble konkludert med at fastprisen bidro til større investeringer i bokhandlerleddet, som følge av at fastprisen medførte forutsigbarhet og «higher trust in the future by booksellers»<sup>1</sup>. Dessuten så man at bokhandelens markedsandeler hadde økt etter innføringen av fastpris, på bekostning av supermarkedene. Dette anses som viktig særlig for å nå frem til grupper som leser lite eller ingenting: «The risk is that the only bookseller of the city closes and then people miss the only occasion to meet a commercial offer (but the online, of course, which is for people that already reads a lot and ineffective for weak readers and non-readers)».

Også i Nederland fant man at fastprisen er et effektivt kulturpolitisk virkemiddel, som bidrar positivt til bokhandlermangfoldet og til bredden av særlig den smalere litteraturen og bøker for barn.

I Portugal fulgte ikke alle aktørene intensjonene i lovgivningen. Forleggerforeningen i Portugal oppsummerte situasjonen slik: “There was an overall perception of an increasing and general violation of our Fixed Book Price Law (FBPL) through non regulated means in the legislation. The law had several grey areas which allowed some “creativity” regarding the ways of getting around it, and throughout the past 4 years we have observed an increase of these situations - mainly operated by the major players in the market”. Konklusjonen ble at en revidert fastprislov understreket at fastprisperioden var 18 måneder, maksimal kunderabatt var 10% (på bokmesser kunne man gi 20%, begrenset inntil 25 dager i året).

Tabellene under viser detaljer for fastprissystemer i henholdsvis Europa og resten av verden.

**Tabell 1: Fastprissystemer i Europa**

Land	Varighet	Maksrabatt
Frankrike	24 mnd	5 %
Italia	20 mnd	15 %
Nederland	Kan justeres etter 6 mnd	10 %

<sup>1</sup> Informasjon fra den italienske forleggerforeningen, 04.02.16.

Norge	Til første mai året etter	12,5 %
Portugal	18 mnd	10 %
Slovenia	6 mnd	0 % <sup>2</sup>
Spania	24 mnd	5 %
Tyskland	18 mnd (min)	0 %

Kilde: IPAs Global Fixed Price Report 2014

**Tabell 2: Fastprissystemer i verden**

Land	Varighet	Maksrabatt
Argentina	18 mnd	10 %
Israel	Detaljer mangler	Detaljer mangler
Japan	Varierer	Varierer
Libanon	Detaljer mangler	20 %
Sør-Korea	18 mnd	10 % <sup>3</sup>
Thailand	Detaljer mangler	Detaljer mangler

Kilde: IPAs Global Fixed Price Report, 2014

Vedlagt dette notatet er IPAs oversikt over fastprisland per januar 2014. Oversikten er tatt fra IPAs Global Fixed Price Report<sup>4</sup>.

<sup>2</sup> 20 % rabatt er tillatt for bokserier og strømming.

<sup>3</sup> 19 % for internettbokhandler.

<sup>4</sup> <http://www.internationalpublishers.org/policy-issues/fixe-book-price/knowledge-bank-fixed-book-price/196-ipa-global-fixed-book-price-report>

Vedlegg til vedlegg 3 til Oppsummering av erfaringene med Bokavtalen inngått  
1.1.2015: IPAs oversikt over fastprisland per januar 2014

## Global Fixed Book Price Survey

January 2014

Oppdatering Desember 2015: Fastprissystemene i Italia, Portugal og Nederland er blitt vurdert i løpet av 2015. I alle land har man konkludert med at fastprislovene videreføres. Belgia utreder fastprislov nå. Hellas har fjernet sin fastprislov.

COUNTRY	PAPER FIXED PRICE ?	PAPER BOOKS FIXED PRICE SYSTEM DETAILS			ELECTRONIC FIXED PRICE	IF YES FOR BOTH, SAME SYSTEM ?
		LEGAL BASIS	DURATION OF APPLICABILITY	MAXIMUM DISCOUNT		
1. ARGENTINA	Yes	Law	18 months after the publication <sup>5</sup>	10% during book fairs, book days or book weeks; 10% for schools and libraries, 50% for public entities.	Yes	Yes
2. FRANCE	Yes	Law	2 years after the publication, 6 months after the last supply to booksellers.	5% (consumers), 9% (libraries)	Yes	No <sup>6</sup>
3. GERMANY	Yes	Law	Minimum 18 months	No discounts <sup>7</sup>	Yes	Yes
4. GREECE	Yes	Law	2 years from the publication	10%	Yes	Yes <sup>8</sup>
5. ITALY	Yes	Law	20 months after publication and 6 months from the last purchase made by the bookstore.	15% discount on paper books irrespective of the sales channels (Internet included); 20% for books sold	No	

<sup>5</sup> The price can be lower if the publisher takes the book out of the catalogue. In this last case the books must be retired from the bookshops or the publishers have to wait 180 days so that out-of-print books can be sold as remainders.

<sup>6</sup> No discounts allowed for e-books. Moreover, the fixed e-book price regime does not have a time limit.

<sup>7</sup> Research libraries are granted a 5% discount, while town libraries, state libraries and school libraries are granted a 10% discount.

<sup>8</sup> In 2010 the Greek Parliament extended the fixed book price regime to cover e-books.

				during Book fairs or trades fairs. <sup>9</sup>		
6. JAPAN	Yes	Resale Price Maintenance Agreements <sup>10</sup>	It depends on the agreement.	It depends on the agreement.	No	
7. LEBANON	Yes <sup>11</sup>	Decree issued by the Ministry of Economy and Trade		20% to schools, distributors and booksellers.	No	
8. NETHERLANDS	Yes <sup>12</sup>	Law	Publishers can reduce the prices every 6 months, according to market trends.	5-10% discount for students.	No	
9. NORWAY	No <sup>13</sup>	Agreement between the Norwegian Publishers Association and the Norwegian Booksellers Association	Until 30 <sup>th</sup> April the year after publication.	12.5 % for book shops, 20% for libraries.	Yes	Yes
10. PORTUGAL	Yes	Law	18 months	10%; 20% for libraries and during book fairs.	No	No
11. Quebec	No <sup>14</sup>		9 months	10%		
12. SLOVENIA	Yes	Law <sup>15</sup>	6 months	0%; 20% only for book fairs, book series and subscriptions.	Yes	Yes
13. SOUTH KOREA	Yes	Law	18 months	19 % <sup>16</sup>	Yes	Yes
14. SPAIN	Yes	Law	2 years after publication, 6	5%; 10% for World Book Day	Yes	Yes

<sup>9</sup> Publishers can realize promotional sales and offer discounts varying from 15% to 25%.

<sup>10</sup> Resale Price Maintenance Agreements are voluntary agreements between publishers and wholesalers or between booksellers and wholesalers.

<sup>11</sup> The Lebanese fixed book price regime only applies to textbooks.

<sup>12</sup> The Fixed Book Price Law is currently being reviewed by the Dutch Parliament.

<sup>13</sup> The agreement has been adopted but it has not come into force. A new agreement is under discussion.

<sup>14</sup> Last November, the Minister of Culture and Communications of Québec has declared that his government will introduce in the first months of 2014 a bill to regulate the price of printed and digital books.

<sup>15</sup> The transitional period is 6 months, FBP law will come into force on 15th of August 2014.

<sup>16</sup> 10% + 9 % through special discounts on online bookstores.

			months after distribution in bookstores.	and Book fairs, 15% for public entities		
<b>15. ISRAEL</b>	Yes		No details available			
<b>16. Mexico</b>	Tbc		No details available			
<b>17. Sri Lanka</b>	Tbc		No details available			
<b>18. Thailand</b>	Yes		No details available			