

## Andalusia competes in the e-book market with Papyre, a device born in Granada

**LOCATION:** Granada

**VTR:** 1'45"

**SUMMARY:** The sale of electronic books rises each year between 25 and 30% while traditional books are falling at a rate of 15%. Despite having to compete with large traditional brands, the main Spanish e-book firm, Papyre, continues to expand selling over 100.000 units worldwide last year. Its headquarters are in the town of Peligros, in the Andalusian province of Granada.

**VTR:**

We are in the library at the Arts and Philosophy College in Granada, where e-books are usually available for borrowing.

**STUDENT**

*"The main advantage is the availability and the possibility to download items within the same device: books, articles... and it does not take any space compare to traditional books and study papers..."*

And less weight because thousands of titles fit on a device whose weight is just a few grams. With more available units too, as there is no limit to the number of copies that can be borrowed at once.

**CRISTINA PEREGRÍN**  
**Librarian**

*"He can take 7 or 27, as many as he considers he'll need"*

And the curious thing is that these readers are developed very close to where we are, in the town of Peligros. Grammata has become the first e-reader trademark in Spain.

**JUAN DE LA CÁMARA**  
**CEO Grammata**

*"We went on sale a month before the Amazon Kindle"*

And they compete with brands such as Kindle, with results for others to consider.

**JUAN DE LA CÁMARA**  
**CEO Grammata**

*"Last year we sold around 100,000 units with a turnover of 10 million euro"*

Because these readers are sold in Argentina, Mexico and soon will be launched in Uruguay, Colombia and Brazil. And although the evolution of the e-book market was rather slow in Spain...

**JUAN DE LA CÁMARA**  
**CEO Grammata**

*"Paper book sales descended a 15% every year, whilst e-book sales rise from a 25% to a 30%. In ten years' time only 10% of published books would be printed on paper"*

So perhaps one day soon images like this one will be a thing from the past.