

ENCYCLOPAEDIA BRITANNICA

End of an Era

In March 2012, **244** years after it was first published, Jorge Cauz, the president of Encyclopaedia Britannica Inc., announced that the current print edition of the famous encyclopedia would be its last.

Once the remaining stock is sold out, the oldest English-language encyclopedia will only be available in digital form.

WHAT LED TO THE DECISION:

Print Edition Sales

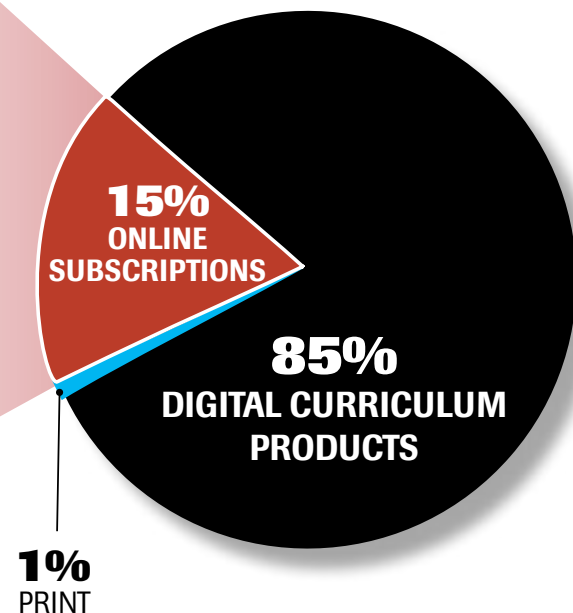
1990: **120,000**

1996: **40,000**

Since 2009: **8,000**

Since the 2010 version of the 15th edition of Encyclopaedia Britannica was released in June 2009, 8,000 sets have been sold, generating **\$11 million** in revenue.

Meanwhile, the Wikimedia Foundation collected more than **\$60 million** in contributions to fund Wikipedia and its other projects.



REVENUE BREAKDOWN of Encyclopaedia Britannica Inc.

PRICE		
Print Edition	\$1,395	
iPad Edition	\$1.99 a month	
Online Subscription	\$70 a year	
Wikipedia	FREE	

CONTRIBUTORS

Encyclopaedia Britannica

4,000

including 110 Nobel Prize winners and 5 U.S. presidents

Wikipedia

751,426

ARTICLES

Latest Edition of Encyclopaedia Britannica

65,000

English articles on Wikipedia

3,890,000

The 32 volumes of the 15th edition of Encyclopaedia Britannica weigh

129 lbs.

An iPad weighs

1.44 lbs.



BOOKS: iStockphoto/Kertlis;
iPAD: iStockphoto/Lachlan Currie

SOURCE: Statista