

Europe: *Eat Pray Love* book sales increase with theatrical release

NUREMBURG, GERMANY: Latest findings of Media Control GfK International show that release of movie boosts sales of book on which it was based.



According to Media Control GfK International research, based on actual point-of-sale retail data, consumer purchases of the film edition of Elizabeth Gilbert's book increased on average (+) 52% from the week prior compared to the week of the movie's release within the major European book markets.

Largest unit sales increases came from the Mediterranean region, as volume surged (+) 92% in Portugal and (+) 69% in Italy, which was a featured film location.

The analysis

Media Control GfK International book tracking service provides weekly retail sales and gross consumer spending data on books sold in 10 European countries. For more information about Media Control GfK International's book tracking service, contact our USA team.

Further information: www.gfkr.com/markets/entertainment/index.en.html.

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