WHITE PAPER:

7 DYNAMIC PUBLISHING MARKETS IN 2016

By Hannah Johnson and Erin L. Cox, Publishing Perspectives for the Frankfurt Book Fair’s 2016 THE MARKETS: GLOBAL PUBLISHING SUMMIT
We work better together. Whether that means informal exchanges of ideas or signed contracts to do business together, collaboration is critical to an industry like book publishing that relies on many moving parts to bring books to readers—both locally and globally.

Increasingly, we see readers demanding content on their own terms—wherever they are, immediately available, and in the format of their choosing. No single person, company or country has all the answers to achieving success in a changing media marketplace.

Even as our businesses are subject to economic and political forces beyond our control, book publishers are looking to each other and beyond their own borders for creative solutions and business ideas—whether that’s a Brazilian publisher looking for new sales channels after the sudden decline of government book purchases or a British publisher wondering what a post-Brexit marketplace will look like.

When it comes to meeting the needs of evolving markets, growing educational systems and new reader demands, international collaboration can yield great results—both for companies looking to offer their services and for up-and-coming markets wanting to fill gaps in their developing supply chains.

We see this in the United Arab Emirates, where federally funded programs aim to foster local publishing businesses and attract overseas partners. Or in the Philippines, where public and private initiatives are underway to improve the country’s infrastructure, trade conditions, and public access to reading material.

The answers to some questions might come from unexpected places, and inspiration can come from anywhere. In this white paper, we present you with seven markets full of promise, energy and surprises.

- **BRAZIL:** Finding a Path Amid Economic Recession
- **FLANDERS & THE NETHERLANDS:** Making a Big Splash in Translation
- **PHILIPPINES:** Upward Momentum and International Opportunities
- **POLAND:** Gateway to Eastern Europe
- **SPAIN:** Rebounding Book Sales and Digital Challenges
- **UNITED ARAB EMIRATES:** Advancing Local Publishing and Connecting Globally
- **UNITED KINGDOM:** Positive Numbers and Political Question Marks

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BRAZIL: Finding a Path Amid Economic Recession

Brazil is among the largest economies in the world and a key entry point into Latin America. The government is also a big investor in the country’s book industry, not only as the largest buyer of books, but also as a promoter of Brazilian publishing globally. Because of these aspects, Brazil has been a promising growth market for publishing over the last 10 years.

In 2008, the Brazilian Book Chamber (CBL) and the Brazilian Agency for the Promotion of Exports and Investments (Apex-Brasil) partnered to form the Brazilian Publishers project, which promotes the export of Brazilian content globally. One result of this partnership was Brazil’s big splash as Guest of Honor at the 2013 Frankfurt Book Fair, which provided even greater international visibility and awareness of Brazilian literature—and an increase in rights deals. According to CBL, sales of content licenses and printed content grew 82%, from $410,000 in 2012 to $750,000 in 2013.

Unfortunately, the momentum from that year of heavy investment in Brazil’s book industry by the government came to a sudden stop in 2014 as the country’s economic growth slowed.

Government book purchases dropped by 16% in 2014 (according to CBL), along with other publishing investments, as Brazil’s previously skyrocketing economy fell and inflation increased. The Brazilian publishing industry subsequently shrunk by more than 5% in 2014, according to the Institute of Economic Research Foundation (FIPE).

Miriam Gabbai, owner of children’s book publishing house Callis Editora, says that Brazilian publishers are struggling. In particular, the government spending cuts have affected “children’s publishers who depended a lot on the government as their (our) biggest client. Most publishing houses had to let go at least 30% of their staff.”

Brazil’s economy isn’t showing signs of recovery anytime soon. CNN reported that the economy shrank by 3.8% in 2015 and that the country’s central bank predicts a further drop of 3.5% in 2016. Following President Dilma Rousseff’s resignation earlier in May, Vice President Michael Temer took over and vowed to fix Brazil’s economy amid the political unrest.

The economic recession has put Brazil’s publishing industry in a state of zero growth, resulting in what Gabbai calls “a gloomy scenario.”

This leaves Brazilian publishers looking for new opportunities for revenue. Gabbai says, “There are a few opportunities in Latin America with government sales...but this is a long process and requires some investment.”

Another promising avenue is rights. While inflation means that it’s more expensive for Brazilian publishers to buy rights and services from abroad, it also means it’s cheaper for international publishers to buy translation rights from Brazil. “We have a great variety in our illustrations,” says Gabbai. “Publishers are very flexible, and our prices are not as high as European countries...I think this is a good time to buy rights from Brazilian publishers.” •
Sources and Further Reading on Brazil:

Recession, Inflation Combine to Pop Brazilian Book Bubble (Publishing Perspectives)

What Can Revitalize Brazil’s Book Market? (Publishing Perspectives)

Rights Deals Are Key to Rio International Book Fair for Americans (Publishing Perspectives)
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Brazil’s Book Rights Market Has Cooled, But Opportunities Persist (Publishing Perspectives)

Challenging Times for the Brazilian Publishing Market (2 Seas Literary Agency)
http://2seasagency.com/challenging-times-for-brazilian-publishing/

Can Brazil’s new president save a crippled economy? (CNN)

Brazilian Publishers (CBL and Apex-Brasil)
http://www.brazilianpublishers.com.br/

Support Programs from the National Library of Brazil
https://www.bn.br/en/explore/support-programs

MARKETS SPEAKER:

MIRIAM GABBAI
Publisher of Callias Editora
São Paulo, Brazil

Meet with Miriam and other publishing leaders from Brazil at THE MARKETS on October 18.

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FLANDERS AND THE NETHERLANDS: Making a Big Splash in Translation

Flanders and the Netherlands are jointly the Guest of Honor at the Frankfurt Book Fair this fall. The Flemish market in Belgium shares a common language with the Netherlands, closely linking these two markets. With a 99% literacy rate, reading is a vital part of Dutch society. The CNPB (Collectieve Propaganda van het Nederlandse Boek) hosts a number of programs throughout the year such as Book Week, Children’s Book Week and Crime Fiction Month to respond to that interest. These programs are funded by publishers, booksellers, state grants and private sponsors.

Close to 1,480 publishers are registered in the Netherlands, yet there are fewer than 100 publishers registered in Flemish Belgium (WPG and Lannoo are two of the largest trade publishers active in both markets). CB Logistics (formerly Centraal Boekhuis) is the primary distributor in both markets, though some of the larger publishers have set up their own distribution services. As in many markets, 100 publishers are responsible for producing around 95% of all titles.

Books in translation represent an estimated 75% of the books produced in the Netherlands, with English being the most important source language, followed by Scandinavian languages. English-language exports represent 10% of all trade books sold in the Netherlands, which presents huge competition for the Dutch translations of those same titles.

In recent years, Flemish publishers have put more emphasis on foreign rights sales, which has had a positive impact on the number of Flemish titles translated abroad. Both the Dutch and the Flemish governments also provide translation funding to encourage the spread of their literature around the world.

Leading up to the Guest of Honor program at this year’s Frankfurt Book Fair, Dutch and Flemish publishers have sold a record 223 translations to German publishers. (On average, about 85 titles are translated from Dutch to German each year.) The organizers have confirmed a list of 70 Dutch and Flemish authors who will take part in the Frankfurt Book Fair. The cultural program will include 400 events across the city of Frankfurt.

Since 2010, trade print book sales have been on the decline, from €641.7 million ($727.6 million) in 2009 to €508.7 million ($576.8 million) in 2013, which has forced some bookstores to shut their doors. Some of that drop is likely due to the rise in ebook sales.

Prior to 2010, ebook sales were slow, but ebooks now represent 4.7% of the market. That percentage of market share is expected to grow due to Kobo’s collaboration with Dutch online shop bol.com and Amazon’s launch of their online shop, both of which took place last fall.


Sources and Further Reading on Flanders & The Netherlands:

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**World Editions Translates Dutch Lit for English Readers** (Publishing Perspectives)

**An Affluent Affinity: Dutch/German Publishing Relations** (Publishing Perspectives)
http://publishingperspectives.com/2014/10/an-affluent-affinity-dutchgerman-publishing-relations/

**Flemish Book Trade Focused on Creative Media Collaboration** (Publishing Perspectives)

**Flemish Literature Fund**

**Dutch Foundation for Literature**
http://www.letterenfonds.nl/en/

**Flanders and the Netherlands – Frankfurt Book Fair Guest of Honor**

**GUEST OF HONOR 2016:**

Meet with publishers, service providers and and other publishing leaders from Flanders & The Netherlands at THE MARKETS on October 18.

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PHILIPPINES: Upward Momentum, Global Ambitions

Positive changes are coming to the Philippines, according to Andrea Pasion-Flores, a Manila-based literary agent with the Jacaranda Agency. The “unemployment rate is down to 5.7% in 2015, far from the targeted 6.6%,” she says. “The economy grew by 6.9% in the first half of 2016, higher than last year’s 5% for the same period.” This growth is being “sustained by strong government and consumer spending.”

To further boost these promising numbers, Pasion-Flores says that a new initiative from the National Economic Development Authority of the Philippines called “Ambisyon 2040” aims to eradicate poverty in the country “in 25 years or less.” There are similar ambitions across the ASEAN (Association of Southeast Asian Nations) area. Public and private institutions are stepping up to the challenge and launching projects that contribute to this goal.

“The implications for publishing in this new era are tremendous,” says Pasion-Flores. With a “young and vibrant workforce imbued with growing national economic confidence, the country is poised to become an even stronger market for books as interest in reading as a leisurely pastime becomes more widespread.”

As a former American colony, the Philippines uses American English and is a significant export market for US titles—both trade and educational. From 2010 to 2014, the country has imported an annual average of $54 million worth of books from the US.

With a diverse population of 100 million people, 88% of whom describe themselves as readers, the Philippines reported total revenues in 2013 of 9.2 billion Philippine pesos ($198.2 million) for publishers registered with the National Book Development Board, the leading government agency that oversees the current state and continued development of the Philippine book publishing industry.

However, there are still challenges facing the country’s book industry. Distribution, says Pasion-Flores, is an issue because of underdeveloped infrastructure throughout the archipelago. It can be “costly to distribute books via the normal channels.” There are also not enough bookstores or libraries to support book sales to the population, and Pasion-Flores says that the country needs to “create a real public library network that would absorb the books published by the local industry.”

The Philippine textbook market has been somewhat insular in the past, in particular because of a government regulation requiring the Department of Education to source textbooks from local publishers. Pasion-Flores says the textbook market is opening up, and while this transition is “painful,” it will eventually lead to a stable and expanded market for educational materials and translated titles.

That will be welcome news for the growing needs of the country’s expanding educational system of “21 million public school students, and 3 million private school students in basic education, and about 4 million college students,” says Pasion-Flores.

Children’s and YA titles are among the strongest trade sectors in the Philippines. Domestically, there has been an increase in the production of children’s titles. Pasion-Flores also notes that “publishers who do business in the Philippines know it to be the biggest consumer of young adult books in Asia largely due to the Filipinos’ high literacy and proficiency with the English language.”

But for Philippine publishers looking to do business abroad, progress has been slow, in part because of the local book industry’s insularity. “But,” she says, “things are changing. There is a growing awareness [among local publishers] to reach out to a more global audience as well as a growing awareness of the country’s place within the region and the global community.”

The Philippines, Pasion-Flores says, “is a market whose potential for book consumption remains—still—largely untapped. There is room for constant, incremental growth in the Philippines as a viable market for books in the next 25 years. Publishers who are ready to take advantage of this growing market will certainly be rewarded.”
Sources and Further Reading on The Philippines:

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**Flirting With New Readers in The Philippines: Wattpad Presents** (Publishing Perspectives)

**Will Wattpad Attract a Billion Users? CEO says “Easy”** (Publishing Perspectives)
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Asia’s Potential Monsoon of Ebook Sales: Philip Tatham on ASEAN (Publishing Perspectives)
http://publishingperspectives.com/2016/05/asia-monsoon-books-asean-singapore-tatham/

**SESA: A New Publishing Collective from Southeast and South Asia** (Publishing Perspectives)

**National Book Development Board**
http://nbdb.gov.ph/

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**MARKETS SPEAKER:**

ANDREA PASION-FLORES
Jacaranda Literary Agency
Manila, Philippines

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POLAND: Gateway to Eastern Europe

In 1989–90, Poland began its transition from communism to democracy and to a more open market economy. Since then, Poland has become something of a gateway to the Eastern European market and has enjoyed foreign capital investments for publishers from international companies like Sanoma, Wolters Kluwer and Pearson, and, in the distribution sector, by the Czech investment fund Penta.

According to Jakob Orczyk of vm.pl, a digital service provider for the publishing and education markets, “the most important reason for doing business in Poland is its size.” As a country of 38 million people and 5 million students, Orczyk says that 57% of Poles have at least a basic understanding of English. This “makes it easy to start and conduct business in Poland.”

There are more than 600 companies that publish books in Poland, but 75% of all books published come from just 35 publishers (the largest publishers are Nowa Era, WSiP, Wolters Kluwer Polska, Pearson Central Europe, and Grupa Edukacyjna). Commercial fiction and reportage are two of Poland’s most popular genres in trade publishing.

Poland is a significant rights market for international publishers with translated titles making up almost 20% of books published in Poland—English being the most translated language and German being the second. The Polish book market currently makes up 3% (by volume) of the total European market, according to the Polish Chamber of Books (PIK).

Unfortunately, print book sales in the adult trade market have been on a steady decline since 2010. According 2014 statistics from the Polish Book Institute, 58% of the population does not read books. This smaller audience, coupled with a 5% VAT rate introduced in 2011, lower income rates, and the rise of e-commerce have exacerbated that decline. Sales decreased from €735 million ($833.4 million) in 2010 to €582 million ($659.9 million) in 2014.

Declining book sales forced more than 700 bookstores to close in recent years. While an initiative to enact fixed book prices was rejected by the government at the end of 2015, the city of Krakow has pledged to financially support its bookstores.

Ebook sales have made up for some of the losses in print book sales, and the data suggests that this trend will continue. Ebook sales grew by a margin of 16.5% from 2013 to 2014.

By 2015, ebooks made up about 5% of overall sales, according to Orczyk. However, he notes that “the process of digitization [is still] unprofitable” because digital sales are not high enough yet. The top ebook stores in Poland, says Orczyk, are eBookpoint.pl, Legimi.pl, Virtualo.pl, and Publico.pl.

While digital content sales are still low, Orczyk points out a few key statistics that show a country ready for a more digital media landscape. “76% of Poles have access to the internet, [and] 40% buy goods online.” He also says that “58% of Poles over 15 years old use smartphones and consume content in digital forms.” •
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At BEA: Poland’s Publishing Industry Is the Market Focus in Chicago (Publishing Perspectives)
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Polish Publishers, Politicians Struggle With Textbook Policies (Publishing Perspectives)
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Amid Polish Bookstore Decline, Help for Small Bookstores (Publishing Perspectives)

In Poland, the Market for Digital Textbooks Expands (Publishing Perspectives)
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Poland’s Book Market Has Big Potential, Many Challenges (Publishing Perspectives)

Poland’s Top Online Bookseller For Sale, Consolidation Looms (Publishing Perspectives)
http://publishingperspectives.com/2015/02/polands-top-online-bookseller-sale-consolidation-looms/

Nostalgia Drives Polish Children’s Book Sales Boom (Publishing Perspectives)

Polish Book Institute
http://www.bookinstitute.pl/

MARKETS SPEAKER:

JAKUB ORCZYK
Founder of vm.pl
Wroclaw, Poland

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SPAIN: Rebounding Book Sales, Digital Challenges

For decades, Spain set the tone for global Spanish-language publishing. Even as the influence and independence of the Latin American publishing scene grows, Spain’s reach is still global. There are 500 million Spanish-speakers worldwide, and Spanish is one of the most translated languages, with the majority of those books coming from Spain and Argentina.

Since the economic recession hit in 2008, the Spanish book market has seen a steep decline. Book sales dropped from €3.185 billion ($3.611 billion) in 2008 to €2.181 billion ($2.473 billion) in 2013. According to the Spanish Publishers’ Federation (Federación de Gremios de Editores de España), on top of the financial crisis in Europe, the drop in sales was caused by reduced library budgets (public and school) and changing consumer behavior towards digital products.

Because of this weakened market, publishers have been incredibly cautious about their title acquisition. They have also begun to experiment with formats and price points in an attempt to revitalize book sales.

However, book sales increased in 2014 for the first time since the recession hit: up to €2.195 billion ($2.489 billion) over €2.181 billion in 2013. The strongest segments in terms of sales were fiction (with a total market share of 20.4%), children’s and young adult books (12.5%), textbooks (34.1%), STM (3.7%), and social sciences and humanities (10.8%).

This upturn in the book market has given some publishers more confidence to branch out. Luis Solano, Director of independent publishing house Libros del Asteroide, says, “Independents are expanding the type of books they publish. For instance, several literary publishers have recently started publishing children’s books or graphic novels, or publishing in other languages spoken in Spain (Catalan, Galician or Basque).”

Libros del Asteroide publishes both translations and Spanish-language originals. Solano says that he’s found success in a couple areas: “The international bestsellers always sell pretty well in Spain. More recently, modern classics have been selling quite well, too.”

With the rise of digitization in Spain’s book industry, the sales of ebooks achieved a huge year-on-year sales increase of 37.1% in 2014—representing 5% of Spain’s overall book sales.

One of the challenges in further ebook sales and development is the threat of piracy. According to La Coalicion, the association of Spanish creative industries, piracy accounted for €1.7 billion ($1.928 billion) in lost revenue for Spain’s creative and digital economy. Some industry experts have questioned the methodology and accuracy of this report, but many agree that piracy is an ongoing problem. This is due, in part, to weak legislation protecting rights holders and to relaxed attitude among Spanish consumers about piracy.
Sources and Further Reading on Spain:

Spain’s Publishing Industry: Positioned to Fight for the Future (Publishing Perspectives)  
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On the “Virtual Unreality” of Publishing in Spain (Publishing Perspectives)  

Spanish and Mexican Bookselling: Madrid’s Day of Debate (Publishing Perspectives)  
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Spanish Publishers Frustrated By Lack of English Translations (Publishing Perspectives)  

Piracy, Bookstore Closures Hamper Spain’s Book Industry (Publishers Weekly)  

Spain Hits New High in Piracy, Study Says (Hollywood Reporter)  

In Spain, Has the Increase in Ebook Releases Reduced Piracy? (Publishing Perspectives)  

MARKETS SPEAKER:

LUIS SOLANO  
Director of Libros del Asteroide  
Barcelona, Spain

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UNITED ARAB EMIRATES: Advancing Local Publishing and Connecting Globally

The United Arab Emirates (UAE) is a federation of seven emirates (Abu Dhabi, Dubai, Sharjah, Ajman, Umm Al Qaiwain, Ras Al Khaimah, and Fujairah) in the Arabian Peninsula. Though the UAE is a relatively young international market—few companies have existed longer than 10 years—its publishing industry is expanding rapidly. The country boasts a literacy rate of 93% and high penetration of internet access at 92%. The current value of the UAE’s book market at €250 million ($283 million) is expected to grow in coming years.

In 2009, Sheikha Bodour—CEO of children’s book publisher Kalimat and daughter of Sheikh Sultan III bin Muhammad Al-Qasimi, the current ruler of the Sharjah emirate—founded the Emirates Publishers Association (EPA) with the goal of advancing the region’s burgeoning publishing industry. Today, the EPA has a membership of approximately 100 publishers and offers professional training programs and networking opportunities.

In a recent interview with Publishing Perspectives, Bodour pointed out that the UAE isn’t just looking to import content and expertise, but also to build up the local book market. “Our youthful population and consumers are demanding more locally produced, culturally appropriate books—and digital content in Arabic. A number of publishing and content companies have emerged, but the sector still faces critical gaps in complementary creative areas.”

Bodour also emphasizes that, for the UAE, investment in the book industry is about more than just business. “As a nation, we’re pursuing these goals not only for financial reasons but also to advance nonfinancial development goals,” she said. “Growth of our cultural industries will have a significant impact on the personal development of citizens, shape the future of our children and youths, and ensure the preservation of culture and heritage.”

As part of the broader effort to promote book publishing and reading in the Arab world, the UAE hosts three major book events: the Abu Dhabi International Book Fair, the Sharjah International Book Fair (which also organizes a children’s book fair in the spring), and the Emirates Airlines Festival of Literature in Dubai. These events are open to the public, and serve as a primary opportunity for many Emirates to buy books.

In addition, these events provide a platform for bringing international and Arabic publishers together. Arabic books are still among the least translated in the world, but the EPA hopes to change that by offering translation grants, networking opportunities, cultural events, and professional publishing programs.

“The United Arab Emirates aims to become a global hub for creative industries,” says Bodour. “We want to attract the strongest, most innovative multinationals the world has to offer, while also nurturing the growth of domestic companies to compete on the world stage.”

To that end, the Sharjah Book Authority is planning to launch a “free trade zone” for the book trade called Sharjah Publishing City. This project promises tax incentives, favorable customs regulations, printing facilities, office space with access to the latest business technology, training programs, and the establishment of “the Middle East’s largest book distribution company.” The goals are to address weaknesses in the current supply chain, encourage the local publishing industry, and attract international business.
Sources and Further Reading on the UAE:

‘The First Free Zone for Publishing’: The UAE’s Bodour (Publishing Perspectives)
http://publishingperspectives.com/2016/07/uae-free-trade-zone-publishing/

Why the UAE Is Your Next Big Education Publishing Opportunity (Publishing Perspectives)
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On Developing Publishing in the Arab World and the UAE (Publishing Perspectives)

Sharjah Offers $500k+ Translation Award, Fosters Int’l Exchange (Publishing Perspectives)

Sharjah Book City: Publishing Free Zone ‘For the World’ (Publishing Perspectives)

MENA Offers Cultural Riches, Creative Wealth, Publishing Opportunity (Publishing Perspectives)

The IPA and the Arab World: Bodour on the Controversy (Publishing Perspectives)
http://publishingperspectives.com/2016/05/ipa-membership-arab-world-bodour/

At Abu Dhabi Book Fair: A Few Words With Nigeria’s Richard Ali (Publishing Perspectives)

MARKETS SPEAKER:

BODOUR AL QASIMI
CEO, Kalimat Group
Sharjah, United Arab Emirates

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UNITED KINGDOM: Positive Numbers and Political Question Marks

The 2015 report released this May from the UK Publishers Association shows that the UK book market is stable and, in fact, growing. Total book and journal sales in 2015 were up to £4.4 billion ($6.36 billion). The report also noted that publishers have seen a slowdown in ebook sales (-1.6%) and a rise in print sales (0.4%) for the first time in three years. The overall increase in print sales was largely due to the 8-9% increase in sales of textbooks and reference books, while the decline in ebooks was in the fiction and children’s categories. In addition, audiobook downloads increased 29% in 2015.

Educational publishing has seen growth across all formats with academic journal publishing up by 5% (with digital revenues accounting for 95% of this growth) and textbook sales up overall by 9%, with growth in physical and digital formats both domestically and in foreign markets.

UK export sales are very strong at £1.421 million ($2.054 million) though showing a slight 3% decline over 2014. With digital publishing being a significant and steady part of the market, chain and independent bookstores have seen some challenges in how to reach these readers, with many shuttering their doors. Publishers have been looking to new models of curation, discovery, and outreach, including online communities, subscription services, and new publishing formats to connect with digital natives and future readers.

What remains unclear is how the UK’s recent “Brexit” vote to leave the European Union will impact the book business and other creative industries. In the days shortly after the vote, the British pound fell to its lowest value in decades, and many experts predict further economic decline.

British publishers and agents are now going into deal negotiations with a weaker currency. Export sales to the EU could become more difficult when the UK is forced to renegotiate trade agreements.

In the wake of the Brexit vote, the UK’s Creative Industries Council (CIC) released its new five-year plan for growth and appealed to the UK government for favorable trade terms when negotiations with the EU begin, namely access to the EU’s digital single market and the ability to hire and retain creative talent from around the world.

Nicola Mendelsohn, CIC co-chair and Facebook VP for Europe, Middle East and Asia, addressed the British Parliament at the end of June saying “We have to put the creative industries at the very heart of the government’s new vision and negotiations.”

In its latest report, CIC valued the UK’s creative industries at £84.1 billion ($108.4 billion). The sector exported £19.8 billion ($25.5 billion) in creative services in 2014, which amounted to 9% of total UK exports. The CIC is made up of leaders from TV, computer games, fashion, music, arts, publishing and film, as well as the government.

For now, many questions remain as we wait for the economic and political impact of the “leave” decision to play out.
Sources and Further Reading on the UK:

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http://publishingperspectives.com/2016/06/international-publishing-brexit/

How will Brexit affect Britain’s trade with Europe? (The Guardian)

The pound’s dramatic decline is the biggest impact of Brexit so far (Washington Post)

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http://www.thecreativeindustries.co.uk/resources/strategy

Crime Pays in the UK: Could It Have to do With the Setting? (Publishing Perspectives)
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The UK’s New BAME in Publishing Network: ‘To Change the Discussion’ (Publishing Perspectives)
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Gail Rebuck: ‘The Power of the Book’ in the Digital Age (Publishing Perspectives)

MARKETS SPEAKER:

STEPHEN LOTINGA
UK Publishers Association
London, United Kingdom

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Frankfurt Book Fair

Once a year, the Frankfurt Book Fair becomes the Global City of Ideas: the most important international trading place for content, from novels and children’s books to academic databases. This year, the Book Fair takes place 19-23 October 2016.

Publishing professionals from around the world meet here with partners from the technology sector and from related creative industries, such as film and games. Each year, the Frankfurt Book Fair hosts 7,300 exhibitors from more than 100 countries, around 275,000 visitors, 9,000 journalists, and more than 4,000 events.

The organisation behind the Frankfurt Book Fair is the Frankfurter Buchmesse GmbH. Headquartered in Frankfurt am Main, this is a subsidiary of the German Publishers and Booksellers Association (Börsenverein des Deutschen Buchhandels). As the foreign trade body of the German book trade, the Frankfurt Book Fair holds a cultural-political mandate to represent the German book industry around the world, and to promote international cultural exchanges and the free dissemination of the written word.

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