

# Global Publishing and Reading Statistics

## By Joanna Bazán Babczonek

Since 2009, the IPA has been collecting publishing data using 6 key indicators:

- number of titles published (new titles and new editions);
- number of copies sold;
- number of e-book titles published;
- publishers' net revenue (from book sales, exports, rights and licenses for print and digital, including educational and professional publishing);
- market value at consumer/retail prices;
- and net value of educational publishing (private and public spending on educational materials).

It is notoriously difficult to gather all these statistics. There are gaps and in some cases we have had to rely on best available estimates. The values are rounded conservatively and all foreign currencies are converted into euros (€) using the average yearly exchange rate.

## The biggest publishing markets in 2013 and 2014

Two major markets compete to be ranked as the world's biggest. The total revenue for US publishers in 2013 was €24.2 billion (26.7 billion USD), slightly more than total revenue for publishers in the European Union (EU) considered as a single market — estimated at about €22.3 billion, according to a survey conducted by the Federation of European Publishers. By comparison, in 2012, EU publishers accounted for 33% of global publishing revenue and USA for 26%.

The 2014 data for the EU have not been released, but from the available data, the signs suggest a plateauing of revenue or even a slight decrease in revenue across the European market — some major markets like France and Germany earned less, while others such as Spain earned more, relative to 2013. By contrast, total US publishers' revenues in 2014 increased to 28 billion USD or about €22.9 billion.

## 2013

Country	Revenue (m€)	Revenue (mLC)	Market Value (m€)	Market Value (mLC)	Number of titles published
USA	24'210	26'750	28'265	37'829	304'912
China	9'173	77'080	15'342	128'928	444'000
Germany	5'567	5'567	9'536	9'536	93'600
UK	4'551	3'898	3'875	3'240	184'000
Japan			5'409	785'100	77'910
Korea	2'949	4'212'623	4'879	6'969'316	43'146
France	2'687	2'687	4'401	4'401	95'483
Spain	2'060	2'060	2'708	2'708	76'434
Brazil	1'645	5'359	2'239	7'294	467'835
Italy	1'645	1'645	1'838	1'838	64'117
Turkey	1'183	1'583	1'729	2'314	47'352
Netherlands	1'108	1'108	1'497	1'497	24'177
Norway	311	2'629	743	4'167	6'373
Finland	254	254	338	338	8'870
Belgium	240	240	252	252	4'612

**Table 1: Top publishing markets 2013 for which figures are available**

## 2014

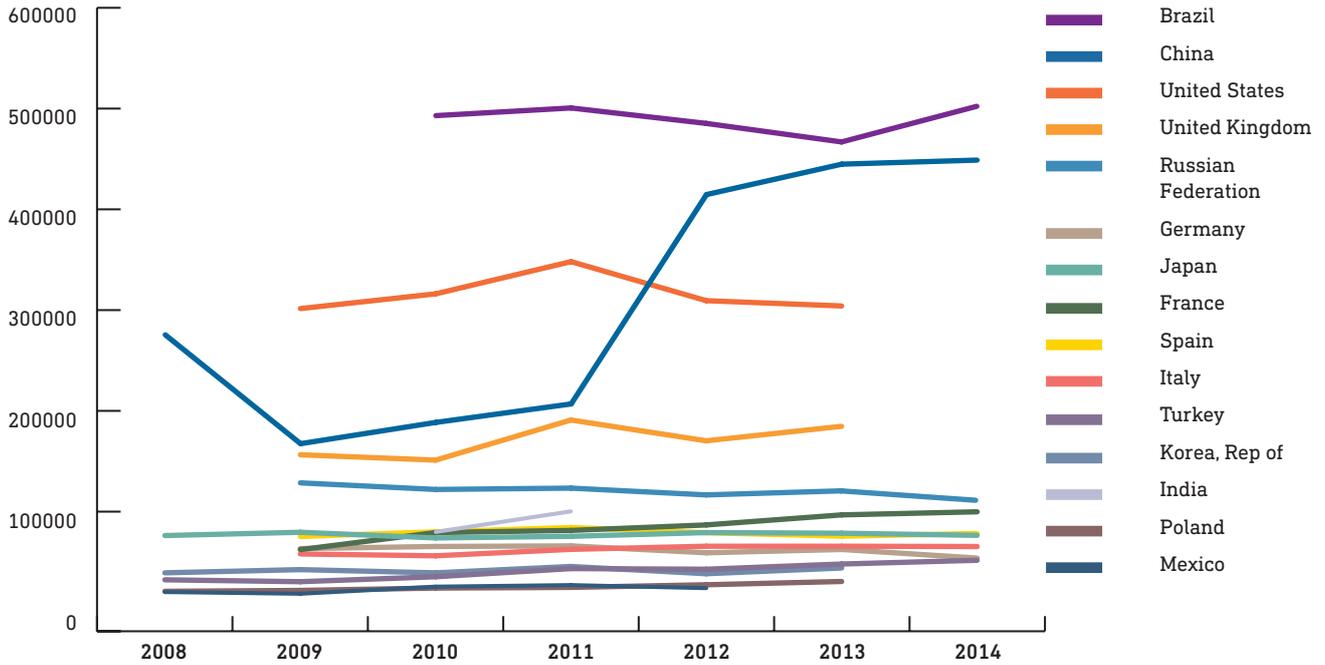
Country	Revenue (m€)	Revenue (mLC)	Market Value (m€)	Market Value (mLC)	Number of titles published
USA	22'918	27'980	29'483		
China	10'578	79'118			448'000
Germany	5'547	5'547	9'322	9'322	87'134
UK	4'587	3'590			220'330
Japan			5'501	754'450	76'465
Korea					
France	2'652	2'652	4'268	4'268	98'306
Spain	2'196	2'196			78'508
Brazil	1'650	5'408			501'371
Italy	1'576	1'576	1'774	1'774	63'922
Turkey	1'268	1'624	1'860	2'381	50'752
Netherlands	1'058	1'058	1'378	1'378	25'793
Norway	297	2'696	477	4'321	6'521
Finland	245	245	327	327	
Belgium	244	244	252	244	4'452

**Table 2: Top publishing markets 2014 for which figures are available**

## Global Publishing and Reading Statistics (cont)

If we measure publishing markets in terms of titles released rather than publishers' revenue, however, we get a slightly different ranking of the biggest markets (see Graph 1, below). There is a clear tendency to stabilization or decrease in the mature markets

(measured by revenue and by titles), compared to a steady growth in the 'young' or industrializing economies. For some countries, such as India, reliable data are missing. Access to better data would probably improve their position in the rankings.



**Graph 1: Top 15 countries in terms of number of titles released (new titles and new editions) over the past 5 years**

Analysis of the titles data (Table 3, below) shows that, in 2014, publishers in some countries were cautious. In Brazil and France for example, despite the growth in the total

number of titles released, the number of new titles slightly decreased and, at the same time, the number of copies sold and revenue also decreased.

Country	Year	Number of New Titles and New Editions	Number of New Titles	Copies Sold million	Revenue (mLC)	Revenue (m€)
Brazil	2013	467'835	62'235	480	5'359	1'645
Brazil	2014	501'371	60'829	435	5'408	1'650
France	2013	95'483	46'619	426	2'687	2'687
France	2014	98'306	43'600	421	2'652	2'652

**Table 3: release of new titles and new editions in 2013 and 2014 in Brazil and France**

2013 was a year of consolidation in publishing: big publishers growing even bigger by strategic mergers. In 2014, the top 10 publishing groups generated 54% of publishers' revenue and their income increased by 12%. Historically, this group has been dominated by US and European companies. In 2014, we saw the entry into the rankings of some newcomers in the form of two

Chinese publishing and media companies — although we suspect that the timing of this entry is mainly due to the recent availability of data and information on the Chinese market. And, as publishing continues to globalize in scope and scale, the geographic origin of companies becomes less relevant.

Rank	Publishing company (group, or division) 2013 (by revenue)	Country head office	Publishing company (group, or division) 2014 (by revenue)	Country of head office
1	Pearson	UK	Pearson	UK
2	Reed Elsevier	UK/NL/US	Thomson Reuters	US
3	Thomson Reuters	US	REIX Group (previously Reed Elsevier)	UK/NL/US
4	Wolters Kluwer	NL	Wolters Kluwer	NL
5	Random House	US	Penguin Random House	US
6	Hachette Livre	FR	Phoenix Publishing & Media Company	CN
7	Holtzbrinck	DE	China South Publishing & Media Group (Zhong Nan)	CN
8	Grupo Planeta	ES	Hachette Livre	FR
9	Cengage	US	McGraw-Hill Education	US
10	McGraw-Hill Education	US	Holtzbrinck	DE

**Table 4: Ranking of top 10 publishing companies by revenue, 2013 and 2014. Source: Dr. Rüdiger Wischenbart**

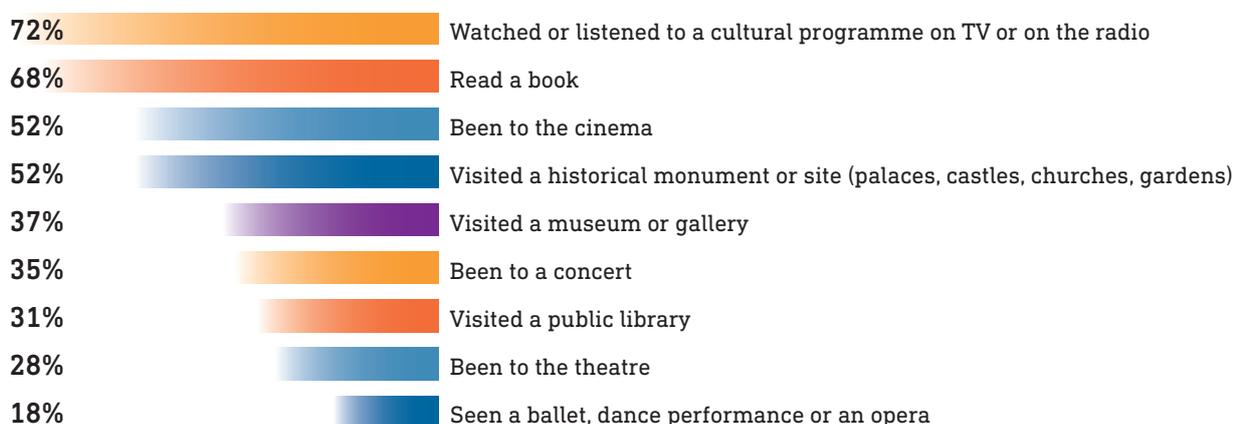
## Cultural participation and trends in reading behaviours in EU and US

According to the survey 'Special Eurobarometer 399: Cultural access and participation' published by the European Commission in November 2013 ([http://ec.europa.eu/public\\_opinion/archives/eb\\_special\\_399\\_380\\_en.htm](http://ec.europa.eu/public_opinion/archives/eb_special_399_380_en.htm)) the second most popular cultural activity in Europe in 2012-13 was reading books — 68% of respondents said that they had read at least one book during the 12 months surveyed, only slightly behind the 72% who had watched or listened to a cultural programme on TV or on the radio. Surprisingly, visiting a public library was seventh on the list — only 31% of respondents did it at least once during the 12 months surveyed; a decrease of 4% since 2007. (Eurobarometer 278: [http://ec.europa.eu/public\\_opinion/archives/ebs/ebs\\_278\\_en.pdf](http://ec.europa.eu/public_opinion/archives/ebs/ebs_278_en.pdf)).

In general, in 2012-13, cultural participation and its frequency among European citizens decreased in

comparison with 2007 — only going to the cinema increased by 1 percentage point, while visits to see a ballet, dance performance or opera remained unchanged at 18%. The 'northern' countries of Europe (Sweden 43%, Denmark 36%, Netherlands 34%, Estonia 30%, Finland 29%) manifested a stronger cultural engagement than their southern neighbours — each northern country ranked above the 18% European average.

The level of education of participants was the strongest predictor of their reading habits: 51% of respondents who had studied beyond the age of 19 and 48% of those still studying, declared having read 5 or more books during the previous 12 months. Managers and students were the two best-read groups: 59% of managers and 48% of students having read 5 or more books during previous year.



**Graph 2: Participation in cultural activities. Aggregation of responses '1-2 times', '3-5 times' and 'more than 5'**

## Global Publishing and Reading Statistics (cont)

According to this survey, over 50% of Europeans said they used the internet for cultural purposes (reading newspapers: 53%; searching for cultural information: 44%; and listening to the radio or music: 42%) and 30% of them said they did so at least once a week

Those respondents with poor participation in cultural activities gave three main reasons: lack of interest; lack of time; and cost. Interestingly, citizens from some southern countries confessed a lack of interest in reading more books, while those from northern countries talked about their lack of time to do so.

On the other side of the Atlantic, Pew Research Center reported (<http://www.pewinternet.org/2014/01/16/a-snapshot-of-reading-in-america-in-2013/#footnote4>) in January 2014 that some 24% of US citizens had not read a single book during the previous year. The number of non-readers in the US has nearly tripled since 1978. Once again, reading rates are strongly correlated with education levels. The positive news is that the rate of young people reading for pleasure stopped declining.

The evolution of e-book reading is worth a closer look: 47% of readers aged under 30, had read an e-book during the previous year and younger e-book readers were more likely to access titles on their cell phones or computer, while the older ones were reading on dedicated e-readers. As the ownership of tablets grew, naturally, so did reading rates on these devices: 42% of adults own a tablet, and 78% of e-book readers say they read books on tablets, 44% of them declaring they do so at least weekly.

Interestingly, in another Pew Research Center survey, 'How Americans Value Public Libraries in Their Communities' (<http://libraries.pewinternet.org/2013/12/11/libraries-in-communities/>) published in December 2013, 54% of the respondents said that they had used a public library in the previous 12 months and this proportion is even greater for parents with children living at home — 70% of them declaring that one of their children had visited a public library or bookmobile in the previous 12 months. 94% of Americans who have ever used a public library evaluated it as a positive experience and 62% of the Americans aged under 30 agreed that there is 'a lot of useful, important information that is not on the internet.'

According to the 2015 report 'A Decade of Arts Engagement: Findings from the Survey of Public Participation in the Arts 2002-2012' published by the US National

Endowment for the Arts, the strongest predictor of participation in the arts is exposure during childhood — such people are 3 or 4 times more likely to perform or participate in some form of artistic activity or visit a museum (<http://arts.gov/sites/default/files/2012-sppa-feb2015.pdf>). 54% of adult Americans have attended at least one live music, theatre, or dance performance during the past twelve months. Technology is an important enabler of creation and participation in art — nearly 75% of Americans used electronic media to view or listen to an artistic performance and a large proportion of them used electronic media to create art: 28% of those who created or performed music and 46% of those who created visual art.

In general, Americans' participation in cultural and artistic activities seems to be greater than in Europe (76% to 68% when comparing reading a book) but again their top reason for not doing so is lack of time. (<http://arts.gov/sites/default/files/when-going-gets-tough-revised2.pdf>)

### Acknowledgements

The IPA thanks its members and other publishers associations for their assistance in gathering these statistics.

One major source of data is the **Global Ranking of the Publishing Industry** which has been updated every year since 2007, and currently represents 56 companies that each report revenues from publishing of over 150 m€ (or 200 m US\$). The Global Ranking of the Publishing Industry is an initiative of **Livres Hebdo**, France, co-published by **Bookdao** (China), **The Bookseller** (UK), **buchreport** (Germany), **Publishers Weekly** (USA) and **PublishNews Brazil**. It has been researched by Rüdiger Wischenbart Content and Consulting.

A summary of the findings of 2015 can be found for free download at [www.wischenbart.com/publishing](http://www.wischenbart.com/publishing)

The complete Global Ranking, including the data table as well as detailed company profiles for all 56 listed publishing ventures can be purchased at <http://www.buchreport.de/globalranking>

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