Annual Report 2019-20

www.internationalpublishers.org

Promoting and protecting publishing worlwide



Table of contents

Foreword from the President, Hugo Setzer	 3
1 Committee and Envoy Updates Copyright Committee Freedom to Publish Committee Prix Voltaire Educational Publishers Forum Membership Committee Inclusive Publishing and Literacy Committee Special Envoy for Diversity and Inclusion	5 6 7 8 9 10
2 Activity Updates Africa Publishing Innovation Fund State of Publishing Reports	 . 13 . 14 . 15
3 IPA's work with International Institutions The United Nations Sustainable Development Goals Publishers Compact Sustainable Development Goals Book Club UNESCO World Book Capital City Global Education Coalition. The World Intellectual Property Organisation (WIPO). Accessible Books Consortium (ABC) Publishing Industry Statistics UNICEF and WHO Read the World	. 18 . 18 . 19 . 19 . 19 . 20 . 20 . 20 . 21
4 About IPA: Partnerships Our Members.	 . 23

Foreword from the President

This is my last Annual Report as President of IPA where I have aimed to represent and defend publishers' interests globally.

This past year we have had to face a crisis like never before with our whole way of life completely disrupted.

IPA quickly made it a priority to be in close contact with our members. We launched a **COVID resource page**, with information about how publishers around the world were facing the pandemic. We developed the **IPA in conversation with** interview series, where we interviewed key players from around the world. On **World Book Day** we joined with other international organisations to call for governments to support the book sector, we followed that up in September with the **Moscow Call for Action** with clear policies that governments could adopt.

Publishers in every corner of the world have **stepped up** to the challenge, finding new ways to bring books to readers, teachers and students. We have been generous and responsible citizens, often making educational or scientific resources available for free.

I have always been proud to be a publisher, but the last 8 months have made me prouder still.

This report shows how IPA has not stopped in its efforts to promote copyright and defend the freedom to publish. Indeed reading these pages shows how much we have achieved and how much we are looking to the future.

From the disappointment of our cancelled Congress in Lillehammer, came the State of Publishing Reports. Never before has the IPA undertaken such an exercise of establishing a clear picture of our industry from so many different angles. I invite you to read the reports and to use them. We also worked with the United Nations to launch and sign the Sustainable Development Goals (SDG) Publishers Compact, a pledge for publishers to help accelerate progress to achieve the SDGs by 2030.

Our Vice President has led the second year of the Africa Publishing Innovation Fund with over 300 applications with projects to meet the remote education challenge on the continent.

I have been really privileged to be able to serve you, first as Vice-President and then as President. My mandate has allowed me to get to know so many people and cultures. I keep fond memories and sincere friendships from these past two years.

Thanks go to my Vice-President, Bodour Al Qasimi, our highly committed team in Geneva, my Chief of Staff, Benjamin, my assistant, Norma, and my team at my company who supported my while I was away. I must also express my gratitude to Werner Stocker, who **left** as IPA treasurer in January after 13 years of loyal service to IPA and to Thomas Heilmann for picking up the reins so ably.

I would like to take this opportunity to thank all our members and our global partners for their continued support for IPA, even under such difficult circumstances. I said in a **message** to all of you in April that I was then, and I still am, convinced that we will overcome this crisis, together.



President

COMMITTEE AND ENVOY UPDATES



Copyright Committee

The Copyright Committee's work has not changed as much as one might think during this year of disruption. While there was no proper meeting of the WIPO Standing Committee on Copyright and Related Rights (SCCR), international discussions nevertheless continue.

On World Intellectual Property Day we underlined the importance of a strong international copyright framework at a time when publishers are doing so much to keep pupils learning, make reliable, curated research available and to entertain and comfort readers.

IPA GLOBAL REPORT ON COPYRIGHT & PUBLISHING

This report is the ultimate reference document for copyright laws that impact publishers. It analyses the copyright laws in the 69

countries where IPA has members and highlights the elements most relevant to publishers' activities like exceptions and limitation, enforcement regimes and notice and take down provisions. The legal analysis is complemented by on the ground insights from IPA members in a number of countries.



The Coronavirus didn't stop copyright consultations, and IPA responded in Brazil, China, India, Ireland, Kenya, Philippines,Singapore, Turkey as well as to WIPO's public consultation on artificial intelligence and intellectual property, UNESCO (on Open Science, OER and AI), the EU's DG TRADE and ARIPO. IPA was also pleased to see President Ramaphosa send the defective South African copyright bill back to Parliament.

During Frankfurt Book Fair, we held a well-attended session on the responsibility of big tech platforms which looked at recent cases like Audible, Tom Kabinet and the Internet Archive. This is a topic that will remain high on our agenda for the foreseeable future.

Schanger

Finally, IPA's State of Publishing Reports include the IPA Global Report on Copyright and Publishing, a comprehensive overview of the publishing-relevant articles in the copyright laws of countries where IPA has members. This is a valuable resource and one we encourage all members to use.

hair of the Copyright Committee

Freedom to Publish Committee

Much has changed in 2020. Threats to the Freedom to Publish have not.

We are still campaigning for the release of, Khaled Lotfy (Tanmia Publishing, Cairo, Egypt). Khaled **lost** his final appeal at the end of 2019 and his publishing house was **excluded** from the Cairo Book Fair. Only a

Presidential pardon can release him from his

Swedish publisher, Gui Minhai was sentenced to 10 years in prison in February. IPA maintains its call for the international secure his release.

The COVID-19 pandemic has affected bookshops around memory of murdered publisher Dhaka, Bangladesh) faced closure but was saved as awareness of its

IPA released its Freedom to Publish report as part of the State of Publishing Reports. Gathering work of international NGOs and our own case file it demonstrates the challenges publishers face around the world.

We must remain vigilant. IPA has reacted to cases around the world, from the USA to the challenging situations in Hong Kong, Belarus, UAE, and Iran with the only positive news from Kuwait.



IPA 6

FREEDOM TO PUBLISH: CHALLENGES. VIOLATIONS AND COUNTRIES OF CONCERN

This report takes stock of reports from around the world to focus on individual cases but also build a picture of the main violations against the freedom to publish, the main challenges publishers face and which countries are of particular concern.

The main violations are: Governmental censorship stopping texts, misuse of defamation and libel laws to pursue publishers, imprisonment and harassment

(both physical and economic) of publishers and writers, government limitations on competition and pluralism in the education sector and book banning.

The main challenges facing publishers are: Self-censorship regarding controversial topics, harassment in social media and governmental online surveillance.



KHALED LOTA

Prix Voltaire

IPA **revealed** the Prix Voltaire 2020 shortlist in March with Avesta (Turkey), Mr Chong Ton Sin (Malaysia) and Maktaba-e-Daniyal (Pakistan) alongside the ultimate laureate, Liberal Publishing House (Viet Nam).

Liberal Publishing House's co-founder and spokesperson, Pham Doan Trang, delivered a powerful speech at the virtual ceremony giving an insight into what Samizdat publishing really was and the risks that the members of the house were taking.





IPA joined other NGOs in issuing a statement urging the government to change direction. That call went unheeded as Pham Doan Trang, having left Liberal Publishing House, was arrested just days ahead of speaking at a Frankfurt Book Fair session focusing on the situation in Viet Nam.

We will continue to support the Freedom to Publish in Viet Nam.

IPA would like to thank its sponsors for their generous support of the IPA Prix Voltaire.

If you want to share cases with us or support the Prix Voltaire, write to us at prixvoltaire@internationalpublishers.org



Educational Publishers Forum

The Educational Publishers Forum was the last IPA Committee to hold a face-to-face meeting this year. We did so in Tbilisi, Georgia, where we were warmly welcomed by the Georgia Booksellers and Publishers Association and had the opportunity to meet the Minister of Education and discuss the role educational publishers are willing to play.

Our first virtual EPF 'in' Istanbul was also my first meeting as Chair of the EPF, alongside my new vice-chair, Brian Gilsenan. I congratulate and thank Wilmar Diepgrond and Jaume Vicens, our predecessors, for building such a dynamic forum. As a blessing in disguise, we welcomed over 50 people from all time zones around the world and looked at the results of a survey executed among our members on the way EdTech is affecting educational publishing. As a result, we have established a working group in EPF on EdTech. Regarding COVID, educational publishers around the world have had to rise to different challenges as teachers and pupils have been forced to continue their education from home. Some were ready to go digital, others had to find innovative solutions when the digital infrastructure wasn't available. I commend them for their efforts to keep people learning. Once again, when it comes to education, educational publishers have proven to be indispensable.

Chair of the Educational Publishers Forum

PAPER AND DIGITAL: CURRENT RESEARCH INTO THE EFFECTIVENESS OF LEARNING MATERIALS

This report brings together the work of multiple researchers looking at how pupils and students learn and whether the format of the learning resources has an impact on the educational outcomes. It also looks at the very practical recent example of the implementation of a new curriculum in Norway and how publishers prepared to provide a blend of physical and digital resources.



5^{69HAN DE VALK}

LICENSING PRACTICES IN A GLOBAL DIGITAL MARKET

LICENSING PRACTICES IN A GLOBAL DIGITAL MARKE

IPA

This report presents a comprehensive overview of how licensing actually works in different publishing sectors and regions. It includes chapters from international experts in K-12 education, STM publishing, as well as regional experts from Africa and Asia and perspectives from authors and reproduction rights organisations.

Membership Committee

at the 2019 General Assembly (GA) in Frankfurt, it has been pleasing to



Inclusive Publishing and Literacy Committee

It has been a pleasure for me to chair the Inclusive Publishing and Literacy Committee which plays such a vital role in much of the work of IPA.

The publishing industry statistics project with WIPO is progressing with the 2018 edition, released in March, including more countries and more comparable data.



Our next VAT report will see positive updates from the UK and Bulgaria, but concern over the situation in Brazil.

The Sustainable Development Goals (SDG) Book Club goes from strength to strength with offshoots in Norway, Indonesia and Portuguese and the SDG Publishers Compact, shows the role publishers can play in achieving the goals.

Reading matters

READING MATTERS: SURVEYS AND CAMPAIGNS – HOW TO KEEP AND RECOVER READERS

Reading Matters was the original slogan for the International Publishers Congress. This report gathers together the results of multiple surveys from around the world that look at reading habits as well as initiatives to encourage people to read more. The analysis of surveys looks at the different methodologies but tries to bring the results together to create a clear picture of which groups within society are reading more or reading less. The report isn't just a snapshot though, it builds on this analysis and current best practices to look to the future.

Finally, the State of Publishing Reports include two relating to the work of the Committee. Reading Matters is an excellent gathering of data on changing reading habits and different initiatives to encourage reading. The report on Ambitious Literary Policies demonstrates just how many different areas of policy making can impact publishing. They are both invaluable reports and I encourage you to read them.

AMBITIOUS LITERARY POLICIES: INTERNATIONAL PERSPECTIVES

This report is a call to arms for active literary politics and serves as an introduction to cultural policy

> measures that currently shape literature and publishing industries in different states and regions around the world. It argues that literary policies should be understood as part of a complex and flexible field of politics that can be identified at national, regional and international levels of governance, across several policy

areas. Literary policies are based on the premise that the book and other forms of written expressions are not just commodities but have a special value to society.



10

AP WARAWAROWA

Special Envoy for Diversity and Inclusion

This year has **shown** that it is essential for publishers to engage with diversity and inclusion.

This was echoed in an internal survey of IPA members who saw diversity to expand the focus beyond gender to include ethnic minorities and professionals over 50 years of age.

PUBLISHERS AND THE UNITED NATIONS SUSTAINABLE **DEVELOPMENT GOALS**

This report looks at all 17 Sustainable Development Goals and what publishers around the world are doing in terms of what they publish and how they operate as businesses. While publishers might be expected to be focused on SDG4 – Education, the report actually shows that publishers are trying to tackle many of the goals. There

are best practices and some inspirational examples from many publishers. With the UN hoping to achieve the Goals by 2030, this report can act as a baseline for publishers to play their part in the decade of action.

My regular **posts** have highlighted the issue at employee level but also work by publishers associations and others. It has also been interesting to read about diversity in educational publishing, with research in the Netherlands and a contrasting example in Iran.

f Envoy for Diversity and Inclusion There have been some excellent virtual discussions on diversity and inclusion, most notably with Publishers Without Borders and at Frankfurt Book Fair and I continue to work with WIPO's Accessible Books Consortium. Publishers should be aware of the European Accessibility Act which will apply in 2025. A great session at Frankfurt Book Fair will bring you up to speed and give you concrete

Finally, I am proud of the Publishers and the United Nations Sustainable Development Goals report. It was inspirational to see what publishers in a series of posts for Global Goals Week.

My thanks to Rachel Martin for all her support this year.

NCNEL KOLMAN





Africa Publishing Innovation Fund

The IPA's Africe Publishing Innovation Fund (APIF), set up in 2019 to support literacy, book access, indigenous publishing, and library restoration in Africa, received over 300 applications for support under its second annual round of grants.

The fund **confirmed** the theme for this year's fund would be remote education, a decision taken in response to the Covid-19 pandemic's dramatic impact on education in Africa. Once the 2020-2021 winners are selected and begin to address some of Africa's distance learning challenges, the seven projects from the APIF's inaugural year will be nearing completion.

international publishers sessoriation



One year on, the 2019 winners, focusing on publishing innovations and libraries, have received all their funding and are making good progress towards their goals, despite the enormous challenges presented by Covid-19.

The Fund's full **Annual Report** is available on the website: www.apinnovation.fund/

Vice President

800 RAL QASIMI



State of Publishing Reports

The State of Publishing Reports consist of seven reports containing 890 pages of information about the state of the publishing industry as well as recommendations and calls for action.

We intend to spread this knowledge to our regional and national publisher association members. These reports will support our work and will be useful as an information tool in discussions with policymakers. They can also be of value to those in the academic world teaching about and researching our industry.

There is a lot of inspirational best practice in the reports, which could be useful for publishing houses.

If we want to use the opportunity we have, in the knowledge and suggestions that these reports gives us, we need to make the information available and accessible, to our members and to decisionmakers in the publishing industry and other places.

We encourage everyone to read the executive summaries of the reports, most of them also have introductions and comments of interest. It might also tempt you to dig further into the reports.

If you want more information, write to us at info@internationalpublishers.org







Secretary General

33rd International Publishers Congress - Jakarta

After the disappointment in March 2020 of having to cancel the Congress scheduled for Lillehammer we were delighted to be able to announce brighter news in September with the confirmation that Jakarta, Indonesia, would host the 33rd International Publishers Congress from 11-13 November 2022.

Jakarta is home to more than ten million inhabitants and has long been the region's centre for literacy, culture, and the arts. This city is also home to 5,604 libraries, 1,240 publishing houses as well as 30% of the country's modern bookstores. The Indonesian publishing industry is made up of over 5,000 publishers producing an average of 120,000 new titles each year, making Indonesia the largest book producer in Southeast Asia. Book Fair, when Kristen Einarsson on behalf of the Norwegian Publishers Association (the organisers of the cancelled Lillehammer Congress) virtually handed over the IPA flag to Laura Prinsloo (accepting on behalf of the Indonesian organisers). IPA President, Hugo Setzer, and the Governor of Jakarta, Anies Baswedan, also took part in this event. With Jakarta Content Week or 'JakTent' also being developed to coincide with our Congress, there is a real momentum building to what will surely be an unmissable event.

A moving ceremony took place during Frankfurt





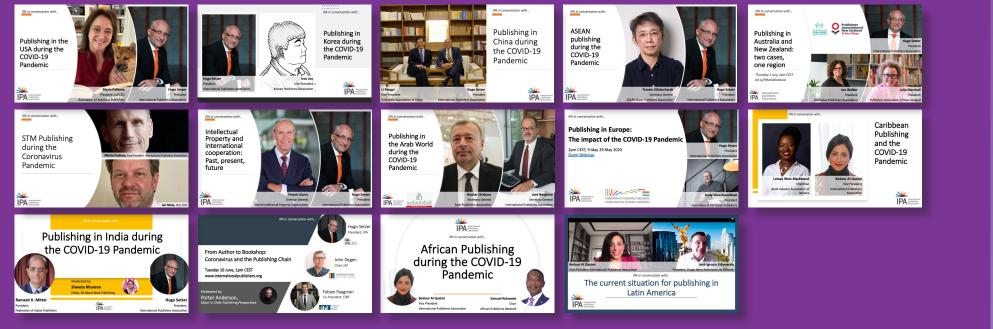
IPA in Conversation With...

As the impact of the COVID-19 pandemic and the resulting lockdowns became clear, IPA launched a series of online interviews with publishers from around the world — from the USA, Latin America and the Caribbean to Europe, Africa, Asia and Oceania — sharing the challenges they were facing and how they were working to overcome them.

The series also included a conversation with the representatives of the International Authors Forum and the European and International Booksellers Federation, examining the impact of COVID-19 on the wider book chain. The last interview in the series featured outgoing WIPO Director General, Francis Gurry, sharing his thoughts on multilateralism, the freedom to publish, copyright and artificial intelligence.

The 14-strong series proved a valuable resource for IPA members and a testimony to the resilience and innovation of publishers around the world.





SIPA'S WORK WITH INTERNATIONAL INSTITUTIONS



The United Nations

Sustainable Development Goals Publishers Compact



IPA worked with the UN to launch the SDG Publishers Compact at Frankfurt Book Fair with the Fair and the German Booksellers and Publishers Association among the first of a rapidly growing list of signatories. The compact is a 10-point pledge for publishers to commit to taking action within their own businesses to contribute to achieving the Goals by 2030.

Sustainable Development Goals Book Club

The **SDG Book Club** has continued to grow in 2020 with reading lists for children now available in al 6 official UN languages for 11 of the 17 Goals.

Bologna Children's Book Fair featured a virtual exhibition of the books included so far and the Club has inspired offshoots in Indonesia, an SDG library in Norway and a Portuguese language club being developed in Brazil and Portugal.



IPA's other SDG related work included the

Publishers and the United Nations Sustainable Develop Goals report (see page 11, above) and a series of **posts** for Global Goals Week.



UNESCO

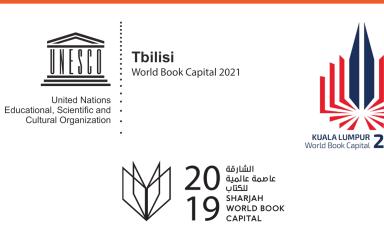
World Book Capital City

IPA is part of the Advisory Committee for UNESCO's World Book Capital Cities alongside UNESCO, the International Federation of Library Associations and Institutions, and the International Authors Forum. 2020 saw Sharjah, UAE, hand over the mantle of World Book Capital City to Kuala Lumpur in Malaysia. Unfortunately, KL's programme was severely disrupted by the COVID-19 pandemic.

Tbilisi in Georgia will be the next World Book Capital City from 23 April 2021, and UNESCO recently announced that Guadalajara would be the 2022 Capital.

Global Education Coalition

As the COVID-19 pandemic led to school closures around the world, IPA **joined** UNESCO's Global Education Coalition "to support countries in scaling up their best distance learning practices and reaching children and youth who are most at risk." IPA has been able to share the excellent work of educational publishers around the world to keep pupils learning.



Global Education Coalition

#LearningNeverStops

COVID-19 Education Response

The World Intellectual Prop<mark>erty</mark> Organisation (WIPO)

WIPO welcomed Singapore's Daren Tang as its new Director General from 1 October with his first public appearance coming at the virtual Frankfurt Book Fair.

Before Tang's predecessor, Francis Gurry, retired, he sat down with IPA President Hugo Setzer **to talk about everything** from the future of multilateralism and artificial intelligence to the freedom to publish.

Aside from monitoring policy developments in different WIPO Committees, IPA works with the organization on two main areas:

Accessible Books Consortium (ABC)



IPA's President, Secretary General and Diversity and Inclusion envoy all currently sit on the board of the ABC. In March this year, the ABC announced Macmillan Learning (USA) and Fondazione LIA (Italy)

as the **winners** of its International Excellence Awards for accessibility. Our congratulations to both winners in what was again a competitive **shortlist**. IPA, Federation of European Publishers, Fondazione LIA and the ABC's Monica Halil Lövblad featured in a **session** on the European Accessibility Act at Frankfurt Book Fair.

Publishing Industry Statistics

On 4 March 2020, WIPO published the third edition of our joint report on international publishing industry statistics which continues to improve in scope and depth. Data is currently being collected for the 2019 edition.



UNICEF and WHO

Read the World

As the COVID-19 pandemic forced more and more countries into lockdown, IPA **joined forces** with UNICEF and the World Health Organisation to launch **Read the World,** inviting much-loved children's authors to read extracts of their books to millions of children and young people facing isolation. By November 2020, authors from Europe, Latin America, Africa and Oceania had read extracts from their books.







Partnerships

The IPA is able to do more thanks, in part, to the partnerships we have created. We are grateful to our partners for their trust and we are proud to work with them. The IPA has signed Memoranda of Understanding with the following:

DUBAI CARES is a development-focused NGO which has committed to amplify the IPA's efforts in Africa under the Africa Publishing Innovation Fund (see above).

EMIRATES AIRLINE, the world's largest international airline, became the IPA's Exclusive Global Transport Partner under an agreement signed in November 2019.

IBBY, the International Board on Books for Young People, focuses on literacy and helping young people access books and develop a love of reading through its network of 79 national sections.

APNET is a pan-African, non-profit, collaborative network that connects African publishing associations to exchange information and promote and strengthen indigenous publishing.

ADEA is a pan-African for um for policy dialogue on education policies that informs and facilitates the transformation of education and training to drive sustainable development in Africa.

CERLALC has 21 member countries in Ibero-America. It promotes production and circulation of books, reading and writing, and intellectual creation and protection of intellectual property.

This year IPA also worked with the Global Book Alliance, Agile Ideas, Frankfurter Buchmesse, Bologna Children's Book Fair, Publishing Perspectives, Kopinor and ReBoot.

Our Members

Full members Rev full members Senegal Provisional members Provisional members Tinidad and Tobago and Uganda Associate Members Arican Publishers Network (APNET) Afritivres Arab Publishers Network (APNET) Arab Publishers Association (APA) Association of University Presses (AUPresses) Federation of European Publishers (FEP) Grupo Ibero-Americano de Editores (GIE) International Association of Scientific, Technical and

Patron Members

Medical Publishers (STM)

The Motovun Group of International Publishers North Korean Writers in Exile PEN Center

International Federation of Scholarly Publishers (IFSP)

Our People



borghino@internationalpublishers.org José was appointed Secretary General in September 2015, having joined IPA as Policy Director in March 2013. He came to the IPA from the Australian Publishers Association where he served as Manager of Industry Representation. His previous professional roles include lecturer in journalism and creative industries at the University of Sydney, editor of the online news magazine NewMatilda. com, executive director of the Australian Society of Authors, and senior positions at the Literature Board of the Australia Council.



taylor Ginternational publishers.org James joined the IPA in January 2018, moving to Geneva from Brussels. James's career in Brussels was focused on communications for membership based organisations at the junction between the creative industries and policy makers: IMPALA, the independent music companies' association, and then SAA, the grouping of collective management organisations for screenwriters and directors.



castanheira@internationalpublishers.org Vera joined IPA in June 2018 bringing 15 years of copyright policy development experience at both national and international levels. Vera has previously served as legal deputy to the Portuguese Secretary of State for Culture, General Counsel for AGICOA (the international collective licensing organisation for film producers) and Executive Director of Portuguese collective management organisation, AGECOP.



boriefdinternational publishers.org Olivier joined the IPA in September 2019. He has a background in international relations and technological innovation. Olivier previously worked for various institutions, including the Geneva Book Fair and member-based industry associations such as the World Economic Forum and the World Business Council for Sustainable Development.



INTERNATIONAL PUBLISHERS ASSOCIATION

Promoting and protecting publishing worlwide

International Publishers Association Avenue de France 23, 1202 Geneva, Switzerland www.internationalpublishers.org Tel: +41 22 704 18 20 secretariat@internationalpublishers.org @intpublishers

Designed by EDEP IMAGEN Y PRODUCCIÓN GRÁFICA S.L.