



international  
publishers  
association

**Nielsen  
BookData**

# OCEANIA REGION



# Summary

This region encompasses the book markets of Australia and New Zealand, both English-speaking markets. The combined population of the two countries is over 30 m people.

## The Publishing Industry

In Australia there were over 31,000 new titles published in 2022. Large international companies such as Hachette and Penguin Random House have operations in the country, alongside domestic companies such as Allen & Unwin and Hardie Grant. Home-grown titles are significant in the market and independent booksellers still have a strong presence.

The rules around parallel importation favour local publishers who take on international titles: bulk orders can only be made through local companies, and not ordered from overseas.

The figure of over 200 publishers in Australia compares to the total of 80 for New Zealand. Again, some of the large international publishing groups have offices in the country, and Penguin Random House New Zealand has the largest overall market share. Children's books are a significant part of the trade market. The country has a strong reading culture and 30% of the population are active users of the public library network. In 2021 it was estimated that digital revenues represent 8 per cent of the market.

Table: ISBNs registered and number of publishers

Country	Number of publishers	New ISBNs registered
Australia	200	31,708
New Zealand	80	NA

## Fixed Book Price Regime

There is no fixed pricing regime in either country.

## School Education

Australia has approaching 10,000 schools and enrollments of 4 m. In New Zealand, there are 2,500 schools and enrollments of over 800,000 students.

Table: Oceania countries with highest proportion of their population in School Education

Country	School population as % of total population	% of population aged 0-14
Australia	16	18
New Zealand	16	19

## Higher Education

Australia has 200 higher education institutions with an enrollments of 1.5 m students; and New Zealand has 8 universities with around 150,000 students enrolled.

Table: Oceania countries with highest proportion of their population in Higher Education

Country	% of population in Higher Education
Australia	6
New Zealand	6

## Imports and Exports

Key countries for the import of books to Australia are the United States and United Kingdom; these are also key export destinations. For New Zealand, Australia and the United States are the main export markets as well as the main sources of imported books.

## Digital Inclusion

The rates of mobile usage are high across the region with Australia has 83% of mobile subscribers, while in New Zealand it stood at 126%, suggesting multi-device usage is common. Internet usage is also high across the region with New Zealand is having the highest internet users in the region stood at 96%, while Australia stood at 90%. Social media usage in Australia (83%) was higher compared to New Zealand (81%).

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### Authors:

Nielsen BookData Team: Vikrant Mathur, Subrato Banerjee, Ambuj Tiwari, Gunjan Ahuja

IPA Advisory Team: Pranav Gupta, Jose Borghino, James Taylor

Editor: Angus Phillips

Design: Prints Publications Pvt Ltd, New Delhi, India

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# About International Publishers Association (IPA)

The International Publishers Association (IPA) is the world's largest federation of publishers associations with 92 members in 76 countries. Established in 1896, the IPA is an industry body with a human rights mandate. The IPA's mission is to promote and protect publishing and to raise awareness of publishing as a force for economic, cultural and social development. Working in cooperation with the World Intellectual Property Organization (WIPO) and numerous international NGOs, the IPA champions the interests of book and journal publishing at national and supranational level. Internationally, the IPA actively opposes censorship and promotes copyright, freedom to publish (including through the IPA Prix Voltaire), and literacy.

[info@internationalpublishers.org](mailto:info@internationalpublishers.org) | [www.internationalpublishers.org](http://www.internationalpublishers.org)

# About Nielsen BookData

Nielsen BookData provides a range of services to the book industry internationally, aiding the discovery and purchase, distribution and sales measurement of books. We are responsible for the ISBN and SAN Agencies in the UK & Ireland as well as providing search and discovery services for booksellers and libraries around the world. Our Research services provide retail sales analysis for print books in 11 countries alongside research from our Books and Consumers Survey and other detailed reports. For publishers we offer a range of services from assigning an ISBN to your book to adding your metadata to our database and promotional tools to help market your book.

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