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 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.

Table: ISBNs registered and number of publishers

<table>
<thead>
<tr>
<th>Country</th>
<th>Number of publishers</th>
<th>New ISBS registered</th>
</tr>
</thead>
<tbody>
<tr>
<td>Australia</td>
<td>200</td>
<td>31,708</td>
</tr>
<tr>
<td>New Zealand</td>
<td>80</td>
<td>2,475</td>
</tr>
</tbody>
</table>

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>
<thead>
<tr>
<th>Country</th>
<th>School population as % of total population</th>
<th>% of population aged 0-14</th>
</tr>
</thead>
<tbody>
<tr>
<td>Australia</td>
<td>16</td>
<td>18</td>
</tr>
<tr>
<td>New Zealand</td>
<td>16</td>
<td>19</td>
</tr>
</tbody>
</table>

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>
<thead>
<tr>
<th>Country</th>
<th>% of population in Higher Education</th>
</tr>
</thead>
<tbody>
<tr>
<td>Australia</td>
<td>6</td>
</tr>
<tr>
<td>New Zealand</td>
<td>6</td>
</tr>
</tbody>
</table>
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%).
International Publishing Data 2023

International Publishers Association

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Full Report (including methodology) is available: https://www.internationalpublishers.org/international-publishing-data-2023/

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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.

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About Nielsen BookData

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