

# The Global Publishing Industry in 2017





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# Executive summary

In April 2018, WIPO launched the second International Publishers Association (IPA) and World Intellectual Property Organization (WIPO) publishing industry survey (henceforth, IPA–WIPO survey). WIPO invited national publishers associations (NPAs) and copyright authorities to share their 2017 publishing industry data. The IPA–WIPO survey covered three market segments: trade; educational; and scientific, technical and medical (STM) publishing. By December 2018, 28 associations and authorities had shared their 2017 data. Those data were included in WIPO's *World Intellectual Property Indicators* published in December 2018. <sup>1</sup> In the first quarter of 2019, a number of additional national associations and authorities made available their 2017 data, bringing the total number of countries who responded to 56. <sup>2</sup> This is a considerable increase from the 35 responses received in 2017. This study provides an update to the statistics received so far and reflects the continued efforts of the IPA and WIPO to provide high-quality data for the global publishing industry. The long-term objective is to make the collection of global publishing statistics an integral part of WIPO's reporting function.

Key findings include the following:

- Based on data from 11 countries for which comparable data were available, total net revenue from sales and licensing for the three sectors amounted to USD 249.5 billion in 2017. China reported the largest net revenue of USD 202.4 billion, followed by the United States of America (U.S.; USD 25.9 billion) and Germany (USD 5.8 billion).
- China reported a combined total of 65 million published titles in 2017, followed by Japan (2 million), Spain (119,778) and the Russian Federation (117,359).
- In a majority of countries, the trade sector accounted for more than half of all titles published, with the largest share reported for Japan (99.3%), Norway (83.7%), Latvia (82.9%) and Lithuania (81.4%). In contrast, the educational sector accounted for the largest share in Belarus (50.9%) and STM sector the largest share in Belgium (65.6%).
- Digital editions generated 28.3% of total trade sector revenue in China, 23.5% in Japan and 21.1% in Ghana.

1. [www.wipo.int/edocs/pubdocs/en/wipo\\_pub\\_941\\_2018.pdf](http://www.wipo.int/edocs/pubdocs/en/wipo_pub_941_2018.pdf).

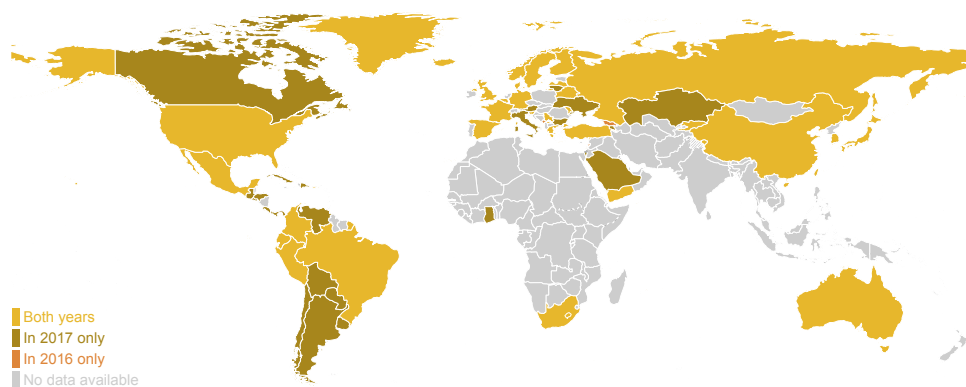
2. We are grateful to CERLALC for providing data for 12 Latin American countries.

# 1. Background

In 2017, the IPA and WIPO launched a new survey on the state of the global publishing industry. In all, 35 national publishers associations and copyright authorities shared their 2016 data. In April 2018, WIPO refined the guidelines for completing the questionnaire and invited its member states to share their 2017 data. Based on feedback, the guidelines included a clear definition of new titles and re-editions, for example. Similarly, the scholarly, academic and scientific sector was redefined as the scientific, technical and medical sector. At the same time, the IPA contacted its members, encouraging them to complete and return the questionnaire to WIPO (see annex table A5 for the 2017 questionnaire). Throughout the year, the IPA and WIPO followed up with IPA members and copyright authorities to collect comparable data. As a result, data availability increased from 35 countries in 2017 to 56 countries in 2018 (map 1).

Along with NPAs, two regional publishers associations were contacted to identify the focal points in their regions, the Arab Publishers Association and the African Publishers Network. These regional associations helped to raise awareness of the survey among their members and they are currently working with government authorities to establish a process of data collection for the publishing industry in their respective region. This year, IPA–WIPO also established contacts with the Regional Center for the Promotion of Books in Latin America and the Caribbean (CERLALC), which provided data for 12 countries in the Latin America and the Caribbean region. In total, 56 NPAs and national authorities shared their annual data with WIPO (see annex table A4 for a full list). Furthermore, a number of recipients informed WIPO that they were currently unable to respond to the questionnaire, but are making efforts to improve the data collection process and hope to share their data when available.

**Map 1.**  
**Data covered by the survey**

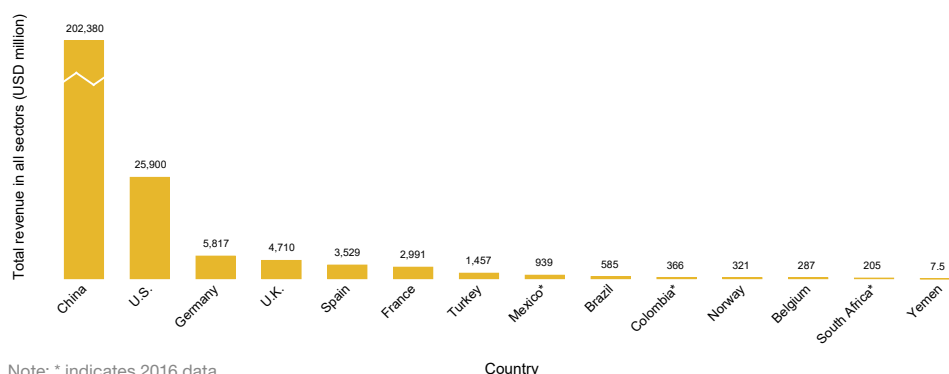


## 2. Main findings

### Revenues

- The 2017 total sales and licensing revenue generated by the three sectors – trade, educational, and scientific, technical and medical (STM) – are available for 11 countries (see annex table A1). Those 11 countries generated USD 249.5 billion revenue in 2017. China (USD 202.4 billion) reported the largest net revenue, followed by the U.S. (USD 25.9 billion), Germany (USD 5.8 billion) and the United Kingdom (U.K.; USD 4.7 billion) (figure 1). Trade sector revenue accounted for 50% or more of the total revenue in seven of these countries – ranging from 69% in France to 50% in the U.K. Educational sector revenue accounted for a high share of total revenue in Yemen (68.2%) and Brazil (62%). The STM sector generated a third or more of total revenue in Belgium (46.1%), Brazil (37.9%) and the U.K. (33.2%).
- The combined 2017 sales and licensing revenue generated by the trade sector is available for 19 countries. China with USD 111.5 billion reported the largest revenue, followed by the U.S. (USD 16 billion), Japan (USD 8.4 billion), the U.K. (USD 2.4 billion) and France (USD 2.1 billion) (figure 2).
- The 2017 trade sector revenue broken down by printed, digital and other formats categories is available for 17 countries. The bulk of the trade sector revenue continues to be generated by printed editions; digital editions accounted for around 28.3% of the total in China, 23.5% in Japan, 21.1% in Ghana, 18.4% in Sweden, 13.2% in Finland and 12.9% in the U.S. (figure 3).
- Revenue generated by the educational sector is available for 16 countries. China, with USD 72.8 billion, reported the largest sale and license revenue, followed by the U.S. (USD 7.6 billion) and Spain (USD 1 billion) (figure 4).
- The bulk of the total educational sector revenue is generated by printed editions. Digital editions accounted for 37.8% of the total in China, 29.6% in Denmark, 9.5% in Finland and 9.1% in Saudi Arabia (figure 5).
- Revenue generated by the STM sector is available for 11 countries. China accounted for the largest sales and licenses revenue (USD 18.1 billion), followed by the U.S. (USD 2.4 billion) and the U.K. (USD 1.6 billion) (figure 6).
- Digital editions share is higher in the STM sector compared to the trade and educational sectors. Mauritius accounts for the largest digital editions share (64.7%), followed by Belgium (52.2%) and Norway (50.1%) (figure 7).

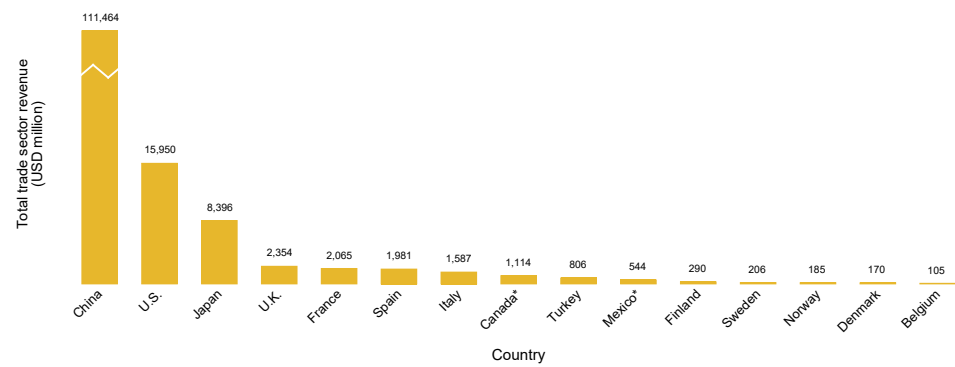
**Figure 1.**  
Total net publishing industry revenue, covering the trade, educational and STM sectors, 2017



Note: \* indicates 2016 data.

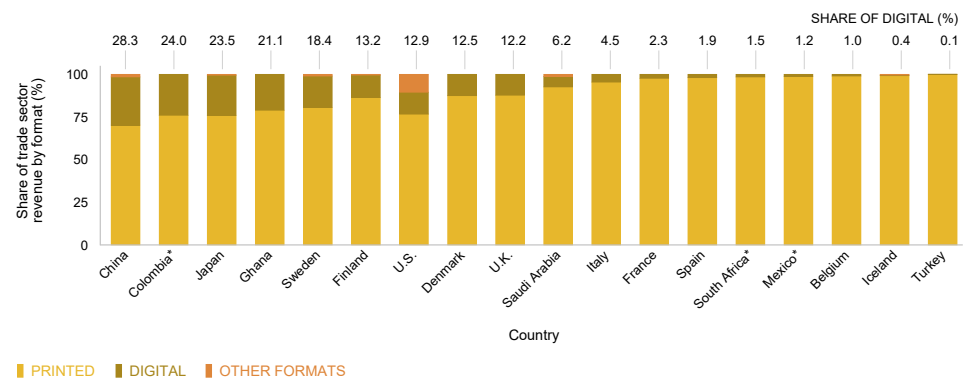
Source: WIPO Statistics Database, March 2019.

**Figure 2.**  
**Trade sector revenue, 2017**



Note: \*indicates 2016 data.  
Source: WIPO Statistics Database, March 2019.

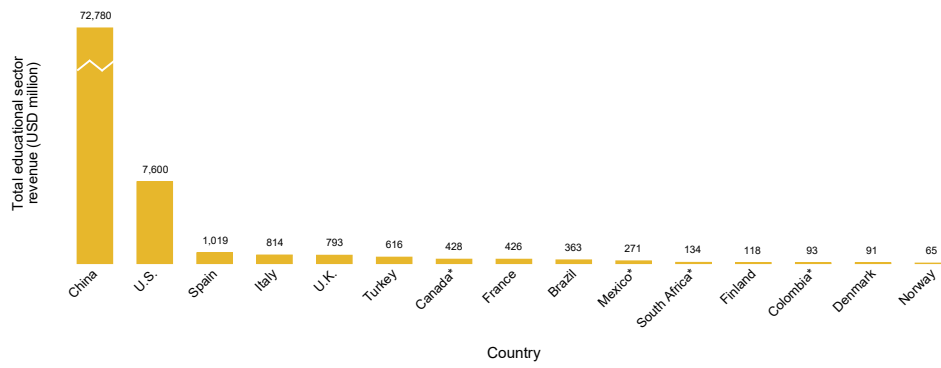
**Figure 3.**  
**Distribution of trade sector revenue by publication type, 2017**



Note: \*indicates 2016 data.  
Source: WIPO Statistics Database, March 2019.



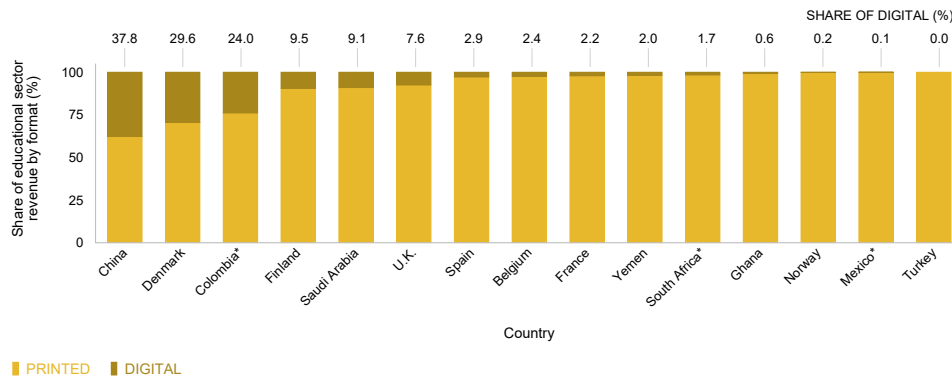
**Figure 4.**  
**Educational sector revenue, 2017**



Note: \*indicates 2016 data.

Source: WIPO Statistics Database, March 2019.

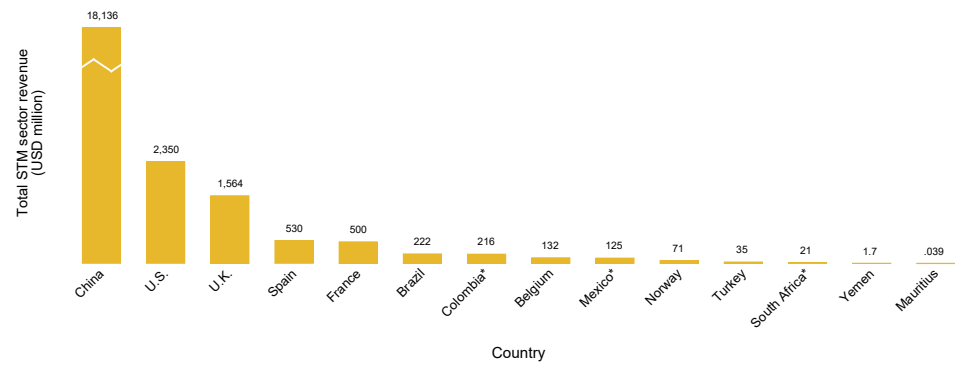
**Figure 5.**  
**Distribution of educational sector revenue by publication type, 2017**



Note: \*indicates 2016 data.

Source: WIPO Statistics Database, March 2019.

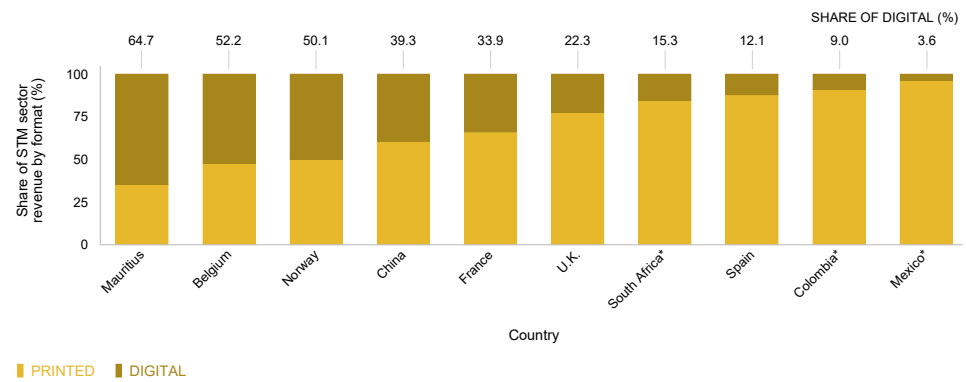
**Figure 6.**  
**STM sector revenue, 2017**



Note: \*indicates 2016 data.

Source: WIPO Statistics Database, March 2019.

**Figure 7.**  
**Distribution of STM sector revenue by publication type, 2017**



Note: \*indicates 2016 data.

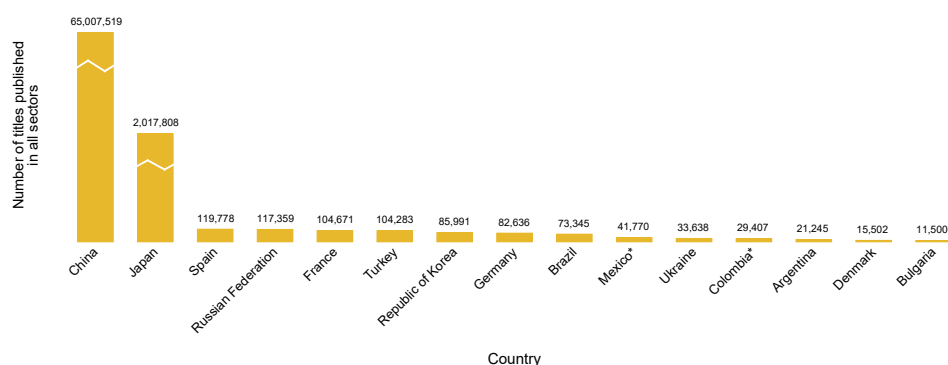
Source: WIPO Statistics Database, March 2019.

## Titles published

- Data on the total number of titles published covering the three sectors are available for 38 countries (see annex table A2). China reported a combined total of 65 million published titles in 2017, followed by Japan (2 million), Spain (119,778), the Russian Federation (117,359), France (104,670) and Turkey (104,283) (figure 8). The trade sector accounted for more than half of all titles published in 16 of those countries – ranging from 99.3% in Japan to 55.9% in Turkey. Educational publishing accounted for around half of total titles published in Belarus (50.9%), Yemen (49.3%) and China (43%). The STM sector accounted for close to two-thirds of all titles published in Belgium and over one-third of all titles in China.
  - Data on the number of titles published by the trade sector are available for 30 countries. China had by far the largest number of titles published in 2017 (12.7 million), followed by Japan (2 million), Italy (130,242) and Spain (82,238) (figure 9).
  - In total, 18 countries were able to disaggregate the number of titles published by the trade sector between printed editions, digital editions and other formats. Printed editions accounted for more than half of total titles published for the trade sector.
- The share of digital editions was high in Japan (49.9%) and Italy (47.8%) (figure 10).
- Data on the number of titles published by the educational sector are available for 29 countries. China had by far the largest numbers of titles published (27.9 million), followed by Turkey (35,642) and Brazil (11,060) (figure 11). Printed editions accounted for more than half of total titles published for the educational sector across all 14 countries that provided disaggregated data. The largest share of digital editions was in Finland (47.1%), Spain (43.3%) and Yemen (35.7%) (figure 12).
  - The data for the STM sector was provided by 24 countries. The number of titles published by this sector was highest in China (24.4 million), followed by Spain (26,656), France (20,247), the Republic of Korea (19,569) and Brazil (13,406) (figure 13). The share of digital editions for the STM sector was almost identical to the share of printed editions for six out of the 10 reporting countries who provided disaggregated data. The largest share of digital editions for the STM sector was in Bulgaria (70%), followed by Mauritius (49.8%) and Serbia (49.5%) (figure 14).

### Figure 8.

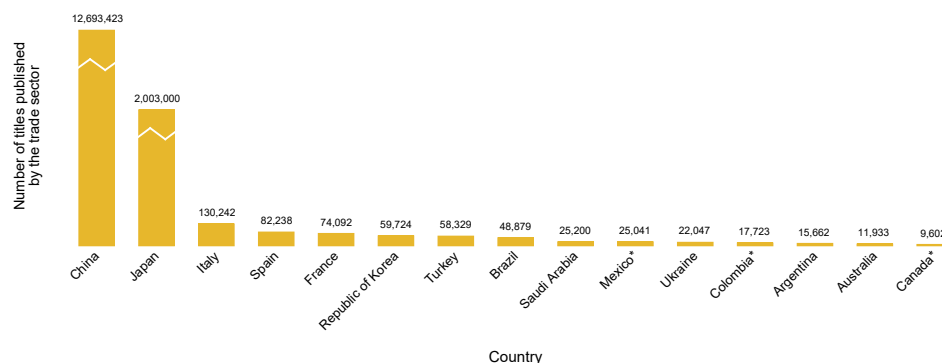
#### Total number of titles published, covering the trade, educational and STM sectors, 2017



Note: \*indicates 2016 data.

Source: WIPO Statistics Database, March 2019.

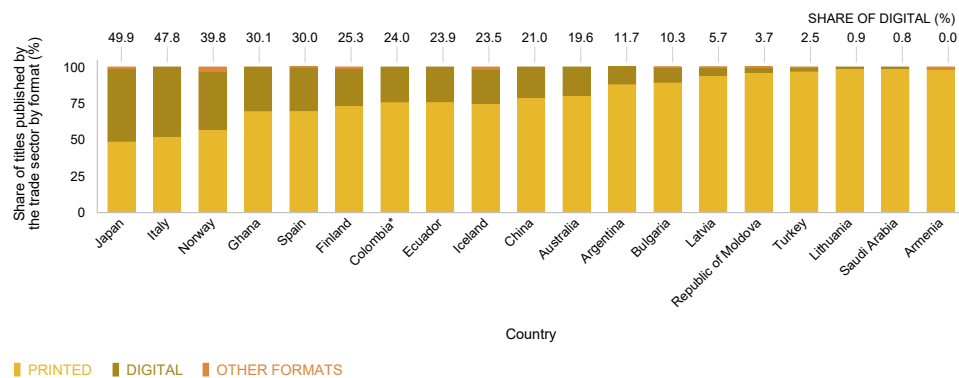
**Figure 9.**  
**Number of titles published by the trade sector, 2017**



Note: \*indicates 2016 data.

Source: WIPO Statistics Database, March 2019.

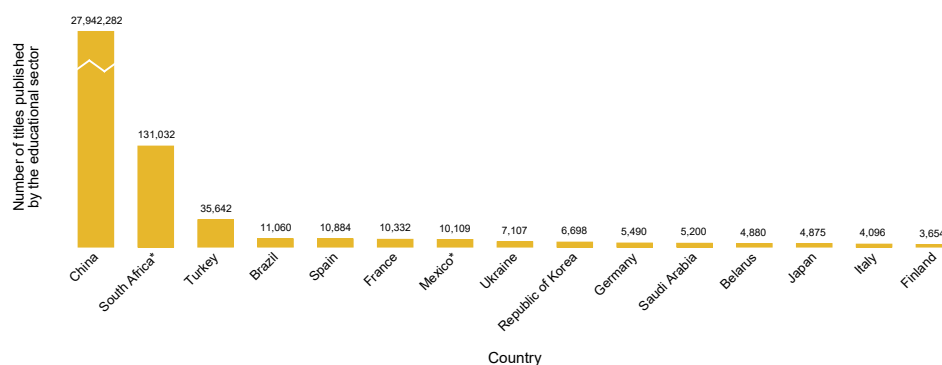
**Figure 10.**  
**Distribution of titles published by the trade sector and by publication type, 2017**



Note: \*indicates 2016 data.

Source: WIPO Statistics Database, March 2019.

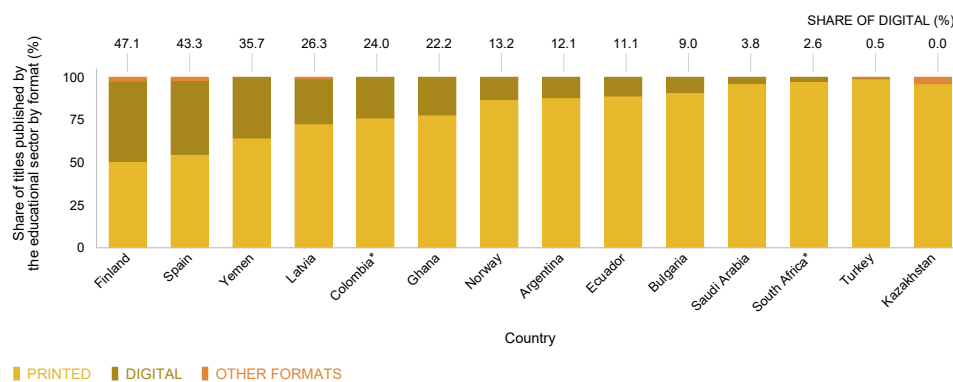
**Figure 11.**  
**Number of titles published by the educational sector, 2017**



Note: \*indicates 2016 data.

Source: WIPO Statistics Database, March 2019.

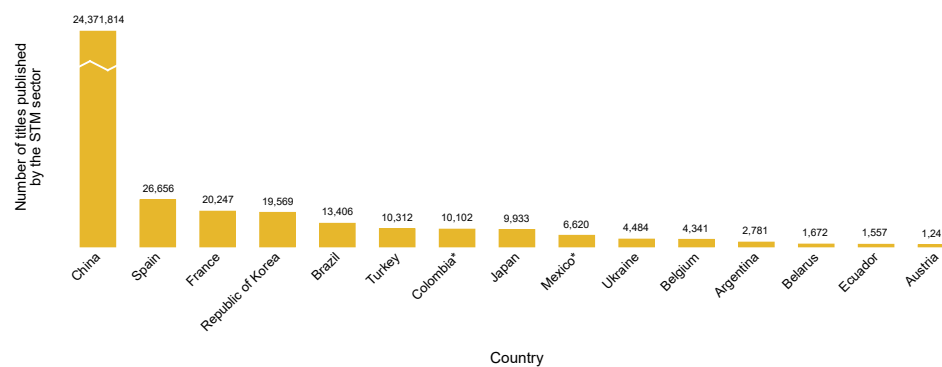
**Figure 12.**  
**Distribution of titles published by the educational sector by publication type, 2017**



Note: \*indicates 2016 data.

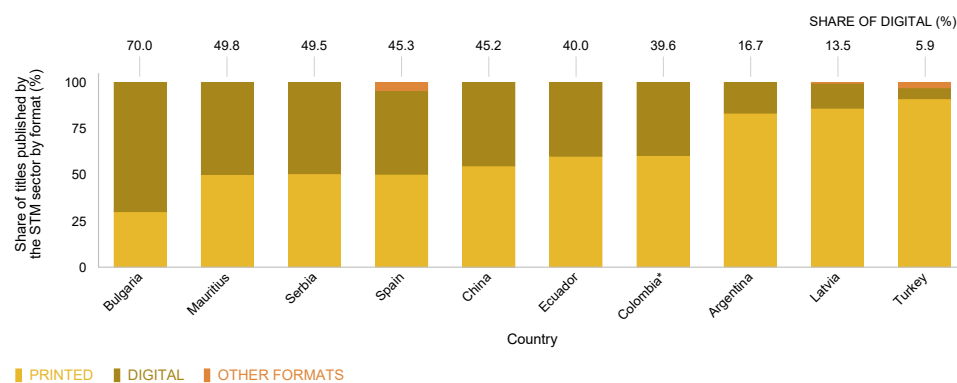
Source: WIPO Statistics Database, March 2019.

**Figure 13.**  
**Number of titles published by the STM sector, 2017**



Note: \*indicates 2016 data.  
 Source: WIPO Statistics Database, March 2019.

**Figure 14.**  
**Distribution of titles published by the STM sector by publication type, 2017**



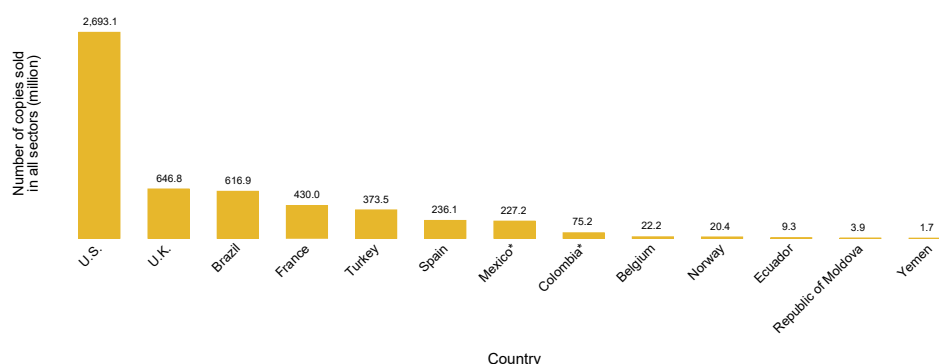
Note: \*indicates 2016 data.  
 Source: WIPO Statistics Database, March 2019.

## Copies sold

- In 2017, 11 countries were able to report data on the total number of copies sold covering the three sectors (see annex table A3). The U.S. sold 2,693 million copies in 2017, followed by the U.K. (647 million), Brazil (617 million) and France (430 million) (figure 15). The trade sector accounted for more than 80% of total copies sold for France, Norway and the U.S. The educational sector had a high share of total copies sold in Yemen (73.3%) and Turkey (48.8%), while the STM sector had a high share in Yemen (16.7%), the Republic of Moldova (14.7%) and Spain (11.5%).
- Data on the number of copies sold by the trade sector are available for 18 countries. The U.S. accounts for the largest number of copies sold in the trade sector (2,485 million), followed by Japan (592 million) and the U.K. (498 million) (figure 16).
- Brick and mortar distribution remains a major channel for trade titles in six out of the 10 countries that reported disaggregated data (figure 17). The U.S. accounts for the largest share of the online distribution channel for the trade sector (35%), followed by Italy (22%) and Turkey (20%).
- Data on the number of copies sold by the educational sector are available for 14 countries. Brazil reported the largest number of copies sold in the educational sector (193 million), followed by Turkey (182 million), the U.S. (119 million) and the U.K. (103 million) (figure 18).
- The distribution share through the brick and mortar channel is lower in the educational sector compared to the trade sector for most countries. In five out of eight countries, over half of the total copies sold in the educational sector are sold through other distribution channels (figure 19).
- Data on the number of copies sold by the STM sector are available for 13 countries (figure 20). The U.S. had by far the largest number of copies sold in the STM sector (88 million), followed by the U.K. (46 million) and Brazil (31 million) (figure 20).
- Only five countries reported disaggregated data for the distribution channels. Brick and mortar represents the largest share in the STM sector. In the STM sector, the U.S. (31%) reported the largest share of online distribution, followed by Turkey (21%) and Colombia (9%) (figure 21).

**Figure 15.**

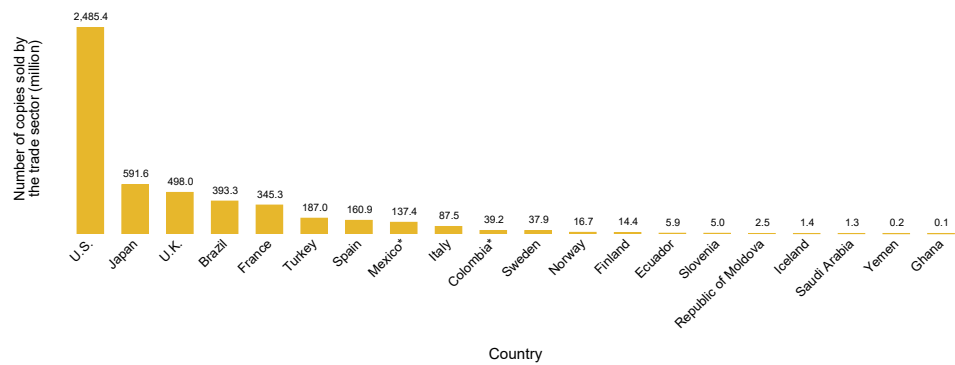
**Total number of copies sold, covering the trade, educational and STM sectors, 2017**



Note: \*indicates 2016 data.

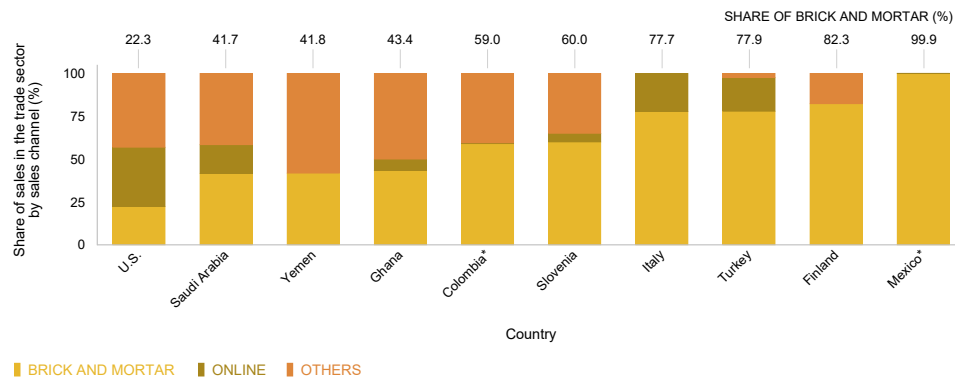
Source: WIPO Statistics Database, March 2019.

**Figure 16.**  
**Number of copies sold by the trade sector, 2017**



Note: \*indicates 2016 data.  
 Source: WIPO Statistics Database, March 2019.

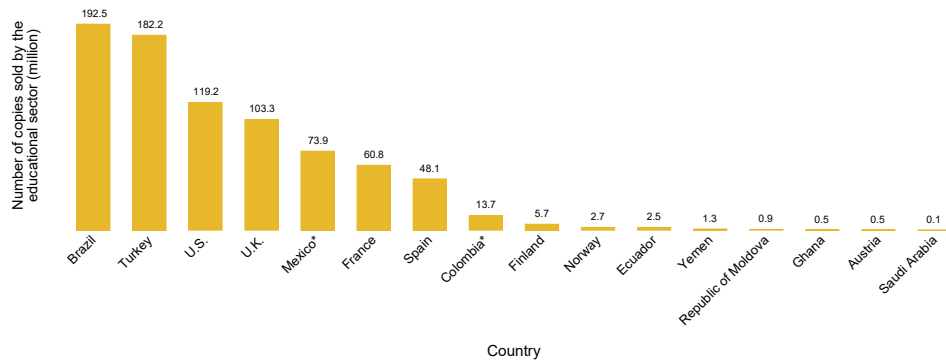
**Figure 17.**  
**Distribution of copies sold by channel of sales for the trade sector, 2017**



Note: \*indicates 2016 data.  
 Source: WIPO Statistics Database, March 2019.



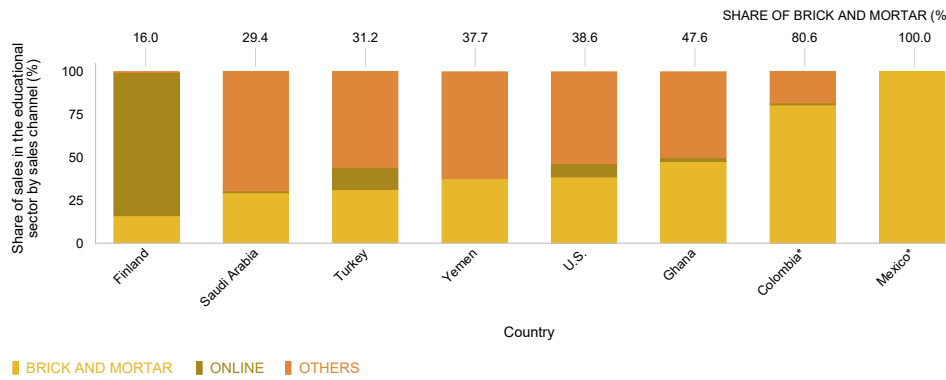
**Figure 18.**  
**Number of copies sold by the educational sector, 2017**



Note: \*indicates 2016 data.

Source: WIPO Statistics Database, March 2019.

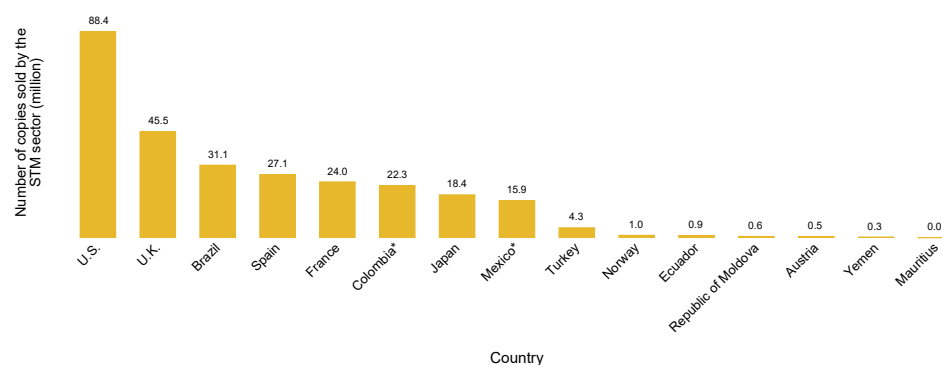
**Figure 19.**  
**Distribution of copies sold by channel of sales for the educational sector, 2017**



Note: \*indicates 2016 data.

Source: WIPO Statistics Database, March 2019.

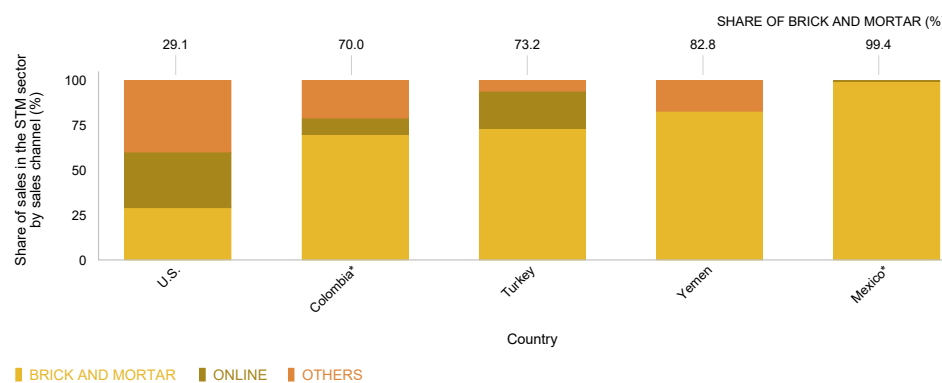
**Figure 20.**  
**Number of copies sold by the STM sector, 2017**



Note: \*indicates 2016 data.

Source: WIPO Statistics Database, March 2019.

**Figure 21.**  
**Distribution of number sold by channel of sales for the STM sector, 2017**



Note: \*indicates 2016 data.

Source: WIPO Statistics Database, March 2019.

## Top publishers

- The “Global 50” ranking<sup>3</sup> of the publishing industry provides an overview of the major actors in this sector. The ranking of the top publishers is conducted based on their annual revenue and includes only companies with a revenue over EUR 150 million (see table 1). It should be noted that this ranking does not include the major publishing companies of China, therefore does not represent a complete global picture of the industry. Financial data for the ranking is collected predominantly from official reports or directly provided by the companies themselves. The data exclude where possible the revenue generated by newspapers and magazines. We are grateful to Fabrice Piault of Livres Hebdo and Rüdiger Wischenbart Content and Consulting for sharing the data with WIPO.
- U.K.-based educational publisher Pearson continued to lead the ranking with a total revenue of over EUR 5 billion in 2017, although its revenue decreased by EUR 1 billion compared to 2015, followed by the RELX Group (Reed Elsevier), with a total revenue of EUR 4.7 billion, and Thomson Reuters, with an annual revenue of EUR 4.1 billion. The total revenue of the Global 50 publishers declined in 2017 by almost EUR 4 billion compared to 2015.
- The distribution of major international publishers across countries reveals that the Global 50 publishers are incorporated in only 15 countries. Furthermore, publishers incorporated in only seven of these countries account for over EUR 47 billion, or over 90 percent of the total revenue of the Global 50. Among the Global 50 publishers, the U.S. and Germany have the largest numbers of companies incorporated in their countries. It is interesting to note that only four of the top international publishers are companies incorporated in emerging economies, the Russian Federation and Brazil. In terms of revenues across the ranking, the largest total revenues are reported by companies incorporated in the U.S., the U.K. and Germany.

3. The “Global 50 World Ranking of the Publishing Industry”, which has been updated every year since 2007, currently represents 53 companies that each report revenues from publishing of over EUR 150 million (or USD 200 million). All companies have been listed for the ranking by their 2017 results. An initiative by the French publishing trade magazine *Livres Hebdo*, which also holds the copyright, “Global 50” (formerly branded as the “Global Ranking of the Publishing Industry”) was co-published on August 31, 2018, by *Bookdao* (PR China), *buchreport* (Germany), *Publishers Weekly* (U.S.) and *PublishNews* (Brazil). Researched by Rüdiger Wischenbart Content and Consulting, it includes a list of the companies ranked by their annual revenue, a detailed company profile with a summary history, key financials and recent key company developments. “Global 50” is also available as a full report in digital format (PDF), and can be purchased through the aforementioned partner magazines, as well as from the following shop links: [www.wischenbart.com/ranking](http://www.wischenbart.com/ranking).

**Table 1.**  
**Top publishers from the global ranking, by annual revenue (EUR million)**

Rank	Publishing Company	Country Publ. Company	Parent Corporation	Country Mother Corporation	2015 (Rev mEUR)	2016 (Rev mEUR)	2017 (mEUR)
1	Pearson	U.K.	Pearson PLC	U.K.	6,072	5,312	5,077
2	RELX Group (Reed Elsevier)	U.K./Netherlands/U.S.	Reed Elsevier PLC & Reed Elsevier NV	U.K./Netherlands/U.S.	4,774	4,600	4,691
3	Thomson Reuters	U.S.	The Woodbridge Company Ltd.	Canada	5,291	4,593	4,116
4	Bertelsmann*	Germany	Bertelsmann AG	Germany	3,827	3,503	3,548
5	Wolters Kluwer**	Netherlands	Wolters Kluwer	Netherlands	4,208	3,206	3,342
6	Hachette Livre	France	Lagardère	France	2,206	2,264	2,289
7	Grupo Planeta	Spain	Grupo Planeta	Spain	1,658	1,790	1,652
8	Springer Nature	Germany	SpringerNature	Germany	1,471	1,625	1,637
9	Scholastic (corp.)	U.S.	Scholastic	U.S.	1,494	1,594	1,451
=10	McGraw-Hill Education (Incl. McGrawHill Global Education & School Group)	U.S.	Apollo Global Management LLC	U.S.	1,676	1,674	1,432
=10	Wiley	U.S.	Wiley	U.S.	1,545	1,646	1,432
12	Harper Collins	U.S.	News Corp.	U.S.	1,527	1,569	1,363
13	Cengage Learning Holdings II LP	U.S.	Apax and Omers Capital Partners	U.S./Canada	1,496	1,547	1,217
14	Holtzbrinck	Germany	Verlagsgruppe Georg von Holtzbrinck	Germany	1,128	1,162	1,174
15	Houghton Mifflin Harcourt	U.S.	Houghton Mifflin Harcourt Company	U.S./Cayman Islands	1,297	1,308	1,173
16	Informa	U.K.	Informa plc	U.K.	984	910	1,028
17	Oxford University Press	U.K.	Oxford University	U.K.	1,042	888	953
18	Kodansha Ltd.	Japan	Kodansha Ltd. (Kabushiki-gaisha Kōdansha)	Japan	888	961	873
19	Shueisha	Japan	Hitotsubashi Group	Japan	928	1,008	869
20	Kadokawa Publishing (Kadokawa Shoten)	Japan	Kadokawa Holdings Inc.	Japan	925	926	834
21	Shogakukan	Japan	Hitotsubashi Group	Japan	779	784	720
22	Simon & Schuster	U.S.	CBS	U.S.	714	731	691
23	Grupo Santillana	Spain	PRISA SA	Spain	643	633	656
24	Klett	Germany	Klett Gruppe	Germany	495	537	612
25	Egmont Group	Denmark/Norway	Egmont International Holding A/S	Denmark	638	573	553
26	Bonnier	Sweden	The Bonnier Group	Sweden	760	633	547
27	Mondadori	Italy	The Mondadori Group	Italy	321	475	529
28	Woongjin ThinkBig	Republic of Korea	Woongjin Holding	Republic of Korea	544	495	488
29	Les Éditions Lefebvre-Sarrut	France	Frojal	France	396	419	450
30	Groupe Madrigall (Gallimard, Flammarion)	France	Madrigall	France	438	437	432
31	Messengerie / GeMS (Gruppo editoriale Mauri Spagnol)	Italy	Messengerie Italiana	Italy	364	408	406
32	Somos Educação (formerly Abril Educação)	Brazil	Somos	Brazil	177	408	347
33	Media Participations	France	Media Participations	Belgium	340	352	345
34	Cambridge University Press	U.K.	Cambridge University Press	U.K.	366	314	344
35	EKSMO-AST (since 2012: EKSMO)	Russian Federation	Priavtely owned	Russian Federation	213	305	320
36	Sanoma	Finland	Sanoma WSOY	Finland	280	283	320
37	Westermann Verlagsgruppe	Germany	Medien Union (Rheinland-Pfalz Gruppe)	Germany	300	300	300
38	Haufe Gruppe	Germany	Priavtely owned	Germany	256	267	298
39	Prosveshcheniye (formerly OLMA Media Group)	Russian Federation	Priavtely owned	Cyprus	175	199	284
40	Cornelsen	Germany	Cornelsen	Germany	260	272	259
41	WEKA	Germany	WEKA Firmengruppe	Germany	232	242	241
42	Gakken Co. Ltd.	Japan	Gakken Co. Ltd.	Japan	232	250	233
43	Kyowon Co. Ltd.	Republic of Korea	Kyowon Co. Ltd.	Republic of Korea	258	240	217

Rank	Publishing Company	Country Publ. Company	Parent Corporation	Country Mother Corporation	2015 (Rev mEUR)	2016 (Rev mEUR)	2017 (mEUR)
44	C.H.Beck	Germany	Verlag C.H. Beck oHG	Germany	172	185	197
45	La Martinière Groupe	France	La Martinière Groupe	France	225	206	196
46	Groupe Albin Michel	France	Groupe Albin Michel	France	178	195	192
=47	France Loisirs	France	ACTISSIA Club	U.S.	250	217	177
=47	Bungeishunju Ltd.	Japan	Bungeishunju Ltd. (Kabushiki-gaisha Bungeishunjū)	Japan	184	211	177
49	Editora FTD	Brazil	Editora FTD	Brazil	120	176	165
50	Thieme	Germany	Georg Thieme Verlag KG	Germany	149	150	162
51	Bloomsbury	U.K.	Bloomsbury Publishing Plc	U.K.	124	145	161
52	Shinchosha Publishing Co, Ltd.	Japan	Shinchosha Publishing Co, Ltd. (Kabushiki Kaisha Shinchōsha)	Japan	167	148	148
53	Quarto	U.S.	The Quarto Group, Inc.	U.K.	167	179	127

Note: \* over the past several years, results from Penguin Random House alone represented Bertelsmann's publishing activities. Since 2016, a newly created, separate "Educational" division has been added under the roof of the parent. \*\* For Wolters Kluwer, the division "Governance, Risk & Compliance", created in 2015 to focusing clearly more on direct business services, an only indirectly on the published content, has been excluded from the publishing revenue in 2017.

### 3. What's next?

The IPA–WIPO survey has shown that rich statistical information on publishing activity is available for many countries. In addition, NPAs and copyright authorities are willing to share their data with WIPO for the benefit of international comparisons and to draw a truly global picture of publishing activity. We are encouraged by the considerable improvement in the country coverage between the 2017 and 2018 surveys. It is anticipated that the number of countries covered by the survey will grow in the near future.

In line with this long-term agenda, WIPO – working closely with the IPA – will initiate a new survey in 2019 covering 2018 publishing activity. It will build on the contacts established so far and invest in expanding the survey's coverage to include additional countries. Reflecting the investment areas outlined above and the feedback received, WIPO will revise the questionnaire and provide additional methodological guidance that will hopefully enable the reporting of data that are more harmonized. WIPO will also reach out to potential providers of data on the publishing market segments that have not yet been covered sufficiently.

The IPA and WIPO are grateful to those organizations that kindly shared their 2017 data, or that sought to do so. Recognizing that improved data availability at the international level is a long-term endeavor, we would encourage all NPAs, copyright authorities and statistical offices to institute new national surveys or revise existing surveys to enable the reporting of a wide range of indicators on the publishing industry on an internationally harmonized basis.

# Annex

## Table A1

**Total net publishing industry revenue from sales and licensing by sector, 2017 (USD million)**

Country	Total	Trade	Educational	STM
Belgium	287.4	104.6	50.4	132.4
Brazil	585.2	0.6	362.7	221.9
Canada*	..	1,113.5	427.8	..
China	202,380.5	111,464.3	72,779.7	18,136.5
Colombia*	365.7	57.4	92.7	215.6
Denmark	..	170.0	91.2	..
Finland	..	289.6	118.3	..
France	2,991.2	2,065.0	426.0	500.1
Germany	5,817.0	..	..	..
Ghana	..	0.0	1.9	..
Iceland	..	28.9	..	..
Italy	..	1,586.7	813.6	..
Japan	..	8,395.6	..	..
Mauritius	..	..	..	0.0
Mexico*	939.4	543.6	270.9	124.8
Norway	321.0	184.8	65.4	70.7
Saudi Arabia	..	16.2	0.6	..
Slovenia	..	76.7	22.5	..
South Africa*	204.8	49.7	134.2	20.9
Spain	3,529.1	1,980.7	1,018.5	529.8
Sweden	..	206.2	..	..
Turkey	1,457.0	806.0	616.0	35.0
United Kingdom	4,710.4	2,353.9	792.8	1,563.7
United States of America	25,900.0	15,950.0	7,600.0	2,350.0
Yemen	7.5	0.7	5.1	1.7

Note: .. indicates not available. \* indicates 2016 data.

Source: WIPO Statistics Database, March 2019.

**Table A2**  
**Total number of titles published by sector, 2017**

Country	Total	Trade	Educational	STM
Argentina	21,245	15,662	2,802	2,781
Armenia	1,365	847	377	141
Australia	..	11,933	..	..
Austria	8,691	6,708	742	1,241
Belarus	9,590	3,038	4,880	1,672
Belgium	6,614	1,652	621	4,341
Bolivia	1,474	..	..	..
Brazil	73,345	48,879	11,060	13,406
Bulgaria	11,500	9,034	2,366	100
Canada*	..	9,602	3,049	..
Chile	8,015	..	..	..
China	65,007,519	12,693,423	27,942,282	24,371,814
Colombia*	29,407	17,723	1,582	10,102
Costa Rica	1,876	..	..	..
Cuba	1,312	..	..	..
Denmark	15,502	..	..	..
Dominican Republic	1,568	..	..	..
Ecuador	7,170	4,594	1,019	1,557
El Salvador	727	..	..	..
Finland	..	6,523	3,654	..
France	104,671	74,092	10,332	20,247
Germany	82,636	..	5,490	..
Ghana	..	730	1,800	..
Greece	..	7,800	..	..
Guatemala	1,045	..	..	..
Honduras	95	..	..	..
Iceland	..	1,148	..	..
Israel	8,642	..	377	..
Italy	..	130,242	4,096	..
Japan	2,017,808	2,003,000	4,875	9,933
Kazakhstan	..	..	1,739	1,062
Kyrgyzstan	1,895	1,360	338	197
Latvia	2,803	2,323	95	385
Lithuania	3,957	3,220	468	269
Mauritius	..	..	300	576
Mexico*	41,770	25,041	10,109	6,620
Norway	6,930	5,797	258	875
Panama	882	..	..	..
Paraguay	869	..	..	..
Peru	6,742	..	..	..
Republic of Korea	85,991	59,724	6,698	19,569
Republic of Moldova	4,513	2,760	663	1,090
Russian Federation	117,359	..	..	..
Saudi Arabia	..	25,200	5,200	..
Serbia	..	..	..	277
Slovenia	..	5,014	..	..
South Africa*	..	..	131,032	..
Spain	119,778	82,238	10,884	26,656
Sweden	..	3,419	..	..
Turkey	104,283	58,329	35,642	10,312
Ukraine	33,638	22,047	7,107	4,484
Uruguay	2,230	..	..	..
Venezuela	2,729	..	..	..
Yemen	1,420	650	700	70

Note: .. indicates not available. \* indicates 2016 data.

Source: WIPO Statistics Database, March 2019.



**Table A3****Total number of copies sold by sector (million), 2017**

Country	Total	Trade	Educational	STM
Austria	..	..	0.5	0.5
Belgium	22.2			
Brazil	616.9	393.3	192.5	31.1
Colombia*	75.2	39.2	13.7	22.3
Ecuador	9.3	5.9	2.5	0.9
Finland	..	14.4	5.7	..
France	430.0	345.3	60.8	24.0
Ghana	..	0.1	0.5	..
Iceland	..	1.4	..	..
Italy	..	87.5	..	..
Japan	..	591.6	..	18.4
Mauritius	..	..	..	0.0
Mexico*	227.2	137.4	73.9	15.9
Norway	20.4	16.7	2.7	1.0
Republic of Moldova	3.9	2.5	0.9	0.6
Saudi Arabia	..	1.3	0.1	..
Slovenia	..	5.0	..	..
Spain	236.1	160.9	48.1	27.1
Sweden	..	37.9	..	..
Turkey	373.5	187.0	182.2	4.3
United Kingdom	646.8	498.0	103.3	45.5
United States of America	2,693.1	2,485.4	119.2	88.4
Yemen	1.7	0.2	1.3	0.3

Note: .. indicates not available. \* indicates 2016 data.

Source: WIPO Statistics Database, March 2019.

**Table A4**  
**NPAs and national authorities that shared their data with IPA–WIPO**

Country	Respondent	Data source
Argentina	Cámara Argentina Del Libro	ISBN Argentina Agency
Armenia	National Book Chamber of Armenia	National Book Chamber statistics
Australia	Department of Communications and the Arts for the Australian Government	National Library of Australia and Thorpe-Bowker
Austria	Austrian Booksellers and Publishers Association	National survey, statistics austria, chamber of commerce, Austrian Booksellers and Publishers Association
Belarus	National Center of Intellectual Property	The Ministry of Information of the Republic of Belarus, the Public Institution "National Book Chamber of Belarus," the National Statistical Committee of the Republic of Belarus
Belgium	L'Association des Editeurs Belges (ADEB)	Statistiques de production du livre belge des membres de l'Association Des Editeurs Belges
Bolivia	CERLALC	
Brazil	Câmara Brasileira do Livro	Sindicato Nacional dos Editores de Livros (SNEL), Câmara Brasileira do Livro (CBL) and Fundação Instituto de Pesquisas Economicas (FIPE)
Bulgaria	National Library	National ISBN Agency's National Register of Books published in Bulgaria; also data on ISSN registrations
Canada		Statistics Canada
Chile	CERLALC	
China	National Copyright Administration of China (NCAC)	State Administration of Press, Publication, Radio, Film and Television of the People's Republic of China
Colombia		Agencia ISBN and Estadísticas Cámara Colombiana del Libro
Costa Rica	CERLALC	
Cuba	CERLALC	
Denmark	Danske Forlag	Danish Publishers Association's statistics (sales) and Agency for Culture and Palaces (production)
Ecuador	Director Nacional de Derechos de Autor y Derechos Conexos, Instituto Ecuatoriano de la Propiedad Intelectual	Agencia ISBN Ecuador
El Salvador	CERLALC	
Finland	The Finnish Book Publishers Association	Statistics of The Finnish Book Publishers Association
France	Le Syndicat national de l'édition	Repères statistiques 2016-2017, Syndicat National de l'Édition, juin 2017 (national publishers association)
Germany	Börsenverein des Deutschen Buchhandels e.V.	Various
Ghana	Ghana Book Publishers Association	Estimates from national publishers association (GBPA)
Greece	The Association of Greek Publishers and Booksellers (ENELVI)	BIBLIONET (data base for books-in-print) and Survey conducted by INFOBANK
Guatemala	CERLALC	
Honduras	La Oficina del	
Derecho de Autor y de los Derechos Conexos		
Iceland	Icelandic Publishers Association	Survey by members of the Icelandic Publishers Association
Israel	The National Library of Israel	The National Library of Israel
Italy	Italian Publishers Association	Italian Publishers Association, department for research and statistics on book sector
Japan	Japan Copyright Office	Shuppan Shihyo Nenpoh 2017 and Book Publisher's and Editor's Association (Zenkoku Shuppan Kyokai)
Kazakhstan	Book Chamber of Kazakhstan	Book Chamber of Kazakhstan statistics
Kyrgyzatan	The State Book Chamber of the Kyrgyz Republic	
Latvia	Ministry of Culture of the Republic of Latvia	National Library of Latvia
Lithuania	Lithuania National Library	Lithuania National Library statistics

Country	Respondent	Data source
Mauritius	Ministry of Foreign Affairs, Regional Integration and International Trade	National Library; Ministry of Education and Human Resources, Tertiary Education and Scientific Research; publishing companies
Mexico	Cámara Nacional de la Industria Editorial Mexicana	Actividad Editorial de Libros 2015, Cámara Nacional de la Industria editorial mexicana
Norway	Ministry of Culture	
Panama	CERLALC	
Paraguay	CERLALC	
Peru	CERLALC	
Republic of Korea	Korean Publishers Association	National survey (conducted by Publication Industry Promotion Agency of Korea)
Republic of Moldova	State Agency on Intellectual Property (AGEPI)	Camera Națională a Cărții din Republica Moldova
Republica Dominicana	CERLALC	
Russian Federation	Russian Book Chamber	Annual statistical report
Saudi Arabia	Saudi Publishers Association	Saudi Publishers Association statistics
Serbia	Sector for Copyright and Related Rights and International Cooperation, Intellectual Property Office	Chamber of Commerce and Industry of Serbia, National Library of Serbia, Association of Publishers and Booksellers of Serbia
Slovenia	Chamber of Commerce and Industry of Slovenia and Publishers and Booksellers Association	National publisher association SPA
South Africa	PASA Publishers' Association of South Africa	Annual Book Publishing Industry Survey 2016
Spain	Ministerio de Educación, Cultura y Deporte	
Sweden	The Swedish Publishers' Association (SvF)	National publishers association, the Swedish Publishers' Association, trade publishing.
Turkey	Turkish Publishers Association	
U.K.	The Publishers Association Limited	Publishers Association, Nielsen Bookdata (for title number). Office of National Statistics (employment figures only)
U.S.	Association of American Publishers	
Ukraine	Ukrainian Publishers & Booksellers Association	Book Chamber of Ukraine
Uruguay	CERLALC	
Venezuela	CERLALC	
Yemen	The Intellectual Property Ministry of Culture of Yemen	

## Table A5

### Questionnaire

#### WIPO/IPA Publishing Statistics, 2017

Please return this questionnaire to: [ipstats.mail@wipo.int](mailto:ipstats.mail@wipo.int)

Note: Publishing can be categorized into three broad categories: (a) trade, (b) educational and (c) scientific, technical and medical publishing (STM). Please note that questions 4–9 refer to trade publishing, questions 10–15 refer to educational publishing, and questions 16–21 refer to STM publishing. Only include published materials (i.e., books, journals, etc.) that have International Standard Book Number (ISBN), International Standard Serial Number (ISSN) or Digital Object Identifiers (DOIs). **Newspapers and magazines publishing should be excluded.**

Please refer to the Data Collection notes for additional explanations and definitions of indicators and concepts.

--

Year:  (calendar year, i.e., 1 January to 31 December)

#### Country/territory details

Country/territory name	
Two-letter country/territory code (ISO3166)	

#### Your contact details

Name	
Title	
Email address	

Data source(s): please specify the source(s) of the data (e.g. national survey, national publishers associations, etc.)

--

#### 1. Size of the publishing industry within your country/territory

Number of publishers within your country/territory (trade, educational and STM publishing)	
--	--

#### 2. Publishing industry employment level within your country/territory

	Direct	Indirect	Total
Number of people employed by the publishing industry (trade, educational and STM publishing)			

#### 3. Value-added tax (VAT) (or local sale tax) rate in your country/territory (%)

	Standard VAT rate	VAT rate for printed books	VAT rate for e-books
What is the VAT (local sale tax) rate (%)?			

This section refers to trade publishing only

#### 4. Number of titles published within your country/territory – trade publishing

	Printed	Digital	Other formats (e.g., audio books)	Total
New titles				0
Re-editions				0
Total:	0	0	0	0

#### 5. Number of copies sold (domestic and foreign market) – trade publishing

	Printed	Digital	Other formats (e.g., audio books)	Total
New titles				0
Re-editions				0
Total:	0	0	0	0

**6. Number of copies sold by destination – trade publishing**

	Printed	Digital	Other formats (e.g., audio books)	Total
Domestic market (new titles + re-editions)				0
Foreign market (new titles + re-editions)				0
Total:	0	0	0	0

**7. Number of copies sold by sales channel – trade publishing**

	Online	Brick/mortar (e.g. shops)	Others (e.g., direct order from publishers)	Total
New titles				0
Re-editions				0
Total:	0	0	0	0

**8. Total net revenue from sales and licenses – trade publishing**

Please specify currency in the box:   
 Note: Net revenue **excludes** VAT/local sales tax. Discount offered to retailers should be included in the calculation of net revenue.

	Sales	Licenses	Total
Printed			0
Digital			0
Other formats (e.g., audio books)			0
Total:	0	0	0

**9. Total net revenue from sales and licenses from domestic and foreign market – trade publishing**

Please specify currency in the box:   
 Note: Net revenue **excludes** VAT/local sales tax. Discount offered to retailers should be included in the calculation of net revenue.

	Sales	Licenses	Total
Domestic market (new titles + re-editions)			0
Foreign market (new titles + re-editions)			0
Total:	0	0	0

**This section refers to educational publishing only**

**10. Number of titles published within your country/territory – educational publishing**

	Printed	Digital	Other formats (e.g., audio books)	Total
New titles				0
Re-editions				0
Total:	0	0	0	0

**11. Number of copies sold (domestic and foreign market) – educational publishing**

	Printed	Digital	Other formats (e.g., audio books)	Total
New titles				0
Re-editions				0
Total:	0	0	0	0

**12. Number of copies sold by destination – educational publishing**

	Printed	Digital	Other formats (e.g., audio books)	Total
Domestic market (new titles + re-editions)				0
Foreign market (new titles + re-editions)				0
Total:	0	0	0	0

**13. Number of copies sold by sales channel – educational publishing**

	Online	Brick/mortar (e.g. shops)	Others (e.g., direct order from publishers)	Total
New titles				0
Re-editions				0
Total:	0	0	0	0

**14. Total net revenue from sales and licenses – educational publishing**

Please specify currency in the box:

Note: Net revenue **excludes** VAT/local sales tax. Discount offered to retailers should be included in the calculation of net revenue.

	Sales	Licenses	Total
Printed			0
Digital			0
Other formats (e.g., audio books)			0
<b>Total:</b>	0	0	0

**15. Total net revenue from sales and licenses from domestic and foreign market – educational publishing**

Please specify currency in the box:

Note: Net revenue **excludes** VAT/local sales tax. Discount offered to retailers should be included in the calculation of net revenue.

	Sales	Licenses	Total
Domestic market (new titles + re-editions)			0
Foreign market (new titles + re-editions)			0
<b>Total:</b>	0	0	0

**This section refers to scientific, technical and medical (STM) publishing only**

**16. Number of titles published within your country/territory – STM publishing**

	Printed	Digital	Other formats (e.g., audio books)	Total
New titles				0
Re-editions				0
<b>Total:</b>	0	0	0	0

**17. Number of copies sold (domestic and foreign market) – STM publishing**

	Printed	Digital	Other formats (e.g., audio books)	Total
New titles				0
Re-editions				0
<b>Total:</b>	0	0	0	0

**18. Number of copies sold by destination – STM publishing**

	Printed	Digital	Other formats (e.g., audio books)	Total
Domestic market (new titles + re-editions)				0
Foreign market (new titles + re-editions)				0
<b>Total:</b>	0	0	0	0

**19. Number of copies sold by sales channel – STM publishing**

	Online	Brick/mortar (e.g. shops)	Others (e.g., direct order from publishers)	Total
New titles				0
Re-editions				0
<b>Total:</b>	0	0	0	0

**20. Total net revenue from sales and licenses – STM publishing**

Please specify currency in the box:

Note: Net revenue **excludes** VAT/local sales tax. Discount offered to retailers should be included in the calculation of net revenue.

	Sales	Licenses	Total
Printed			0
Digital			0
Other formats (e.g., audio books)			0
<b>Total:</b>	0	0	0

**21. Total net revenue from sales and licenses from domestic and foreign market – STM publishing**

Please specify currency in the box:

Note: Net revenue **excludes** VAT/local sales tax. Discount offered to retailers should be included in the calculation of net revenue.

	Sales	Licenses	Total
Domestic market (new titles + re-editions)			0
Foreign market (new titles + re-editions)			0
<b>Total:</b>	0	0	0



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