

# The Global Publishing Industry in 2018





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# 1. Introduction

To improve the availability of statistical data for the creative economy, the International Publishers Association (IPA) and the World Intellectual Property Organization (WIPO) conducted a pilot survey to compile publishing statistics in 2017. In all, 35 national publishers associations (NPAs) and copyright authorities shared their 2016 data covering the publishing industry. Results from the piloted survey were published in *The Global Publishing Industry in 2016* report. The following year in 2018, 53 countries/territories responded to the survey and shared their 2017 data with WIPO.

To improve survey response rate and data quality, WIPO organized a technical workshop in April 2019 that brought together a selected number of experts to review the questionnaire and the data collection process (see annex A1 for a list of the expert contributors to the workshop). Based on this expert input, the methodological guidance attached to the questionnaire was refined and the questionnaire simplified.

This report presents the latest publishing statistics compiled from the following sources: (a) the IPA–WIPO publishing survey, (b) the Centro Regional para el Fomento del Libro en América Latina y el Caribe (CERLALC), (c) WIPO’s legal deposits survey, (d) the Nielsen Company, (e) the International ISBN Agency, and (f) the Web of Science database.

Publishing industry data are not unified under a single authority. For this reason, the report presents data from additional sources to provide a broad picture of the publishing industry. One drawback to this approach is that data from these sources may provide conflicting information about market size and the evolution of activity within the publishing industry due to differences in methodology and market coverage. That said, compiling data from additional sources does enable users to validate and/or supplement the data compiled through the IPA–WIPO questionnaire.

## Data sources

The pilot survey launched in 2017 covered three sectors: trade, educational, and scientific, technical and medical (STM). A number of respondents indicated that data for the STM sector was not available. Furthermore, STM sector publishing is dominated by multinational firms located around the world, making it extremely difficult to track the requested data. For this reason, the STM sector is no longer covered by the IPA–WIPO publishing survey. Our aim instead is to exploit other data sources to capture STM sector publishing activity (see section 6).

To validate and complement IPA–WIPO survey data, data from additional sources have been compiled; for example, data from legal deposits, ISBNs, private entities, etc.

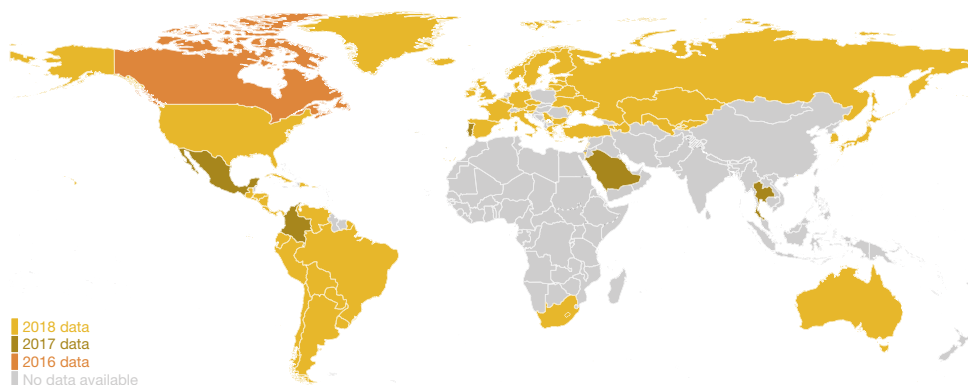
Cooperation with the Federation of European Publishers (FEP) and CERLALC was strengthened to reduce the burden on respondents and increase the geographical coverage of the report. We are grateful to the FEP and CERLALC for their willingness to share data. The International ISBN Agency shared aggregate data for around 20 countries that serves as a benchmark for the number of titles published in a given country.<sup>1</sup> WIPO is also appreciative of the cooperation given it by the Nielsen Company in sharing aggregate sales and revenue data for 10 countries.

The scope of the IPA–WIPO survey is limited to published materials (i.e., books, monographs, etc.) issued with an ISBN, a Digital Object Identifier (DOI) or any other book identifier. Data availability in terms of breakdown is available in annexes A2, A3 and A4. Caution should be exercised when interpreting the IPA–WIPO survey data, as it is incomplete and partial. Moreover, the share of the total publishing industry represented by national publishers associations (NPAs) varies between countries and methodological differences mean that comparisons between countries are difficult to make.

1. Although, an ISBN is not the sole book identifier for some countries, it is nonetheless the largest standardized identification system in most countries.



**Map 1. Participation in the IPA–WIPO publishing survey**



Note: a total of 63 countries/territories are covered by the survey, including 56 for 2018 alone.

In total, 56 NPAs and copyright authorities shared their 2018 data, while seven associations/authorities shared data for 2016/2017 (which are the latest available). This brings the total number of countries/territories covered by

the survey to 63 (figure 1). Moreover, a number of respondents indicated a willingness to share their 2018 data when they become available. For details on respondents, refer to annex A5.

## 2. Main findings based on the IPA–WIPO survey

### What is the revenue for the trade and educational sectors?

The 2018 total sales and licensing revenue for the trade and the educational sectors is available for 19 countries. In addition, a further four countries provided 2017 data. Those 19 countries together generated revenue of USD 50.3 billion in 2018. The United States of America (U.S.) (USD 23.3 billion) reported the largest net revenue, followed by Germany (USD 6.1 billion), the United Kingdom (U.K.) (USD 5.4 billion), the Republic of Korea (USD 5 billion) and France (USD 3 billion) (table 1). Trade sector revenue accounted for 50% or more of total revenue in 14 countries – ranging from 56.6% in Finland to 93.3% in the Czech Republic. Educational sector revenue accounted for over half of total revenue in South Africa (68.7%), the Republic of Korea (65.2%), Brazil (62.4%) and Turkey (50.5%) (table 1).

Revenue generated by the trade sector in 2018 is available for 20 countries/territories. In addition, a further four countries provided 2017 data. The U.S., with USD 16.2 billion, reported the largest revenue, followed by Japan (USD 8.4 billion), the U.K. (USD 3.2 billion) and France (USD 2.1 billion) (table 1). Twelve countries provided 2018 trade sector revenue broken down by format: printed, digital and other format categories. For each of these twelve countries, print editions generated more than three-quarters of trade sector revenue. Japan (24.5%), Sweden (23.2%), the Republic of Korea (22.5%) and the U.S. (19.4%) had the largest shares of digital editions in total trade sector revenue (figure 1).

The 2018 trade sector revenue broken down by destination market is available for 12 countries/territories. Domestic sales accounted for the bulk of total revenue for all observed countries, ranging from 60.6% in Belgium to 99.9% in Japan. The share of revenue from foreign sales and licensing represents a relatively high proportion of the total in Belgium (39.4%) and the U.K. (33%) (figure 2).

The online sales channel generated more than half of total trade sector revenue in the U.K. The U.S. (41.6%), Brazil (25.5%), Italy (24%) and Sweden (23.5%) likewise each had a large proportion of its total trade sector revenue generated by this channel. However, the brick and mortar channel continues to generate the largest share of total trade sector revenue for all reported countries, except for Slovenia, the U.K. and the U.S. (figure 3).

Revenue generated by the educational sector in 2018 is available for 16 countries. The U.S. with USD 7.1 billion reported the largest total revenue, followed by the Republic of Korea (2.6 billion), the U.K. (USD 2.3 billion) and Italy (USD 0.9 billion) (table 1). For all 16 of the reported countries, print editions accounted for the bulk of revenue, ranging from 67.4% in Denmark to 98% in Estonia. Digital editions accounted for 32.6% of revenue in Denmark, 28.8% in Norway and 19.6% in the U.K. (figure 4).

A breakdown of total educational sector revenue by domestic or foreign market shows that the U.K. (55.9%) and Belgium (24.9%) each had the largest share of total revenue generated overseas. The domestic market accounted for almost the entire educational sector revenue in Denmark, Finland, Norway, South Africa and the U.S. (figure 5).

## Number of titles published by the trade and educational sectors in 2018

Data on the total number of titles published in 2018 covering both the trade and the educational sectors are available for 47 countries. In addition, a further five countries shared their 2017 data. The U.K. reported a combined total of 188,000 published titles in 2018, followed by Italy (130,376), the Russian Federation (116,915) and France (106,799) (table 2). The trade sector accounted for more than half of all titles published in those countries able to provide a by-sector breakdown – ranging from just over half (50.5%) in Belarus to 97.7% in Estonia (table 2).

Data on the number of titles published by the trade sector in 2018 are available for 32 countries/territories. In addition, a further five countries shared their 2017 data. Italy had by far the highest number of titles published in 2018 (126,196), followed by Spain (81,228), France (77,221), Japan (71,661), the Republic of Korea (63,476) and Turkey (56,991) (table 2).

In all, 14 countries were able to disaggregate the number of trade sector titles published between print editions, digital editions and other formats. Print editions accounted for more than half of all titles published by the trade sector in most of these countries. The largest share of digital editions was reported by Sweden (48.7%), followed by Norway (43.5%), Italy (40.8%), Estonia (30.7%) and Ecuador (25.4%) (figure 6).

Data on the number of titles published by the educational sector are available for 28 countries. Of these, Turkey had by far the highest number of titles published (21,628), followed by Brazil (10,726) and France (9,934) (table 2). The bulk of titles were published in print format for all reported countries. Spain (36.6%) reported the largest share of digital educational titles, followed by Austria (32.6%), Finland (31.6%) and Guatemala (29.5%) (figure 7).

## Number of copies sold by the trade and educational sectors in 2018

Eleven countries were able to report data on the total number of copies sold covering the two sectors. The U.S. sold 2,597 million copies in 2018, followed by the U.K. (652 million), France (419 million) and Turkey (400 million) (table 3). 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 Uzbekistan (80.8%), Brazil (55.2%) and Turkey (53.8%) (table 3).

Data on the number of copies sold in 2018 by the trade sector are available for 14 countries/territories. The U.S. accounts for the highest number of copies sold in this sector (2,483 million), followed by Japan (571 million) and the U.K. (508 million) (table 3). Data on the number of copies sold in the same year by the educational sector are available for 10 countries. Turkey (215 million) reported the highest number of copies sold in this sector, followed by Brazil (186 million), the U.K. (144 million) and the U.S. (114 million) (table 3).

In Sweden, digital editions accounted for 27.3% of total copies sold by the trade sector (figure 8). The U.S. (20.3%) and Norway (16.6%) likewise reported a high share for digital editions in the total of copies sold by this sector.

Only a few countries/territories were able to disaggregate the total number of copies sold by the trade sector by destination (domestic or foreign market). More than a third of total copies sold by the U.K. were destined for the foreign market (figure 9), while the foreign market share for Slovenia was around one-tenth.

Online sales accounted for 54.9% of total number of copies sold by the trade sector in the U.K. (figure 10). Online sales likewise accounted for a high share of total sales in the U.S. (37.3%), Uzbekistan (35.2%) and Brazil (25%).

**Table 1. Total net publishing industry revenue covering the trade and educational sectors, 2018 (USD million)**

Country/territory	Total	Trade	Educational	Trade share (%)	Educational share (%)
U.S.	23,338.4	16,189.0	7,149.3	69.4	30.6
Germany	6,066.6	..	..	..	..
U.K.	5,438.1	3,180.7	2,257.4	58.5	41.5
Republic of Korea (a)	4,962.7	1,372.2	2,570.2	34.8	65.2
France (a)	2,981.6	2,128.3	336.9	86.3	13.7
Italy	2,493.8	1,610.8	883.0	64.6	35.4
Brazil (a)	1,401.1	451.2	749.1	37.6	62.4
Turkey	1,255.0	621.0	634.0	49.5	50.5
Canada (b)	1,035.7	606.4	429.2	58.6	41.4
Belgium	727.8	528.2	199.6	72.6	27.4
Mexico (c)	455.2	128.8	326.4	28.3	71.7
Norway	310.1	182.9	127.2	59.0	41.0
Czech Republic	308.3	287.6	20.7	93.3	6.7
Finland	298.3	168.8	129.5	56.6	43.4
Denmark	271.8	175.9	96.0	64.7	35.3
Colombia (c)	228.3	91.8	136.6	40.2	59.8
South Africa	195.0	61.1	133.9	31.3	68.7
Slovenia	99.8	79.7	20.1	79.9	20.1
Ireland	38.6	23.7	15.0	61.3	38.7
Estonia	28.1	21.5	6.6	76.5	23.5
Iceland	28.0	..	..	..	..
Azerbaijan	20.4	..	..	..	..
Saudi Arabia (c)	16.8	16.2	0.6	96.7	3.3
Cyprus (c)	2.6	..	..	..	..
<b>For the following countries/territories the data are available only for the trade sector</b>					
Japan	..	8,446.6	..	..	..
Thailand (c)	..	704.2	..	..	..
Sweden	..	254.5	..	..	..
Greece	..	177.1	..	..	..
China, Hong Kong SAR	..	64.3	..	..	..

Note: .. indicates not available. The following exchange rates were used to convert the revenue into USD: 0.85 USD/EUR, 0.75 USD/GBP, 1100.56 USD/KRW, 3.65 USD/BRL, 4.83 USD/TRY, 1.30 USD/CAD, 19.24 USD/MXN, 8.13 USD/NOK, 21.73 USD/CZK, 6.31 USD/DKK, 2955.70 USD/COP, 13.23 USD/ZAR, 108.30 USD/ISK, 1.70 USD/AZM, 3.75 USD/SAR, 110.42 USD/JPY, 32.31 USD/THB, 8.69 USD/SEK, 7.84 USD/HKD.

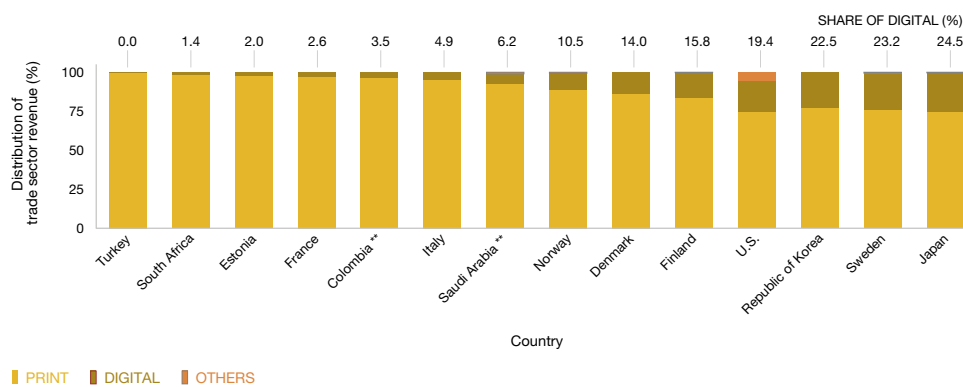
(a) total includes additional sectors.

(b) 2016 year.

(c) 2017 year.

Source: WIPO Statistics Database, December 2019.

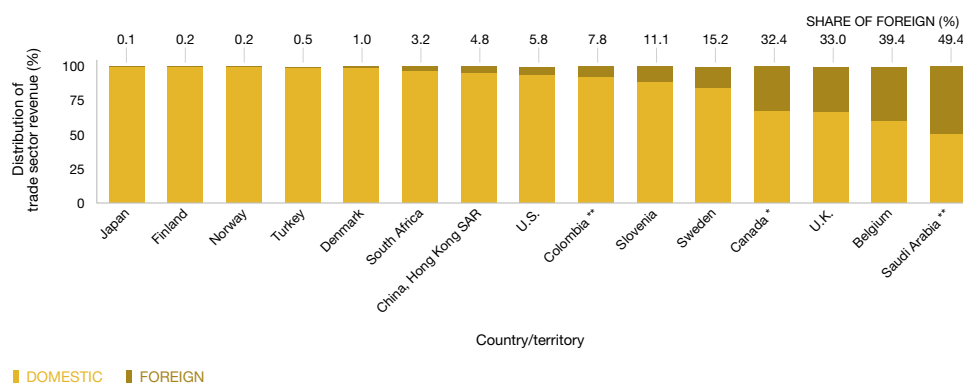
Figure 1. Distribution of trade sector revenue by format, 2018



\*\* indicates 2017 data.

Source: WIPO Statistics Database, December 2019.

Figure 2. Distribution of trade sector revenue by destination, 2018

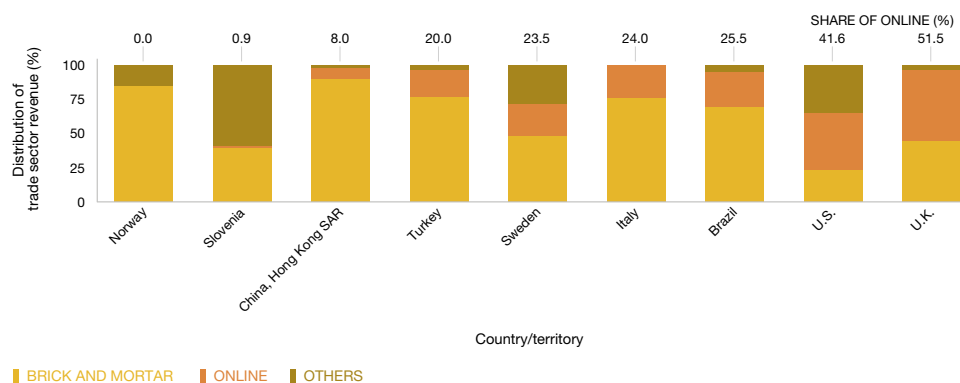


\* indicates 2016 data.

\*\* indicates 2017 data.

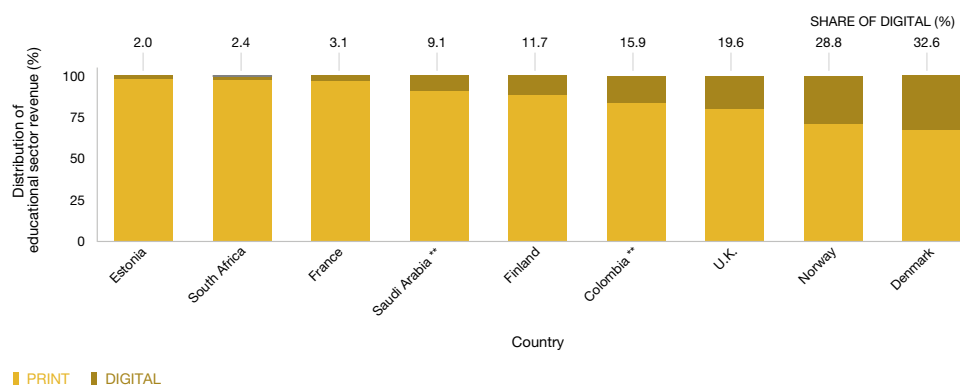
Source: WIPO Statistics Database, December 2019.

Figure 3. Distribution of trade sector revenue by sales channel, 2018



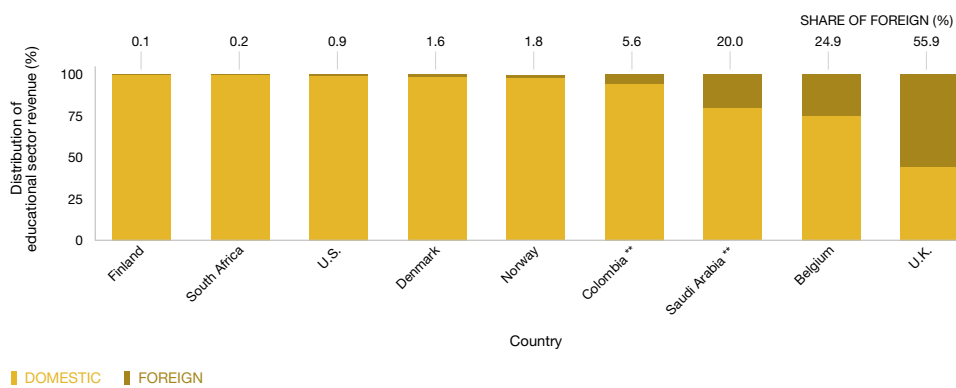
Source: WIPO Statistics Database, December 2019.

Figure 4. Distribution of educational sector revenue by format, 2018



\*\* indicates 2017 data.  
Source: WIPO Statistics Database, December 2019.

Figure 5. Distribution of educational sector revenue by destination, 2018



\*\* indicates 2017 data.

Source: WIPO Statistics Database, December 2019.

Table 2. Total number of titles published covering the trade and educational sectors, 2018

Country/territory	Total	Trade	Educational	Trade share (%)	Educational share (%)
U.K.	188,000	..	..	..	..
Italy	130,376	126,196	4,180	96.8	3.2
Russian Federation	116,915	..	..	..	..
France (a)	106,799	77,221	9,934	88.6	11.4
Spain	86,413	81,228	5,185	94.0	6.0
Germany	79,916	..	..	..	..
Turkey	78,619	56,991	21,628	72.5	27.5
Republic of Korea	72,715	63,476	9,239	87.3	12.7
Brazil (a)	46,829	23,669	10,726	68.8	31.2
Saudi Arabia (b)	30,400	25,200	5,200	82.9	17.1
Ukraine	22,612	15,386	7,226	68.0	32.0
Belgium	22,444	14,761	7,683	65.8	34.2
Mexico (b)	18,577	9,549	9,028	51.4	48.6
Czech Republic	16,422	15,566	856	94.8	5.2
Colombia (b)	13,913	8,127	5,786	58.4	41.6
Australia (a)	13,296	6,441	5,390	54.4	45.6
Canada (c)	12,651	9,185	3,466	72.6	27.4
Bulgaria	12,606	10,062	2,544	79.8	20.2
Denmark	11,975	..	..	..	..
Serbia	11,888	9,538	2,350	80.2	19.8
Argentina	9,931	8,540	1,391	86.0	14.0
Belarus	9,665	4,879	4,786	50.5	49.5
Finland	9,368	6,868	2,500	73.3	26.7
Austria	8,466	7,500	966	88.6	11.4
Chile	8,152	..	..	..	..
Peru	7,111	..	..	..	..
Norway	6,724	5,971	753	88.8	11.2
Kazakhstan	6,515	4,117	2,398	63.2	36.8
Estonia	5,420	5,297	123	97.7	2.3
Ecuador	5,253	3,836	1,417	73.0	27.0
Slovenia	4,898	4,301	597	87.8	12.2
Lebanon	4,585	..	..	..	..
Republic of Moldova	3,941	2,500	1,441	63.4	36.6
Uruguay	3,231	..	..	..	..
Lithuania	3,075	2,713	362	88.2	11.8
Latvia (a)	2,910	2,400	79	96.8	3.2
Venezuela (Bolivarian Republic of)	2,275	..	..	..	..
Ireland	2,191	1,903	288	86.9	13.1
Costa Rica	2,158	..	..	..	..
Dominican Republic	1,866	..	..	..	..
Iceland	1,726	..	..	..	..
Bolivia (Plurinational State of)	1,578	..	..	..	..
Kyrgyzstan	1,455	1,029	426	70.7	29.3
Guatemala	1,042	723	319	69.4	30.6
Paraguay	1,007	..	..	..	..
Cuba	992	..	..	..	..
Panama	940	..	..	..	..
El Salvador	661	..	..	..	..
Honduras	102	79	23	77.5	22.5
Nicaragua	27	..	..	..	..
<b>For the following countries/territories the data are available only for the trade sector</b>					
Japan	..	71,661	..	..	..
Portugal (b)	..	21,880	..	..	..
Greece	..	8,000	..	..	..
Sweden	..	7,452	..	..	..
Thailand (b)	..	6,750	..	..	..
China, Hong Kong SAR	..	5,510	..	..	..

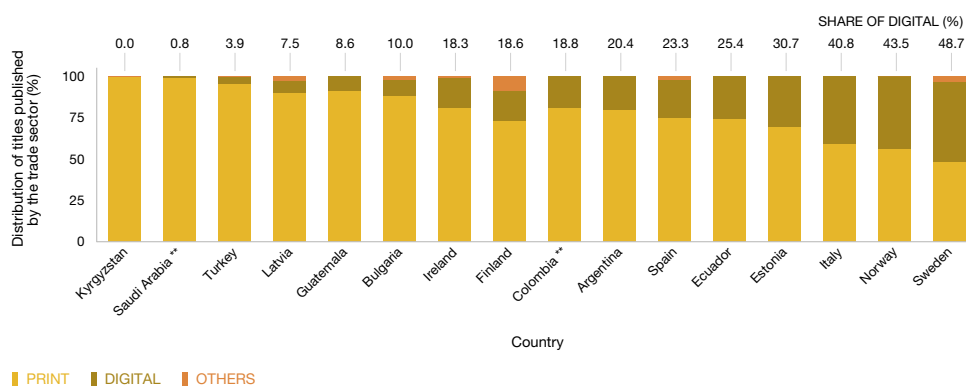
Note: .. indicates not available.

(a) total includes additional sectors. (b) 2017 year. (c) 2016 year.

Source: WIPO Statistics Database, December 2019.



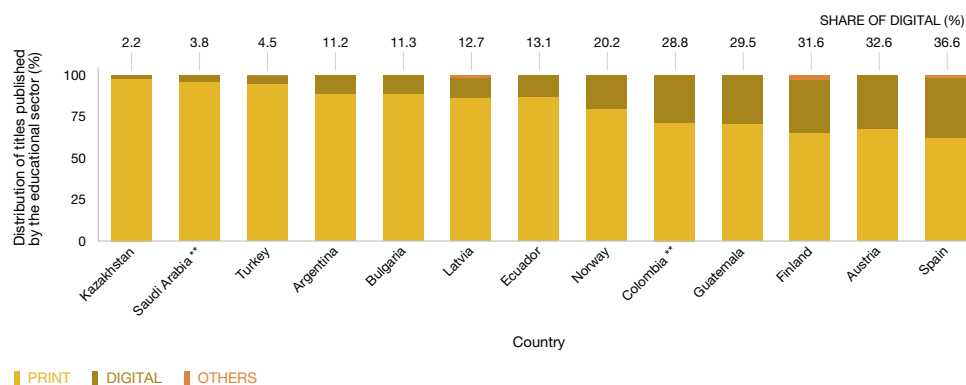
Figure 6. Distribution of titles published by the trade sector by format, 2018



\*\* indicates 2017 data.

Source: WIPO Statistics Database, December 2019.

Figure 7. Distribution of titles published by the educational sector by format, 2018



\*\* indicates 2017 data.

Source: WIPO Statistics Database, December 2019.

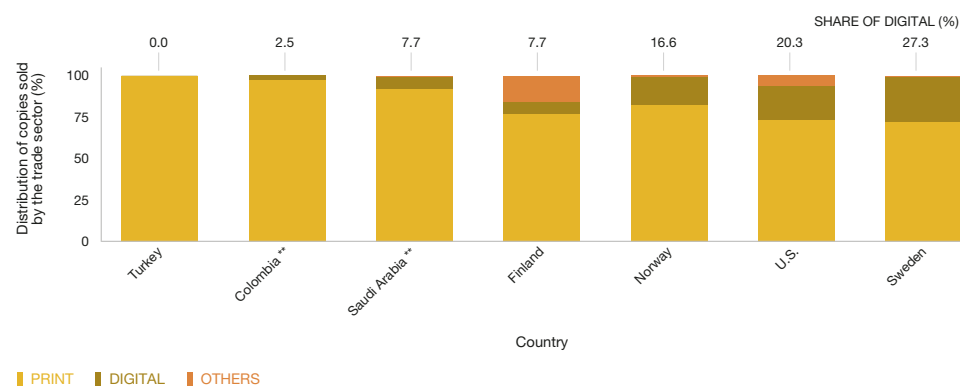
**Table 3. Total number of copies sold covering the trade and educational sectors, 2018 (million)**

Country/territory	Total	Trade	Educational	Trade share (%)	Educational share (%)
U.S.	2,597.0	2,483.0	113.9	95.6	4.4
U.K.	652.3	508.0	144.3	77.9	22.1
France (a)	419.2	344.2	52.5	86.8	13.2
Turkey	400.3	184.9	215.4	46.2	53.8
Brazil (a)	352.0	150.6	185.6	44.8	55.2
Mexico (b)	125.5	36.0	89.5	28.7	71.3
Colombia (b)	36.8	21.0	15.8	57.1	42.9
Finland	20.3	14.8	5.5	72.7	27.3
Norway	20.2	17.0	3.3	83.9	16.1
Uzbekistan	2.6	0.5	2.1	19.2	80.8
Ireland	2.6	1.5	1.1	57.9	42.1
Saudi Arabia (b)	1.4	1.3	0.1	94.6	5.4
Iceland	1.3	..	..	..	..
Austria	1.0	0.5	0.5	52.9	47.1
<b>For the following countries/territories the data are available only for the trade sector</b>					
Japan	..	571.3	..	..	..
Sweden	..	19.8	..	..	..
China, Hong Kong SAR	..	6.3	..	..	..
Slovenia	..	5.0	..	..	..

Note: .. indicates not available.  
 (a) total includes additional sectors.  
 (b) 2017 year.

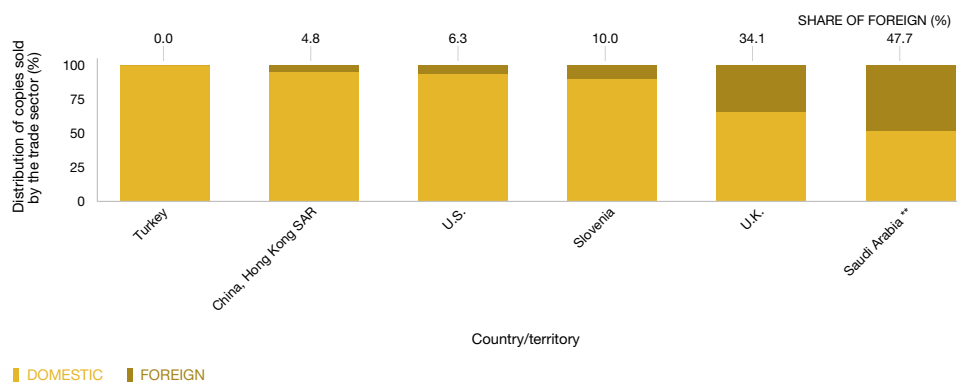
Source: WIPO Statistics Database, December 2019.

**Figure 8. Distribution of copies sold by the trade sector by format, 2018**



\*\* indicates 2017 data.  
 Source: WIPO Statistics Database, December 2019.

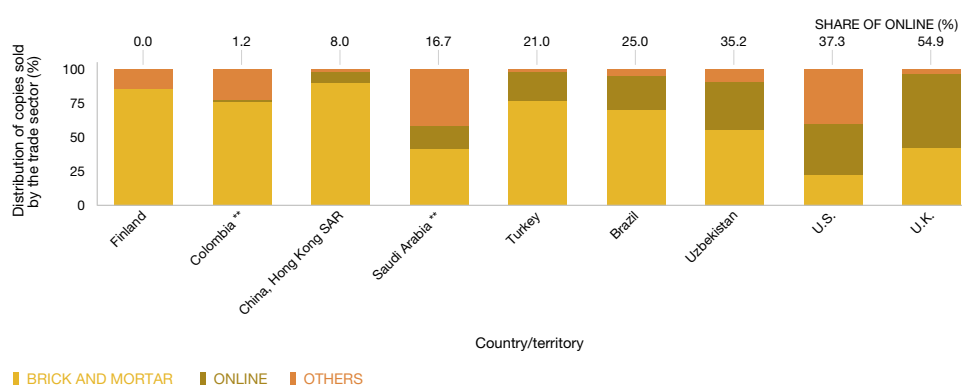
Figure 9. Distribution of copies sold by the trade sector by destination, 2018



\*\* indicates 2017 data.

Source: WIPO Statistics Database, December 2019.

Figure 10. Distribution of copies sold by the trade sector by sales channel, 2018



\*\* indicates 2017 data.

Source: WIPO Statistics Database, December 2019.

## 3. Legal deposits survey

### What is a legal deposit system?

The main aim of legal deposit is to preserve those publications that contain the intellectual as well as the cultural heritage of a nation and make it available for future generations. Legal deposit is a statutory obligation at the national level requiring publishers to deposit a certain number of copies of the documents they publish at a repository, that is, a recognized place of legal deposit.<sup>2</sup> In many countries, national legal provisions require that at least two copies of a published document are deposited; however, there are exceptions.<sup>3</sup> Furthermore, in some countries, legal deposits are required only for printed books, while in others this is extended to include digital publications and other formats also. In many countries, the legal deposit system has been updated to take account of a shift towards digital publications.<sup>4</sup>

### WIPO's legal deposits survey

To complement and validate the publishing industry data compiled via the IPA–WIPO survey (as described in section 2 above), WIPO launched a survey of legal deposits in 2019. National legal repositories from 55 countries/territories responded to the survey, of which 52 shared their 2018 legal deposits data (map 2).<sup>5</sup> For details on respondents, refer to annex A6. There are several advantages associated with compiling data from the national legal repositories system. Among these are: (a) reliable data readily available from a single authority within a country; (b) comprehensive coverage when compared to survey data; and (c) it includes self-publishing.

There are also limitations associated with such data. For example: (a) in some jurisdictions, the deposit of published materials is obligatory, while in others it is voluntary; (b) in some countries, it is a legal requirement for both printed and digital materials to be deposited, while in others, such a requirement applies solely to printed materials; and (c) data on revenue and number of copies sold are not available from such a system. That said, it is nonetheless feasible to address some of these limitations so as to derive comparable data.

To address some of the data limitations mentioned, the legal deposit data presented here are based on the following criteria:

- data from those countries whose legal deposit system operates on a voluntary basis are excluded;<sup>6</sup>
- only data for published books (titles) are included and that for all other materials are excluded;<sup>7</sup>
- count is based on unique titles to avoid duplicative counts. (In many countries, it is obligatory to deposit more than one copy of a published material.)

Despite the attempt made by this report to harmonize the compiled data, care should be exercised when making cross-country comparisons, as some countries require only printed publications to be deposited, while a growing number have a legal requirement for both print and digital publications.

2. A publication is subject to the legal deposit requirement when it is made available to the public, regardless of whether for sale or free of charge.

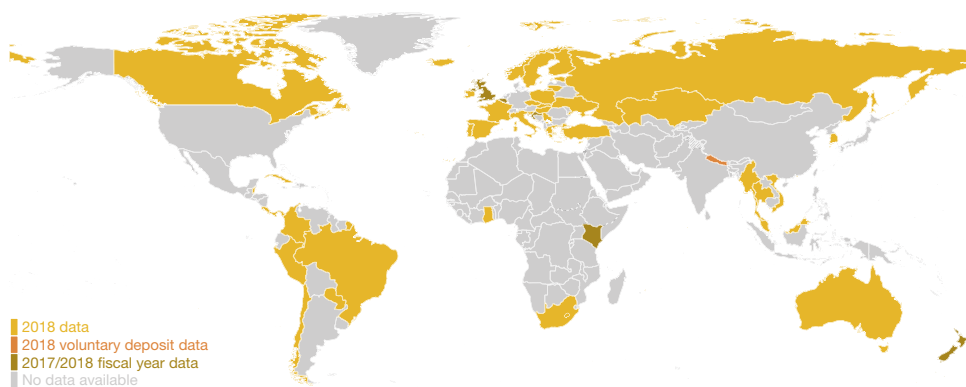
3. For example, in Portugal, publishers are legally obliged to deposit 11 copies of a published material, whereas in Malaysia five copies are required to be deposited with the National Library of Malaysia.

4. For example, in Germany, the law was updated in 2006 making it mandatory for all electronic publications to be deposited at the national library. Similarly, Japan updated its regulation in 2013 and now places a legal obligation on publishers to deposit all electronic books, journals, magazines and other publications at the Japanese National Congress Library. Source: [www.internationalpublishers.org/images/news/2014/digital-legal-deposit-2014.pdf](http://www.internationalpublishers.org/images/news/2014/digital-legal-deposit-2014.pdf).

5. The Netherlands and Switzerland replied to the survey, but stated that they had no legal deposit system in operation.

6. Data for Nepal are not reported for this reason.

7. Data for Austria, Germany and Japan are not reported as it was not possible to separate books (titles) from other published materials. Data for the U.S. are not included here, because it has a selective procedure for copyright deposits, which means that not all published books are covered by the system.

**Map 2. Participation in the legal deposits survey**

Note: this map covers 52 countries/territories.

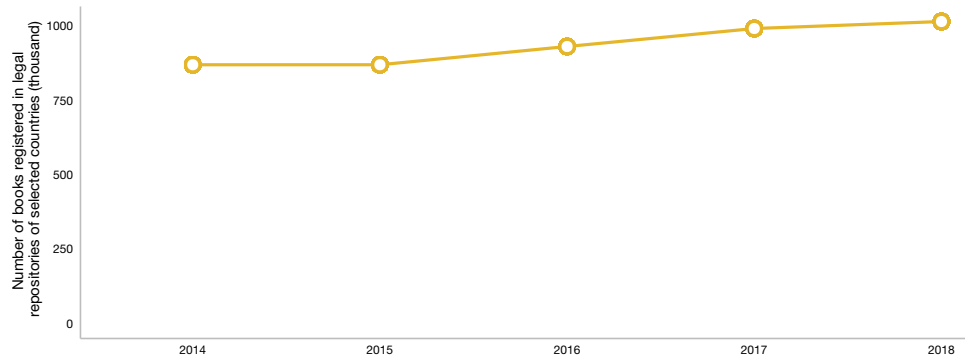
### How many books were deposited at national legal repositories in 2018?

Data on books deposited at legal repositories over the past five years are available for 46 countries/territories. This shows that the number of books deposited in legal repositories increased from 869,496 in 2014 to 1,014,856 in 2018 (figure 11). Some of this increase could be due to the introduction of new legislation requiring digital deposits in addition to print ones. Figure 12 shows the evolution of books deposited in legal repositories by format. It is clear from this that there has been a shift towards digital publications.

The highest number of books published and deposited at a national repository in 2018 was recorded by the U.K. (210,628), followed by the Russian Federation (116,915), the Republic of Korea (90,620), France (82,313), Turkey (71,074), Spain (67,884) and Italy (60,058) (figure 13). It should be noted, however, that several large book markets, namely those of the U.S., China, Germany and Japan, are not represented in this survey. Available data for all countries are reported in table 4.

Disaggregated data in terms of format is available for 21 countries. The largest shares of digital books in national legal deposits are in the U.K. (61.8%), Colombia (59.1%), Finland (59%) and Paraguay (49%) (figure 14). In contrast, less than one percent of books deposited at the national legal repositories of Croatia, Ghana, Kazakhstan, Serbia, Ukraine and Viet Nam are in a digital format.

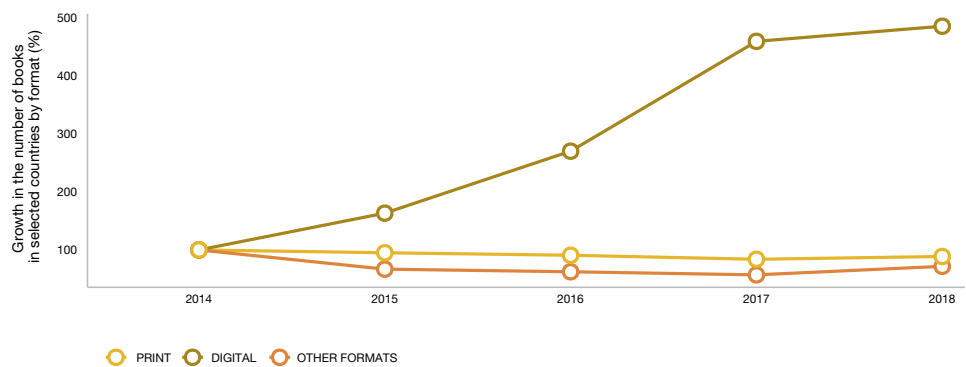
Figure 11. Trend in the number of books deposited in legal repositories, 2014–2018



Note: the graph covers 46 countries/territories.

Source: WIPO Statistics Database, December 2019.

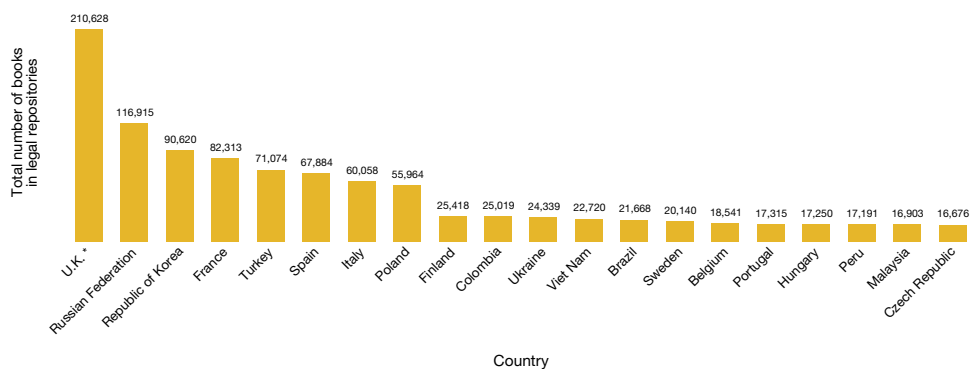
Figure 12. Evolution of books deposited in legal repositories by format, 2014–2018



Note: the graph covers 17 countries/territories.

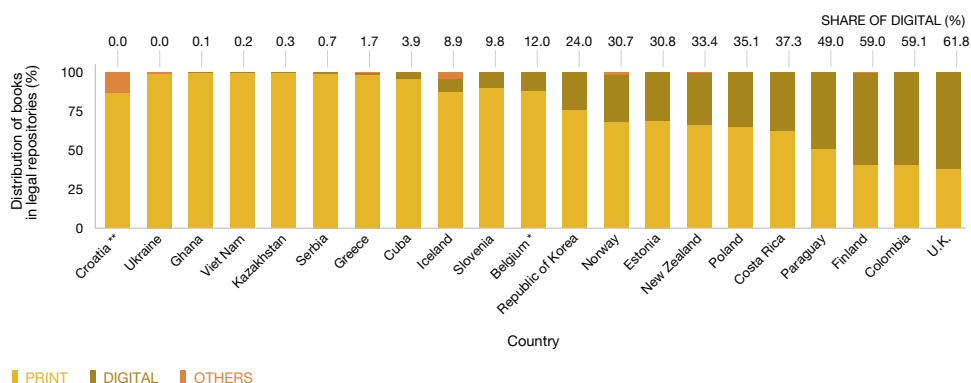
Source: WIPO Statistics Database, December 2019.

Figure 13. Number of books in legal repositories, 2018



\* data reported for the national fiscal year 2017/2018.  
Source: WIPO Statistics Database, December 2019.

Figure 14. Distribution of books in legal repositories by format, 2018



\* digital deposits are collected on a voluntary basis.  
\*\* other category includes e-books in other formats.  
Source: WIPO Statistics Database, December 2019.

Table 4. Total number of books deposited at a recognized repository, 2018

Country/territory	Total number of deposits	Print share (%)	Digital share (%)	Other formats share (%)
Australia	10,197	..	..	..
Belgium	18,541	88.0	12.0	..
Belize	42	..	..	..
Brazil	21,668	..	..	..
Canada	14,716	..	..	..
Chile	7,025	..	..	..
China, Hong Kong SAR	12,880	..	..	..
Colombia	25,019	40.9	59.1	..
Costa Rica	2,158	62.7	37.3	..
Croatia	7,875	86.9	..	13.1
Cuba	1,679	96.1	3.9	..
Cyprus	30	..	..	..
Czech Republic	16,676	..	..	..
Estonia	4,785	69.2	30.8	..
Finland	25,418	40.8	59.0	0.2
France	82,313	..	..	..
Ghana	1,411	99.9	0.1	..
Greece	16,467	98.1	1.7	0.1
Hungary	17,250	..	..	..
Iceland	2,498	87.1	8.9	4.0
Ireland	1,602	..	..	..
Italy	60,058	..	..	..
Kazakhstan	2,117	99.7	0.3	..
Kenya *	2,105	..	..	..
Lithuania	4,838	..	..	..
Malaysia	16,903	..	..	..
Maldives	62	..	..	..
Malta	510	..	..	..
Mauritius	2,268	..	..	..
Myanmar	3,993	..	..	..
New Zealand *	12,158	66.5	33.4	0.1
Norway	14,978	67.7	30.7	1.6
Panama	491	..	..	..
Paraguay	102	51.0	49.0	..
Peru	17,191	..	..	..
Poland	55,964	64.9	35.1	..
Portugal	17,315	..	..	..
Republic of Korea	90,620	76.0	24.0	..
Russian Federation	116,915	..	..	..
Serbia	11,628	99.3	0.7	..
Singapore	12,390	..	..	..
Slovakia	6,043	..	..	..
Slovenia	7,375	90.2	9.8	..
South Africa	10,049	..	..	..
Spain	67,884	..	..	..
Sweden	20,140	..	..	..
Thailand	9,153	..	..	..
Turkey	71,074	..	..	..
U.K. *	210,628	38.2	61.8	..
Ukraine	24,339	99.3	..	0.7
Viet Nam	22,720	99.8	0.2	..

.. indicates not available.

\* data reported for the national fiscal year 2017/2018.

Source: WIPO Statistics Database, December 2019.



## 4. Nielsen BookScan data

Nielsen BookScan collects transactional data at the point of sale directly from the tills and dispatch systems of all major book retailers. It operates in a number of countries, including Brazil, India and the U.K. In the U.K., for instance, Nielsen tracks sales through around 6,500 retailers. The market coverage of the Nielsen BookScan data does, however, vary across countries, ranging from 90% in Australia and the U.K. down to around 60% in Italy and Mexico. We are grateful to the Nielsen Company for sharing with WIPO its revenue and sales data for 10 countries.

Table 5 presents data on units sold and revenue generated. The U.K. had the highest number of copies sold in 2018, amounting to 190.9 million copies. It was followed by Italy (85.6 million), Spain (64 million) and Australia (61.2 million). The children's books sector accounted for over 40% of total sales in Australia, Spain and New Zealand. Revenue generated at the point of sale amounted to USD 2.2 billion in the U.K., followed by Italy (USD 1.5 billion), Spain (USD 1.2 billion) and Australia (USD 0.9 billion).

**Table 5. Total copies sold and sales revenue, 2018**

	Total number of books sold (million)	Distribution (%)			Total sales revenue (USD, million)	Distribution (%)		
		Fiction	Children's	Non-fiction		Fiction	Children's	Non-fiction
Australia	61.2	22.3	44.3	33.4	880.8	22.0	27.8	50.3
Brazil	44.4	26.6	23.3	50.2	510.1	20.8	22.5	56.7
India	21.0	19.7	20.1	60.2	93.6	16.8	17.5	65.6
Ireland	11.8	26.0	37.9	36.1	165.9	24.2	30.1	45.7
Italy	85.6	34.3	29.4	36.3	1,502.3	33.3	25.9	40.7
Mexico*	8.4	16.5	17.1	66.3	90.4	20.5	17.3	62.1
New Zealand	6.2	21.0	43.6	35.4	95.3	22.4	28.2	49.5
South Africa	9.2	19.8	36.7	43.5	118.7	20.4	26.3	53.3
Spain	64.0	26.3	42.4	31.3	1,168.1	26.3	39.4	34.3
U.K.	190.9	26.8	33.2	40.1	2,173.4	22.0	23.6	54.3

Note: total consumer book (print) market coverage by Nielsen BookScan is: Australia (90%), Brazil (more than 65%), India (significant part of the organized market), Ireland (more than 70%), Italy (60%), Mexico (60%), New Zealand (70%), South Africa (68%), Spain (around 80%) and the U.K. (90%). Post-16 education books (textbooks and study guides) are included within the non-fiction category. Coverage for all educational books varies from country to country. The percentage for non-fiction includes all types of non-fiction including trade, specialist books and titles that at the point of analysis do not have a classification. The following exchange rates were used to convert the revenue into USD: 0.75 USD/GBP, 0.85 USD/EUR, 13.23 USD/ZAR, 68.39 USD/INR, 1.34 USD/AUD, 1.45 USD/NZD, 3.65 USD/BRL, and 19.24 USD/MXN.

\* data from March to December (i.e., not the full year).

Source: Nielsen BookScan, September 2019.

## 5. International ISBN Agency data

An ISBN (International Standard Book Number) is a 13-digit number that identifies each unique publication in the book supply chain and the global authority for the ISBN system is the International ISBN Agency. The ISBN system has a three-tier administrative structure – the International ISBN Agency, the registration agencies and publishers.<sup>8</sup>

WIPO collaborated with the International ISBN Agency in collecting data on the number of ISBNs issued in a pilot set of selected countries. ISBN data provides a good indication as to the size of the publishing market in different countries and provides a means to validate the IPA–WIPO survey data.<sup>9</sup>

The ISBN system allows the drawing together of four major indicators that can serve as a benchmark for the publishing industry at the national level:

- lifetime maximum number of ISBNs;
- maximum number of new ISBN allocations in a single year;
- lifetime ISBNs registered;
- single-year ISBNs registered.

Data for the first two indicators originates from the International ISBN Agency. They represent the volume of ISBNs allocated to specific countries. This does not necessarily mean that publishers have used all the ISBNs allocated. Data for the last two indicators are derived from national agencies and represent the actual number of ISBNs used in publications.<sup>10</sup>

Table 6 presents the number of ISBN identifiers registered in 2018 for a selected number of countries. The U.S., with 3.5 million registered ISBNs in 2018, was by far the largest user of the ISBN identifier in 2018, followed by the U.K. (185,721), Germany (139,940), Italy (137,397), India (129,326) and the Russian Federation (103,826). Although the ISBN data reflects the number of publications, there might be some double counting, as alternative formats for the same publication (e.g., e-book, paperback and hardcover editions) will each have been assigned a different ISBN identifier.

8. The International ISBN Agency is the official authority appointed by the International Organization for Standardization (ISO) to supervise the global use of the ISBN Standard. There are around 150 registration agencies who are each assigned unique ranges of ISBN blocks. These registration agencies in turn assign blocks of ISBNs to publishers. Publishers are then responsible for assigning unique ISBNs from within their allocated blocks to individual publications.

9. The ISBN identifier is the most common publication identifier in use. However, publishers do use other identifiers, such as Amazon Standard Identification Number (ASIN), Digital Object Identifier, and so on.

10. WIPO is grateful to the International ISBN Agency and CERLALC for sharing their data.

Table 6. Total number ISBNs at the national level, 2018 or latest available year

Country/territory	Lifetime ISBNs registered (million)	ISBNs registered in 2018
Argentina	0.54	27,428
Brazil	..	95,336
Canada	0.47	61,000
Colombia	..	20,867
Ecuador	..	4,744
Germany	4.79	139,940
Guatemala	..	1,137
Honduras	..	388
India	..	129,326
Italy	1.93	137,397
Japan	2.17	95,129
Mexico	..	27,635
Netherlands	1.78	6,143
Nigeria	0.45	2,465
Norway	0.43	9,209
Russian Federation	1.6	103,826
Spain	2.41	86,872
Thailand	0.20	20,484
Turkey	0.78	67,135
U.K.	7.44	185,721
U.S.	30.86	3,485,322

Note: .. indicates not available.

Source: International ISBN Agency and CERLALC.

## 6. Publishing by the STM sector

The scientific, technical and medical (STM) sector represents the most complex and internationalized sector in the global publishing industry. It is dominated by a number of large international companies, incorporated in different countries.<sup>11</sup> This makes it difficult to identify the standard indicators (i.e., the number of titles, copies sold and revenue) within the constraints of nation-by-nation reporting. Moreover, the STM sector has undergone substantial changes in terms of the dissemination and consumption of its products in recent years.

As mentioned earlier, the IPA–WIPO survey no longer covers the STM sector. Instead, our focus is on exploiting already existing data sources to measure publishing activity in this sector. Scopus and Web of Science (WOS) are two frequently mentioned databases for journals and articles. For the purposes of this report, statistics from the WOS database were extracted to test the feasibility of using an existing database to measure publishing activity in the STM sector.

WOS is one of the leading global databases covering publications in the world's top-tier, peer reviewed journals. Data covered in the database do not represent the total STM market, but are instead editorially selected according to criteria and standards focused on "high-influence" publications. Moreover, although it covers a variety of languages, the majority of journals in the database are in English.

This report presents data on the STM sector for the year 2018, based on the journals and articles information contained in the WOS database. Aggregation was only done for different incorporations of the same-named company. Mergers and acquisitions were not taken account of, as publishers, names were taken from the bibliographical information provided for a publication (e.g., Nature Publishing, Springer and so on).

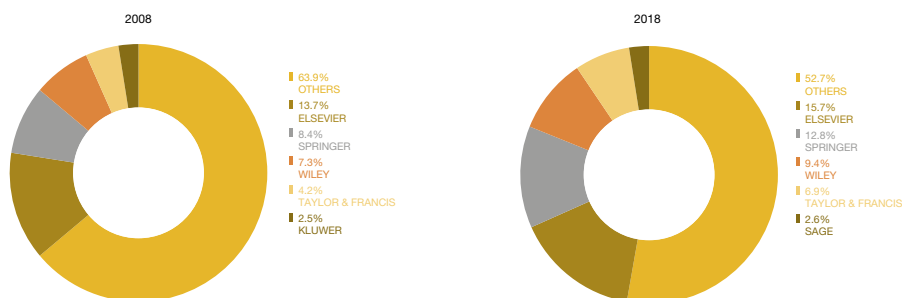
### Who are the main publishers of journals and articles?

The total number of journals contained in the WOS database increased from around 8,400 in 1998 to around 9,300 in 2018, while the number of articles published doubled during this same period, from around 936,000 in 1998 to 1.85 million in 2018.

The vast majority of the top 20 STM publishers are commercial publishers. This statement holds true both in terms of number of journals and number of articles published. The top five publishers accounted for 47.3% of journals (figure 15) and 51.6% of articles (figure 16). Elsevier holds the leading position in both number of journals and number of articles covered in the database. It accounted for 15.7% of total journals in 2018, followed by Springer (12.8%), Wiley (9.4%), Taylor & Francis (6.9%) and Sage (2.6%). As for articles, Elsevier accounted for 24.1% of total articles published, followed by Wiley (11.4%), Springer (9.4%), the American Chemical Society (3.9%) and Taylor & Francis (2.8%).

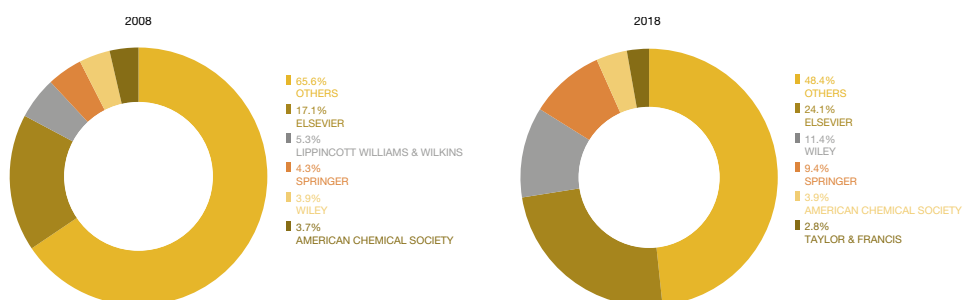
11. For a more detailed picture of STM publishing, refer to the "STM Report" by the STM: International Association of Scientific, Technical and Medical Publishers, October 2018. Online access: [www.stm-assoc.org/about-the-industry/stm-report-2015-2/](http://www.stm-assoc.org/about-the-industry/stm-report-2015-2/)

Figure 15. Share of the top five publishers, based on journals titles



Note: publishers' share is calculated in terms of the number of unique journal titles. Mergers and acquisitions in the market are not taken into account; only the bibliographical information provided for articles is considered.

Figure 16. Share of the top five publishers, based on articles counts

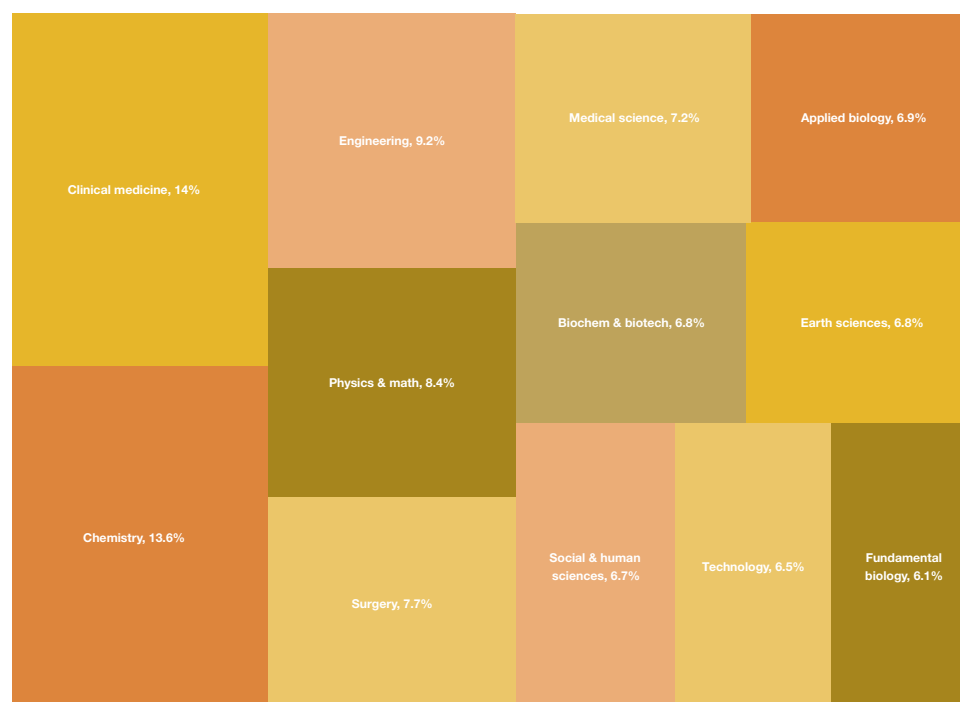


Note: mergers and acquisitions in the market are not taken into account; only the bibliographical information provided for articles is considered.

The top five publishers have increased their market share over the past two decades. The combined share of the top five publishers, based on journals count, grew from 36.1% in 1998 to 47.3% in 2018. Elsevier's market share of journals increased from 13.7% in 1998 to 15.7% in 2018, while Springer's grew from 8.4% to 12.8% and Wiley's from 7.3% to 9.4%. This growth in market share might be due to several factors, including the founding of new journals, mergers and acquisitions, and the inclusion of journals not previously covered by the database, for instance.

A similar trend can be observed in market share of articles according to volume. The top five publishers increased their share of articles from 34.4% in 1998 to 51.6% in 2018. Articles relating to clinical medicine (14%) accounted for the largest share of all subject categories, followed by chemistry (13.6%), engineering (9.2%) and physics and math (8.4%) (figure 17).

Figure 17. Subjects covered by the database, based on articles published, 2018

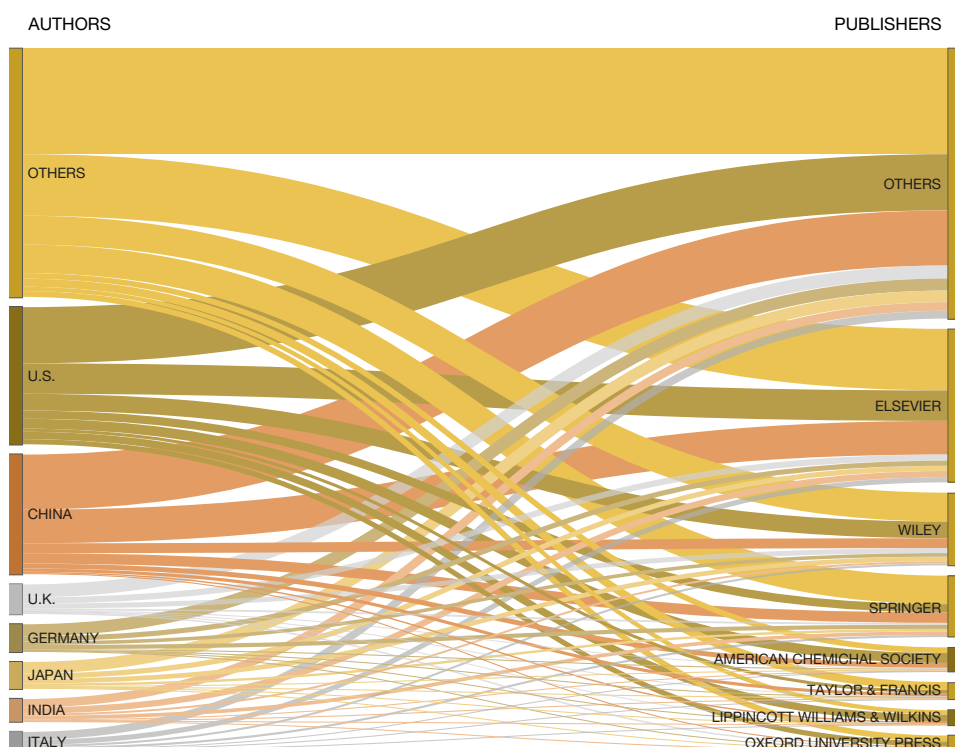


Note: subjects are grouped according to the methodology suggested by Miguelez et al. (2019).<sup>12</sup>

12. Miguelez, E., Raffo, J., Chacua, C., Coda-Zabetta, M., Yin, D., Lissoni, F. and Tarasconi, G. (2019). Tied in: The Global Network of Local Innovation. *Economic Research Working Paper No. 58*. Geneva: WIPO.

Figure 18 shows the geographical location of authors of articles published in STM journals. An author's affiliation is considered the author's location in the WOS database. In the case of there being multiple authors for a single article, fractional counting is applied. As for other indicators, the different incorporations of the same publisher are aggregated into one. The majority of STM journal authors are concentrated in a few countries, that is, over 60.6% of authors are affiliated to institutions in just seven countries. One-fifth of authors are located in the U.S. (21.7%), followed by China (19%), the U.K. (4.7%), Germany (4.4%), Japan (4.2%), India (3.6%) and Italy (3%). Authors affiliated in "Other countries" accounted for 39.4% of "high-influence" STM articles in 2018.

Figure 18. Geographical location of authors and publishers, 2018



Note: Mergers and acquisitions in the market are not taken into account; only the bibliographical information provided for articles is considered.

## 7. What do different data sources tell us?

As already mentioned, data collection for the publishing industry is a complex process, as most countries do not have a central data-collecting agency. This report has presented data from different sources to provide a broad picture of publishing industry activity. Figure 19 shows the number of titles published according to three sources: the IPA–WIPO survey, WIPO’s legal deposits survey and ISBN registrations data. It depicts the data points for countries where at least two sources are available.

For a large proportion of countries, the number of titles published as reported by the IPA–WIPO survey and according to legal registrations is of a similar magnitude. In Russia, for example, the book chamber is a centralized authority for the legal deposit of published titles and for publishers’ data; therefore the data from these two sources is identical. For Chile, the IPA–WIPO survey data show 8,152 titles as having been published in 2018, whereas according to the legal deposits data 7,025 titles were published. Similarly, according to the IPA–WIPO survey data, Serbia published 11,888 titles that year, compared to 11,628 recorded in the legal deposit data.

However, there is a substantial difference in values between the IPA–WIPO survey and legal deposit surveys for a number of countries. For example, in the case of Brazil, France and Italy, IPA–WIPO survey data show a higher number of titles than the legal deposits survey by a factor of 2.2, 1.3 and 2.2, respectively. Whether the IPA–WIPO data are an overestimation or the legal deposit data an underestimation is difficult to determine. Factors such as survey methodology, scope of the survey and market coverage, could partly explain the differences in the values obtained from the two surveys.<sup>13</sup> For example, in Brazil, the national legal repository receives only a few e-books, which could in part account for the low value for the legal deposits survey when compared to the IPA–WIPO survey. As for Finland, only

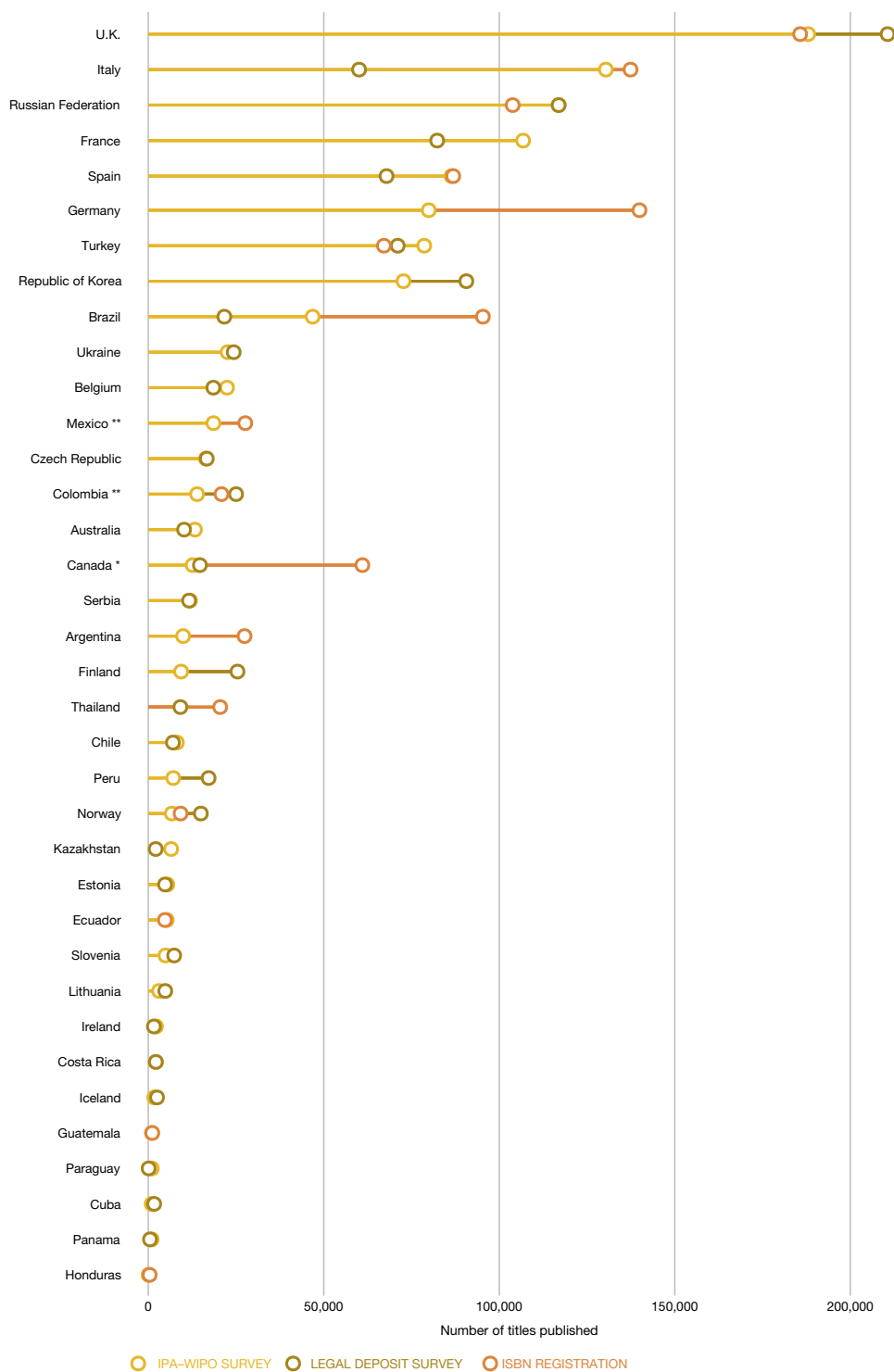
around a half of publishers are members of the Finnish Book Publishers Association (a respondent to the IPA–WIPO survey), which could go towards explaining why the IPA–WIPO survey data value is lower than the one obtained from the legal deposit data.

For several countries, the number of titles published according to the ISBN system is higher than recorded by both the IPA–WIPO survey and the legal deposit system. For example, according to the ISBN system, 139,940 titles were published in Germany in 2018, whereas the IPA–WIPO survey shows only 79,916 titles. A high ISBN count could be due to the same publication being issued with a different ISBN for each format (print, digital, hardback, paperback, etc.), hence an overestimation. In addition, the percentage of publishers who belong to the German publishers association might be less than 100%, hence the lower value obtained from the IPA–WIPO survey. In the case of Italy, France and Spain, the IPA–WIPO publishers survey and ISBN data better capture the industry as, currently, their legal repositories collect as deposits only printed books and other formats, with no digital deposit required. The difference in data from Argentina can be explained by the fact that that particular NPA provided data only for those books tradable in the market, whereas the ISBN count applies to all books published with an ISBN identifier.

13. For example, legal deposits survey data might capture self-publishing, which might not be captured by the IPA–WIPO survey. The IPA–WIPO survey is not comprehensive as not all publishers are a member of an NPA.



Figure 19. Titles published in 2018, according to different data sources



\* indicates 2016 data for IPA-WIPO survey.

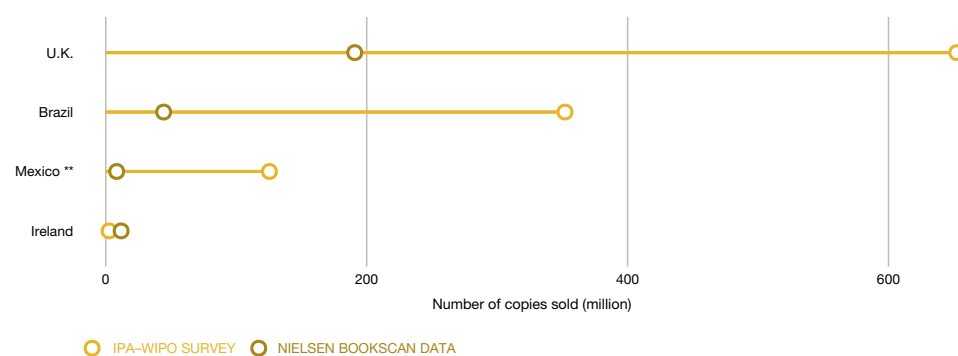
\*\* indicates 2017 data for IPA-WIPO survey.

Source: WIPO Statistics Database, December 2019.

Figure 20 shows the number of copies sold in 2018, based on data obtained from the IPA–WIPO publishers survey and the data from the Nielsen BookScan. The differences in the data for this indicator are even greater than for the number of titles published. There are several explanations for this, including differences in methodology and market coverage.

For example, Nielsen BookScan captures data at the point of sale at the shop, but does not capture books sold by publishers to the export market, unlike the IPA–WIPO survey, which may take account of copies sold to the foreign market. Further work is necessary to better understand and reconcile the data sources.

**Figure 20. Copies sold in 2018, based on two different data sources**



Note: total consumer book (print) market coverage by Nielsen BookScan is: Brazil (more than 65%), Ireland (more than 70%), Mexico (60%), and the U.K. (90%). Coverage for all educational books varies from country to country.  
 \*\* for Mexico: IPA–WIPO survey data are for the year 2017 and the Nielsen BookScan data from March to December (i.e. not the full year).

Source: WIPO Statistics Database and Nielsen BookScan, September 2019.

## 8. Future direction

WIPO's long-term objective is to integrate the collection of global publishing statistics into its statistical reporting function. This will require collaborating with data providers, both national and international partners, to improve country coverage and data comparability, such that users can make cross-country comparisons.

The IPA–WIPO publishing industry survey was launched in 2017 and the WIPO legal deposits survey in 2019. We are encouraged by the considerable year-on-year improvement in the country coverage between the 2017, 2018 and 2019 IPA–WIPO surveys. In total, 63 countries responded to the survey in 2019, compared to 35 responses received for the 2017 one. The legal deposits survey generated 55 responses. This response rate shows the willingness of public and private entities to share data with WIPO. We expect country coverage and data comparability to continue to improve over time.

This report also serves to highlight the many challenges that need to be addressed if data comparability and quality are to improve. One example is how the number of titles published by a country can vary between different data sources. We need to better understand the causes of such discrepancies if we are to interpret the data correctly. This report has also noted a shift towards digital publishing; however, a number of countries only had data for print editions to report. The data collection process therefore needs to be enhanced so that it captures both print and digital editions data. In addition, laws need to be put in place to enable the collection of digital publications by national repositories.

For the STM sector, we have explored the idea of generating indicators from existing data sources, rather than compiling data from the IPA–WIPO survey. We have been able to report on a number of STM publishing indicators from the WOS database. However, further work is required to gauge the proportion of STM publishing covered by such sources.

In line with this long-term agenda, WIPO – working closely with the IPA – will initiate a new survey in 2020 covering publishing activity for 2019. It will build on the contacts already established and expand the survey's coverage to include additional countries. WIPO will also continue and extend its cooperation with external partners to cover additional publishing market segments.

The IPA and WIPO are grateful to those organizations that kindly shared their 2018 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 ones – to enable the reporting of a wide range of indicators on the publishing industry on an internationally harmonized basis.

# Annexes

## A1. Participants at the technical workshop in April 2019

Name of participant	Organization
José BORGHINO (Mr.), Secretary General	International Publishers Association (IPA)
Andre BREEDT (Mr.), Managing Director	Nielsen Books Research International
Dan CONWAY (Mr.), Head of Public Affairs and Research	The Publisher Association
José Diego GONZÁLEZ MENDOZA (Mr.), Book Ecosystem Coordinator	Centro Regional para el Fomento del Libro en America Latina y el Caribe (CERLALC)
Stella GRIFFITHS (Ms.), Executive Director	International ISBN Agency
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## A2. Composition of the revenue data for the trade and educational sectors

Country/territory	Trade sector by format	Trade sector by destination	Trade sector by distribution channel	Educational sector by format	Educational sector by destination	Educational sector by distribution channel
Belgium	No breakdown	Domestic market and exports	..	No breakdown	Domestic market and exports	..
Brazil	Print only	Domestic market only	All channels	Print only	Domestic market only	All channels
Canada *	No breakdown	Domestic market and exports	No breakdown	No breakdown	Domestic market only	No breakdown
China, Hong Kong SAR	..	Domestic market and exports	All channels	..	..	..
Colombia **	Print and digital	Domestic market and exports	..	Print and digital	Domestic market and exports	..
Czech Republic	No breakdown	No breakdown	..	No breakdown	No breakdown	..
Denmark	Print and digital	Domestic market and exports	..	Print and digital	Domestic market and exports	..
Estonia	Print and digital	Domestic market only	..	Print and digital	Domestic market only	..
Finland	All formats	Domestic market and exports	..	Print and digital	Domestic market and exports	..
France	Print and digital	No breakdown	No breakdown	Print and digital	No breakdown	No breakdown
Greece	No breakdown	Domestic market only	..	..	..	..
Ireland	Print only	No breakdown	No breakdown	Print only	No breakdown	No breakdown
Italy	Print and digital	Domestic market only	Brick and online	Print only	Domestic market only	No breakdown
Japan	All formats	Domestic market and exports	..	..	..	..
Mexico **	Print only	No breakdown	No breakdown	Print only	No breakdown	No breakdown
Norway	All formats	Domestic market and exports	Brick and other channels	Print and digital	Domestic market and exports	Brick and other channels
Republic of Korea	Print and digital	No breakdown	..	Print only	No breakdown	..
Saudi Arabia **	All formats	Domestic market and exports	No breakdown	Print and digital	Domestic market and exports	No breakdown
Slovenia	No breakdown	Domestic market and exports	All channels	Print only	Domestic market only	No breakdown
South Africa	Print and digital	Domestic market and exports	..	All formats	Domestic market and exports	..
Sweden	All formats	Domestic market and exports	All channels	..	..	..
Thailand **	No breakdown	No breakdown	No breakdown	..	..	..
Turkey	Print and digital	Domestic market and exports	All channels	Print only	Domestic market only	All channels
U.K.	Print and digital	Domestic market and exports	All channels	Print and digital	Domestic market and exports	No breakdown
U.S.	All formats	Domestic market and exports	All channels	No breakdown	Domestic market and exports	All channels

Note: The revenue for Italy and the Republic of Korea indicates market value at retail prices.

\* indicates 2016 data.

\*\* indicates 2017 data.

.. indicates not available.

## A3. Data composition of the titles published by the trade and educational sectors

Country/territory	Trade sector by edition	Trade sector by format	Educational sector by edition	Educational sector by format
Argentina	New editions only	Print and digital	New editions only	Print and digital
Armenia	New editions only	..	New editions only	..
Australia	No breakdown	No breakdown	No breakdown	No breakdown
Austria	No breakdown	No breakdown	New and Re-editions	Print and digital
Belarus	No breakdown	Print only	No breakdown	Print only
Belgium	No breakdown	No breakdown	No breakdown	No breakdown
Brazil	New and Re-editions	Print only	New and Re-editions	Print only
Bulgaria	No breakdown	All formats	No breakdown	Print and digital
Canada *	New editions only	No breakdown	New editions only	No breakdown
China, Hong Kong SAR	New and Re-editions	No breakdown	..	..
Colombia **	New and Re-editions	Print and digital	New and Re-editions	Print and digital
Czech Republic	No breakdown	No breakdown	No breakdown	No breakdown
Ecuador	New and Re-editions	Print and digital	New and Re-editions	Print and digital
Estonia	No breakdown	Print and digital	No breakdown	Print only
Finland	New and Re-editions	All formats	New and Re-editions	All formats
France	New and Re-editions	Print only	New and Re-editions	Print only
Greece	New editions only	Print only	..	..
Guatemala	New and Re-editions	Print and digital	New and Re-editions	Print and digital
Honduras	No breakdown	No breakdown	No breakdown	No breakdown
Ireland	No breakdown	All formats	New and Re-editions	Print only
Italy	New and Re-editions	Print and digital	No breakdown	Print only
Japan	New editions only	Print only	..	..
Kazakhstan	No breakdown	No breakdown	No breakdown	Print and digital
Kyrgyzstan	New and Re-editions	Print and other formats	New and Re-editions	Print only
Latvia	New and Re-editions	All formats	New editions only	All formats
Lithuania	No breakdown	No breakdown	No breakdown	No breakdown
Mexico **	No breakdown	Print only	No breakdown	Print only
Norway	New and Re-editions	All formats	New and Re-editions	Print and digital
Portugal **	No breakdown	Print only	..	..
Republic of Korea	No breakdown	No breakdown	No breakdown	No breakdown
Republic of Moldova	New and Re-editions	No breakdown	No breakdown	Print only
Saudi Arabia **	New editions only	Print and digital	New editions only	Print and digital
Serbia	New and Re-editions	No breakdown	New and Re-editions	No breakdown
Slovenia	New and Re-editions	Print only	No breakdown	Print only
Spain	New and Re-editions	All formats	New and Re-editions	All formats
Sweden	No breakdown	All formats	..	..
Thailand **	New editions only	No breakdown	..	..
Turkey	New and Re-editions	All formats	New editions only	All formats
Ukraine	No breakdown	Print only	No breakdown	Print only

\* indicates 2016 data.

\*\* indicates 2017 data.

.. indicates not available.

## A4. Data composition of copies sold by the trade and educational sectors

Country/territory	Trade sector by format	Trade sector by destination	Trade sector by distribution channel	Educational sector by format	Educational sector by destination	Educational sector by distribution channel
Austria	No breakdown	No breakdown	No breakdown	No breakdown	No breakdown	No breakdown
Brazil	Print only	Domestic market only	All channels	Print only	Domestic market only	All channels
China, Hong Kong SAR	..	Domestic market and exports	All channels	..	..	..
Colombia **	Print and digital	..	All channels	Print and digital	..	All channels
Finland	All formats	..	Brick and other channels	Print and digital	..	Brick and other channels
France	Print only	No breakdown	No breakdown	Print only	No breakdown	No breakdown
Ireland	Print only	No breakdown	No breakdown	Print only	No breakdown	No breakdown
Japan	Print only	Domestic market only	..	..	..	..
Mexico **	Print only	No breakdown	No breakdown	Print only	No breakdown	No breakdown
Norway	All formats	No breakdown	No breakdown	No breakdown	No breakdown	No breakdown
Saudi Arabia **	All formats	Domestic market and exports	All channels	Print and digital	Domestic market and exports	All channels
Slovenia	No breakdown	Domestic market and exports	No breakdown	..	..	..
Sweden	All formats	No breakdown	No breakdown	..	..	..
Turkey	Print and digital	Domestic market and exports	All channels	Print only	Domestic market only	All channels
U.K.	Print only	Domestic market and exports	All channels	Print only	Domestic market and exports	No breakdown
U.S.	All formats	Domestic market and exports	All channels	No breakdown	Domestic market and exports	All channels
Uzbekistan	Print only	..	All channels	Print only	..	All channels

\*\* indicates 2017 data.

.. indicates not available.

## A5. Data sources for the IPA–WIPO publishing industry survey

Country/territory	Respondent	Data source
Argentina	Cámara Argentina del Libro	ISBN Argentina Agency
Armenia	National Library of Armenia	National Library of Armeniastatistics
Australia	Department of Communications and the Arts for the Australian Government	National Library of Australia and Thorpe-Bowker
Austria	Austrian Economic Chamber	Austrian Publishers
Azerbaijan	Intellectual Property Agency of the Republic of Azerbaijan	State Statistic Committee
Belarus	The Ministry of Information of the Republic of Belarus	The Public Institution “National Book Chamber of Belarus”
Belgium	L'Association des Éditeurs Belges (ADEB) and BOEK.BE	1. GfK statistics on regional level; GAU (Group Trade Publishers) and GEWU (Group Educational and Scientific Publishers) – BOEK.BE. 2. ADEB/ COPIEBEL
Bolivia (Plurinational State of)	CERLALC	
Brazil	Sindicato Nacional de Editores de Livros (SNEL)	Sindicato Nacional dos Editores de Livros (SNEL), Câmara Brasileira do Livro (CBL) and Fundação Instituto de Pesquisas Econômicas (FIPE)
Bulgaria	National Library	National ISBN Agency's National Register of Books published in Bulgaria
Canada	Statistics Canada	Statistics Canada
Chile	CERLALC	
China, Hong Kong SAR	Intellectual Property Department – The Government of the Hong Kong Special Administrative Region of the People's Republic of China	National publishing associations
Colombia		Encuesta anual “Estadísticas del Libro. en Colombia” Cámara Colombiana del Libro. Base de datos registros ISBN Colombia año 2017
Costa Rica	CERLALC	
Cuba	CERLALC	
Cyprus	Statistical Service of Cyprus (CYSTAT)	
Czech Republic	Ministry of Culture	
Denmark	Danske Forlag	Danish Publishers' statistics Danmarks Statistik
Dominican Republic	CERLALC	
Ecuador	Responsable Agencia ISBN Ecuador	Agencia ISBN de Ecuador - Cámara Ecuatoriana del Libro
El Salvador	CERLALC	
Estonia	Intellectual Property and Competition Law Division – Ministry of Justice	ISBN Agency in Estonia, Creditinfo, Estonian Publishers Association
Finland	The Finnish Book Publishers Association	Statistics of The Finnish Book Publishers Association
France	Le Syndicat national de l'édition	Les Chiffres de l'édition 2018-2019, Syndicat National de l'Édition, juin 2019 (National publishers association)
Germany	Börsenverein des Deutschen Buchhandels e.V.	Federal Statistical Office; Börsenverein des Deutschen Buchhandels
Greece	The Association of Greek Publishers and Booksellers	National Publishers Association, independent surveys
Guatemala	International Book Fair in Guatemala (FILGUA)	Datos de Agencia ISBN Guatemala
Honduras	La Oficina del Derecho de Autor y de los Derechos Conexos	
Iceland	Icelandic Publishers Association	Statistics Iceland; Icelandic Publishers Association
Ireland	Publishing Ireland	IEPA survey, ISBN Agency, Nielsen
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	Survey by a private company of major wholesaler, audio book company, national survey and others
Kazakhstan	Book Chamber of Kazakhstan	Book Chamber of Kazakhstan statistics
Kyrgyzstan	State Service of Intellectual Property and Innovation under the Government of the Kyrgyz Republic (Kyrgyzpatent)	Association of Bookpublishers and Booksellers
Latvia	Ministry of Culture of the Republic of Latvia	Latvian Publishers Association
Lebanon	Librairie du Liban Publishers and Educational Research Center	
Lithuania	Statistics Lithuania	Statistics Lithuania



Country/territory	Respondent	Data source
Mexico	Cámara Nacional de la Industria Editorial Mexicana	Cámara Nacional de la Industria Editorial Mexicana (National Chamber of the Mexican Publishing Industry) the national publishers association in Mexico
Nicaragua	CERLALC	
Norway	The Norwegian Publishers Association	
Panama	CERLALC	
Paraguay	CERLALC	
Peru	CERLALC	
Portugal	Ministry of Culture of Portugal	Data by Statistics Portugal (INE, I.P), in Culture Statistics and APEL, Portuguese Association of Publishers and Booksellers
Republic of Korea	Korean Publishers Association	National survey (conducted by Publication Industry Promotion Agency of Korea)
Republic of Moldova	National Book Chamber of Republic of Moldova	National Book Chamber of Republic of Moldova and the statistical center of national editorial production
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 and National Library
South Africa	PASA Publishers' Association of South Africa	PASA Publishers' Association of South Africa
Spain	Ministerio de Educación, Cultura y Deporte and La Federación de Gremios de Editores de España	CULTURAbase; EUROSTAT; La Federación de Gremios de Editores de España
Sweden	The Swedish Publishers' Association (SvF)	National publishers association, the Swedish Publishers' Association, trade publishing.
Thailand	National Publishers Association Survey	National Publishers Association Survey
Turkey	Turkish Publishers Association	Turkish Publishers Association
U.K.	The Publishers Association Limited	The Publishers Association, Nielsen BookData, U.K. ISBN agency
U.S.	Association of American Publishers	Annual Survey
Ukraine	Book Chamber of Ukraine	Book Chamber of Ukraine
Uruguay	CERLALC	
Uzbekistan	Printing and Publishing House named after Gafur Gulyam	Printing and Publishing House named after Gafur Gulyam
Venezuela (Bolivarian Republic of)	CERLALC	

## A6. Data sources for the legal deposits survey

Country/territory	Repository
Australia	National Library of Australia
Belgium	Royal Library of Belgium
Belize	Belize National Library Service and Information System
Brazil	National Library of Brazil
Canada	Library and Archives Canada
Chile	Biblioteca Nacional de Chile
China, Hong Kong SAR	Leisure and Cultural Services Department
Colombia	Biblioteca Nacional de Colombia
Costa Rica	Sistema Nacional de Bibliotecas
Croatia	Croatian National Bibliography
Cuba	Biblioteca Nacional de Cuba José Martí
Cyprus	The Cyprus Library
Czech Republic	National Library of the Czech Republic
Estonia	National Library of Estonia
Finland	National Library of Finland
France	Bibliothèque nationale de France
Ghana	George Padmore Research Library on African Affairs
Greece	National Library of Greece
Hungary	National Széchényi Library
Iceland	The National and University Library of Iceland
Ireland	National Library of Ireland
Italy	National Library in Rome
Kazakhstan	National Library of Kazakhstan
Kenya *	Kenya National Library
Lithuania	Martynas Mažvydas National Library of Lithuania
Malaysia	National Library of Malaysia
Maldives	National Library
Malta	Malta Libraries, National Bibliographic Office
Mauritius	National Library of Mauritius
Myanmar	National Library of Myanmar
New Zealand *	National Library of New Zealand
Norway	National Library of Norway
Panama	Biblioteca Nacional "Ernesto J. Castellero R."
Paraguay	Biblioteca Nacional del Paraguay
Peru	Biblioteca Nacional del Perú
Poland	National Library of Poland
Portugal	Biblioteca Nacional de Portugal
Republic of Korea	National Library of Korea
Russian Federation	Russian Book Chamber
Serbia	Intellectual Property Office
Singapore	National Library Board
Slovakia	Slovak National Library
Slovenia	National and University Library
South Africa	The National Library of South Africa
Spain	Biblioteca Nacional de España
Sweden	National Library of Sweden
Thailand	National Library of Thailand
Turkey	National Library of Turkey
U.K. *	The British Library
Ukraine	Vernadsky National Library of Ukraine
Viet Nam	National Library of Viet Nam

\* data reported for the national fiscal year 2017/2018.

Source: WIPO Statistics Database, December 2019.





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