

FRANKFURT BOOK FAIR THE GLOBAL CITY OF IDEAS

# Facts & **Figures**

The Frankfurt Book Fair 2014 in numbers



# 1. RELEVANCE

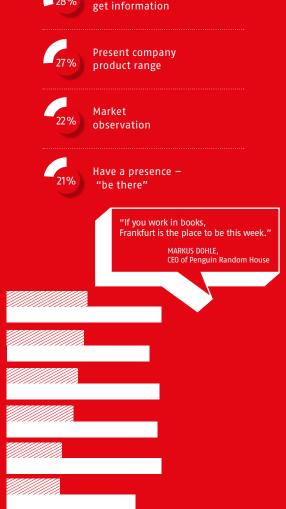
# EXHIBITORS' TOP 10 REASONS FOR PARTICIPATING AT THE BOOK FAIR (multiple answers were possible):



# GOALS & TARGETS REACHED

(excerpt / multiple answers possible)





Acquire

Share and

new customers

"In October, Frankfurt is the hub around which the book world revolves."

PETER KRAUS VOM CLEFF,
Commercial Managing Director,
Rowohlt Verlag

80%

of exhibitors take part in the purchasing decisions of their companies.

# EXHIBITORS (by share of attendance):

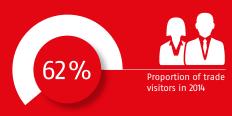
- 1. Company owners, board members, managing directors
- 2. Company officers *l* department heads
- 3. Procurement managers
- 4. Marketing / PR / Advertising
- 5. Sales
- 6. Rights managers

269 534

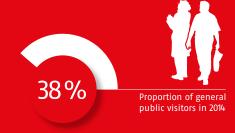
167 654 trade visitors from

132 countries

visitors in total



101880 general public visitors



# **BUSINESS SATISFACTION:**

82%

of exhibitors rate their acquisition of new customers at the Fair as "very good" to "satisfactory".

"The Frankfurt Book Fair is a place of interesting encounters you look forward to every autumn."

CLAUDIA UHR,
Head of Press,
Gräfe und Unzer Verlag

Satisfaction improved in 2014:

17**.**3%

were more satisfied with their visit than in the previous year, almost

60% found it just as good as 2013.

### **BUSINESS PARTNER CONTACTS:**

94.1%

"The book industry is a village with houses spread all over the world. Once a year they throw their village fair in Frankfurt."

JO LENDLE, Managing Director, Carl Hanser Verlag

of company representatives are (very) satisfied with the opportunity to get in contact with their (potential) business partners at the Frankfurt Book Fair.



# TOP10 PROFESSIONS AREAS OF WORK

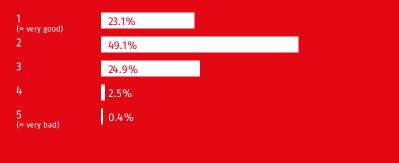
# TRADE VISITORS (by share of attendance)

- 1 Publishers
- 2 Booksellers
- 3 Librarians, documentalists
- 4 Authors
- 5 Lecturers, teachers, educators
- 6 Designers, graphic artists, illustrators
- 7 Journalists
- 8 University, research institute
- 9 Printers, book production
- 10 Editors



# SUCCESS OF VISIT

97.1 % of trade visitors positively evaluated their success at the Frankfurt Book Fair.



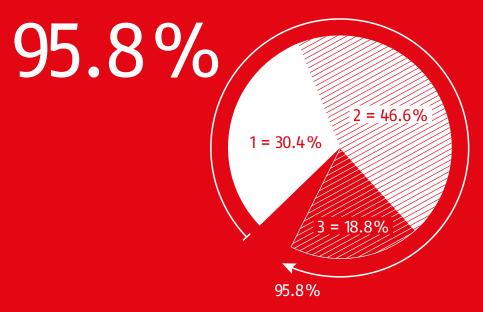
# PROCUREMENT RESPONSIBILITY

78.1% of trade visitors participate in the procurement decisions of their companies. 31% of these are key decision makers, among international visitors nearly 40%.

	Total	International
Key decision makers	30.7%	39.6%
Decision makers	28.1%	28.1%
Consulting	19.3%	16.2%

# OVERALL EVALUATION OF THE FAIR

Trade visitors continued to provide very positive feedback on the programme and content of the Frankfurt Book Fair:



Scale from 1 = "Very satisfied" to 5 = "Not satisfied"

# **BUSINESS BUILDING**

75 % of returning visitors reported that the number of new business connections remained constant from the previous year. 10.4 % even reported that their number of business connections increased.

> The Frankfurt Book Fair is like Christmas for the book industry, but even better: not only do we reconnect with all our dear ones, we meet an unbelievable number of new, interesting people. It couldn't be better."

> > DIETRICH ZU KLAMPEN, publisher, zu Klampen! Verlag

# **NETWORKING & MARKETING**

network before Zuckerberg was born.' STEPHEN PAGE, CEO FABER & FABER

The Frankfurt Book Fair was a social

With around

accredited journalists from

countries, the Frankfurt Book Fair is the publishing industry's largest media event.

The number of bloggers continues to grow:

bloggers were accredited in 2014.

The Book Fair blog had approx.

readers.

news agencies from

Book Fair app was downloaded

**22** 000 times

newsletter subscriptions

million page impressions a year

fans of the German and English Facebook pages

followers on Twitter

Our online community "Here we are in Frankfurt" has

entries from authors, publishers, bloggers, and more. (source: hereweareinfrankfurt.com)



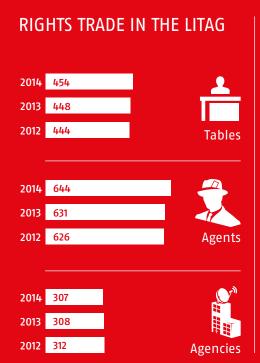
www.book-fair.com





www.facebook.com/frankfurtbookfair





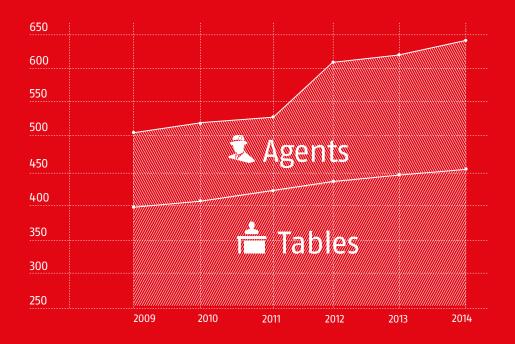


Unlike rights centres at other fairs, the LitAg allows only agents and scouts to register.

That makes the LitAg the largest business centre of its kind in the world.

Once again, the Frankfurt Book Fair maintained its position in 2014 as the most important marketplace for rights and licences worldwide.

# LITERARY AGENTS & SCOUTS CENTRE DEVELOPMENT OVER THE LAST FEW YEARS:



# **BUSINESS CONTACTS / NETWORKING**

### **EXHIBITORS:**

There is a growing emphasis on networking with business partners, marketing content, and the continuous expansion of one's own knowledge.

Satisfaction with the conference business *I* seminar programme increased by nearly

3%

with an even greater increase among international exhibitors of almost

6%.

75% of exhibitors rated the Fair's PR and marketing as "very good" to "satisfactory", the figure rose by almost

2% over the previous year.

55.2%

of returning exhibitors reported that the number of new business connections remained constant from the previous year.

20.5%

even reported that their number of business connections increased.

CALENDAR OF EVENTS: In 2014, more than

4000

events were held, thereby exceeding the previous year's figure of

3700 and setting a new top record.

### **BUSINESS CLUB**

In 2014, the Frankfurt Book Fair introduced a new service: the Business Club is a centrally located,

2000 sqm

networking, event and meeting hub for trade visitors.

Approx.

3000

guests from

50



countries visited the Business Club in its inaugural year.

39%

of guests were from Germany, and

61%

came from abroad

"As someone who attends the Frankfurt Book Fair without having a stand, the Business Club was especially valuable for the lounge access, offering a quiet and convenient spot to take a break from the show floor, as well as do some networking."

> ANDREW SAVIKAS CEO, Safari, US

"Experiencing the Frankfurt Book Fair from the Business Club makes all the difference in how you fit everything in your full days: schedule, conferences, fast meetings and making new contacts. All in one place at the heart of the Fair."

CRISTOBAL PERA
Editorial Director, Penguin Random House
Grupo Editorial, Mexico

"The Business Club was for me a welcome innovation at the Frankfurt Book Fair. It gave me and my colleagues additional space to meet with important contacts away from the exhibition floor."

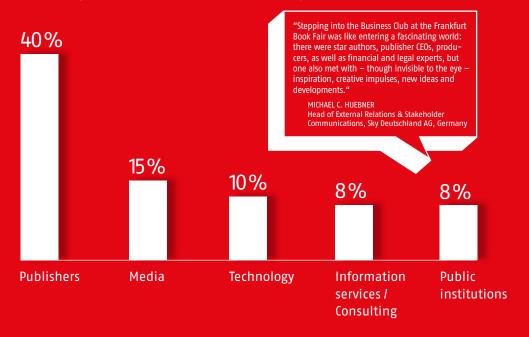
MICHAEL HEALY Executive Director, International Relations, Copyright Clearance Center, US



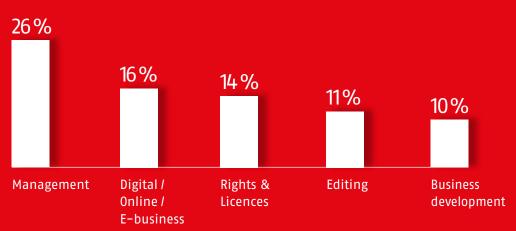
Business Club

### **BUSINESS CLUB**

The Business Club was a meeting place for representatives of the publishing world and the entire media industry:



### **BUSINESS AREAS**



### **BUSINESS CLUB**

# INSPIRATION, TOPICS AND TRENDS

The Business Club offered its guests a comprehensive programme of conferences, consultation and networking opportunities.

More than 150 V-

high-profile speakers from

22

countries shared their experience and expertise at more than

70 **EVENTS.** 

"The Book Fair's Business Club is pure business combined with solid input from an excellent programme of events, along with the opportunity to meet face to face with top experts and hold talks in a unique atmosphere. I highly recommend it."

MARCO OLAVARRIA Managing Partner, Kirchner + Robrecht management consultants, Germany More than

80%

rate the quality and selection of speakers as excellent and satisfactory –

50%

thereof were rated very good or excellent.

### **EXPECTATIONS**

80%

of participants said the Business Club met their expectations.

29%

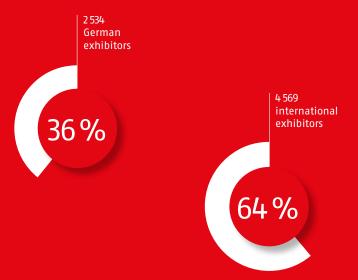
said the service was excellent.

"I found it extremely valuable being a Business Club member, being able to access all of the events was great and finding a quiet corner to have a meeting helped my Frankfurt Book Fair week hugely."

> SAM MISSINGHAM Head of Audience Development, HarperCollins Publishers, UK

# 3. INTERNATIONAL REACH

Exhibitors come to the Frankfurt Book Fair from over 100 countries. The proportion of non-German participants continues to grow.



WHY FRANKFURT 2015?



7 103
exhibitors from
106
countries make Frankfurt
the international hub
of the publishing industry.

# WHERE VISITORS COME FROM



Germany **68.8%** 



Europe (besides Germany)
22.5%



5.3%



# GUEST OF HONOUR 2014 FINLAND



In the 2014 Guest of Honour year, in German alone there were

215

new titles published about Finland by

**60** publishers, including

119 fiction titles.

TRANSLATION FUNDING PROGRAMME Approx.

750 000 euros in funding was granted by Finland in 2013.

The Guest of Honour Finland and FILI (Finnish Literature Exchange) support the publication of Finnish literature in other languages through five translation funding programmes and four printing cost funding programmes. FILI also granted travel stipends and funding for advertising and translation samples.

In 2014

230

translations were supported, of those

41

were into German.

"The Frankfurt Book Fair is a great place to meet colleagues from all over the world."

MERVI KORHONEN Publishing Manager, Kustannusosakeyhtiö Otava AT THE FAIR

At the Fair, Finland presented

of its authors on

2300 sqm

in the Guest of Honour pavilion at the Forum, which attracted thousands of visitors each day.

The international "Books on Finland" exhibition in the Guest of Honour pavilion presented

950

books from

245

publishers and

35 countries.

Finnish publishers were represented at the

204 sqm

collective stand in Hall 5.1.

Finnish educational publishers were at the

40 sqm

collective stand in Hall 4.2: Finland. Education.

The city of Helsinki was at the Agora and another

9

Finnish exhibitors were present in other Halls.

At numerous locations around the Fair, there were also plenty of Finnish events to experience: for example in the areas of

EDUCATION,
CHILDREN'S BOOKS,
COMICS,
AS WELL AS
AT THE AGORA
AND THE LITCAM
STAGE.



Finland was represented in every hall of the Fair – a new Guest of Honour record!

The Frankfurt Book Fair's Calendar of Events included a total of

600

events related to the Guest of Honour Finland.

More than

300 events took place on the Fair premises,

120
in Frankfurt, and an additional

200 in other cities.

# HERE ARE

Guest of Honour 2015:



All information refers to the 66th Frankfurt Book Fair, which took place from 14 to 18 October 2014.

www.buchmesse.de/en/fbf/general\_information/