Facts & Figures

The Frankfurt Book Fair 2014 in numbers
EXHIBITORS’ TOP 10 REASONS FOR PARTICIPATING AT THE BOOK FAIR (multiple answers were possible):

- Refresh existing contacts: 55%
- Make new contacts: 50%
- Raise company profile, image-building: 47%
- Rights and licence trade: 43%
- Increase product awareness: 38%
- Acquire new customers: 36%
- Share and get information: 28%
- Market observation: 22%
- Have a presence – “be there”: 21%
- Present company product range: 27%

GOALS & TARGETS REACHED (excerpt / multiple answers possible)

- Refresh existing customer contacts: 56.8% satisfied
  95.5% completely satisfied
- Make new contacts: 50.4% satisfied
  88.9% completely satisfied
- Raise company profile, image-building: 46.8% satisfied
  96.6% completely satisfied
- Rights and licence trade: 43.3% satisfied
  93.9% completely satisfied
- Increase product awareness: 37.8% satisfied
  95.2% completely satisfied
- Acquire new customers: 36.4% satisfied
  81.8% completely satisfied

EXHIBITORS (by share of attendance):

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

80% of exhibitors take part in the purchasing decisions of their companies.
SATISFACTION

Visitors continue to have an exceptionally high level of satisfaction with the Frankfurt Book Fair.

269,534
visitors in total

167,654
trade visitors from
132
countries

101,880
general public visitors

TRADE VISITORS

62% Proportion of trade visitors in 2014
38% Proportion of general public visitors in 2014

BUSINESS SATISFACTION:

82% of exhibitors rate their acquisition of new customers at the Fair as “very good” to “satisfactory”.

17.3% were more satisfied with their visit than in the previous year, almost 60% found it just as good as 2013.

Satisfaction improved in 2014:

17.3% more satisfied with their visit than in the previous year, almost 60% found it just as good as 2013.

BUSINESS PARTNER CONTACTS:

94.1% of company representatives are (very) satisfied with the opportunity to get in contact with their (potential) business partners at the Frankfurt Book Fair.

1 (completely satisfied)
2
3
4
5 (not satisfied)

17.6%
46.3%
30.2%
5.0%
0.9%
TOP 10 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.

<table>
<thead>
<tr>
<th>Rank</th>
<th>Rating</th>
<th>Share</th>
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<tbody>
<tr>
<td>1</td>
<td>(= very good)</td>
<td>23.1%</td>
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<tr>
<td>2</td>
<td></td>
<td>69.1%</td>
</tr>
<tr>
<td>3</td>
<td></td>
<td>24.9%</td>
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<tr>
<td>4</td>
<td></td>
<td>2.5%</td>
</tr>
<tr>
<td>5</td>
<td>(= very bad)</td>
<td>0.4%</td>
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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%.

<table>
<thead>
<tr>
<th>Category</th>
<th>Total</th>
<th>International</th>
</tr>
</thead>
<tbody>
<tr>
<td>Key decision makers</td>
<td>30.7%</td>
<td>39.6%</td>
</tr>
<tr>
<td>Decision makers</td>
<td>28.1%</td>
<td>28.1%</td>
</tr>
<tr>
<td>Consulting</td>
<td>19.3%</td>
<td>16.2%</td>
</tr>
</tbody>
</table>
OVERALL EVALUATION OF THE FAIR

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

95.8%

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.

NETWORKING & MARKETING

With around 9 300 accredited journalists from 70 countries, the Frankfurt Book Fair is the publishing industry's largest media event.

The number of bloggers continues to grow: 1 400 bloggers were accredited in 2014.

The Book Fair blog had approx. 80 000 readers.

120 news agencies from 50 countries.

Book Fair app was downloaded 22 000 times

26 600 newsletter subscriptions

9.4 million page impressions a year

40 000 fans of the German and English Facebook pages

22 000 followers on Twitter

Our online community "Here we are in Frankfurt" has 2 276 entries from authors, publishers, bloggers, and more. (source: hereweareinfrankfurt.com)

"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

"The Frankfurt Book Fair was a social network before Zuckerberg was born.”

STEPHEN PAGE, CEO FABER & FABER
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.
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 / 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.

BUSINESS CONTACTS / NETWORKING

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 4,000 events were held, thereby exceeding the previous year’s figure of 3,700 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. 3,000 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
The Business Club was a meeting place for representatives of the publishing world and the entire media industry:

“Stepping into the Business Club at the Frankfurt Book Fair was like entering a fascinating world: there were star authors, publishers CEOs, producers, as well as financial and legal experts, but one also met with – though invisible to the eye – inspiration, creative impulses, new ideas and developments.”

MICHAEL C. HUEBNER
Head of External Relations & Stakeholder Communications, Sky Deutschland AG, Germany

INSPIRATION, TOPICS AND TRENDS

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

More than 150 high-profile speakers from 22 countries shared their experience and expertise at more than 70 events.

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

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“"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."”

MARIO GIUVARRA
Managing Partner, Kirchner + Robrecht management consultants, Germany

BUSINESS AREAS

26% of management

16% of digital, online, e-business

14% of rights and licences

11% of editing

10% of business development

15% of media

10% of technology

8% of information services and consulting

8% of public institutions

More than 80% rate the quality and selection of speakers as excellent and satisfactory – 50% thereof were rated very good or excellent.
Exhibitors come to the Frankfurt Book Fair from over 100 countries. The proportion of non-German participants continues to grow.

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%
- **Asia**: 5.3%
- **The Americas**: 2.9%

**INTERNATIONAL REACH**

36% German exhibitors
64% international exhibitors
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.

AT THE FAIR

At the Fair, Finland presented 60 of its authors on 2 300 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.

37 Finnish publishers were represented at the 204 sqm collective stand in Hall 5.1.

7 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.

“...meet colleagues from all over the world.”

MIKKI KORHONEN
Publishing Manager, Kustannusosakeyhtiö Otava

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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.

Guest of Honour 2015: Indonesia – 17,000 ISLANDS OF IMAGINATION

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/