

Facts & Figures



The 76th Frankfurter Buchmesse in numbers
#fbm24

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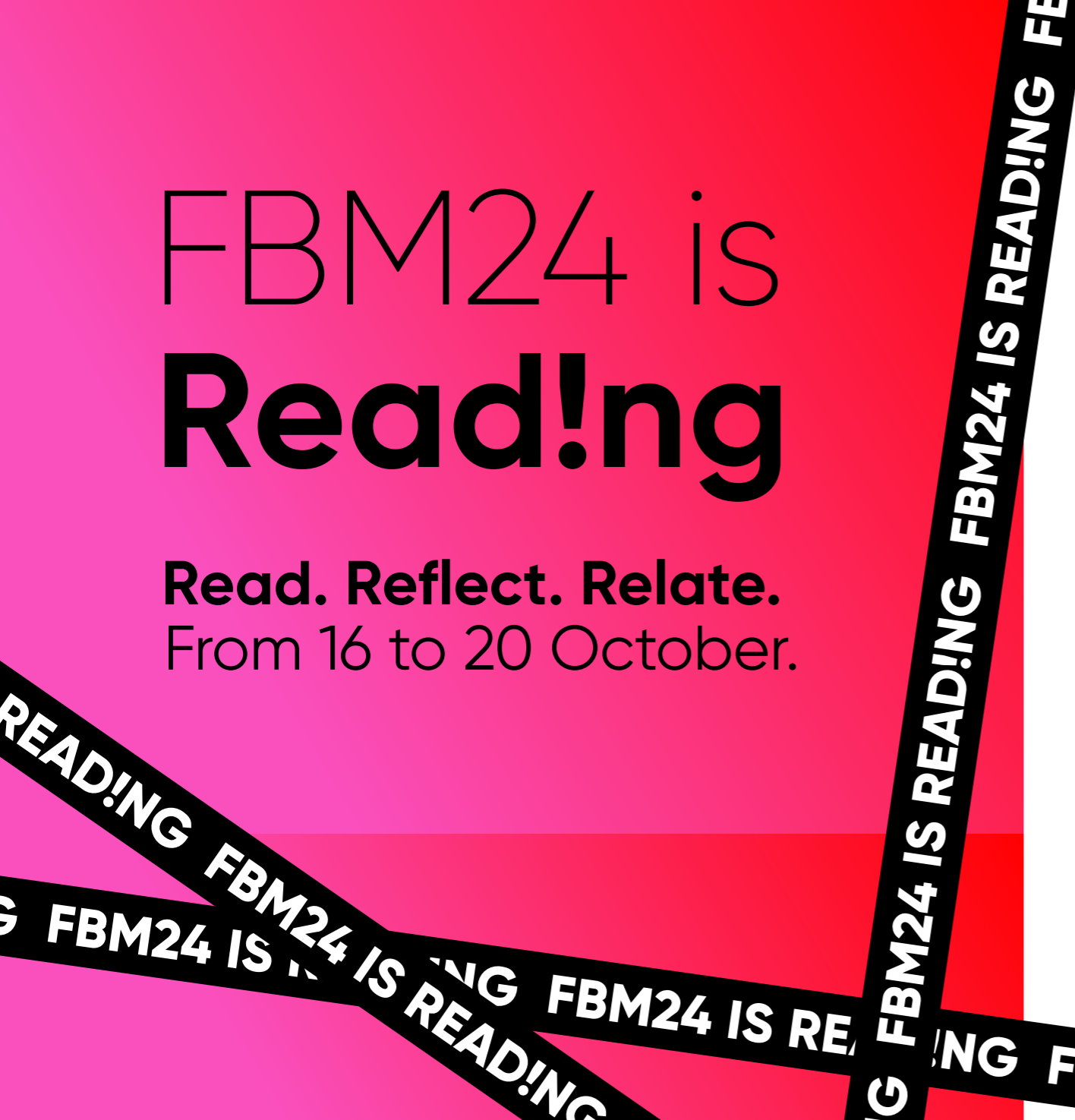
FBM24 is Read!ng

Read. Reflect. Relate.
From 16 to 20 October.

In 2024, Frankfurter Buchmesse continued its growth from previous years, reaffirming its status as the leading trade fair for international publishing.

With **115 000 trade visitors** from **153 countries**, the **76th Frankfurter Buchmesse** recorded an increase in attendance during trade visitor days, confirming its role as a cross-industry hub for the international publishing sector and related fields such as film and gaming.

The fair's growth as a major cultural event and festival of reading is also confirmed by increased private visitor attendance. **115 000 literature and culture fans** met authors from all over the world during the weekend of the fair. More than **7 500 media representatives** reported on the book fair in 2024. This highlights the fair's relevance as an international media event and a platform for democratic exchange and cultural policy discussions.



#fbm24 at a glance



230 000

visitors in total

115 000

general public from **89** countries

115 000

trade visitors from **153** countries

4 300

exhibiting companies from **92** countries

3 300

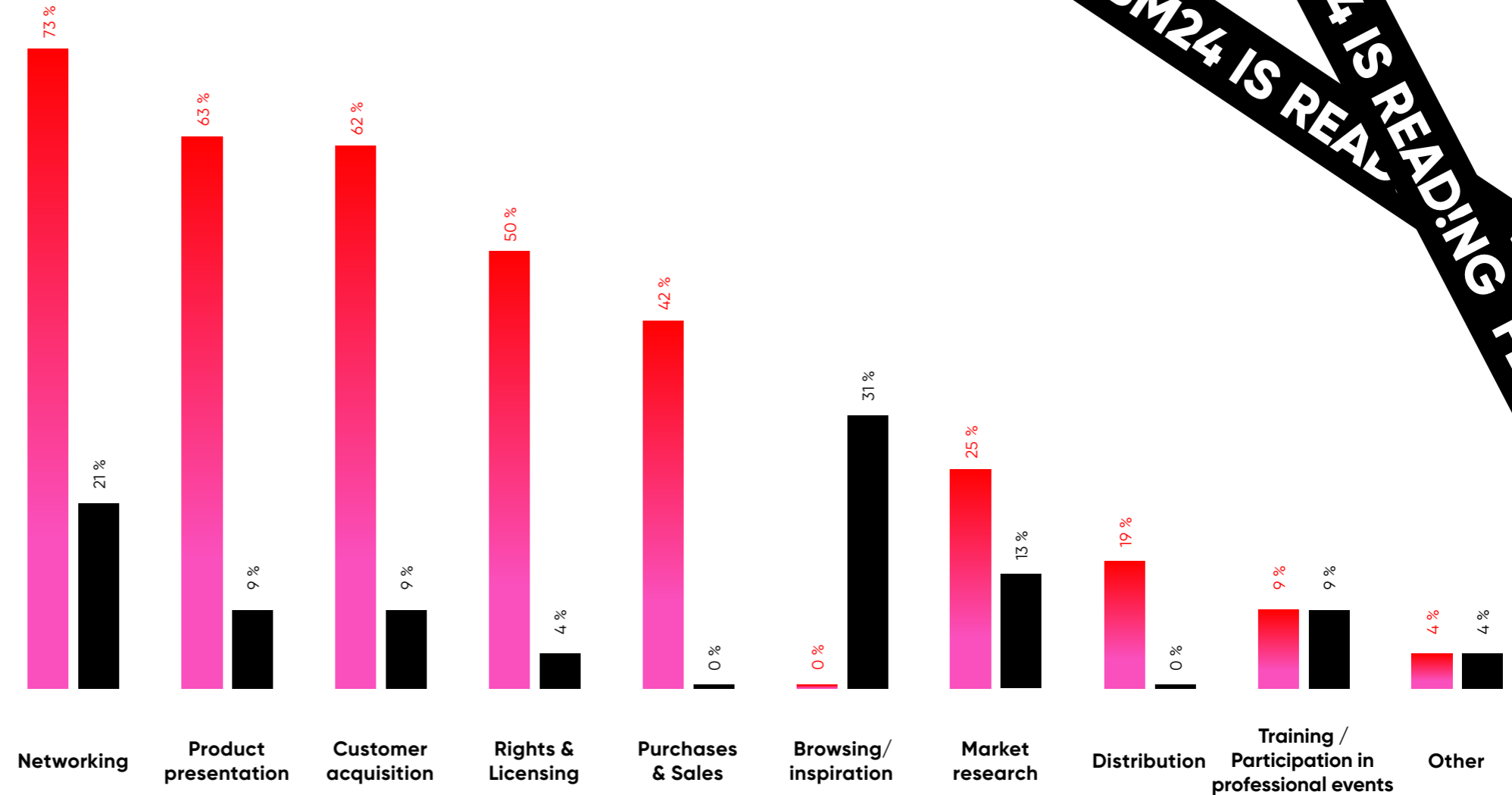
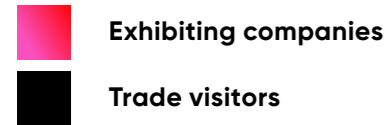
events

7 500

media representatives from more than **50** countries

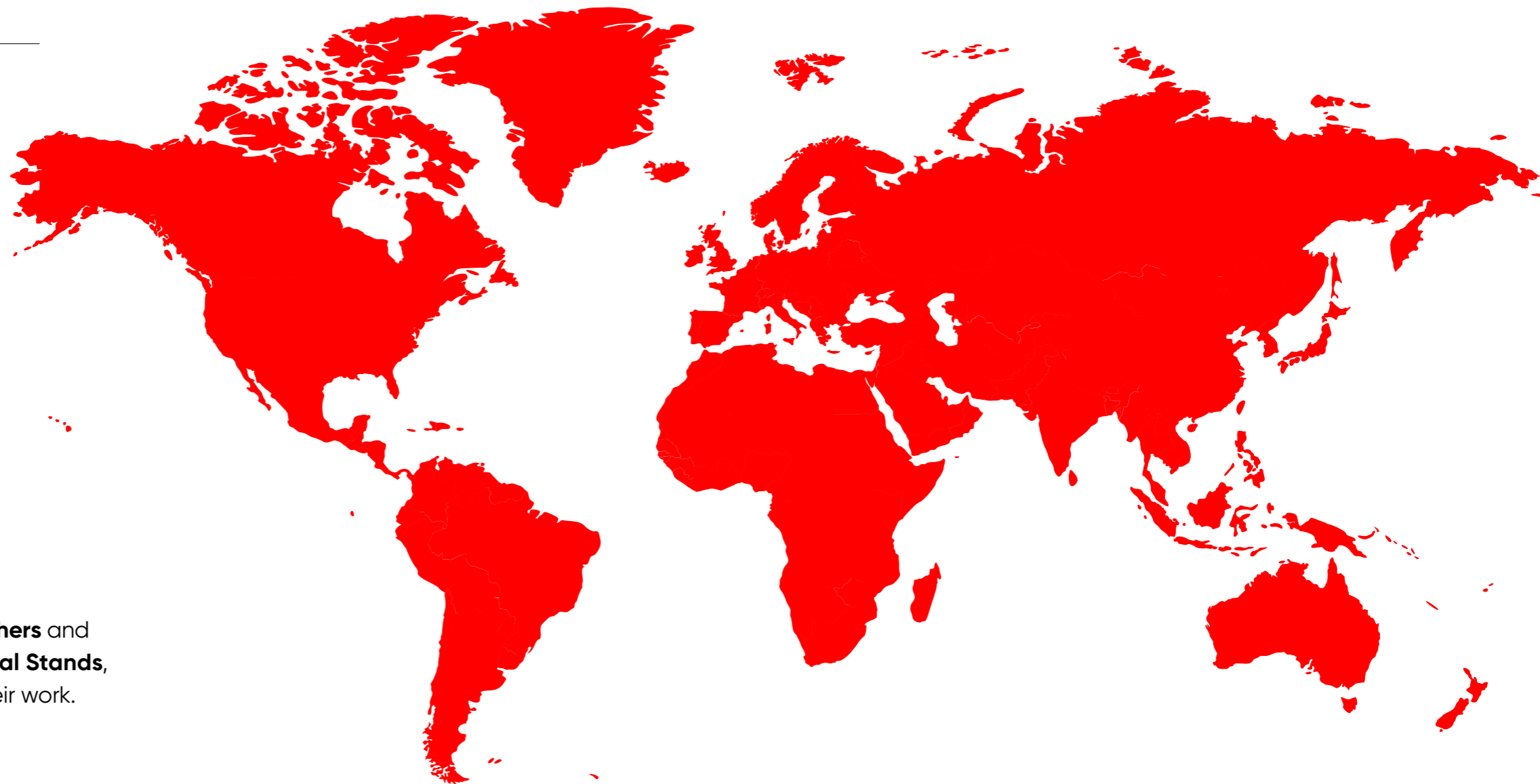
Survey of exhibiting companies and trade visitors¹

What were your goals at the fair?



¹Source: QuestionPro. 139 exhibiting companies and 836 trade visitors participated

Exhibiting publishers and companies from around the world



A total of **4 300 exhibiting publishers and companies**, including **60 National Stands**, from **92 countries** showcased their work.

Literary Agents & Scouts Centre (LitAg) and Publishers Rights Centre (PRC)

The **Literary Agents & Scouts Centre (LitAg)**, which was fully booked early on, and the **Publishers Rights Centre (PRC)**, which was also in high demand, reported record occupancy in 2024. In addition, both work centres were more frequently visited than ever before. These two centres at Frankfurter Buchmesse serve as hubs for the international trade in rights and licences.

At LitAg, literary agents and scouts from more than 30 countries meet with international publishers to negotiate translation and other rights to books and intellectual property for various languages, regions and media. The PRC offers publishers a place to negotiate translation rights and additional media rights.



593

tables



355

agencies and publishers



30+

countries



38 000

admissions

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Frankfurt Rights

Frankfurt Rights is Frankfurter Buchmesse's international online platform for the global rights and licensing trade.

211 217

titles on Frankfurt Rights²

1 288

new members³

1 749

companies selling rights on the platform

136

countries

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²As of: October 2024

³Since November 2023, Buyer + Seller

Events

16 – 20 October 2024

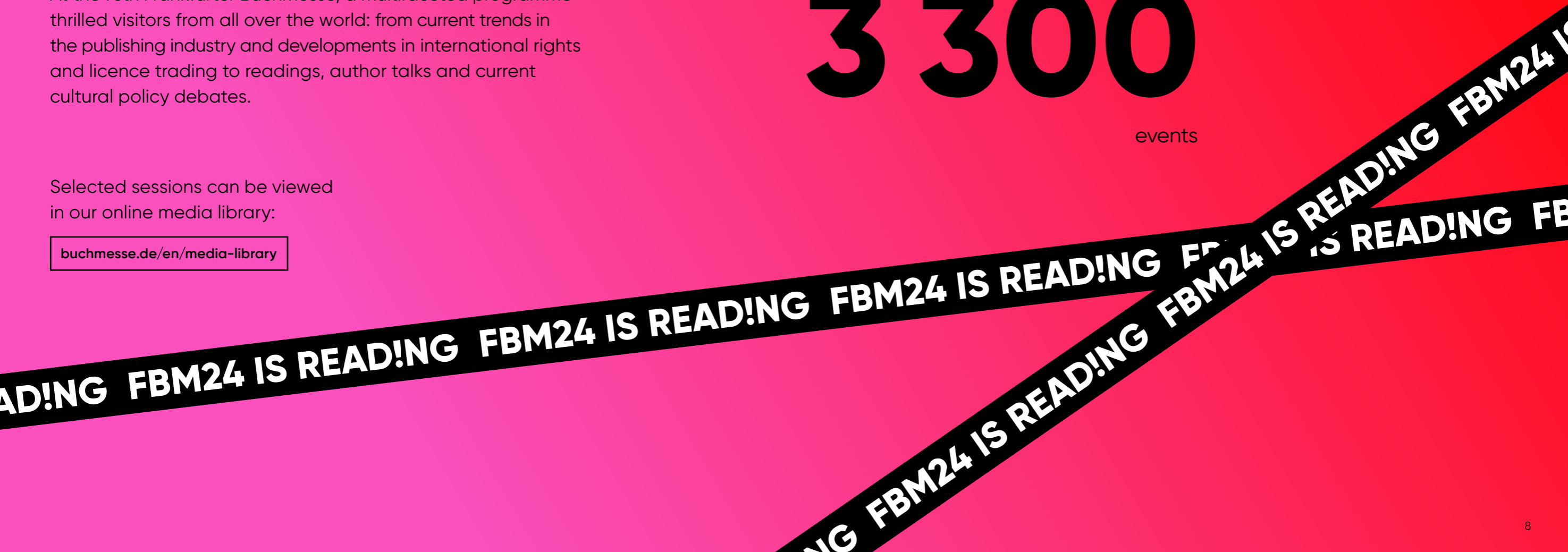
At the 76th Frankfurter Buchmesse, a multifaceted programme thrilled visitors from all over the world: from current trends in the publishing industry and developments in international rights and licence trading to readings, author talks and current cultural policy debates.

Selected sessions can be viewed in our online media library:

buchmesse.de/en/media-library

3 300

events



Professional programme

Frankfurt Studio

This year, **Frankfurt Studio** once again provided a stage for presentations and discussions on current topics and trends in the international publishing industry. New this year: the **Publishing Perspectives Forum** was part of the Studio programme with executive talks and other expert panels with high-profile participants.

4 645

attendees

129

speakers from
21 countries

42

events

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The new **Frankfurt Studio Pop-up** provided a meeting and reception area that could be booked individually during the trade days. On the weekend, the focus was on literary and non-fiction events for a broad audience.

23

events

39

speakers

Professional programme

Frankfurt International Stage

At the **Frankfurt International Stage**, the focus was on book markets, networking events, discussions and presentations by and with authors and other creatives from all over the world.

1734

visitors

43

events

Frankfurt Kids Conference

The conference with international speakers addressed the question of responsibility and values in current children's and youth media. In addition, a targeted networking programme was used to promote networking between all the important players in the international children's book community.

Centre of Words

The new Centre of Words⁴ was the central location for events on contemporary literature and translation.

35

panels

5

days

⁴The Centre of Words is jointly organised and supported by the Association of German-Language Translators, the German Literature Fund, the German Translators' Fund – with funds from the Federal Government Commissioner for Culture and the Media – and the Kunststiftung NRW. In cooperation with Frankfurter Buchmesse.

Professional programme

Forum Education

The programme at this stage, which Frankfurter Buchmesse again curated with Verband Bildungsmedien e. V. (a German educational media association), was aimed particularly at teachers and educational professionals from all types of schools, but also at those interested in education in general.

30

events

50

speakers

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Frankfurt Audio

The area for **audiobooks, podcasts, audio services** and **software** in Hall 3.1 had almost doubled in size compared to the previous year, with 640 m² in 2024. The players in the audio sector presented themselves here with their own stands, Workstations and at the Collective Stand of IG Hörbuch. At the professional programme in the **Frankfurt Studio**, experts discussed developments in the international audiobook market.

Comics and Games

The Comics Business Centre provided a space for expanding business internationally. The Guest of Honour for 2025, the Philippines, also presented its comic culture there. In cooperation with the Bologna Children's Book Fair, Frankfurter Buchmesse presented the **Games Business Centre** for game publishers, developers and industry suppliers for the first time.

Professional programme THE ARTS+

THE ARTS+ was the cross-media platform for markets that complement traditional publishing. It included areas such as licensing, gaming and film.

5

days

48

events

2 200

visitors

Stage 4.0 and Campus Weekend

On the stage in Hall 4.0, everything revolved around trends and market developments in the fields of science, education and publishing services. On the weekend, the stage was dedicated to the Campus Weekend: exhibiting companies provided information about entry and career opportunities in the book and media industry. The programme was rounded off by (popular) science talks and workshops.

Book-to-Screen

Frankfurter Buchmesse brought together key players from the publishing and film industries with its Book-to-Screen activities. During the week of the fair, publishers and agents were able to meet film producers at **11 events**. The central question: which books offer the most potential for film and series adaptations?



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Professional programme

Digital programme

Digital formats for networking and gathering inspiration: at **The Hof**, participants were treated to live interviews with exciting guests from the industry, while enjoying music and networking with international publishing professionals.

Thanks to a mix of current market data and best practices, participants in the **Masterclasses** were able to deepen their knowledge of current trends and topics.

For rights professionals, the popular **Frankfurt Rights Meeting** took place in a hybrid format. After four digital sessions in September, participants met for a networking event at the fairgrounds.

The Hof



Masterclasses



Frankfurt Rights Meeting



Frankfurt Calling

Perspectives on Culture and Politics

Important voices from around the world came together at #fbm24 to discuss the most pressing global issues and events. Cultural policy debates were introduced and investigated from the perspectives of various industries and sectors.

New in 2024: Hall 1.2 with

New Adult Stage and Authors Stage

For the first time, Frankfurter Buchmesse 2024 offered fans of New Adult literature such as romance, fantasy, romantasy, dark college and similar genres their own hall level, which included the **New Adult Stage**.

From Wednesday until the morning of Friday, the **Frankfurt Authors Stage** hosted events related to writing and self-publishing.

Books on Demand, the **Self-Publishing Association**, the **Federal Association for Young Authors** and the **Fantasy Authors' Network** organised a diverse programme.

Selected sessions can be viewed in our online media library:

buchmesse.de/en/media-library

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Public programme Frankfurt Kids Festival⁵

The programme for the general public offered many events, such as readings, hands-on activities and book signings for young book fans, both at and beyond the fairgrounds.

50

events

⁵Frankfurt Kids Festival was presented by the Astrid Lindgren Memorial Award

Open Stage and Open Stage lit.LOVE

At the Open Stage, bestselling authors met TV stars and influencers over the course of the book fair weekend.

Fans of New Adult literature enjoyed the **lit.LOVE** event series on Friday afternoon.

24

events in **2.5 days**

Meet the Author

Face-to-face encounters in the 'Meet the Author area': the place where literature fans meet their favourite authors.

87

authors

86 h

of encounters over **3 days**



Public programme Congress Center

Numerous programme highlights took place in front of a large audience at Frankfurter Buchmesse's largest stage: talks, award ceremonies, readings and book signings by well-known authors, as well as high-profile events as part of the **Frankfurt Kids Festival**.

This year, Sunday was dedicated to **Cosplay**. In addition to workshops, the **German Cosplay Championship** finals and award ceremony took place, as well as the **Finsterwacht** panel.

14

events

11 100+

visitors

Frankfurt Audio

At the weekend, audio fans met their favourite audio book speakers, authors and podcasters at the '**Hörbuchwelten Bühne**', powered by Bookwire and supported by Teufel.



Public programme

Reading Zone of Independent Publishers

At the Reading Zone of Independent Publishers, exhibiting companies from Germany, Austria and Switzerland presented their new releases at numerous events – from readings and award ceremonies to lectures and panel discussions

on social and cultural policy topics. The Reading Zone of Independent Publishers was organised and implemented in collaboration with the Kurt Wolff Stiftung.

75

events

2 540

visitors



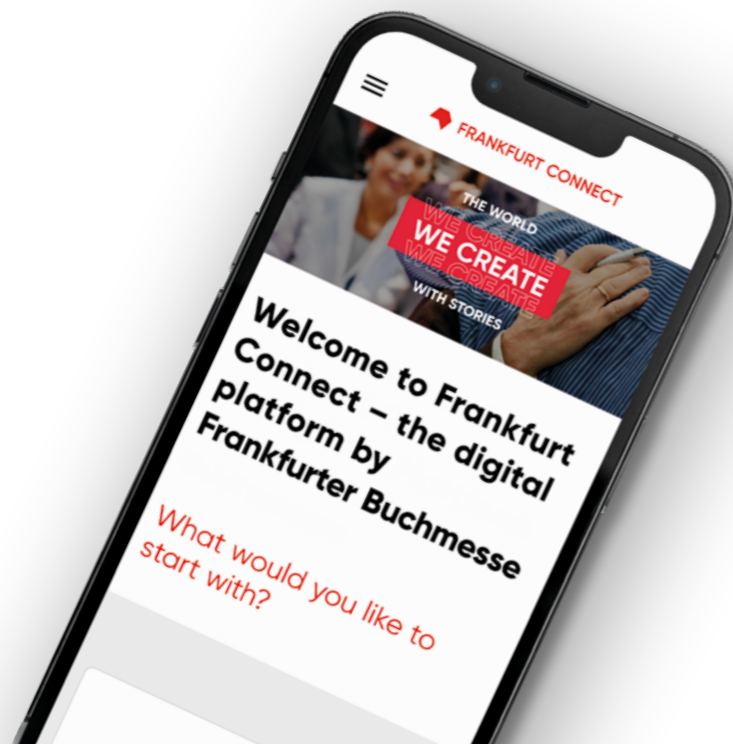
Media partners

The stages of the media partners were also visitor magnets. Partners included **ARD, ZDF, 3sat, Frankfurter Allgemeine Zeitung, Deutschlandfunk Kultur, TikTok, ARTE, taz, Der Freitag, Publishers Weekly, The Bookseller, Correctiv** and other partners were also on site with their own stands or programmes.



Frankfurt Connect and the Frankfurt Connect App

Frankfurt Connect is Frankfurter Buchmesse's new digital platform, accessible online and via app. It offers the international publishing community and visitors many services, such as the **Exhibitor Directory**, the **Calendar of Events**, an **overview of speakers** and an improved **matchmaking** service. Another attractive feature is the **Frankfurt Connect Card** for quickly exchanging contact details via scan. All services of the Frankfurt Connect platform are still available.



600

products presented

6 000 +

users

Media Presence

Statistical analysis of media reach⁶



47 bn.

estimated online media reach

784 m

estimated print reach

3 bn.

estimated radio reach

312 m

estimated TV reach

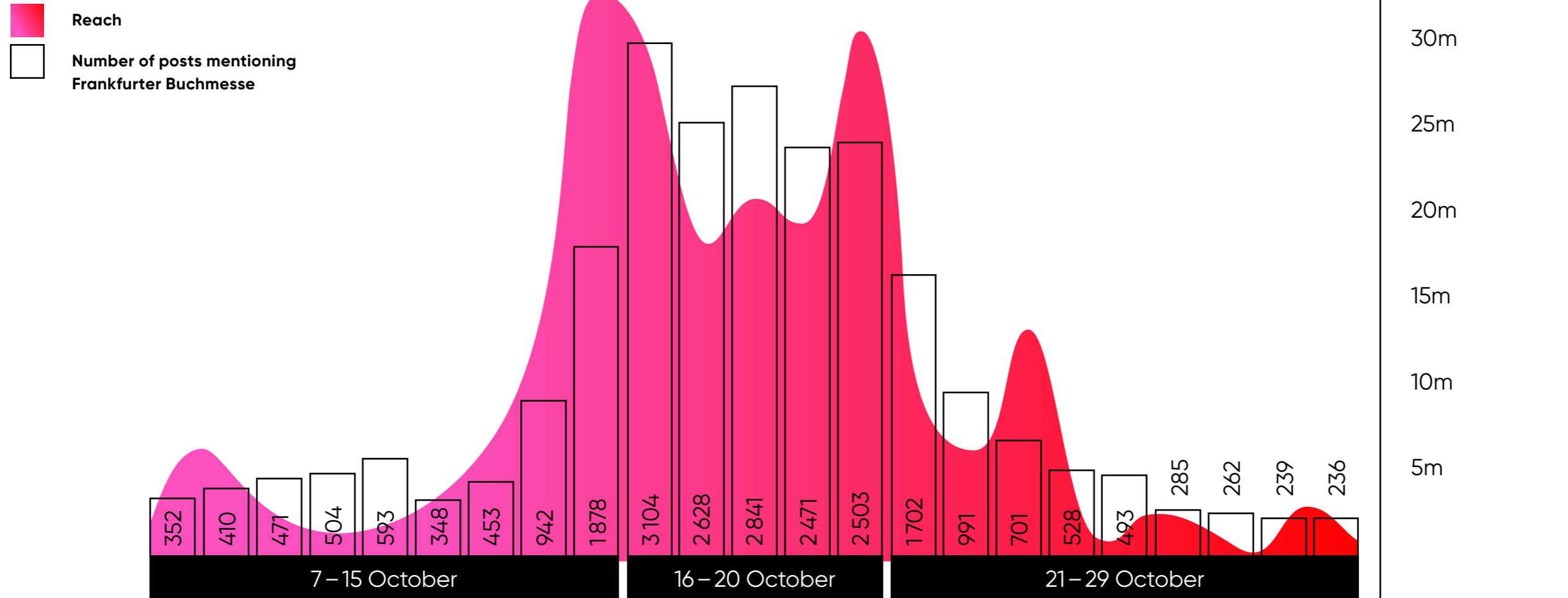
249 m

estimated social media reach

⁶Source: Meltwater report from 29 November 2024; evaluation period: 15 September – 3 November 2024

Media Presence

The 2024 book fair on social media⁷



⁷Source: Meltwater report dated 29 November 2024; evaluation period: 15 September – 3 November 2024. Based on the social media channels Instagram, X, Facebook, Tiktok, LinkedIn

Networking and Marketing

As of: November 2024



71 100

followers on [Instagram](#)

15 922

followers of the company profile
on [LinkedIn](#)

101 625

subscribers to Frankfurter Buchmesse [newsletters](#)
(national and international)

9 080

followers on [TikTok](#)

9 320

members of Frankfurter Buchmesse
[LinkedIn group](#)

81 995

subscribers on [Facebook page](#)

42 543

followers on X

5 770

subscribers on [YouTube](#)

Sustainability

Frankfurter Buchmesse wants to contribute to achieving the 17 Sustainable Development Goals of the United Nations 2030 Agenda. For us, sustainability is an ongoing process that includes environmental, social and economic aspects. To become more sustainable, we are working together with our partners Messe Frankfurt, the owner of the Frankfurt exhibition grounds, and Accente, the catering and hospitality service company of Messe Frankfurt.

Successes and selected measures in 2024:

- **Drinking water dispensers** and regional catering on the exhibition grounds
- Use of **100% green electricity**
- Approx. **10 tonnes of waste avoided** by using approx. **30 000 m²** less carpet at the fair
- **Recycling of more than 90% of the waste from the fair** by the disposal company
- Reuse of materials from our areas and the guidance system with social impact: just **over 0.5 tonnes of materials** benefited charitable organisations and initiatives
- **Eliminating the use of printed chipboard** that cannot be returned to the material cycle when building stands in our own areas
- **100 bags and 200 pencil cases** were produced from old Frankfurter Buchmesse flags in a Caritas textile workshop

More information:

buchmesse.de/en/sustainability



A fair for everyone: Accessibility

Our goal is to make the fair accessible to everyone. That is why we have been working for many years to break down barriers and improve the fair experience for all visitors.

This happens on three levels:

- Continuous **removal of barriers online and offline**
- Expansion of offers and services for people with disabilities. In 2024, these included, among other things, guided tours and an escort service for visually impaired people and the translation of selected events into sign language.
- Fostering **dialogue** on accessibility in publishing.
- Organisation of **public events** to raise awareness of accessibility

More information:

buchmesse.de/en/accessibility

Guest of Honour 2024: Italy

Authors and new releases

More than 90 authors and illustrators from Italy travelled to Frankfurter Buchmesse in 2024. For five days, they took part in readings, literary discussions and presentations, as well as professional encounters.

The Frankfurter Buchmesse list of new publications for the Italian Guest of Honour year included more than 220 new publications from and about Italy by 100 publishers in the German-language book market. 150 titles were translations from Italian, of which 64 translations were supported by Italy's official translation funding programmes.

At the fair

Under the motto 'Roots in the future', the Italian Guest of Honour invited visitors to explore Italy's cultural and literary heritage and discover new literary voices from Italy. Inspired by an Italian piazza, the Guest of Honour Pavilion provided a space for encounters.

The international book exhibition 'Books on Italy', organised by Frankfurter Buchmesse and curated by publishers from around the world, presented over 780 titles in 19 languages, published by 144 publishers from 32 countries. The Italian publishing industry presented 203 Italian publishers, agencies and industry service providers over approx. 1600 m² at the exhibition centre.

Programme

Around 100 literary and industry events were held in the Guest of Honour Pavilion and at the Italian collective exhibition. In Frankfurt, the Guest of Honour organised numerous concerts ranging from classical opera to folk and pop. More than 15 cultural institutions showcased Italy in exhibitions, film retrospectives and literary events in Frankfurt and the surrounding area.

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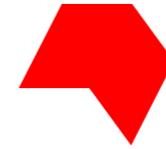
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Guest of Honour 2025: the Philippines

The imagination peoples the air



PHILIPPINES GUEST OF HONOUR
FRANKFURT BOOK FAIR 2025



FRANKFURTER BUCHMESSE

15–19 OCTOBER 2025

GUEST OF HONOUR PHILIPPINES

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