

FRANKFURTER
BUCHMESSE



Facts & Figures

The Frankfurt Book Fair 2009 in numbers

Why Frankfurt?

With **7,314** exhibitors from **100** countries, Frankfurt is the international hub of the publishing world.

Individual exhibitors from Germany → **3,312 (45 %)**

Other countries → **4,002 (55 %)**

National exhibits → **74**

EXHIBITOR DEVELOPMENT 2003-2009 (total individual exhibitors)

2003 → **6,636**
2004 → **6,691**
2005 → **7,225**
2006 → **7,272**
2007 → **7,448**
2008 → **7,373**
2009 → **7,314**

When asked about the importance of Frankfurt as a marketing tactic, **91%*** of participants classify it as »important« or »very important«.

* 94 % of international exhibitors

EXHIBITORS' TOP 10 REASONS FOR ATTENDING THE BOOK FAIR

(multiple entries were possible)

- 65 %** Refresh existing customer contacts
- 55 %** Make new contacts
- 52 %** Raise company profile, image-building
- 44 %** Increase product awareness
- 41 %** Exchange and gather information
- 39 %** Rights and licence trade
(as high as 48 % amongst international exhibitors)
- 39 %** Acquire new customers
- 32 %** Have a presence – »be there«
- 30 %** Find partners for co-productions
- 28 %** Introduce and present products

HIGH LEVEL OF SATISFACTION AMONGST TRADE VISITORS

97% of trade visitors evaluated their success at the Fair as »very good« to »satisfactory«.

91% intend to take part again in 2010.

Which countries and regions are represented?

The Netherlands has once again made the **Top 10**.

PARTICIPATING COUNTRIES AND REGIONS – NUMBER OF INDIVIDUAL EXHIBITORS

Countries marked with * have national collective exhibitions featuring a large number of publishing houses in addition to the individual exhibitors.

Albania	1	Bulgaria*	9
Algeria*	4	Canada*	61
Argentina*	17	Chile	1
Armenia*	5	China*	Top 5 274
Australia*	50	Colombia*	6
Austria*	Top 9 135	Croatia*	7
Azerbaijan*	4	Cuba*	4
Bahrain*	4	Czech Republic*	15
Bangladesh	1	Denmark*	41
Belarus*	6	Dominican Republic*	4
Belgium*	58	Ecuador	1
Bosnia-Herzegovina*	6	Egypt*	13
Brazil*	27	Estonia*	5

Faeroe Islands*	4	Netherlands*	Top 10 125
Finland*	14	New Zealand*	9
France*	Top 7 208	Nigeria*	8
Georgia*	4	Norway*	8
Germany	Top 1 3,312	Oman*	4
Ghana	2	Pakistan*	5
Greece*	20	Palestinian Ter.	1
Hong Kong	15	Peru*	5
Hungary*	22	Philippines	2
Iceland*	5	Poland*	29
India*	36	Portugal*	9
Iran, Islamic Republic*	18	Qatar*	4
Iraq*	5	Romania*	9
Ireland*	15	Russia*	46
Israel*	13	Saudi Arabia*	6
Italy*	Top 4 320	Serbia & Montenegro*	9
Jamaica	1	Singapore*	16
Japan*	41	Slovak Republic*	12
Jordan	1	Slovenia*	9
Kazakhstan*	4	South Africa*	20
Kenya	4	Spain*	Top 6 265
Korea, Republic*	34	Sri Lanka	2
Korea, The People's Republic of	1	Sweden*	41
Kosovo	1	Switzerland*	Top 8 178
Kuwait*	4	Syrian Arab Republic	2
Latvia*	9	Taiwan	26
Lebanon*	9	Thailand*	6
Liechtenstein*	5	Turkey*	41
Lithuania*	7	Uganda	1
Luxembourg*	10	Ukraine*	12
Macedonia, F. Y. R.*	6	United Arab Emirates	15
Malaysia*	7	United Kingdom	Top 2 809
Mexico*	12	USA	Top 3 624
Moldova, Republic of*	1	Uzbekistan	11
Morocco	1	Vatican City	3
Mozambique	1	Venezuela*	5
Nepal	1	Vietnam*	5

What is on offer?

Around **123,800** new releases, more than **400,000** publications and the entire industry.

TITLES AND NEW RELEASES 2009 (voluntary information)

Current programme → **278,109 (2009)** | 278,788 (2008)

New releases → **123,823 (2009)** | 123,496 (2008)

EVENTS

The Fair's broad range of events reflects the thematic scope of the exhibition.

3,037 events at the Frankfurt Book Fair 2009.

GUEST OF HONOUR CHINA

As a result of China being Guest of Honour, there have been **403 new releases** in German by more than 180 publishers, 160 of which were translations from Chinese. There were 77 titles about current events and history, 62 fiction titles, 44 about art and culture and the same amount of language teaching books, 31 economic titles and 27 anthologies. There were also **2,192 licences** sold.

The Books on China exhibition presented 2,568 books from 539 publishers and 32 countries.

By contrast, in 2004, German-Chinese literary relations were still a one-way street. At that time, 660 licences were sold to China, but only one was sold to Germany from China.

494 events alone were dedicated to the Guest of Honour: 272 of them took place within the exhibition grounds and 168 within the city of Frankfurt. A total of about 100 Chinese authors were invited. The Chinese presence was spread out over about 4,800 square metres.

274 Chinese publishers were present at the Fair and one agency was present in the Literary Agents & Scouts Centre (LitAg).

The Frankfurt Book Fair is the most important meeting place for rights and licences worldwide – at the Fair itself, as well as on the virtual platform in the Internet.

THE LITERARY AGENTS & SCOUTS CENTRE (LitAg)

With more than 393 tables, this exclusive meeting place offers registered agents, scouts, licence and rights agents the opportunity to meet with business partners in quiet surroundings, in order to negotiate writers' works.

503 registered agents and scouts, 288 agencies, 5,142 sqm area.

FILM & MEDIA RIGHTS CENTRE

With the Film & Media Rights Centre, the Frankfurt Book Fair has created a marketplace for film rights. In 2009, **70 international publishers and agencies and 100 producers from 20 countries** participated. A film licensing catalogue with presentations of about 250 film materials was compiled specially for participants. On the trade visitor days, about 400 individual appointments were organised between agencies, publishing representatives and producers.

Who are the visitors?

A total of **290,469** visitors, incl. **181,155** trade visitors from **128** countries.

ORIGIN OF TRADE VISITORS

Germany → **66.5 %**
Europe (except Germany) → **24.1 %**
Asia → **5.4 %**
The Americas → **3.4 %**
Africa and Australia → **0.6 %**

TOP 10 PROFESSIONS | FIELDS (most highly represented first)

- TOP 1** booksellers
- TOP 2** publishers
- TOP 3** librarians, documentalists
- TOP 4** authors
- TOP 5** lecturers, teachers, educators
- TOP 6** editors
- TOP 7** journalists
- TOP 8** designers, graphic artists, illustrators
- TOP 9** printers, bookmakers
- TOP 10** translators

DECISION MAKERS

The trade visitors at the Frankfurt Book Fair are highly qualified and most of them are well respected opinion leaders in their field. Around **77 %** of trade visitors take part in the decision making of their companies; of these, **29 %** are pivotal in the decision making. **21 %** are in management.

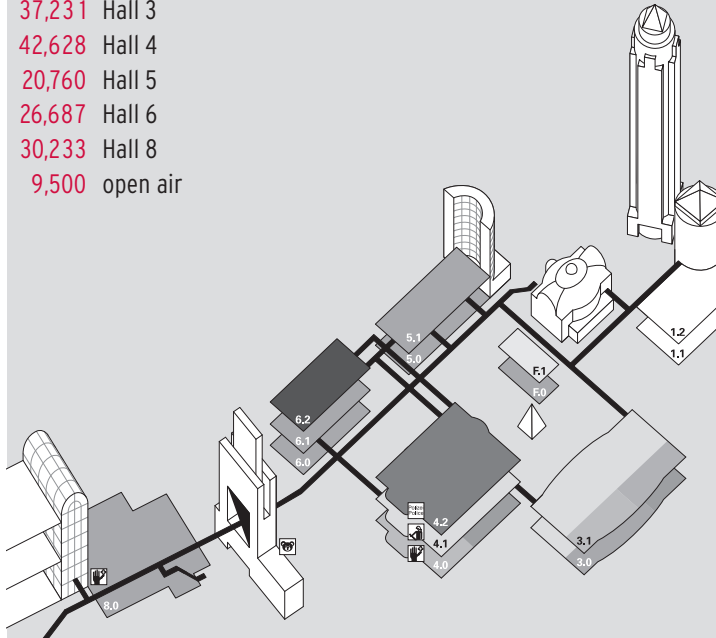
PRESS

With about **10,000** accredited journalists from **63** countries,

the Frankfurt Book Fair is the industry's largest media event. Everyone is reporting on the Fair – from science editors to literary critics, from online platforms to international TV channels.

How much space does the Fair fill?

sqm	area
171,791	exhibition area
37,231	Hall 3
42,628	Hall 4
20,760	Hall 5
26,687	Hall 6
30,233	Hall 8
9,500	open air



WWWhat happens during the rest of the year?

www.book-fair.com

40,000 registered users

Frankfurt Catalogue → the industry's most comprehensive company reference directory worldwide, with more than 7,800 exhibitor details from 100 countries.

Frankfurt Who's Who → the industry's largest directory of names worldwide, with more than 31,000 entries and more than 27,000 active e-mail addresses. Here you can find the industry's key players with 15,000 trade visitors, about 12,000 exhibitors and more than 5,000 journalists.

Frankfurt Rights Catalogue → this is the industry's largest database for international rights and licence sales, with more than 18,500 titles from 63 countries, in 47 languages, including exact information about the availability of:

- translation rights (6,690 titles from 46 countries, in 37 languages)
- film rights (1,208 titles from 34 countries, in 27 languages)
- merchandising rights (1,164 titles from 31 countries, in 20 languages)
- audio rights (1,503 titles from 38 countries, in 30 languages)



CHINA – TRADITION & INNOVATION
Ehregast 2009 – Frankfurter Buchmesse
Guest of Honour 2009 – Frankfurt Book Fair

All information refers
to the 61st Frankfurt Book Fair,
which took place from
14-18 October 2009.

If you have any further questions
or if you would like to order
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