



Presentation of the  
**Report on the State of Publishing in Italy**

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20 October 2021  
Frankfurter Buchmesse





This Report was done in partnership with Bologna Children's Book Fair, BolognaBookPlus and Bologna Fiere

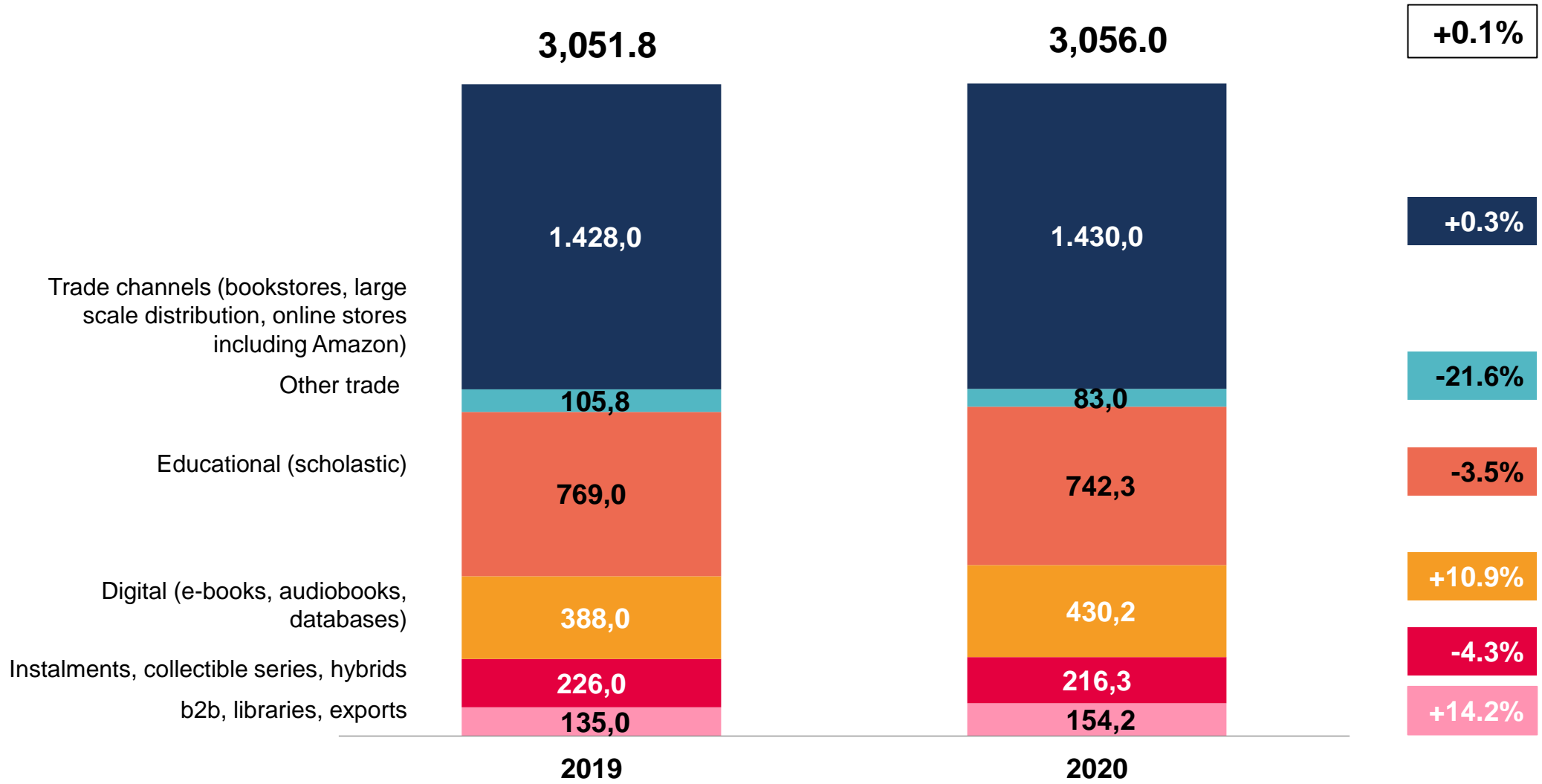
# How did 2020 go?

## Market and Production



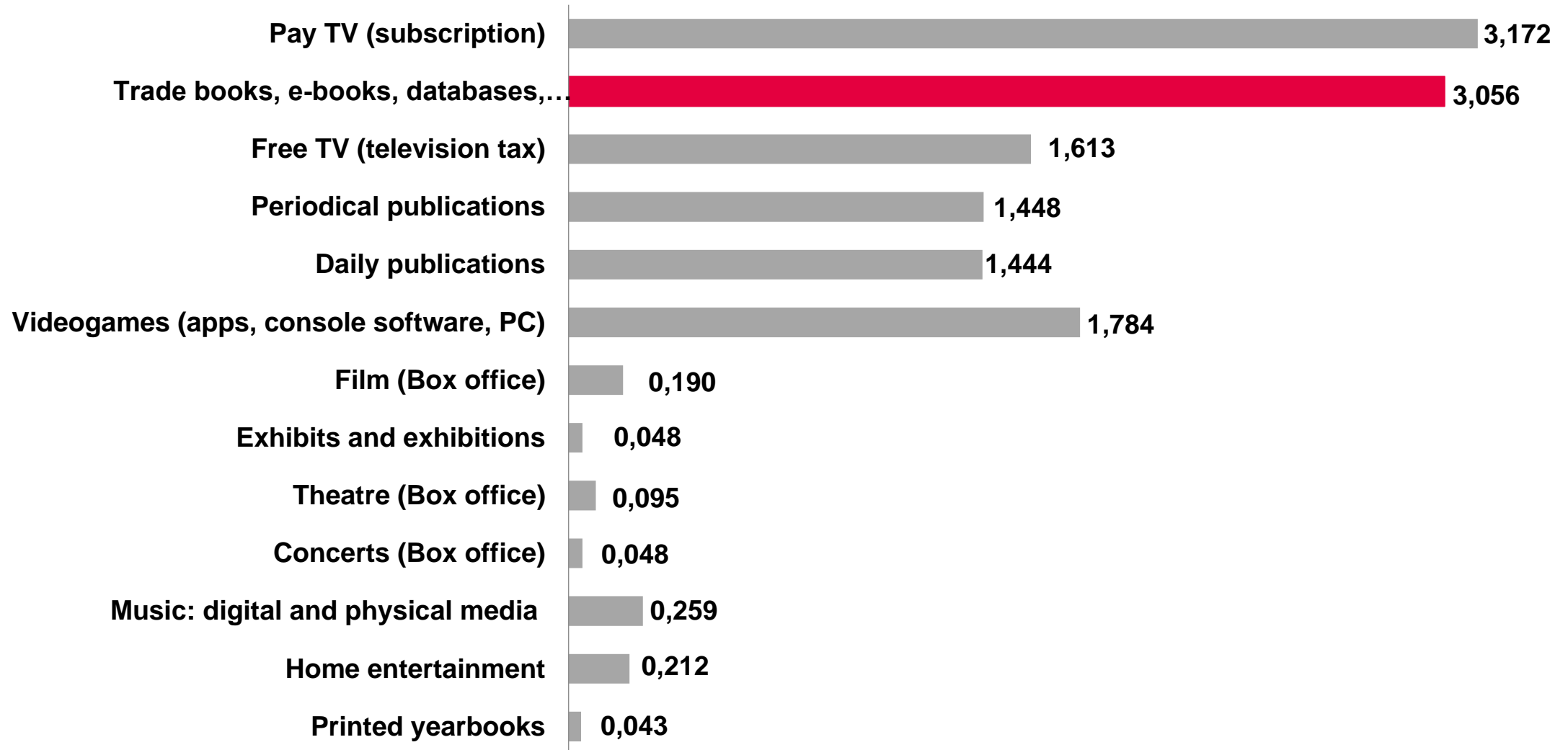
# In 2020 the overall market demonstrated moderate growth as compared to 2019

Performance and composition of the market (trade, educational, professional, export, and other): 2019-2020.  
Value in millions of euro and by percentage



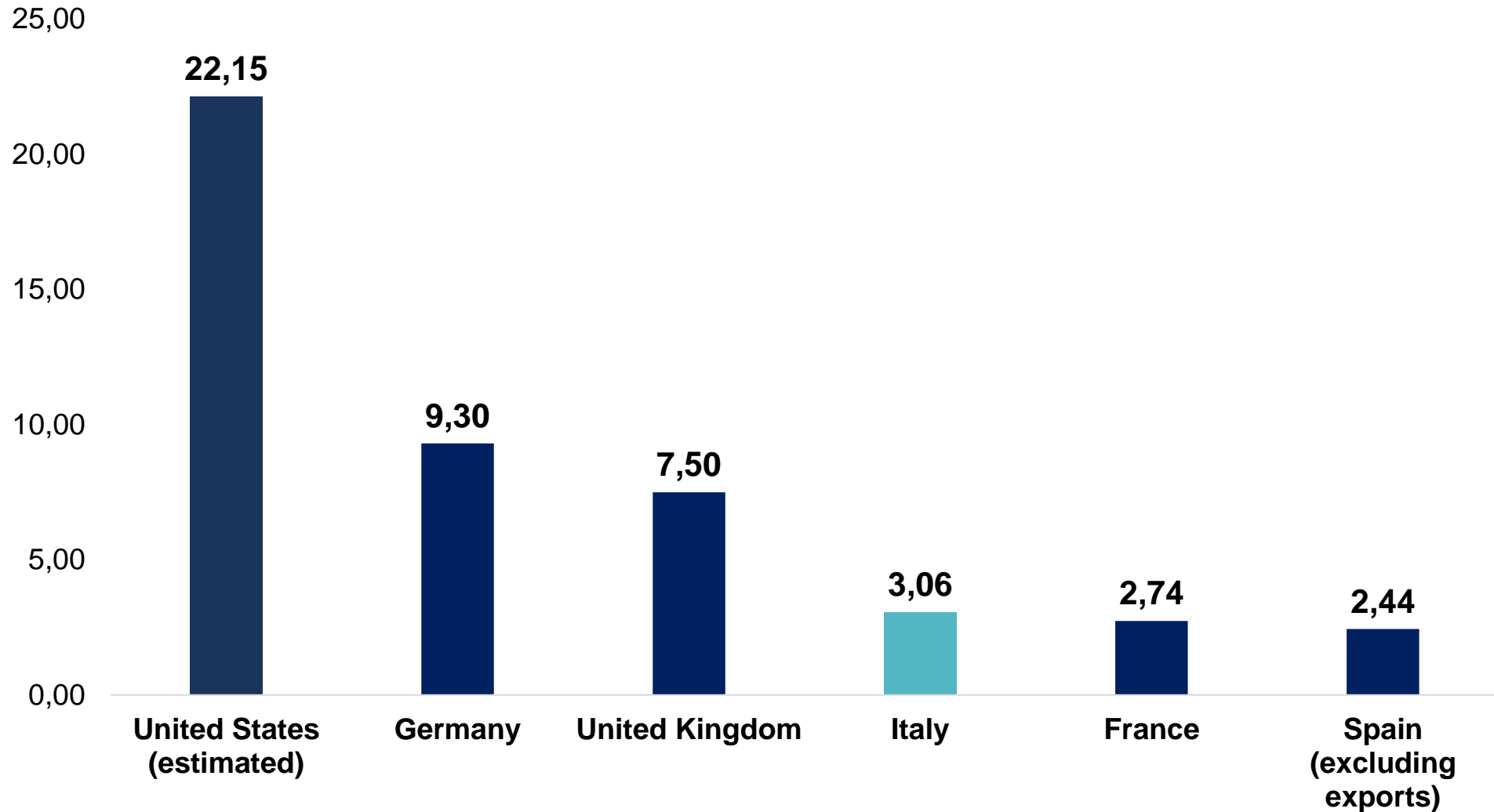
# In 2020 books are once again the number one Italian culture industry alongside Pay TV

Value of the primary content industries on a like for like basis. Value in billions of euro



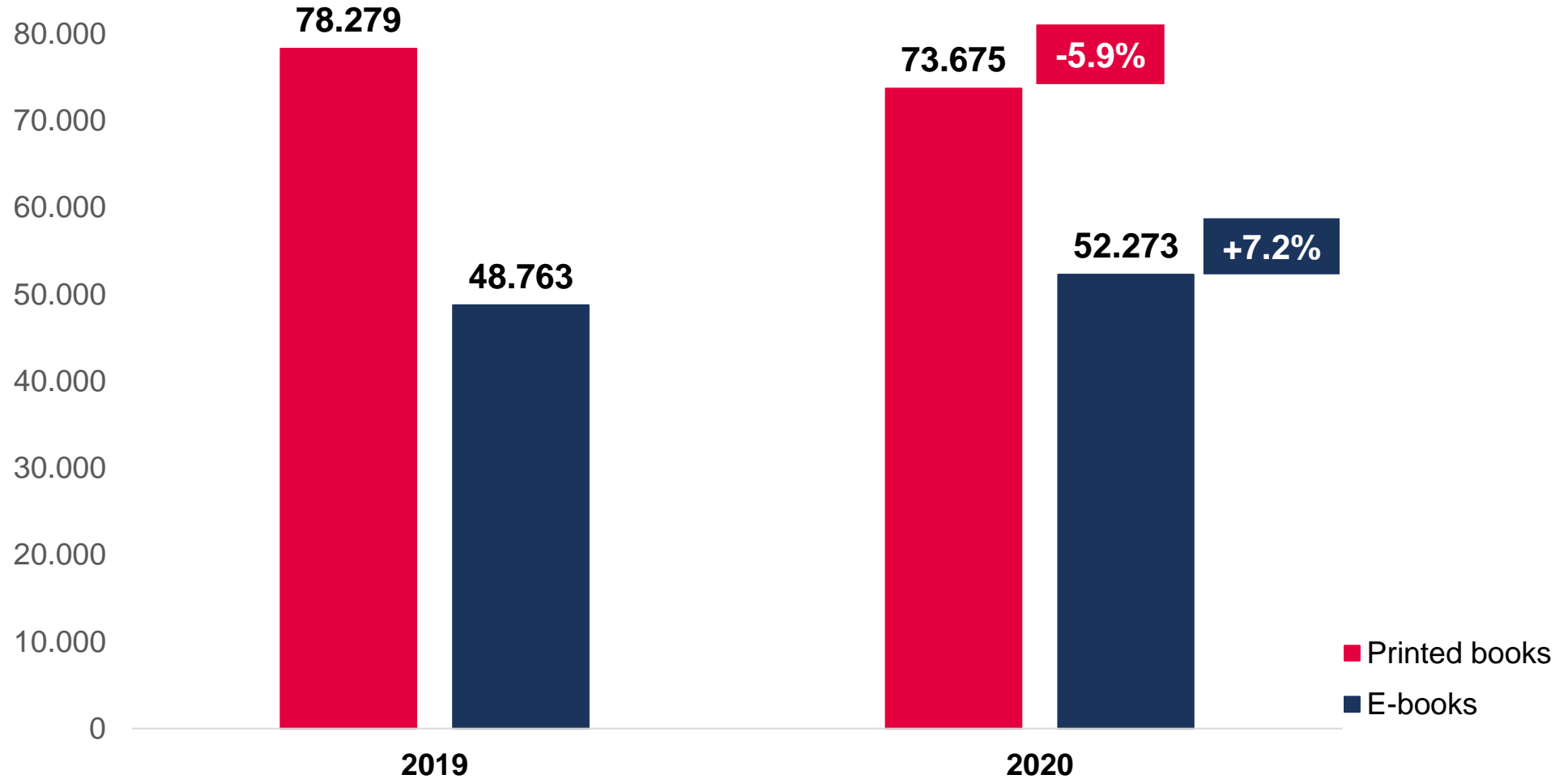
# In 2020 the Italian publishing industry ranked the third largest in Europe

Value of the primary European and American publishers. Value in billions of euro



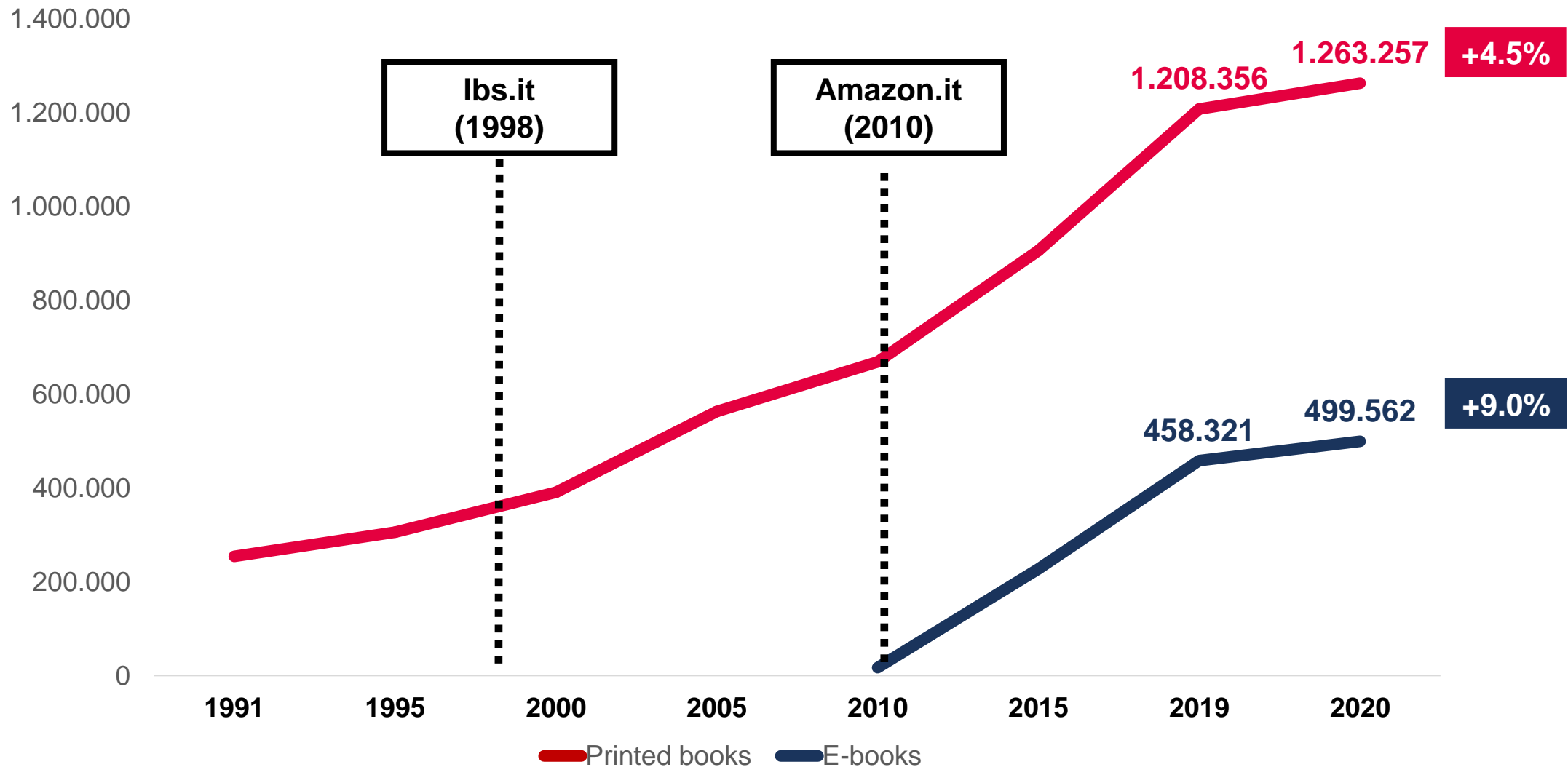
# Production of digital titles increases, that of printed books decreases

Production of new printed books and e-books: 2019-2020. Value in number of titles and by percentage



# Publishers offer more products and the life cycle of books is extended: ever more titles available for purchase

Titles in commerce (excluding scholastic books): 1991-2020. Value in number of titles and by percentage



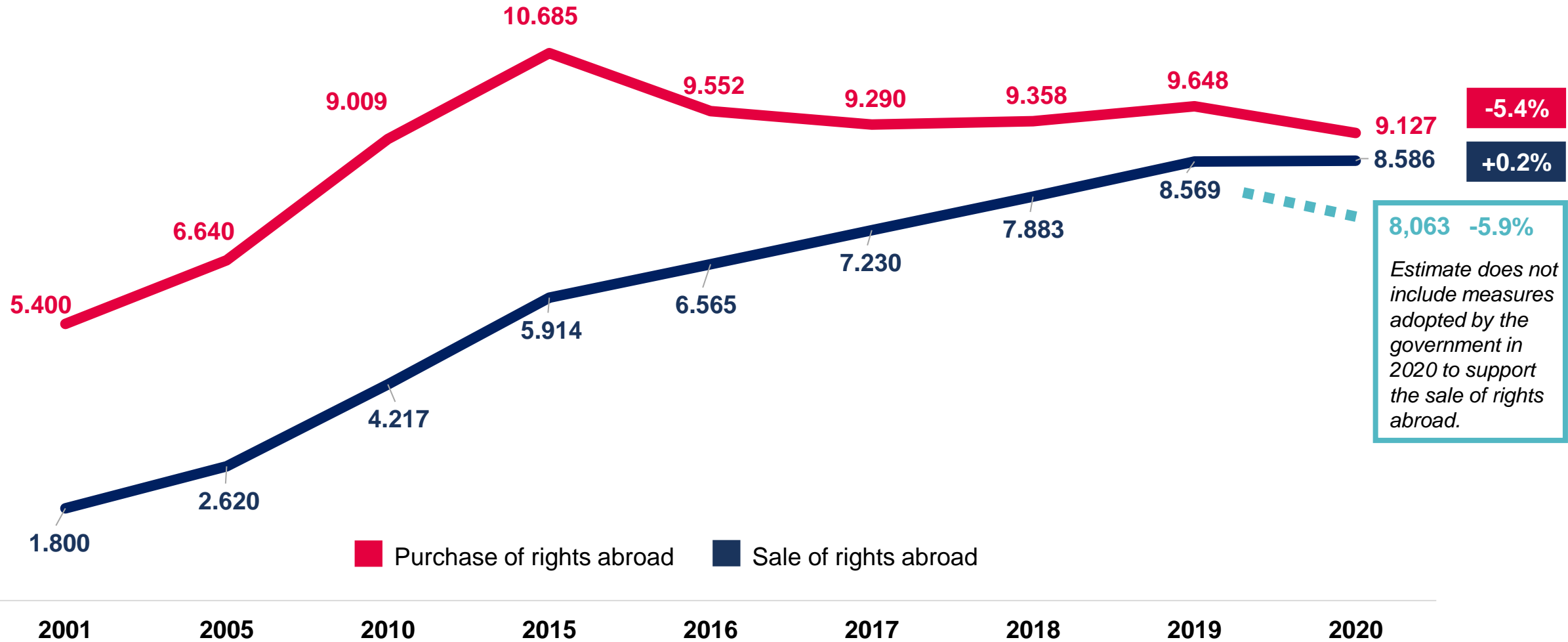


# Italian Publishing Abroad



# Publishing rights: exports increase, a setback for imports

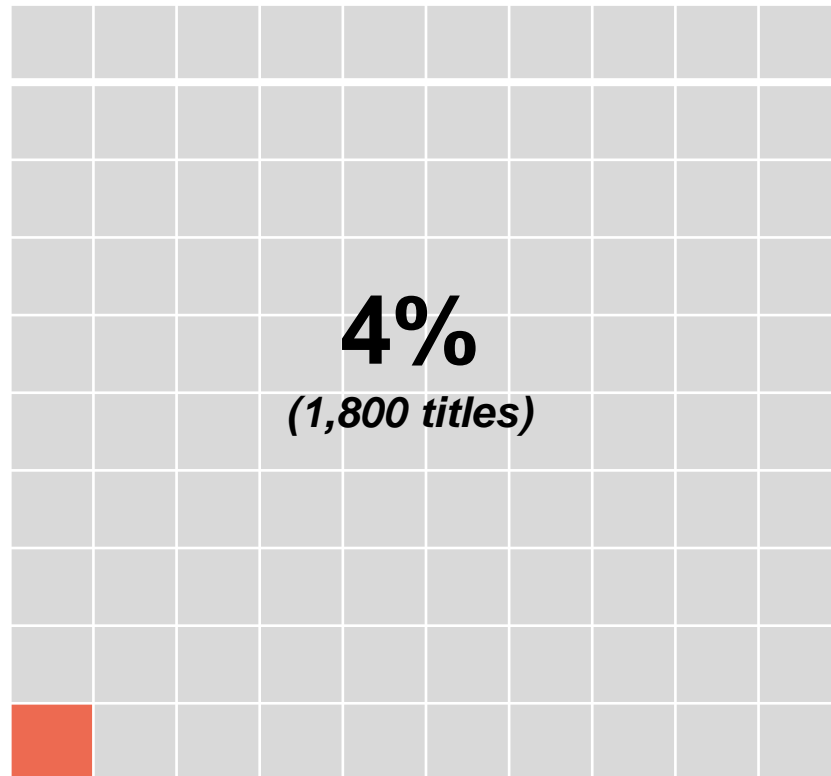
Performance of the sale and purchase of publishing rights: 2001-2020. Value in number of titles and by percentage



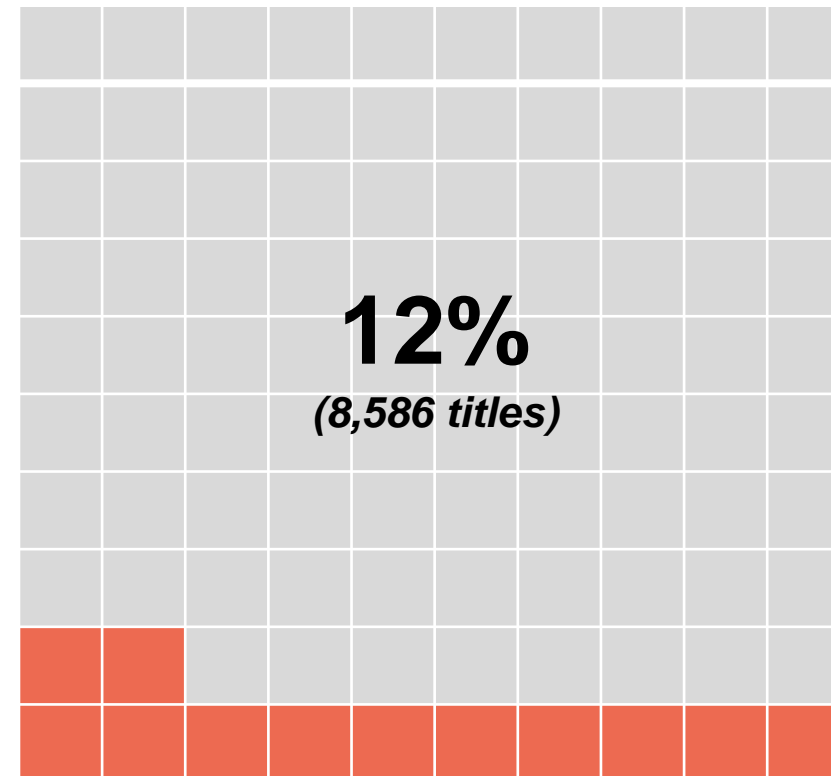
# Production increasingly targets the international market

Impact of the sale of rights of Italian authors on annual production. Value in number of titles and by percentage

## 2001

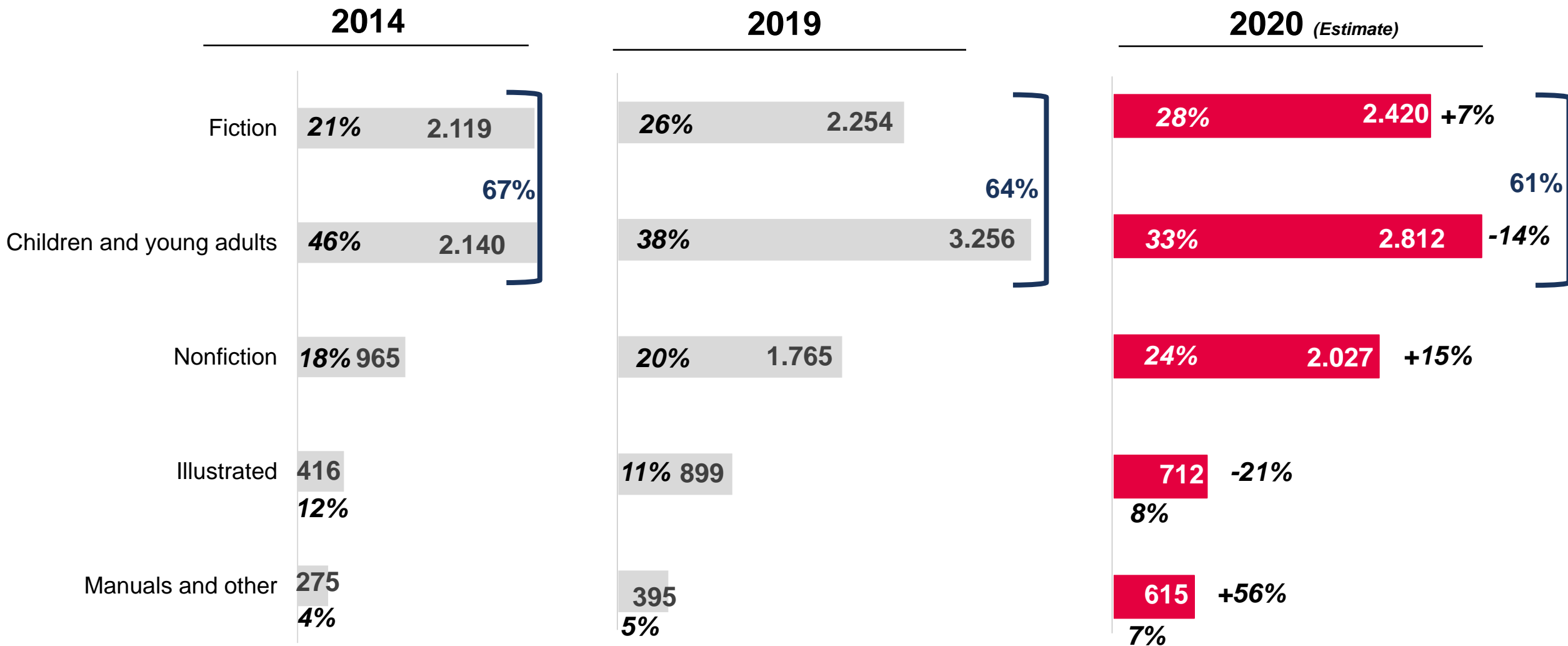


## 2020 *(Estimate)*



# Fiction and children's books remain the biggest sellers abroad

Composition and performance of the sale of rights of Italian authors according to genre: 2014-2020. Value in number of titles and by percentage



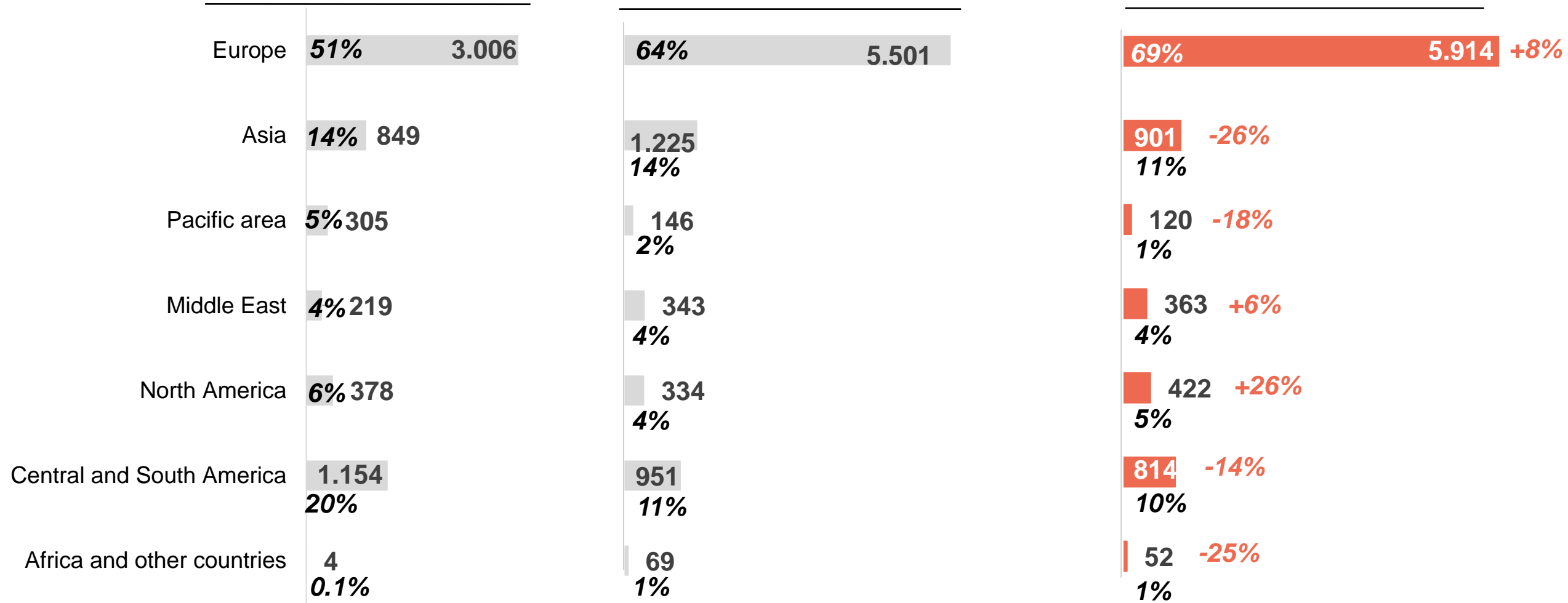
# Europe is the number one market for Italian exports, but we sell all over the world.

Composition and performance of the sale of rights of Italian authors according to geographic area: 2014-2020. Value in number of titles and by

percentage  
**2019**

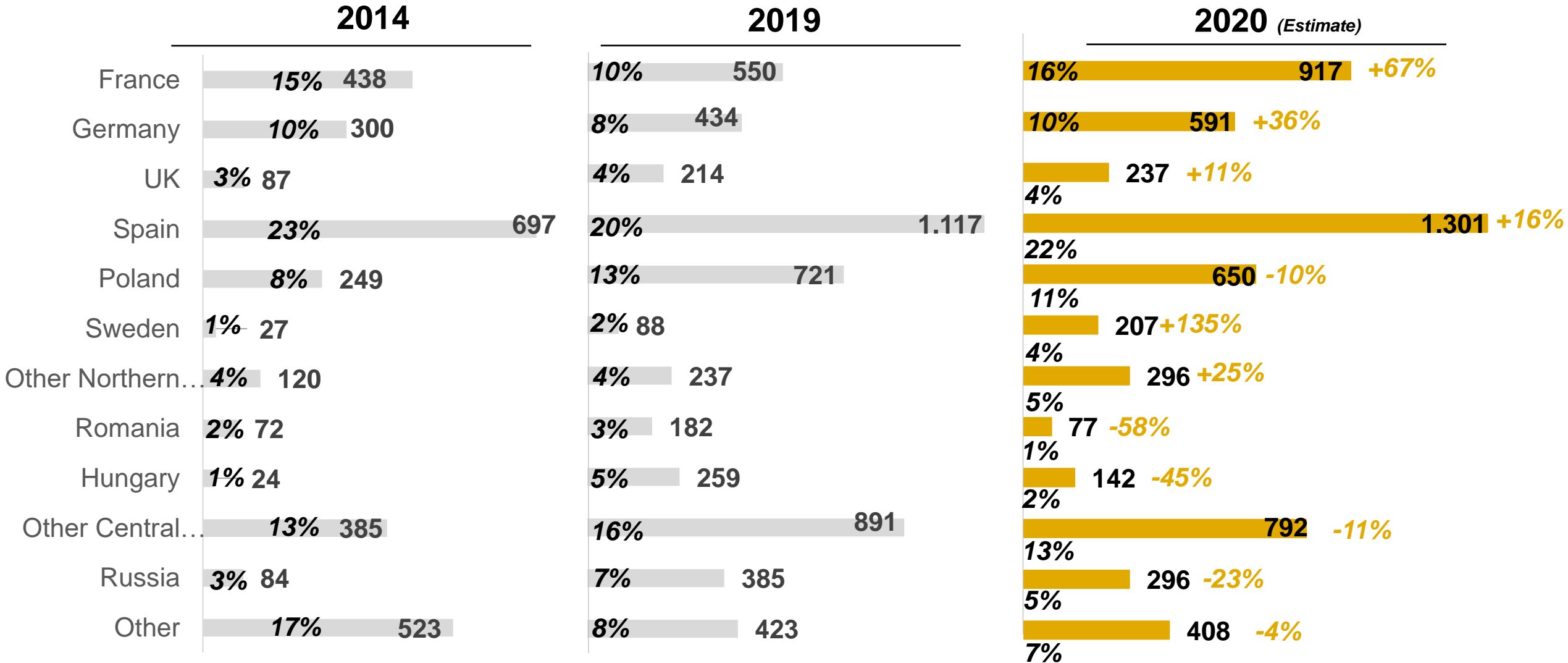
**2014**

**2020** *(Estimate)*



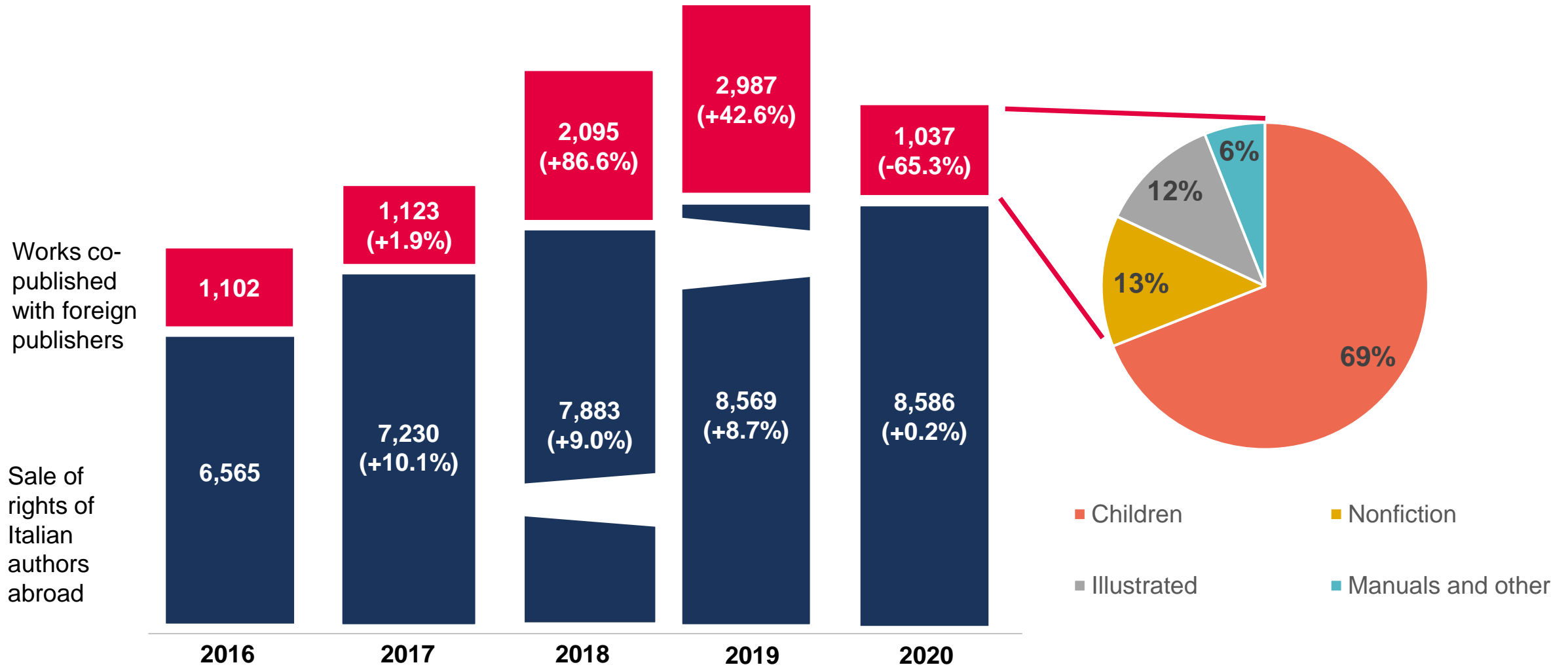
# In Europe: Spain is the number one market for exports, France is the second

Composition and performance of sale of rights of Italian authors in Europe: 2014-2020. Value in number of titles and by percentage



# Co-publishing: an important sector, penalised, however, by the lack of book fair

Composition and performance of co-published works: 2016-2020. Value in number of titles and by percentage



# What about 2021?

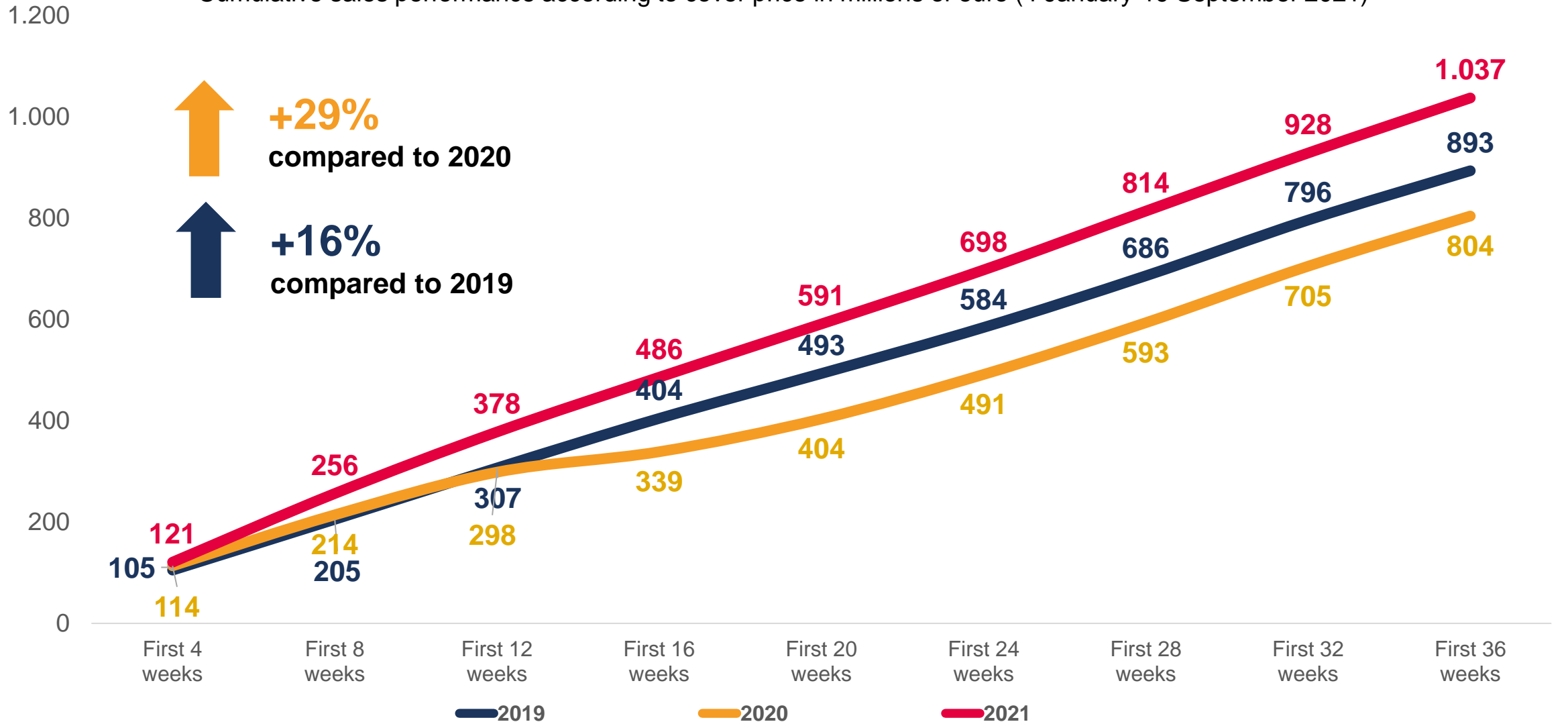
*A quick look at the performance of trade publishing alone*





# The trade publishing market in the first nine months of the year: sales continue to grow

Cumulative sales performance according to cover price in millions of euro (4 January-19 September 2021)





**In the framework of**

