

Global publishing industry at a glance – Preliminary release*

U.S. publishing industry revenue reached over USD 23.5 billion in 2019

The 2019 total sales and licensing revenue generated by both the trade and the educational sectors are available for 17 countries. These 17 countries generated USD 64.1 billion revenue in 2019. The United States of America (U.S.) (USD 23.5 billion) reported the largest net revenue, followed by Japan (USD 16.1 billion), the Republic of Korea (USD 6.2 billion), Germany (USD 5.6 billion) and the U.K. (USD 5.4 billion) (Table 1). Trade sector revenue accounted for 50% or more of total revenue in 12 of the 17 countries – ranging from 55.2% in Japan to 94.8% in the Czech Republic – while educational sector revenue accounted for over half of total revenue in Brazil (57.9%), Mexico (74.2%) and Turkey (59.5%).

Online sales generated more than half of trade sector revenue in Sweden and the U.K.

Seven countries provided their 2019 trade sector revenue broken down by sales channel, that is, bricks and mortar, online and other categories. Online sales generated more than half of total trade sector revenue in Sweden (50.1%) and the U.K. (55.2%). The U.S. (43.5%) and Turkey (22%) also had a large proportion of their total trade sector revenue generated by online sales.

In 2019, the U.K. published 202,000 titles covering the trade and educational sectors

Data on the total number of titles published in 2019 covering both the trade and educational sectors are available for 32 countries. The U.K. reported a combined total of 202,000 published titles in 2019, followed by the Russian Federation (115,171), France (107,143) and Spain (95,849) (Table 1).

Digital editions accounted for a high share of trade sector titles published in Cuba, Norway and Sweden

In total, 19 countries were able to disaggregate the number of titles published by the trade sector between print editions, digital editions and other formats. Print editions accounted for more than half of all titles published by the trade sector in most countries. Cuba (55.2%), Sweden (51.1%) and Norway (47.1%) reported the largest share of digital editions.

Background details on the publishing industry survey

In 2017, in collaboration with the International Publishers Association (IPA), WIPO launched a new survey of the global publishing industry. In 2019, cooperation with the Federation of European Publishers (FEP) and *Centro Regional para el Fomento del Libro en América Latina y el Caribe* (CERLALC) was established and helped to reduce the burden on respondents and increase the geographical coverage of survey responses. WIPO is grateful to FEP and CERLALC for sharing their data in the implementation of the survey. WIPO has also established cooperation with the International ISBN Agency and the Nielsen Company to validate survey responses. The scope of the publishing industry survey is limited to (a) trade and educational sectors, and (b) published materials (i.e., books, monographs, etc.) issued with an ISBN, a Digital Object Identifier (DOI) or any other book identifier.

*** Full survey results will be available in WIPO's forthcoming *World Intellectual Property Indicators 2020* report**

Table 1. Total number of titles published and net revenue from sales and licenses, covering the trade and educational sectors, 2019 (or the latest available year)

Country	Number of titles published			Total net publishing revenue, USD million		
	Total	Share of total (%)		Total	Share of total (%)	
		Trade	Educational		Trade	Educational
Argentina	11,514	83	17
Australia	16,141
Austria (2018)	8,466	89	11
Azerbaijan	20
Belarus	9,619	50	50
Belgium (2018)	22,444	66	34	728	73	27
Brazil	39,978	69	31	1,250	42	58
Bulgaria	12,194	85	15
Canada (2018)	14,626	76	25	1,035
Chile	7,826	92	8
Colombia (2018)	14,095	55	45	258	41	59
Cuba	3,827	63	37
Czech Republic	16,305	95	5	296	95	5
Denmark (2018)	10,841	268	65	35
Ecuador	7,309	66	35
Estonia	5,143	93	7	41	82	19
Finland	10,112	76	24	273	57	43
France	107,143	73	27	2,983	69	31
Germany	78,746	5,620
Greece	11,278	90	10
Iceland	2,051	99	1
Ireland (2018)	2,191	87	13	39	61	39
Italy (2018)	130,376	97	3	2,494	65	35
Japan	73,306	98	2	16,067	55	45
Kyrgyzstan	782	69	31
Lebanon	4,000
Lithuania (2018)	3,075	88	12
Mali	119	75	25	2	66	34
Malta	935	94	6
Mexico	26,787	41	59	535	26	74
Myanmar	6,099	85	16
New Zealand	114	79	21
Norway	6,151	85	15	280	61	39
Peru	11,476	71	29
Philippines (2018)	7,474	61
Republic of Korea	6,225	61	39
Republic of Moldova	4,427	60	41
Russian Federation	115,171
Slovenia	5,076	85	15	96	77	23
South Africa (2018)	195	31	69
Spain	95,849	94	6
Togo	43	79	21
Turkey	94,482	67	33	1,350	41	60
U.K.	202,000	5,402	58	42
U.S.	23,525	69	31
Ukraine	24,416	68	32
For the following countries the data is available only for the Trade sector						
Country	Titles		Revenue			
China, Hong Kong SAR (2018)	5,510		64.3			
Croatia	6,721		..			
Iceland	..		22.4			
Kazakhstan	4,447		..			
Republic of Korea	65,432		..			
Sweden	7,740		228.4			
For the following countries the data is available only for the Educational sector						
Country	Titles					
Latvia	112					

Note: .. indicates not available.

Source: WIPO Statistics Database, September 2020.