

The Global Ranking of the Publishing Industry 2008

Initiated by Livres Hebdo

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Researched by

Rüdiger Wischenbart Content and Consulting

The Global Ranking of the Publishing Industry 2008

- Fabrice Piault,
Livres Hebdo (France)
- Thomas Wilking,
buchreport (Germany),
- Sara Nelson,
Publishers Weekly (USA),
- Lasse Winkler,
Svensk Bokhandel (Sweden)
- Philip Jones,
The Bookseller (UK)

- Rüdiger Wischenbart
Moderator

Accounted as “publishing” were

- ▶ All activities based on the publication and, in a secondary degree, the distribution of
- ▶ books of all kind,
- ▶ scientific journals and professional information in commercially run databases;

Excluded were

- ▶ Newspapers, wire services, magazines,

As far as possible, only revenues from divisions falling within this definition have been represented in the list.

Research has been completed by the end of May 2008.

The Global top 10 Publishing Groups

Rank 2008	Rank 2007	Group	Country	2007 Revenues m/Euro	
1	3	Thomson	US	€	4.997,76
2	2	Pearson	UK	€	4.812,00
3	4	Bertelsmann	Germany	€	4.392,00
4	1	Reed Elsevier	UK/NL/US	€	4.217,00
5	5	Wolters Kluwer	NL	€	3.413,00
6	6	Hachette Livre	France	€	2.130,00
7	7	McGraw-Hill Education	US	€	1.853,00
8	8	Readers Digest	US	€	1.843,00
9	14	Houghton Mifflin Harcourt	US	€	1.712,00
10	10	De Agostini Editore	Italy	€	1.668,00

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Key findings

- **Publishing is a global, yet culturally highly diverse industry.**
- **Professional information and education have a clear lead in revenues and most of this is already born digital.**
- **In trade publishing, European groups are the predominant force.**

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- **Publishing is a global, yet culturally highly diverse industry.**
- English is the defining language,
- Ownership in publishing is widespread and international
 - ▶ Europe
 - ▶ USA
 - ▶ Japan
 - ▶ China
- In the USA, lead by
 - ▶ Bertelsmann
 - ▶ Hachette

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■ **In trade publishing, European groups are the predominant force.**

In the global top 10 trade publishing companies

- 5 companies with headquarters in the European Union
 - ▶ Bertelsmann,
 - ▶ Hachette,
 - ▶ De Agostini,
 - ▶ Penguin,
 - ▶ Planeta
- 2 in Japan
 - ▶ Kodansha
 - ▶ Shueisha.

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- **Professional information and education have a clear lead in revenues**
- **and most of this is already born digital.**

Revenues in the Global Top 10

- Total: 31,000 m Euro

Professional Information	m €	12.627,76
Education	m €	7.192,00
Trade	m €	11.176,00

The Global Ranking of the Publishing Industry 2008: Outlook

- The future of the book has arrived, and we have learned to live with it.
 - ▶ Digital is prevalent in professional information;
 - ▶ Subscription is often the revenue model for digital;
 - ▶ New platforms get introduced (e-readers, phones, et al.);
 - ▶ New perspectives and new models of business, distribution, cross medium perspectives only start to take shape;
- New rising stars from new countries:
 - ▶ Spain (Planeta)
 - ▶ China
 - ▶ Korea
- Non-English (European) international bestsellers
 - ▶ Stieg Larson (Sweden)
 - ▶ Ildefonso Falcones (Spain)
 - ▶ Muriel Barbery, et al. (France)

Links

- Livres Hebdo www.livreshebdo.fr
- Buchreport www.buchreport.de
- Publishers Weekly www.publishersweekly.com
- Svensk Bokhandel www.svb.se
- The Bookseller www.thebookseller.com

- Rüdiger Wischenbart www.wischenbart.com/publishing