Book*Map*

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A global Book*Map* in smart numbers
Aggregating and analysing international data for the publishing industry

A not–for–profit initiative powered by CulturalTransfers.org
and Rüdiger Wischenbart Content and Consulting

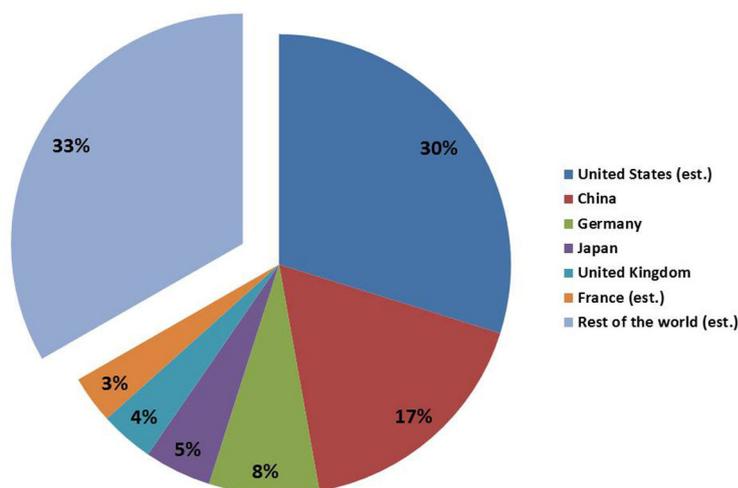How big is book publishing worldwide? Which book markets grow? Which are flat?
How about emerging economies, like Brazil, Russia or China?
How does Asia compare to Latin America?
What makes the digital transformation so different in Germany, Great Britain or China?
We collect such information, and turn it into „smart numbers", like trending charts and in–sightful reports. We provide a framework of insights for anyone who needs to know about books, publishing, and the forces that drive the current transformation processes.

Top 6 markets in % of World (2015)

- United States (est.)
- China
- Germany
- Japan
- United Kingdom
- France (est.)
- Rest of the world (est.)

33% · 30% · 17% · 8% · 5% · 4% · 3%

The 6 largest book markets account for 2/3 of the worldwide publishing business

Book*Map* is
- A relevant source and partner for publishers, policy makers and professional educators who need to know what shapes the market.
- An independent non–profit initiative, which encourages financial contributions. Let us know if you are interested in becoming a member.
- To be launched at the London Book Fair 2017, and partners with leading universities specializing in the book profession.

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BookMap wants to provide access to the best general market statistics available for the international book publishing industry, by collecting, plausibility checking and organizing industry statistics, references and analytics.

The ambition is to give orientation in the current transformation of content media, and to establish a body of robust information.

By putting this information into context and perspective, we will create relevant naratives for highlighting relevant driving forces of market developments and trends, as they emerge.

BookMap taps into a broad network of professional organizations and knowledgeable individuals, in a collaborative effort for a better understanding of the book business.
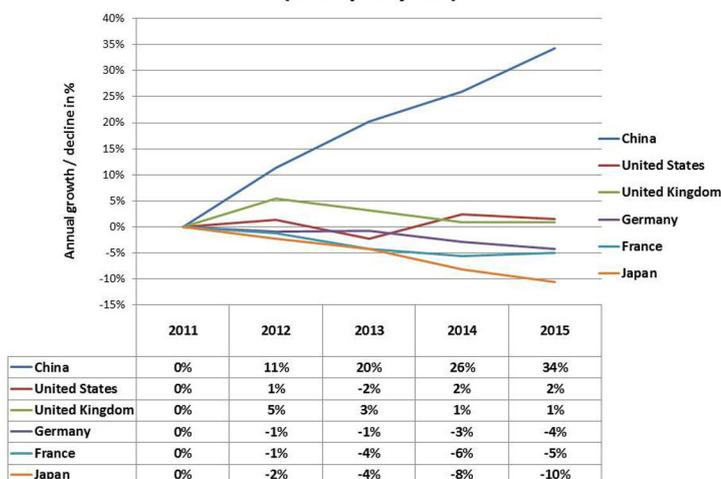
BookMap is a non-profit initiative, launched in spring 2017, as a project of culturaltransfers.org and Rüdiger Wischenbart Content and Consulting.

It can build on over 10 years of industry experience, a standing collecting of data from 40+ countries, and a proven IT environment for documentation and analysis of industry data.

BookMap cooperates with leading universities with professional education programs. Full access to its ressources cannot be bought, but requires membership.

BookMap **encourages publishers and service providers to financially contribute through its membership plan. Members gain access and are represented in the advisory board.**

Evolution of top 6 publishing markets (in % per year)

	2011	2012	2013	2014	2015
China	0%	11%	20%	26%	34%
United States	0%	1%	-2%	2%	2%
United Kingdom	0%	5%	3%	1%	1%
Germany	0%	-1%	-1%	-3%	-4%
France	0%	-1%	-4%	-6%	-5%
Japan	0%	-2%	-4%	-8%	-10%

Market dynamics are hugely diverse among the 6 largest book markets worldwide.

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