

# GLOBAL 50 THE RANKING OF THE PUBLISHING INDUSTRY 2018



**The "Global 50" Ranking of the International Publishing Industry 2018**

**The Ranking of the International Publishing Industry 2018**

Rüdiger Wischenbart, with Michaela Anna Fleischhacker

Research: Ruediger Wischenbart Content and Consulting

Published by Livres Hebdo, Paris, September 2018

ISBN: 978-2-36263-084-2

© 2018 Livres Hebdo

[www.livreshebdo.fr](http://www.livreshebdo.fr)

[www.wischenbart.com](http://www.wischenbart.com)

This book was created with Booktype. For more information, please visit: [www.booktype.pro](http://www.booktype.pro)

# Table of Contents

Introduction .....	6
Worlds biggest Publishing Companies.....	7
Global Publishing in 2017: A Year of Continuous Challenges .....	10
Abbreviations used in this report .....	26
Profiles.....	27
Albin Michel .....	28
Bertelsmann .....	30
Bloomsbury Publishing Plc.....	37
Bonnier .....	41
Bungei Shunjū Ltd. ....	46
Cambridge University Press .....	48
Cengage Learning Holdings II LP .....	51
Cornelsen.....	55
C. H. Beck.....	57
Egmont .....	60
EKSMO–AST.....	64
France Loisirs .....	67
FTD Editora .....	70
Gakken Holdings Co., Ltd.....	72
Hachette Livre .....	74
HarperCollins .....	80
Haufe Group .....	85
Holtzbrinck Publishing Group.....	88
Houghton Mifflin Harcourt.....	92
Informa.....	95
Kadokawa Shoten Publishing Co., Ltd.....	99
Kabushiki-gaisha Kōdansha (Kodansha Limited).....	102

Klett .....	105
Kyowon Co., Ltd. ....	108
La Martinière Groupe .....	111
Les Editions Lefebvre-Sarrut.....	113
Madrigall / Groupe Gallimard / Flammarion.....	116
McGraw-Hill Education .....	120
Média Participations .....	124
Messagerie Italianae and Gruppo editoriale Mauri Spagnol (GeMS).....	127
Arnoldo Mondadori Editore S.p.A. ....	131
Oxford University Press.....	136
Pearson Plc .....	139
Grupo Planeta .....	143
Prosveshcheniye .....	147
The Quarto Group, Inc. ....	151
RELX Group .....	156
Sanoma.....	161
Santillana .....	164
Scholastic .....	167
Shinchosha Publishing Co Ltd .....	171
Shogakukan Inc. ....	173
Shueisha Publishing Co., Ltd. ....	176
Simon & Schuster .....	179
Somos Educação S.A. ....	183
Springer Nature .....	188
Thieme.....	192
Thomson Reuters .....	194
WEKA .....	199
Westermann Gruppe.....	201
John Wiley & Sons .....	204

Wolters Kluwer ..... 208

Woongjin Think Big ..... 212

# Introduction

# Worlds biggest Publishing Companies

The top 50 largest publishing companies worldwide, based on 2016 revenue data.								
Rank 2018 (Data 2017)	Publishing Company (Group or Division)	Country Publ. Company	Parent Corporation or Owner	Country Mother Corporation	2017 (Rev mEUR)	2017 (Rev mUSD)	2016 (Rev mEUR)	2015 (Rev mEUR)
1	Pearson	UK	Pearson PLC	UK	€ 5.077	\$ 6.070	€ 5.312	€ 6.072
2	RELX Group (Reed Elsevier)	UK/NL/US	Reed Elsevier PLC & Reed Elsevier NV	UK/NL/US	€ 4.691	\$ 5.609	€ 4.600	€ 4.774
3	Thomson Reuters	US	The Woodbridge Company Ltd.	Canada	€ 4.116	\$ 4.941	€ 4.593	€ 5.291
4	Bertelsmann *	Germany	Bertelsmann AG	Germany	€ 3.548	\$ 4.240	€ 3.503	€ 3.827
5	Wolters Kluwer **	NL	Wolters Kluwer	NL	€ 3.342	\$ 3.994	€ 3.206	€ 4.208
6	Hachette Livre	France	Lagardère	France	€ 2.289	\$ 2.735	€ 2.264	€ 2.206
7	Grupo Planeta	Spain	Grupo Planeta	Spain	€ 1.652	\$ 1.974	€ 1.790	€ 1.658
8	Springer Nature	Germany	SpringerNature	Germany	€ 1.637	\$ 1.956	€ 1.625	€ 1.471
9	Scholastic (corp.)	US	Scholastic	US	€ 1.451	\$ 1.742	€ 1.594	€ 1.494
10	McGraw-Hill Education (Incl. McGrawHill Global Education & School Group)	US	Apollo Global Management LLC	US	€ 1.432	\$ 1.719	€ 1.674	€ 1.676
10	Wiley	US	Wiley	US	€ 1.432	\$ 1.719	€ 1.646	€ 1.545
12	Harper Collins	US	News Corp.	US	€ 1.363	\$ 1.636	€ 1.569	€ 1.527
13	Cengage Learning Holdings II LP	US	Apax and Omers Capital Partners	US/Canada	€ 1.217	\$ 1.461	€ 1.547	€ 1.496
14	Holtzbrinck	Germany	Verlagsgruppe Georg von Holtzbrinck	Germany	€ 1.174	\$ 1.403	€ 1.162	€ 1.128
15	Houghton Mifflin Harcourt	US	Houghton Mifflin Harcourt Company	US/Cayman Islands	€ 1.173	\$ 1.408	€ 1.308	€ 1.297
16	Informa	UK	Informa plc	UK	€ 1.028	\$ 1.229	€ 910	€ 984
17	Oxford University Press	UK	Oxford University	UK	€ 953	\$ 1.139	€ 888	€ 1.042
18	Kodansha Ltd.	Japan	Kodansha Ltd. (Kabushiki-gaisha Kōdansha)	Japan	€ 873	\$ 1.045	€ 961	€ 888
19	Shueisha	Japan	Hitotsubashi Group	Japan	€ 869	\$ 1.041	€ 1.008	€ 928
20	Kadokawa Publishing (Kadokawa Shoten)	Japan	Kadokawa Holdings Inc.	Japan	€ 834	\$ 998	€ 926	€ 925
21	Shogakukan	Japan	Hitotsubashi Group	Japan	€ 720	\$ 862	€ 784	€ 779
22	Simon&Schuster	US	CBS	US	€ 691	\$ 830	€ 731	€ 714
23	Grupo Santillana	Spain	PRISA SA	Spain	€ 656	\$ 784	€ 633	€ 643

The top 50 largest publishing companies worldwide, based on 2016 revenue data.								
24	Klett	Germany	Klett Gruppe	Germany	€ 612	\$ 731	€ 537	€ 495
25	Egmont Group	Denmark/ Norway	Egmont International Holding A/S	Denmark	€ 553	\$ 661	€ 573	€ 638
26	Bonnier	Sweden	The Bonnier Group	Sweden	€ 547	\$ 650	€ 633	€ 760
27	Mondadori	Italy	The Mondadori Group	Italy	€ 529	\$ 632	€ 475	€ 321
28	Woongjin ThinkBig	Korea	Woongjin Holding	Korea	€ 488	\$ 584	€ 495	€ 544
29	Les Editions Lefebvre-Sarrut	France	Frojal	France	€ 450	\$ 538	€ 419	€ 396
30	Groupe Madrigall (Gallimard, Flammarion)	France	Madrigall	France	€ 432	\$ 516	€ 437	€ 438
31	Messagerie / GeMS (Gruppo editoriale Mauri Spagnol)	Italy	Messagerie Italiane	Italy	€ 406	\$ 485	€ 408	€ 364
32	Somos Educação (formerly Abril Educação)	Brazil	Somos	Brazil	€ 347	\$ 418	€ 408	€ 177
33	Media Participations	France	Media Participations	Belgium	€ 345	\$ 412	€ 352	€ 340
34	Cambridge University Press	UK	Cambridge University Press	UK	€ 344	\$ 412	€ 314	€ 366
35	EKSMO-AST (since 2012: EKSMO)	Russia	privately owned	Russia	€ 320	\$ 387	€ 305	€ 213
36	Sanoma	Finland	Sanoma WSOY	Finland	€ 320	\$ 382	€ 283	€ 280
37	Westermann Verlagsgruppe	Germany	Medien Union (Rheinland-Pfalz Gruppe)	Germany	€ 300	\$ 359	€ 300	€ 300
38	Haufe Gruppe	Germany	privately owned	Germany	€ 298	\$ 356	€ 267	€ 256
39	Prosveshcheniye (formerly OLMA Media Group)	Russia	privately owned	Cyprus	€ 284	\$ 343	€ 199	€ 175
40	Cornelsen	Germany	Cornelsen	Germany	€ 259	\$ 310	€ 272	€ 260
41	WEKA	Germany	WEKA Firmengruppe	Germany	€ 241	\$ 288	€ 242	€ 232
42	Gakken Co. Ltd.	Japan	Gakken Co. Ltd.	Japan	€ 233	\$ 279	€ 250	€ 232
43	Kyowon Co. Ltd.	Korea	Kyowon Co. Ltd.	Korea	€ 217	\$ 260	€ 240	€ 258
44	C.H.Beck	DE	Verlag C.H. Beck oHG	DE	€ 197	\$ 235	€ 185	€ 172
45	La Martinière Groupe	France	La Martinière Groupe	France	€ 196	\$ 234	€ 206	€ 225
46	Groupe Albin Michel	France	Groupe Albin Michel	France	€ 192	\$ 229	€ 195	€ 178
47	France Loisirs	France	ACTISSIA Club	US	€ 177	\$ 212	€ 217	€ 250
47	Bungeishunju Ltd.	Japan	Bungeishunju Ltd. (Kabushiki- gaisha Bungeishunjū)	Japan	€ 177	\$ 212	€ 211	€ 184



The top 50 largest publishing companies worldwide, based on 2016 revenue data.								
49	Editora FTD	Brazil	Editora FTD	Brazil	€ 165	\$ 199	€ 176	€ 120
50	Thieme	DE	Georg Thieme Verlag KG	DE	€ 162	\$ 195	€ 150	€ 149
51	Bloomsbury	UK	Bloomsbury Publishing Plc	UK	€ 161	\$ 216	€ 145	€ 124
52	Shinchosha Publishing Co, Ltd.	Japan	Shinchosa Publishing Co, Ltd. (Kabushiki Kaisha Shinchōsha)	Japan	€ 148	\$ 177	€ 148	€ 167
53	Quarto	US	The Quarto Group, Inc.	UK	€ 127	\$ 153	€ 179	€ 167
(*)	Over the past several years, results from Penguin Random House alone represented Bertelsmann's publishing activities. Since 2016, a newly created, separate "Educational" division has been added under the roof of the parent.							
(**)	For Wolters Kluwer, the division "Governance, Risk & Compliance", created in 2015 to focusing clearly more on direct business services, an only indirectly on the published content, has been excluded from the publishing revenue in 2017.							
Notes	Over the last several years, two Chinese publishing groups had been included in the Global Ranking's top 10 (plus three more in the lower ranks). For the Global Ranking 2017, Chinese authorities decided to not make any data or other relevant information available to be included in this Global Ranking. CAVEAT: The Quarto Group and Bloomsbury have been newly introduced into this list in fall 2017, thereby changing rank numbers between 49 and 52.							

# Global Publishing in 2017: A Year of Continuous Challenges

## Findings and Insights from the “Global 50” Ranking of the Publishing Industry 2018

### The approach

The “**Global 50**” Ranking of the Publishing Industry, which has been updated every year since 2007, currently represents 53 companies that each report revenues from publishing of over 150mEUR (or 200mUSD).

An initiative by the French publishing trade magazine **Livres Hebdo**, which also holds the copyright, “Global 50” (formerly branded as the “Global Ranking of the Publishing Industry”) is co-published on August 31<sup>st</sup>, 2018, by **Bookdao** (PR China), **buchreport** (Germany), **Publishers’ Weekly** (USA) and **PublishNews** (Brazil). Researched by **Ruediger Wischenbart Content and Consulting**, it includes the list of the companies ranked by their annual revenue, a detailed company profile with a summary history, key financials and recent key company developments. “**Global 50**” is published by the participating trade publications and will be also available as a **full report in digital format** (PDF) from September 2018. The findings of the “Global 50” will be debated, in a partnership with the **Frankfurt Book Fair**, at the “**Frankfurt CEO Talk**” on October 10, 2018, with special guest John Sargent of Macmillan/Holtzbrinck Publishing.

All companies have been listed for the ranking by their 2017 results. Several however have already released results for fiscal 2018, which is noted in an update in their respective company profiles. Broadly, the deadline for incorporating new information had been set by July 31<sup>st</sup>, 2018.

For the 2018 edition of the “Global 50”, we strongly regret, for the second year in a row, that we have not been able to include 5 Chinese companies, which had figured in the Ranking since 2013, due to a new Chinese policy in their selection criteria for “China's Top 30 Cultural Enterprises”, focusing now “on both the social and economic benefits brought by candidate enterprises, with more consideration given to the former”. As a consequence, we cannot draw a complete representation of the global book business without showcasing leading actors from China, the second largest publishing market worldwide, after the USA. (See below for details.)

No meaningful information at all could be collected for the publishing activities of Disney and of Panini, so similarly to previous years, these groups are not included. Furthermore, we acknowledge the growing importance for international book publishing of several new entrants (especially US-based Amazon with is Amazon Publishing as well with Kindle Direct Publishing, the Chinese Internet corporation Tencent’s China Literature, or the author platform Wattpad Studio) which we will characterize in some details in a new section of this analysis, even if we could not receive any detailed financial information for a satisfactory analysis of their scope and impact.

This ranking is based, for each company, on 2017 revenue data, collected from the best information available, which comes predominantly either from official company reports, or

has been directly provided, by the companies for this study, or if neither was possible, information has been retrieved from official company data registries.

Since 2011, a specific research effort is directed at companies in Brazil, Russia, Korea, and (until 2016 at least), the PR China, with meaningful logistical support from sources in these countries. This has resulted in widening the scope of this report by emphasizing the complex developments in emerging economies.

As far as possible, this ranking is based on breakdowns of revenues that derive from all forms of publishing (including books, digital material, and professional information), as well as business-to-business book distribution. Revenues from newspaper and magazine publishing as well as newswire services and corporate publishing have been excluded, as far as the available information allowed for making such a differentiation. However, in several cases, traditional as well as new commercial activities, and the respective financial reporting has made it challenging to apply this definition in the strictest sense, as we would have wanted. These cases will be highlighted, and discussed in detail, in the overall analysis here below.

The “Global 50” has been established in Euros. Data reported in other currencies have been converted at exchange rates of December 30, 2017.

### A global long-term perspective on publishing in key sectors indicators

The Global Ranking 2018, which is based predominantly on 2017 revenue data, is describing a total of 53 publishing groups, with a combined revenue of 51,537mEUR.