

The Global Publishing Industry in 2022





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Contents

Acknowledgements	4
Introduction	5
Publishing industry data covering the trade and educational sectors	6
Publishing industry revenue	6
Number of titles published	7
Children's books	7
Legal deposits in recognized repositories	13
What is a legal deposit system?	13
How many books were published and deposited at national legal repositories?	14
Nielsen BookScan data	19
International standard book number (ISBN) registrations data	21
What is an international standard book number?	21
IPA and Nielsen BookData survey	23
Education infrastructure	23
School and higher education enrollment	24
Number of publishers in IPA member countries	24
Comparing data from various sources	27
Conclusions	29
Annexes	30

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Introduction

This fifth edition of the *Global Publishing Industry* report provides the latest available publishing industry data compiled from many sources. The aim is to make this information accessible to the wider user community. The report highlights the limitations of producing such statistics, both in terms of data consistency and comparability. Unfortunately, publishing industry data are not unified under a single authority, making it necessary to gather data from various sources in order to gain a comprehensive understanding of the industry. A drawback to this approach is that it may result in conflicting information with regard to market size and industry trends, due to differences in methodology and market coverage.

The sources for the publishing statistics reported are: (a) a publishing industry survey, (b) a legal deposits survey, (c) Nielsen BookScan data, (d) the International Standard Book Number (ISBN) Agency and (e) a new survey conducted by the international publishers association (IPA) and Nielsen BookData.

The publishing industry survey is a joint effort between the World Intellectual Property Organization (WIPO) and the Federation of European Publishers (FEP), with support from Centro Regional para el Fomento del Libro en América Latina y el Caribe (CERLALC). The legal deposits survey was conducted by WIPO alone, while CERLALC and the International ISBN Agency compiled the ISBN data. The Nielsen BookScan company kindly provided data for 10 countries covering the 2019–2022 period. The IPA and Nielsen BookData compiled data for education infrastructure and the number of publishers for the 76 members of the IPA.

To facilitate cross-country comparison, every effort has been made to compile statistics based on consistent definitions. It is important, however, to exercise caution when interpreting the data, as some may be incomplete or partial. For instance, several countries submitted only revenue and/or title data for print format publications, meaning digital components were missing. In some countries, legal deposits data is only available for physical publications, as legislation regarding legal deposits has not been updated to capture digital publications. Additionally, some countries reported revenue data based on market value derived from retail prices rather than net revenue.

The compilation of data from multiple sources allows users to validate and/or complement the information gathered through surveys. It is our belief that the data presented in this report will serve as a valuable resource for the publishing industry.

Publishing industry data covering the trade and educational sectors

This section presents publishing industry data provided by the 35 countries that responded to the global publishing industry survey undertaken in 2023. In total, 33 national publishers' associations and copyright authorities agreed to share their 2022 data, while Mexico and the Republic of Korea provided the latest available 2021 data. The following provides an overview of publishing industry revenue and the number of titles published.

Publishing industry revenue

The 2022 sales and licensing revenue data covering the trade and the educational sectors are available for 24 countries. In addition, Azerbaijan, Hungary, the Philippines and Sweden provided revenue data for the trade sector alone. The total publishing industry revenue for these 28 countries was USD 76.3 billion in 2022. The United States of America (US) (USD 26.2 billion) reported the highest sales revenue, followed by Germany (USD 9.9 billion), Japan (USD 9.3 billion), India (USD 9.1 billion) and the United Kingdom (UK) (USD 5 billion) (table 1). The 2022 revenue data for the Republic of Korea is unavailable; however, the Republic of Korea's 2021 revenue covering both the trade and educational sectors was USD 6.7 billion, enough to place it among the top five countries according to sales revenue.

Trade sector revenue accounted for 50% or more of total revenue for 13 of the 22 countries for which 2022 data by sector are available – ranging from 55.5% in the UK to 93.2% in Japan. Meanwhile, the educational sector generated two-thirds or more of total revenue in India (93.3%), the Kingdom of the Netherlands (66%) and Türkiye (73.5%) (table 1).

The 2022 revenue by format – print, digital or audio – is available for 18 countries. The share for digital/audio formatted titles ranged from 0.5% in Malta to 43.1% in Japan (figure 1). Digital/audio formatted titles generated around one-third of total revenue in Denmark (37%), Finland (39.7%), Japan (43.1%) and Sweden (36.1%). The 2022 digital/audio formatted titles share for all four countries is considerably higher than it was in 2021. For example, Denmark's digital/audio formatted titles share was 29.5%, in 2021, while Finland saw a similar increase of 6.5 percentage points over the same period.

Only 11 countries were able to provide publishing industry revenue by destination (domestic or foreign market) for 2022. Of those, Belgium (53.9%) generated more than half of total revenue from foreign markets, followed by the UK (44.1%) and Spain (11.4%). Foreign market share for Denmark (0.7%), Italy (1.5%), Türkiye (0.2%) and the US (4.1%) was below 5% (figure 2). Although only 4.1% of the US's total revenue was generated from foreign markets, in absolute terms this amounted to USD 1.1 billion in 2022.

Revenue data by sales channel – brick and mortar, online and others – are available for 18 countries for 2022. Online sales generated around two-thirds of total publishing industry revenue in Sweden (59.3%) and the UK (59.1%) in 2022 (figure 3). Italy (52.3%)

generated more than half of total revenue through online sales. Belgium (44.6%), Finland (39.5%) and the Russian Federation (42.5%) also had a large proportion of total revenue generated through online sales. However, brick and mortar continued to generate the bulk of total revenue in France (69.3%), Hungary (88.4%) and Spain (70.7%).

Number of titles published

Data on the total number of titles published in 2022 covering both the trade and educational sectors are available for 24 countries. Türkiye reported a combined total of 206,674 titles published in 2022. Brazil (146,575), France (111,503), Italy (121,127) and the UK (153,000) all reported more than 100,000 published titles in 2022 (table 2). The trade sector's share of titles published ranged from 25.1% in New Zealand to 97.7% in Japan. In every country where data was reported by sector, the trade sector accounted for more than half of all titles published, the exceptions being Belarus (45.9%), New Zealand (25.1%) and the Philippines (26.2%). Like in Japan, the trade sector accounted for the vast bulk of titles published in Ecuador (79.5%), Ireland (84%) and Norway (78.6%) (table 2).

In total, 17 countries reported data on the number of titles published by format (print, digital or audio) in 2022. The share of digital/audio formatted titles ranged from 2.5% in Hungary to 72.4% in Brazil (figure 4). Shares were largest in Brazil (72.4%), Finland (47.5%), Norway (47.5%) and Sweden (51.8%), where more than 47% of titles were digital/audio formatted titles. In contrast, less than 5% of titles published in Hungary (2.5%) and Malta (4%) were in either of these formats.

Children's books

The total revenue generated from children's book sales is available for 23 countries and amounted to USD 9.9 billion in 2022. The US reported revenue of USD 4.9 billion from children's books in 2022, followed by Germany (USD 1.8 billion), Japan (USD 702 million), the UK (USD 529 million) and Spain (USD 495 million) (figure 5). Revenue from children's books represented more than one-third of trade sector revenue in Colombia (35.1%), Denmark (35.2%) and New Zealand (37.6%) (figure 6).

Data on children's books published by the trade sector in 2022 is available for 18 countries. France (18,535) reported the highest number of children's books published in 2022, followed by Türkiye (17,238), the Russian Federation (13,857) and Italy (10,509) (figure 7). Children's books represented the largest share of trade sector published titles in the Philippines (48.9%), New Zealand (38.6%) and Greece (34.4%) (figure 8).

Publishing industry survey

The publishing industry survey was established in 2017 through a collaboration between the World Intellectual Property Organization (WIPO) and the International Publishers Association (IPA). WIPO has strengthened cooperation with Centro Regional para el Fomento del Libro en América Latina y el Caribe (CERLALC) and the Federation of European Publishers (FEP) in order to reduce the burden on respondents and extend the survey's geographical coverage. CERLALC provided data for several Latin America and the Caribbean (LAC) countries, while the FEP compiled and shared 2022 data relating to 16 European countries (all FEP members). WIPO is grateful to CERLALC and the FEP for sharing data.

The scope of the publishing industry survey is limited to (a) the trade and educational sectors and (b) those published materials (i.e., books, monographs, and so on) issued with an ISBN, a Digital Object Identifier (DOI) or any other book identifier.

Table 1. Total publishing industry revenue by sector (USD million), 2022

Country	Total	Trade	Educational	Share of total (%)	
				Trade	Educational
Austria	369.1	314.2	54.9	85.1	14.9
Azerbaijan (a)	17.8	17.8
Belgium (b)	318.1	135.9	182.2	42.7	57.3
Brazil	1,113.4	458.0	655.4	41.1	58.9
Colombia	211.5	105.2	106.3	49.8	50.2
Czech Republic	153.0	119.0	34.1	77.7	22.3
Denmark	265.7	110.4	155.3	41.5	58.5
Finland	290.3	133.9	156.3	46.1	53.9
France	2,909.1	2,156.4	752.7	74.1	25.9
Germany	9,945.0	7,995.8	1,949.2	80.4	19.6
Hungary (a)	125.7	125.7
Iceland	33.5
India (c, d)	9,131.5	342.2	8,517.3	3.7	93.3
Ireland (c)	30.7	20.1	10.6	65.6	34.4
Italy	3,567.8
Japan	9,315.7	8,686.1	629.7	93.2	6.8
Malta	4.0	2.6	1.4	65.0	35.0
Mexico *	467.0	124.5	342.4	26.7	73.3
Netherlands (Kingdom of the)	1,006.0	341.9	664.1	34.0	66.0
New Zealand	111.7	89.0	22.7	79.7	20.3
Norway	337.1	163.8	173.2	48.6	51.4
Philippines (a, c)	380.6	380.6
Portugal	300.1	184.3	115.8	61.4	38.6
Republic of Korea *	6,654.3	3,390.8	3,263.5	51.0	49.0
Russian Federation	1,486.8	1,251.7	235.1	84.2	15.8
Spain	2,862.7	1,619.8	1,242.9	56.6	43.4
Sweden (a)	199.9	199.9
Türkiye	638.3	169.1	469.2	26.5	73.5
UK	5,024.3	2,786.1	2,238.1	55.5	44.5
US	26,150.9	17,360.8	8,790.1	66.4	33.6

Note: Data for Austria, Germany, Ireland, Italy, Portugal and Spain are at market value calculated from retail prices. See annex A for details regarding the exchange rate used to convert revenue data from a national currency into USD.

(a) trade sector only.

(b) French-speaking region.

(c) print format only.

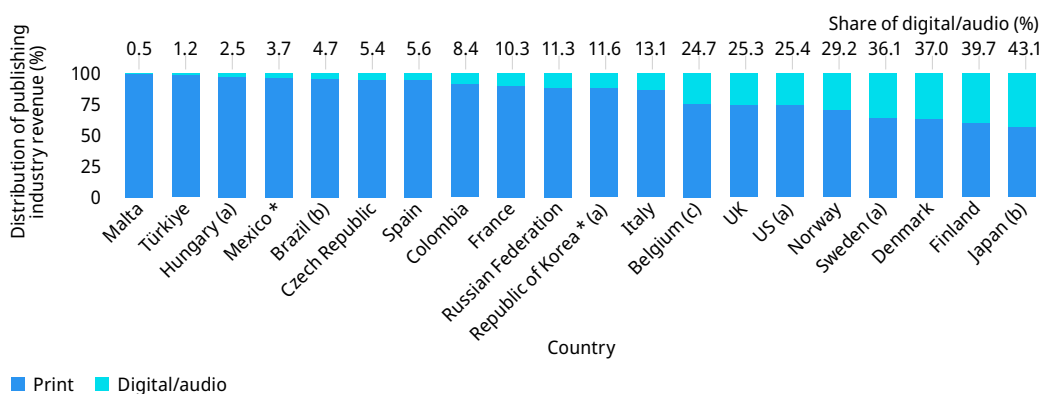
(d) USD 272 million (3% of the total) are unclassified. Therefore, the total figure is greater than the sum of the two sectors.

* 2021 data.

.. indicates not available.

Source: WIPO Statistics Database and Federation of European Publishers (FEP), November 2023.

Figure 1. Distribution of publishing industry revenue by format, 2022



Note: Data for Italy and Spain are at market value calculated from retail prices.

(a) trade sector only.

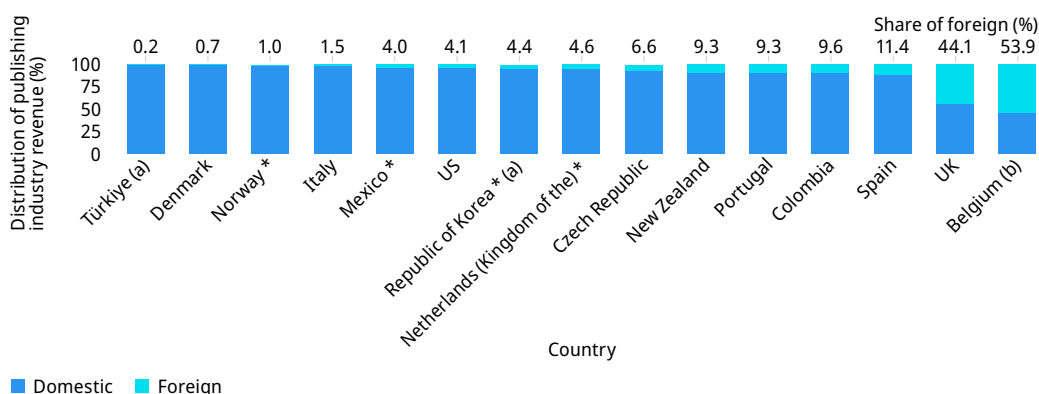
(b) educational sector only.

(c) French-speaking region.

* 2021 data.

Source: WIPO Statistics Database and Federation of European Publishers (FEP), November 2023.

Figure 2. Distribution of publishing industry revenue by destination, 2022



Note: Data for Italy and Spain are at market value calculated from retail prices.

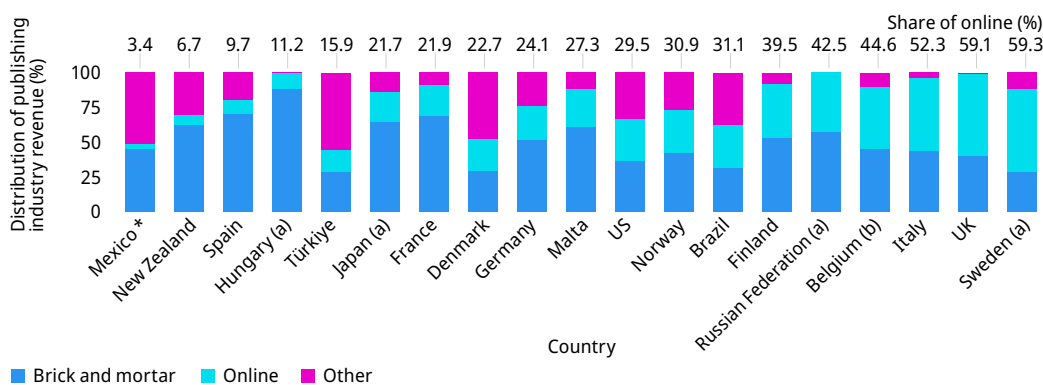
(a) trade sector only.

(b) French-speaking region.

* 2021 data.

Source: WIPO Statistics Database and Federation of European Publishers (FEP), November 2023.

Figure 3. Distribution of publishing industry revenue by sales channel, 2022



Note: Data for Germany, Italy and Spain are at market value calculated from retail prices. Online category includes digital sales.

(a) trade sector only.

(b) French-speaking region.

* 2021 data.

Source: WIPO Statistics Database and Federation of European Publishers (FEP), November 2023.

Table 2. Total number of titles published by sector, 2022

Country	Total	Trade	Educational	Share of total (%)	
				Trade	Educational
Austria *	12,157
Belarus (a)	8,586	3,938	4,648	45.9	54.1
Belgium (b)	10,559
Brazil	146,575	85,555	61,020	58.4	41.6
Colombia	15,411	9,433	5,978	61.2	38.8
Cuba *	1,554	1,431	123	92.1	7.9
Czech Republic	13,413	6,896	6,517	51.4	48.6
Denmark *	11,859
Ecuador	6,600	5,246	1,354	79.5	20.5
Estonia	5,534
Finland	12,390	9,004	3,386	72.7	27.3
France (a)	111,503	83,116	28,387	74.5	25.5
Germany (a)	71,524
Greece	13,218	8,043	5,175	60.8	39.2
Hungary (c)	16,045	16,045
Iceland (c)	1,046	1,046
Ireland	2,162	1,815	347	84.0	16.0
Italy	121,127
Japan (a)	68,429	66,885	1,544	97.7	2.3
Kyrgyzstan * (a)	1,003	800	203	79.8	20.2
Lebanon	2,500
Malta	571	428	143	75.0	25.0
Mexico * (a)	18,589	7,973	10,616	42.9	57.1
New Zealand	2,475	621	1,854	25.1	74.9
Norway	66,212	52,036	14,176	78.6	21.4
Portugal	21,115
Philippines (a)	5,792	1,519	4,273	26.2	73.8
Republic of Korea * (a, c)	64,657	64,657
Russian Federation (a)	81,615	45,151	36,464	55.3	44.7
Spain	83,091
Sweden (c)	7,475	7,475
Thailand *	16,031	13,805	2,226	86.1	13.9
Togo *	78	61	17	78.2	21.8
Türkiye	206,674	115,413	91,261	55.8	44.2
UK	153,000
Ukraine * (a)	16,786	10,213	6,573	60.8	39.2

(a) print format only.

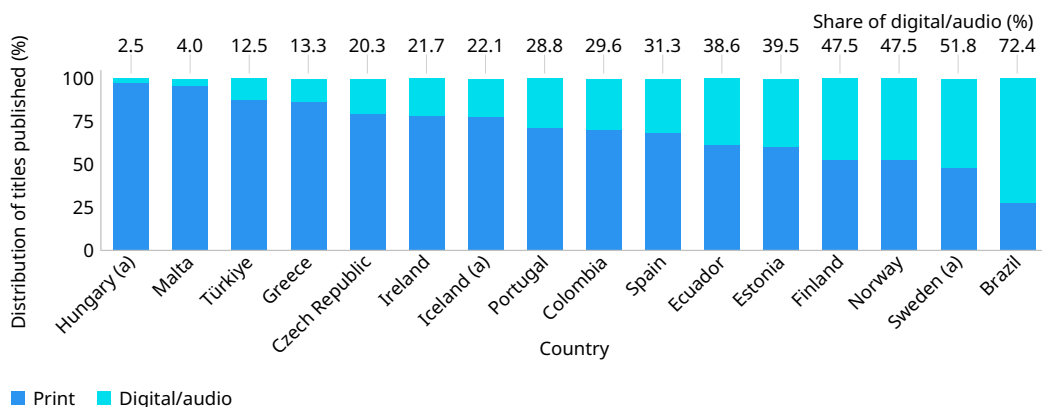
(b) French-speaking region.

(c) trade sector only.

* 2021 data.

.. indicates not available.

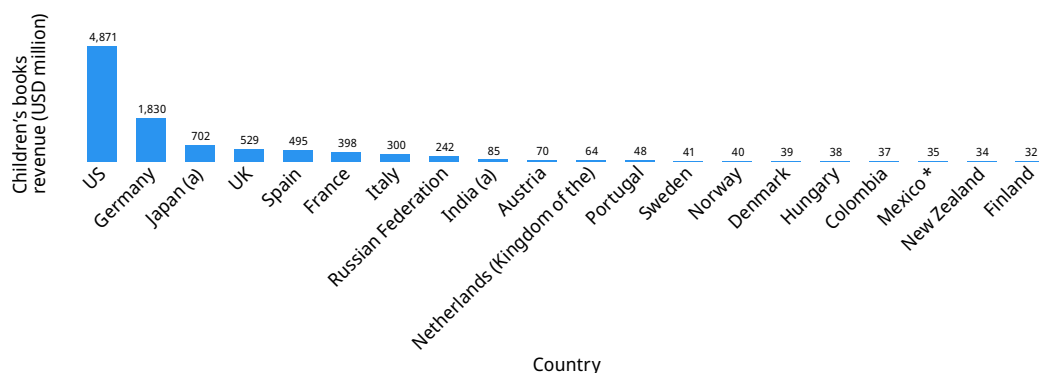
Source: WIPO Statistics Database and Federation of European Publishers (FEP), November 2023.

Figure 4. Distribution of titles published by the trade and educational sectors by format, 2022

(a) trade sector only.

Source: WIPO Statistics Database and Federation of European Publishers (FEP), November 2023.

Figure 5. Children's books revenue (USD million), 2022



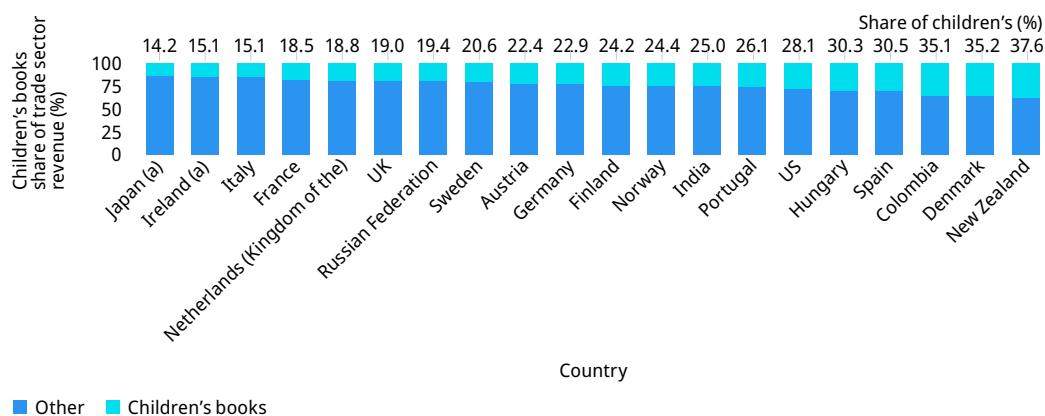
Note: Data for Austria, Germany, Italy, Portugal and Spain are at market value calculated from retail prices.

(a) print format only.

* 2021 data.

Source: WIPO Statistics Database and Federation of European Publishers (FEP), November 2023.

Figure 6. Share of children's books within trade sector revenue, 2022

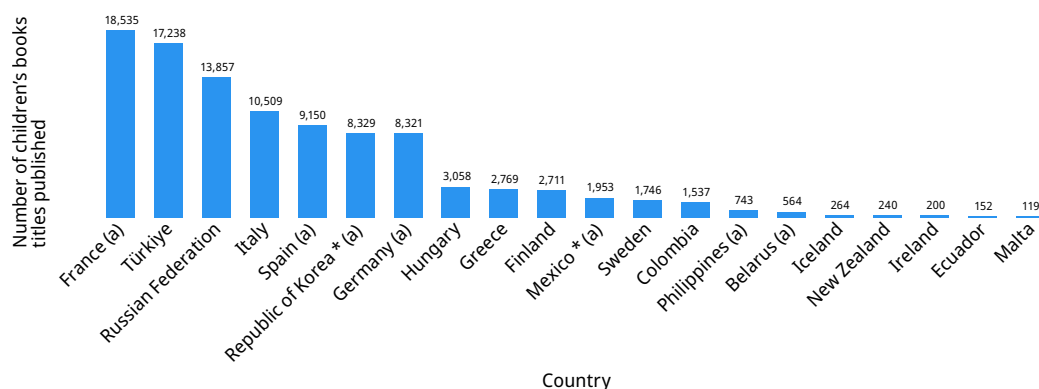


Note: Data for Austria, Germany, Ireland, Italy, Portugal and Spain are at market value calculated from retail prices.

(a) print format only.

Source: WIPO Statistics Database and Federation of European Publishers (FEP), November 2023.

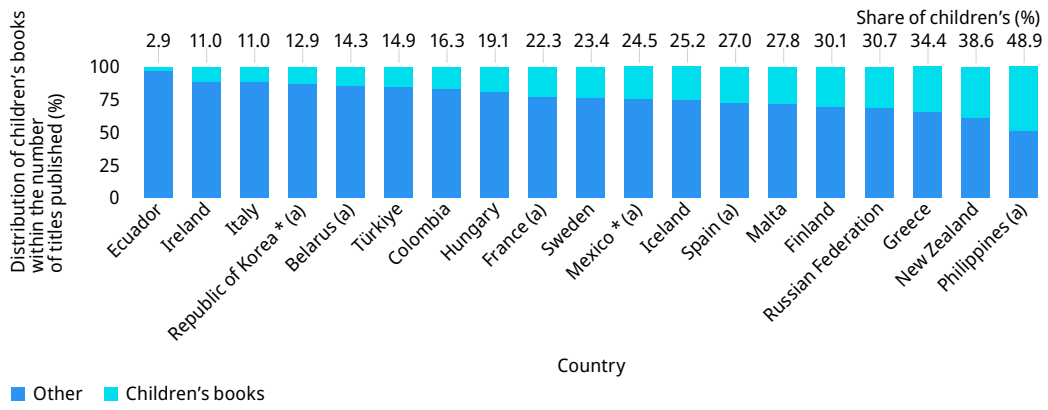
Figure 7. Number of children's books titles published by the trade sector, 2022



(a) print format only.

* 2021 data.

Source: WIPO Statistics Database and Federation of European Publishers (FEP), November 2023.

Figure 8. Distribution of children's books within trade sector titles, 2022

(a) print format only.
* 2021 data.

Source: WIPO Statistics Database and Federation of European Publishers (FEP), November 2023.

Legal deposits in recognized repositories

This section presents data on legal deposits. In total, 82 national repositories shared their 2022 data with WIPO.¹ WIPO's legal deposits survey covers four categories of deposit, namely: (a) books, (b) music sheets and music audio files, (c) films and videos and (d) periodicals (journals, e-series, etc.). The main reason for compiling data from national repositories is to complement and validate publishing industry data gathered from other sources.

What is a legal deposit system?

Legal deposit is a statutory obligation at the national level requiring publishers to deposit a certain number of copies of published documents at a repository, that is, a recognized place of legal deposit. Ordinarily, national legal provisions require at least two copies to be submitted, although this varies across countries and territories.

In a majority of countries, the legal deposit system is mandatory; however, there are some exceptions, such as the Kingdom of the Netherlands and Paraguay. In some countries/territories, legal deposits are required only for printed books, while in others digital publications and other formats are also required. Moreover, a number of countries reported items as having recently undergone a process of digitalization, resulting in a more comprehensive data coverage, but also a significant increase in digital publications. In some countries, there is no legal obligation to deposit e-books, although this may be done on a voluntary basis. For this reason, care should be exercised when making cross-country comparisons.

There are advantages to compiling data from national legal repositories. These include reliable data from authoritative sources and comprehensive coverage incorporating self-publishing. But there are limitations to such data. For example, as mentioned, in some countries it is a legal requirement for both printed and digital materials to be deposited at a repository, while in others this applies solely to printed materials. Nonetheless, it is possible to address some of these limitations and derive comparable data. However, although this report attempts to harmonize the data compiled, care should still be exercised when making cross-country comparisons, because of the methodological differences mentioned.

¹ In addition, China shared its 2021 data, while Zimbabwe replied saying it was unable to provide 2022 data. Colombia provided general aggregate 2022 data that is not comparable, and Italy provided partial 2022 data; therefore, data for both these countries are not included in the report.

How many books were published and deposited at national legal repositories?

The number of books deposited at national repositories rose from 2.4 million in 2018 to a peak of 2.8 million in 2019, mostly due to a growth in digital deposits (figure 9). However, between 2020–2021 the number of books deposited declined considerably, because of COVID-19 restrictions – 12% fewer deposits in 2020 compared to 2019. The latest data show a healthy 5% increase to 2.7 million deposits in 2022, though this is slightly below the 2019 peak. The world estimate is based on data from 91 national repositories.

In 2022, Europe accounted for over half (52.1%) of the 2.7 million books deposited globally, followed by Asia (34.0%) and North America (10.5%) (figure 10). Africa, Latin America and the Caribbean (LAC), and Oceania, combined, accounted for just 3.3%, due in part to limited survey responses – only 26 national repositories across these three regions sharing their 2022 data with WIPO.

The highest number of books published and deposited at a national repository in 2022 was recorded by Germany (401,197), followed by the US (264,722), the UK (167,000), Japan (113,296) and Spain (98,289) (figure 11). China's 2022 data are unavailable, but in 2021 the National Library of China received 467,417 books, which is far above the number received by Germany. Where available, data for all countries are presented in table 3.

Among the top 10 national repositories, the US saw the biggest increase in deposits, which rose from 197,931 in 2021 to 264,722 in 2022. Denmark (+49,700), Spain (+7,239) and the UK (+14,645) also received substantially more book deposits in 2022 compared to the year before. Germany (-11,961) and the Republic of Korea (-11,132) reported the steepest decreases over the same period. Of the 79 countries or territories for which data for 2021 and 2022 are available, 48 reported an increase in books deposited in 2022, whereas the remaining 31 saw a decrease.

Data on books deposited by format – print, digital or other – are available for 53 countries or territories. More than two-thirds of all books deposited in Denmark (82.4%), Germany (71.4%) and the US (91.7%) in 2022 were in a digital format (figure 12). In contrast, print format constituted almost all books deposited in Romania (93.4%), Sweden (96%) and Viet Nam (90.4%). The high shares reported for books in print format could in part be owing to the fact that data coverage for digital formats is not comprehensive in some countries.

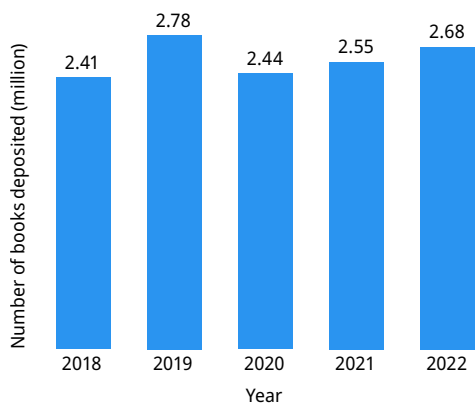
Thirty-four national repositories reported data on both music sheets and music audio (hereafter referred to as music items) deposited in 2022.² Germany received 54,221 music item deposits in 2022, followed by France (14,085), Sweden (13,220), Japan (12,978) and Spain (12,630) (figure 13).³ Among the top five countries, Germany saw a substantial growth in music items, increasing from 43,267 in 2021 to 54,221 in 2022. Sweden also recorded a substantial increase (+9,075 additional music items), while Japan saw a modest increase of 2,281 additional items over the same period. In contrast, France (-4,170) and Spain (-1,629) reported fewer music items in 2022 compared to 2021.

Music audio constitutes almost all the music items deposited in Iceland (98.9%), Norway (96.5%) and Sweden (97.4%). France (90.1%) and Poland (91.1%) also had a high percentage of music audio within total music items (figure 14). In fact, music audio accounted for more than three-quarters of total music items in 12 of the 20 countries reported in figure 14.

² In addition, eight repositories reported music sheets data, while 11 repositories reported music audio data.

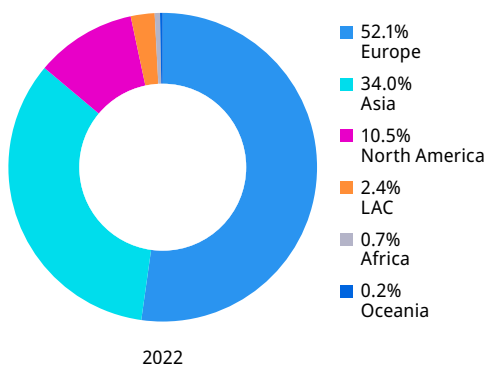
³ The Republic of Korea reported 10,686 music audio items deposited in 2022; however, data on music sheets are unavailable for the country therefore not included.

Figure 9. Number of books deposited at legal repositories, 2018–2022



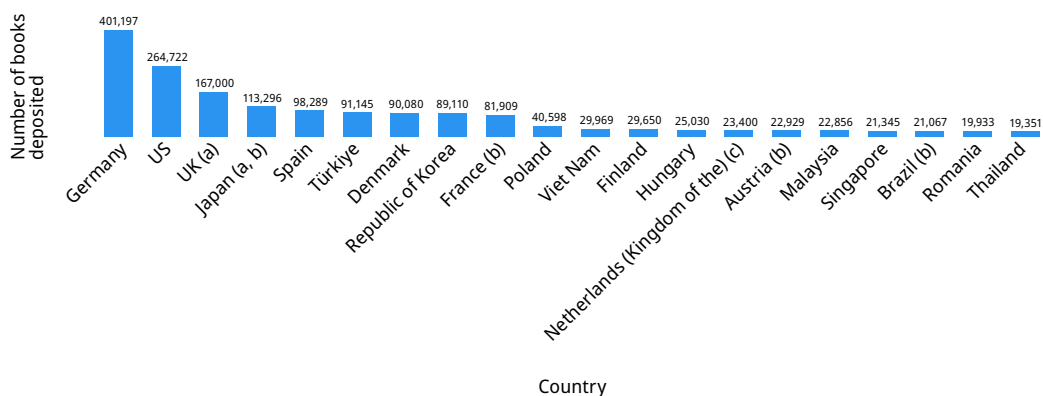
Note: Graph covers data for 91 national repositories.
Source: WIPO Statistics Database, November 2023.

Figure 10. Distribution of books deposited at legal repositories by region, 2022



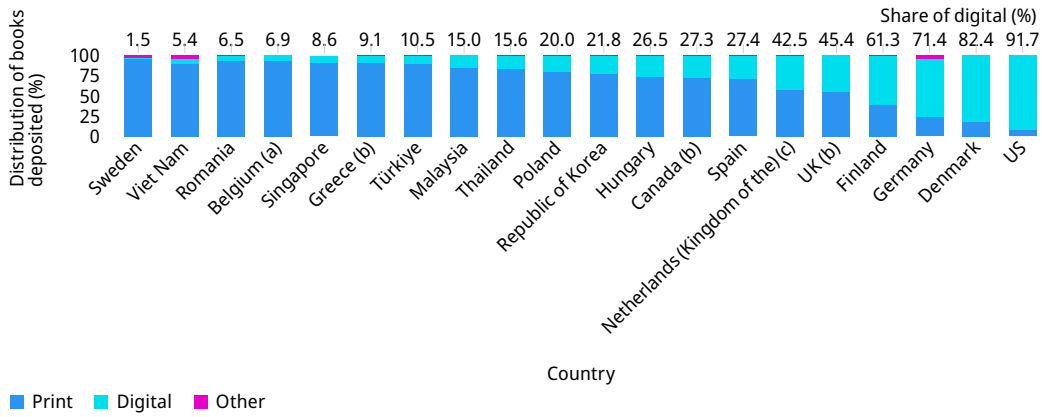
Note: Graph covers data for 91 national repositories. Each region includes the following number of offices: Africa (12), Asia (24), Europe (39), Latin America and the Caribbean (LAC) (13), North America (2) and Oceania (1).
Source: WIPO Statistics Database, November 2023.

Figure 11. Number of books deposited at the top 20 legal repositories, 2022



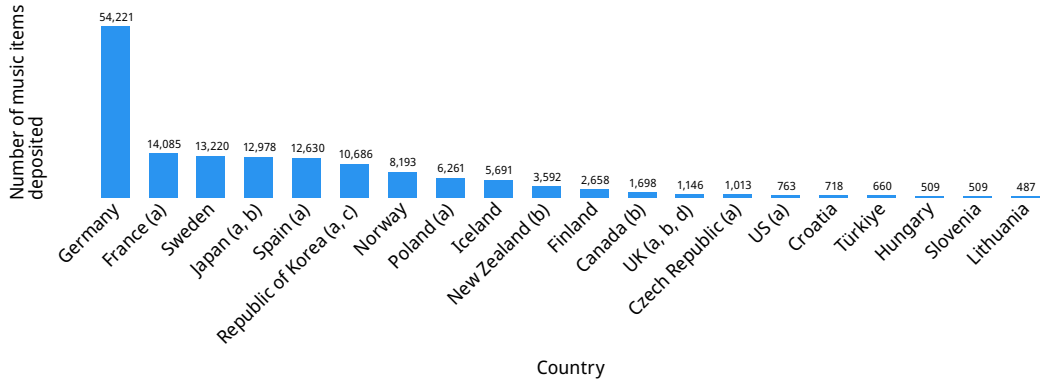
(a) 2021–2022 fiscal year.
(b) print format only.
(c) digital deposits collected on a voluntary basis.
Source: WIPO Statistics Database, November 2023.

Figure 12. Distribution of books deposited at selected legal repositories by format, 2022



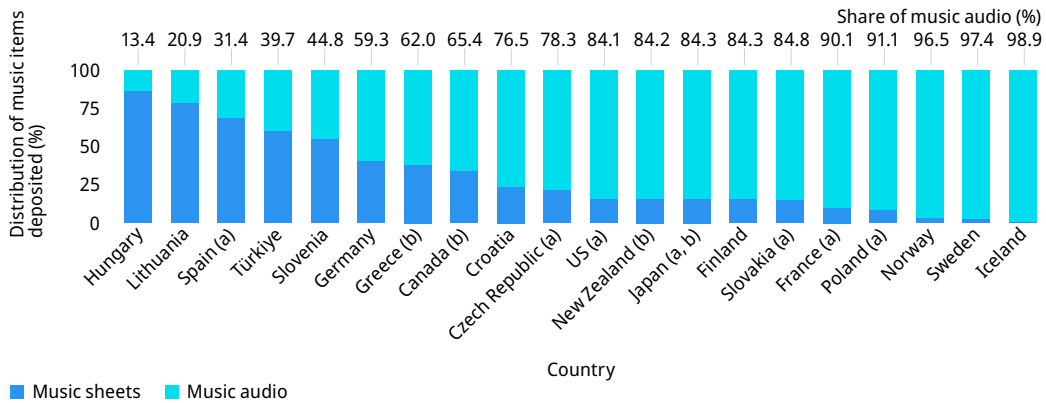
(a) digital deposits collected on a voluntary basis.
 (b) 2021–2022 fiscal year.
 (c) deposits are voluntary, as they are not covered by legislation.
 Source: WIPO Statistics Database, November 2023.

Figure 13. Number of music sheets and music audio deposited at selected legal repositories, 2022



(a) physical format only.
 (b) 2021–2022 fiscal year.
 (c) music audio only.
 (d) music sheets only.
 Source: WIPO Statistics Database, November 2023.

Figure 14. Distribution of music sheets and music audio deposited at selected legal repositories, 2022



(a) physical format only.
 (b) 2021–2022 fiscal year.
 Source: WIPO Statistics Database, November 2023.

Table 3. Number of books deposited at recognized repositories, 2022

Country/territory	Total	Print	Digital	Other formats
Albania	15,080	15,045	35	..
Algeria	5,375	5,305	70	..
Andorra	146	97	49	..
Argentina (a)	5,297	5,297
Armenia (a)	3,280	3,280
Austria (a)	22,929	22,929
Azerbaijan	5,433	5,410	23	..
Belgium (b)	17,422	16,223	1,199	..
Belize (a)	54	54
Brazil (a)	21,067	21,067
Burkina Faso (a)	222	222
Canada (c)	17,539	12,740	4,787	12
Chile	9,189	9,170	19	..
China, Hong Kong SAR (a)	11,123	11,123
China, Macao SAR	783	734	49	..
Costa Rica	4,713	2,496	2,217	..
Croatia	7,354	6,903	398	53
Cyprus (a)	35	35
Czech Republic	18,750	18,319	..	431
Denmark	90,080	15,830	74,250	..
Ecuador	1,707	1,667	40	..
Estonia	5,715	3,327	2,387	1
Finland	29,650	11,403	18,189	58
France (a)	81,909	81,909
Georgia	4,660	4,471	189	..
Germany	401,197	98,997	286,633	15,567
Ghana	1,389	1,137	252	..
Greece (c)	18,765	17,053	1,701	11
Hungary	25,030	18,384	6,625	21
Iceland	4,718	4,127	65	526
Ireland (a)	1,864	1,864
Israel	11,190	9,539	1,651	..
Jamaica	407	398	9	..
Japan (a, c)	113,296	113,296
Jordan	5,924	5,174	750	..
Kenya (a)	2,188	2,188
Latvia	3,777	2,876	822	79
Liechtenstein	509	381	100	28
Lithuania	9,443	8,447	996	..
Luxembourg	2,607	1,493	1,114	..
Madagascar (a)	186	186
Malaysia	22,856	19,432	3,424	..
Maldives (a)	125	125
Malta (a)	471	471
Mauritius (a, c)	1,712	1,712
Mexico	6,692	5,512	1,180	..
Monaco (a)	160	160
Montenegro (a)	1,448	1,448
Mozambique (a)	81	81
Myanmar (a)	2,461	2,461
Namibia (a, c)	291	291
Netherlands (Kingdom of the) (d)	23,400	13,441	9,947	12
New Zealand (c)	6,400	2,523	3,876	1
North Macedonia (a)	1,359	1,359
Norway	14,735	8,060	6,648	27
Pakistan (a)	1,911	1,911
Panama	804	780	24	..
Paraguay (d)	1,109	750	302	57
Peru	9,645	7,644	2,001	..
Philippines	1,352	987	365	..
Poland	40,598	32,408	8,128	62
Portugal (a)	14,637	14,637
Republic of Korea	89,110	69,562	19,391	157

Country/territory	Total	Print	Digital	Other formats
Republic of Moldova	3,044	2,800	244	..
Romania	19,933	18,620	1,294	19
Serbia	11,850	11,843	..	7
Seychelles (a)	101	101
Singapore	21,345	19,510	1,835	..
Slovakia	6,272	5,770	483	19
Slovenia	8,713	6,861	1,822	30
Spain	98,289	70,484	26,970	835
Sri Lanka (a)	3,082	3,082
Sweden	18,594	17,852	281	461
Thailand	19,351	16,288	3,020	43
Trinidad and Tobago (a)	53	53
Türkiye	91,145	81,550	9,525	70
Uganda (a)	1,523	1,523
UK (c)	167,000	91,244	75,756	..
Uruguay (a)	2,593	2,593
US	264,722	21,894	242,828	..
Uzbekistan	1,387	1,338	48	1
Viet Nam	29,969	27,085	1,619	1,265

(a) print only.

(b) digital deposits collected on a voluntary basis.

(c) 2021–2022 fiscal year.

(d) deposits are voluntary basis, as they are not covered by legislation.

.. not available.

Source: WIPO Statistics Database, November 2023.

Nielsen BookScan data

Nielsen BookScan collects transactional data at point of sale, direct from the tills and dispatch systems of major book retailers. It operates in numerous countries, including Brazil, India and the UK. In the UK, for instance, Nielsen BookScan tracks sales made through around 6,500 retailers. However, Nielsen BookScan market data coverage does vary across countries, ranging from 90% in Australia, Italy and the UK down to around 60% in New Zealand (see annex B). This section is based on Nielsen BookScan data for 10 countries and covers the 2019–2022 period.

Table 4 presents data on units sold and revenue generated for the 2019–2022 period. The UK had the highest number of copies sold in 2022, amounting to 208.8 million copies, but which is 3.8 million fewer than 2021. The UK was followed by Italy (107 million), Australia (70.9 million) and Spain (66.5 million). Six of the 10 countries presented sold more copies in 2022 than in 2021. The biggest increases were in Australia (+5.4 million additional copies sold), Mexico (+2.7 million) and Brazil (+1.7 million). The distribution of books sold by sector – children’s, fiction and non-fiction – shows that children’s books accounted for over 45% of total copies sold in Australia (45.8%) and New Zealand (46.4%) in 2022, similar to the 2021 ratio.

Revenue generated at point of sale amounted to USD 2.2 billion in the UK, in 2022. The UK was followed by Italy (USD 1.7 billion) and Spain (USD 1.1 billion). The COVID-19 pandemic had a considerable negative impact on sales revenue during the 2019–2020 period. However, sales revenue recovered in 2022, six of the 10 countries reporting higher revenue in 2022 compared to 2021. The most notable increases in revenue were observed for Brazil (+11.7%) and Mexico (+21.8%). Note that the growth rate calculation is based on national currency data, so as to exclude exchange rate fluctuations.

Table 4. Total copies sold and sales revenue, 2019–2022

Books sold (million)					2022 distribution (%)		
Country	2019	2020	2021	2022	Fiction	Children's	Non-fiction
Australia	60.6	67.2	65.5	70.9	25.9	45.8	28.1
Brazil	41.5	43.4	56.9	58.6	29.7	24.0	45.9
India	30.9	29.7	38.2	35.9	15.6	28.8	53.5
Ireland	12.2	13.1	13.3	13.4	28.9	36.1	34.5
Italy	93.1	90.8	109.3	107.0	34.6	22.8	42.6
Mexico	15.7	13.8	17.6	20.3	20.0	30.1	42.4
New Zealand	6.4	6.4	6.8	6.6	22.5	46.4	30.9
South Africa	8.6	7.0	8.0	8.2	22.6	35.3	40.8
Spain	62.6	55.4	65.1	66.5	33.2	31.8	24.0
UK (a)	191.4	202.0	212.6	208.8	29.8	35.3	34.7

Sales revenue (USD, million)					2022 distribution (%)		
Country	2019	2020	2021	2022	Fiction	Children's	Non-fiction
Australia	793	862	950	940	26.8	29.4	43.5
Brazil	443	349	435	493	27.1	21.0	51.5
India	138	138	174	158	14.3	24.9	58.9
Ireland	165	184	196	179	27.4	28.3	43.7
Italy	1,619	1,634	1,970	1,717	34.5	18.1	47.4
Mexico	174	145	209	256	21.4	24.6	46.6
New Zealand	93	91	108	94	25.5	29.4	44.9
South Africa	106	81	109	108	23.9	25.1	49.9
Spain	1,095	997	1,200	1,115	32.4	24.8	27.3
UK (a)	2,127	2,256	2,506	2,229	26.6	24.5	48.7

Note: The COVID-19 pandemic impacted the market in every country reported. Many countries were in lockdown at certain points in time during the 2019–2021 period. Post-16 education books (textbooks and study guides) are included within the non-fiction category. Coverage for all educational books varies from country to country. The percentage for non-fiction comprises all types of non-fiction, including trade, specialist books and titles without a classification at the time of analysis. See annex A for details regarding prevailing exchange rates and annex B for book market coverage for each country.

(a) The UK market is estimated using retail modelling and consumer reported purchases for 2020, 2021 and 2022.

Source: Nielsen BookScan, November 2023.

International standard book number (ISBN) registrations data

What is an international standard book number?

An ISBN is a permanent international standard book identifier assigned to a publication and administered by the International ISBN Agency and national or regional ISBN agencies throughout the world. The ISBN is the most common publication identifier in use. The ISBN system has a three-tier administrative structure – the International ISBN Agency, the national and regional registration agencies, and publishers. The International ISBN Agency is the official registration authority appointed by the International Organization for Standardization (ISO) to supervise the global use of the ISBN Standard. There are around 150 registration agencies assigning unique registrant elements and ISBNs to publishers. Publishers are responsible for assigning unique ISBNs to individual publications from within the registrant elements they have been allocated. Publishers do, however, also use other identifiers, for example, an Amazon Standard Identification Number (ASIN), a Digital Object Identifier (DOI), and so on.

ISBN data gives a good indication as to the size of the publishing market within a given country and is a means of validating data from other sources. For 2022, the International ISBN Agency shared data for 50 countries provided by national ISBN agencies. In addition, CERLALC shared data for 15 countries covering the LAC region.

Table 5 presents data on the number of ISBNs registered in 2021 and 2022. The US, with 3.3 million registered ISBNs in 2022, was by far the biggest user of the ISBN identifier in 2022, followed by Japan (902,311), the Republic of Korea (338,237), India (281,091) and Germany (277,000). China's 2022 data – one of the top five users of the ISBN identifier – are unavailable. Registrations data for 2021 and 2022 are available for 48 countries, of which 23 reported an increase in ISBN registrations in 2022 compared to 2021. Japan (+717,326), the US (+394,608) and Brazil (+64,928) recorded the biggest increases. In contrast, Indonesia (-51,474), Ukraine (-16,031) and the UK (-15,793) reported considerably fewer ISBN registrations in 2022 compared to the year before.

Although ISBN data represents the number of publications, there will inevitably be some double counting, as alternative formats for the same publication (e.g., e-book, paperback and hardcover editions) will each have been assigned a separate ISBN.

Table 5. Total number of ISBN registrations, 2021–2022

Country	2021	2022	Change: 2021–2022	Country	2021	2022	Change: 2021–2022
Albania	..	3,174	..	Kenya	..	854	..
Argentina	34,256	35,500	+1,244	Latvia (b)	3,541	3,411	-130
Australia	33,464	31,708	-1,756	Lithuania	5,187	4,748	-439
Bangladesh	..	10,298	..	Malawi	311	395	+84
Belgium (a)	..	12,637	..	Malta	1,032	1,229	+197
Bolivia (Plurinational State of)	1,544	1,718	+174	Mexico	23,304	27,534	+4,230
Bosnia and Herzegovina	..	2,163	..	Mongolia	3,916	3,794	-122
Brazil	114,114	179,042	+64,928	Netherlands (Kingdom of the)	62,251	59,283	-2,968
Bulgaria	13,085	12,738	-347	Nigeria	18,300	14,392	-3,908
Canada (French) (b)	19,317	21,105	+1,788	Norway	9,324	9,033	-291
Chile	8,528	8,288	-240	Panama	1,596	1,319	-277
Colombia	20,347	20,840	+493	Paraguay	1,112	1,030	-82
Costa Rica	2,007	1,959	-48	Peru	7,885	8,310	+425
Croatia (c)	7,260	7,179	-81	Philippines	9,497	9,889	+392
Cuba	2,361	1,944	-417	Poland	..	99,995	..
Cyprus	..	2,193	..	Portugal (b)	21,379	21,115	-264
Czech Republic	26,597	34,985	+8,388	Republic of Korea	340,506	338,237	-2,269
Denmark	39,183	Singapore	..	25,980	..
Dominican Republic	1,853	1,937	+84	Slovakia	12,065	14,603	+2,538
Ecuador	4,477	5,128	+651	Slovenia	..	9,656	..
El Salvador	661	719	+58	Spain	95,985	95,811	-174
Estonia (b)	13,342	25,391	+12,049	Sri Lanka (b)	..	6,705	..
Germany	284,000	277,000	-7,000	Sweden	34,984	37,338	+2,354
Ghana (b)	2,200	2,000	-200	Switzerland	..	9,490	..
Greece	..	22,622	..	Syrian Arab Republic	1,900	2,540	+640
Guatemala	1,258	1,291	+33	Thailand	18,225	19,362	+1,137
Hungary	..	20,339	..	Tunisia	..	3,143	..
Iceland	..	1,470	..	Türkiye	87,231	83,653	-3,578
India	..	281,091	..	UK	168,960	153,167	-15,793
Indonesia	159,330	107,856	-51,474	Ukraine	25,722	9,691	-16,031
Iran (Islamic Republic of)	89,888	Uruguay	2,697	2,786	+89
Italy	142,267	139,970	-2,297	US	2,884,609	3,279,217	+394,608
Japan	184,985	902,311	+717,326	Venezuela (Bolivarian Republic of)	3,050	2,855	-195
Jordan	..	4,785	..				

(a) figure are for Flanders only.

(b) figures are estimates provided by the relevant ISBN Agency.

(c) ebooks that are chargeable or for which registration is needed are not included.

.. not available.

Source: International ISBN Agency and Centro Regional para el Fomento del Libro en América Latina y el Caribe (CERLALC), September 2023.

IPA and Nielsen BookData survey

On behalf of the International Publishers Association (IPA), Nielsen BookData conducted a survey of the IPA's 76 members in order to compile publishing industry data relating to the following five areas: (a) educational infrastructure, (b) publisher and retailer landscape, (c) regulatory framework, (d) digital penetration, and (e) trade opportunities. The aim of the survey was to better understand the publishing industry landscape, which has undergone profound transformations impacting the way the publishing industry operates, both in terms of content creation and consumption. This section will present a few selected indicators on educational infrastructure and the publishers' landscape for selected IPA member countries. Data compiled through this survey for all IPA members can be accessed at: www.internationalpublishers.org/international-publishing-data-2023.

Education infrastructure

Education infrastructure indicators aim to understand how many schools and higher education establishments exist in each country. These are important outlets for content, such as textbooks and journals, produced by the publishing industry. By far, India, with 1.5 million, leads with the highest number of schools among reported countries, followed by Indonesia (398,000), Mexico (250,150) and Brazil (178,346) (figure 15). Within Africa, Nigeria (144,042) and Kenya (31,000) have the most schools, while Mexico (250,150) and Brazil (178,346) lead within the LAC region. France, with 56,936 schools, holds the top rank within Europe. The US (129,069) and Australia (9,614) have the most number of schools for North America and Oceania, respectively. Half of schools in Nigeria are managed by the private sector – the highest private sector share among reported countries. The private sector share is also high in Indonesia (36.9%), Guatemala (30.1%) and the Republic of Korea (26%). In contrast, more than 90% of the schools in Japan (93.3%), the Russian Federation (98%) and South Africa (91.3%) are managed by the public sector.

India also has the highest number of higher education institutions, amounting to around 55,100 in 2022 (figure 16). India is followed by Mexico (8,539), the US (5,916), Guatemala (5,006) and Indonesia (4,004). Looking at the top higher education institutions by region shows a similarity with the data for schools presented above. The same countries hold the top rank both for schools and higher education institutions in every region, except for Africa, where Kenya (2,550) has the most higher education institutions, and Europe, where the Russian Federation (1,247) leads. Regarding the distribution between private and public management, the private sector share ranged from 4.3% in Kenya to 98% in Côte d'Ivoire. In 11 of the 18 countries, more than two-thirds of all higher education institutes are privately managed.

School and higher education enrollment

School enrollment is highest in India, with 265 million students enrolled in 2022. India was followed by the US (53.9 million), Brazil (47.4 million), Indonesia (44.2 million) and Nigeria (35.7 million) (figure 17). Almost all students enrolled in Kenya (98.6%) and the Russian Federation (99%) were enrolled at government managed schools. Canada (91.1%), South Africa (94.8%) and the US (91%) also have a high share of total enrollment for schools managed by the government.

With 41.4 million students enrolled, India had the highest number of students enrolled at higher education institutions in 2022 (figure 18). India was followed by the US (21.1 million), Brazil (9 million) and Indonesia (7.6 million). In Africa, higher education enrollments are highest in Nigeria, with 2.5 million students enrolled. The Russian Federation, with 4.1 million students enrolled at higher education institutes, ranked top for Europe. Australia reported 1.5 million students enrolled at higher education institutes, making it the top ranking country for the Oceania region. Students enrolled at privately managed institutions accounted for more than two-thirds of total enrollment in Bangladesh (67.1%), Brazil (76.9%), Japan (73.8%) and the Republic of Korea (77.5%).

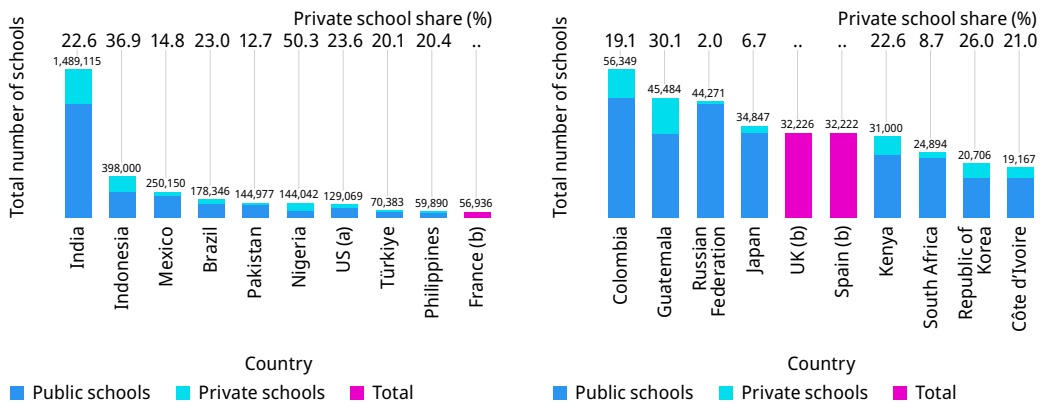
Number of publishers in IPA member countries

Figure 19 shows the total number of publishers in selected countries. Approximately 68,600 publishers operated in Germany in 2022, followed by Switzerland with 43,346 publishers, Sweden with 41,095, and Greece with 34,462. In Africa, Nigeria leads with 290 publishers, while the Republic of Korea has the most publishers among countries within Asia, totaling 30,552. In the LAC region, Guatemala reported the highest number of publishers at 1,500. The US has the most publishers within the North America region at 2,252, and Australia, with 200 publishers, ranked highest within the Oceania region.

IPA-Nielsen BookData survey

The survey was conducted in two phases. (a) Desk research was carried out to determine the availability of relevant information within the public domain for all 76 IPA member countries. This stage consisted of evaluating and validating information available from government websites, academic journals, publisher associations, and so on. (b) A questionnaire was sent to the 76 IPA members in order to collect quantitative and qualitative data concerning the publishing industry.

Figure 15. Total number of schools for selected countries, 2022



Note: Around 48,400 schools within India are unclassified by category.

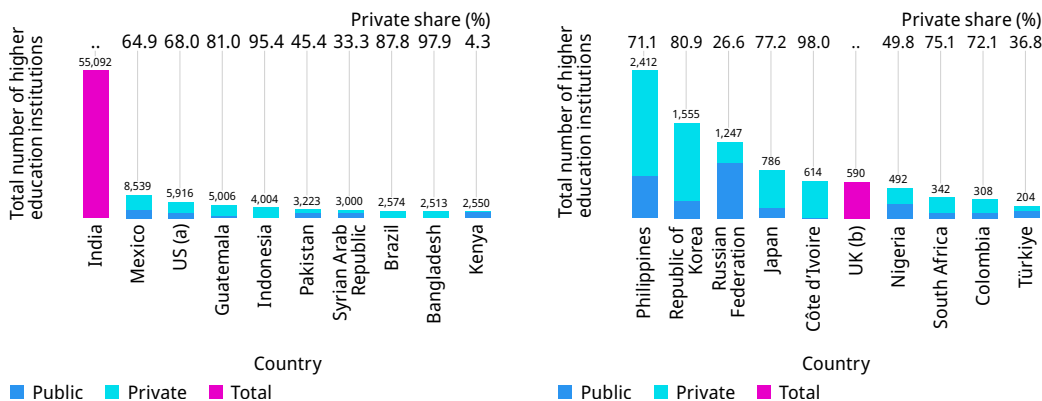
(a) 2020–2021 data.

(b) 2021–2022 data.

.. indicates not available.

Source: Nielsen BookData, November 2023.

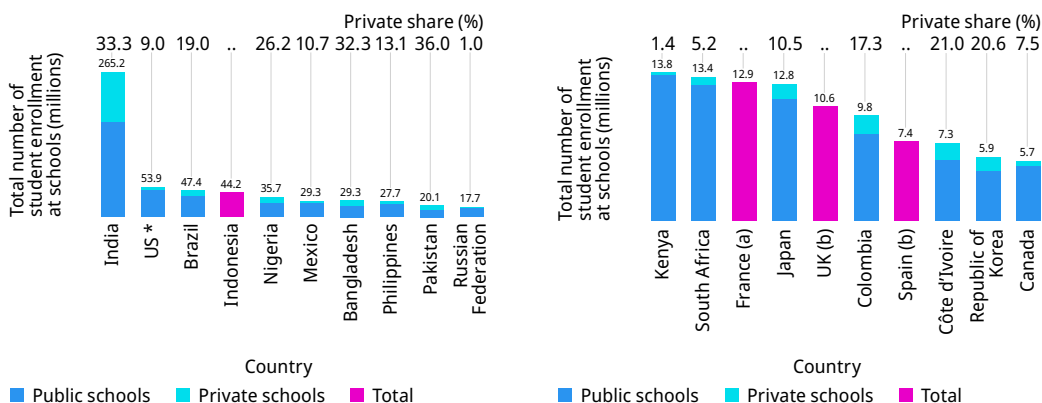
Figure 16. Total number of higher education institutions for selected countries, 2022



(a) 2020-2021 data.
 (b) 2021-2022 data.
 .. indicates not available.

Source: Nielsen BookData, November 2023.

Figure 17. Student enrollment at schools for selected countries, 2022

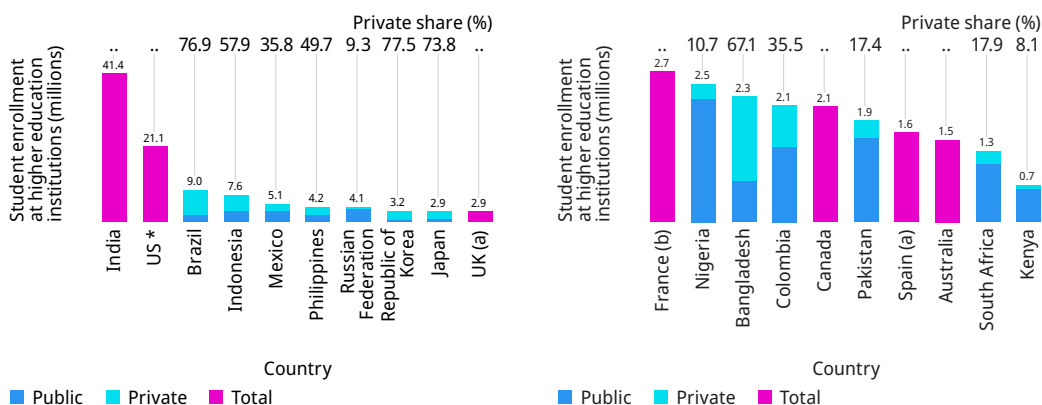


Note: Of the 265.2 million students enrolled in India, 6.7 million fell into the unknown category. Similarly, of the 5.7 million students enrolled in Canada, 0.1 million fell into the unknown category.

(a) 2019-2020 data.
 (b) 2021-2022 data.
 * 2019 data.
 .. indicates not available.

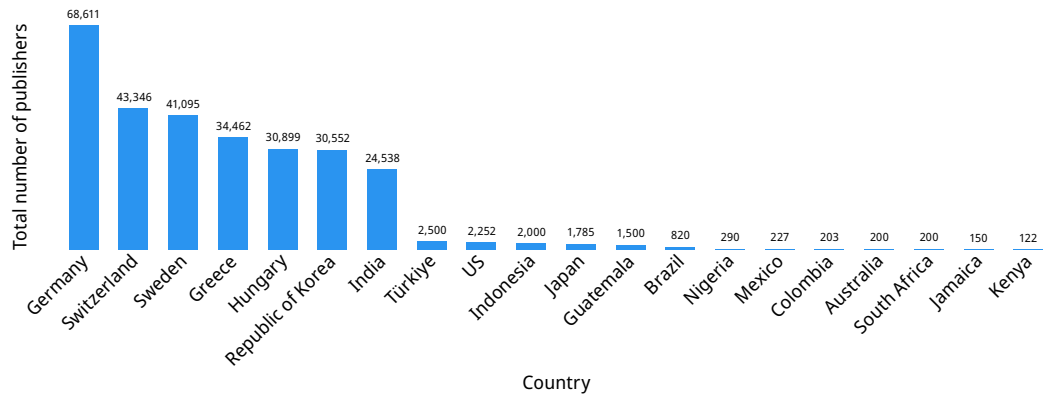
Source: Nielsen BookData, November 2023.

Figure 18. Student enrollment at higher education institutions for selected countries, 2022



(a) 2021-2022.
 (b) 2019-2020.
 * 2021 data.
 .. indicates not available.

Source: Nielsen BookData, November 2023.

Figure 19. Total number of publishers for selected countries, 2022

Source: Nielsen BookData, November 2023.

Comparing data from various sources

The publishing industry's data collection process is made difficult by the absence of a central collecting agency in a majority of countries. To present a wide-ranging picture of industry activity, this report draws upon data from a variety of sources.

The number of titles published shown in figure 20 is from three sources: the publishing industry survey, the legal deposits survey, and ISBN registrations data. Countries were only included if data from at least two sources were available, and the selection of countries based on the title count reported by the publishing industry survey.

Figure 20 shows a significant discrepancy in values between the three data sources. This discrepancy is not unexpected given the variations in data coverage and methodology. The purpose of comparing what are inconsistent sources is to highlight the potential dangers of basing conclusions about the performance of the publishing industry on a single source of information. In a few countries, such as Spain and the UK, the number of titles recorded by the three sources is of similar magnitude. For instance, Spain is estimated to have published approximately 83,000 titles in 2022 based on the publishing survey (table 2), 98,000 based on the legal deposits survey (table 3) and 95,000 based on ISBN registrations (table 5).

Figure 20 includes data for 23 countries. Among them, Iceland and Germany have the most substantial difference between the number of titles published according to the publishing and legal deposits surveys, with legal deposits being 4.5 and 5.6 times higher, respectively. Many of the countries had either a similar or slightly higher number of titles registered with the ISBN system compared to the publishing survey, with the exception of the Czech Republic, Estonia, Germany, Japan and Sweden. The greatest difference between the two sources was seen with regards to Japan (ISBN data higher by a factor of 13.2), Sweden (5.0) and Estonia (4.6). This disparity could be due to many factors, including different data coverage.

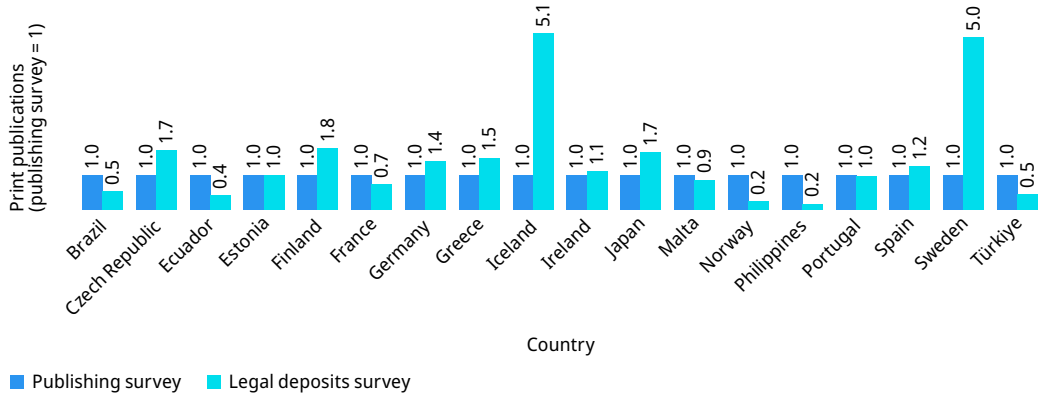
A straightforward comparison of the total number of titles published based on the three sources alone is not meaningful, as the scope of data collected varies between them. For a meaningful comparison, figure 21 presents print format data for selected countries. For four of the 18 selected countries – Estonia, Ireland, Malta, Portugal – the number of print publications recorded by the publishing and the legal deposits surveys are of a similar magnitude. Iceland and Sweden reported a considerably higher number of print publications in the legal deposits survey compared to the publishing industry survey. For Ecuador, Norway and the Philippines, the opposite is true.

Figure 20. Variation in total number of titles published according to three different data sources, 2022



Source: WIPO Statistics Database, Federation of European Publishers (FEP), International ISBN Agency, and Centro Regional para el Fomento del Libro en América Latina y el Caribe (CERLALC), November 2023.

Figure 21. Number of titles published in print format according to the publishing survey and the legal deposits survey, 2022



Source: WIPO Statistics Database and Federation of European Publishers (FEP), November 2023.

Conclusions

WIPO aims to compile globally consistent and comparable data about the creative economy, enabling policymakers to monitor publishing industry performance across countries and over time. Despite progress having been made in data collection through the launch of a publishing industry survey in 2017 and a legal deposits survey in 2019, this report faces ongoing challenges in ensuring data consistency and cross-country comparability. The report identifies several significant data issues. They include the following:

Publishing industry revenue is available for a limited number of countries, mostly European. Revenue data for many countries located within the Africa, Asia and LAC regions are unavailable. Concerted effort is required to identify additional data sources in order to improve data availability.

Data coverage for digital publications remains partial and incomplete in many countries. Furthermore, only a few countries reported online sales revenue data, which constitutes a significant proportion of total sales revenue following the rise of e-commerce during the COVID-19 pandemic. The publishing industry has undergone a significant shift toward digital publications, accelerated by the pandemic. It is therefore crucial that data collection covers both physical and digital publications, if it is to reflect industry activity accurately.

Greater efforts are necessary to standardize definitions and methodologies for core indicators. For instance, some countries reported sales revenue data based on retail prices rather than net revenue, which limits cross-country comparison. This inconsistency further underlines the need for harmonization.

WIPO is grateful to those organizations that generously shared their 2022 data, or made efforts to do so. We recognize that increasing data availability at the international level is a long-term process, and encourage all national publishers' associations, copyright authorities and statistical offices to establish new national surveys or revise existing ones, so as to enable the reporting of a wide range of publishing industry indicators on an internationally harmonized basis.

Annexes

Annex A. Domestic currency per USD, period average, 2020–2022

Country	2020	2021	2022
Australia	1.45	1.33	1.44
Austria	0.88	0.85	0.95
Azerbaijan	1.70	1.70	1.70
Belgium	0.88	0.85	0.95
Brazil	5.16	5.39	5.16
Colombia	3,693.28	3,744.24	4,256.19
Czech Republic	23.21	21.68	23.36
Denmark	6.54	6.29	7.08
Finland	0.88	0.85	0.95
France	0.88	0.85	0.95
Germany	0.88	0.85	0.95
Hungary	308.00	303.14	372.60
Iceland	135.42	126.99	135.28
India	74.10	73.92	78.60
Ireland	0.88	0.85	0.95
Italy	0.88	0.85	0.95
Japan	106.77	109.75	131.50
Malta	0.88	0.85	0.95
Mexico	21.49	20.27	20.13
Netherlands (Kingdom of the)	0.88	0.85	0.95
New Zealand	1.54	1.41	1.58
Norway	9.42	8.59	9.61
Philippines	49.62	49.25	54.48
Portugal	0.88	0.85	0.95
Republic of Korea	1,180.27	1,143.95	1,291.45
Russian Federation	72.10	73.65	68.48
South Africa	16.46	14.78	16.36
Spain	0.88	0.85	0.95
Sweden	9.21	8.58	10.11
Türkiye	7.01	8.85	16.55
UK	0.78	0.73	0.81
US	1.00	1.00	1.00

Source: International Financial Statistics (IFS), November 2023.

Annex B. Consumer book (print) market coverage (%) of Nielsen BookScan data, 2022

Country	2022
Australia	90
Brazil	70
India *	
Ireland	70
Italy	90
Mexico	80
New Zealand	60
South Africa	85
Spain	80
UK	90

* Market coverage for India is a significant part of the organized market.
Source: Nielsen BookScan, November 2023.

This report provides a global overview of the publishing industry in 2022, covering both trade and education.

Data is compiled by WIPO in collaboration with Centro Regional para el Fomento del Libro en América Latina y el Caribe (CERLALC), the Federation of European Publishers (FEP), the International ISBN Agency, the International Publishers Association (IPA), and the Nielsen Company. The survey focuses on published materials with an ISBN or DOI.

The report aims to make industry data accessible and to highlight challenges in reporting consistent data.