

Creative economy

Highlights

In 2016, the International Publishers Association (IPA) and the World Intellectual Property Organization (WIPO) joined forces to improve the availability of statistics on global publishing activity. Accordingly, the two organizations launched a pilot survey in 2017, covering three market segments: trade; educational; and scientific, technical and medical (STM) publishing. In total, 35 national publishers' associations and copyright authorities shared their 2016 data.¹

In April 2018, WIPO refined the guidelines for completing the questionnaire and invited national publishers' associations and copyright authorities to share their 2017 data. In total, 28 associations/authorities complied, while another 10 indicated that they would share their 2017 data when they are available. This section summarizes the statistics received so far. The full set of 2017 statistics will be published at a later date.

It is important to note that, unlike for patents and trademarks, the collection of publishing industry data is not unified under a single public authority within a country. In most countries, national statistical offices or other government agencies do not collect such data, although there are a few exceptions, such as Canada, China and Japan. Data for the publishing industry are compiled by private entities and national publishers' associations (NPAs), among others. The main limitation with NPA data is that not all the publishers within a country are members of the NPA. The share of the total publishing industry represented by NPAs varies

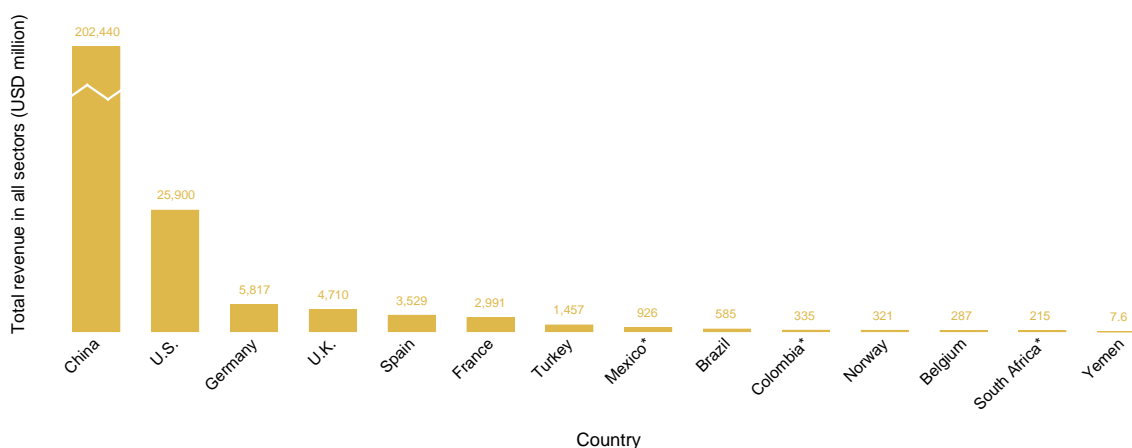
between countries. There are also methodological differences – for example, some of the NPAs collect data for printed editions only, while others compile data for both printed and digital editions – which makes it challenging to draw comparisons between countries. Despite the data limitations – i.e., the fact that the data are incomplete, this initiative should be considered as a longer term effort toward the creation of a more comprehensive publishing industry data set. The ultimate objective is to provide, on a regular basis, accurate statistics that are comparable between countries. WIPO will continue to make every effort to improve data comparability and extend country coverage by reaching out to countries that are not in a position to respond to the questionnaire at present.

China's publishing industry revenue reached 202 billion U.S. dollars in 2017

Data on the 2017 revenues generated by the three sectors – trade, educational and STM – are available for 11 countries. Those 11 countries generated USD 248 billion revenue in 2017. China (USD 202.4 billion) reported the largest net revenue, followed by the United States of America (U.S.) (USD 25.9 billion), Germany (USD 5.8 billion) and the United Kingdom (U.K.) (USD 4.7 billion) (see figure 6.1). Trade sector revenue accounted for 50% or more of the total revenue in seven of those same 11 countries – ranging from 69% in France to 50% in the U.K. The educational sector revenue accounted for a high share of total revenue in Yemen (68.2%) and Brazil (62%). The STM sector generated more than a third of total revenue in Belgium (46.1%), Brazil (37.9%) and the U.K. (33.2%).

Net publishing industry revenue, covering 11 countries, amounted to USD 248 billion

6.1. Total net publishing industry revenue (USD million), 2017



* indicates 2016 data.
Source: Table F17.

Digital editions generated 28.3% of the total trade sector revenue in China

Data on the 2017 revenues generated by the trade sector are available for 18 countries. China, with USD 111.5 billion, reported the largest revenue, followed by the U.S. (USD 16 billion), Japan (USD 8.4 billion), the U.K. (USD 2.4 billion) and France (USD 2.1 billion) (see figure F1).

Data on the 2017 trade sector revenues, broken down into the categories “printed”, “digital” and “other formats,” are available for 15 countries. The bulk of the trade sector revenue is generated by print editions; digital editions account for around 28.3% of the total in China, 23.5% in Japan, 18.4% in Sweden, 13.2% in Finland and 12.9% in the U.S. (see figure F2). Domestic sales account for the bulk of total revenue for most countries. However, revenue from foreign sales and licensing represents 81.4% of total revenue in Belgium (see figure F3). Revenue from foreign sales is also high in Saudi Arabia (49.4%), the U.K. (31.4%), China (23.4%) and Spain (16.4%).

Foreign sales accounted for 69.8% of total educational sector revenue of the U.K.

Data on the 2017 revenues generated by the educational sector are available for 15 countries. China, with USD 72.8 billion, reported the largest sale and license revenue total, followed by the U.S. (USD 7.6 billion) and Spain (USD 1 billion) (see figure F8). The bulk of the total educational sector revenue is generated by printed editions. Digital editions accounted for 37.8% of the total

in China, 29.6% in Denmark, 9.5% in Finland and 9.1% in Saudi Arabia (see figure F9). The 2017 educational sector revenue, broken down by domestic and foreign sales, is available for nine countries. Domestic sales account for the bulk of the total revenue for all countries except the U.K., for which foreign sales accounted for 69.8% of the total (see figure F10).

China published 65 million titles covering three sectors in 2017

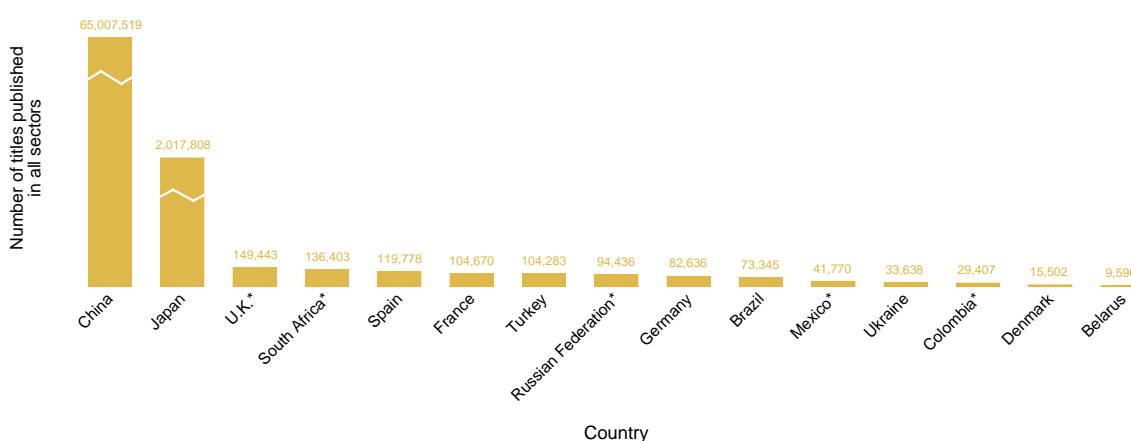
Data on the total number of titles published covering the three sectors are available for 17 countries. China reported a combined total of 65 million published titles in 2017, followed by Japan (2 million), Spain (119,778), France (104,670) and Turkey (104,283) (see figure 6.2). The trade sector accounted for more than half of all titles published in 10 of those countries – ranging from 99.3% in Japan to 55.9% in Turkey. Educational publishing accounted for around half of all titles published in Belarus (50.9%), Yemen (49.3%) and China (43%). The STM sector accounted for almost two-thirds of all titles published in Belgium.

Digital editions accounted for half of the total number of titles published by the trade sector in Japan

Data on the number of titles published by the trade sector are available for 22 countries. China had by far the largest number of titles published in 2017 (12.7 million), followed by Japan (2 million), Italy (130,242) and Spain (82,238) (see figure F4). In total, 13 countries were able

China published 65 million titles, covering the trade, educational and STM sectors

6.2. Total number of titles published, 2017



* indicates 2016 data.

Source: Table F18.

to disaggregate the number of titles published by the trade sector between printed editions, digital editions and other formats. Print editions accounted for more than half of the total number of titles published for the trade sector. The share of digital editions was high in Japan (49.9%) and Italy (47.8%) (see figure F5).

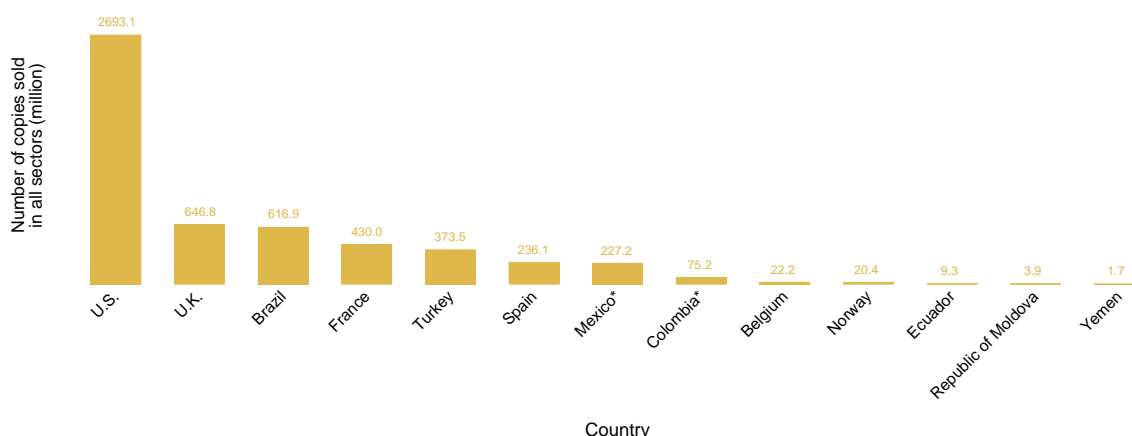
Data on the number of titles published by the educational sector are available for 19 countries. China had by far the largest number of titles published (27.9 million), followed by Turkey (35,642) and Brazil (11,060) (see figure F11). The number of titles published by the STM sector was highest in China (24.4 million), followed by Spain (26,656), France (20,246) and Brazil (13,406) (see figure F16).

The U.S. sold 2,693 million copies of published titles in 2017

Eleven countries were able to report data on the total number of copies sold covering the three sectors. The U.S. sold 2,693 million copies in 2017, followed by the U.K. (647 million), Brazil (617 million) and France (430 million) (see figure 6.3). The trade sector accounted for more than 80% of the total copies sold for France, Norway and the U.S. The educational sector had a high share of total copies sold in Yemen (73.3%) and Turkey (48.8%), while the STM sector had a high share in Yemen (16.7%), the Republic of Moldova (14.7%) and Spain (11.5%).

The U.S. sold 2,693 million copies of published titles covering the trade, educational and STM sectors

6.3. Total number of copies sold, 2017



* indicates 2016 data.

Source: Table F19.

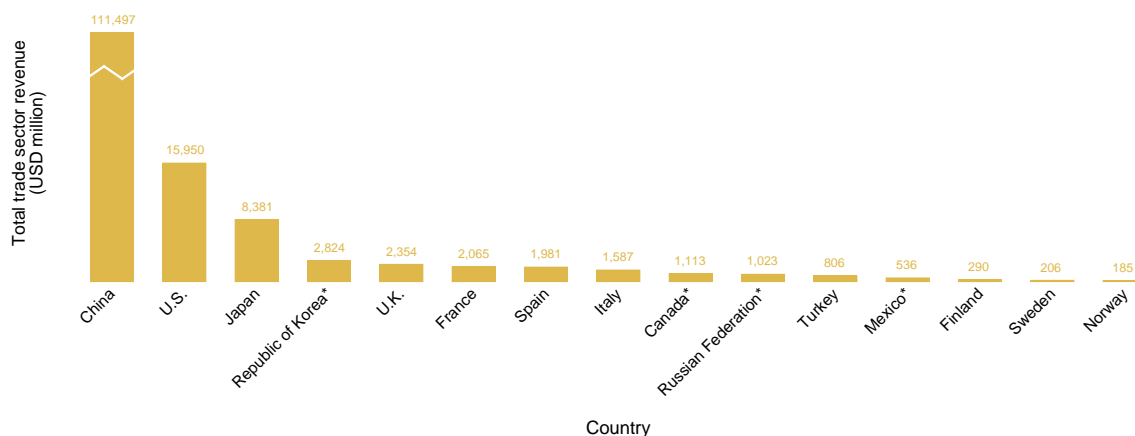
1 See IPA and WIPO (2018). *The Global Publishing Industry in 2016*. Geneva.

Creative economy statistics

Trade sector	200
F1. Trade sector revenue (USD million), 2017	200
F2. Distribution of the trade sector revenue by format, 2017	200
F3. Distribution of the trade sector revenue by destination, 2017	201
F4. Number of titles published by the trade sector, 2017	201
F5. Distribution of titles published by the trade sector by format, 2017	202
F6. Number of copies sold by the trade sector, 2017	202
F7. Distribution of copies sold by sales channel for the trade sector, 2017	203
Educational sector	204
F8. Educational sector revenue (USD million), 2017	204
F9. Distribution of the educational sector revenue by format, 2017	204
F10. Distribution of the educational sector revenue by destination, 2017	205
F11. Number of titles published by the educational sector, 2017	205
F12. Distribution of titles published by the educational sector by format, 2017	206
F13. Number of copies sold by the educational sector, 2017	206
F14. Distribution of copies sold by sales channel for the educational sector, 2017	207
Scientific, technical and medical (STM) sector	208
F15. STM sector revenue (USD million), 2017	208
F16. Number of titles published by the STM sector, 2017	208
Statistical tables	209
F17. Total net publishing industry revenue by sector (USD million), 2017	209
F18. Total number of titles published by sector, 2017	210
F19. Total number of copies sold by sector (million), 2017	211

Trade sector

F1. Trade sector revenue (USD million), 2017

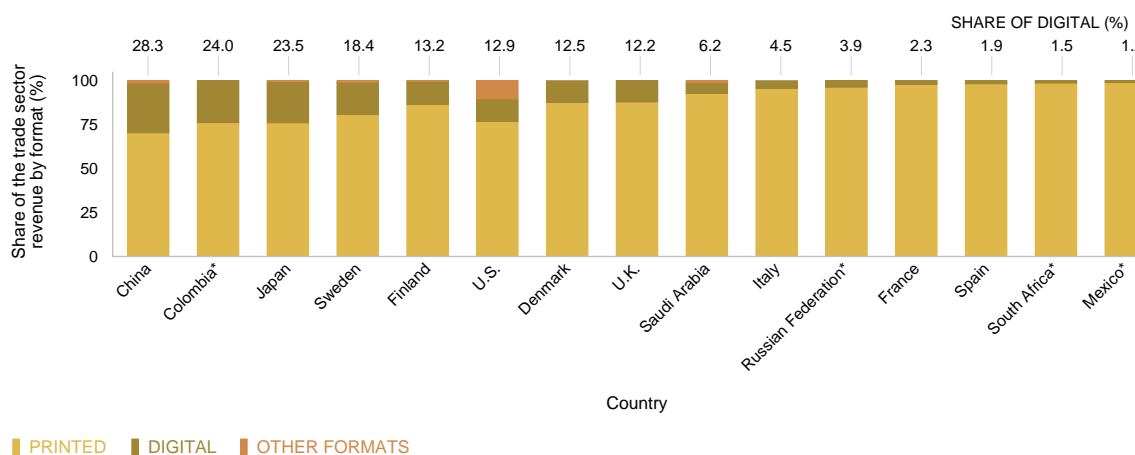


* indicates 2016 data.

Note: Caution should be exercised when interpreting the data shown here due to the fact that they are incomplete. The share of the total publishing industry represented by national publishers' associations (NPAs) varies between countries. There are also methodological differences that make it challenging to draw comparisons between countries. For all reported countries, the data source is the NPA, except for Canada (Statistics Canada), China (National Copyright Administration of China) and Japan (Japan Copyright Office).

Source: WIPO Statistics Database, September 2018.

F2. Distribution of the trade sector revenue by format type, 2017

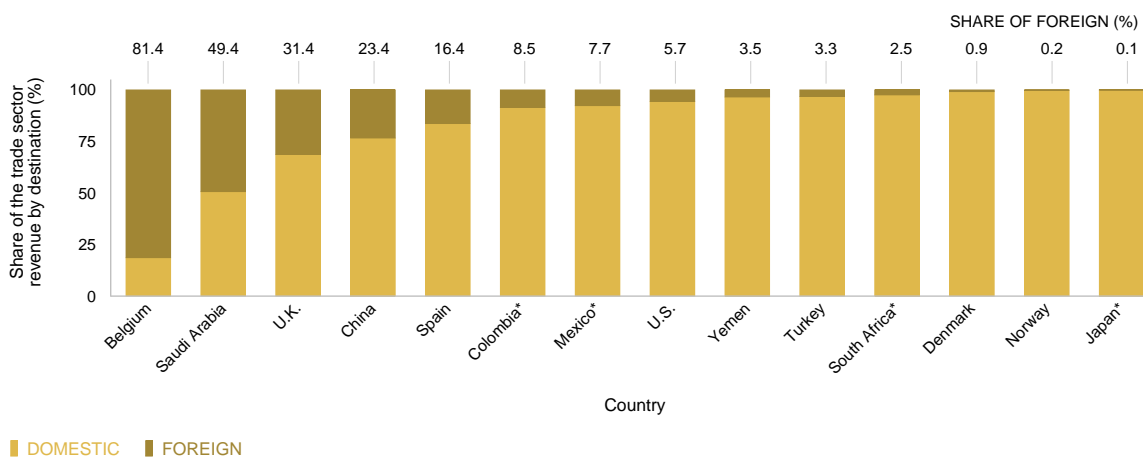


* indicates 2016 data.

Note: Caution should be exercised when interpreting the data shown here due to the fact that they are incomplete. The share of the total publishing industry represented by national publishers' associations (NPAs) varies between countries. There are also methodological differences that make it challenging to draw comparisons between countries. For all reported countries, the data source is the NPA, except for Canada (Statistics Canada), China (National Copyright Administration of China) and Japan (Japan Copyright Office).

Source: WIPO Statistics Database, September 2018.

F3. Distribution of the trade sector revenue by destination, 2017

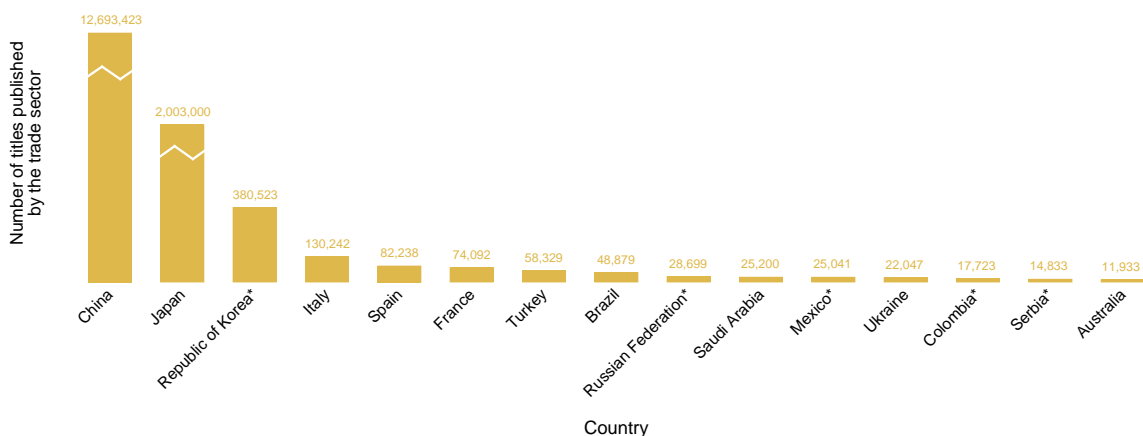


* indicates 2016 data.

Note: Caution should be exercised when interpreting the data shown here due to the fact that they are incomplete. The share of the total publishing industry represented by national publishers' associations (NPAs) varies between countries. There are also methodological differences that make it challenging to draw comparisons between countries. For all reported countries, the data source is the NPA, except for Canada (Statistics Canada), China (National Copyright Administration of China) and Japan (Japan Copyright Office).

Source: WIPO Statistics Database, September 2018.

F4. Number of titles published by the trade sector, 2017

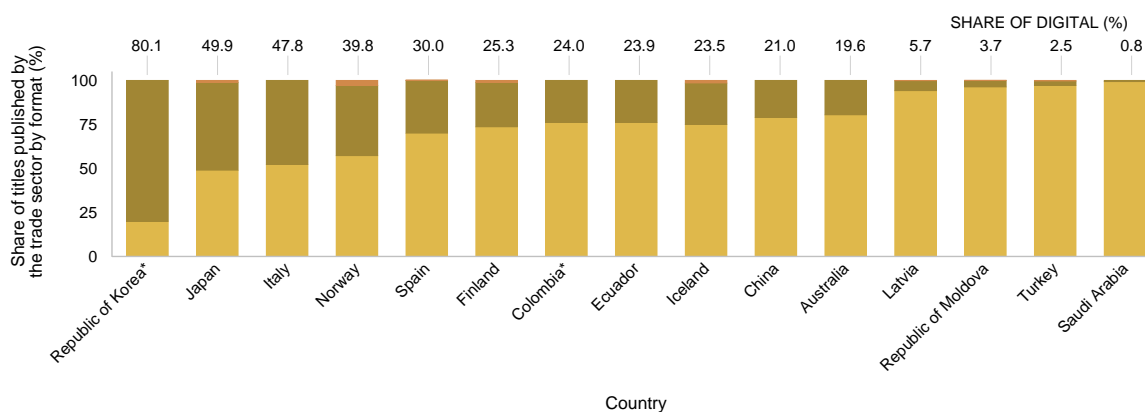


* indicates 2016 data.

Note: Caution should be exercised when interpreting the data shown here due to the fact that they are incomplete. The share of the total publishing industry represented by national publishers' associations (NPAs) varies between countries. There are also methodological differences that make it challenging to draw comparisons between countries. For all reported countries, the data source is the NPA, except for Canada (Statistics Canada), China (National Copyright Administration of China) and Japan (Japan Copyright Office).

Source: WIPO Statistics Database, September 2018.

F5. Distribution of titles published by the trade sector by format, 2017



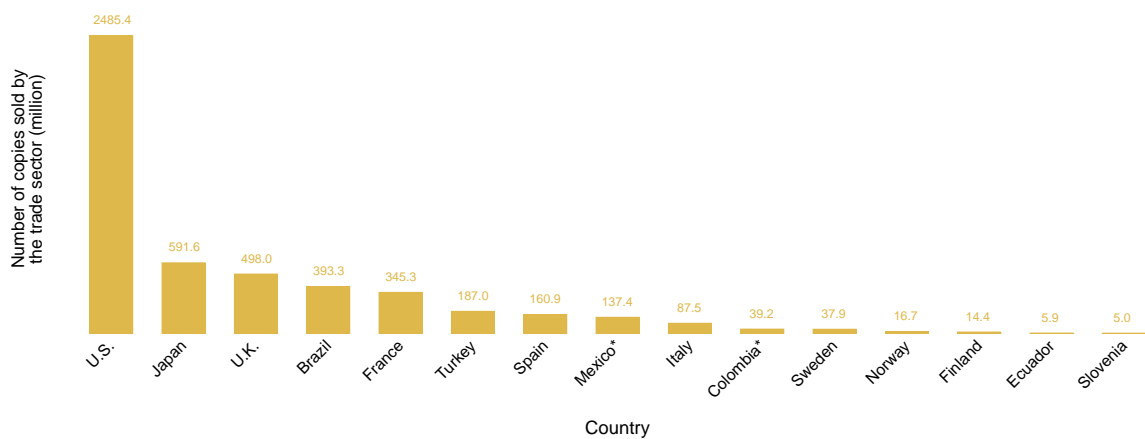
■ PRINTED ■ DIGITAL ■ OTHER FORMATS

* indicates 2016 data.

Note: Caution should be exercised when interpreting the data shown here due to the fact that they are incomplete. The share of the total publishing industry represented by national publishers' associations (NPAs) varies between countries. There are also methodological differences that make it challenging to draw comparisons between countries. For all reported countries, the data source is the NPA, except for Canada (Statistics Canada), China (National Copyright Administration of China) and Japan (Japan Copyright Office).

Source: WIPO Statistics Database, September 2018.

F6. Number of copies sold by the trade sector, 2017

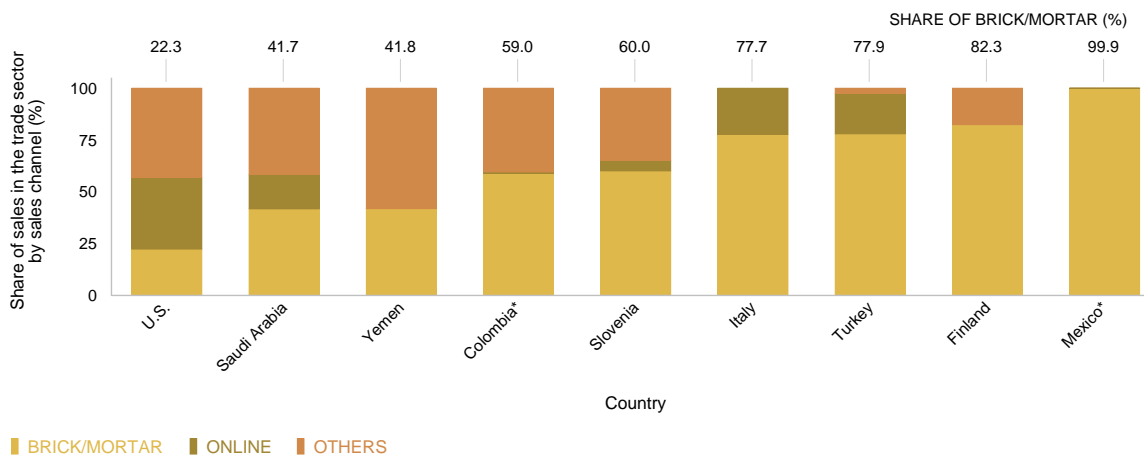


* indicates 2016 data.

Note: Caution should be exercised when interpreting the data shown here due to the fact that they are incomplete. The share of the total publishing industry represented by national publishers' associations (NPAs) varies between countries. There are also methodological differences that make it challenging to draw comparisons between countries. For all reported countries, the data source is the NPA, except for Canada (Statistics Canada), China (National Copyright Administration of China) and Japan (Japan Copyright Office).

Source: WIPO Statistics Database, September 2018.

F7. Distribution of copies sold by sales channel for the trade sector, 2017



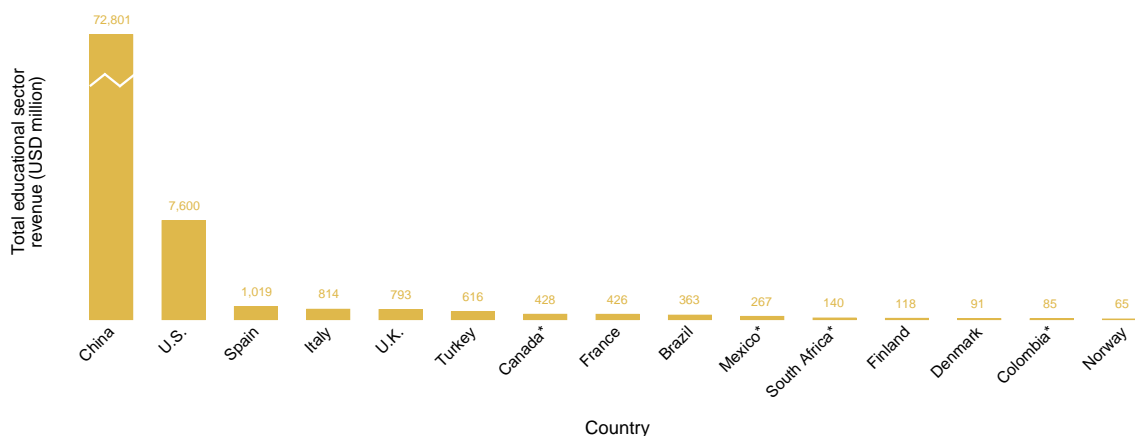
* indicates 2016 data.

Note: Caution should be exercised when interpreting the data shown here due to the fact that they are incomplete. The share of the total publishing industry represented by national publishers' associations (NPAs) varies between countries. There are also methodological differences that make it challenging to draw comparisons between countries. For all reported countries, the data source is the NPA, except for Canada (Statistics Canada), China (National Copyright Administration of China) and Japan (Japan Copyright Office).

Source: WIPO Statistics Database, September 2018.

Educational sector

F8. Educational sector revenue (USD million), 2017

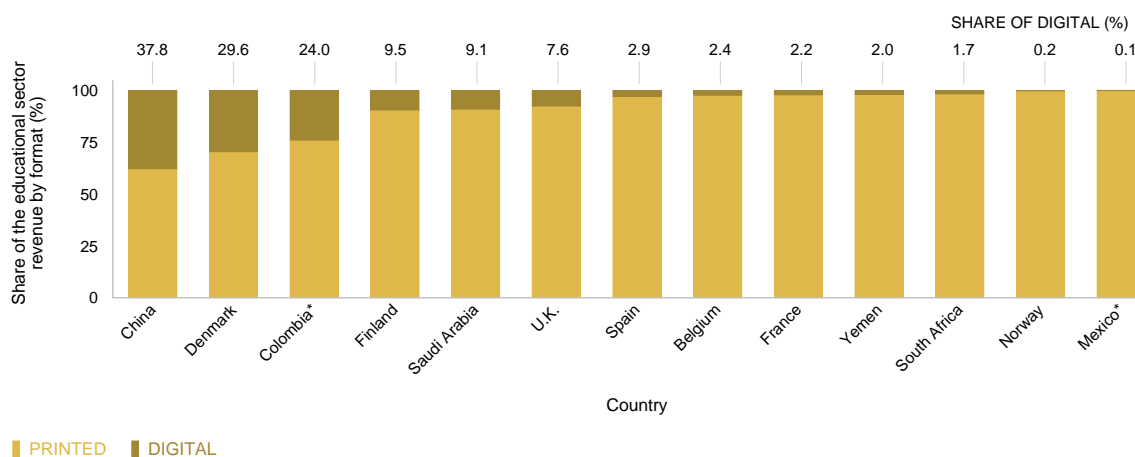


* indicates 2016 data.

Note: Caution should be exercised when interpreting the data shown here due to the fact that they are incomplete. The share of the total publishing industry represented by national publishers' associations (NPAs) varies between countries. There are also methodological differences that make it challenging to draw comparisons between countries. For all reported countries, the data source is the NPA, except for Canada (Statistics Canada), China (National Copyright Administration of China) and Japan (Japan Copyright Office).

Source: WIPO Statistics Database, September 2018.

F9. Distribution of the educational sector revenue by format, 2017

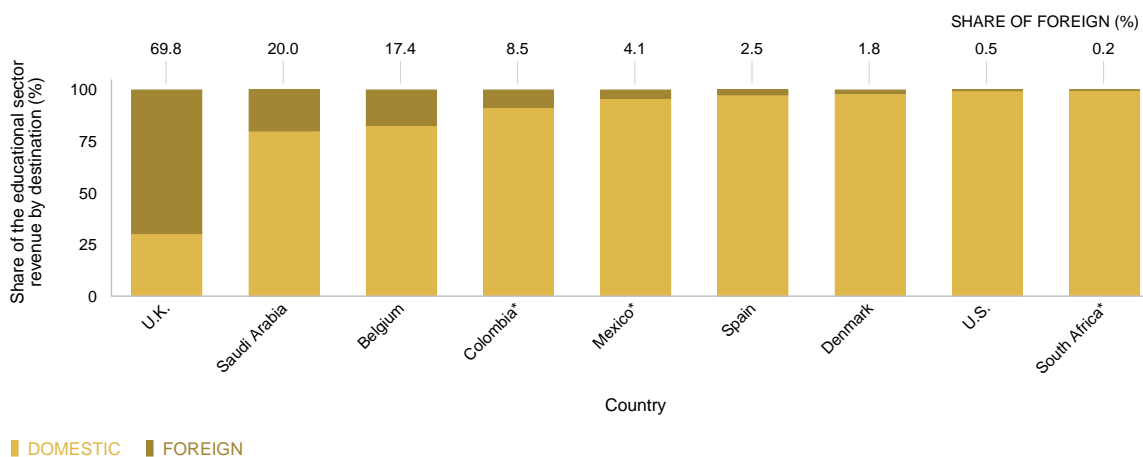


* indicates 2016 data.

Note: Caution should be exercised when interpreting the data shown here due to the fact that they are incomplete. The share of the total publishing industry represented by national publishers' associations (NPAs) varies between countries. There are also methodological differences that make it challenging to draw comparisons between countries. For all reported countries, the data source is the NPA, except for Canada (Statistics Canada), China (National Copyright Administration of China) and Japan (Japan Copyright Office).

Source: WIPO Statistics Database, September 2018.

F10. Distribution of the educational sector revenue by destination, 2017

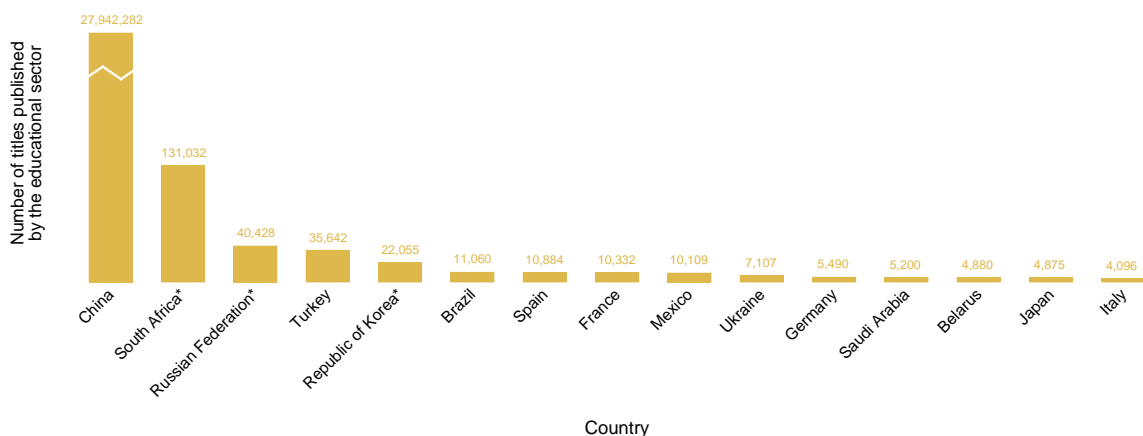


* indicates 2016 data.

Note: Caution should be exercised when interpreting the data shown here due to the fact that they are incomplete. The share of the total publishing industry represented by national publishers' associations (NPAs) varies between countries. There are also methodological differences that make it challenging to draw comparisons between countries. For all reported countries, the data source is the NPA, except for Canada (Statistics Canada), China (National Copyright Administration of China) and Japan (Japan Copyright Office).

Source: WIPO Statistics Database, September 2018.

F11. Number of titles published by the educational sector, 2017

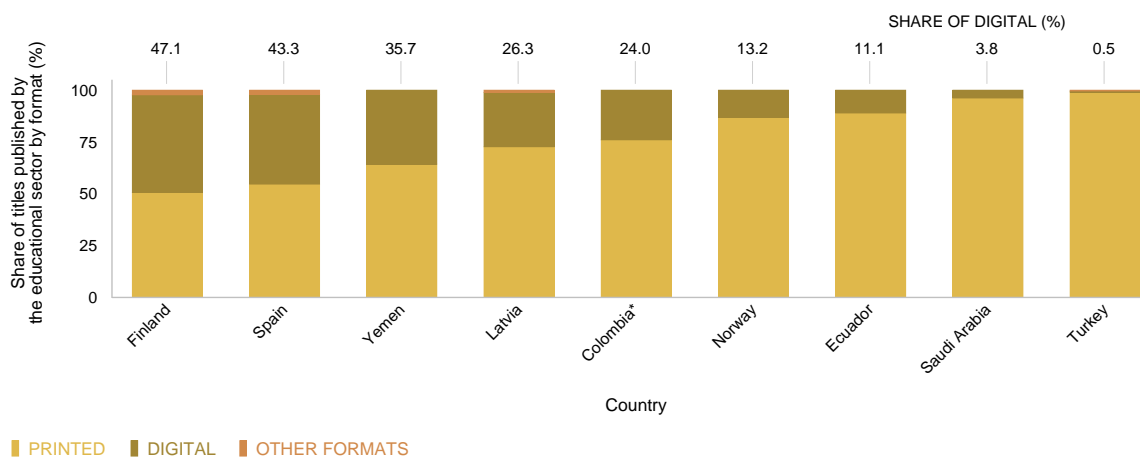


* indicates 2016 data.

Note: Caution should be exercised when interpreting the data shown here due to the fact that they are incomplete. The share of the total publishing industry represented by national publishers' associations (NPAs) varies between countries. There are also methodological differences that make it challenging to draw comparisons between countries. For all reported countries, the data source is the NPA, except for Canada (Statistics Canada), China (National Copyright Administration of China) and Japan (Japan Copyright Office).

Source: WIPO Statistics Database, September 2018.

F12. Distribution of titles published by the educational sector by format, 2017

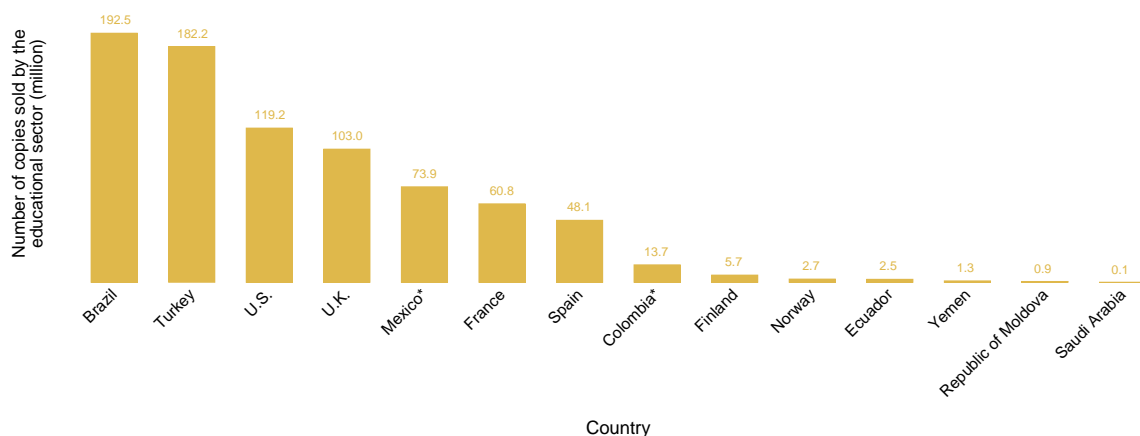


* indicates 2016 data.

Note: Caution should be exercised when interpreting the data shown here due to the fact that they are incomplete. The share of the total publishing industry represented by national publishers' associations (NPAs) varies between countries. There are also methodological differences that make it challenging to draw comparisons between countries. For all reported countries, the data source is the NPA, except for Canada (Statistics Canada), China (National Copyright Administration of China) and Japan (Japan Copyright Office).

Source: WIPO Statistics Database, September 2018.

F13. Number of copies sold by the educational sector, 2017

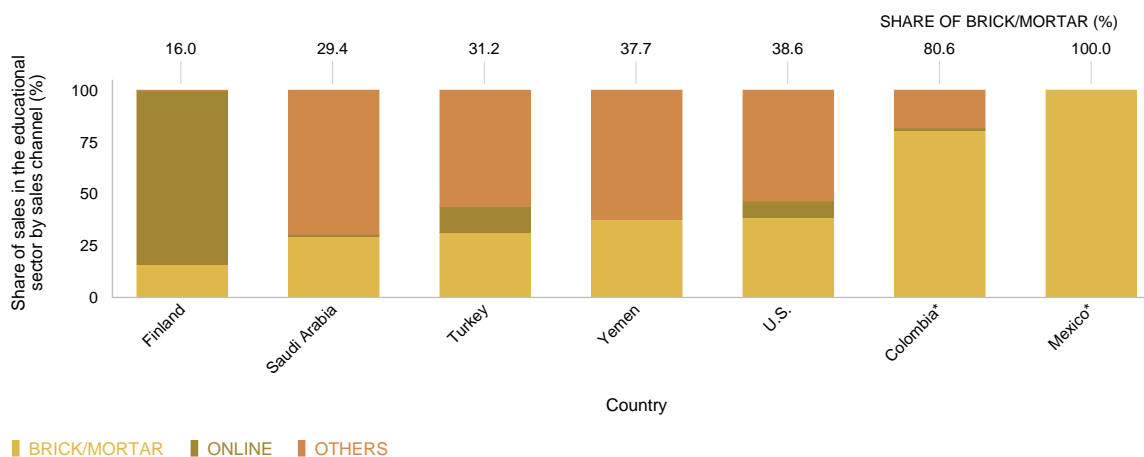


* indicates 2016 data.

Note: Caution should be exercised when interpreting the data shown here due to the fact that they are incomplete. The share of the total publishing industry represented by national publishers' associations (NPAs) varies between countries. There are also methodological differences that make it challenging to draw comparisons between countries. For all reported countries, the data source is the NPA, except for Canada (Statistics Canada), China (National Copyright Administration of China) and Japan (Japan Copyright Office).

Source: WIPO Statistics Database, September 2018.

F14. Distribution of copies sold by sales channel for the educational sector, 2017



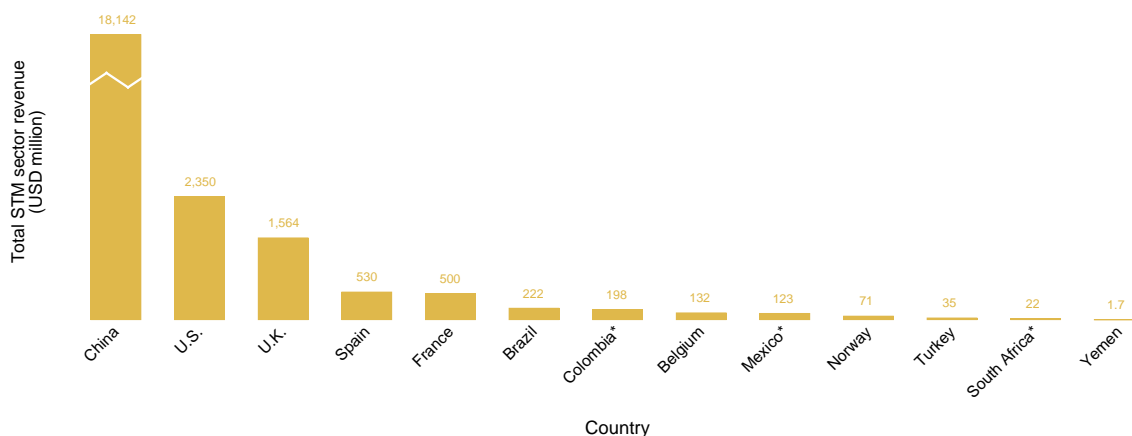
* indicates 2016 data.

Note: Caution should be exercised when interpreting the data shown here due to the fact that they are incomplete. The share of the total publishing industry represented by national publishers' associations (NPAs) varies between countries. There are also methodological differences that make it challenging to draw comparisons between countries. For all reported countries, the data source is the NPA, except for Canada (Statistics Canada), China (National Copyright Administration of China) and Japan (Japan Copyright Office).

Source: WIPO Statistics Database, September 2018.

Scientific, technical and medical (STM) sector

F15. STM sector revenue (USD million), 2017

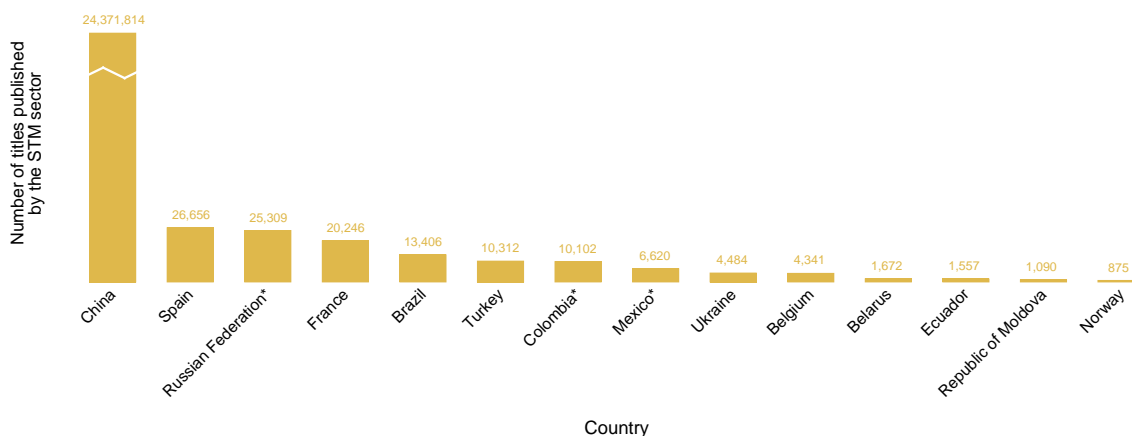


* indicates 2016 data.

Note: Caution should be exercised when interpreting the data shown here due to the fact that they are incomplete. The share of the total publishing industry represented by national publishers' associations varies between countries. There are also methodological differences that make it challenging to draw comparisons between countries. For all reported countries, the data source is the NPA, except for Canada (Statistics Canada), China (National Copyright Administration of China) and Japan (Japan Copyright Office).

Source: WIPO Statistics Database, September 2018.

F16. Number of titles published by the STM sector, 2017



* indicates 2016 data.

Note: Caution should be exercised when interpreting the data shown here due to the fact that they are incomplete. The share of the total publishing industry represented by national publishers' associations (NPAs) varies between countries. There are also methodological differences that make it challenging to draw comparisons between countries. For all reported countries, the data source is the NPA, except for Canada (Statistics Canada), China (National Copyright Administration of China) and Japan (Japan Copyright Office).

Source: WIPO Statistics Database, September 2018.

Statistical tables

F17. Total net publishing industry revenue by sector (USD million), 2017

Country	Total	Trade	Educational	STM
Australia
Belarus
Belgium	287.4	104.6	50.4	132.4
Brazil	585.2	0.6	362.7	221.9
Canada (a)	..	1,113.5	427.8	..
China	202,440.3	111,497.3	72,801.2	18,141.8
Colombia (a)	335.1	52.6	84.9	197.5
Denmark	..	169.9	91.2	..
Ecuador
Finland	..	289.6	118.3	..
France	2,991.2	2,065.0	426.0	500.1
Germany	5,817.1
Iceland	..	29.0
Italy	..	1,586.7	813.6	..
Japan	..	8,381.1
Kyrgyzstan
Latvia
Lithuania (a)
Mauritius (a)	0.0	..
Mexico (a)	925.7	535.7	267.0	123.0
Montenegro
Norway	321.0	184.8	65.4	70.7
Peru (a)
Republic of Korea (a)	..	2,823.8
Republic of Moldova
Russian Federation (a)	..	1,023.5
Saudi Arabia	..	16.2	0.6	..
Serbia (a)	..	93.1
Slovenia	..	76.7	22.5	..
South Africa (a)	215.0	52.7	140.4	21.8
Spain	3,529.1	1,980.7	1,018.5	529.9
Sweden	..	206.3
Turkey	1,457.0	806.0	616.0	35.0
United Kingdom	4,710.4	2,353.9	792.8	1,563.7
United States of America	25,900.0	15,950.0	7,600.0	2,350.0
Ukraine
Yemen	7.6	0.7	5.2	1.7

Note: Caution should be exercised when interpreting the data shown here due to the fact that they are incomplete. The share of the total publishing industry represented by national publishers' associations (NPAs) varies between countries. There are also methodological differences that make it challenging to draw comparisons between countries. For all reported countries, the data source is the NPA, except for Canada (Statistics Canada), China (National Copyright Administration of China) and Japan (Japan Copyright Office). STM is the scientific, technical and medical sector.

(a) indicates 2016 data.

.. indicates not available.

Source: WIPO Statistics Database, September 2018.

F18. Total number of titles published by sector, 2017

Country	Total	Trade	Educational	STM
Australia	..	11,933
Belarus	9,590	3,038	4,880	1,672
Belgium	6,614	1,652	621	4,341
Brazil	73,345	48,879	11,060	13,406
Canada (a)	..	9,602	3,049	..
China	65,007,519	12,693,423	27,942,282	24,371,814
Colombia (a)	29,407	17,723	1,582	10,102
Denmark	15,502
Ecuador	7,170	4,594	1,019	1,557
Finland	..	6,523	3,654	..
France	104,670	74,092	10,332	20,246
Germany	82,636	..	5,490	..
Iceland	..	1,148
Italy	..	130,242	4,096	..
Japan	2,017,808	2,003,000	4,875	9,933
Kyrgyzstan	1,895	1,360	338	197
Latvia	2,803	2,323	95	385
Lithuania (a)	3,272
Mauritius (a)	324	246	44	34
Mexico (a)	41,770	25,041	10,109	6,620
Montenegro (a)	10
Norway	6,930	5,797	258	875
Peru (a)	..	6,463
Republic of Korea (a)	..	380,523	22,055	..
Republic of Moldova	4,513	2,760	663	1,090
Russian Federation (a)	94,436	28,699	40,428	25,309
Saudi Arabia	..	25,200	5,200	..
Serbia	277
Slovenia	..	5,014
South Africa (a)	136,403
Spain	119,778	82,238	10,884	26,656
Sweden	..	3,419
Turkey	104,283	58,329	35,642	10,312
United Kingdom (a)	149,443
United States of America
Ukraine	33,638	22,047	7,107	4,484
Yemen	1,420	650	700	70

Note: Caution should be exercised when interpreting the data shown here due to the fact that they are incomplete. The share of the total publishing industry represented by national publishers' associations (NPAs) varies between countries. There are also methodological differences that make it challenging to draw comparisons between countries. For all reported countries, the data source is the NPA, except for Canada (Statistics Canada), China (National Copyright Administration of China) and Japan (Japan Copyright Office). STM is the scientific, technical and medical sector.

(a) indicates 2016 data.

.. indicates not available.

Source: WIPO Statistics Database, September 2018.

F19. Total number of copies sold by sector (million), 2017

Country	Total	Trade	Educational	STM
Australia
Belarus
Belgium	22.2
Brazil	616.9	393.3	192.5	31.1
Canada
China
Colombia (a)	75.2	39.2	13.7	22.3
Denmark
Ecuador	9.3	5.9	2.5	0.9
Finland	..	14.4	5.7	..
France	430.0	345.3	60.8	24.0
Germany
Iceland	..	1.4
Italy	..	87.5
Japan	..	591.6	..	18.4
Kyrgyzstan
Latvia
Lithuania
Mauritius (a)	..	0.0001	0.02	..
Mexico (a)	227.2	137.4	73.9	15.9
Montenegro
Norway	20.4	16.7	2.7	1.0
Peru
Republic of Korea
Republic of Moldova	3.9	2.5	0.9	0.6
Russian Federation
Saudi Arabia	..	1.3	0.1	..
Serbia
Slovenia	..	5.0
South Africa
Spain	236.1	160.9	48.1	27.1
Sweden	..	37.9
Turkey	373.5	187.0	182.2	4.3
United Kingdom	646.5	498.0	103.0	45.5
United States of America	2,693.1	2,485.4	119.2	88.4
Ukraine
Yemen	1.7	0.2	1.3	0.3

Note: Caution should be exercised when interpreting the data shown here due to the fact that they are incomplete. The share of the total publishing industry represented by national publishers' associations (NPAs) varies between countries. There are also methodological differences that make it challenging to draw comparisons between countries. For all reported countries, the data source is the NPA, except for Canada (Statistics Canada), China (National Copyright Administration of China) and Japan (Japan Copyright Office). STM is the scientific, technical and medical sector.

(a) indicates 2016 data.

.. indicates not available.

Source: WIPO Statistics Database, September 2018.