

FACTS & FIGURES

75

TIMES

AND THE STORY
GOES ON

The 75th Frankfurter Buchmesse in numbers

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75 TIMES

**AND THE STORY
GOES ON**

At Frankfurter Buchmesse.

18 – 22 October 2023

Personal encounters pay off **#fbm23 – in its anniversary year, Frankfurter Buchmesse continues to prove its uniquely international role**

The 75th Frankfurter Buchmesse (18 – 22 October 2023) has once again demonstrated its unique role as the most important international meeting place for the book and media industry. There was a significant growth spurt on both the trade visitor and general public days. As a kind of anniversary present, the record occupancy of the Literary Agents & Scouts Centre (LitAg), which was booked out early, gave the book fair its best year ever.

Behind the figures is a realisation: what really counts is personal encounters. Obviously, this is even more true in times of war and crisis. Economic and normative uncertainties increase the need for dialogue and debate. The defence of the freedom of the word, the core brand of the Frankfurter Buchmesse, becomes ever more important in such times. The political significance of the Frankfurter Buchmesse has therefore also increased. This is reflected in the high level of international media interest with more than 7,000 accredited media representatives. The old rule applies here: "interest follows relevance."

[Timeline | Frankfurter Buchmesse](#)

[75 Stories | Frankfurter Buchmesse](#)

Exhibiting companies and visitors



105 000 trade visitors from **130** countries
215 000 visitors on site
110 000 general public from **93** countries

4 000 exhibitors from **95** countries
2 600 events
7 000 media representatives from **64** countries

548 LitAg workplaces
324 agencies
140 workstations

Exhibiting publishers and companies from around the world



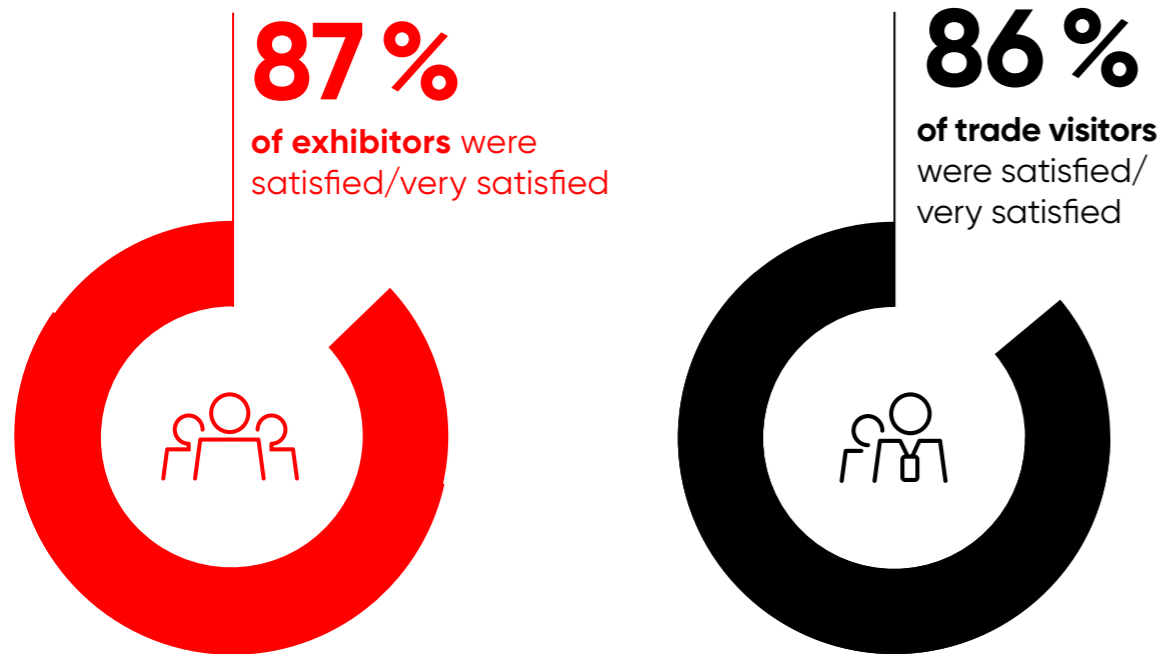
A total of **4 000** exhibitors from **95** countries participated at the 75th Frankfurter Buchmesse

Survey of exhibiting companies¹ and trade visitors²

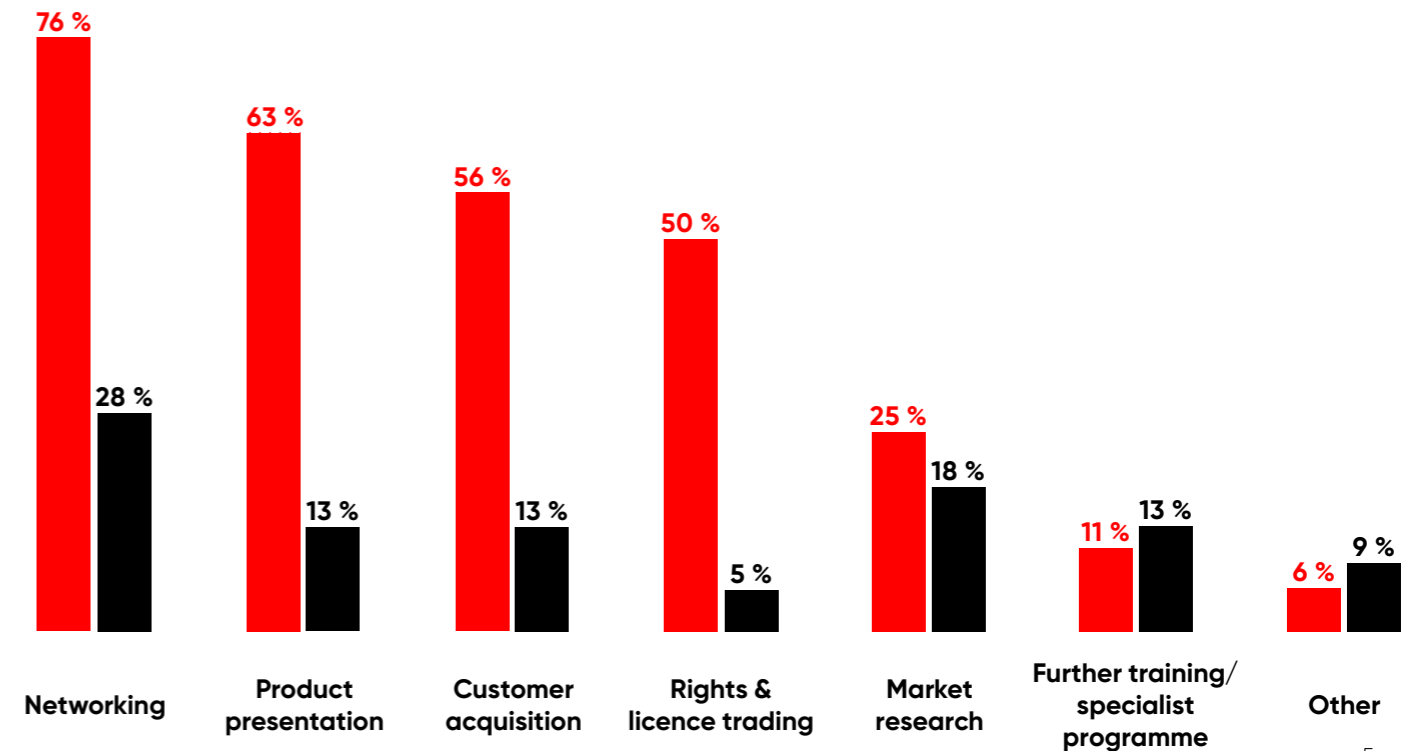


How satisfied were you with the programme of Frankfurter Buchmesse 2023 overall?

Exhibiting companies 
Trade visitors 



What goals did you pursue at the fair?



¹Source: QuestionPro. 723 exhibitors took part.

²Source: QuestionPro. 1,435 trade visitors took part.

Literary Agents & Scouts Centre (LitAg)

The Literary Agents & Scouts Centre was fully booked with more than 548 workstations and around 324 agencies.

The exhibiting agencies with the largest presence came from the **USA**, followed by the **UK** and **Germany**.



548 tables



324 agencies



31 countries

Publishers Rights Centre

The Publishers Rights Centre was fully booked with more than 40 workstations and around 27 agencies.



40 tables



27 agencies



14 countries

Frankfurt Rights³

Frankfurt Rights is Frankfurter Buchmesse's international online platform for the global rights and licence trade. Frankfurt Rights brings together all the players in the rights and licence trade.



³ As of: December 2023

Events

18 – 22 October 2023

2 600

events during the fair

Trade visitors were able to experience a multifaceted programme on the numerous stages. The most discussed topics included artificial intelligence and digitalisation, sustainable and inclusive publishing, as well as trends and developments in the fields of comics, audiobooks, children's and youth media, science, education, literary translation and film adaptation.

Many specialist programme sessions available online:

buchmesse.de/en/media-library

Professional programme

Frankfurt Studio

55

events

3 921

visitors

166

speakers

Aldus Up Stage

25

events

1 178

visitors



Publishing Perspectives Forum

Over two and a half days, visitors were able to experience an exciting professional programme, such as mini-conferences on the topics of Audio, Kids and Scholarly publishing.

International Translation Centre

The central stage for everything to do with translation with five days of professional and public programmes, jointly organised by Germany's association of German-language translators (VdÜ) and the Frankfurter Buchmesse. On **200 square metres**, it offered its own stage and a networking space for exchange between **literary translators, publishers, authors, scouts and agents.**⁴

⁴ The International Translation Centre is supported by the German Translators' Fund with funds of the Federal Government Commissioner for Culture and Media. Other partners of the Centre are Weltlesebühne e.V., BDÜ, Litprom e.V., Institut Français, Italian Cultural Institute & Litrix, and many more.

Professional programme

Publishing Perspectives Forum

speakers from

1 550 visitors

15 countries

International Translation Centre

1 790 visitors

28 events

International Stage

With events on book markets, specialised topics and audience highlights from Africa, Asia, North and South America and Europe, the newly created International Stage was highly frequented. Highlights included a panel discussion with **Georgi Gospodinov**, winner of the International Booker Prize, as well as specialist talks organised jointly by the United Nations and the Buchmesse. In addition, an event was organised with **Lola Shoneyin**, winner of the newly created industry award, the Aficionado Award.

Professional programme



45

events

1 600

visitors

Ferran Ferrando, director Instituto Cervantes in Frankfurt⁵

“(…) I liked the International Stage as a venue. At the various (..) events that I experienced there, the communication between the stage and the

audience was successful. An island in the commotion [in which] a concentrated exchange takes place. Keep it up!”

⁵Translated from German language

Professional programme

Digital Formats

Masterclasses

At six partner sessions in the week leading up to the trade fair, participants acquired specialist knowledge on current industry topics and trends, such as #BookTok, AI in publishing, change management and personal coaching.

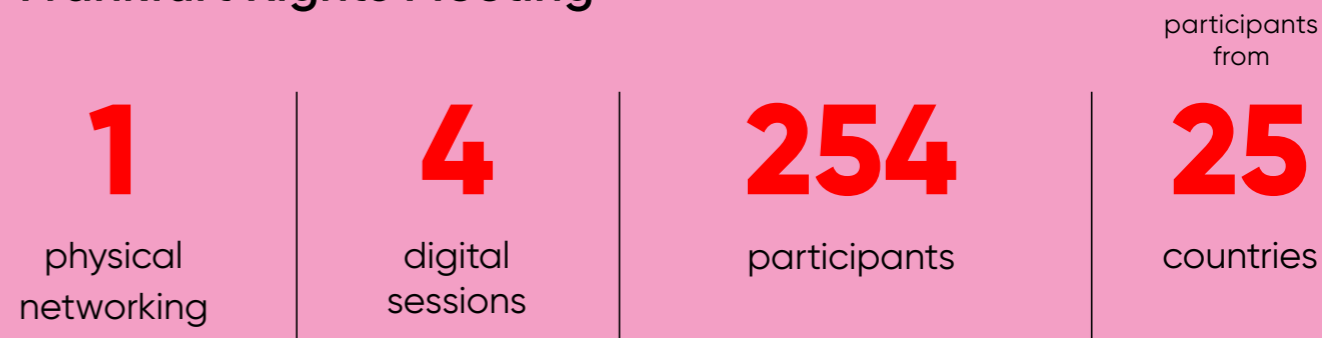


Masterclasses: buchmesse.de/en/masterclasses

The Hof

In addition to five digital sessions with around **600 participants** from more than **60 countries**, 2023 the first live meeting of The Hof community at Frankfurter Buchmesse took place.

Frankfurt Rights Meeting



Feedback from one participant:

“This was my first time participating in the Frankfurt Rights Meeting. I have not participated in the past due to the expense and time commitment during the fair, but this hybrid format worked really well for me. I thought it was a great value for money and fit my schedule well. I would definitely participate again!”

Public programme

18 – 22 October 2023

Frankfurt Pavilion

This year, Frankfurt Pavilion was once again the cultural-political stage at the heart of the fair.

43

events

8 000

spectators
at Frankfurt Pavilion

127

speakers

Congress Center

Numerous programme highlights took place in front of up to 2,000 spectators in the Congress Center, the trade fair's largest stage. The programme included a wide range of international and national authors.

7

events

9 500

spectators



Public programme

18 – 22 October 2023

The stages of the media partners, including the broadcasting networks **ARD, ZDF, 3sat** were also among the visitor magnets. In addition, further international partners were also represented with their own stands or programmes.

Much of the content of the public programme can be found in the media library:

buchmesse.de/en/media-library

Frankfurt Kids Festival

With over 50 events, both young and old visitors were offered a varied programme full of literature, inspiration and exciting encounters with authors and stars.

10 000

visitors

50

events

Public programme

18 – 22 October 2023

Campus Weekend

Events and activities for knowledge enthusiasts. Exciting books on the latest scientific findings, interviews with authors and tips on starting a career in science and the book industry: that was the #fbm23 Campus Weekend!

50
events

Open Stage

Bestselling authors met TV stars and influencers on the Open Stage over the weekend of the fair.

19
events

3 000
spectators

Much of the content of the public programme can be found in the media library:

buchmesse.de/en/media-library

Meet the Author

The new "Meet the Author" area at Frankfurter Buchmesse 2023 offered a space for fan encounters at eye level. Most of the authors present were from the New Adult genre.

58

authors

68

hours meet & greet

5 802

tickets in the online-shop



Public programme

18 – 22 October 2023

BOOKFEST city

Exciting talks, readings and live events, even outside the exhibition centre: The BOOKFEST city cultural festival was once again part of Frankfurter Buchmesse in 2023! For its 75th anniversary, it was dedicated to places of encounter and exchange for literature fans and culture enthusiasts in Frankfurt and the region: the bookshops and libraries in the area of Frankfurt!

5

days

27

locations

100 h

programme

69

events



Frankfurter Buchmesse App⁶



69 410

app users (Android and iOS)

33 371

registrations for push notifications

+55 %

app users compared to 2022

2 653 **2 093**

new users used the matchmaking function

successful matches

⁶Survey period: 5 September 2023 – 4 November 2023

Media Presence (PR)

Statistical media response analysis:
print media, radio and TV⁷

11 194

articles and
features

with a total reach of

834 018 322

circulation of the print media

124 774 804

⁷Landau Media, observation period print:
1 September – 31 October 2023

Media Presence

Statistical response analysis: online media⁸

61 961

mentions in online media outlets

34 bn.

potential reach

⁸Meltwater, 23 September – 30 October 2023

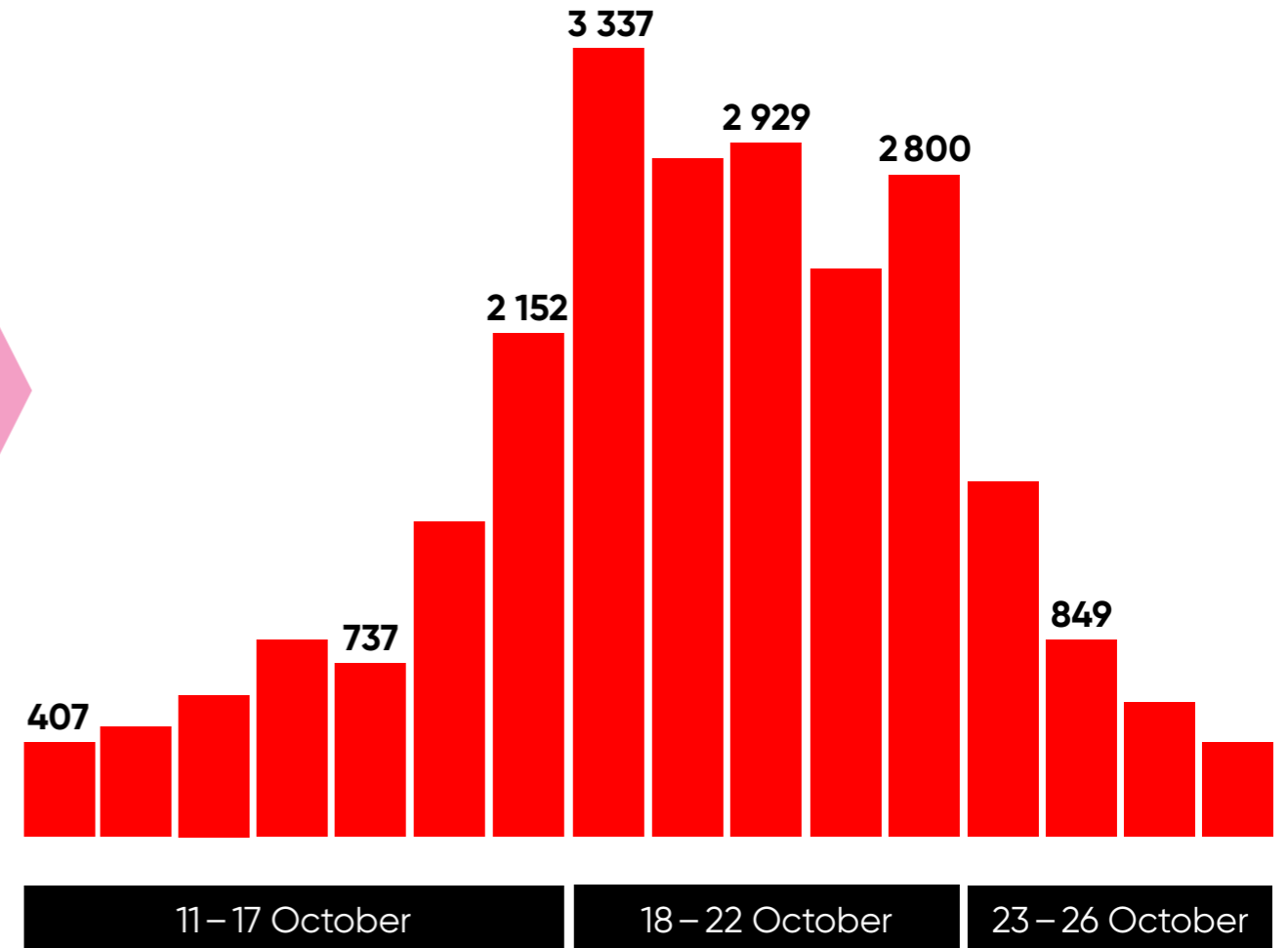


Media Presence

Social Media⁹

Frankfurter Buchmesse achieved a response of 28,971 posts on social media, with a potential reach of 882 million contact points. The days surrounding the opening of the fair on 18 October were particularly decisive for the response and reach.

Mentions of the Frankfurt Frankfurter Buchmesse in Twitter and Instagram posts



⁹Source: Meltwater, 23 September – 30 October 2023

Networking & Marketing

As of: December 2023



57 700 

followers on instagram
[instagram.com/buchmesse](https://www.instagram.com/buchmesse)

subscribers to Frankfurter Buchmesse's newsletter


94 394

followers of the
company profile on LinkedIn

13 075 

5 673 

followers on TikTok
[tiktok.com/@frankfurter_buchmesse](https://www.tiktok.com/@frankfurter_buchmesse)

86 004 


followers on Facebook
[facebook.com/frankfurterbuchmesse](https://www.facebook.com/frankfurterbuchmesse)

9 208

members of the Frankfurt
Buchmesse's LinkedIn group
[linkedin.com/groups/42948](https://www.linkedin.com/groups/42948)

42 466 

followers on X
twitter.com/book_fair

5 040 

subscribers on YouTube
[youtube.com/user/buchmesse](https://www.youtube.com/user/buchmesse)

Guest of Honour 2023: Slovenia

Authors & New Releases

In Slovenia's year as Guest of Honour, 118 new publications from 63 publishing houses appeared on the German-language book market, including translations by Slovenian authors and books about Slovenia. 76 translations were sponsored by the Slovenian book agency JAK as part of the Guest of Honour presentation.

Around 75 authors, poets, philosophers and translators from Slovenia travelled to Frankfurter Buchmesse in 2023 to take part in five days of literary discussions, professional encounters, workshops and performances at the book fair.



At the fair

With the slogan "Honeycomb of Words", visitors to the fair were invited to go on a lyrical journey of discovery through Slovenia's nature in the 2,300 square metre Guest of Honour Pavilion. There, the international book exhibition "Books on Slovenia" presented over **400 titles** from **130 publishers** from **30 countries** and in **27 languages**.

In addition to an exhibition of Slovenian illustrators, more than **30 exhibitors** from Slovenia presented their works on a total area of 284 square metres.

Programme

More than 200 literary and cultural events were registered in autumn 2023 for Guest of Honour Slovenia in the Frankfurt Buchmesse Calendar of Events, including more than 70 events at the fair.

In addition to the events on the exhibition grounds, there was a diverse programme of around 140 events in the city of Frankfurt, including exhibitions, poetry events, performances and readings.



**Guest of Honour 2024:
Italy**



ROOTS IN THE FUTURE



Italy Guest of Honour 2024
Frankfurt Book Fair



**FRANKFURTER
BUCHMESSE**

16 – 20 OCTOBER 2024
GUEST OF HONOUR ITALY

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