Italy

Information on the economy in Italy

Area: 301,333 sq km
Population: 58.8 million (Jan. 2006)
Population density: 195 inhabitants/sq km
Population growth: 0.1 % (2004/2003)
Business languages: Italian, English
GDP per capita in euros: 25,070 (2006)
Rate of inflation: 1.8 % (2007)
Unemployment: 6.1 % (2007)
(Source: bfai – Bundesagentur für Aussenwirtschaft)

Information on the book production

Sales

The Italian book industry achieved total sales in 2006 of approx. 3,670 million euros (an increase of 0.6 % over the previous year).
Of the 50 biggest publishing groups worldwide, seven are Italian: De Agostini Editore, Res Libri, Gruppo Gems, Mondadori, Feltrinelli Librerie, Feltrinelle, Giunti Group.

(Source: Giornale della Libreria, Associazione Italiana Editori, 2007; Ediser srl 2007)

Title production/New publications 2007

Title production: 59,743 (2005)
New publications: 33,641 (2005)
Fiction titles: 32,975 (2007)
School textbook titles: 2,275 (2007)
Children's & teenage literature titles: 2,444 (2007)

(Source: Giornale della Libreria, Associazione Italiana Editori, 2007; Ediser srl 2007)

Average book price

36.6 % of titles > € 10.-
48.4 % of titles < € 10.-

(Source: Giornale della Libreria, Associazione Italiana Editori, 2007; Ediser srl 2007)

Fixed book prices

Fixed prices for books are brought about on the basis of a cartel-like solution. An agreement dating back to 1926 still prevails today between publishers and booksellers - to the extent that they belong to the corresponding organisations or associations. Most booksellers not belonging to an organisation of that kind also keep to the agreed book prices, however. As publishers print clearly visible prices on books, most booksellers keep to these rates for the sake of their own profits.


Copyright laws

Law No. 633 of 22 April 1941: Protezione del diritto d’autore e de altri diritti connessi al suo esercizio


Berne Convention (ratified and implemented on 20 June 1978 by Law Nr. 399)

(Source: iusreporter.it: Il diritto d’autore nella società dell’informazione (direttiva 2001/29/CE) - Documenti @ iusreporterR.it)

Directive 2001/29/EG of the European parliament and the Council, 22 May 2001, on the harmonisation of certain aspects of copyright law and related protective rights in the information society

(Source: Amtsblatt Nr. L 176 of 22 June 2001, pp 10-19)

Licences and translations

Out of 49,767 titles in 2007, 1,095 were translated from German (by comparison: 6,684 from English).

(Source: Giornale della Libreria, Associazione Italiana Editori, 2007; Ediser srl 2007)
In 2006, Italy was the fifth most important country for the sale of rights and licences by Germany to other countries. The rights for 527 titles were granted from Germany to Italy (6.0 % of German rights/licence sales to other countries).

(Source: Buch und Buchhandel in Zahlen 2007, published by the Börsenverein des Deutschen Buchhandels e.V., Frankfurt am Main)

Exports

Exports brought sales worth 39,925,000 euros in 2006.

Publishing industry

Publishers’ association: Associazione Italiana Editori (AIE)

Breakdown:
Big publishing companies and groups (more than 51 titles):
€ 3,874,100,000 sales, 72 % of titles, 86.7 % of copies, 87.6 % of sales
Medium-size publishing companies (11 to 50 titles):
€ 397,500,000 sales, 20.2 % of titles, 10.1 % of copies, 9 % of sales
Small publishing companies (fewer than 10 titles):
€ 152,100,000 sales, 7.1 % of titles, 3.2 % of copies, 3.4 % of sales

(Source: Giornale della Libreria, Associazione Italiana Editori, 2007; Ediser srl 2007)

Sales/Sales outlets

Figures for 2006:
Bookshops and chain bookstores: 77.2 % market share
Shopping centres (supermarkets): 16.9 %
Kiosks: 1.5 %
Internet: 3 %

(Source: Giornale della Libreria, Associazione Italiana Editori, 2007; Ediser srl 2007)

Book fairs

The Fiera Internazionale del libro is for both trade visitors and the general public. It is held in Turin every year in May.

The figures for 2008: 5 halls, 51,000 square metres exhibition area, 23 conference rooms, over 1,400 exhibitors, 600 of them international, 800 conferences, 2,000 speakers, more than 2,000 accredited journalists and 304,000 visitors over 5 days.

The fair is held in Lingotto, Turin, at the former Fiat site and describes itself as “Italy’s biggest bookshop”.

(Source: Giornale della Libreria, Associazione Italiana Editori, 2007; Ediser srl 2007)
The Bologna Children’s Book Fair is held in Bologna every year in March. According to the organisers’ estimates, in 2008 the exhibition halls were booked out by 1,300 exhibitors from 66 countries, attracting 4,700 trade visitors, or 4 per cent more than in the previous year. An important feature at the fair is the illustrators’ exhibition, with 2,598 illustrators from 54 countries applying in 2008. Of these, 99 selected artists from 23 countries were able to show their works. The fair concluded with a first-time conference on the subject “Licensing” for which around 200 visitors registered to attend. The post-entry career training seminar on digital rights, rights/licence sale and coproduction was intended for publishers and rights managers.

The Più libri più liberi is the fair for small and medium-size publishing companies and has been held every year since 2002 in December in Rome in cooperation with the Associazione Italiana Editori. It has become increasingly important in recent years.

Sources

- AIE – Associazione Italiana Editori; www.piulibripuliberi.it
- Bfai – Bundesagentur für Aussenwirtschaft
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