ITALY

Information about the economy and society

Area: 301,340 km²
Population: 60 million (2014)
Population growth rate: +0.3% (2012-2013)
Population density: 199.1 inhabitants/km²
Literacy rate: 99%
Gross Domestic Product: 1592.4 billion euros (2014)
Business language(s): Italian, English
GDP per capita: 26,456 euros (2014)
Rate of inflation: 0.7% (2014)
Unemployment: 12.8% (2014)
Exports: 389.8 billion euros (2013)
Imports: 359.5 billion euros (2013)
Demographic structure: 0-14 years: 13.8%; 15-24 years: 9.8%; 25-54 years: 43%; 55-64 years: 21%; 65 years and older: 20.8% (2014)
Private Internet connection: 58% (2013)
Mobile/smartphone use: 158% (2013)

(Source: Germany Trade & Invest)
Data on book production

Sales

In 2013, the Italian book industry achieved total sales of approx. 2,660 million euros (a decrease of 4.7% compared to the previous year).

Title production/new releases 2013

New releases 2013 (number of ISBN numbers assigned): 30,382

Title production 2013: 64,000

Average book price

56.1% of titles: < € 12
43.9% of titles: > € 12

(Source: Associazione Italiana Editori)

Fixed book pricing

Fixed prices for books are the result of a cartel-like solution that has been in effect since 1926 between publishers and booksellers belonging to the most important associations in the book industry. However, for the most part, even booksellers that do not belong to these organisations comply with the agreed book prices since they are generally printed clearly on the books.


Copyright laws

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

Berne Convention (ratified and implemented on 20 June 1978 by Law No. 399) (Source: http://www.iusreporter.it/: Il diritto d'autore nella società dell'informazione (direttiva 2001/29/CE) – Documenti @ IusReporteR.it)

Licences and translations

In 2013, of a total of 64,000 titles, 1,095 were translated from the German (compared to 6,684 titles translated from English to Italian).

(Source: Giornale della Libreria, Associazione italiana editori, 2007; Ediser srl 2007)

In 2013, Italy was the fourth largest buyer of German rights and licenses, with 363 rights/licenses granted from Germany to Italy (5.6% of all German rights/licence sales to other countries).

(Source: Buch und Buchhandel in Zahlen 2014, published by the Börsenverein des Deutschen Buchhandels e. V., Frankfurt am Main)

Publishing industry

Publishers’ association: Associazione Italiana Editori (AIE)

Breakdown:

Big publishing houses and groups (more than 51 titles): € 3,874,100,000 in sales, 72% of titles, 86.7% of copies, 87.6% of sales.

Number of publishing companies: 4,534

Sales/Sales outlets (figures for 2013)

Bookshops and chain bookstores: 72.7%

Internet: 12%

(Source: Associazione Italiana Editori 2014)

Digital media

In 2013, the number of e-book titles rose significantly to 40,800 titles (an increase of 43% over the previous year). Publishers increasingly have online shops (58.9%). In 2013, the e-book market represented 3% of multichannel distribution sales and grew compared to the previous year, with a share of 55%. Roughly 2 million e-book devices are used in Italy today (an increase of 18.9% over the previous year and 72.7% over 2010).

A total of 8% of the book market is generated by digital media (+100% compared to 2010).

(Sources: Associazione Italiana Editori; ISTAT Cittadini e Nuove Tecnologie)
**Book fairs**

The Salone Internazionale del Libro di Torino is aimed at both trade visitors and the general public. It is held in Turin every year in May.

Figures for 2014: 5 halls, 51,000 m² exhibition area, 23 conference rooms, over 1,200 exhibitors from around the world, 1,570 conferences, 2,000 speakers, more than 2,762 accredited journalists and 340,000 visitors over 5 days.

The fair is held in Lingotto, Turin, on the former Fiat grounds and is also referred to as “Italy’s biggest bookshop”.

(Source: [Salone Internazionale del Libro Torino](http://www.saloneinternazionale.it/))

The Bologna Children’s Book Fair is held in Bologna every year in March.

According to the organisers’ estimates, in 2014 the exhibition halls were fully booked by 1,200 exhibitors from 74 countries, attracting 30,000 trade visitors.

An important feature of the fair is the illustrators’ exhibition: in 2014, 3,190 illustrators from more than 60 countries applied. Of these, 99 artists from 23 countries were selected to show their work. The fair concluded with a conference on the subject of “Licensing”, which some 200 visitors registered to attend. The training seminar on digital rights, rights/licence sales and coproduction was aimed at publishers and rights managers.

(Source: Bologna Children’s Book Fair; [www.bookfair.bolognafiere.it/](http://www.bookfair.bolognafiere.it/))

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

(Source: [http://www.aie.it/](http://www.aie.it/))

**Sources**

- [Associazione Italiana Editori](http://www.aie.it/)
- [Germany Trade & Invest](http://www.gtm.de/)
- [Salone Internazionale del Libro Torino](http://www.saloneinternazionale.it/)
- [Bologna Children’s Book Fair](http://www.bookfair.bolognafiere.it/)