Argentina

Information on the economy in Argentina

Area: 2.79 million sq km
Population growth: 1 %
Literacy rate: 97.6 % (2007)
Gross Domestic Product: (billion ARG pesos / US $)
   2007: 812,0 ARG pesos (260,1 US $)
   Forecast 2008: 1067 ARG pesos (338,7 US $)
   Forecast 2009: 1305 ARG pesos (395,1 US $)
GDP per capita: 2007: 20,600 ARG pesos (6,609 US$)
   Forecast 2008: 26,800 ARG pesos (8,522 US $)
   Forecast 2009: 32,500 ARG pesos (9,843 US $)
Exchange rate (October 2008): 1 Euro = 4,316 Pesos-ARG
Rate of inflation: 2007: 8.8 %
   Forecast 2008: 9.1 %
   Forecast 2009: 9.1 %
Unemployment: 2007: 8.4 %
Internet users: 2007: 236 (per 1,000 of the population)
(Source: bfai - Bundesagentur für Aussenwirtschaft, 2008)

Information on the book production in Argentina

Publishing companies and titles

Title production 2008
In 2008, 20,038 (2007: 22,245) new titles were published in Argentina, with print-runs totalling 82,512,468 copies. 75.8 % or 15,189 titles were by Argentinian authors (2007: 49 %). Printed books account for 96 % of annual Argentinian publishing company production. The remain 4 % are made up of 55.6 % CD-ROMs, 15.1 % internet, 13.4 % e-books, 10.6 % DVDs and 5.2 % laser discs, video, braille, floppy discs and others.
Title production and total print-runs 2008

New publications
Titles: 20,038
Print-runs: 82,512,469

(As of: 2008, source: Cámara Argentina del Libro)

New publications in Argentina by comparison 2001 - 2008
New publications registered by the ISBN agency from 2001 - 2008

<table>
<thead>
<tr>
<th>Year</th>
<th>New publications</th>
<th>Total print-run</th>
</tr>
</thead>
<tbody>
<tr>
<td>2001</td>
<td>12378</td>
<td>55005271</td>
</tr>
<tr>
<td>2002</td>
<td>9537</td>
<td>32976283</td>
</tr>
<tr>
<td>2003</td>
<td>13040</td>
<td>32891546</td>
</tr>
<tr>
<td>2004</td>
<td>16059</td>
<td>50694156</td>
</tr>
<tr>
<td>2005</td>
<td>17359</td>
<td>58871911</td>
</tr>
<tr>
<td>2006</td>
<td>19426</td>
<td>71182551</td>
</tr>
<tr>
<td>2007</td>
<td>22245</td>
<td>92768996</td>
</tr>
<tr>
<td>2008</td>
<td>20038</td>
<td></td>
</tr>
</tbody>
</table>

As of: 2007, source: CAL / Fundación El Libro

Title production in Latin America and Spain (2006)
Spain 63,489 (38.94 % of total title production in Latin America and Spain)
Brazil 43,129 (26.46 %)
Argentina 19,426 (11.45 %)
Colombia 10,812 (6.63 %)
Peru 4,142 (2.54 %)
Venezuela 4,010 (2.46 %)
Mexico 1,934 (1.19 %)

(As of: 2006, source: CERLALC)

- In 2006, 27.4 % (2005: 27.1 %) of all Spanish-language titles in Latin America were produced in Argentina, 18.6 % in Mexico and 16.5 % in Colombia.
- 7.91 % of all Latin American titles are published in Buenos Aires. At the same time, this corresponds to 68.83 % of Argentinian new titles, new editions and reprints. This means that the Argentinian capital is the continent’s second biggest publishing city after São Paulo.

By comparison: (2006): São Paulo: 11.29 % (18,329 titles), Bogotá: 4.88 % (7,820 titles), Rio de Janeiro: 3.97 % (6,445 titles)

(As of: 2006, source: CERLALC)
Subjects, title totals (2008)

<table>
<thead>
<tr>
<th>Subject</th>
<th>Titles</th>
</tr>
</thead>
<tbody>
<tr>
<td>Literature, languages, linguistics</td>
<td>3,760</td>
</tr>
<tr>
<td>Education and special education theory</td>
<td>2,651</td>
</tr>
<tr>
<td>Law</td>
<td>1,690</td>
</tr>
<tr>
<td>Children's and teenage literature</td>
<td>1,269</td>
</tr>
<tr>
<td>Poetry</td>
<td>1,202</td>
</tr>
</tbody>
</table>

(As of: 2008, source: Cámara Argentina del Libro)

Number and size of publishing companies

In Argentina in 2008, there was a total of 2,285 actively operational publishing companies with ISBN registered books.

- More than 50 titles annually: 3 % of publishing companies, share of total production: 42%
- 10 to 30 titles annually: 12 % of publishing companies, share of total production: 24%
- Fewer than 10 titles annually: 83 % of publishing companies, share of total production: 23%

(As of: 2008, source: Cámara Argentina del Libro)

In 2006 there were 18 branches of Spanish and 11 branches of other international publishing companies in Argentina, among them Océano, Anaya, Planeta, Norma, Siglo XXI, Random House Mondadori, Santillana, Tusquets, Holtzbrinck (Grupo Macmillan), Paulinas, Pearson Educación, Everest, Fondo de Cultura Económica, McGraw Hill, Urano, Grupo Zeta, Limusa, Thomson, Grupo Lagardere, S.M.; Scholastic, Oxford University Press, Médica Panamericana.

Latin America by comparison

- Brazil: 4,298 actively operational publishing companies, of which 545 publishing companies with more than three titles in the last three years (2003: 510)
- Colombia: 1,906 actively operational publishing companies, of which 195 with more than three titles in the last three years (2003: 94)
- Mexico: 1,321 actively operational publishing companies, of which 239 with more than three titles in the last three years (2003: 216)

(As of: 2007, source: CERLALC)

Rights and licences 2008

17 rights and licences for German-language titles to Argentinian publishing companies in 2008 (0.2 % of all rights and licences granted by German-language publishing companies).

Translations account for 4 % of total Argentinian production.

- 55 % are from English
- 17 % from French
- 7 % from Spanish
- 6 % from German

- 5 % from Japanese
- 3 % each from Italian and from Portuguese
- 1 % each from Latin and from Russian
- 2 % other languages

(As of: 2008, source: BBZ / Cámara Argentina del Libro)
Book exports
In 2008, Argentina exported books to the value of 94,347,143 US $ to the following countries:

<table>
<thead>
<tr>
<th>Country</th>
<th>Value</th>
<th>Per cent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mexico</td>
<td>12,539,243</td>
<td>13.46 %</td>
</tr>
<tr>
<td>Uruguay</td>
<td>12,027,401</td>
<td>12.91 %</td>
</tr>
<tr>
<td>Chile</td>
<td>11,163,104</td>
<td>11.98 %</td>
</tr>
<tr>
<td>Brazil</td>
<td>9,604,988</td>
<td>10.31 %</td>
</tr>
<tr>
<td>Venezuela</td>
<td>9,494,769</td>
<td>10.19 %</td>
</tr>
<tr>
<td>Peru</td>
<td>9,152,612</td>
<td>9.82 %</td>
</tr>
<tr>
<td>Paraguay</td>
<td>4,388,473</td>
<td>4.71 %</td>
</tr>
<tr>
<td>Colombia</td>
<td>3,787,092</td>
<td>4.06 %</td>
</tr>
<tr>
<td>Spain</td>
<td>3,155,546</td>
<td>3.39 %</td>
</tr>
<tr>
<td>USA</td>
<td>3,097,364</td>
<td>3.32 %</td>
</tr>
<tr>
<td>Other countries</td>
<td>14,764,015</td>
<td>15.85 %</td>
</tr>
</tbody>
</table>

(As of 2008, source: CEI en base a INDEC)

Book imports to Latin America
In 2006, the Ibero-American countries imported books to the value of 1,435 m US $.
73.8 % of imports went to Latin America, 20.6 % to Spain and 5.6 % to Portugal. The biggest importer in Latin America was Mexico at 423 m US $, followed by Venezuela (110 m US $), Brazil (88 m US $) and Argentina (74 m US $). Imports came from countries that included the USA (283 m US $), Spain (263 m US $), UK (29 m US $) and Germany (14 m US $).

Production
The production of registered titles is carried out to 96 % in Argentina.
The remaining 4 % breaks down as follows:

- 38.7 % China
- 16.2 % Uruguay
- 10.6 % Colombia
- 7.5 % Spain
- 5.3 % India
- 3.1 % Peru
- 2.4 % Brazil
- 1.3 % Mexico
- 1.1 % South Korea
- 0.4 % USA
- 13.4 % other countries

Average book price
No information available

Fixed book prices
Since 2001, there has been a legally regulated price structure for books.
(Ley de Defensa de la Actividad Librera o de Precio Uniforme de Venta al Público, 2001).

Value Added Tax
No VAT is charged on books.
Copyright laws
Berne Convention (1948)
Universal Copyright Convention
National law on the protection of intellectual property

Associations
Cámara Argentina del Libro (CAL):
2007: 427 members (publishing companies, wholesalers, importers, booksellers)
www.editores.org.ar

Cámara Argentina de Publicaciones (CAP)
2007: 57 members (publishing companies, wholesalers, importers)
www.publicaciones.org.ar

Cámara Argentina de Papelerías, Librerías, Papelerías y Afines (CAPLA)
2007: 400 members (bookshops and stationers)
www.capla.org.ar

Book fairs in Argentina
Feria Internacional del Libro de Buenos Aires
Dates: annually in April

Facts and figures
Exhibitors 2009: 1,256 (2008: 1,582)
Number of stands 2009: approx. 350 (2008: approx. 400)
Floor area 2009: 45,500 sqm (2008: 45,500 sqm)
Events (on open days for general public) 2009: (approx. 1,212 (2008: approx. 1,500)
Trade visitor days: 4
General public days: 18
Visitor total 2009: approx. 1.15 m (2008: approx. 1.24 m)
International participation 2009: 44 countries

Next fair: 22 April - 10. May 2010

Feria del Libro Infantil y Juvenil
Dates: annually in summer
Sources
Cámara Argentina del Libro (CAL), www.editores.org.ar
Centro de Estudios para la Producción (CEP): La industria del libro en Argentina (As of: 2005)
Buch und Buchhandel in Zahlen (BBZ) 2008
Estudio sobre Hábitos de Lectura, 1998 (Reading habits / Marketing / Sales outlets), www.editores.org.ar
Bundesagentur für Außenwirtschaft (bfai)

As of: October 2009