SOUTH AFRICA

Information on South Africa’s economy

Area: 1.22 m sq km

Population: 49.1 m (November 2009)


Languages: 11 official languages, main languages English, Afrikaans and Zulu (23 %). 45 % of the population speak English, although only 8.2 % have English as their native language.


Economic growth 2008: 4.5% (forecast)

Rate of inflation: 2007: 7.2 %, 2008: 11.5 %, 2009: 7.2 % (forecast), 2010: 6.2 %


Large domestic sales market of its own and in addition, good infrastructural connections in other Sub-Saharan African countries; market expansion to a potential of 200 m consumers.

Highest Gini Factor – coefficient determining the levels of unequal income distribution – worldwide (/2009).

Sources:
Gesellschaft für Außenwirtschaft und Standortmarketing der Bundesrepublik Deutschland 11/2009
**Article by Donwald Pressly in Business Report South Africa 9/2009**

**Book market data**

**General conditions for publishing companies and the book trade in South Africa**

- Well developed financial, transport and distribution structures
- Growing middle class and a shift in spending power. The growing black middle class in particular is becoming a strong socio-economic force.
- 5.1 m internet users (2005)
- 45 m mobile phone users (2008), 4.4 m phone lines and network landlines (2008)
- 12.3 m schoolchildren
- 650,000 students
- Publications in all 11 of South Africa's languages. English and Afrikaans are the most important.
- Copy numbers: on average, sales of 500 to 1,000 copies of an English-language novel, about 2,500 of an edition in Afrikaans. A print-run of 5,000 copies for fiction titles is already considered good.
- South African bestseller 2009: John van de Ruit's novel "Spud - Learning to fly" which sold 64,000 copies. Also the biography of the former captain of the national rugby team, Mike Greenaway, “Captain in the Cauldron”, with sales of 46,000.
- Close on 500,000 regular book buyers (about 1 % of the population).
- 51 % of South African households do not possess a single book.

**Sources:**
Nèlleke de Jager, publisher, Kwela Books and board member PASA, 10/2008
Nielsen BookScan South Africa 2009 Summary

**Sales**

**Total sales** for the South African book market amounted to 4,079 billion ZAR in 2008 (about 370 m euros), representing 0.15 % of South African GDP. This was made up of sales of:

- Teaching resources: 2.066 billion ZAR
- Academic books: 773 m ZAR
- Fiction, non-fiction, children’s and teen books: 1.240 billion ZAR
In 2009, the South African book trade achieved a sales turnover of 1,569 billion ZAR (approx. 143 m euros) with the sale of 12,628,234 units.

Sources:
*Nielsen BookScan South Africa 2009 Summary*

Title production (local, excluding imports)

<table>
<thead>
<tr>
<th>Year</th>
<th>First editions</th>
<th>Reprints</th>
<th>Total</th>
</tr>
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<tbody>
<tr>
<td>2006</td>
<td>4,374</td>
<td>9,122</td>
<td>13,496</td>
</tr>
<tr>
<td>2007</td>
<td>7,267</td>
<td>11,209</td>
<td>18,476</td>
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<tr>
<td>2008</td>
<td>5,090</td>
<td>9,588</td>
<td>14,678</td>
</tr>
</tbody>
</table>

Sources:
*SA Book Industry Statistics, University of Pretoria, 2006*

Fixed shop prices - no

Publishing companies recommend a price, the "RRP= Recommended Retail Price(s)". But the book trade is still free to choose its own pricing and discount levels.

Average book price

<table>
<thead>
<tr>
<th>Year</th>
<th>Average price</th>
</tr>
</thead>
<tbody>
<tr>
<td>2006</td>
<td>ZAR 109.62</td>
</tr>
<tr>
<td>2007</td>
<td>ZAR 112.62</td>
</tr>
<tr>
<td>2008</td>
<td>ZAR 118.56</td>
</tr>
<tr>
<td>2009</td>
<td>ZAR 124.25</td>
</tr>
</tbody>
</table>
Sources:
Willem Struik, article in Bookmark 12/2009
Nielsen BookScan 2006/2007; Nielsen BookScan South Africa 2009 Summary

Copyright laws
Berne Convention: signature(s) 1928/1951/1975
National copyright law: Copyright Act 98 of 1978

Rights & licences
2008: 5 licences for German titles granted to SA.
Source: Buch und Buchhandel in Zahlen 2009, 7/2009

Imports/Exports
33 % local production, 67 % imports from Anglo-American sources.
No export data available for the book market.

Number of publishing companies
The South African publishers’ association PASA has 178 members. Total number of active publishing companies in South Africa: 230 (estimated).

Number of book shops

Book fairs
The Cape Town Book Fair CTBF has existed since 2006. It is organised jointly by the Publishers’ Association of South Africa and the Frankfurt Book Fair.

CTBF 2010: 30 July -2 August 2010

As at: February 2010