Facts & Figures

#fbm19

Frankfurter Buchmesse in numbers

Stay tuned and follow us on social media:

#fbm20 buchmesse.de
302,267
Total visitors
127,790
Members of the public

+  

174,477
Trade visitors

from 147
countries
“Every time I come here, I feel the same thing: People are very engaged, they have lots of questions to ask and the audiences are very mixed. That kind of diversity is very precious. That is something we should never lose.”

Elif Shafak

AUTHOR
Development of visitor numbers 2015 – 2019

<table>
<thead>
<tr>
<th>Year</th>
<th>Members of the public</th>
<th>Trade visitors</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>170,349</td>
<td>105,622</td>
<td>275,971</td>
</tr>
<tr>
<td>2016</td>
<td>172,296</td>
<td>105,727</td>
<td>278,023</td>
</tr>
<tr>
<td>2017</td>
<td>172,084</td>
<td>114,341</td>
<td>286,425</td>
</tr>
<tr>
<td>2018</td>
<td>169,027</td>
<td>114,341</td>
<td>283,368</td>
</tr>
<tr>
<td>2019</td>
<td>174,477</td>
<td>127,796</td>
<td>302,273</td>
</tr>
</tbody>
</table>

TOTAL

2015: 275,971
2016: 278,023
2017: 286,425
2018: 285,024
2019: 302,267

Proportion of visitor numbers 2019

- Members of the public: 58%
- Trade visitors: 42%
Internationality

Regions visitors came from

- Germany: 70.6%
- Europe (besides Germany): 22%
- Asia: 4.8%
- North and South America: 2.1%

Proportion of exhibitors

- Exhibitors in total: 7,450
  - 30% (2,223 German exhibitors)
  - 70% (5,227 international exhibitors)
780 Agents
355 Agencies
522 Tables rented
35 Countries

Literary Agents & Scouts Centre (LitAg)

Agencies

17/Newcomers
81/from the USA
67/from the UK
40/from Germany
04/from Switzerland
01/from Austria

*Plus agencies from Vietnam, Norway, Canada, Korea, Mexico, Singapore, Serbia, Iceland.
“Finally, rights and licences are there where they belong, at the festive heart of the fair: the pivot around which everything else revolves.”

Sebastian Ritscher
MOHRBOOKS, CEO
Exhibitors: Satisfaction & Business

95.12% rated the success of their participation at the fair as "good" to "very good".

90.8% said they were "satisfied" to "very satisfied" with what Frankfurter Buchmesse offers.

* Source: QuestionPro. 1121 exhibitors participated.
What were your goals at the fair?

- Networking / Keeping in Contact: 72.54%
- Product Presentation: 57.51%
- Customer Acquisition / New Business: 50.48%
- Trading Rights & Licences: 45.37%
- Market Research: 28.28%
- Further Education / Attendance Conferences: 11.47%

* Source: QuestionPro. 1121 exhibitors participated.

Which areas of expertise were you most interested in meeting trade visitors from?

- Fiction and Non-Fiction: 50.16%
- Rights & Licences: 39.81%
- Education and Training: 34.55%
- Children's and Youth Media: 33.01%
- Academic: 26.94%
- Digital Publishing: 25.32%
- Art Books / Art / Design: 20.87%
- Service Providers: 18.93%
- Cooking / Lifestyle / DIY / Tourism: 18.12%
- Comic / Graphic Novels: 13.92%
- Film / TV / Games: 9.63%
Trade Visitors: Satisfaction & Business

89.72% rated the success at Frankfurter Buchmesse as "good" to "very good".

93.51% said they were "satisfied" to "very satisfied" with what Frankfurter Buchmesse offers.

* Source: QuestionPro. 1766 trade visitors participated.
What were your goals at the fair?

<table>
<thead>
<tr>
<th>Goal</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Networking / Keeping in Contact</td>
<td>62.02%</td>
</tr>
<tr>
<td>Market Research</td>
<td>37.52%</td>
</tr>
<tr>
<td>Further Education / Participation in Conferences</td>
<td>27.88%</td>
</tr>
<tr>
<td>Customer Acquisition / New Business</td>
<td>22.71%</td>
</tr>
<tr>
<td>Product Presentation</td>
<td>20.7%</td>
</tr>
<tr>
<td>Trading Rights &amp; Licences</td>
<td>11.75%</td>
</tr>
</tbody>
</table>

Which exhibition areas, centres and topics interested you the most?

- Fiction and Non-Fiction
- International Publishers
- Guest of Honour
- Academic
- Art Books / Art / Design
- Frankfurt Authors
- Services for Providers
- Frankfurt Kids
- Stationary and Gifts
- THE ARTS+
- Frankfurt EDU
- Gourmet Gallery
- Tourism
- Rare Books & Fine Art Frankfurt
- Religion
- LitAg
- Frankfurt Audio
- International Library Centre (ILC)
- Frankfurt Cosplay

* Source: QuestionPro. 1 766 trade visitors participated.
Networking & Marketing

Status: January 2020

Subscribers of the Frankfurter Buchmesse newsletter (national and international)

<table>
<thead>
<tr>
<th>Count</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>73,000</td>
<td>Followers on Twitter</td>
</tr>
<tr>
<td>68,000</td>
<td>Instagram followers</td>
</tr>
<tr>
<td>25,100</td>
<td>Likes on the Facebook page</td>
</tr>
<tr>
<td>39,300</td>
<td>Views of #fbm19 videos on YouTube</td>
</tr>
<tr>
<td>67,400</td>
<td>Accredited journalists and bloggers from 73 countries</td>
</tr>
<tr>
<td>7,900</td>
<td>Members of the Frankfurter Buchmesse LinkedIn group</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Count</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>10,000</td>
<td>Likes on the Facebook page</td>
</tr>
</tbody>
</table>

LinkedIn: linkedin.com/company/frankfurt-book-fair
Twitter: twitter.com/book_fair
YouTube: youtube.com/buchmesse
Instagram: instagram.com/buchmesse
Facebook: facebook.com/frankfurterbuchmesse
“We are all in search of great stories and hopefully – in best case – we can work together and bring those stories to life in many different mediums.”

Kelly Luegenbiehl
VICE PRESIDENT INTERNATIONAL ORIGINALS NETFLIX
Frankfurter Buchmesse App

2002 people used the matchmaking function.
3539 contact requests sent.
1021 matches made.

Who knew about the Frankfurter Buchmesse App?

Who knew about the Frankfurter Buchmesse App?

TOP 10 users by country

01/GERMANY
02/UK
03/SWITZERLAND
04/UNITED STATES
05/AUSTRIA
06/NETHERLANDS
07/ITALY
08/FRANCE
09/SPAIN
10/NORWAY

83.48%... of exhibitors

81.65%... of trade visitors

Total users 2019
28 652*
+14.07%**

* Android and iOS
** compared to 2018
"This is my first visit to the Frankfurter Buchmesse, and after hearing how large it is, I was a little nervous about getting around. Lucky for me, the book fair has created the perfect app!"

"Very clean design and helpful!“

"Very intuitive! Top-class!“

User opinions
Events

- Stages: 20
- Events: 4000
- Hours of stage presentations held during the week of Frankfurter Buchmesse: 960
<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>147,000 Visitors</td>
<td></td>
</tr>
<tr>
<td>Conference and Workshop</td>
<td>3,750</td>
</tr>
<tr>
<td>Participants</td>
<td></td>
</tr>
<tr>
<td>Exhibitors and Partners</td>
<td>140</td>
</tr>
<tr>
<td>Speakers</td>
<td>120</td>
</tr>
<tr>
<td>Events</td>
<td>60</td>
</tr>
<tr>
<td>European institutions which</td>
<td>14</td>
</tr>
<tr>
<td>founded the Content Innovation</td>
<td></td>
</tr>
<tr>
<td>Council (CIC) at THE ARTS+</td>
<td></td>
</tr>
<tr>
<td>Innovation Day</td>
<td></td>
</tr>
</tbody>
</table>
“THE ARTS+ is an ideal experimental platform for the Munch Museum to present new digital projects and get direct feedback from visitors. We interacted with other cultural and digital professionals and explored possibilities for co-operations.”

Nikita Mathias
MUNCH MUSEUM OSLO

“What an exciting and lively festival. I enjoyed every moment of my stay here.”

Itay Tal
DIRECTOR OF “GOD OF THE PIANO”
Frankfurt Audio

Visitors at the Frankfurt Audio Stage: 1,500
Participants at the Frankfurt Audio Summit: 260
Podcast Studio: 1
Hours of recordings: 25
Events at the Frankfurt Audio Stage: 33
International speakers at the stage and conferences: 76
“Frankfurt Audio gives publishers and agents an excellent opportunity to stay up-to-date on current audiobook trends and speak directly with the big players in the global audio industry.”

Javier Celaya
CEO AT DOSDOCE.COM
BIGGER BETTER BOOK FEST

Total visitors: 25,000
Visitors in the city: 5,000
Events in the city: 60
Locations: 55
Participating publishers: 55
In Guest of Honour year 2019, there were 217 publishers who released a total of 510 new titles about Norway (in German alone), including 296 translations from Norwegian. 100 Norwegian authors came to Frankfurter Buchmesse 2019 to present their literature.

“Norway – The Dream We Carry” was the motto of the 2300 sqm exhibition in the Guest of Honour Pavilion, featuring an imaginary landscape of 23 abstract table sculptures that took visitors on a journey through Norwegian literature. A first-rate programme on two stages attracted around 100,000 visitors to the pavilion.

During the Guest of Honour year 2019, there were a total of 1120 literary and cultural events about Norway. The literary programme during the book fair week included 120 events in the Guest of Honour Pavilion, another 30 around the exhibition site and over 40 in the city of Frankfurt.
Guest of Honour 2020:
Canada