

# Facts & Figures

## #fbm19

Frankfurter Buchmesse in numbers

Stay tuned and follow us  
on social media:

#fbm20

[buchmesse.de](http://buchmesse.de)



**302 267**

Total visitors

**127 790**

Members of the public

**+**

**174 477**

Trade visitors



from **147** countries

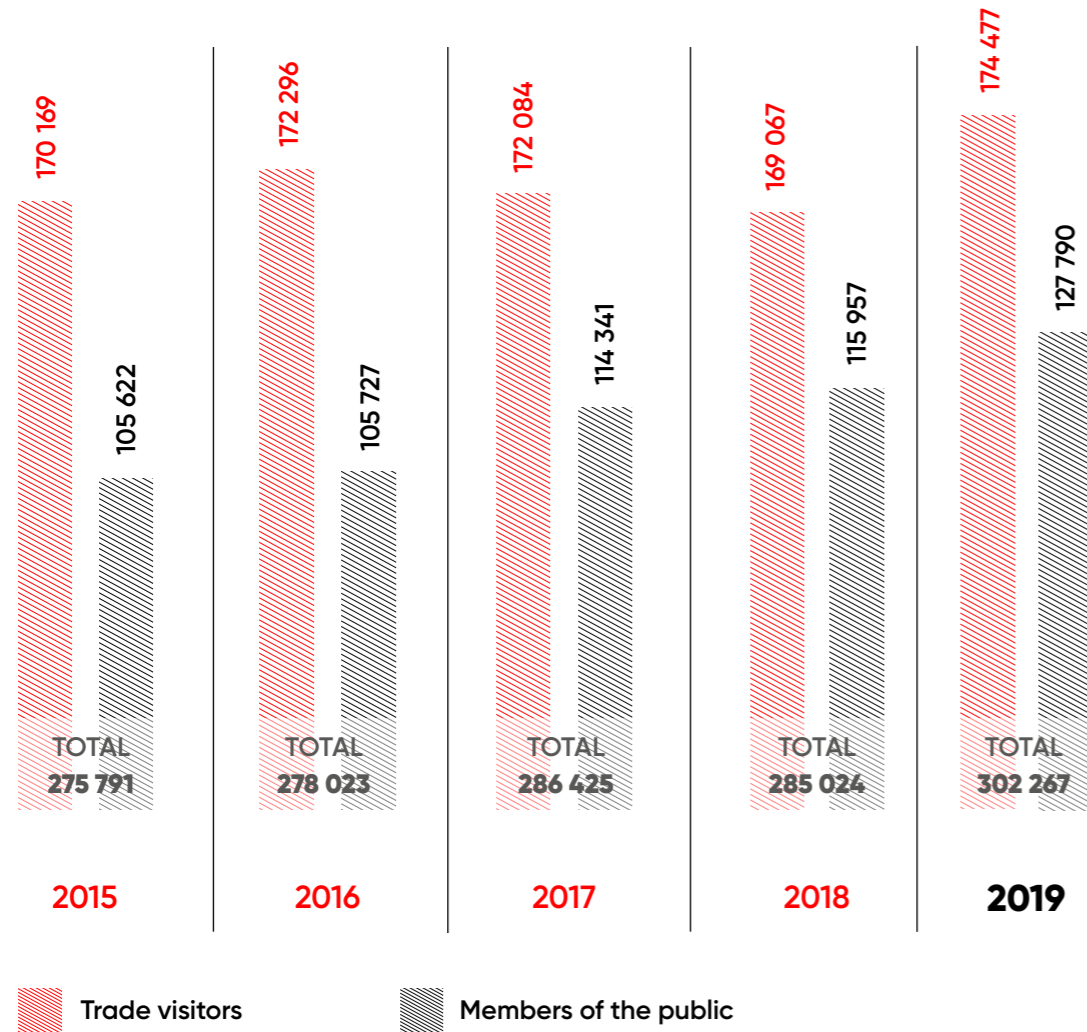


"Every time I come here, I feel the same thing:  
People are very engaged, they have lots of  
questions to ask and the audiences are very mixed.  
That kind of diversity is very precious.  
That is something we should never lose."

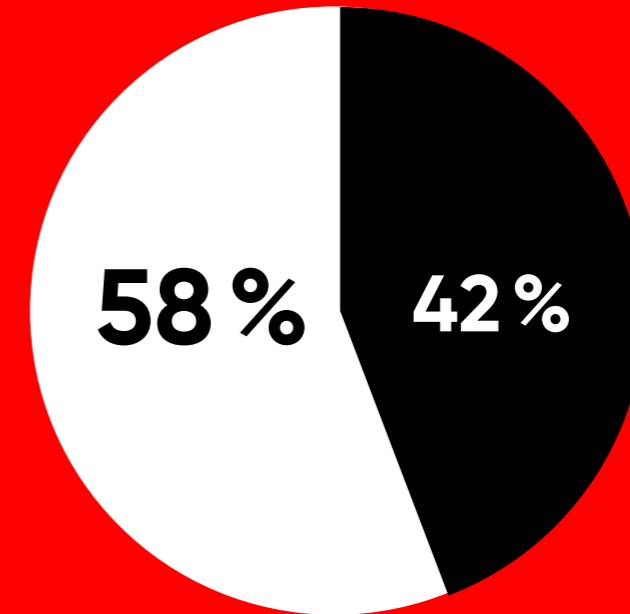
**Elif Shafak**

**AUTHOR**

# Development of visitor numbers 2015 – 2019



# Proportion of visitor numbers 2019

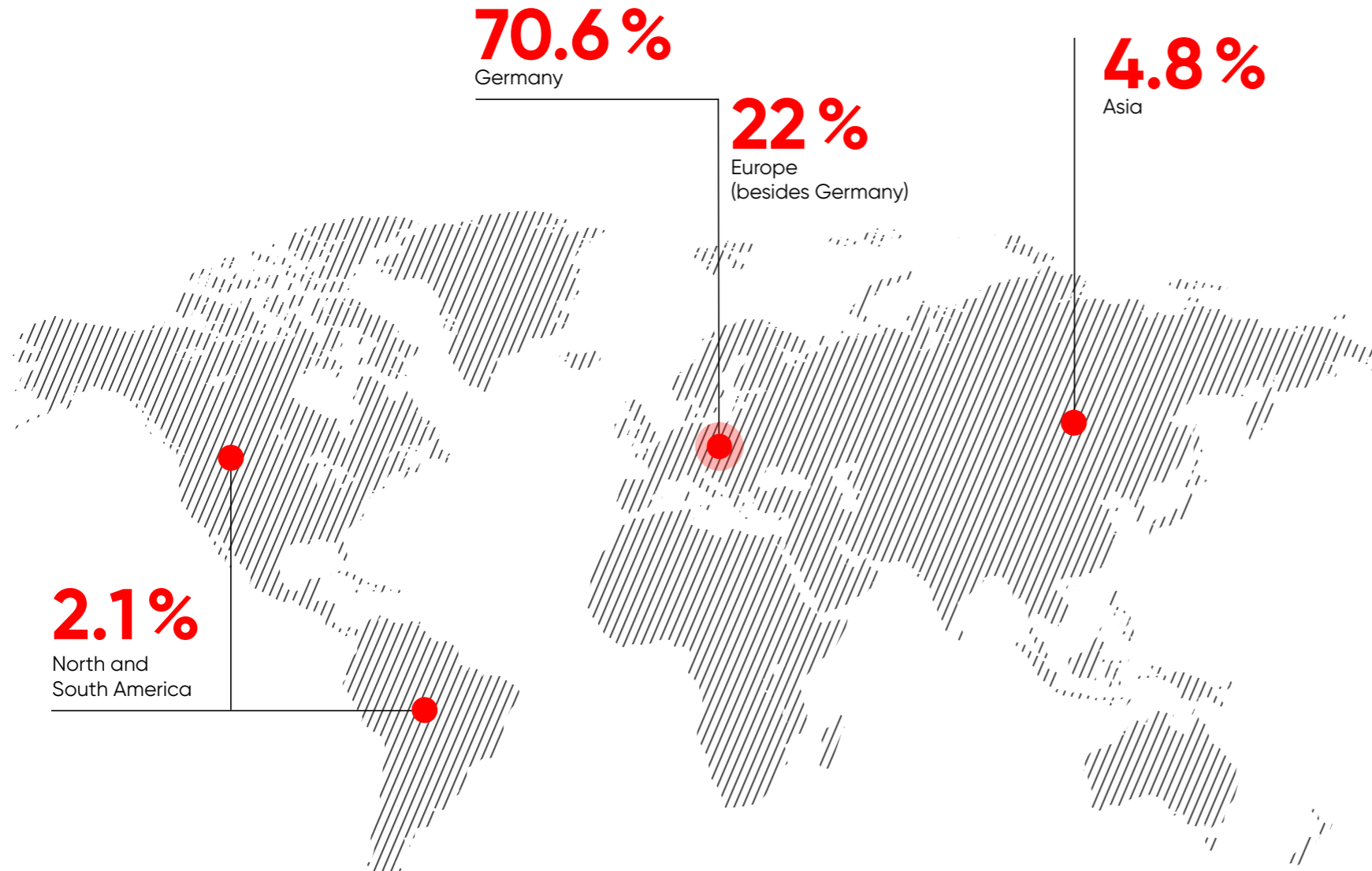


Trade visitors

Members of the public

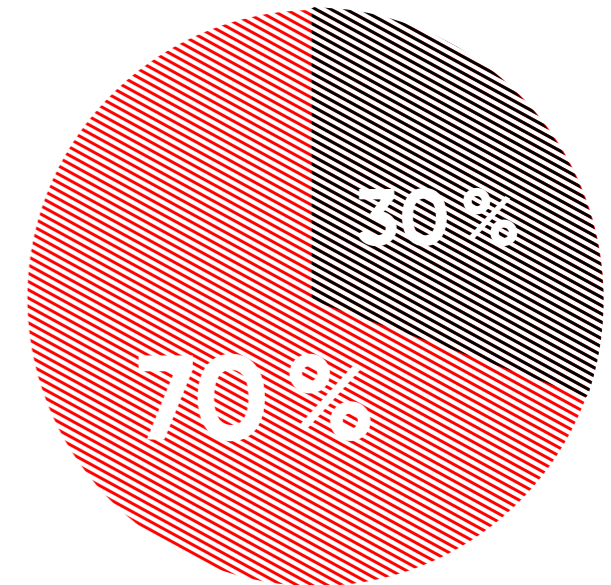
# Internationality

Regions visitors came from





# 7 450

exhibitors in total



Proportion of exhibitors

-  5227 international exhibitors
-  2223 German 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

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95.12%

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

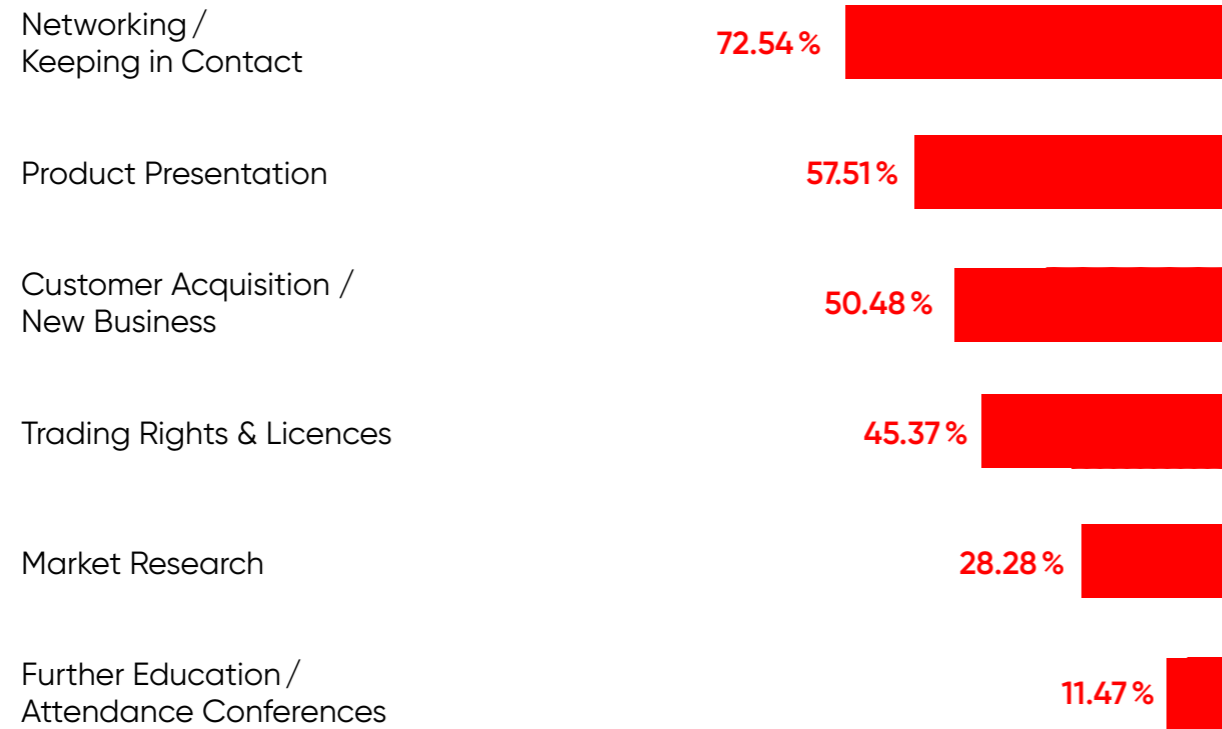
\* Source: QuestionPro. 1121 exhibitors participated.



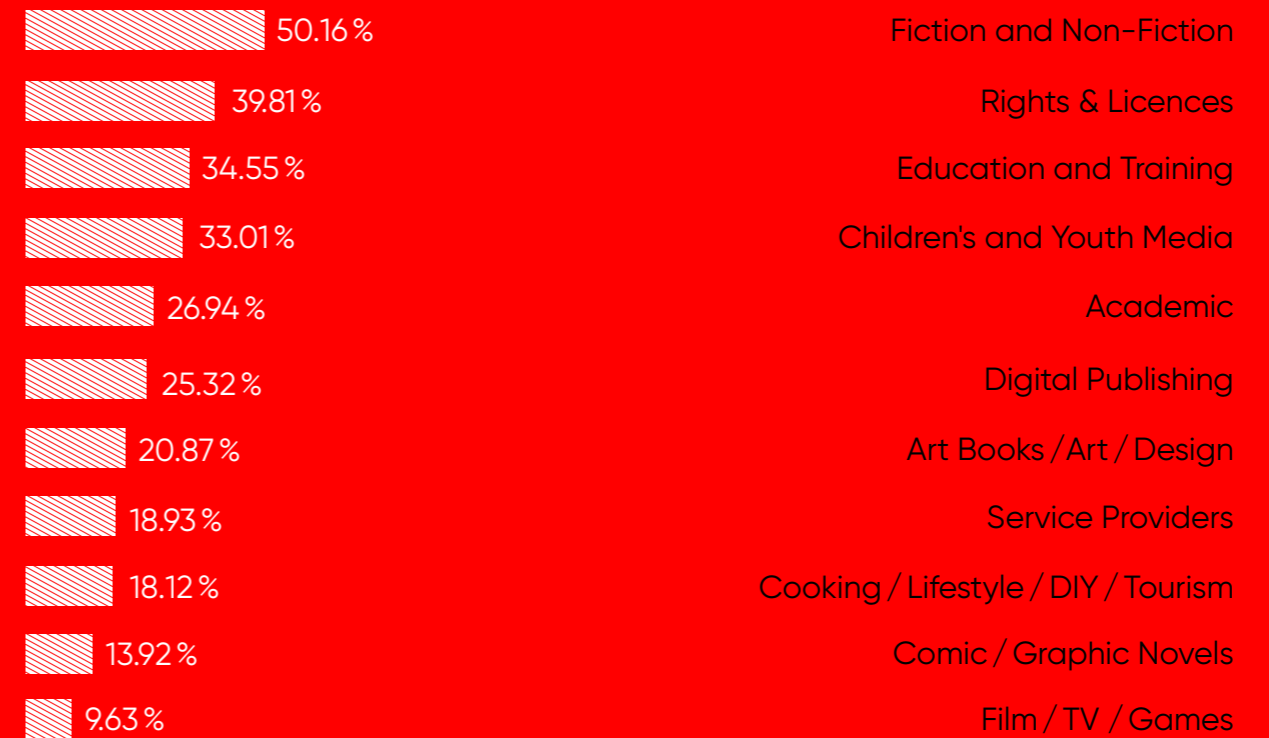
90.8%

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

# What were your goals at the fair?



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



\* Source: QuestionPro. 1121 exhibitors participated.

## Trade Visitors: Satisfaction & Business

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89.72%

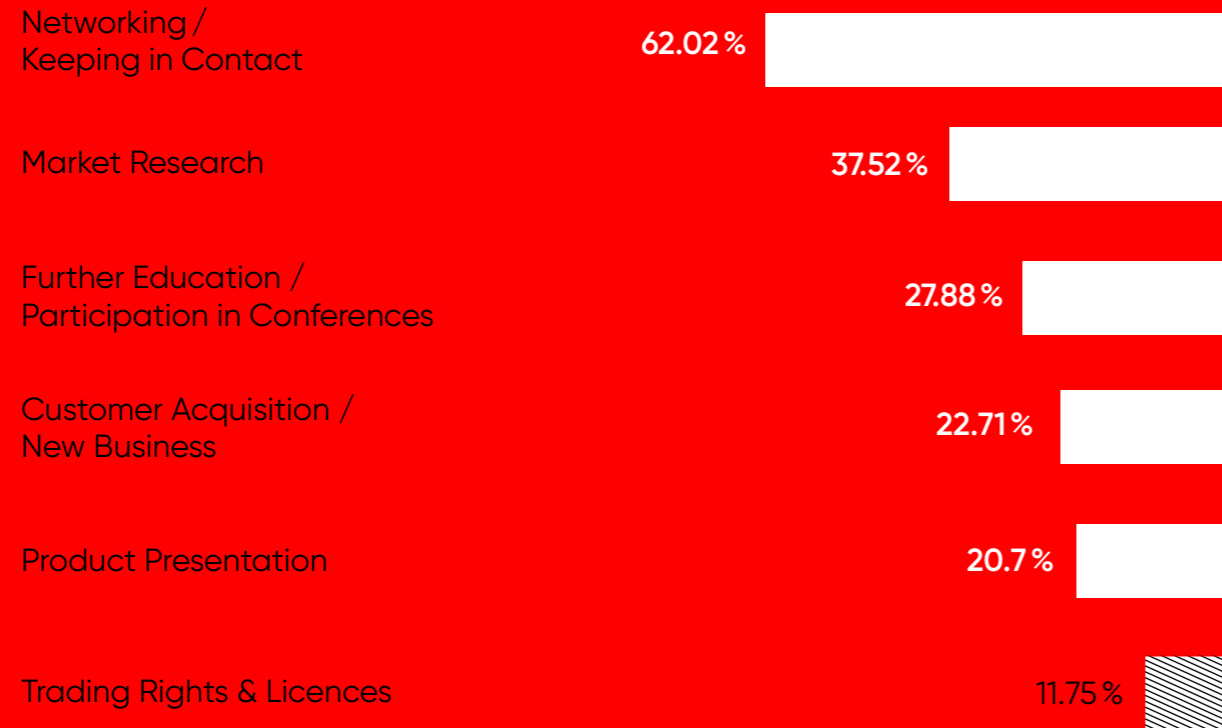
rated the success at Frankfurter Buchmesse  
as **"good"** to **"very good"**.



93.51%

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

# What were your goals at the fair?



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



\* Source: QuestionPro, 1766 trade visitors participated.

# Networking & Marketing

Status : January 2020



Subscribers of the Frankfurter Buchmesse  
newsletter (national and international)

730000

680000



Likes on the Facebook page  
[facebook.com/frankfurterbuchmesse](https://facebook.com/frankfurterbuchmesse)

25100



Instagram followers  
[instagram.com/buchmesse](https://instagram.com/buchmesse)

39300



Followers on Twitter  
[twitter.com/book\\_fair](https://twitter.com/book_fair)

67400



Views of #fbm19 videos on YouTube  
[youtube.com/buchmesse](https://youtube.com/buchmesse)

10000

Accredited journalists and bloggers  
from 73 countries

7900



Members of the Frankfurter Buchmesse  
LinkedIn group  
[linkedin.com/company/frankfurt-book-fair](https://linkedin.com/company/frankfurt-book-fair)



“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

4,5 ★★★★★ (311)

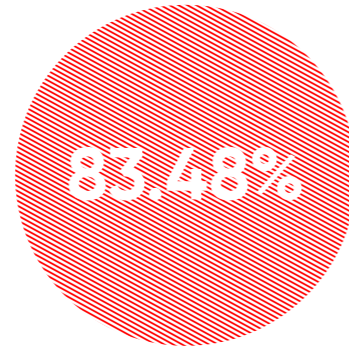
2002 people used the matchmaking function.  
3539 contact requests sent.  
1021 matches made.

## TOP 10 users by country

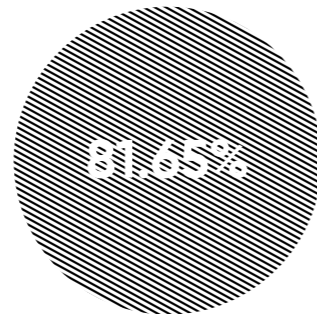
(Period: 01 Sept. 2019 – 31 Oct. 2019)

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

## Who knew about the Frankfurter Buchmesse App?



... of exhibitors



... 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

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**20**

Stages

**4 000**

Events

**960**

Hours of stage presentations  
held during the week of  
Frankfurter Buchmesse



147000

Visitors

**3750**

Conference and  
Workshop Participants

**140**

Exhibitors and  
Partners

**120**

Speakers

**60**

Events

**14**

European institutions which  
founded the Content Innovation  
Council (CIC) at THE ARTS+  
Innovation Day



"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

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Visitors at the Frankfurt Audio Stage

15000

260

Participants at the Frankfurt Audio Summit

1

Podcast Studio

25

Hours of recordings

33

Events at the Frankfurt Audio Stage

76

international speakers at the stage and conferences



“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

# Guest of Honour 2019: Norway

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## Authors & new releases

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.

## At the fair

“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.

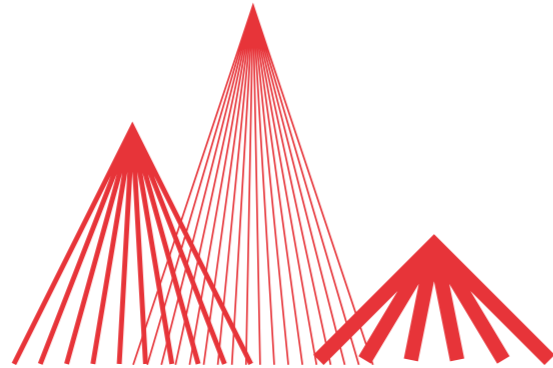
## Events

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

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**Singular  
Plurality**

CANADA  
Guest of Honour  
Frankfurt  
Book Fair  
2020

**Singulier  
Pluriel**

CANADA  
Invité d'honneur  
Foire du livre  
de Francfort  
2020



14 - 18 October 2020

**FRANKFURTER  
BUCHMESSE**

Guest of Honour Canada