

# Facts & Figures

**#fbm20**  
**#specialedition**

The 72nd Frankfurter Buchmesse – Special Edition in Facts & Figures

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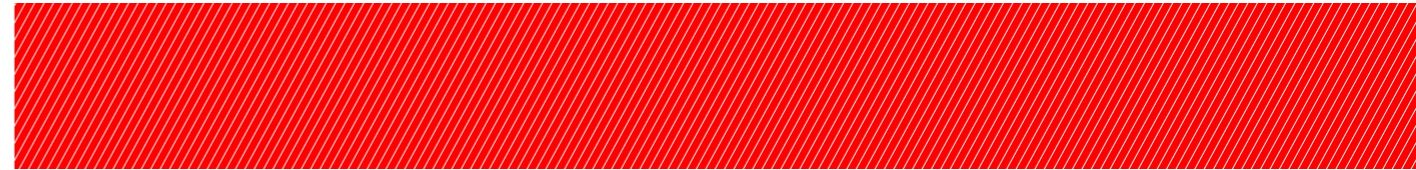
With numerous formats,  
the Frankfurter Buchmesse  
Special Edition reached  
**209 672** users worldwide on  
**buchmesse.de** during the week  
of the fair (14–18 October 2020).

**1 002 896** page impressions  
**352 880** visits

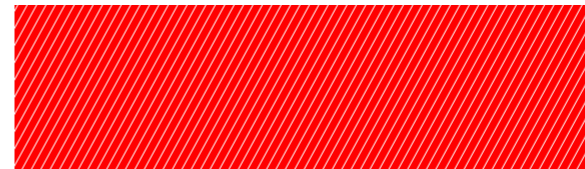
## Nationality of digital participants



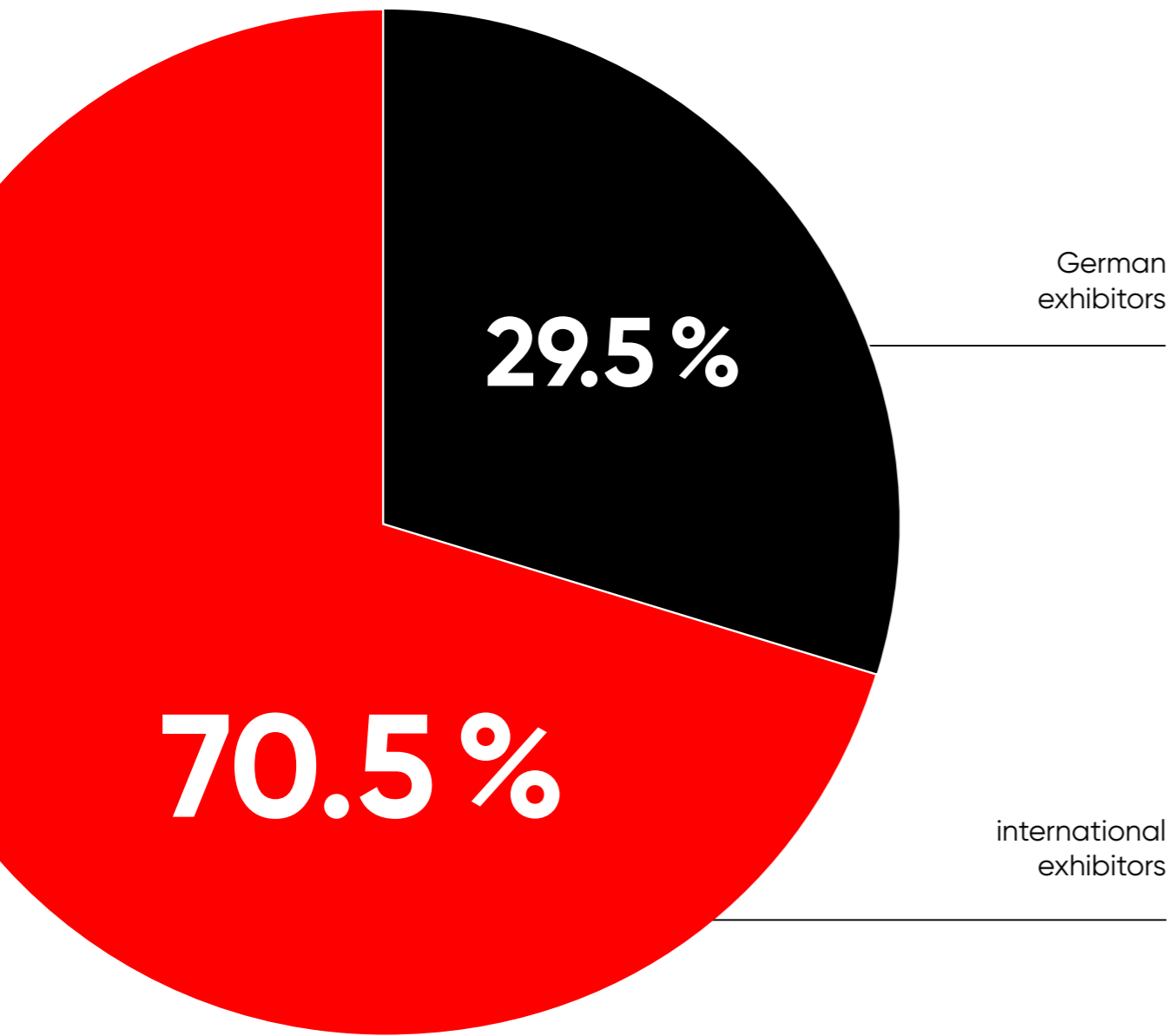
Germany  
**62%**



International  
**38%**



## Digital exhibitors



4428

digital exhibitors from 103 countries



# 23

theme-based pages

# 6800

presentation areas

# 3644

events in the Calendar of Events



Digital exhibitors were able to use the digital platforms and services of Frankfurter Buchmesse 2020 free of charge. This offer was supported by the stimulus programme "NEUSTART KULTUR", granted by the German Federal Government Commissioner for Culture and Media.

## Overall programme

Trade & general public events

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# 107 181

enrolments

**413**

sessions

**40 282**

digital participants

**Ø 2,7**

activations per  
participant

## Frankfurt Conference participants

Trade topics: Academic & Scholarly, Rights & Licensing,  
Publishing Insights, Audio

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# 6 177

enrolments

**30**

conference  
sessions

**2 669**

digital participants

**Ø 2,3**

activations per  
participant



## Professional programme

THE ARTS+, Kids, Education, Publishing

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**8 718**

enrolments

**43**

sessions

**2 956**

digital participants

**Ø 2,9**

activations per participant

## Cultural programme

ARD Book Fair Stage, Weltempfang, the Blue Sofa

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**53 614**

enrolments

**139**

sessions

**28 764**

digital participants

**Ø 1,9**

activations per participant



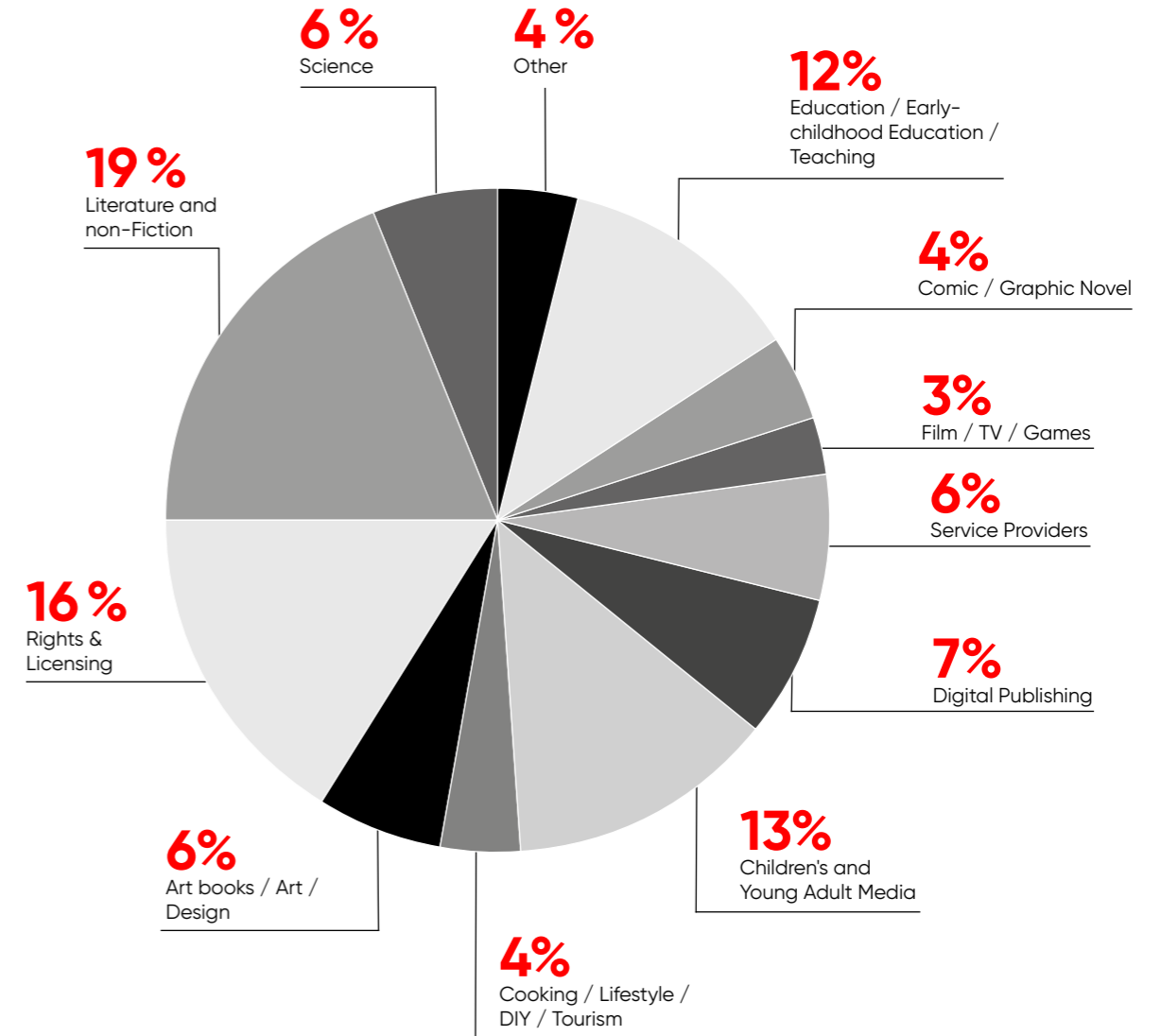
# Exhibitor survey

## The five most important goals for our digital exhibitors were:

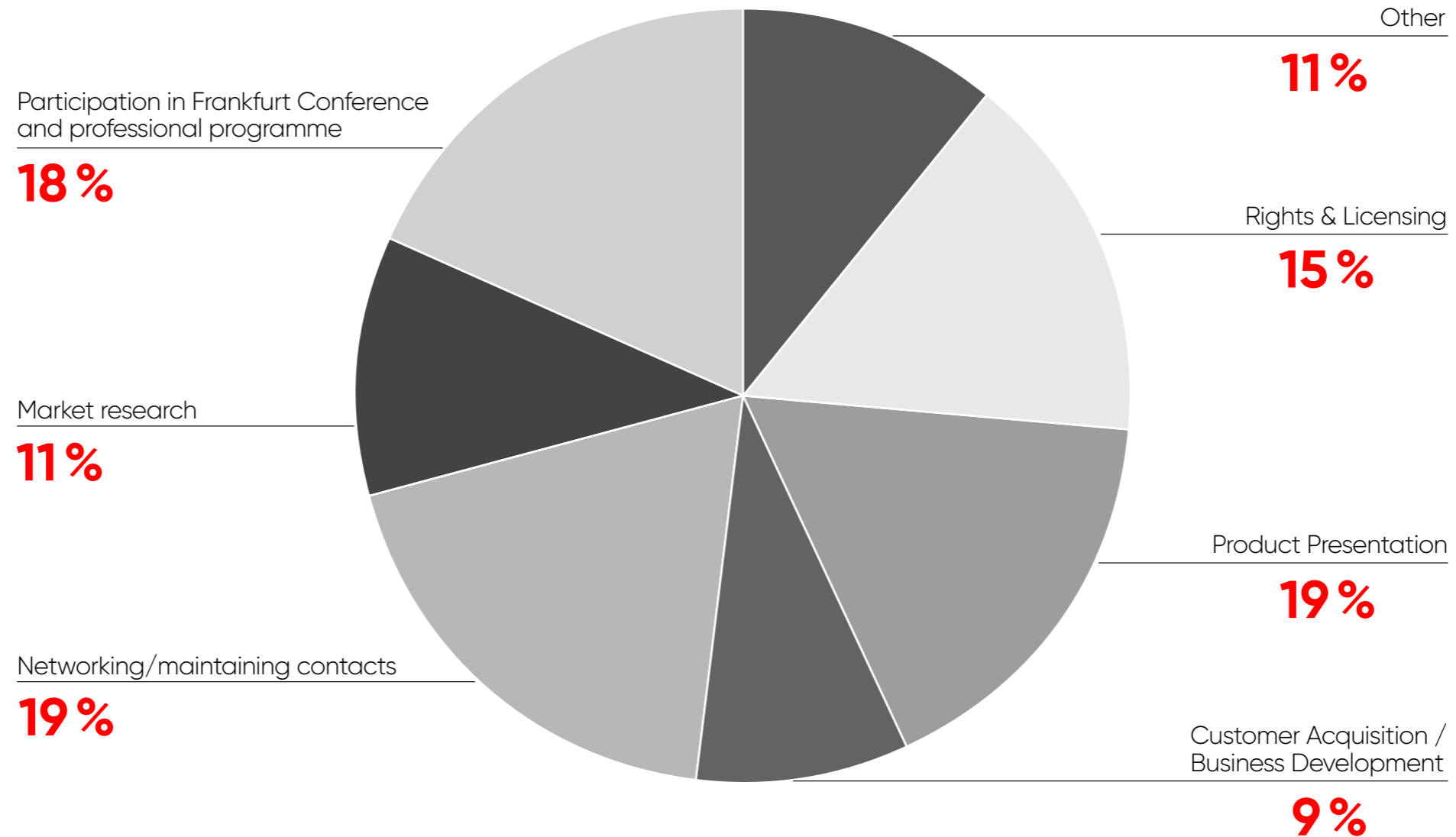
- 01/ Product presentation
- 02/ Rights & licensing
- 03/ Networking / maintaining contacts
- 04/ Customer acquisition / business development
- 05/ Market research

Source: QuestionPro, 386 survey participants

## Which sectors are you interested in making business contacts with?



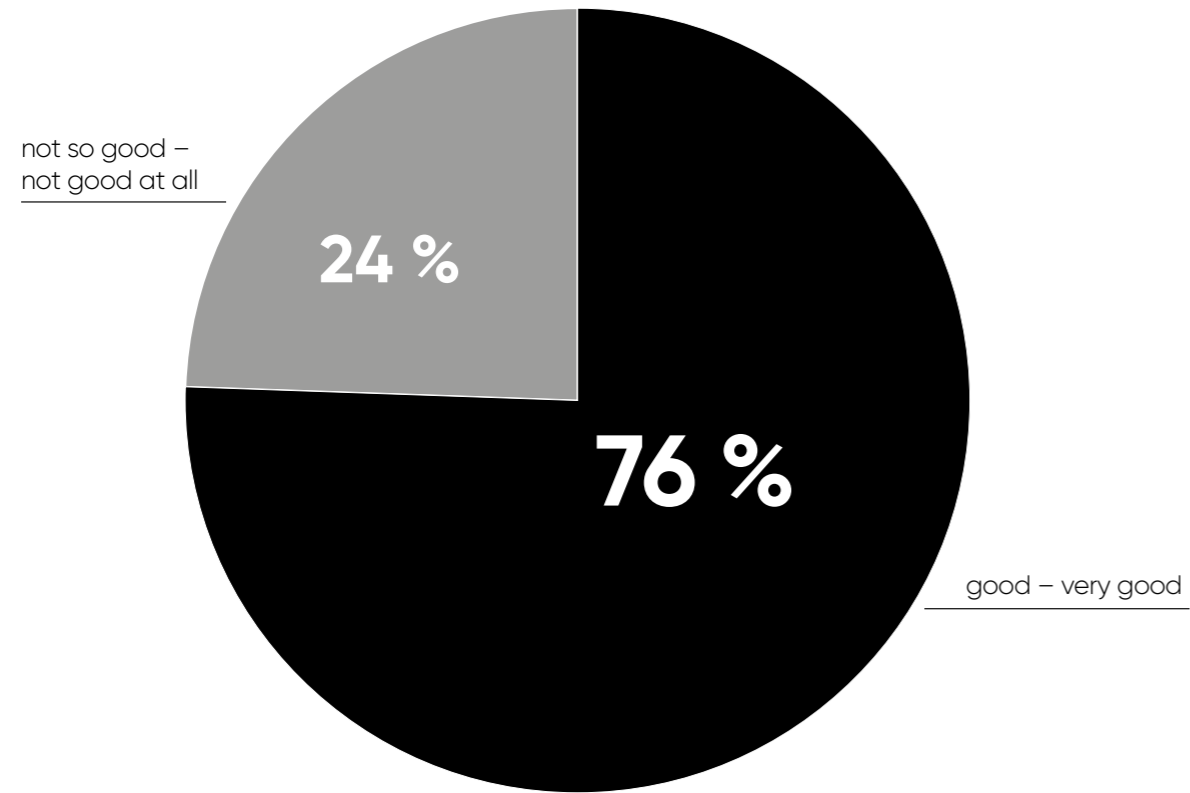
# Trade Visitor Survey





## How would you rate your experience in the B2B events?

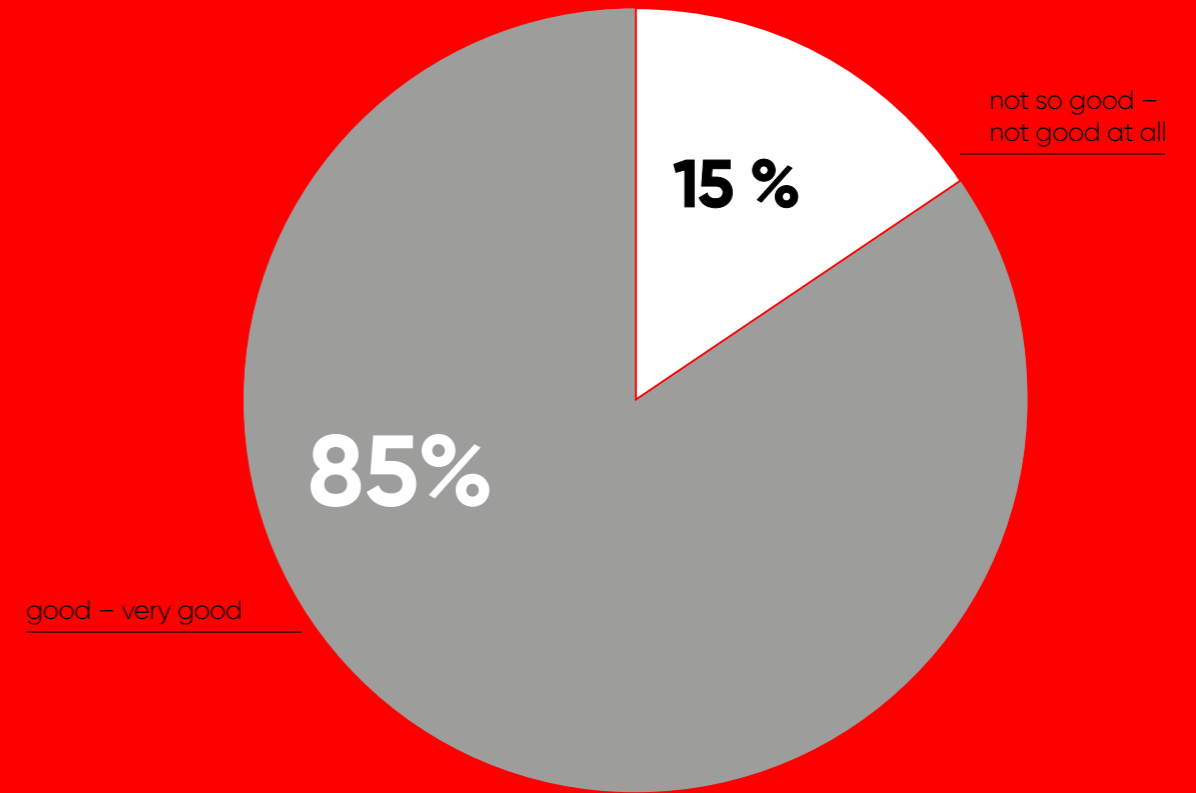
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Source: QuestionPro, 641 survey participants

## How would you rate your experience at the Frankfurt Conference?

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4 373

newly created accounts  
(sellers and buyers)

663 414

page views

31 242

titles uploaded during FBM21

400 000 91

titles in total on FR

countries of origin for new users

## Frankfurt Rights



Frankfurt Rights is Frankfurter Buchmesse's new platform for all aspects of international rights and licensing. This is where all the players in the rights and licence trade come 'together – whether to acquire audio book licences, sell translation rights or discover suitable material for film production.

Facts & Figures for Frankfurt Rights from 1–31 Oct 2020

## Digital matchmaking

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2 580 participants took advantage of the matchmaking tools in the app and the desktop version. 15 562 contact requests were sent, resulting in 4 901 matches.

video calls

112

11 382

participants

## Networking at The Hof

September 2020 – December 2020

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Inspiring conversations and exciting discussions in a relaxed atmosphere: The Hof provided the digital platform for that very special Frankfurt flair.

events

12

1 153

participants



# Networking and marketing

Status: December 2020



subscribers to the Frankfurter Buchmesse newsletters  
(national and international)

# 790000

# 3 220

subscribers on YouTube  
[youtube.com/user/buchmesse](https://youtube.com/user/buchmesse)

# 1.500.000

# 73 437



# 1 064



members on Xing Group  
[xing.com/communities/groups/frankfurter-buchmesse-33b4-1075878](https://xing.com/communities/groups/frankfurter-buchmesse-33b4-1075878)

video views (on YouTube and Facebook) during the BOOKFEST digital on  
17.10.2020 with viewers from 124 countries

likes on Facebook  
[facebook.com/frankfurterbuchmesse](https://facebook.com/frankfurterbuchmesse)

company profile followers on LinkedIn

# 5 517



# 31 200



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

# 40 606



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

# 8 305

members in the Frankfurter Buchmesse  
LinkedIn group  
[linkedin.com/groups/42948/](https://linkedin.com/groups/42948/)



Every October, culture enthusiasts celebrate BOOKFEST. Last year the popular festival returned physically as BOOKFEST city and – for the first time – also virtually as BOOKFEST digital. This meant that stars from the international culture & literature scene were featured in an ever bigger and more vibrant format. At BOOKFEST city events were spread across many locations in Frankfurt over all five days of the fair (14 – 18 October 2020).

# 118.45

hours of programme

# 81

events in the city

# 36

locations

# 58

participating publishers and partners



# 1.5 Mio

views of videos on YouTube and Facebook for the events on 17 Oct 2020,  
with people logging in from

# 124

countries

# 197

sessions

# 14 299

digital participants

# 34 929

log ins via buchmesse.de/en



The BOOKFEST digital on 17 October 2020 entertained its international audience with a varied, all-day programme, broadcast across two channels.

## User insights BOOKFEST digital

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With the introduction of BOOKFEST digital, we were able to strengthen our audience reach and drastically increase the share of international viewers.

International  
**28%**



2020

International  
**5%**



2019



## Guest of Honour 2020: Canada

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### Authors & New Releases

In 2020, **259** new German-language titles on Canada were published by **138** publishers, including **212** literary translations (from Canadian French/English). **218** Canadian authors and illustrators are included in the new publications list of Frankfurter Buchmesse.



### Exhibitors

**128** digital exhibitors from Canada presented on the platforms of Frankfurter Buchmesse as part of the FBM Special Edition 2020.

Guest of Honour Canada was represented with a multifaceted programme at digital trade events, such as the FBM Conference programme and THE ARTS+, as well as at the ARD Book Fair Stage, on the Blue Sofa and with several contributions to BOOKFEST digital.

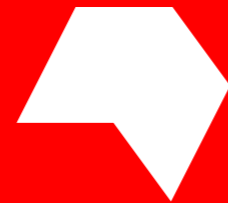
### Events

**885** literary and culture events – whether on-site, digital, or hybrid – were attributed to the Guest of Honour in 2020 in Frankfurter Buchmesse's Calendar of Events. These included diverse events at BOOKFEST city, the culture programme of Frankfurt as well as in other cities in Germany.

### Media Presence

During the week of the fair (13-20 Oct 2020), Guest of Honour Canada was present in the German media landscape with a total of **1376** mentions and generated a total of **2 708 757 822** impressions.





20–24 October 2021  
**FRANKFURTER  
BUCHMESSE**  
Guest of Honour Canada

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