

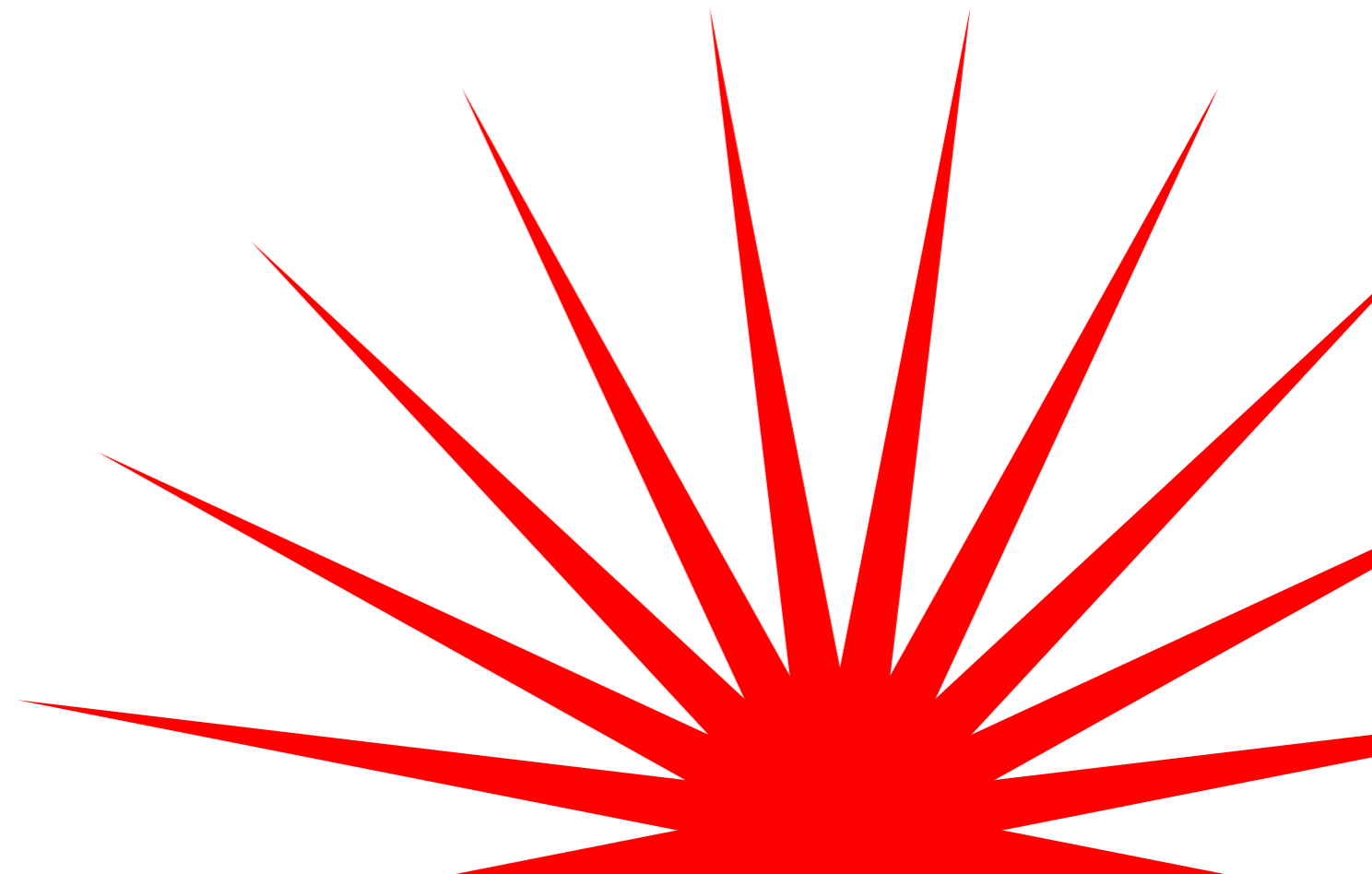
# Facts & Figures

**#fbm22**

The 74th Frankfurter Buchmesse in numbers

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More information: [buchmesse.de/en](https://buchmesse.de/en)



# TRANSLAT TRANSFER TRANSFORM

**Endless Stories.**

**At Frankfurter Buchmesse.**

**19 – 23 October 2022**

## Finally back in Frankfurt: **#fbm22 sent out strong signals – for the industry and social change**

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The 74th Frankfurter Buchmesse (19 – 23 October 2022) once again proved to be the most important international meeting place for the book and media industry. As well attended and international as it had been before the pandemic, #fbm22 was marked by confidence and a lively rights and license trade.

At the same time, the fair was more political than ever and in the midst of a tense global political situation sent out important signals for democracy and peace. As part of the curated programme of events, numerous politicians, cultural professionals and authors discussed current sociopolitical topics. The fair's campaign "Translate. Transfer. Transform." put the work of translators in the spotlight.

#fbm22 received funding as part of the economic stimulus programme NEUSTART KULTUR of the German Federal Government's Commissioner for Culture and the Media.

## Exhibitors and visitors

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With **93,000 trade visitors** from **121 countries** and **87,000 private visitors** from **106 countries** at the exhibition grounds, Frankfurter Buchmesse 2022 was very well attended.

More than **4,000 exhibitors** from **95 countries** presented themselves in the halls, the Literary Agents & Scouts Centre (LitAg) and the workstations. The Literary Agents & Scouts Centre (LitAg) was booked out with more than 450 tables and around **300 agencies**. 190 workstations were booked by exhibitors from 12 countries.



**180,000**  
visitors at the exhibitions grounds

**93,000**  
trade visitors from **121** countries

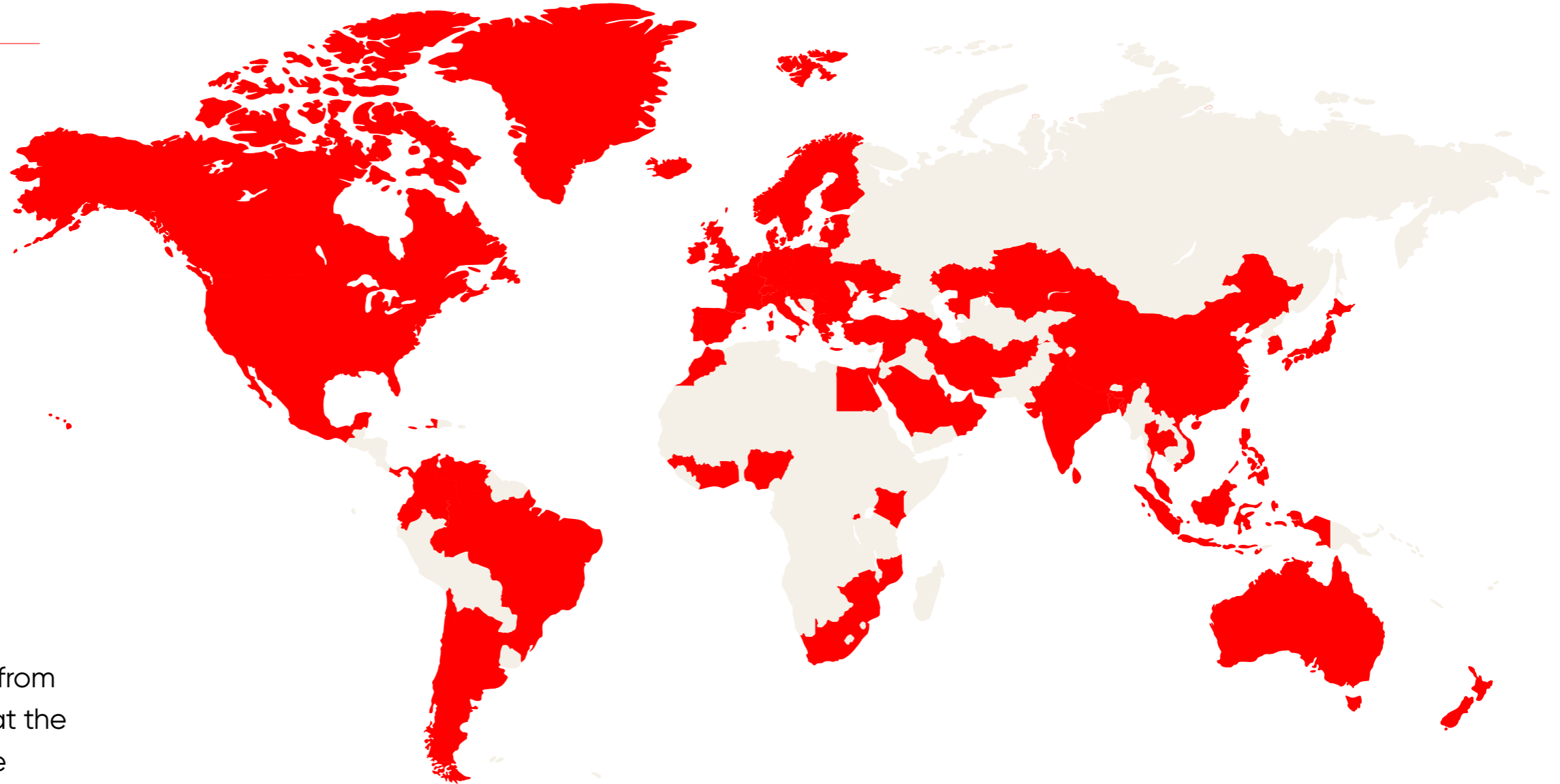
**87,000**  
private visitors from **106** countries

**4,000**  
exhibitors from **95** countries



## Exhibiting publishers and companies from around the world

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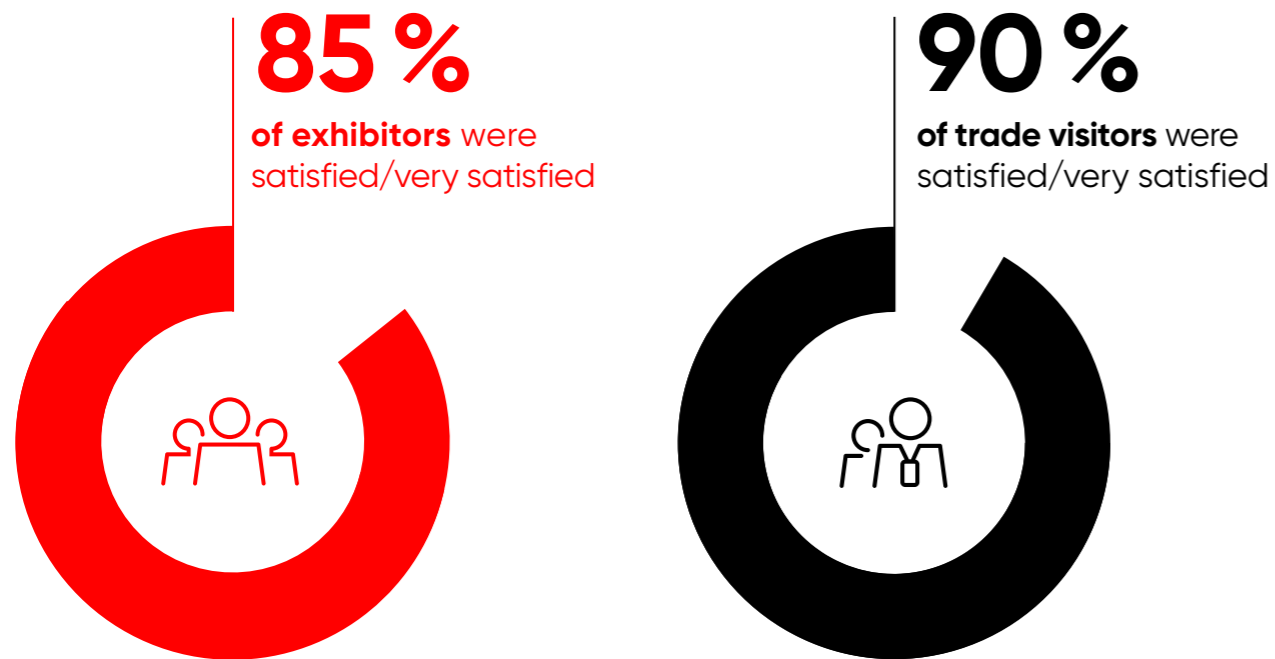


A total of **4,000 exhibitors** from  
**95 countries** participated at the  
74th Frankfurter Buchmesse

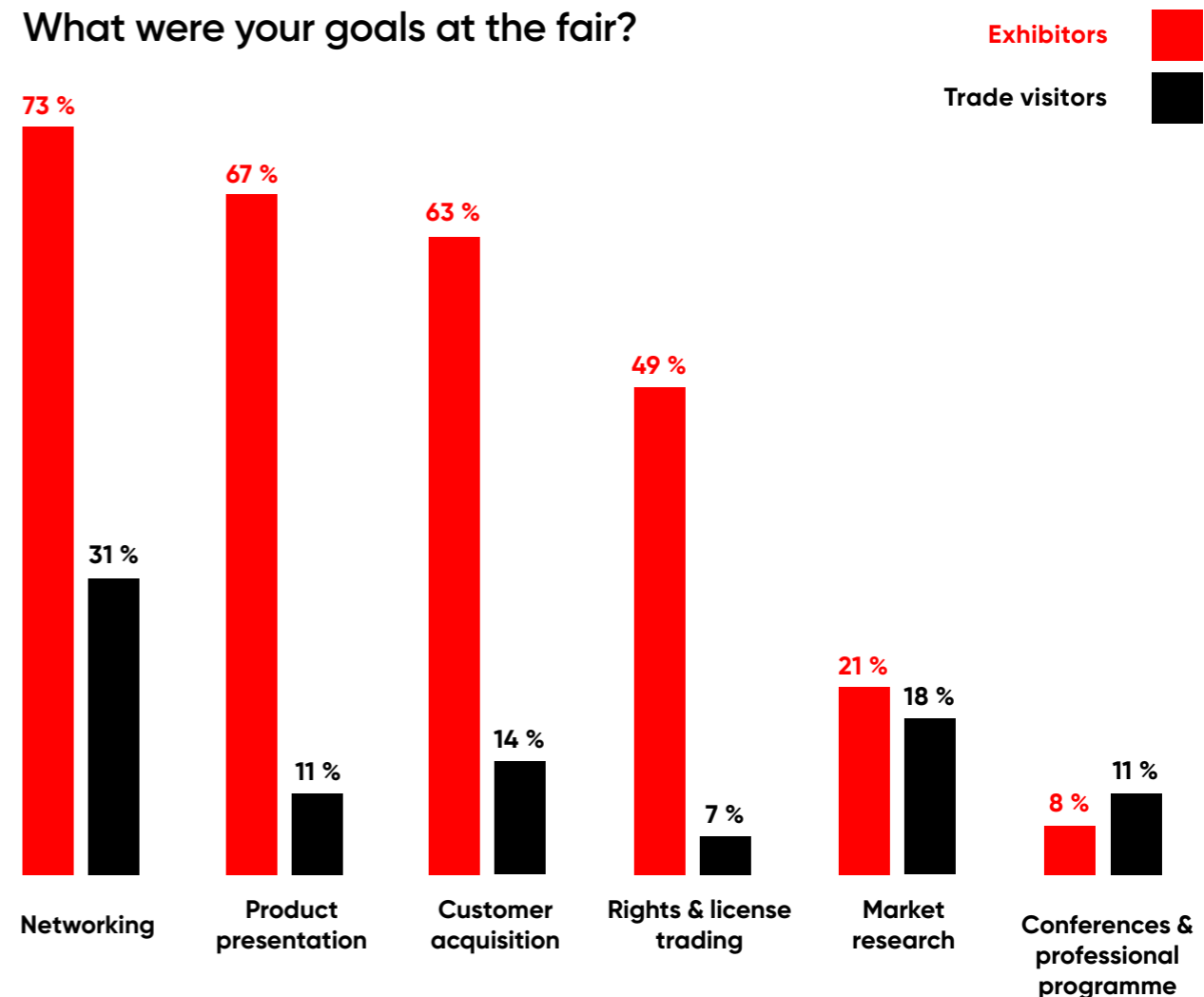
# Survey of exhibitors<sup>1</sup> and trade visitors<sup>2</sup>



How satisfied were you with what Frankfurter Buchmesse 2022 offered on the whole?



What were your goals at the fair?



<sup>1</sup> Source: QuestionPro. 232 exhibitors participated.

<sup>2</sup> Source: QuestionPro. 1,153 trade visitors participated.

## Literary Agents & Scouts Centre (LitAg)

The Literary Agents & Scouts Centre (LitAg) was fully booked with more than 450 tables for around 300 agencies.



**450** tables



**300** agencies



**28** countries

### Exhibiting agencies listed according to level of attendance:

- |                          |                              |
|--------------------------|------------------------------|
| <b>01/</b> Great Britain | <b>15/</b> Brazil            |
| <b>02/</b> USA           | <b>16/</b> Taiwan            |
| <b>03/</b> Germany       | <b>17/</b> Türkiye           |
| <b>04/</b> Spain         | <b>18/</b> Israel            |
| <b>05/</b> Sweden        | <b>19/</b> Poland            |
| <b>06/</b> France        | <b>20/</b> Republic of Korea |
| <b>07/</b> Italy         | <b>21/</b> Venezuela         |
| <b>08/</b> Netherlands   | <b>22/</b> Austria           |
| <b>09/</b> Canada        | <b>23/</b> Ukraine           |
| <b>10/</b> Switzerland   | <b>24/</b> Singapore         |
| <b>11/</b> Denmark       | <b>25/</b> Belgium           |
| <b>12/</b> Japan         | <b>26/</b> Serbia            |
| <b>13/</b> Finland       | <b>27/</b> Hungary           |
| <b>14/</b> Norway        | <b>28/</b> New Zealand       |

## Frankfurt Rights<sup>3</sup>

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Frankfurt Rights is Frankfurter Buchmesse's digital platform for the international rights and licensing trade. Buyers and sellers come together here, e.g. to acquire audiobook licenses, sell translation rights or to discover suitable material for film productions.



**1,608**  
rights selling companies on the platform from **135**  
countries

**170,834**  
titles on Frankfurt Rights

**1,155** new members on the platform (January to October 2022)

<sup>3</sup> Status: November 2022

## Events

19 – 23 October 2022

# 2,330

events for trade  
visitors and the  
general public

### Frankfurt Studio

# 52      3,600      124

events

visitors in five days

speakers from  
21 countries

All sessions of the Frankfurt Studio programme are available free of charge online: [buchmesse.de/en/media-library](https://buchmesse.de/en/media-library)

## Trade programme

Trade visitors were able to experience a diverse programme – live in the Frankfurt Studio, in the Publishing Perspectives Forum, at the Frankfurt Kids Conference and at the International Translation Centre.

### Publishing Perspectives Forum

The two-day professional programme at the Publishing Perspectives Forum was attended by around **1,700 participants**.

### International Translation Centre

The International Translation Centre was organised in cooperation with Germany's association of German-language translators (VdÜ). Around **1,500 visitors** participated in a total of **30 events**.



# Additional digital programmes for publishing professionals

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## Masterclasses

In three sessions, the participants learned from international experts from the industry, but also hidden champions.

3

digital  
Masterclasses

546

registered  
participants

60

countries

## The Hof

Our digital networking format with live music and breakout sessions. **5 sessions** with top-class guests took place.

## Feedback from our participants



"Great, informal and relaxed networking atmosphere – makes digital networking much more fun!"

"Warm, friendly, well-informed people, great format, and excellent music!"

## Programme for the general public

19 – 23 October 2022

### Frankfurt Pavilion

More than **6,000 visitors** attended the Frankfurt Pavilion, the cultural and political stage of Frankfurter Buchmesse, and took part in **40 events with 130 speakers** from the fields of literature, politics and culture.

**6,000**

visitors to the  
Frankfurt Pavilion

International stars and political personalities appeared on the largest stage of the fair in the Congress Center, with space for **2,000 spectators**. Among the speakers (some participating digitally) were Volodymyr Zelensky, Olena Zelenska, Diane Kruger and Luisa Neubauer.



### Frankfurt Kids Festival

Another highlight of the programme was the Frankfurt Kids Festival with **50 events**.

**8,000**

visitors to the  
Frankfurt Kids Festival

Other visitor magnets were the **stages of our media partners**, such as the broadcasting networks ARD, ZDF, 3sat and our official podcast partner detektor.fm. In addition, further international partners were represented with their own stands or programmes.

## Programme for the general public

19 – 23 October 2022

### TikTok Stage and #BookTok Experience Space

For the first time, Frankfurter Buchmesse was cooperating with the platform TikTok. With a multi-faceted programme on stage, TikTok entertained visitors on the Sunday of the fair. During the week of the fair, visitors also had the chance to get creative in TikTok's #BookTok Experience Space.

**4,500 visitors** and **130 creators** visited these new highlights for the general public.



**12,199,400**

reach on social media of the speakers of the TikTok Stage

### BOOKFEST city

BOOKFEST city took place again this year. Since 2017, literature enthusiasts have not only been meeting at the fair, but also in Frankfurt's bars, hotels and cultural institutions to celebrate BOOKFEST city together.

**5**

days

**25**

locations

**89**

programme hours

**65**

events

**82**

authors

**14**

book stores

**24**

publishers

# Frankfurter Buchmesse App<sup>4</sup>



## Top 5 user countries

- 01/ Germany
- 02/ Switzerland
- 03/ USA
- 04/ Great Britain
- 05/ Netherlands

**444,892**  
app users (Android & iOS)

**+42%**  
app users in comparison to 2019

**6,334**  
users of the matchmaking function

**2,150**  
successful matches

<sup>4</sup> Survey period: 14 September - 28 October 2022

## Media presence

Statistical media response analysis:  
print, radio and TV<sup>5</sup>

**9,012** articles and features  
**669,519,102** with a total reach of

circulation of print media:

**98,489,736**

**6,400** media representatives from  
**63** countries accredited for  
this year's Frankfurter  
Buchmesse

## Media presence

Statistical response analysis: online media<sup>6</sup>

**38,004**

mentions in online media outlets

**30 bn.**

potential reach

<sup>5</sup> Source: Landau Media, observation period print: 1 September – 31 October 2022; TV and radio: 19 – 23 October 2022. Only German-language sources were evaluated.

<sup>6</sup> Source: Meltwater, observation period: 23 September – 30 October 2022.

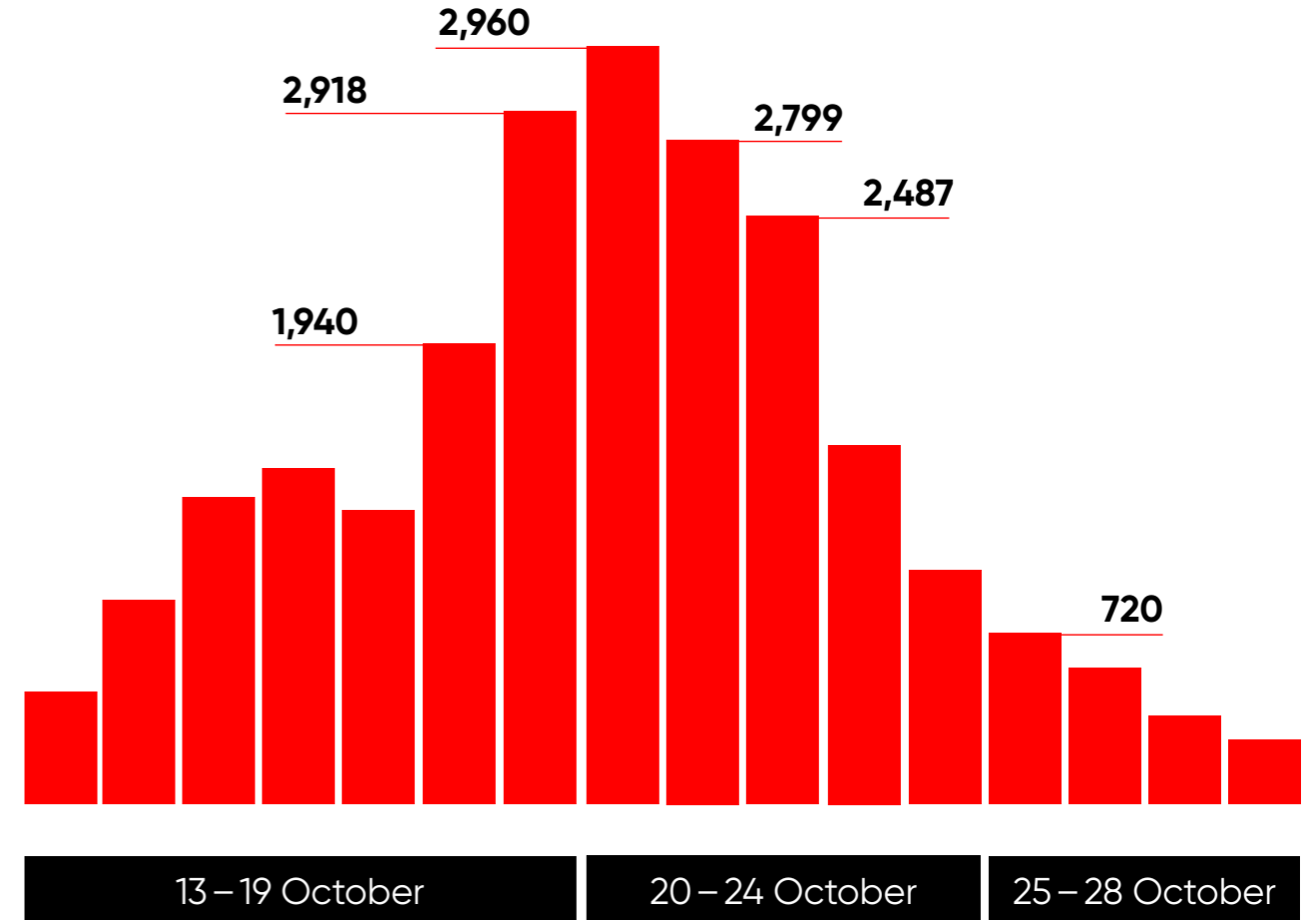
# Media presence

## Resonance on social media channels<sup>7</sup>

Social media resonance amounted to **25,000 mentions** in the period from 23 September to 30 October 2022. The climax was the opening day of Frankfurter Buchmesse with **3,321 mentions**.

During the week of the fair, social media users mainly discussed the following topics: the visit of the Spanish royal couple and the presence of German Federal President Frank-Walter Steinmeier at the Opening Ceremony of the fair, the political programme in the Frankfurt Pavilion, as well as the events focusing on Ukraine, particularly the digital address by the Ukrainian President. In addition, great attention was paid to the winners of the Peace Prize of the German Book Trade and the German Book Prize.

Mentions of Frankfurter Buchmesse in posts on Twitter and Instagram



<sup>7</sup>Quelle: Meltwater

# Networking & Marketing

As of November 2022



number of subscribers  
to Frankfurter Buchmesse's newsletter:

4,040

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

88,159

87,559

followers of the Facebook page  
[facebook.com/frankfurterbuchmesse](https://facebook.com/frankfurterbuchmesse)

1,045

followers on TikTok  
[tiktok.com/@frankfurter\\_buchmesse](https://tiktok.com/@frankfurter_buchmesse)

number of followers of the  
book fair's LinkedIn profile:

45,400

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

41,619

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

9,226

members of the Frankfurter  
Buchmesse LinkedIn group

[linkedin.com/groups/42948](https://linkedin.com/groups/42948)

9,823

# Guest of Honour 2022: Spain

## Authors and new publications

In Spain's year as Guest of Honour, **284 new titles** were published in German by **113 publishing houses**, including translations by Spanish authors and books on Spain.

**104 translations** were funded by the translation programmes initiated as part of Spain's Guest of Honour programme. **102 authors and illustrators** from Spain travelled to Frankfurter Buchmesse 2022 to present their works. In total, the Spanish delegation counted **188 representatives**, who took part in literary discussions, business meetings, workshops and performances.

## At the fair

The motto "Creatividad Desbordante" (Spilling Creativity) invited fair visitors to go on a colourful voyage of discovery through the **2,300-square-metre Guest of Honor Pavilion**, but also to get creative at numerous interactive stations. The design concept "The Theory of Cherries" transformed the pavilion into a living dictionary that linked words, languages and stories – based on the phrase by the Spanish writer Carmen Martín Gaité: "Stories are like cherries: if you pick one, the next appears right along with it." Visitors enjoyed these cherries in the form of a top-notch programme on two stages, as well as workshops, exhibitions, musical performances and culinary specialities.

The international book exhibition "Books on Spain", organised by Frankfurter Buchmesse, showcased more than **650 titles from 144 publishing houses from 47 countries and in 32 languages** in the Guest of Honour Pavilion. All in all, **322 exhibitors from Spain** presented themselves on a total area of **1,734 sqm** at Frankfurter Buchmesse 2022.

## Events

In autumn 2022, Guest of Honour Spain was the subject of **320 literary and cultural events** scheduled in Frankfurter Buchmesse's Calendar of Events. These included **180 events at the fair**.

In addition to the events at the exhibition grounds, 140 events took place in the city of Frankfurt and other German cities, including exhibitions, film events, performances, readings and a series of cultural projects in public spaces.



# Guest of Honour 2023: Slovenia

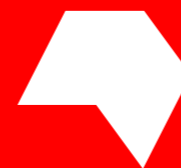
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SLOVENIJA

ČASTNA GOSTJA FRANKFURTSKEGA  
KNJIŽNEGA SEJMA 2023

SATOVJE BESED



FRANKFURTER  
BUCHMESSE

18–22 OCTOBER 2023

GUEST OF HONOUR SLOVENIA

Follow us: [#fbm23](#)

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