More Relevance

>98%

of exhibitors take part in purchasing decisions.

74%

of all exhibitors and trade visitors plan to come back in 2018.

“At the book fair, all the different strands of the book industry come together once a year. The events, industries, and contacts to end consumers make Frankfurt a positive testing field for our entire publishing work.”

MATTHIAS TRIEBEL,
Head of Sales, Edition Michael Fischer

“I think it works very well. It’s much easier to get to see everyone. We’re very happy.”

IAN HUDSON,
Penguin Random House

“In October, Frankfurt is the hub around which the book world revolves.”

PETER KRAUS VOM CLEFF,
Commerical Managing Director, Rowohlt Verlag

Survey by SurveyMonkey
Exhibitors and trade visitors remain exceptionally satisfied with Frankfurter Buchmesse.

286,425 visitors in total

172,084 trade visitors from 137 countries

114,341 general public visitors

60% Proportion of trade visitors in 2017

40% Proportion of general public visitors in 2017

In 2017, there were more public visitors at Frankfurter Buchmesse than ever before.

“I have been using Frankfurter Buchmesse to keep up with contacts for years now. After many discussions there, I can start November with new ideas and help make the literature world even more innovative.”

SUSANNE KASPER, literaturschock.de
"Frankfurter Buchmesse is a place of interesting encounters you look forward to every autumn."
CLAUDIA UHR, Head of Press, Verlag Gräfe und Unzer

Satisfaction/Business

74% of exhibitors indicated that the opportunity to generate business was the same or even better than in the previous year.

85% of trade visitors indicated the opportunity to generate business was the same or even better than in the previous year.

Exhibitors

More than 92% were satisfied with their attendance at the fair.

70% considered it “successful” to “very successful”.

About 90% of exhibitors were “satisfied” to “very satisfied” with the products and services of Frankfurter Buchmesse.

Trade visitors

98% were satisfied with their attendance at the fair.

77% considered it “successful” to “very successful”.

96% of trade visitors were “satisfied” to “very satisfied” with the products and services of Frankfurter Buchmesse.
Digital Products

54% of industry attendees had a digital product share of 25%.

29% had a digital share of 50%.

“Frankfurter Buchmesse is like Christmas for the book industry, but even better: not only do we reconnect with all our dear ones, we meet an unbelievable number of new, interesting people. It couldn’t be better.”

DIETRICH ZU KLAMPEN, Publisher, zu Klampen! Verlag
Networking & Marketing

With around 10,000 accredited journalists from more than 75 countries, the book fair is the industry’s largest media event.

"Frankfurter Buchmesse is not only a refuge for the freedom of speech. It also possesses another face: as the largest place in the world for rights handling in all media forms – for books, audio books, games, films and more. Here is where the decisive deals are made in the industry."

CLAUS-JÜRGEN GöPFERT, Frankfurter Rundschau

The book fair App recorded 21,000 downloads as well as 51,000 subscribers to the Frankfurter Buchmesse Newsletter.

10 million page impressions a year on book-fair.com

59,300 fans of the German and English Facebook pages,

31,500 followers on Twitter

8,385 Instagram subscribers,

7,500 members in the LinkedIn group.

120 news agencies from more than 40 countries.
In contrast to rights centres at other trade fairs, here only agents and scouts are allowed to register. So LitAg is not only international (33 countries), but also the largest work centre of its kind.

### Rights trade in the LitAg

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<thead>
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<th>Year</th>
<th>Tables</th>
<th>Agencies</th>
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<tbody>
<tr>
<td>2017</td>
<td>500</td>
<td>321</td>
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<td>2016</td>
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### Publishers Rights Corner

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<th>Year</th>
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<td>2017</td>
<td>33</td>
<td>788</td>
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<tr>
<td>2016</td>
<td>25</td>
<td>708</td>
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"Frankfurter Buchmesse keeps considering our needs and improving its professional services. It is a great pleasure and support for foreign publishing guests."

Yu-Shiuan Chen (Yi-Wen), Bardon-Chinese Media Agency
Once again, Frankfurter Buchmesse maintained its position in 2017 as the most important marketplace for rights and licences worldwide.
Business Contacts / Networking

Calendar of Events

In 2017, more than 4,000 events took place.
In its fourth year, Frankfurter Buchmesse’s Business Club proved to be the central meeting place for the creative pioneers and key players in the international content and media business.

Approx. 4,500 visitors from over 53 countries visited the Business Club. Among them, 35% were German visitors.

“"It was great to have the space at the Business Club to work in, tables to book, free tea and coffee etc. The curated events were very good and relevant."" 

JOHN BOND, CEO, whitefox
The Business Club was a meeting place for representatives of the publishing world and the entire media industry:

### Business areas

<table>
<thead>
<tr>
<th>Business Club</th>
<th>30%</th>
<th>26%</th>
<th>14%</th>
<th>11%</th>
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<td>Information Service / Consulting</td>
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<td>Media</td>
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### Business areas

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<tr>
<th>Business Areas</th>
<th>49%</th>
<th>19%</th>
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<tr>
<td>Management</td>
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<td>Business Development</td>
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<td>Programme and editing</td>
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<tr>
<td>Rights and Licenses</td>
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<td>Digital / Online / E-Business</td>
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Over 150 high-profile speakers from 20 countries shared their experience at more than 50 events.

Inspiration, Topics and Trends

The Business Club offered its guests a comprehensive specialist programme of conferences, consultation and networking opportunities.

More than 84% rated the quality and selection of speakers as excellent to satisfactory.

Services

71% found the central location and the availability of working and meeting space as the most important service of the Business Club.

Over 90% felt the Business Club met their expectations well to very well,

37% rated it as excellent.

“We were looking for a comfortable spot suitable for high management meetings. A good access, elegant style and quiet atmosphere was important for us. What we got from the Business Club was more than we expected. It was like an island of peace between the waves of a restless ocean. Quiet and comfortable. Clear and elegant style. Not overcrowded. Air conditioned, comfortable seats and very good service. Enough space for the meetings. And the ‘business in the air’ atmosphere.”

PIOTR KLASINSKI
Marketing Manager, Neografia
THE ARTS+

The second edition of the creative business festival of Frankfurter Buchmesse once again brought together successful pioneers of the creative industries and technological sector, as well as cultural institutions and politicians.

120 000 visitors.
3 000sqm.

54 exhibitors.
120 speakers from almost 20 countries on three stages.
1 KUKA-robot.

70 participants from the European political sphere and creative economy at the first innovation summit.
65 events in total.
31 partners.

“This year’s ARTS+ exhibitors bring culture and technology together in unexpected ways.”

Bookseller

“The virtual worlds at Frankfurter Buchmesse are seemingly endless, and certainly offer a bit of unpredictability. ‘The Arts+’ will make this its credo: bringing creative powers together, introducing new synergies, and creating a network among the arts.”

More International

Exhibitors come to Frankfurter Buchmesse from over 100 countries. The proportion of non-German participants continues to grow.

2,419 German exhibitors
4,890 international exhibitors
7,309 exhibitors from 102 countries make Frankfurt the international hub of the publishing industry.
Where visitors come from

- Germany: 69.8%
- Europe (besides Germany): 22.6%
- Asia: 5.0%
- The Americas: 2.1%
Guest of Honour 2017: France

Authors

180 French-language authors came to Frankfurter Buchmesse 2017.

At the fair,

the motto “Francfort en français – Frankfurt in French” was used by the Guest of Honour to put the main focus on the French language. The country’s presence spread over

2 300sqm in the Guest of Honour Pavilion, which was visited by thousands of guests each day.

210 publishers from 16 countries displayed 850 current titles at the “Books on France” international book exhibition in the Guest of Honour Pavilion of Frankfurter Buchmesse.

217 publishers were located in Hall 5.1.

111 of these exhibitors were at the 620sqm French collective stand, while 59 other French exhibitors were located in the Art, Education, Science and Gourmet Gallery areas.

In total, 276 French exhibitors occupied 2 337sqm of floorspace.

For the first time, 20 publishers from francophone countries in Africa and Haiti were represented in a collective stand.

457 Guest of Honour events were registered in the Calendar of Events of Frankfurter Buchmesse. These included literary and cultural events within the fairgrounds, in Frankfurt and in other cities. They were organised by the Guest of Honour, as well as by publishers and partner organisations.
All information refers to the 69th Frankfurter Buchmesse, which took place from 11 to 15 October 2017.