

Facts & Figures

Frankfurter Buchmesse 2017 in numbers

book-fair.com

book-fair.com/businessclub

[#fbm18](https://twitter.com/fbm18)

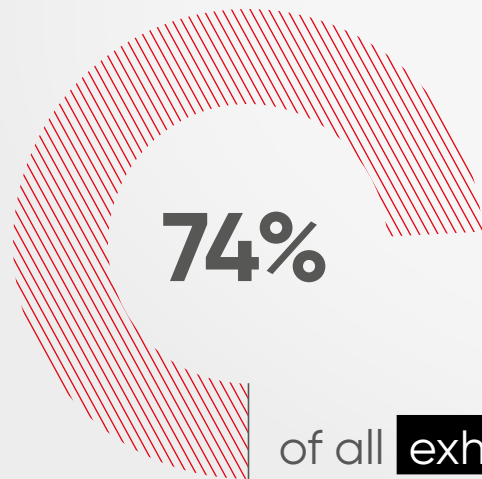


More Relevance

1.

> 98%

of exhibitors take part in purchasing decisions.



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

Satisfaction/Business

Exhibitors and trade visitors remain exceptionally satisfied with Frankfurter Buchmesse.

"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

286 425

visitors in total

172 084

trade visitors from

137

countries

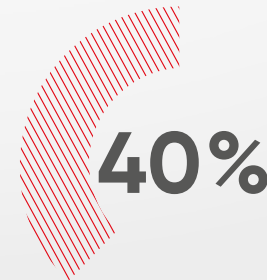
114 341

general public visitors

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



Proportion of trade visitors in 2017



Proportion of general public visitors in 2017

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.



"Frankfurter Buchmesse is a place of interesting encounters you look forward to every autumn."

CLAUDIA UHR, Head of Press, Verlag Gräfe und Unzer

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.

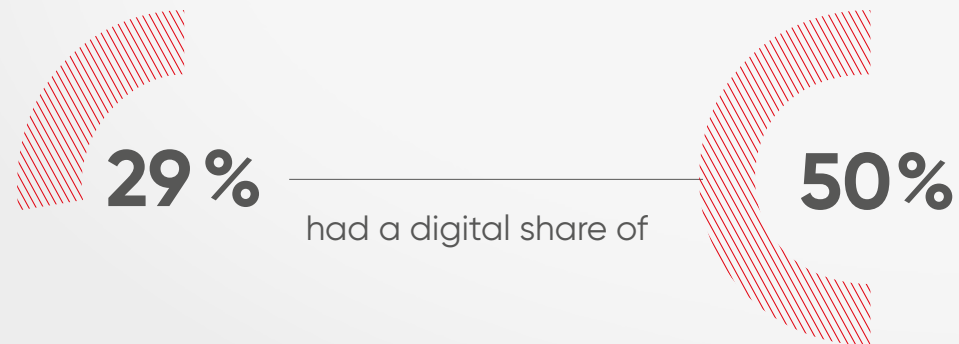
77%

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



"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.

book-fair.com

book-fair.com/businessclub

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More Dynamic

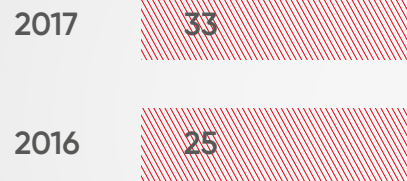
2.

Rights trade in the LitAg

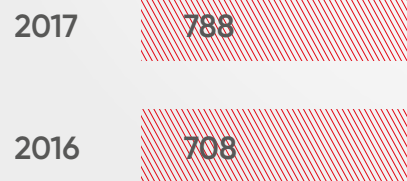


Tables

Publishers Rights Corner



Tables



Agents



Agencies

"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

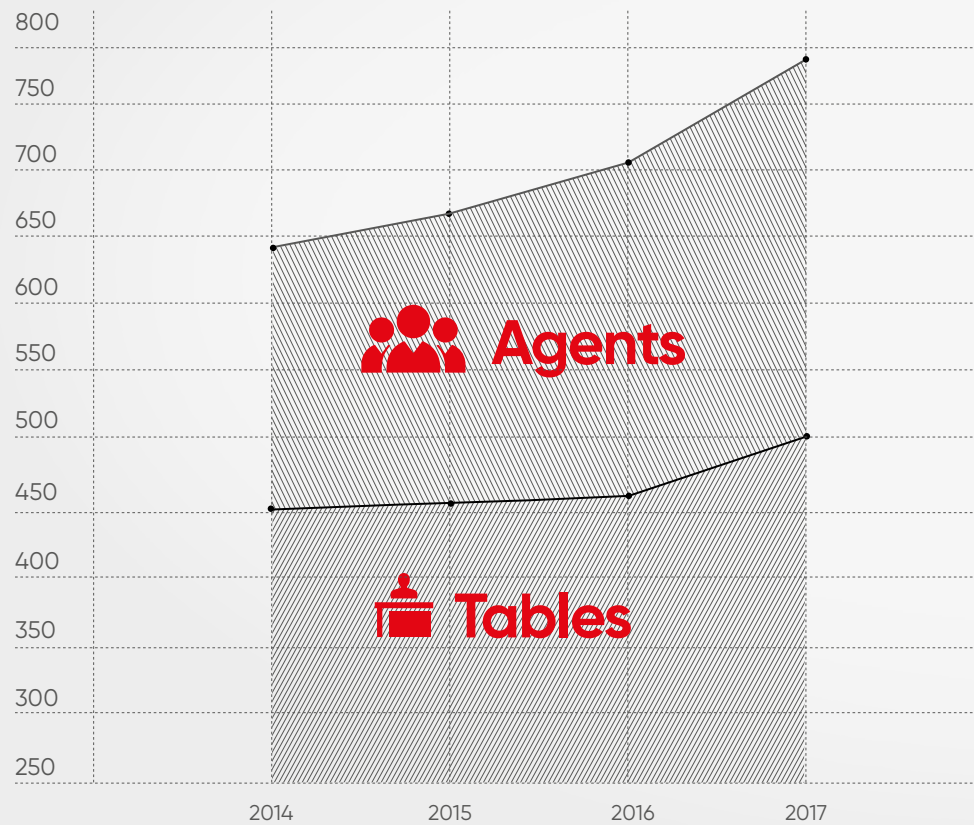
LitAg

Once again the figures from the Agents' Centre reflect that the rights and licence business continues to gain importance.

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.

Literary Agents & Scouts Centre – Development over the last few years



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.



Business Club

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."

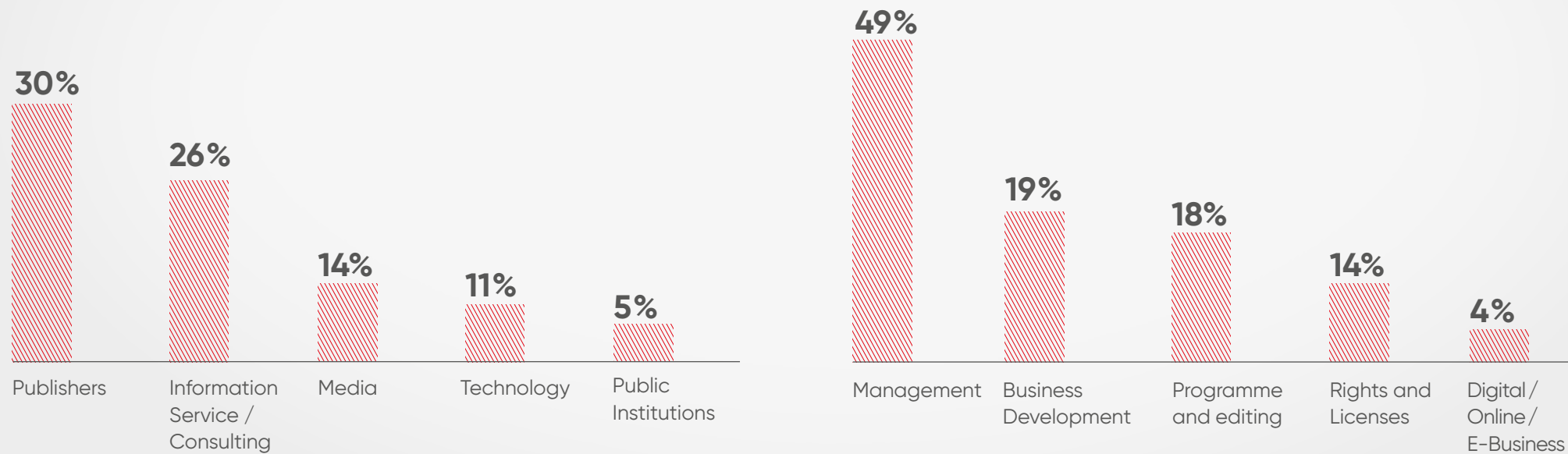
JOHN BOND, CEO, whitefox



Business Club

The Business Club was a meeting place for representatives of the publishing world and the entire media industry:

Business areas



Business Club

Inspiration, Topics and Trends

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

Over

150

high-profile speakers from

20

countries shared their experience at more than

50

events.



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,

"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

37%

rated it as excellent.

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.



70

participants from the European political sphere and creative economy at the first innovation summit.

120

speakers from almost



20

countries on three stages.

65

events in total.

31

partners.

1

KUKA-robot.

"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."

(NDR, 11.10.2017, www.ndr.de/kultur/The-Arts-Kunsthfestival-auf-der-Buchmesse,thearts100.html)

T A +
THEARTS+

3.

More International

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



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 Pavillion, 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 Pavillion of Frankfurter Buchmesse.

In total,

276

 French exhibitors occupied

2 337sqm

 of floorspace.

217

 publishers were located in Hall 5.1.

111

 of these exhibitors were at the

620sqm

French collective stand,

59

 other French exhibitors were located in the Art, Education, Science and Gourmet Gallery areas.

For the first time,

20

 publishers from francophone countries in Africa and Haiti were represented in a collective stand.

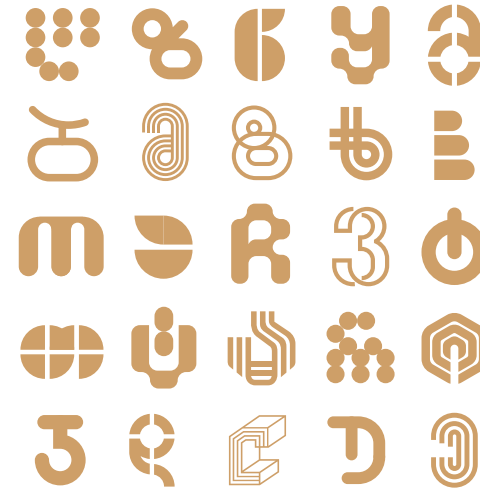
457

 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.

Guest of Honour 2018



Georgia
Made by Characters
Guest of Honour
Frankfurter Buchmesse 2018



georgia-characters.com

All information refers to the 69th
Frankfurter Buchmesse, which took place
from 11 to 15 October 2017.

book-fair.com