

Facts & Figures

Frankfurter Buchmesse 2018 in numbers

buchmesse.de

[#fbm19](https://twitter.com/fbm19)





More Relevance

Now more than ever, Frankfurter Buchmesse is the most important trading place for rights and licenses and also a forum that reflects world events and provides authors and politically-minded stakeholders a stage upon which to present their topics.



91%

of trade visitors reported that their attendance at the fair was a success for their business.

81%

of trade visitors plan to attend Frankfurter Buchmesse in 2019. A further 18% say that it is likely, while only 1% report that they will not attend in 2019.

86%

would recommend Frankfurter Buchmesse to their business contacts.*

"Frankfurter Buchmesse is a wonderful stage for presenting good work every year. At the same time, it is a central hub for an intense exchange of knowledge and ideas with our customers – it's important and inspiring."

CHRISTIAN WAGNER,
Sales Director Retail, Stiftung Warentest

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

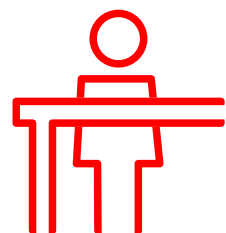
PETER KRAUS VOM CLEFF,
Commercial Managing Director,
Rowohlt Verlag

"The Frankfurt Book Fair is my idea of heaven."

ANDREW WYLIE,
The Wylie Agency

* Source: QuestionPro. 516 exhibitors and 2568 trade visitors participated in the survey.

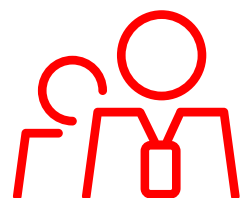
Satisfaction and Business



More than

89%

of exhibitors were satisfied with their attendance at the fair.*



91%

of trade visitors were satisfied with the quality of their visit to the fair.

Exhibitors

67%

evaluated the fair as "consistently good" or "better".

About

83%

were "satisfied" to "very satisfied" with the products and services of Frankfurter Buchmesse.

Trade visitors

89%

evaluated their visit as "consistently good" or "better".

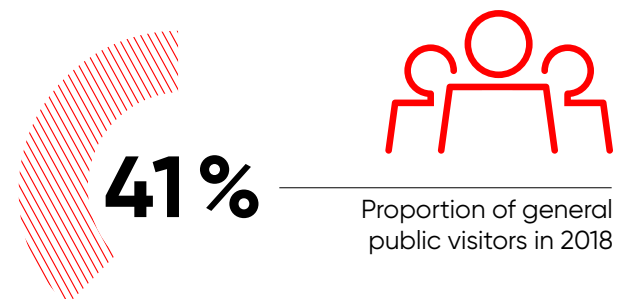
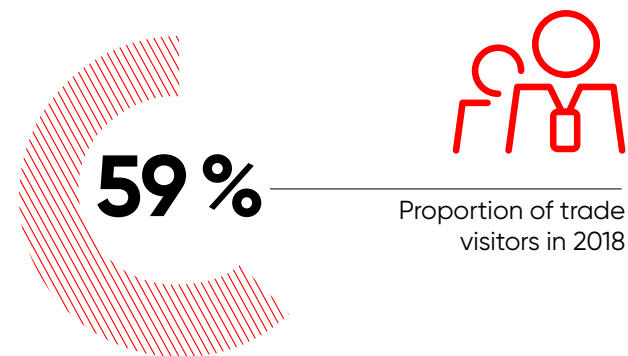
94%

were "satisfied" to "very satisfied" with the products and services of Frankfurter Buchmesse.

* Source: QuestionPro. 516 exhibitors and 2568 trade visitors participated in the survey.

Visitor Figures

In 2018, Frankfurter Buchmesse once again proved itself a visitor magnet, recording growth in general public visitors.



285 024

visitors in total.

115 957

general public visitors,

In 2018, there were more general public visitors at Frankfurter Buchmesse than ever before.

169 067

trade visitors from

164

countries.

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

SUSANNE KASPER, literaturschock.de

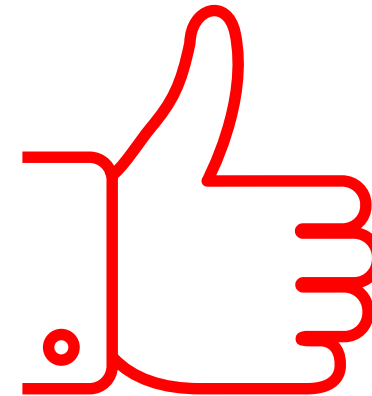
Networking and Marketing

For more than

10 000



accredited journalists and bloggers, Frankfurter Buchmesse is the world's largest media event for the industry.



Website visitors from

198

countries.

66 355

subscribers to the Frankfurter Buchmesse Newsletter.

64 300

fans of Frankfurter Buchmesse's Facebook page.

37 200

followers on Twitter.

15 700

Instagram subscribers.

7 800

members in the Frankfurter Buchmesse LinkedIn group.

Status: February 2019

App

25 118

users in total
(Android and iOS)

1310

users took advantage of the
match-making service.

A total of **1456** contact requests were
sent and **374** matches were made.

79%

of trade visitors and the
general public know
about the Frankfurter
Buchmesse app.

4,4



4.4 of 5 stars with
120 ratings.

User comments

"The App is great! I would not have enjoyed my visit to the Buchmesse as much as I did. From how to get there with public transportation to which event takes place where and when. On top of it all, I was able to set a reminder for all the events that I wanted to see. Great job! Thank you."

"A really well-programmed app!"

"Helps with planning and even during the fair. Well done."



More Dynamic

Whether it's the Business Club or LitAG, THE ARTS+ or BOOKFEST:
Frankfurter Buchmesse sets the trends for the international book
and media industry and provides a stage for innovations.

LitAg – The Literary Agents & Scouts Centre

The Literary Agents & Scouts Centre (LitAg) is the centre of the international rights trade at Frankfurter Buchmesse.

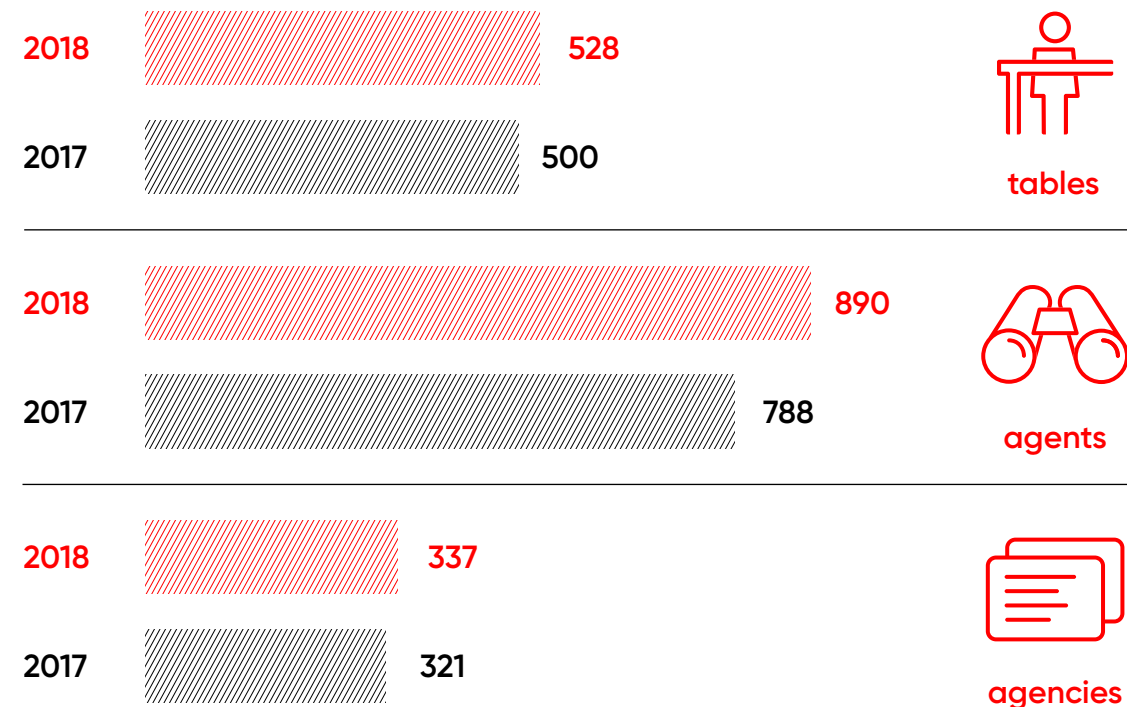
As opposed to the rights centres at other fairs, only agents and scouts can register here.

With literary agents from **31** countries, the LitAg is the largest working centre of its kind.

"Frankfurter Buchmesse keeps considering our needs and improving its professional services. It is a great pleasure and support for foreign publishing guests."

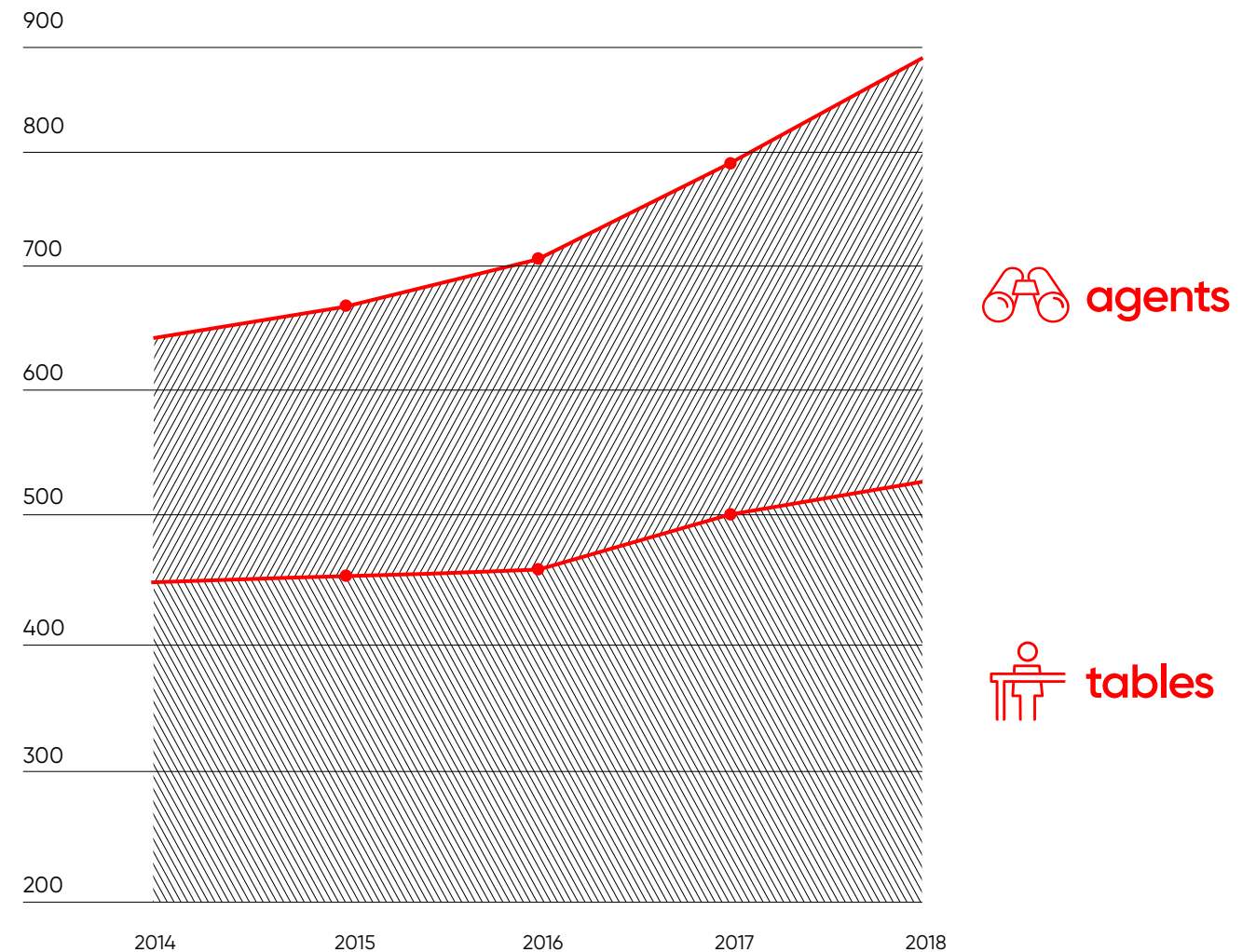
YU-SHUIAN CHEN (YI-WEN),
Bardon-Chinese Media Agency

Rights trading at the LitAg



LitAg Attendance Figures: 2014 – 2018

Frankfurter Buchmesse successfully defended its position in 2018 as the world's largest trading place for rights and licenses.



(Trade) Events and Networking

In 2018, more than

40000

events took place during the week of the fair.

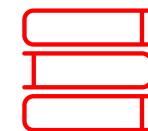
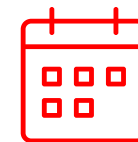
"Frankfurter Buchmesse really is the World Cup of the Content Industry. It is the one time in the year when I feel like a part of a genuine world knowledge community. Every year I come away not just having successfully sold rights to my books and sealed important collaborations with book people from across the world, but I find I also return brimming with ideas which energise my work throughout the year that follows."

ARPITA DAS,
Publisher Yoda Press (India)

935



hours of programming were organised by Frankfurter Buchmesse on the fair stages.



Business Club

The Business Club at Frankfurter Buchmesse is a central gathering point for forward-thinking professionals and key players of the international content and media business.

Inspiration, topics and trends - the Business Club offers visitors a far-reaching programme, including conferences, consultations and networking opportunities.

"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

Around

4500

visitors from over

41

countries visited the
Business Club 2018.
The percentage of
German visitors was

25 %.



THE ARTS+

THE ARTS+ – "Future of Culture" festival is Frankfurter Buchmesse's international showroom of the future. It brings together creatives and pioneers of the digital ecosystem, and shows how the creative and cultural markets are changing.

67 exhibitors



71 speakers



1 virtual popstar **1** drum dress **1** cyborg

125 000

visitors,

3 000

conference and workshop participants and

100

participants from European politics and the creative economy at the Innovation Summit, who agreed to a cooperation with the "European Manifesto on Supporting Innovation for Cultural and Creative Sectors".

60

events

50

partners

"This year's event will once again showcase hi-tech novelties in a bid to encourage the book publishing industry to think creatively about how to plug into new technologies, including through augmented reality."

AGENCE-FRANCE-PRESSE,
7 October 2018

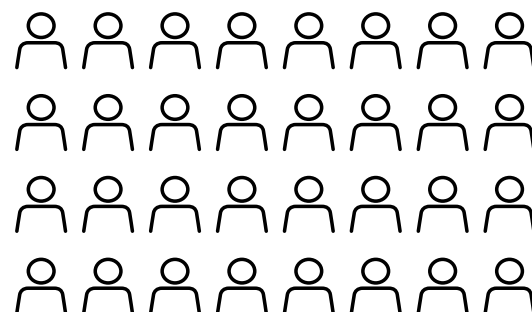
TA+
THEARTS+

BOOKFEST

Frankfurter Buchmesse's international festival for literature, stories and ideas.

25 000

visitors,



21

locations,

77

events,

64

participating publishers and institutions.

"Readers' interest in readings and literature festivals is on the rise, and so is their interest in fairs and their exciting spectacles. This is one rationale for the BOOKFEST, a comprehensive event programme created by Frankfurter Buchmesse, whose heart can be found at the new Frankfurt Pavilion."

FRANKFURTER ALLGEMEINE SONNTAGSZEITUNG,
7 October 2018

"The fair was missing a BOOKFEST like this."

MARION NIELSEN,
Head of PR, Eden Books

**BOOK
FEST** FRANKFURTER
BUCHMESSE

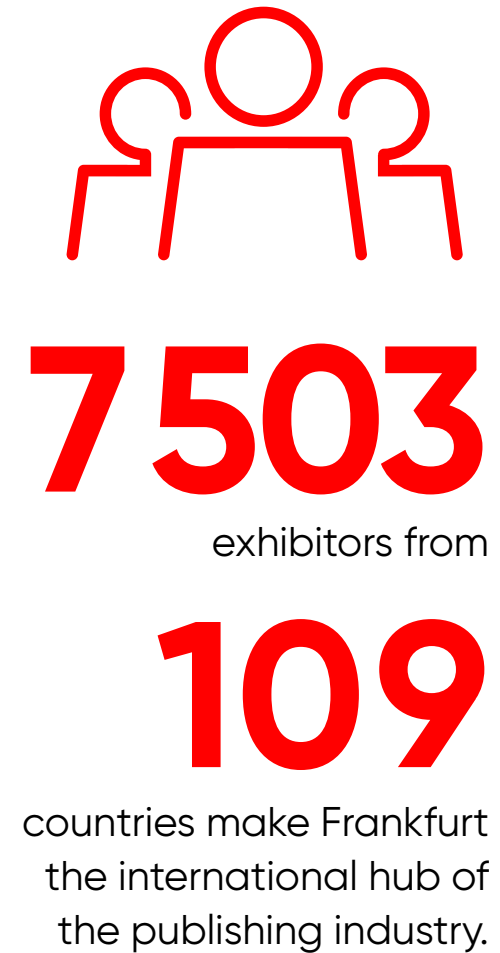
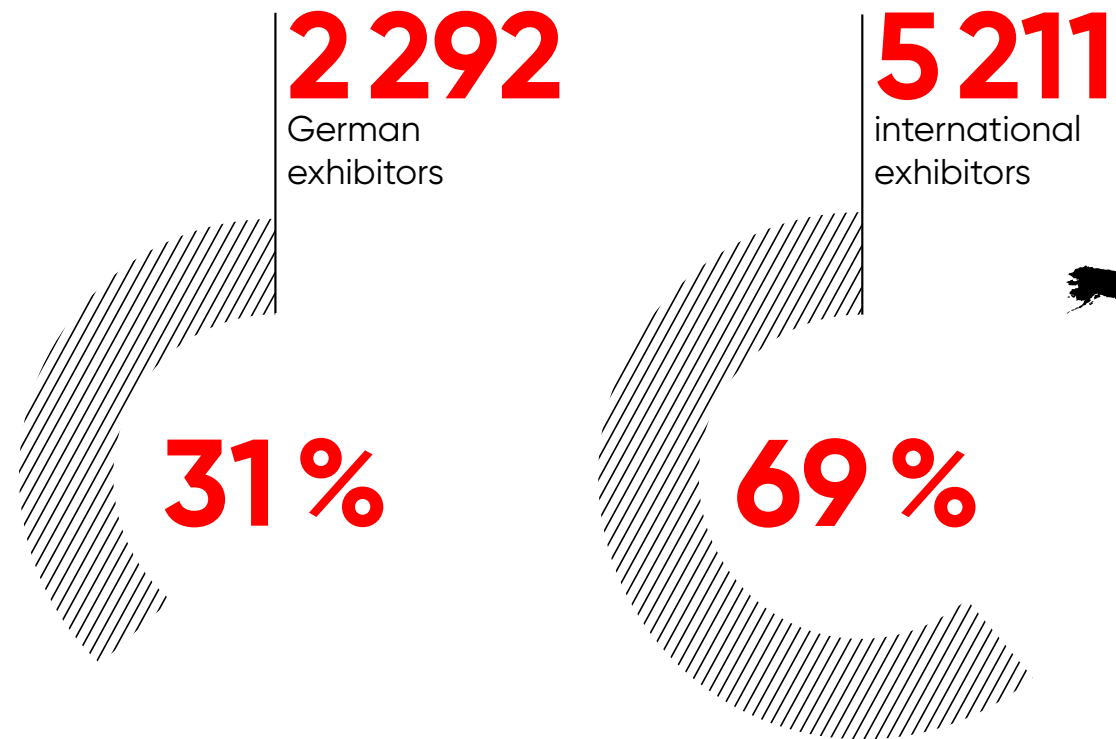


More International

The trend towards internationality is definitely on the rise. The share of visitors from abroad has grown continuously over the past years at Frankfurter Buchmesse.

Exhibitors

Exhibitors from more than 100 countries presented themselves at Frankfurter Buchmesse.





Where Visitors Come From



Germany

69.9%



Europe (besides Germany)

22.3%



Asia

4.9%



The Americas

2.2%

Guest of Honour 2018: Georgia



10-14 October 2018
**FRANKFURTER
BUCHMESSE**
Guest of Honour Georgia



Authors

72

Georgian authors came to Frankfurter Buchmesse in 2018 to present their literature.



New releases

157

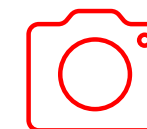
new titles from and about Georgia were published by 84 publishers in Germany.



At the fair

600

titles from 200 publishers and 38 countries were at the international book exhibition "Books on Georgia".



Events

700

literary and cultural events on the Guest of Honour Georgia took place.



Programme

403

events, including 239 at the fair and 164 in Frankfurt city and other locations, were all part of the programme during the fair.

Guest of Honour 2019: Norway



norway2019.com

All information relates to the 70th Frankfurter Buchmesse that took place from 10-14 October 2018.

buchmesse.de