



FRANKFURTER
BUCHMESSE

Facts & Figures #fbm25

The 77th Frankfurter Buchmesse in numbers

buchmesse.de/en

Only at FBM

from 15 to 19 October 2025



In 2025, Frankfurter Buchmesse continued its growth trajectory, underscoring its position as both the leading trade fair for international publishing and an inspiring literary festival for culture enthusiasts.

238,000 visitors, from all over the world, attended the 77th Frankfurter Buchmesse. The fair was sold out on Saturday. **7,800 registered media representatives** reported on the fair.

The record number of admissions to the Literary Agents & Scouts Centre, which was booked out early, underlined the fair's importance as a key venue for international rights and licence trading. At more than **3,500 events**, authors presented their latest works and discussed current topics. Contemporary socio-political issues were discussed in the cultural policy programme Frankfurt Calling.





#FBM25 AT A GLANCE



238,000

visitors in total



120,000

general public



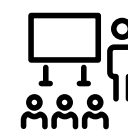
118,000

trade visitors



4,350

exhibiting com-
panies from 93
countries



3,500

events



7,800

media represen-
tatives from 55
countries

from 131 countries

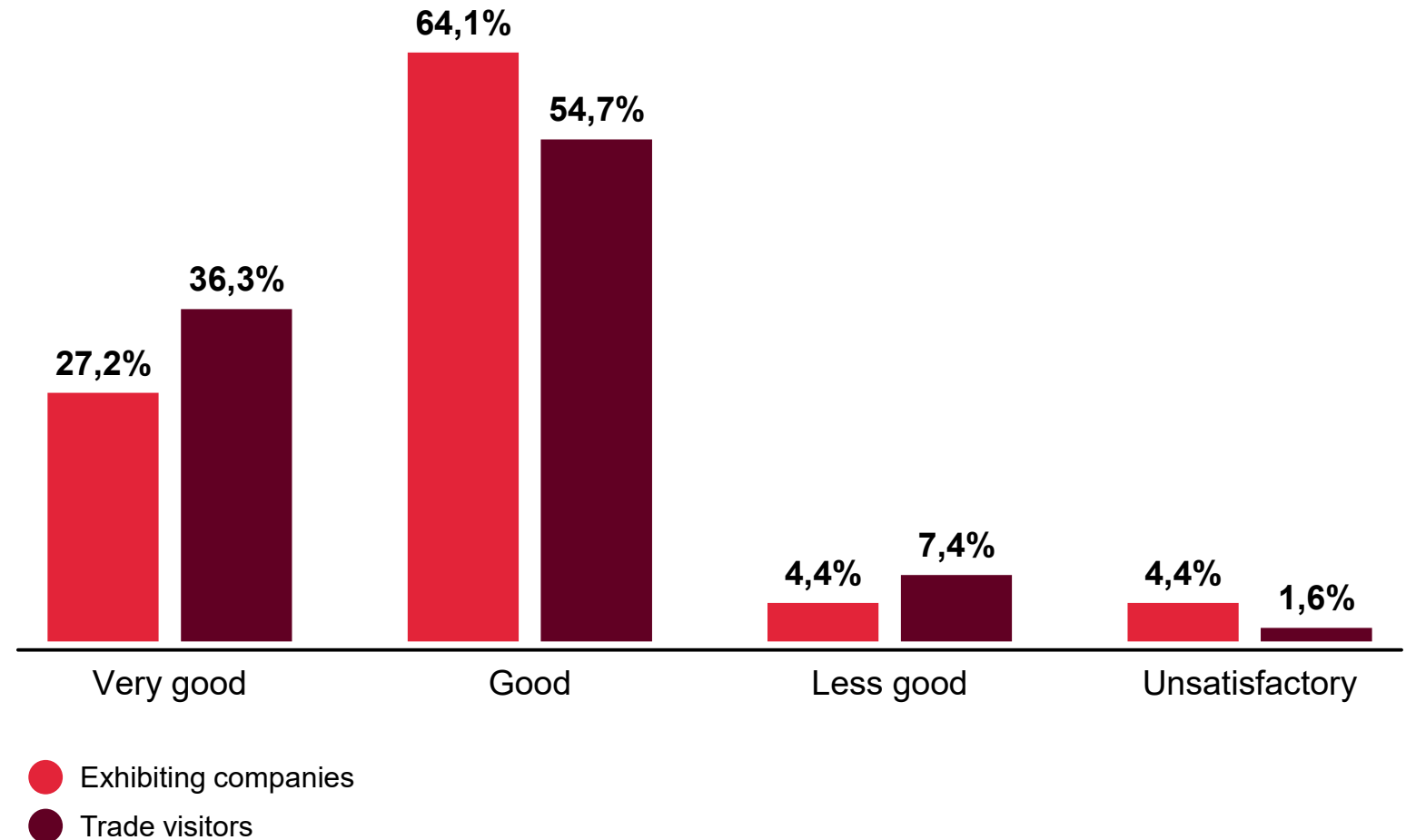
Survey of exhibiting companies and trade visitors



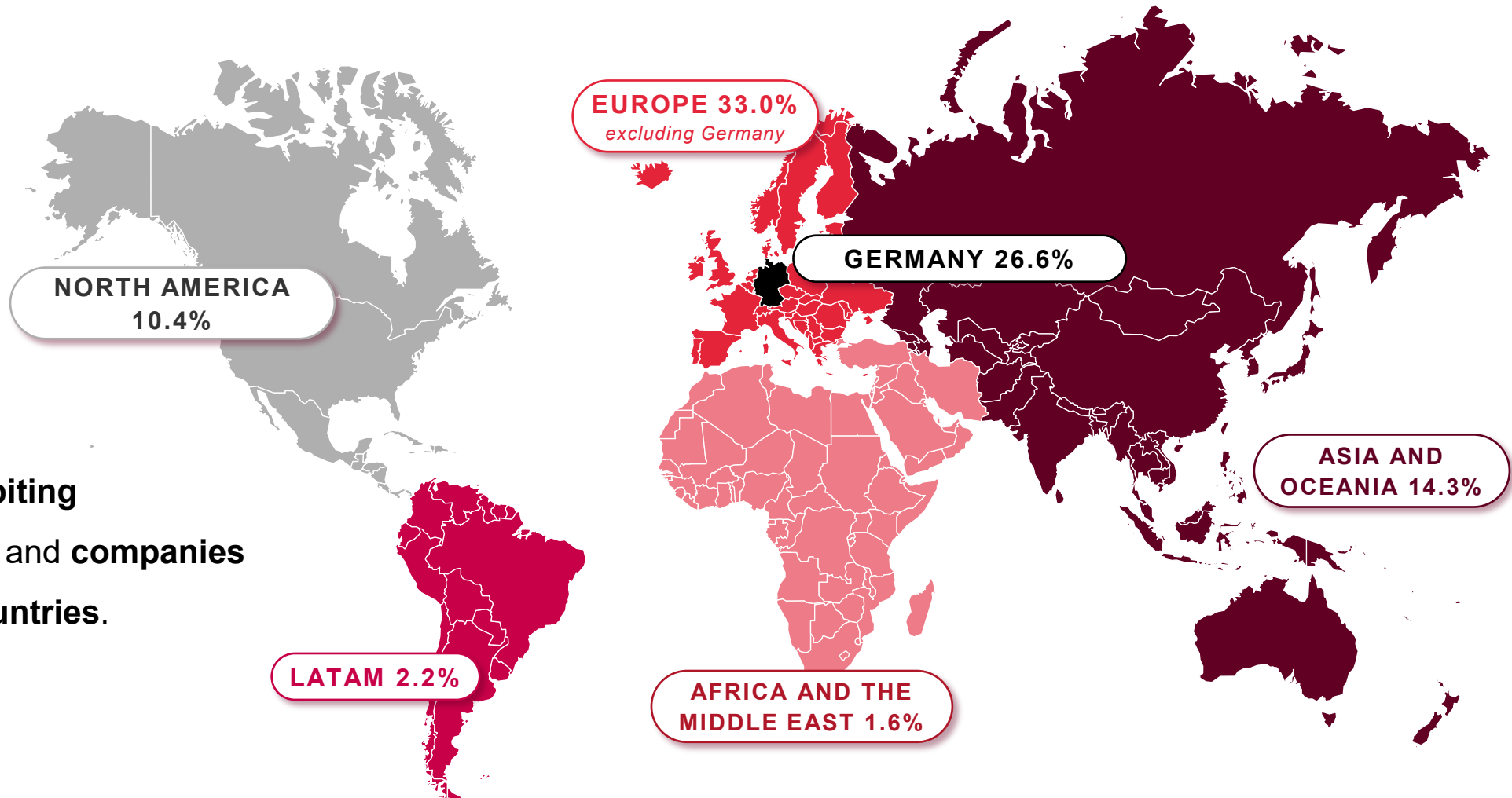
How would you rate your overall participation in the trade fair?

87% of the exhibitors surveyed rated their participation in the trade fair as (very) good,

90% of trade visitors surveyed rated it (very) good



Exhibiting publishers and companies from around the world



A total of
4,350 exhibiting
publishers and companies
from **93** countries.

Media presence



Statistical media response analysis

7,800 media representatives from 55 countries

POTENTIAL REACH



25.2 billion

in online
media



1.9 billion

on the
radio



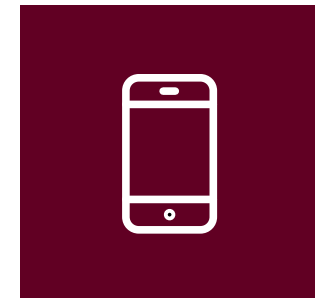
129.5 million

in print
media



202.5 million

on tele-
vision



268.4 million

on social
media

Reach

Networking and marketing



83,950

Instagram



18,704

LinkedIn



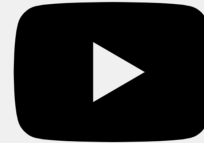
9,314

LinkedIn
group



13,740

TikTok



6,270

YouTube



88,033

Facebook



108,827

Newsletter
subscribers

Literary Agents & Scouts Centre and Publishers Rights Centre



The **Literary Agents & Scouts Centre (LitAg)**, which was fully booked early on, and the **Publishers Rights Centre (PRC)**, which was also in high demand, were more popular than ever before in 2025. The two centres are key meeting places for the international rights and licensing trade.

At the LitAg, literary agents and scouts meet with international publishers to sell translation rights and other rights to books and intellectual property.

The PRC offers rights and licencing managers from publishing houses an additional venue away from the stands to trade rights.



591

TABLES



357

AGENCIES/PUBLISHERS



33

COUNTRIES



44,900

VISITS

Frankfurt Rights is
Frankfurter Buchmesse's
international online platform
for global rights and
licence trading.

Frankfurt Rights



1,678 rights-selling companies



Users from **137** countries



205,898 titles



1,193 new members
since 1 November 2024, buyers + sellers

Professional programme

FRANKFURT STUDIO

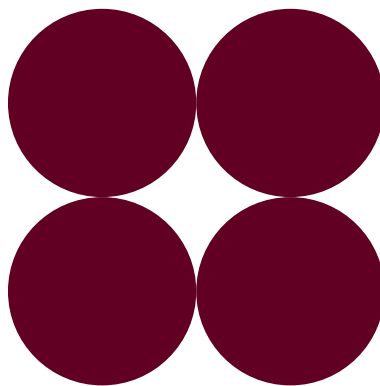
From Wednesday to Friday, the **Frankfurt Studio** was the venue for presentations and discussions on current topics and trends in the international publishing industry, such as AI, the audio market and topics related to scientific publishing. On the weekend, authors delighted audiences with talks and readings.

7,000 visitors

45 hours of programming

53 events

147 speakers
from 23 countries



FRANKFURT STUDIO POP-UP

The **Frankfurt Studio Pop-up** is a small, intimate stage for inspiring talks and readings on literature and non-fiction. Authors and experts present themselves here in an accessible setting.

22 events

1,000 visitors

63 speakers

Professional programme



FRANKFURT INTERNATIONAL STAGE

International book markets and publishing trends, networking events, discussions and presentations by and with authors and other creative professionals from around the world were the focus of the International Stage.



2,130

spectators



50

events



40

hours of
programming

ASIA STAGE

From Wednesday to Friday, the Asia Stage hosted expert talks on Asian book markets. On the weekend, book lovers had the opportunity to meet authors and illustrators from Asia. The Guest of Honour for 2025, the Philippines, was particularly visible with numerous speakers and events. The Asia Stage was hosted by Frankfurter Buchmesse in cooperation with Rex Education.



33

events



40

hours of
programming



153

speakers



7,500

Visitors

Professional programme



Innovation Stage

The Innovation Stage focused on trends and market developments in the fields of science, education and publishing services. The new micro-conference "*Friday Innovation Talks*" attracted numerous trade visitors.

- ◆ **2,663** spectators
- ◆ **62** events
- ◆ **40-hour** programme

Campus Weekend

During the trade fair weekend, exhibiting companies provided information about entry-level and career opportunities in the book and media industry. The programme was rounded off by (popular) scientific talks and workshops.

- ◆ **2-day** programme
- ◆ **20** events (14 hours in total)
- ◆ **754** spectators



Professional programme

Book-to-Screen

Book-to-Screen Day 2025 highlighted the growing importance of content development between publishers, agencies, game studios and the film and TV series industries. Participants discussed successful adaptations in panels, pitchings and matchmaking formats. The great feedback showed that the exchange between books, films and new narrative formats is becoming more intense – and that Frankfurter Buchmesse is specifically strengthening it.

BOOK-TO-SCREEN DAY ON FRIDAY, 17 OCTOBER 2025

- **700** participants
- **15** events
- **18.5** hours
- **29** speakers



Comics and games

At the **Comics Business Centre**, international publishers and agencies showcase their comics, manga and webtoons. They also negotiate rights there – from book series to digital stories for smartphones.

The **Games Business Centre** brings the publishing and games industries together with expert talks, exclusive insights and networking events on site.

COMICS

32

exhibitors

GAMES

14

events

Professional programme



Centre of Words

35 events

Centre of Words focused on discussions with authors, translators and other players in the publishing industry on hot topics about literature, translation and cultural policy. Centre of Words was organised by Frankfurter Buchmesse in cooperation with the Association of German-Language Translators, the German Literature Fund, the German Translators' Fund, the Kunststiftung NRW and the Crespo Foundation, and was funded by the Federal Government Commissioner for Culture and the Media.

Forum Education

31 events

The stage programme, which the Frankfurter Buchmesse has once again organised in collaboration with Verband Bildungsmedien e. V. (a German educational media association), offered an extensive programme for teachers, educational professionals from all types of schools and those interested in education.



1,892
visitors

Frankfurt Kids Conference

The theme of the 2025 Frankfurt Kids Conference was *"Children's Books in a Fragile World."*

On the new Centre Stage, **Axel Scheffler** (The Gruffalo), **Jon Yaged** (CEO, Macmillan Publishers) and Ukrainian author **Kateryna Mikhalitsyna** spoke about illiteracy, censorship and the responsibility of the industry.



Digital programme

The Hof, Masterclasses,
Frankfurt Rights Meeting

Networking and knowledge transfer in the digital space: The **Masterclasses** held in the week before the Frankfurter Buchmesse in 2025 focused on current market data and best practices.

The tried-and-tested **Frankfurt Rights Meeting** conference format took place again in a hybrid format in 2025. After four digital sessions in September, participating rights professionals from all over the world met for networking at the exhibition grounds.

The popular, informal online networking format **The Hof** offered live interviews with exciting guests from the industry, live music and networking sessions with publishing professionals from all over the world.

Frankfurt Rights Meeting

- **4** digital sessions
- **1** physical networking event at the trade fair
- **185** participants from **24** countries
- Speakers from **8** countries

Masterclasses

- **11** sessions
- **3,243** participants

The Hof

- **1,600** registered participants from over **85** countries

Professional programme



Centre Stage – Frankfurt Calling

Perspectives on Culture and Politics

Powerful voices on pressing issues:

Frankfurter Buchmesse's cultural policy programme, Frankfurt Calling, brought together international perspectives on the new Centre Stage and other stages on all days of the fair.

+100 events

9 stages

+30 partners

Centre Stage

40 hours of programming
approx. **150** speakers &
7,000 visitors

Public programme

New Adult

Fans of new adult literature such as romance, fantasy, romantasy, dark college and similar genres had their own area in Hall 1.2.

Meet the Author

A space for encounters on equal terms: literature fans met their favourite authors in the Meet the Author area.

- **87** book signings
- **84** authors
- **92 hours of** programming

Festhalle Pop-up Stage



52
Authors



22.5 hrs
Programming

Public programme



CONGRESS CENTRE

Numerous programme highlights took place in front of large audiences on Frankfurter Buchmesse's largest stage: talks, award ceremonies, readings and book signings by well-known authors, as well as high-profile events as part of the Frankfurt Kids Festival.

- **35 speakers**
- approx. **23 hours** of book signings
- approx. **30 hours** of programming



FRANKFURT KIDS FESTIVAL

During the trade visitor days, international experts discussed the future of children's and young adult books. On Friday, the **Frankfurt Kids Festival** opened its doors to children, young people and families, offering readings, workshops and hands-on activities.

- **45 readings**
- **35 speakers**
- **7,000** visitors to the Congress Centre

Public programme



Frankfurt Audio

(with Fabely Audiobook Stage)



Frankfurt Audio

The growth trend in the global audiobook market was also evident at the book fair. Frankfurt Audio hosted numerous expert talks and networking events, as well as public events for audiobook and podcast fans.



Podcast studio

The audio agency *watchyourhead* set up a glass podcast studio in Frankfurt for the first time. Exhibitors and content creators had the opportunity to produce their own podcast episodes in audio and video form at the book fair, while visitors were able to follow the recordings live.



Fabely Audiobook Stage

Award-winning audiobook narrators and bestselling authors: during the fair weekend, Bookwire's Fabely Audiobook Stage and other stages offered a colourful programme for audio fans.

-
- ◆ 28 events
 - ◆ 1,600 spectators

Public programme



Reading Zone of Independent Publishers

At the Reading Zone of Independent Publishers, German-language independent publishers presented their new publications at numerous events: from readings and award ceremonies to lectures and panel discussions on socially critical topics. The Reading Zone of Independent Publishers was organised by the Kurt Wolff Foundation.

- ✦ 70 events
- ✦ 40 hours
- ✦ 3,150 visitors

Media partners

The stages of the media partners were also visitor magnets, including **ARD**, **ZDF** and **3sat**, **Frankfurter Allgemeine Zeitung**, **DIE ZEIT**, **Süddeutsche Zeitung** and **Deutschlandfunk Kultur**.

Other media partners were represented with stands or programmes such as:

TikTok, **ARTE**, **taz**, **stern Crime**, **Der Freitag**, **Frankfurter Rundschau**, **Katapult**, **Correctiv**, **Buchkultur** and **Berlin Review**.

Sustainability



Frankfurter Buchmesse aims to contribute to the achievement of the 17 Sustainable Development Goals of the United Nations' 2030 Agenda.

For us, sustainability is an ongoing process that encompasses ecological, social and economic aspects.

To become more sustainable, we work together with our partners Messe Frankfurt, owner of the Frankfurt exhibition grounds, and Accente, the fair's catering and hospitality service provider.

Successes and selected measures 2025



Use of **100% green electricity**



Recycling of more than 90% of trade fair waste by the waste disposal company



Approx. **10 tonnes of waste avoided** through approx. 30,000 m² less carpet²



Use of approx. 8,000 m² of carpet tiles, which are reused



Doubling of the number of **drinking water dispensers**



Regional catering at the exhibition grounds



Reuse of **materials with social impact:**
Just over 0.8 tonnes of materials benefited charitable organisations and initiatives



Disused **book fair banners** were turned into bags, book covers and mobile phone pouches in the Caritas textile workshop

A fair for everyone



REMOVING BARRIERS

In 2025, an awareness team consisting of members of the BDB e.V. (Association for Anti-Discrimination and Education) was once again available to all visitors at the exhibition ground.



Goal: Accessibility

Our goal is to make the fair accessible to all culture lovers. That is why we have been working for many years to break down barriers and improve the fair experience for all visitors. The numerous measures at Frankfurter Buchmesse 2025 included, among others:

- Reduced admission for people with disabilities
- **NEW:** Low-stimulus quiet rooms
- **NEW:** Priority seating at the stages for people with hearing or physical impairments
- **NEW:** Copies in Braille as part of the "*Books on the Philippines*" exhibition
- Translations of selected events into sign language
- Escort service for blind and visually impaired people and guided tours of the Guest of Honour Pavilion
- More than **1,000 visitors** to the "200 Years of Braille" exhibition, in cooperation with the Dialogmuseum Frankfurt

Guest of Honour 2025: The Philippines



Authors and new publications

Over **100** authors, illustrators and creative professionals from the Philippines travelled to Frankfurt as part of the official Guest of Honour delegation.

The list of new publications

Of Frankfurter Buchmesse included more than **68** new publications in German by authors from and about the Philippines from **32** publishers (period June 2024 to December 2025).

Of these, **33** translations were supported by the Guest of Honour's official translation promotion programmes.

At the fair

Under the motto

THE IMAGINATION PEOPLES THE AIR

The Philippines Guest of Honour invited visitors to the fair to discover the cultural and literary diversity of the island nation.

The Philippines' Guest of Honour Pavilion was reminiscent of a clearing populated by islands. The international exhibition "*Books on the Philippines*", organised by Frankfurter Buchmesse and curated by publishers from around the world, presented over **220** book titles in **14** languages and from **17** countries, published by **100** publishing houses.

Programme

The Guest of Honour's appearance focused on an extensive literary programme featuring more than **100** Filipino authors and illustrators.

65 literary events and **30** performances took place in the Guest of Honour Pavilion. A further **75** public and professional events, held at the Philippine community stand, on the Asia Stage and other fair stages, put Philippine literature in the spotlight at the fair.

An extensive cultural programme in Frankfurt, Berlin, Heidelberg and other cities raised the profile of the Guest of Honour throughout Germany.



#fbm26

7. – 11.October 2026