

1W/904452K(039)

The Global Publishing Industry in 2021



WIPO

Contents

Acknowledgements	4
Introduction	5
Publishing industry survey covering the trade and educational sectors	6
Publishing industry revenue	6
Number of titles published	7
Children's books	7
Legal deposits in recognized repositories	13
What is a legal deposit system?	13
How many books published and deposited at national legal repositories	14
Nielsen BookScan data	19
International standard book number (ISBN) registrations data	21
What is an international standard book number?	21
Web of Science data covering the scientific, technical and medical sector	23
Comparing data from various sources	27
Conclusions	30
Annexes	31

Acknowledgements

The Global Publishing Industry in 2021 was prepared under the direction of Daren Tang (Director General) in the IP and Innovation Ecosystems Sector led by Marco Alemán (Assistant Director General) and supervised by Carsten Fink (Chief Economist). The report was prepared by Mosahid Khan and Kyle Bergquist, both from the Department for Economics and Data Analytics. Gratitude is also due to Enrico Turrin of the Federation of the European Publishers for advice and guidance on European country data.

We are grateful to the copyright offices, the international publishers association (IPA), national legal depositories, national publishers associations, Centro Regional para el Fomento del Libro en América Latina y el Caribe (CERLALC), the Federation of European Publishers (FEP), the International ISBN Agency and the Nielsen Company for sharing publishing industry data with WIPO. Their invaluable cooperation has made *The Global Publishing Industry in 2021* report possible.

Samiah Do Carmo Figueiredo and Jovana Stojanović provided administrative support. Gratitude is also due the Information and Digital Outreach Division for the editing and design and to staff in the Printing Plant for their services.

Introduction

This fourth edition of the Global Publishing Industry Report presents a comprehensive overview of publishing industry data. The aim is to make this information accessible to the user community. The report highlights the challenges faced by those producing statistics in ensuring that data is both consistent and comparable. Unfortunately, publishing industry data are not unified under a single authority, making it necessary to gather data from various sources in order to gain a comprehensive understanding of the industry. However, the drawback to this approach is that it may result in conflicting information regarding market size and industry trends, due to differences in methodology and market coverage.

The report presents publishing statistics from various sources, namely: (a) a publishing industry survey, (b) a legal deposits survey, (c) Nielsen BookScan data, (d) the International Standard Book Number (ISBN) Agency and (e) the Web of Science database. The publishing industry survey was a joint effort between the World Intellectual Property Organization (WIPO) and the Federation of European Publishers (FEP), with support from Centro Regional para el Fomento del Libro en América Latina y el Caribe (CERLALC). The legal deposits survey was conducted by WIPO alone, while CERLALC and the International ISBN Agency compiled the ISBN data. The Nielsen BookScan company kindly provided data for 10 countries covering the 2018–2021 period.

To facilitate cross-country comparison, every effort has been made to compile statistics based on consistent definitions. It is important, however, to exercise caution when interpreting the data, as some may be incomplete or partial. For instance, several countries submitted only revenue and/or title data for print format publications, meaning digital components were missing (see Annex C for data coverage). In some countries, legal deposit data is only available for physical publications, as legislation regarding legal deposit has not been updated to capture digital publications. Additionally, some countries reported revenue data based on market value derived from retail prices rather than net revenue.

The compilation of data from multiple sources allows users to validate and/or complement the information gathered through surveys. It is our belief that the data presented in this report will serve as a valuable resource for the publishing industry.