

2019 PUBLISHING NUMBERS

WALLONIA-BRUSSELS FEDERATION PUBLISHING HOUSES PRODUCTION

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ÉDITION

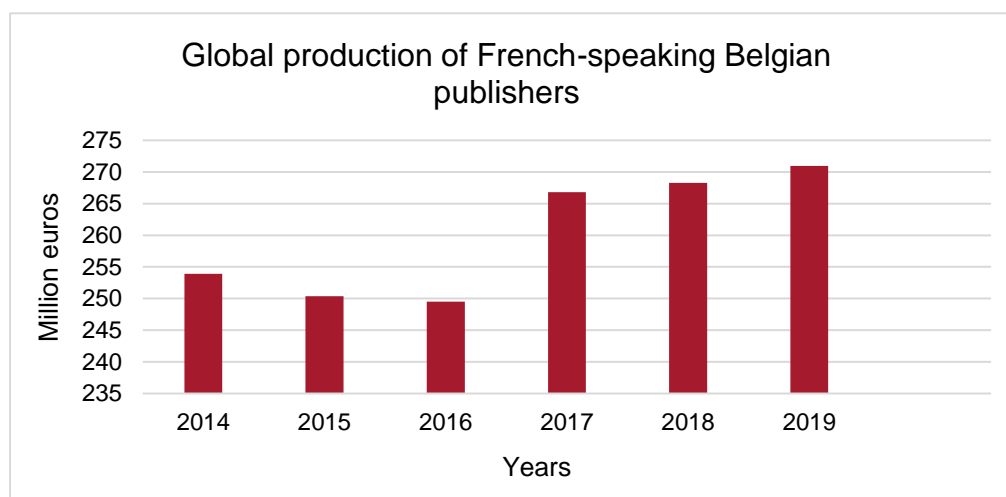

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This dossier, realised and published by Wallonie-Bruxelles Edition, discloses the main figures of the editorial production of French-speaking Belgian publishing houses¹ for the year 2019. Wallonie-Bruxelles Edition called on the expertise of the ADEB, the Association of Belgian publishers, in order to offer a rigorous analysis of the trends observed.

Note. The punctuation of numbers in graphs corresponds to the one used in French: the point is used to separate thousands, the comma to separate decimals.

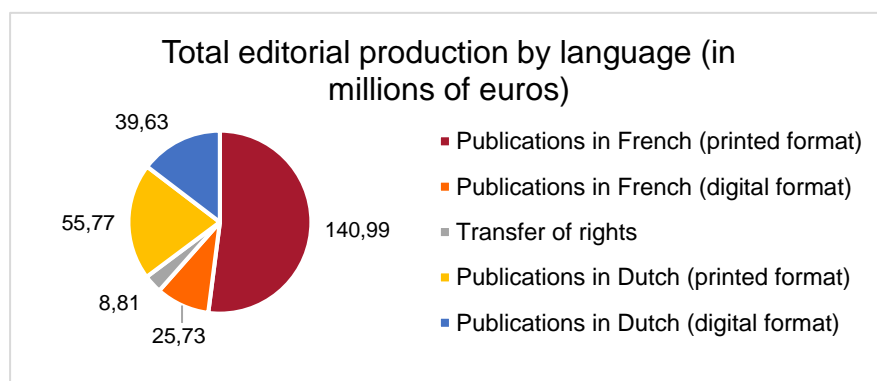
EDITORIAL PRODUCTION NUMBERS

In comparison with the year 2018, the editorial activity of the French-speaking publishing houses from the Wallonia-Brussels Federation has slightly increased (+0.98%). The total turnover reached a little over **270 million euros**. This figure includes French-speaking Belgian editors' book sales (on every format) both within Belgium and abroad, whatever the publication language or the editorial category.



The activity was globally stable in comparison with the year 2018. This stability (or very slight progression) can be observed in the printed activity (+0.85%) as well as in the digital one (+1.08%) and in the transfer of rights (+0.7%).

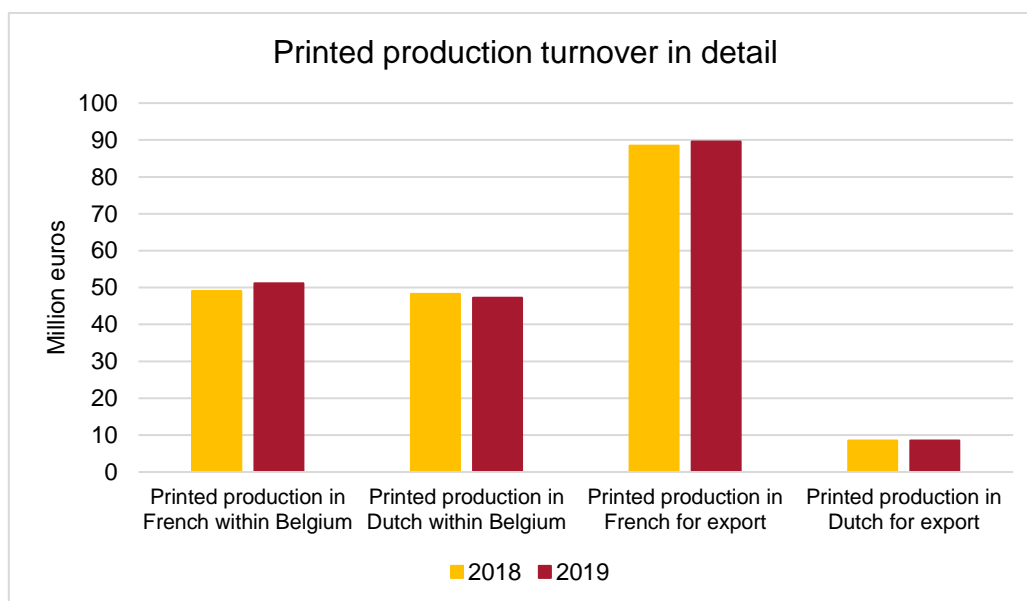
However, while the production in French sees a considerable growth (+3.24%), the Dutch-speaking production registered a declining trend (-2.88%).



¹ The term "French-speaking Belgian publishing house" refers to all professional publishing houses whose headquarters or operational offices are based within the Wallonia-Brussels Federation.

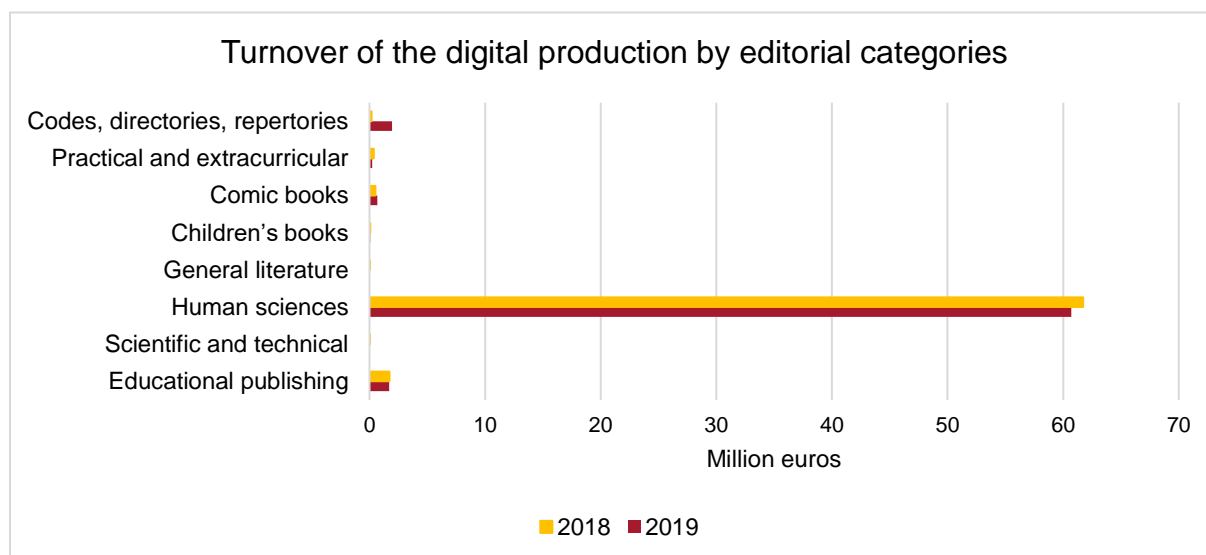
PRINTED FORMAT PRODUCTION NUMBERS

The turnover of the printed production, the sales in Belgium and abroad, of all categories, reached **196.54 million euros**.



DIGITAL FORMAT PRODUCTION NUMBERS

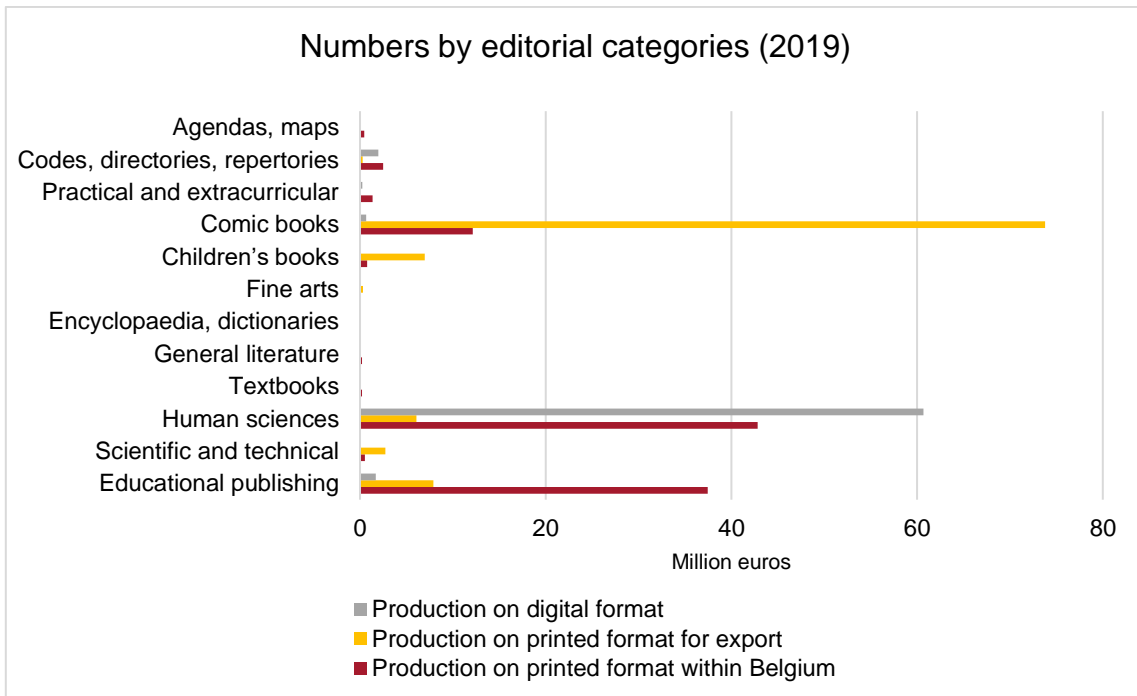
The digital production accounts for **24% of the total turnover for Wallonia-Brussels Federation editors**. In 2019, it amounted to around **65 million euros**.



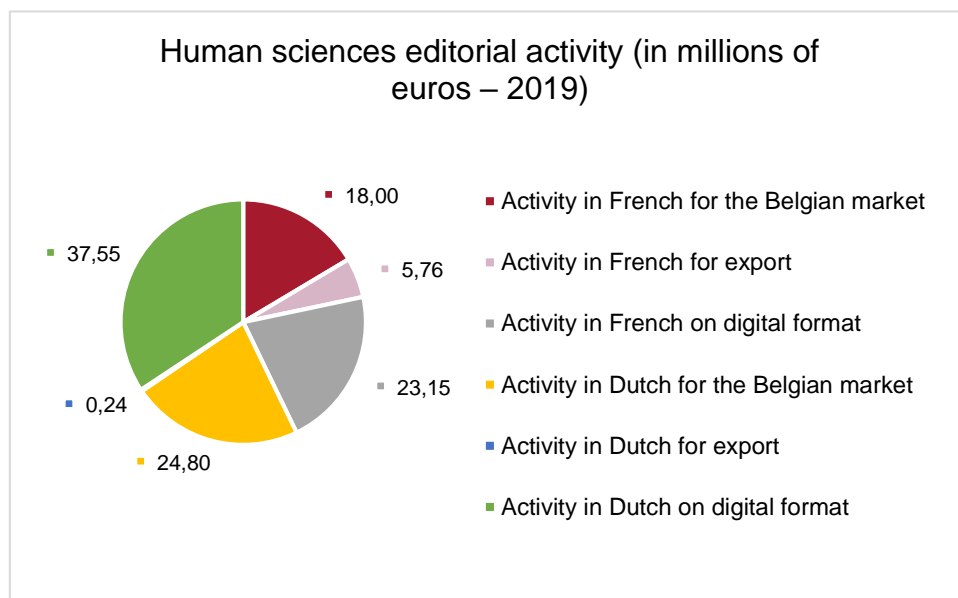
An occasional sliding of the human sciences category towards the code category can be observed, but the two categories combined are still growing. Together, they represent 96% of the digital production. As for the French-speaking activity for educational publishing, its activity is stagnating.

THE NUMBERS BY EDITORIAL CATEGORIES

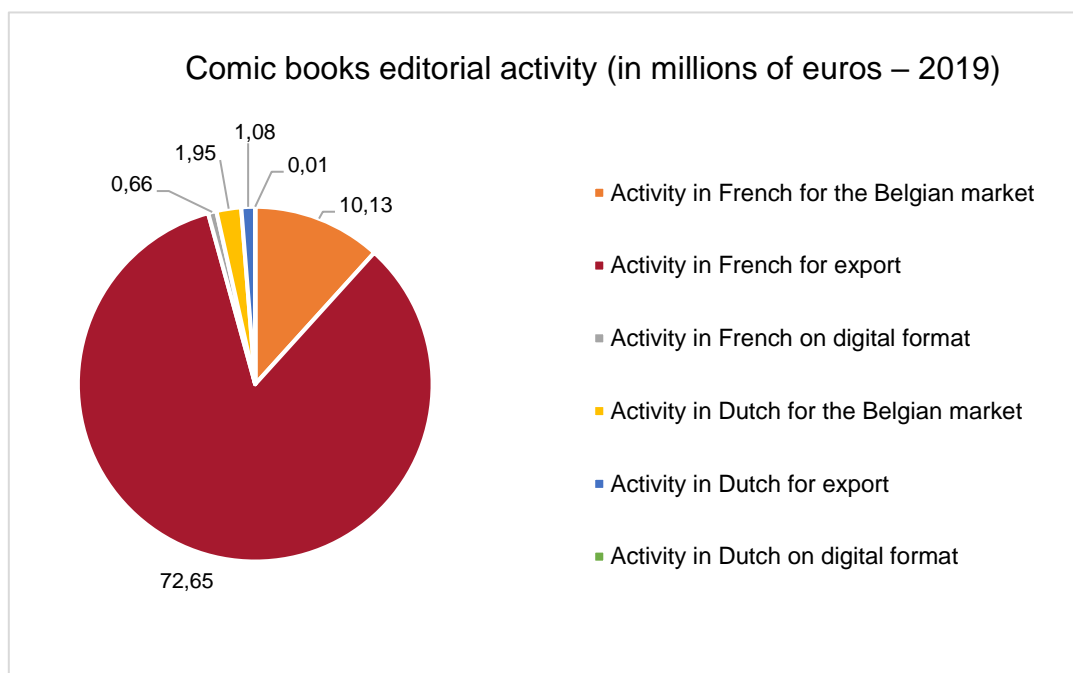
The analysis of the turnover by editorial categories corroborates the major trends that were already observed.



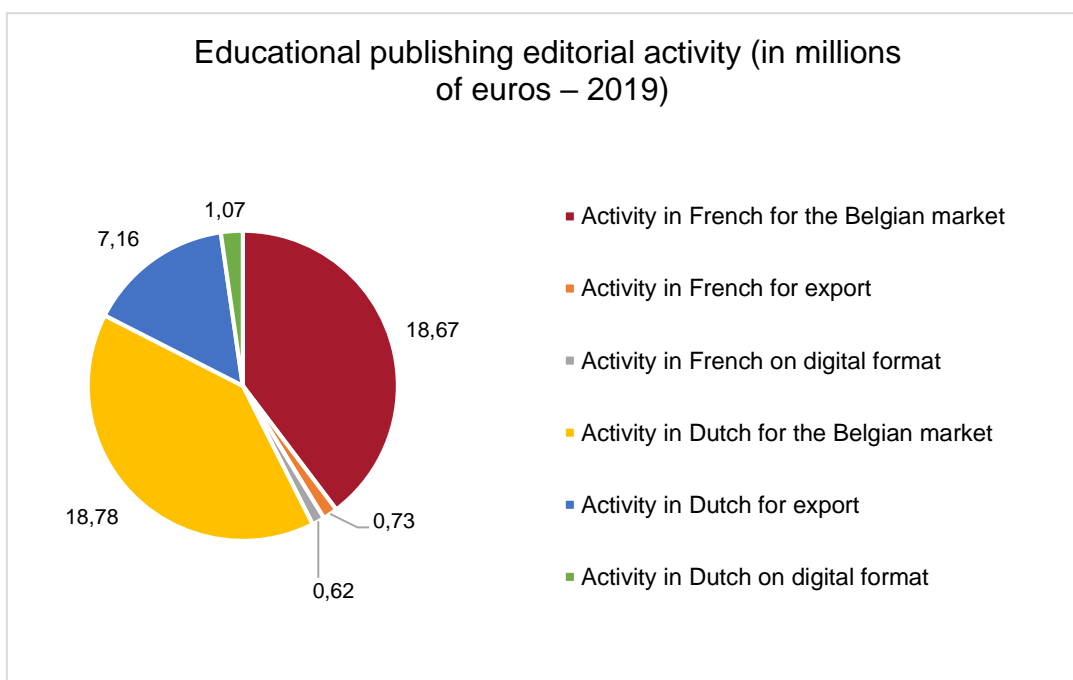
The **human sciences** sector, in 2019, has a total worth of **109 million euros**. Human sciences (and codes) figures remain stable in comparison with previous years. The production of printed human sciences works has been declining since at least 2014 and keeps doing so, but the sector has expanded into the digital format.



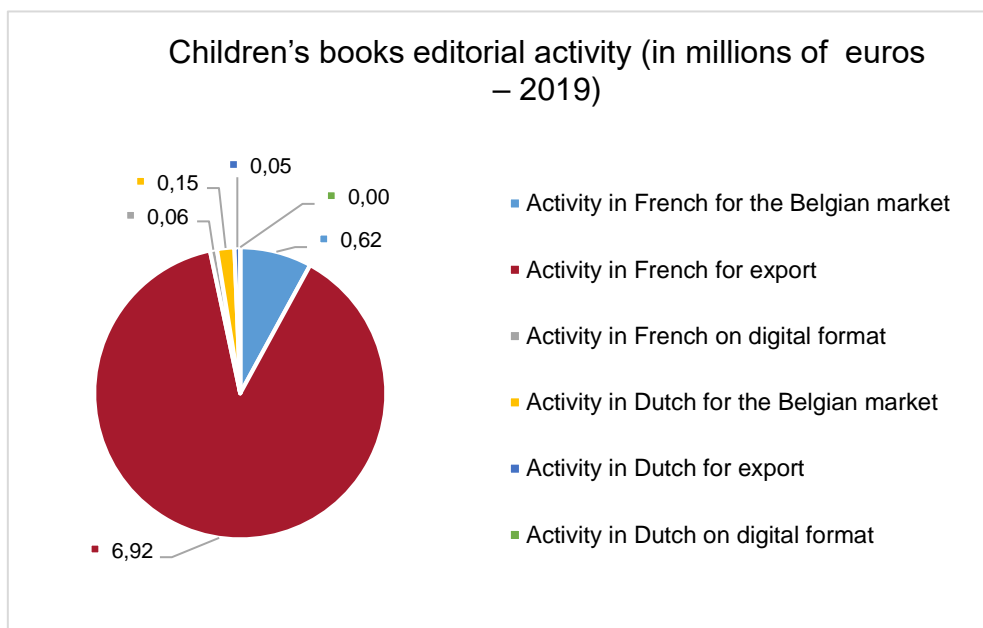
The total turnover for **comic books** amounts to **86 million euros** and sees a growth in both production sectors (printed and digital).



Educational publishing is completely stable, with a slight decrease on the French-speaking side which is compensated by the Dutch-speaking production. The total turnover for this sector amounts to **47 million euros**.



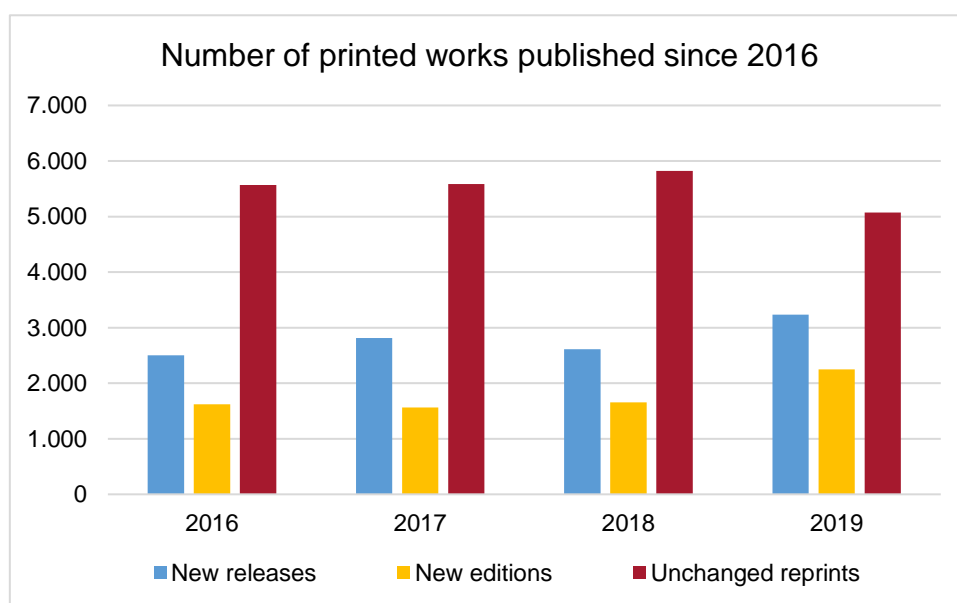
The **children's books** sector is decreasing, in spite of a total turnover of almost **8 million euros**. Its drop is essentially due to a decrease in exports which are fundamental for this sector.



NEW RELEASES NUMBERS

In 2019, French-speaking Belgian publishers published **10,557 works** for the printed format.

The number of published works has been constantly growing since 2016, seeing a major growth in the sector of the new releases, in French as well as in Dutch, especially for educational publishing.



PRINT RUNS

Global print runs follow the general trend, and a slight increase can be observed:

- On average, a work is printed in **2024 copies**.
- On average, a copy records a turnover of **9.20€** (which is in the middle of the 2014-2020 range, from 8.60€ to 10.22€).

