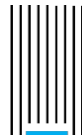




292.2m

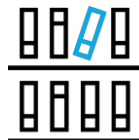
Total publishing revenue*

*includes trade, education & professional sectors - all other figures below include trade & education only



21.1m

Total units sold



2662

Number of books published



463

People employed in book publishing



\$22.3m

Export earnings from New Zealand content



\$46.7m

Domestic revenue from New Zealand content



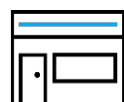
\$160.6m

Print book revenue across domestic & export



\$12.5m

Digital book revenue across domestic & export



\$91.1m

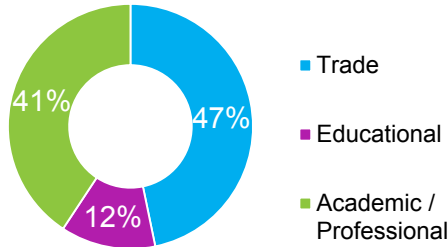
Sold through physical bookstores



\$6.0m

Sold through e-Tailers

Revenue share by sector



In 2019 the total revenue generated by New Zealand publishing from trade, education and professional sectors combined across both domestic and export markets in all book formats was \$292.2m.

Revenue from trade and education titles only (excluding professional) totalled \$173.2m, of which \$150.9m (87.1%) were domestic and \$22.3m (12.9%) were exports across all formats.

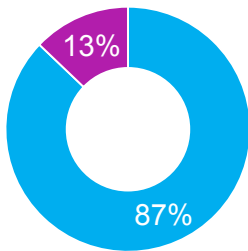
Trade and education publishing employed 463 full-time equivalent employees, including freelancers, and produced 2,662 separate New Zealand titles by ISBN count.

Te Reo Māori publishing accounted for 0.209m units (or 1.0%) of the total volume of 21.1m units sold in 2019.

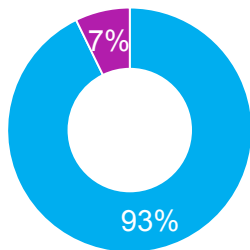
Print formats represented the bulk of publisher revenue at \$160.6m (92.8%), while digital formats (mostly e-books as audio was not reported) held \$12.5m (7.2%) by value.

Physical bookstores were the largest channel to market accounting for \$91.1m (65.6%) in sales in 2019. The next largest channel were schools & educational institutions worth \$32.6m (23.5%), followed by online e-Tailers at \$6.0m (4.3%), then libraries at \$4.9m (3.5%), and finally 'other' — a broad category incorporating direct, corporate, licences, and rights sales among others — at \$4.4m (3.1%).

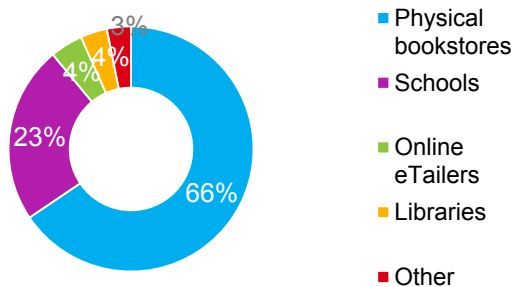
Domestic vs export sales



Print vs digital formats



Channels to market



\$292.2m
2019 total revenue from all publishing sectors

47% Trade
41% Professional
12% Education