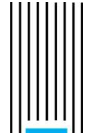




**302.2m** ↑3%

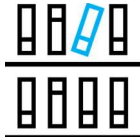
Total publishing revenue\*

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



**21.3m** ↑1%

Total units sold



**2526** ↓5%

Number of New Zealand books published



**518** ↓2%

People employed in book publishing\*

\*includes freelancers in 2020



**\$19.3m** ↓13%

Export earnings from New Zealand content



**\$52.6m** ↑13%

Domestic revenue from New Zealand content



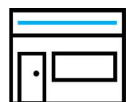
**\$167.2m** ↑4%

Print book revenue across domestic & export



**\$13.0m** ↑4%

Digital book revenue across domestic & export



**\$90.1m** ↓1%

Sold through physical bookstores



**\$9.6m** ↑60%

Sold through retailers