

Country Report GERMANY 2008

Basic statistical information about Germany

- Number of inhabitants: 82.5 million inhabitants
- Number of bookstores: 4,208
- Number of publishers: 1,777
- Number of entire production: 971 Billion book products
- Number of new titles Published: 94,716
- Annual turnover: 9.261 Billion €
- Sharing out of market shares: 54.3 % of books are sold in bookstores, 17.6 % by publishers, 16.5 % by other stores, 11.6 % via internet
- 19 % VAT rate: general VAT, multimedia
- 7 %: VAT rate: books, journals
- Fixed Book Prices: Books, compared to other products, have fixed book prices. The Legal Fixed Book Price Bill was ratified in June 2002. Since that time publishers are liable to determine fixed prices for their products. As a consequence, books are sold for the same price no matter where it is purchased.
- Average price of books: 14.68 € (fiction: 13.03 €, science 44.09 €)
- Training for booksellers: "Bookseller" is an officially recognized job, apprenticeship: 2-3 years (depending on school graduation). Booksellers are educated in a dual system consisting of bookseller school and training on the job. Various school forms are entitled to educate booksellers: either local bookseller schools are attended weekly or two courses of 9 weeks each need to be completed at the "Schulen des Deutschen Buchhandels" (Booksellers' School) in Frankfurt (with costs for the trainee and firm).

Promotion of Trade and Marketing

Does your Association organise activities for the benefit of the book trade/ or booksellers in general?

- **Frankfurter Buchmesse** (Frankfurt Book Fair): Held annually. From 15-19 October 2008 Frankfurt will once again be the venue for the world's largest fair of books, multimedia and communications. Frankfurt is the meeting point for the business: authors, publishers, booksellers and librarians, art dealers and illustrators, agents and journalists, information brokers and readers come together. In 2008 Turkey will be the Guest of Honor.
- **Friedenspreis des Deutschen Buchhandels** (Peace Award of The German Book Trade): Since 1950 the Award has become one of the most significant cultural Awards in Germany. The prize-winning author receives an amount of 15,000 € which is collected donation from publishers and booksellers. The responsible foundation serves to peace, humanity and to the understanding between nations by choosing an appropriate author. The Israeli Saul Friedländer was the award winner in 2007.
- **Welttag des Buches** (World Book Day): In 2007 the association launched a campaign called "Welttag des Buches. Hier. Und überall." for the UNESCO World Book Day. Bookstores all over the country were invited to give students a gift book – specially produced for this event. Celebrities and other well-known public figures gave readings, participated in book parties or attracted attention in discussions make "reading" a public subject.
- **Deutscher Buchpreis** (German Book Award). The German Association awards a price to the best German novel of the year. The award includes prize money of 37,500 € for a German book which was chosen by a jury for the first time at the Frankfurt Book Fair in 2005. The goal is to attract attention across for German authors, for reading in general and for the medium book across German borders. Julia Franck was the winner in 2007.

Does your Association organise activities for the promotion of reading?

- Since 1959, under the protectorate of the President of the Federal Republic, the Association initiates the **Vorlesewettbewerb des Deutschen Buchhandels** (with approximately 700,000 participants in 8,000 schools) which is the biggest initiative for the advancement of reading in Germany. In cooperation with bookstores, libraries and other cultural organisations students are invited to present their favourite book and to read a short passage to the audience.

- **Ohr liest mit** is a competition for creative reading and listening. Teams of children, juveniles and young adults (up to age 20) are invited to produce an audiotape on the basis of a German book. The manuscript of the piece documents the spoken lines and all stage directions.

Organisation of Booksellers Association

- Under which form is the booksellers Association organised? Non-profit organisation
- Does your organisation represent booksellers only? No, it represents booksellers (4,208) as well as publishers (1,777), distributors (81), and independent sales representatives of publishing houses (31)
- How many members does your organisation have? All in all: 6,097 members
- Where does your organisation draw its income from? From membership fees only
- Do you provide your members with free services?
Members receive free information on economic and operational issues, statistics, legal advice, etc.
- Are there services members are offered to pay for?
The Association offers a number of reference books and different publications on topics concerning the German book trade. One example is:
Buch und Buchhandel in Zahlen (statistics about German economy e.g.) 39.50 €
- Do you circulate information via e-mail on a regular basis and through e-mail lists?
Yes, there are several (most of them) monthly newsletter on different topics.
- Do you have a website? Does it have an intranet access for members only?
The website www.boersenverein.de is a general website.
- Does your Association offer legal, fiscal, statistical, administrative, clearing house support or services to your members?
Yes, all services mentioned above are free for members.
- Does your Association offer basic training courses?
Yes, seminars, workshops and vocational training courses on marketing, legal matters, logistics, accounting, literature, sales subjects etc. are offered. Prices for members are lower.
- Market evolution
internet direct sales: 11.6 % of the total turnover, rate did not increase as expected
development of the e-book: e-book has not yet been successful on German book market;
audiobooks: 4.3 % of the total turnover, they still are a growing market share.