

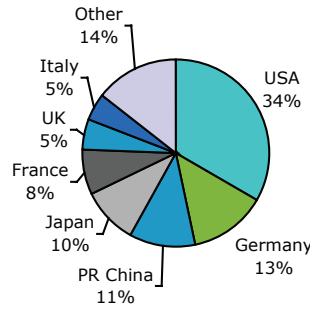


BOOKEXPO AMERICA (BEA) INTERNATIONAL FACT SHEET

May 11-13, 2016 | McCormick Place, Chicago, IL

US BOOK MARKET STATS*

- \$27.98 Billion in Net Revenue in 2014
- 2.70 Billion Units Sold in 2014
- Trade Book Market was \$15.43 billion in 2014
- 2.42 Billion Units Sold in 2014
- eBooks experienced 3.8% revenue growth to an estimated \$3.37 billion dollars. The volume increased only slightly (.2%), over 510 million eBooks were sold in 2014, nearly on-par with the number of hardbacks (568 million) sold in 2014. This number doesn't account for eBooks consumed through subscription services.
- The area of largest growth for the trade category was children and young adult, which had double-digit growth in both revenue (20.9%) and units (13.5%).
- Children and young adult fiction surpassed the adult fiction market with 843 million units and 746 million units sold respectively. *Source: AAP, StatShot Annual 2015. Please note that all figures represent publishers' net revenue from all distribution channels (these are not retailer/consumer sales figures).



LARGEST BOOK MARKETS: % OF MARKET SHARE BY COUNTRY

BEA 2015 AT A GLANCE

- **9,634** attendees came from **50** states and **68** countries
- **1,111** media came from **16** countries & published over **hundreds** of stories with **thousands of impressions**
- **1009** exhibitors came from **26** countries, representing books, digital/eBooks, sidelines, industry services/supplies, music/video/media products, non-books/magazines, and retailer services/supplies

BOOKEXPO AMERICA (BEA) OVERVIEW

- North America's largest trade event for publishing
- Second largest in the world
- BEA is supported by: Association of American Publishers (AAP), American Booksellers Association (ABA) & Association of Author Representatives (AAR)

INTERNATIONAL RIGHTS CENTER AT BEA

- Designated for conducting rights and licensing business
- 132 tables with 222 registered personnel in 2014
- Number of Licensing, Rights and Literary Agents: 660
- Number of Film and TV Production professionals: 100

2015 INTERNATIONAL ATTENDEE OVERVIEW

BEA attendees hailed from 68 countries world wide. The Top 10 countries represented in 2015 were:

- Canada
- China
- United Kingdom
- Japan
- Republic of Korea
- France
- Mexico
- Australia
- Brazil
- Italy

BEA DELIVERS QUALIFIED BUYERS

- Booksellers and distributors (independent, specialty & chain)
- Rights buyers and sellers
- Marketing and publicity professionals
- Retailers
- Editors
- Librarians
- Agents and Scouts
- Film and TV professionals
- Media and Press

FOR MORE INFORMATION:

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