



ALDUS | UP

EUROPEAN BOOKFAIRS' NETWORK

*Uncovering the routes of books translations in Europe and
the ways to support cultural diversity*

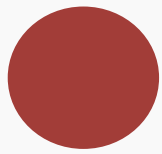
20 October 2023

Bruno Giancarli

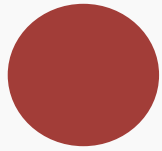


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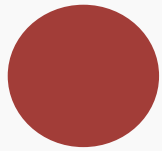
Aldus up – survey on purchase and sale of translation rights – 2nd edition



The importance of data on translation rights: Translation rights are a key part of the publishing industry: nevertheless, there is a chronic lack of information concerning this aspect in Europe.



Data comparable in Europe: The aim of Aldus Up is, on the one hand, to make data from existing national surveys comparable, and on the other hand to provide a tool for those countries that want to start collecting data



Analysis of the state of the art: European publishers association have been contacted in order to gather information about their surveys on buying and selling translation rights.

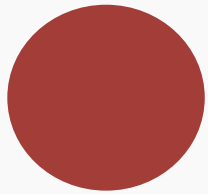


Synthesis of best practices: a shared questionnaire was designed by AIE – who leads the Aldus Up survey, basing on the existing ones

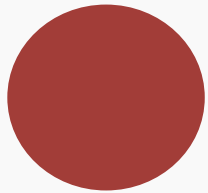


Creation of an infrastructure: designing the questionnaire is not enough. The survey was made available online to participating countries and the Aldus up team at AIE provided support to data collection and elaboration.

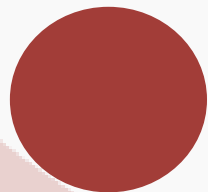
How the Aldus Up pilot survey has been conducted



Objective: data on sales and purchase of translation rights in calendar year 2022.



Publishers Associations involved: A total of 8 countries. 2 of them (France, Germany) already run their own survey, 6 of them (Austria, Italy, Latvia, Lithuania, Portugal, Romania) joined the Aldus Up pilot to start collecting data. In this 2° edition, Italy and Romania have participated for the first time.











Methodology: The survey has been circulated via SurveyMonkey platform to publishers associations between July and September 2023; publishers associations involved their members in their country. Meanwhile, countries that already run their own survey shared with Aldus Up their main data concerning sales of translation rights and co-editions.



Data elaboration: All data have been gathered and elaborated by AIE Research department

Countries and publishing houses involved

Values expressed as Ml €, titles published and publishing houses involved

	Austria	France	Germany	Italy ¹	Latvia	Lithuania	Portugal	Romania ¹
Revenues (Ml €; 2022)	342.6 ²	2,911 ³	9,444	1,671 ²			175.0 ²	
New titles published (2022)	8,678	111,503	64,278	83,950			12,900	
Respondents	14	200 (ca)	163	151	4	2	16	5
Δ respondents (2022/2021)	+12	(n/a)	-1	(n/a)	-1	-13	-1	(n/a)
								

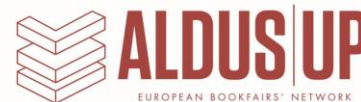
¹ 1st participation.

² Trade only.

³ Publishers' net revenue.

Aldus Up pilot survey

National survey

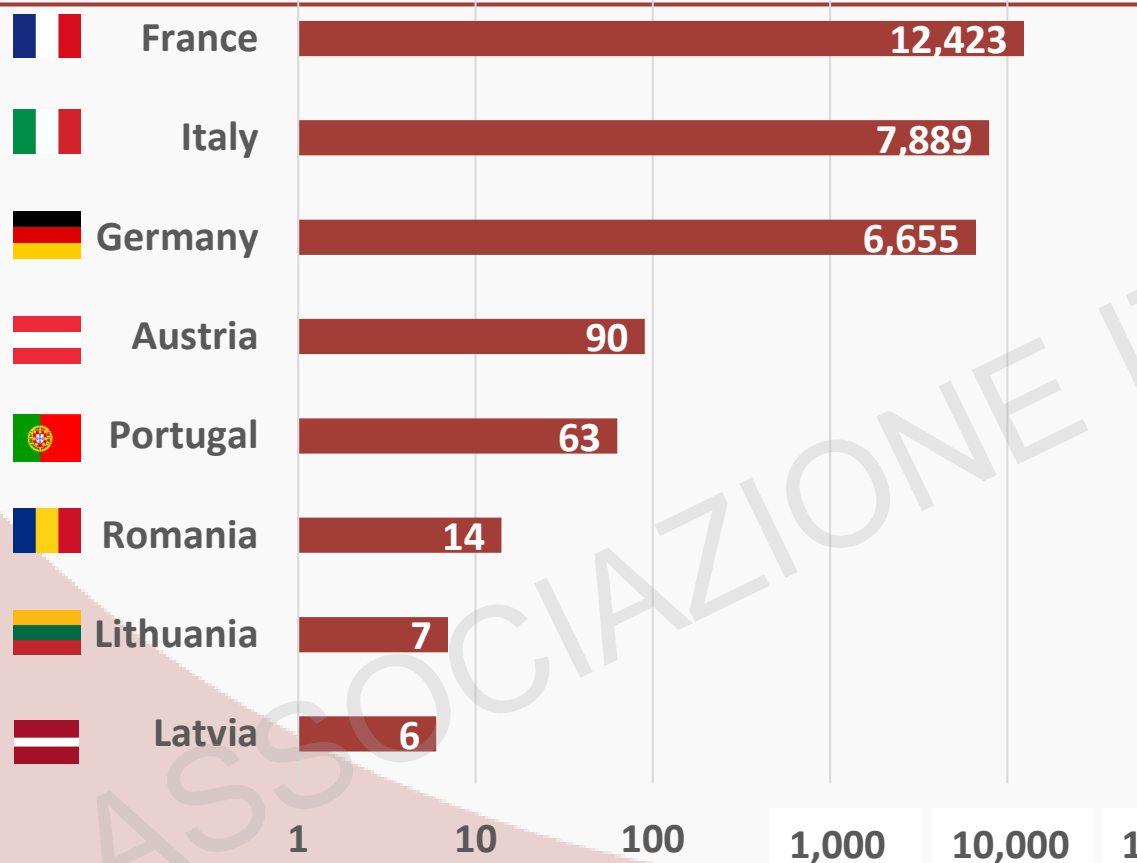


© Source: Elaboration by AIE Research Department – 2023

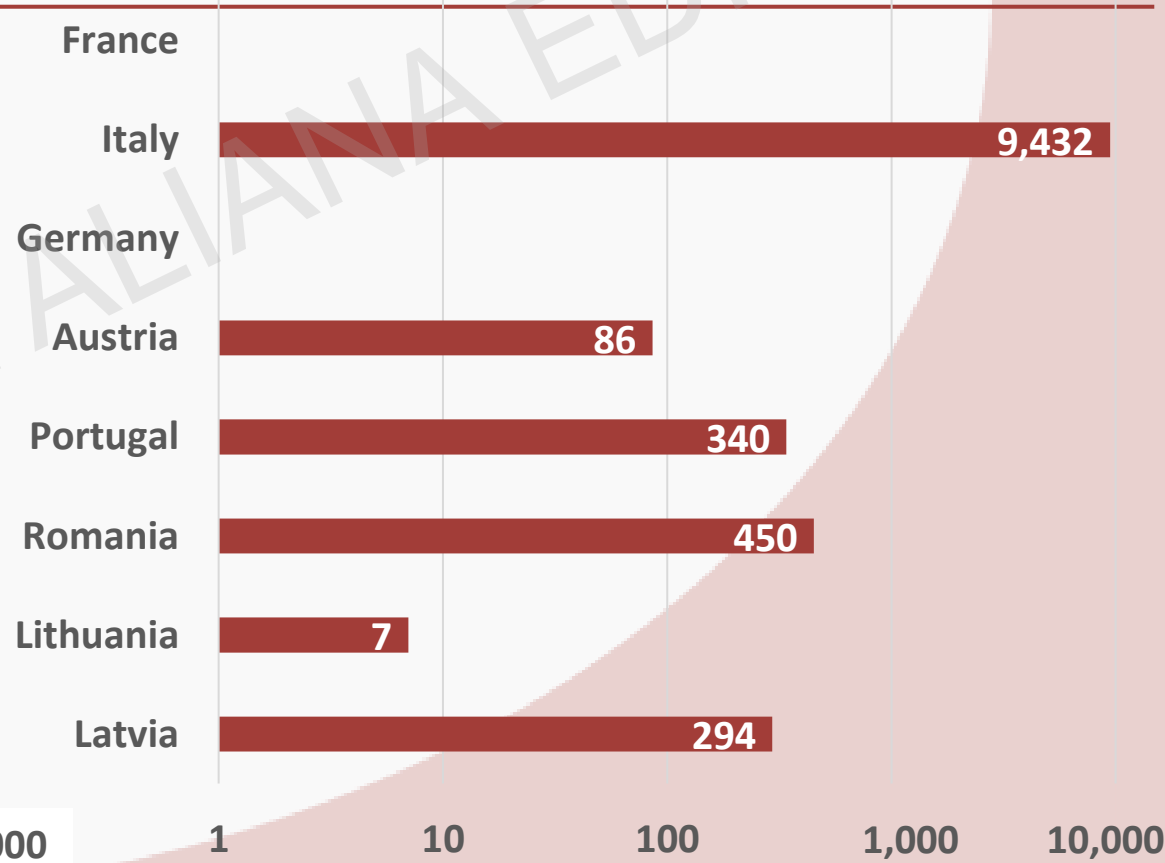
Sale and purchase of translation rights by country

Values as number of translation rights exchanged. Logarithmic scales

Sale of translation rights to foreign publishers











Purchase of translation rights from foreign publishers

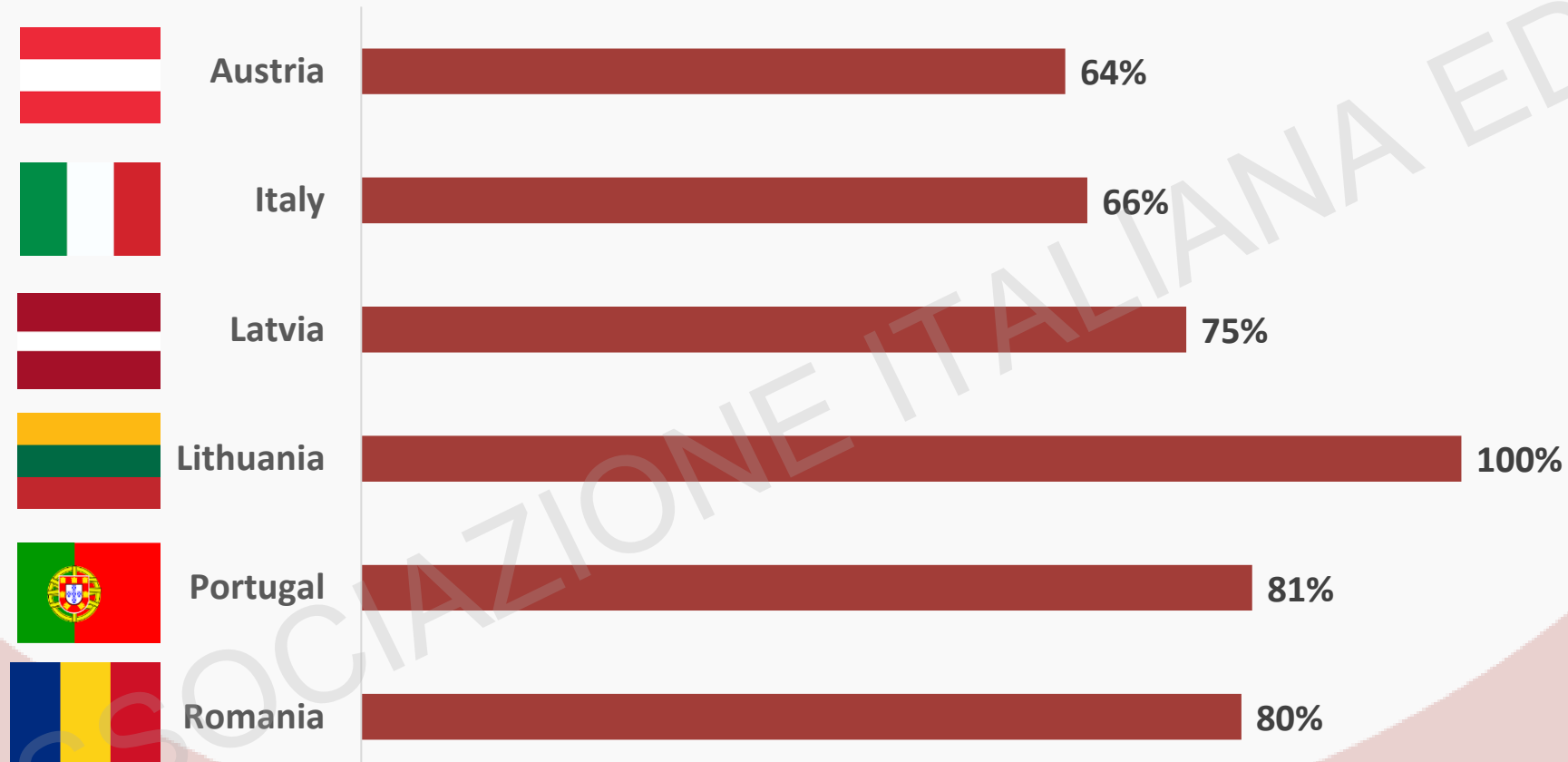


Average number of transactions conducted

Values as average number of rights purchased or sold per publisher

	Country	Responding publishers	Average sales/ Responding publisher	Average purchases/ responding publisher
	Austria	14	6	6
	France	200 (ca)	62	N.A
	Germany	163	41	N.A
	Italy	151	52	62
	Latvia	4	2	74
	Lithuania	2	4	4
	Portugal	16	4	21
	Romania	5	3	90

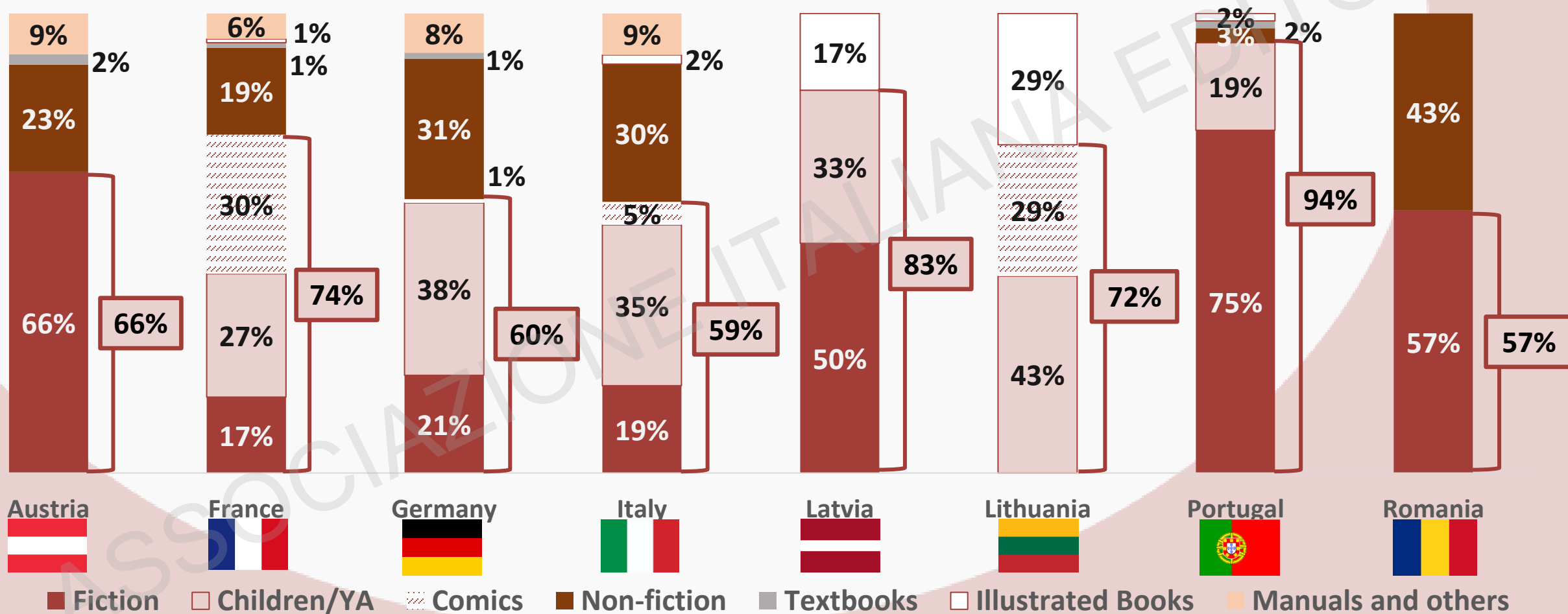
The importance of literary agents: over 60% of publishers has taken advantage of them in 2022



Q: Has your publishing house, or group, taken advantage of literary agencies/agents in 2022, in order to buy/sell translation rights?

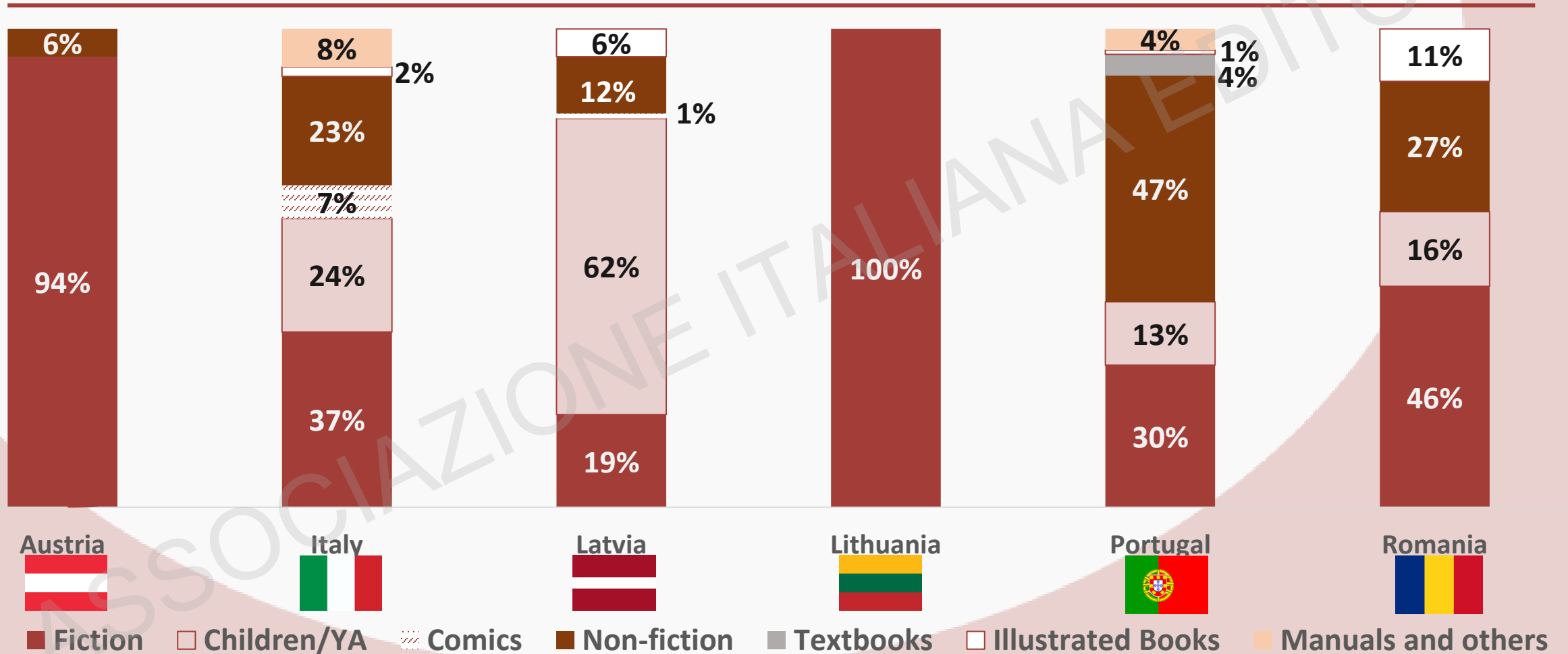
Sale of translation rights to foreign publishers by genre

Fiction, children/YA and comics represent more than half the total

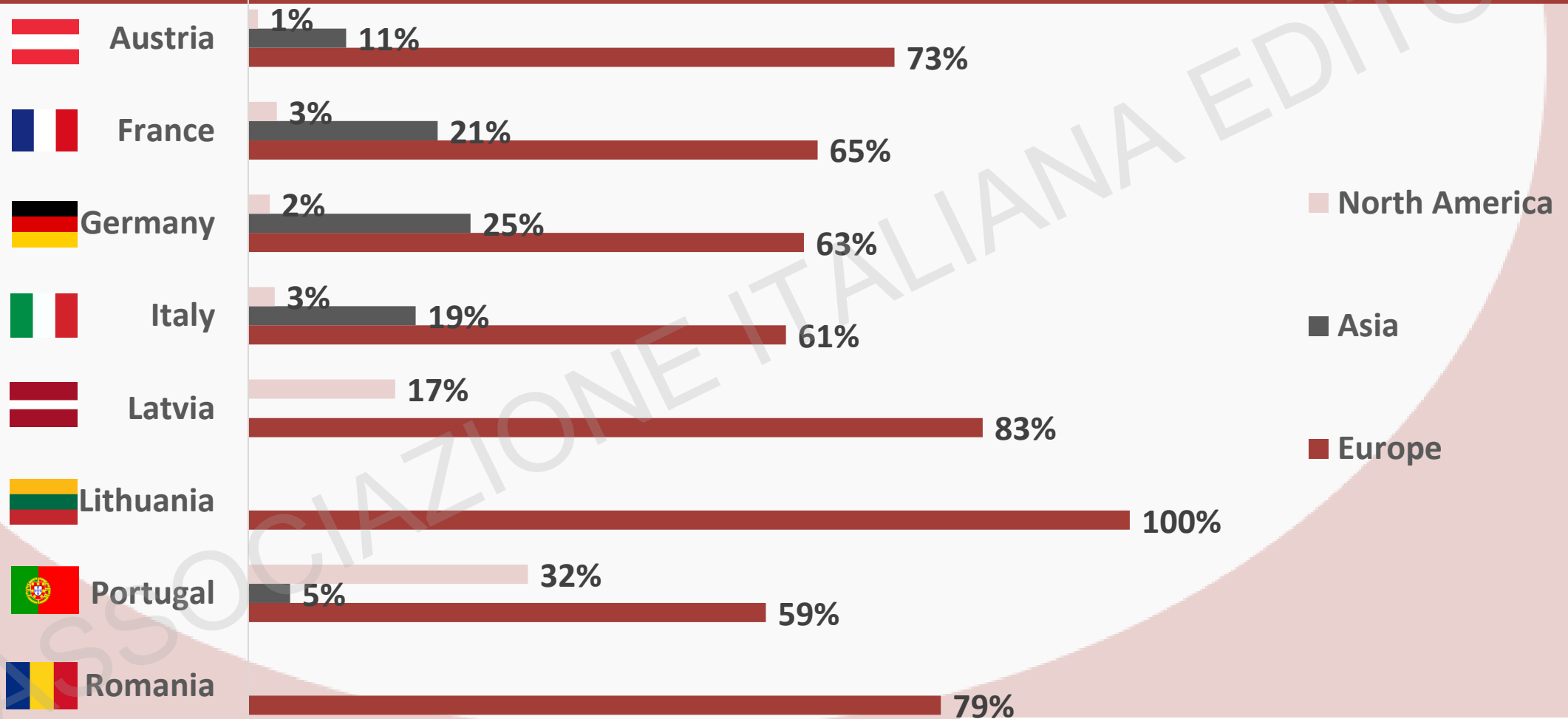


Purchase of translation rights from foreign publishers by genre

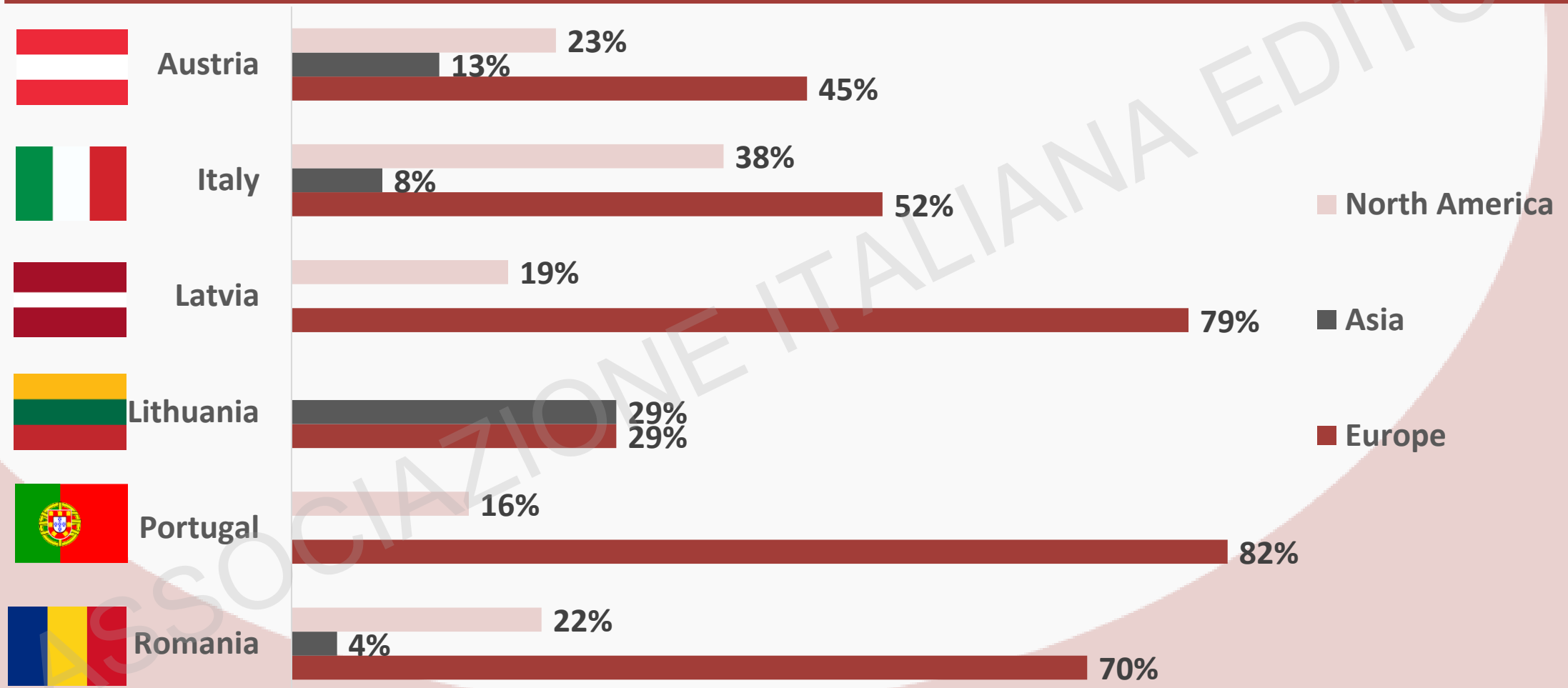
Fiction and children/YA are the main genres



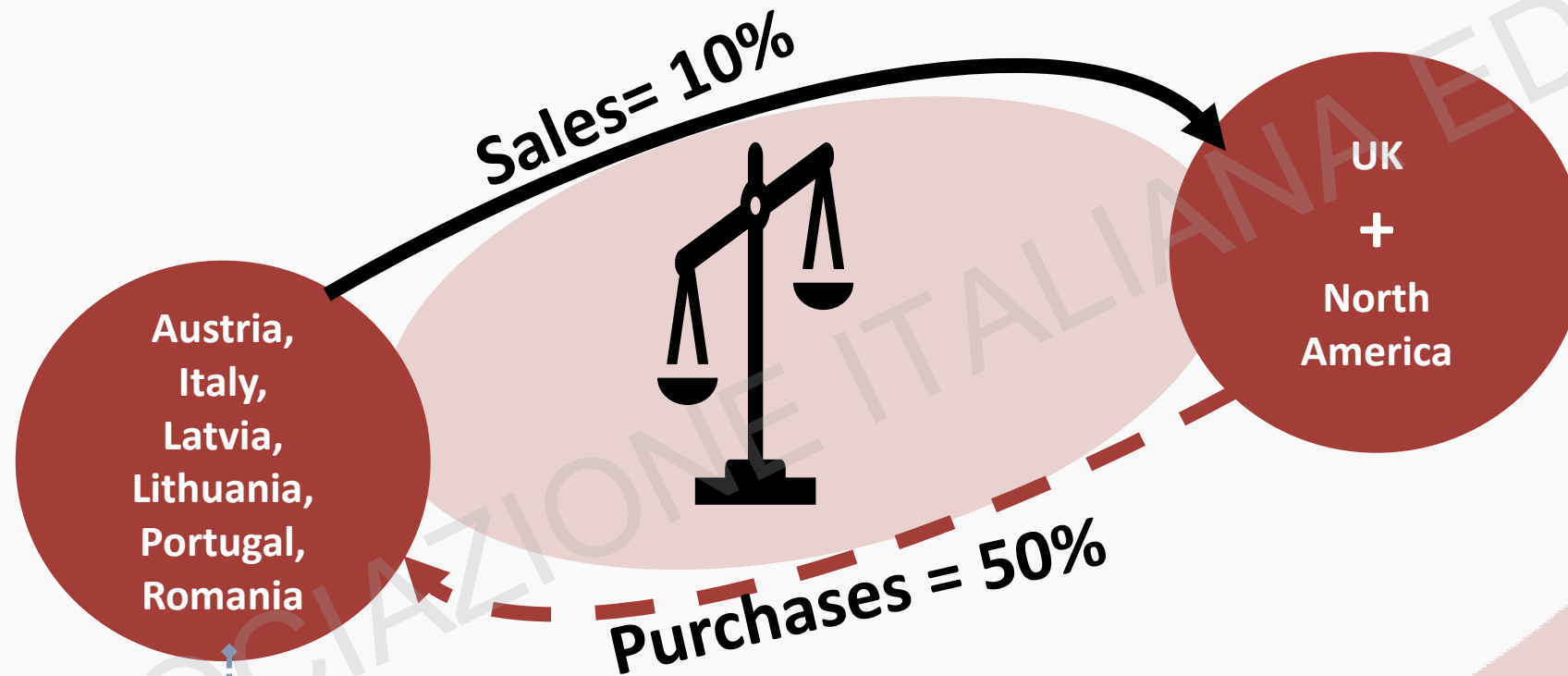
Sale of translation rights in Europe, North America and Asia



Purchase of translation rights from Europe, North America and Asia



Sale and purchase of translation rights flows with English-speaking countries

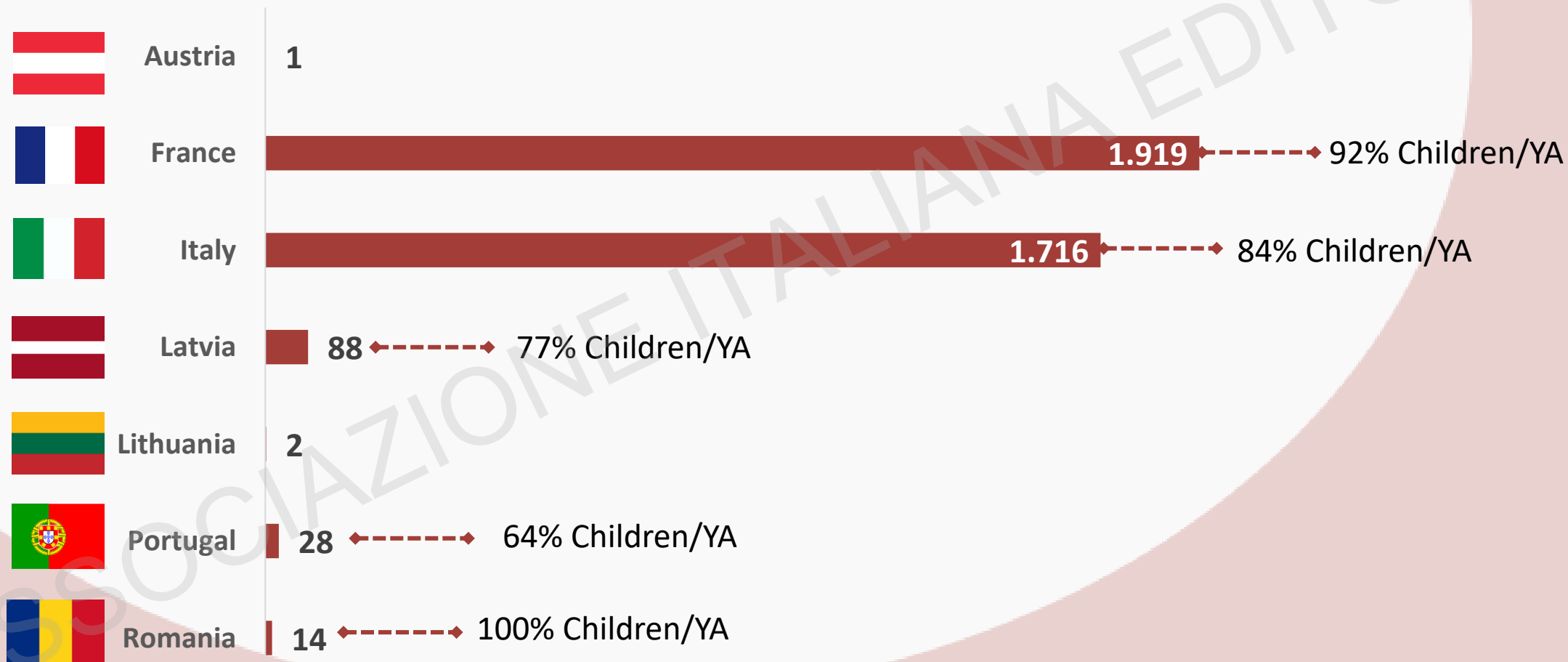


France: 7% of sales of translation rights are made in the UK and in North-America

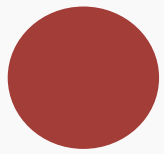
Germany: 4% of sales of translation rights are made in the UK and in North-America

Co-editions by country (and accentuations)

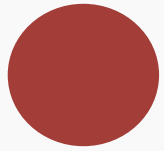
Values as number of titles and as %



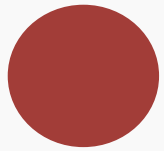
Why is this data relevant?



There's a huge gap between the biggest industries and the others: The smallest industries struggle to access other markets (especially English ones). It means a lack of visibility for books of smaller countries and **reduces diversity in Europe.**



Dominance of the UK and American titles: Approximately 50% of translation rights purchases in Europe depend on the UK and the US. This highlights **the need for translation grants** to help other countries to promote their titles in Europe.



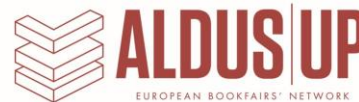
Diversification of the markets: Even if Europe remains the main area for all publishing industries, many countries are trying to reach Asian markets. It is important to monitor this phenomenon, and detect other potentially strategic areas, in order to **design the best policies to support these efforts.**



Importance of these data (despite its limitation). Each publisher has its own niche. More responses mean more accurate representation of these peculiarities. Data are certainly underestimated, also for because of role of literary agencies. **More accurate data will lead to a more accurate service for publishers and for policy makers.**

Thank you

ufficiostudi@aie.it



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