



Publishing Market



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Opportunities

The sale of foreign translation rights is the most effective way to successfully

Market Access Issues

The potential barriers to this market can be minimized with careful market

Canadian publishers are encouraged to enlist the services of an experienced literary agent to introduce new books to the French market.

Book Sales by Sector - 1999

Genre	Market Value (\$ millions)	% of Market Value	% of Total Books Sold
Education	515.5	15.5	16.2
Science/technical	580.7	16.8	7
Religion	58.7	1.8	1.7
Spiritual/occult	13.9	0.4	0.4
Encyclopedias and dictionaries	386.6	11.7	2.6
General literature	615.7	18.6	28.7
Current affairs	79.5	2.4	1.8
Art	151.1	4.6	2.1
Children's books	293.1	8.8	17.6
Comic books	134.7	4.1	4.1
Directories (e.g., telephone books)	27.9	0.8	0.5
Practical books	484	14.6	17
Other	1.9	0.1	0.1
Total	3343.3	100	100

Source: Syndicat National de l'Édition. Statistiques France 1999, 2000

The success of a published work in France highly depends on effective advertising and marketing. Foreign publishing houses should expect to make substantial financial commitments toward marketing their authors in France. Foreign publishing firms should also expect to invest three to five years of research and marketing before experiencing any success in this market.

See Potential?

To learn more about this market, read *The Book Publishing Market* prepared by the Market Research Centre. You can access this report and hundreds of others free at the Trade Commissioner Service Web site:

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penetrate France's book publishing market. Translations are very strong in France, and the translations that sell best are those that originate in the English language. In 1999, almost 70% of translation rights acquired by leading publishers were English-language books (969 titles out of 1090). Canadian authors, such as Margaret Atwood and Robertson Davies, have had enormous success selling French translations of their works in the French market. The new title output in fiction for 2001 is expected to consist of English-language translations.



research and exploration, sensitivity to local conditions and requirements, extensive work on costs and pricing, and good follow-up. Legal representation is strongly recommended for Canadian publishers looking to sell foreign rights to French publishers.

The French market is very discerning and is heavily influenced by brand loyalty.

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The Book Publishing Market

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