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PASA
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ANNUAL BOOK PUBLISHING INDUSTRY SURVEY REPORT 2007

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BACKGROUND

The importance of statistical information on the South African book industry has been noted by various role-players. Apart from the vested interest of publishers and the book trade, statistical information on the industry is required by the South African government through representative bodies such as the Publishers' Association of South Africa (PASA) and the South African Book Development Council (SABDC). There is also an increasing demand for this kind of information by international bodies such as the International Publishers' Association (IPA); the Board of the Frankfurt Book Fair (FBF), especially since the latter is a partner in the international Cape Town Book Fair; the organising body of the London Book Fair; UNESCO and other institutions.

In 2003 PASA, funded by the Department of Arts and Culture (DAC), launched the first data collection exercise in the book industry in the form of a snapshot survey of the industry. Initially two snapshot surveys were conducted (for the calendar years 2002 and 2003); since then the snapshot survey had been expanded into a more in-depth annual survey (2004, 2005 and 2006). A central database on book publishing, based on the data collected for the survey reports, has been developed and housed at the Department of Information Science (Publishing Studies Division) at the University of Pretoria. This database is an invaluable tool to track and monitor changes along the book value chain over a period of time.

The collection of data that is statistically representative remains a challenge. As far as PASA members are concerned, the larger publishers all participated in the current survey and therefore the data is statistically reliable for that cross-section, but the response rate of small publishers is still unsatisfactory. One of the reasons may be the fact that the smaller publishers do not have systems in place to assemble their data in the detailed manner that is increasingly enquired by the annual book publishing industry survey. This year, in line with the decision to expand the survey taken last year, it was decided to once again invite a number of larger and medium-sized non-PASA publishers, distributors and local market agents to participate, in order to increase the representivity of the survey sample.

DATA COLLECTION PROCESS

The PASA office supplied the researchers with its current list of CEOs / MDs of publishers registered as PASA members. Based on this information a **broad survey address list of 169** entities was compiled. This broad list included associate members, entities that are divisions/imprints of holding companies and entities whose core business is the rendering of services such as copy-editing. Based on information about the business activities of members, gleaned from *The PASA Directory 2007,* the broad PASA list was trimmed to **90** in order to target a representative sample. In addition, the appendix of publisher market shares of the Nielsen

BookScan 2007 Standard Executive Report was used to identify significant non-PASA trade publishers. These were added to the list of targeted entities.

The **final core list** consisted of **115 targeted entities**. This list included **90** PASA members whose core business included one or more of the following activities: local publishing of books and non-book products; local distribution of local and imported books (not published by the company); local market agents importing books directly from overseas, local distribution and direct importation of non-book products (not published by company); and other publishing related activities (e.g. warehousing, rights sales, consultancy). In addition, **25** significant non-PASA publishers were invited to participate. [90 + 25 = 115]

Fig. 1 Core List of Targeted Publishers, Distributors and Independent Market Agencies

Aardvark Press (Pty) Ltd
Actua Press
AllCopy Publishers
Anansi CC
Awareness Publishing SA (Pty) Ltd
Bateleur Books (Pty) Ltd
Bell-Roberts Print & Publishing cc
Berlut Books CC
Bible Society of South Africa
BitaByte
Blue Weaver Marketing & Distribution
Book Promotions
Briza Publications
Cambridge University Press
Carpe Diem
CLS Publishers
Creative Global Studios
CUM
Direxel Book Distributors
Don Nelson Publishers
Ebony Books CC
Effective Teaching Publishers (Pty) Ltd
Elf Publishers
Elzevier
Everybody's Books
Fantasi Books (Pty) Ltd.
Fernwood Press
Flesch Publications
Fuscana Publishers
Future Managers (Pty) Ltd.
Galapo Publications
Hay House (South Africa)
Heinemann (Reed Elsevier SA)
Hibbard Publishers (Pty) Ltd
HPH Publishing
HSRC Press
Ilitha Publishers
Ina Paarman
Intelligent Media
Jacana Media (Pty) Ltd
Jacklin Enterprises
John Wiley & Sons Ltd
Jonathan Ball
Junior Student Publishers
McGraw-Hill Educational
METC (Pty) Ltd
Methodist Publishing House
Metz Press
Naledi Publishers
Nam Publishers
Nasou Via Afrika
NB Publishers
New Africa Books (Pty) Ltd
New Dawn Publishers
New Generation Publishers
New Holland Publishing (SA) (Pty) Ltd
New Readers Publishers
Nutrend Productions
OBE Publishers
Oxford University Press Southern Africa
Palm Publishers
Pan Macmillan SA (Pty Ltd)
Penguin Group (SA)
Peter Matthews Agencies
Phambili Agencies
Protea Boekhuis
PSD Promotions (Pty) Ltd
Publitech
Pulse Education Services cc
Qualibooks Publishers
Quartet Sales & Marketing
R.I.C. Publications
Rainbird Publishers cc
Random House (Pty) Ltd
Reading Matters (READ)
Real Books
R.N.A. Distributors
Scholastic Inc
Shuter & Shooter Publishers (Pty) Ltd
SMILE
Solo Collective cc
STE Publishers
Stimela Publishers
Study Opportunities
The Answer
Titles
Thomson Publications
Troupant Publishers (Pty) Ltd

Juta & Company Limited
Kidza Books
Lannice Snyman Inc
LAPA Publishers (Pty) Ltd.
Lectio Publishers (Pty) Ltd
LexisNexis Butterworth SA (Pty) Ltd
Lets Look
Litera Publications
Lotsha Publications
Lovedale Press
Lux Verbi-BM
Macmillan South Africa (Pty) Ltd
Maskew Miller Longman (Pty) Ltd
Trumpeter Workbooks
Umtapo Publishers and Booksellers
UNISA Press
University of KwaZulu-Natal Press
Van Schaik Publishers
Visual Publishers
ViVa Books
Vivlia Publishers & Booksellers (Pty) Ltd
Voices in Africa
Wild Dog Press
Wits University Press
Writers Inc Publishers
Zachen Publishers (Pty) Ltd
Zytech Publishing

Note

- **25** non-PASA publishers were identified, approached individually and invited to participate in the survey; **7** responded positively.

The survey questions focused on the following profiles of the company:

- turnover profile according to activities and then specifically broken down into turnover of local product according to sub-sector and language; turnover of imported product, according to sub-sector; turnover according to type of sales outlet; and educational turnover per province;
- production profile according to number of new titles and subsequent editions versus reprints as well as according to language;
- author profile according to population group and sub-sector;
- royalty profile;
- ownership profile; and
- employment profile.

The 2007 questionnaire and a covering letter from the PASA Executive Committee, contextualising the *Annual Book Publishing Industry Survey*, were sent to entities on the core list on 10 June 2008. It was stipulated that the completed Questionnaire had to be returned to Dr Francis Galloway via a dedicated e-mail address or by registered post before or on the cut-off date of 30 June 2008.

Various steps had been taken to enlist the co-operation of all relevant role-players. By 14 July 2008 only 14 completed Questionnaires were received. From the end of July specific CEOs / MDs were personally targeted at regular intervals in order to speed up the response rate. By 5 August 2008 a total of 28 completed Questionnaires had been received. No further responses were received by 25 August 2008, when the larger publishers were once again contacted by phone and by e-mail and a new deadline of 30 September 2008 set. By 30 November 2008 all the larger publishers but one had completed and returned the Questionnaire. The last Questionnaire was received mid-January 2009. The feedback was now regarded as representative of the publishers in the higher turnover bands of PASA. The research team could then compile the report.

Completed questionnaires were received from **34** entities and all of these were included in the analysis. The receipt of each questionnaire was individually acknowledged via e-mail or telephone and kept on record.

For the *Snapshot Survey 2002* 32 completed questionnaires were analysed, representing 50% of the core list of 64 entities and 97% of the estimated Total Net Turnover of all PASA-affiliated entities involved in local book publishing and sales of imported titles. For the *Snapshot Survey 2003*, 25 out of the 54 core list entities completed questionnaires, representing 46% of the sample and 97.82% of the estimated Total Net Turnover of the targeted entities. Since the *Annual Industry Survey 2004* the net was cast wider when the core list was compiled in order to include more entities that are involved in other types of business activities, e.g. the publishing and distribution of non-book products. The 26 questionnaires out of a core list of 80 represented 32.5% of the sample and 94.43% of the estimated Total Net Turnover. For the *Annual Industry Survey 2005*, 32 out of the 85 core list entities completed questionnaires, representing 37.65% of the sample and 95.04% of the estimated Total Net Turnover. For the *Annual Industry Survey 2006*, 36 out of the core list of 99 entities completed questionnaires, representing 36.36% of the targeted sample and 92.95% of the estimated Total Net Turnover. For the *Annual Industry Survey 2007*, **34** out of the core list of 115 entities completed questionnaires, representing **29.56%** of the targeted sample and **93.58%** of the estimated Total Net Turnover.

Fig. 2 List of Entities that Participated in the 2006 and 2007 Surveys

Company	**2006**	**2007**
Awareness Publishing	✓	✓
Bible Society of South Africa	✓	✓
Book Promotions	✓	✓
Briza Publications	✓	✓
Cambridge University Press: African Branch	✓	✓
Fantasi Publications	✗	✓
Fernwood Press	✓	✓
Future Managers	✗	✓
HSRC Press	✓	✓
John Wiley & Sons Ltd	✓	✗
Jonathan Ball Publishers	✓	✓
Juta & Company Limited	✓	✓
LAPA Publishers (Pty) Ltd	✓	✓
Lectio Publishers (Pty) Ltd	✓	✗
LexisNexis Butterworth SA (Pty) Ltd	✓	✓
Lux Verbi Publishers	✓	✗
Macmillan South Africa (Pty) Ltd	✓	✓
Maskew Miller Longman (Pty) Ltd	✓	✓
Naledi Publishers	✗	✓
Nasou/Via Afrika Publishers	✓	✓
NB Publishers	✓	✓
New Africa Books (Pty) Ltd	✓	✗
New Holland Publishing (SA) (Pty) Ltd	✓	✓
New Readers Publishers	✓	✗
Nutrend Productions	✓	✓
Oxford University Press Southern Africa	✓	✓
Palm Publishers	✓	✗
Pan Macmillan SA	✓	✓
Penguin Publishers SA (Pty) Ltd	✓	✓
Protea Boekhuis	✗	✓
PSD Promotions (Pty) Ltd	✓	✓
Random House (Pty) Ltd	✓	✓
Reed Elsevier SA (Heinemann)	✓	✓
Scholastic Inc	✓	✗
Shuter and Shooter Publishers (Pty) Ltd	✓	✓
Solo Collective	✓	✗
Stimela Publications	✗	✓
Van Schaik Publishers	✓	✓
Vivlia Publishers & Booksellers (Pty) Ltd	✓	✓
Wild Dog Press	✓	✓
Wits University Press	✓	✓
UNISA Press	✗	✓
Total Questionnaires Analyzed	36	34

DATA CAPTURING

The data collected from the 34 questionnaires was captured in Excel as part of the book publishing industry database. Several security measures ensured the confidentiality of the data, both in paper and electronic format.

Following the procedure instituted for the previous five surveys, the 115 entities on the **core list** for the 2007 survey were coded according to the turnover band structure (A–L) on which PASA membership fees is based (this information was provided by the PASA office). The entities were then organised into three basic categories: LARGE PUBLISHERS (bands K & L, which included entities with an annual turnover of more than R 50 million), MEDIUM PUBLISHERS (bands F-J, which included entities with an annual turnover between R 5 million and R 49, 999,000) and SMALL PUBLISHERS (bands A-E, which included entities with an annual turnover of less than R 5 million). Since 2006 the subsidiary companies of one group, which had previously reported at holding company level, were put into the appropriate bands according to their reported turnovers.

The **large publishers' category** on the 2007 core list comprised 15 entities (compared to 16 entities in 2006). The **medium publishers' category** comprised 18 entities (equal to the 18 entities in 2006). The **small publishers' category** comprised 82 entities (compared to 65 entities in 2006). [15+18+ 82=115]

The 34 questionnaires used for analysis have been divided into the three publishers' categories:

- **15 questionnaires** were completed by entities in the LARGE PUBLISHERS' category on the core list of 115. Since these 15 entities comprised **15 out of 15** targeted entities in the K & L bands, the analysis for this category is **100.00% representative**.
- **9 questionnaires** were completed by entities in the MEDIUM PUBLISHERS' category on the core list of 115. Since these 13 entities comprise **9 out of 18** targeted entities in the F, G, H, I and J bands, the analysis for this category is **50.00% representative**. Accumulative maximum potential Total Net Turnover for the 9 outstanding entities in this category was estimated at **R 61,856,000.** This estimation was based on: (i) the maximum potential turnover of non-participating PASA members according to their position in the PASA membership band structure; and (ii) estimated rankings of the non-participating non-PASA entities within the broad parameters of the PASA membership band structure (see page 7). (This procedure was consistently applied since the 2002 survey.)
- **10 questionnaires** were completed by entities in the SMALL PUBLISHERS' category on the core list of 115. Since these 10 entities comprised **10 out of 82** targeted entities in the A, B, C, D and E bands, the analysis for this category was only **12.19% representative** of

the identified smaller publishers. Accumulative maximum potential Total Net Turnover for the **72** outstanding entities in this category was estimated at **R 129,477,000**.

[15 large + 9 medium + 10 small = 34 completed questionnaires; 9 medium + 72 small = 81 outstanding questionnaires; 15 + 18 + 82 = 115 total for core list]

The **Total Net Turnover** of the 34 completed questionnaires was **R 3 012,180,517** (Rx). If the estimated figure for the 81 outstanding questionnaires (**R 61,856,000** + **R 129,477,000 = R 191,333,000)** is added to this, the **estimated Total Net Turnover** for the 115 core list entities would be **R 3,235,135,517** (Ry). The analysis below (see TURNOVER PROFILE) was based on the actual figure(s) in the questionnaires and therefore constituted Rx / Ry x 100 = **93.11%** of the estimated Total Net Turnover for all 115 entities, which gave a clear indication of the industry turnover profile.

DATA ANALYSIS

Data from the 34 completed questionnaires was analysed in order to construct the following generic profiles of the South African book publishing industry: turnover, production, author, royalty, ownership etc, and employment. Several security and quality control measures ensured the confidentiality and integrity of the information transfer process.

The analysis, however, rests on the assumed accuracy of the data received from the individual participating entities.

Fig. 3 Summary of 2007 Survey Participants

Participant	**Total**	**Large**	**Medium**	**Small**
Number of Participants	34	15	9	10
Membership Category				
PASA Member	27	14	7	6
Non- PASA Member	7	1	2	4
Size Category				
Large: Turnover > R 50 M	15	15	0	0
Medium: Turnover < R 50m >R 5 M	9	0	9	0
Small: Turnover < R 5 M	10	0	0	10
Participation Category				
Previous Participant	28	15	8	5
New Participant	6	0	1	5
Reporting Entity				
Holding Company	3	3	0	0
Business Unit Within Holding Co	8	5	3	0
Stand Alone Business Unit	23	7	6	10
Primary Focus				
Trade	17	5	7	5
Education	10	8	1	1
Academic	7	2	1	4
Distribution Category				
Own Distribution	23	11	6	6
Outsourced Distribution	11	4	3	4
Type Of Company				
Local Publisher Only	15	3	4	8
Local Publisher And Distributor	18	12	4	2
Distributor Only	1	0	1	0
Import Agency	0	0	0	0

It is not possible to compare the results of this survey with that of previous years. The participants of the surveys differ, and some participants experienced significant changes in their business operations, which have an effect on the survey results. Some participants moved into a higher turnover category either through organic growth or through mergers and acquisitions. Some participants dropped into lower turnover categories having sold off parts of their publication lists. One significant previous participant changed its distribution arrangement resulting in it no longer participating, but its turnover is now recorded by another participant distributor.

As soon as this report is accepted by the Executive Committee of PASA a *Broad Trends Report* will be compiled, based on a like-for-like comparison of all entities which participated in both the 2006 and the 2007 annual book publishing industry surveys, in order to highlight the patterns or trends that manifested over these two years.

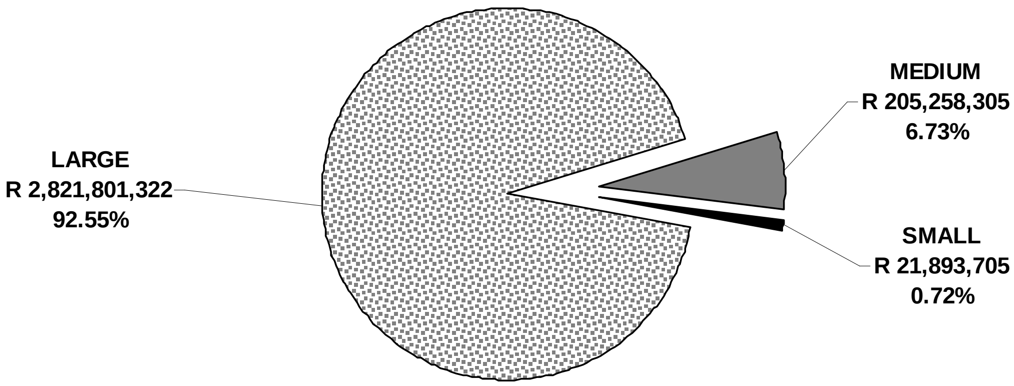
TURNOVER PROFILE
Total Net Turnover

*The **Total Net Turnover** (excluding VAT and discount) of all participating publishers for the period 1 January to 31 December 2007.*

Fig. 4 Total Net Turnover of Participating Publishers and Estimated Total Turnover for Non-participating Publishers

Participating Large Publishers (Band K-L)	Participating Medium Publishers (Band F-J)	Participating Small Publishers (Band A-E)	Combined Total for Participating Large, Medium and Small Publishers	Non-participating Large, Medium and Small Publishers (Maximum Potential Turnover based on PASA Membership Band)	Estimated Total Turnover for all Publishers on Core List
R 2,821,801,322	R 205,258,305	R 21,893,705	**R 3,048,953,332**	R 495,496,000	**R 3,544,449,332**

Fig. 5 Total Net Turnover
All Participating Publishers According to Publishers' Category
[= R3,048,953,332]



Notes

- These figures represent feedback from 15/15 large publishers, 9/18 medium publishers, and 10/83 small publishers.
- The 15 large publishers contributed **R 2,821,801,322** (Ra) to the Total Net Turnover of **R 3,048,953,332** (Rb), therefore their contribution is Ra / Rb x 100 = **92.55%** of the Total Net Turnover of the 34 participating entities.
- The Total Net Turnover of **R 3,048,953,332** (Rc) constituted **86.02%** of the estimated Total Net Turnover (**R 3,544,449,332** = Rd) of all 115 entities on the core list (see pages 6 and 7).
- Take note that the Total Net Turnover for 2007 cannot directly be compared with the corresponding figure for preceding years, because of the expanded sample. See the separate *Broad Trends Report* for comparative turnover information.

TURNOVER PROFILE
Total Net Turnover: Business Activities

The Total Net Turnover (excluding VAT and discount) of all participating publishers for the period 1 January to 31 December 2007 according to ***business activities****.*

Fig. 6 Total Net Turnover of Participating Publishers According to Business Activities

Total Net Turnover for **Sales of Local Product** (Books and Non-Books)	Total Net Turnover for **Sales of Imported Product** (Books and Non-Books)	Total Net Turnover for **Other Activities** (e.g. Right Sales & Warehousing)	Combined Total Net Turnover by Participating Publishers for All Book Publishing Activities
R 2,364,915,078	R 646,138,569	R 1,126,870	R 3,012,180,517

Fig. 7 Total Net Turnover According to Business Activities
Large Publishers
[= R2,787,216,446]

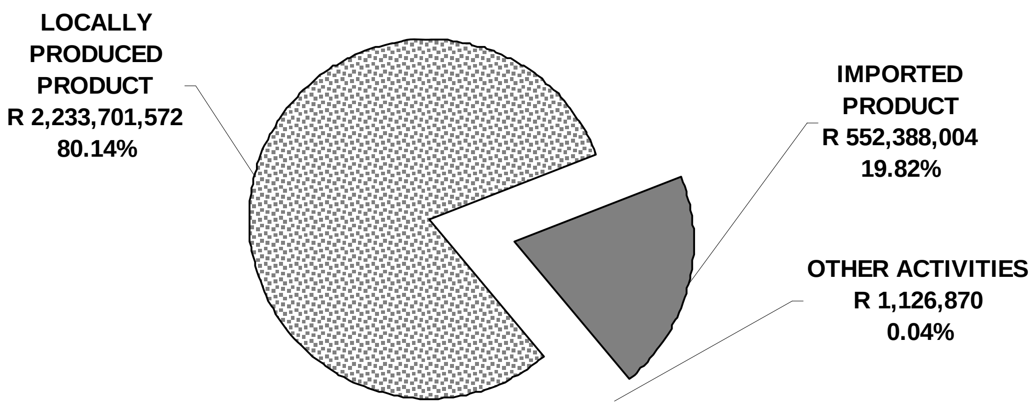
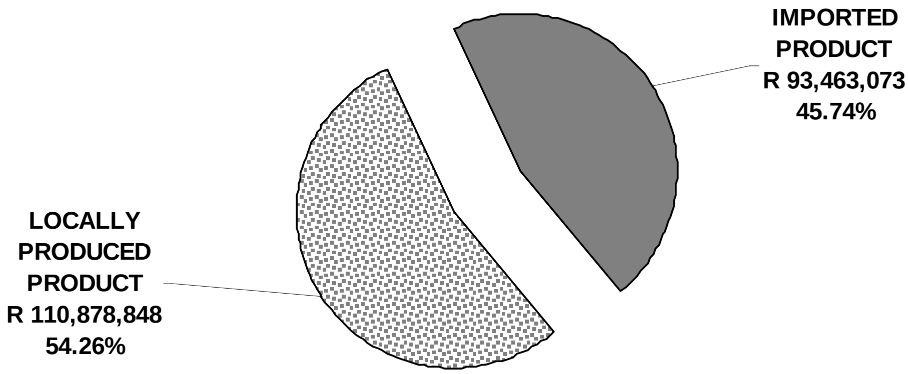
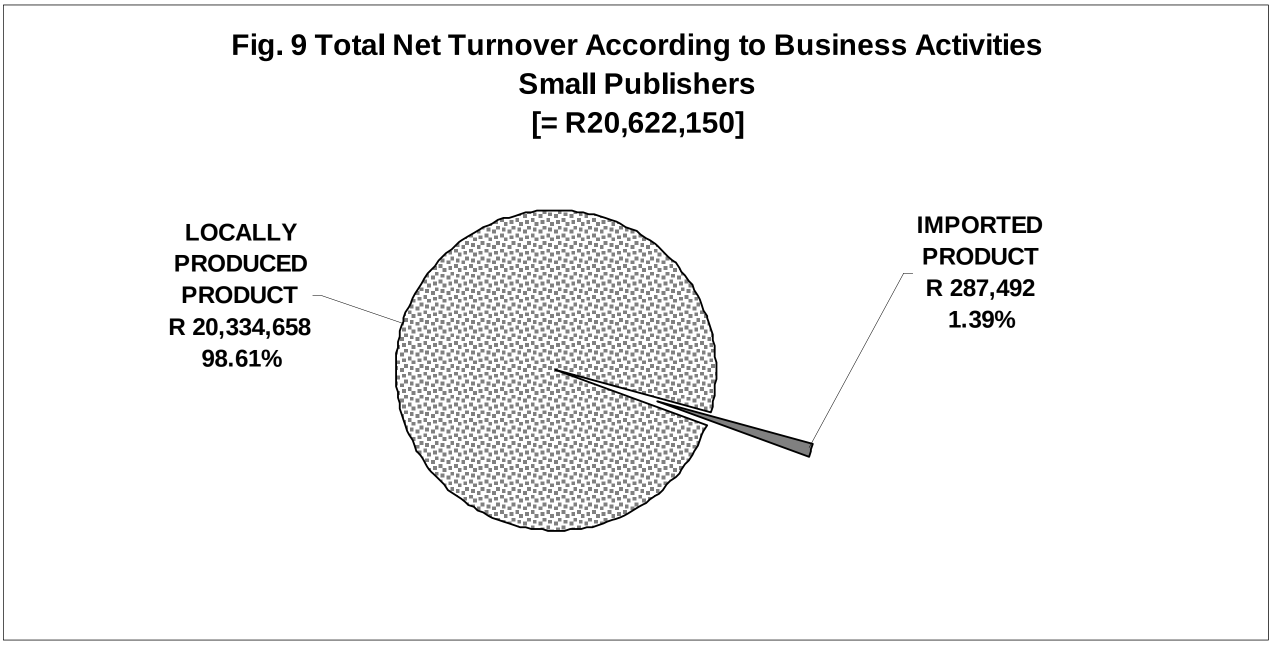


Fig. 8 Total Net Turnover According to Business Activities
Medium Publishers
[= R110,878,848]





Notes

- These figures represent feedback from 15/15 large publishers, 9/18 medium publishers, and 10/83 small publishers.
- The most dominant business activity of the large publishers' category was local product (80.14%).
- The business activity profile of the medium publishers' category reflected a dominance of local product (54.26%), with a substantial portion of imported product (45.74%).
- The small publishers' category focused almost exclusively on local product (98.61%). It is, however, important to remember that this publishers' category is under-represented in the survey.

TURNOVER PROFILE
Net Turnover: Sales of Local vs. Imported Product – According to Sub-Sector

The Net Turnover (excluding VAT and discount) of all participating publishers for sales of ***local and imported product*** *into the South African market for the period 1 January to 31 December 2007, according to sub-sector.*

Fig. 10 Net Turnover: Sales of Local Product vs. Sales of Imported Product – According to Sub-Sector

Sector	Total Net Turnover of **Sales of Local Product & Imported Product**	Net Turnover - **Sales of Local Product** (Rand Value & Percentage)	Net Turnover - **Sales of Imported Product** (Rand Value & Percentage)
Trade Sector	R 862,054,939 28.26%	R 366,893,590 42.56%	R 495,161,349 57.44%
Education Sector	R 1,618,325,406 53.73%	R 1,520,194,723 93.94%	R 98,130,683 6.06%
Academic Sector (incl. Journals)	R 531,800,173 17.65%	R 478,953,635 90.06%	R 52,846,538 9.94%
Sub-Total		**R 2,366,041,948**	**R 646,138,570**
Total		**R 3,012,180,518**	

Fig. 11 Net Turnover: Sales of Local Book and Journals vs. Sales of Imported Books and Journals – According to Sub-Sector

Sector	Total Net Turnover of **Sales of Local Product & Imported Books and Journals**	Net Turnover - **Sales of Local Books and Journals** (Rand Value & Percentage)	Net Turnover - **Sales of Imported Books and Journals** (Rand Value & Percentage)
Trade Sector	R 819,706,294 28.71%	R 330,311,115 40.30%	R 489,395,179 59.70%
Education Sector	R 1,616,104,270 56.59%	R 1,518,179,320 93.94%	R 97,924,950 6.06%
Academic Sector (incl. Journals)	R 419,808,418 14.70%	R 367,025,181 87.43%	R 52,783,237 12.57%
Sub-Total		**R 2,215,515,616** **77.58%**	**R 640,103,366** **22.42%**
Total		**R 2,855,618,982**	

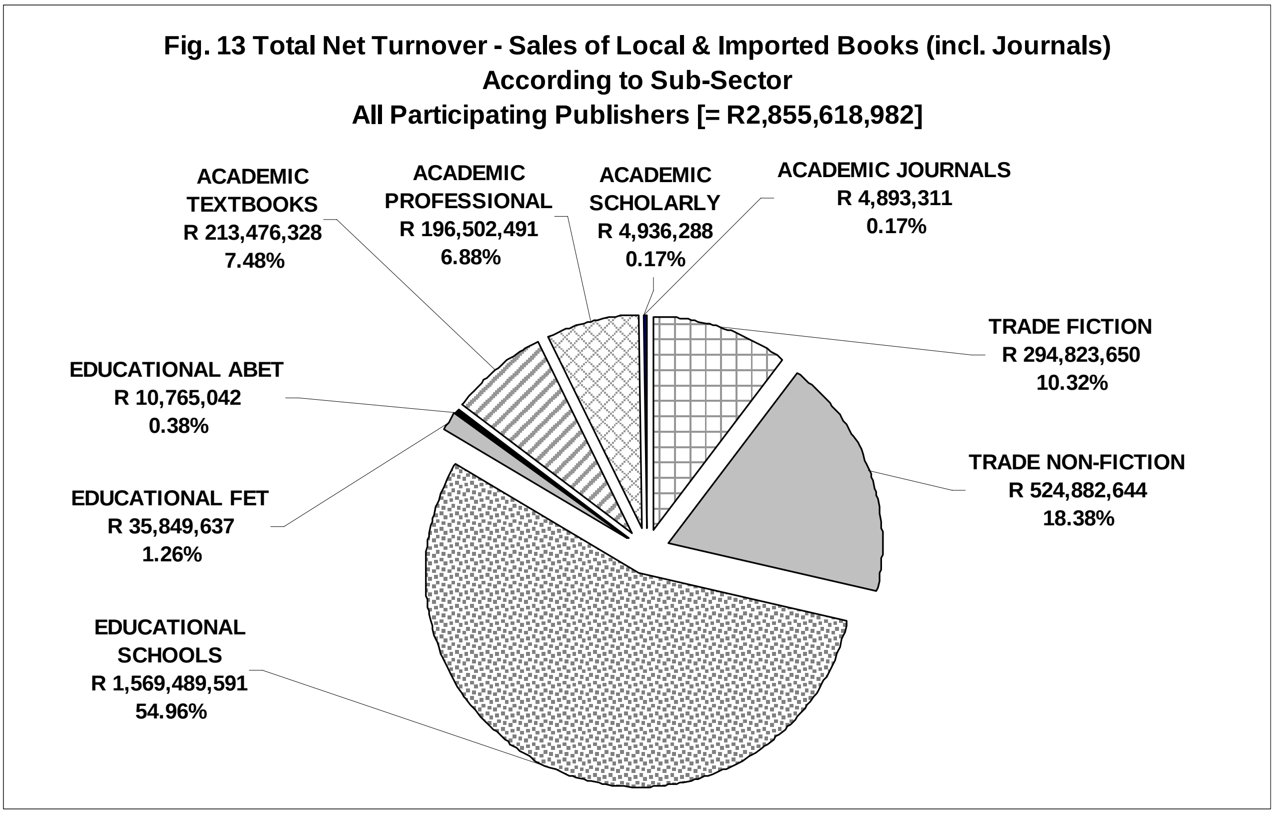
Fig. 12 Net Turnover: Sales of Local Non-Book Products vs Sales of Imported Non-Book Products – According to Sub-Sector

	Local	Imported
Total of Book Sales (as above)	**R2,215,515,616**	**R640,103,237**
PLUS: Trade Sub-Sector Non-Book Products	R36,582,475 86.38% Local	R5,766,170 13.62% Imported
PLUS: Education Sub-Sector Non-Book Products	R2,015,403 90.74% Local	R205,733 9.26% Imported
PLUS: Academic Sub-Sector Non-Book Products	R111,928,454 99.94% local	R63,301 0.06% Imported
Total Net Turnover for **Non-Book Products**	R150,526,332 96.15% Local	R6,035,204 3.85% Imported
PLUS: Other Activities (Rights Sales, Warehousing, Consulting, etc.)	R1,126,870	
Combined Total Net Turnover by Participating Publishers for All Activities	**R3,012,180,518**	

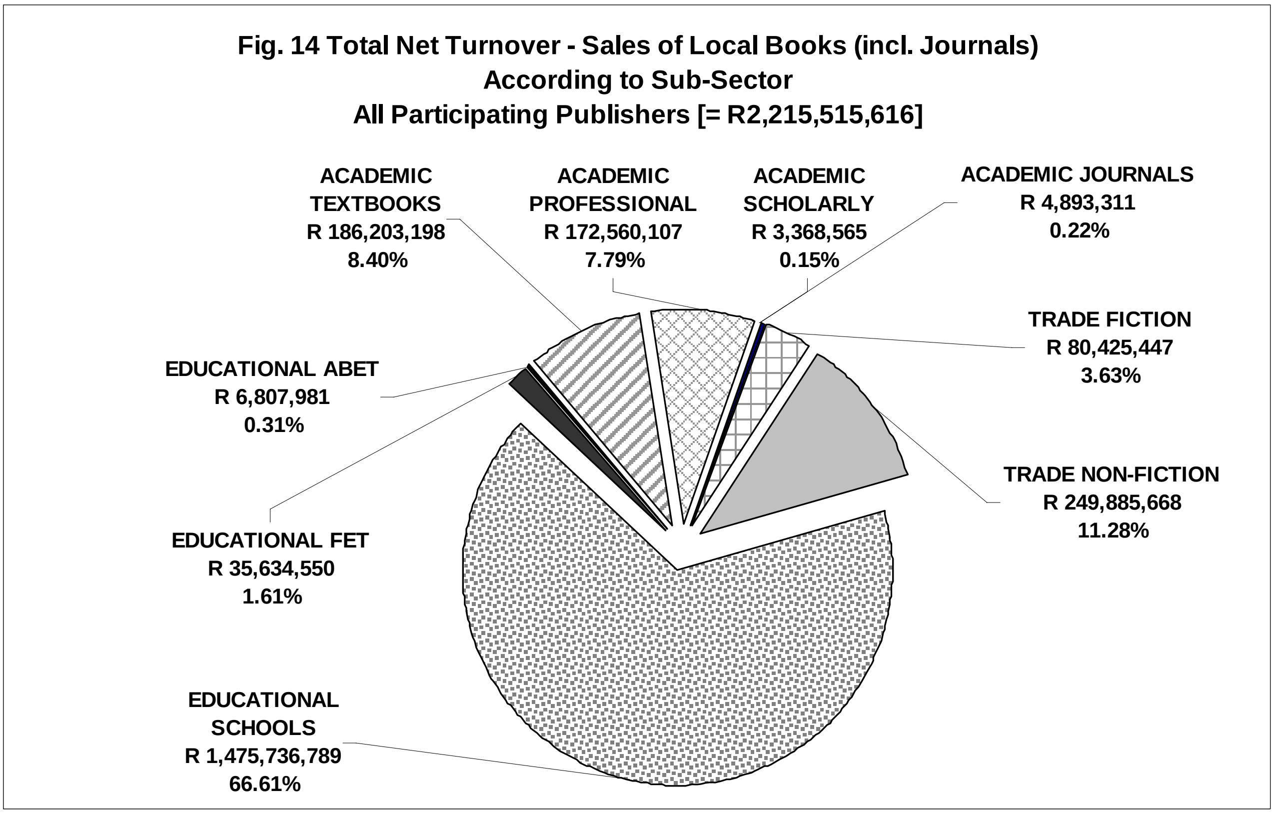
Notes

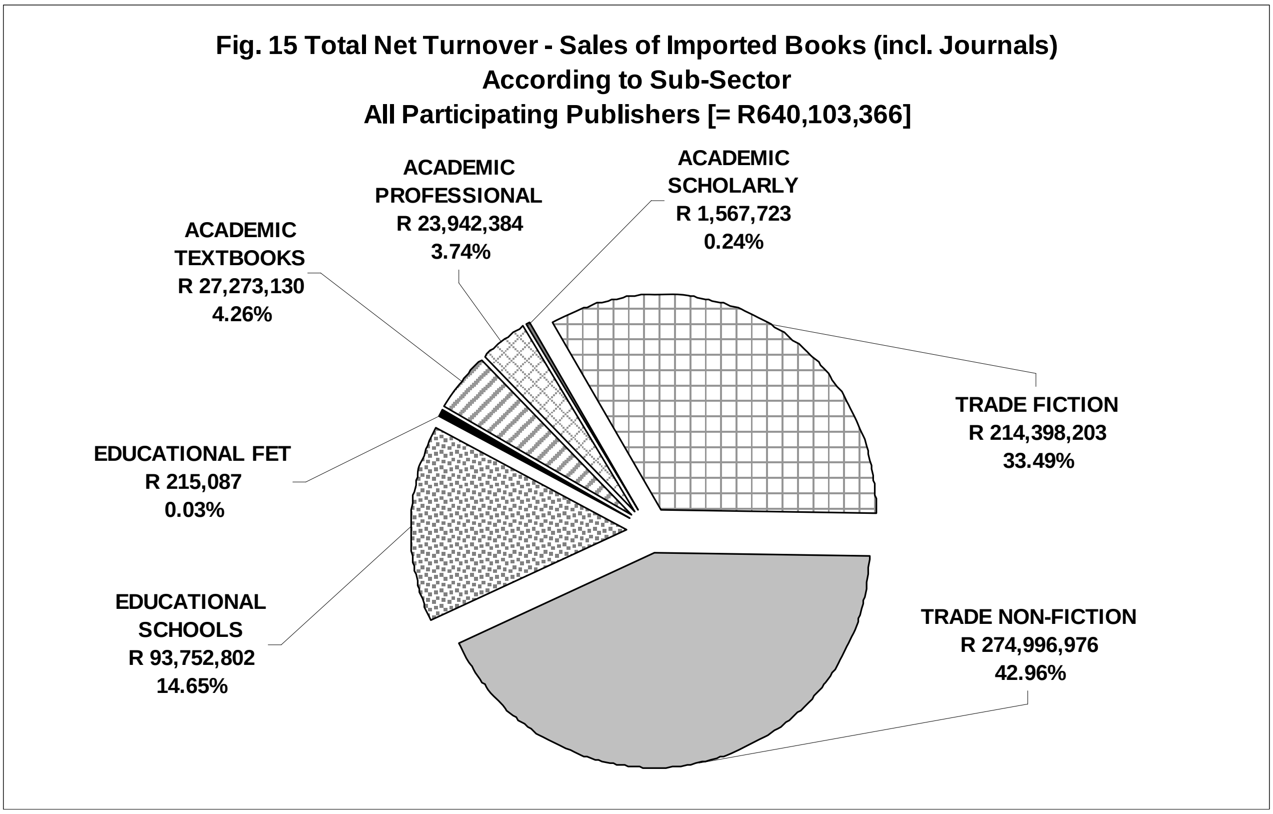
- The turnover of local versus imported academic product (including textbooks, professional books and journals) is not representative of this sub-sector of the industry, because a number of important role-players in this sector, especially local market agents for overseas publishers, did not participate in the survey. This is an issue that should be addressed in future surveys.
- This years' sample of participating academic publishers differs significantly from preceding years. Consequently no direct comparison with figures from the preceding years can be made in this report.

See pie charts below for a breakdown of sales of local books (and journals) versus sales of imported books (and journals) according to the three categories of publishers.



The next two pie charts distinguish between sales of local versus imported books (and journals) according to sub-sector.



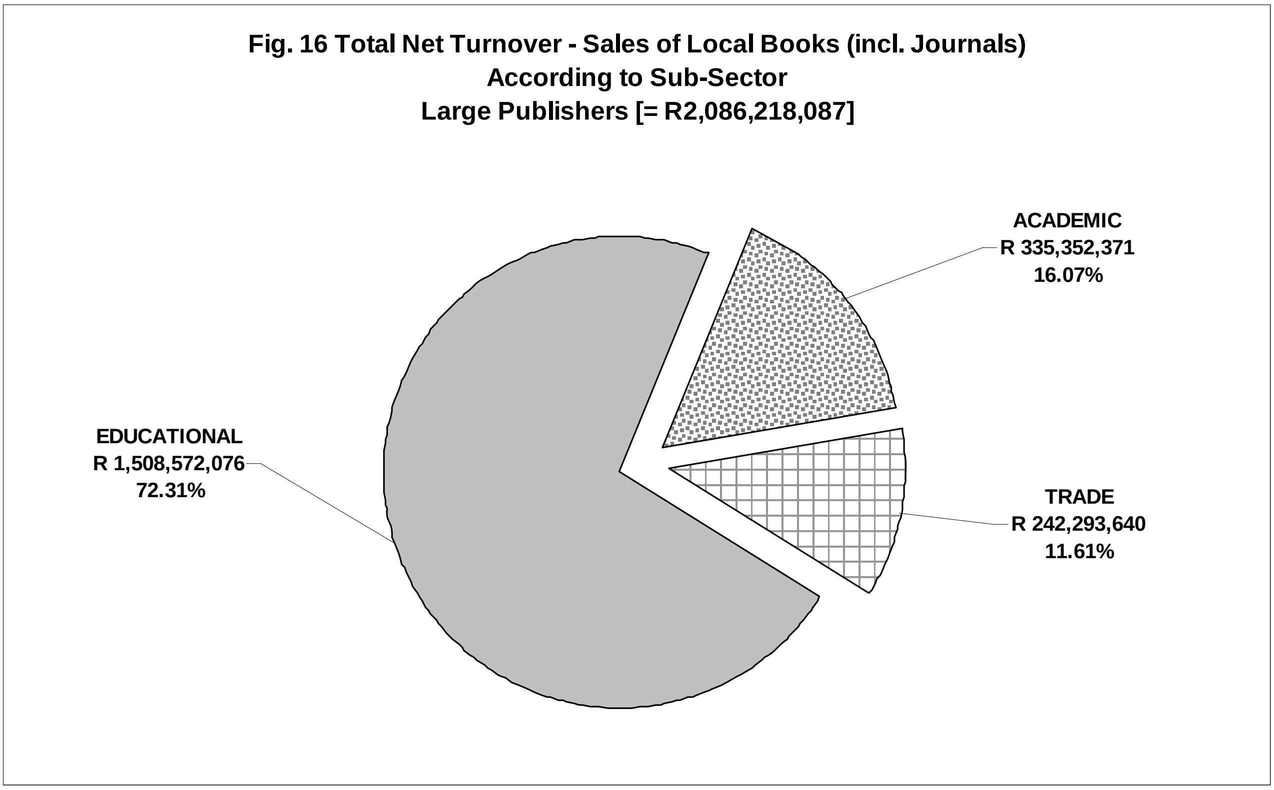


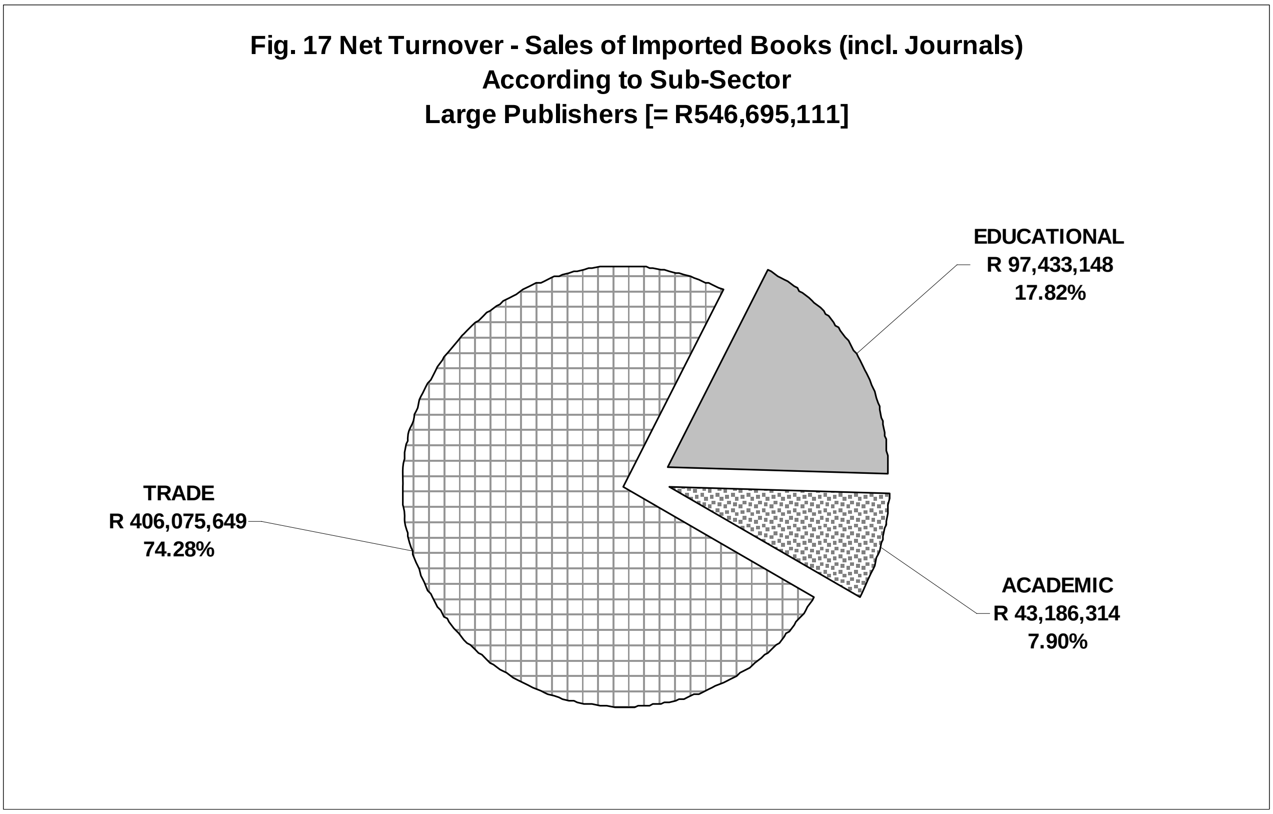
Notes

- The education sub-sector was dominated by sales of locally published books (66.61%).
- The value of local trade non-fiction was slightly lower than that of imported non-fiction.
- This year's sample of participating academic publishers differed significantly from preceding years and therefore no direct comparison with figures from the preceding years can be made in this report.

The next twelve pie charts (Fig. 16 - Fig. 27) represent local versus imported books (and journals) according to sub-sector and publishers' category.

TURNOVER PROFILE
Net Turnover: Sales of Local vs. Imported Product
Books and Journals – Large Publishers





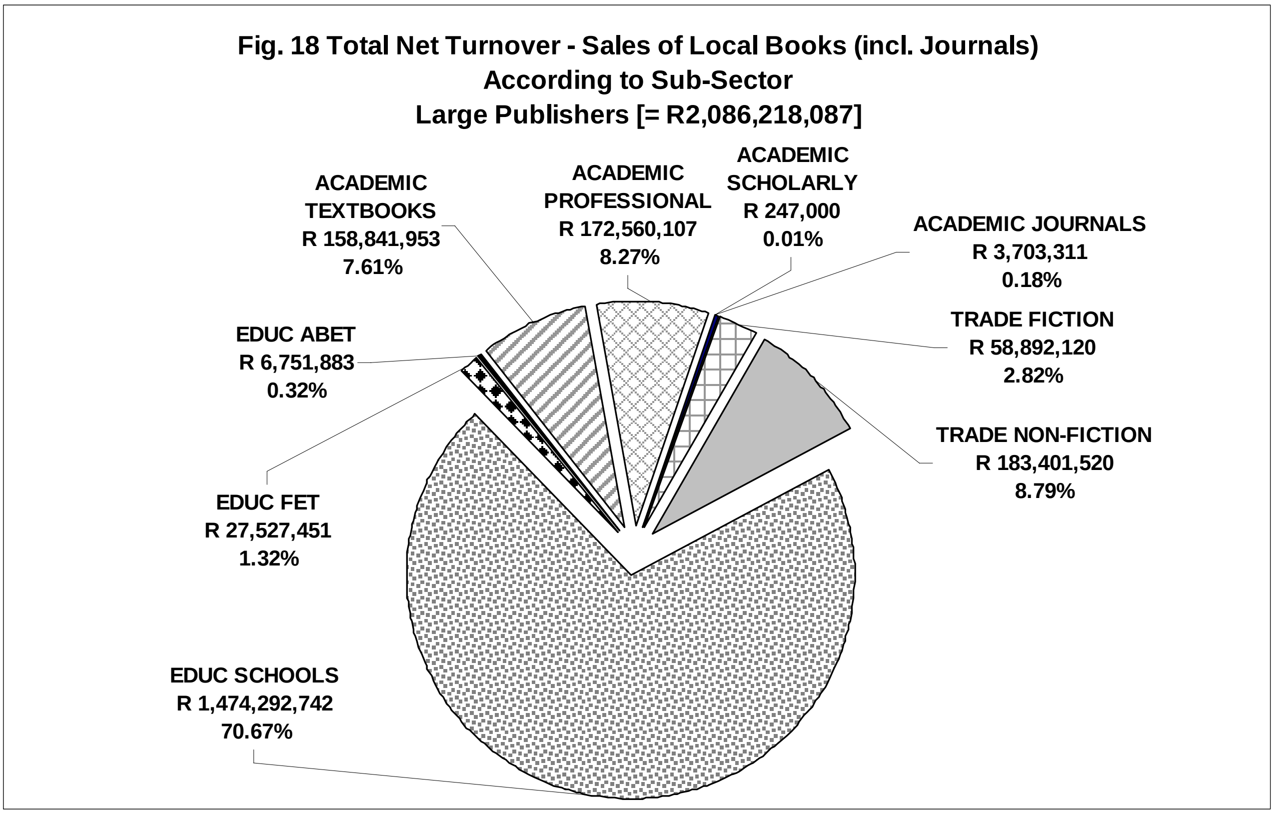


Fig. 18 Total Net Turnover - Sales of Local Books (incl. Journals)
According to Sub-Sector
Large Publishers [= R2,086,218,087]
ACADEMIC TEXTBOOKS R 158,841,953 7.61%
ACADEMIC PROFESSIONAL R 172,560,107 8.27%
ACADEMIC SCHOLARLY R 247,000 0.01%
ACADEMIC JOURNALS R 3,703,311 0.18%
TRADE FICTION R 58,892,120 2.82%
TRADE NON-FICTION R 183,401,520 8.79%
EDUC ABET R 6,751,883 0.32%
EDUC FET R 27,527,451 1.32%
EDUC SCHOOLS R 1,474,292,742 70.67%

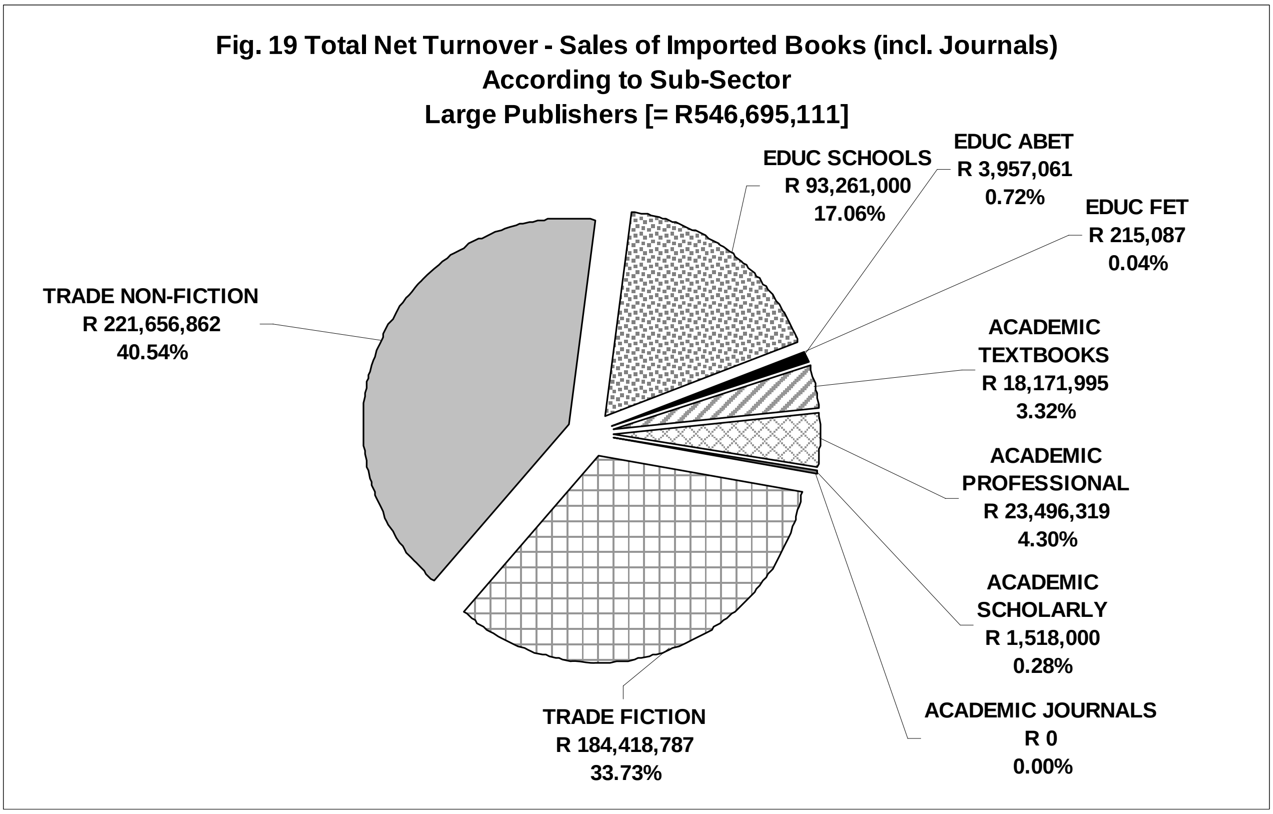


Fig. 19 Total Net Turnover - Sales of Imported Books (incl. Journals)
According to Sub-Sector
Large Publishers [= R546,695,111]
EDUC SCHOOLS R 93,261,000 17.06%
EDUC ABET R 3,957,061 0.72%
EDUC FET R 215,087 0.04%
TRADE NON-FICTION R 221,656,862 40.54%
ACADEMIC TEXTBOOKS R 18,171,995 3.32%
ACADEMIC PROFESSIONAL R 23,496,319 4.30%
ACADEMIC SCHOLARLY R 1,518,000 0.28%
ACADEMIC JOURNALS R 0 0.00%
TRADE FICTION R 184,418,787 33.73%

Notes

- The turnover of the large publishers' category was mainly generated by sales of local educational books and imported trade books (Fig. 16 and Fig. 17).
- School books accounted for 70.67% of the Net Turnover of all local books published by large publishers (Fig. 18).
- Of the Net Turnover of R 242,293,640 of local trade books published by the large publishers, fiction accounted for R 58,892,120 or 24.31% and non-fiction for R 183,401,520 or 75.69% (Fig. 18).
- Of the Net Turnover of R 335,352,371 of local academic books published by large publishers, textbooks accounted for R 158,841,953 or 47.37%, professional books for R 172,560,107 or 51.45% and scholarly books for R 247,000 or 0.07% (Fig. 18).
- Of the Net Turnover of R 406,075,649 of imported trade books sold by large publishers, non-fiction contributed R 221,656,862 or 54.59% and fiction R 184,418,787 or 45.41% (Fig. 19).
- Of the Net Turnover of R 43,186,314 of imported academic books sold by large publishers, textbooks accounted for R 18.171,995 or 42.08%, professional books accounted for R 23,496,319 or 54.41% and scholarly books R 1,518,000 or 3.51% (Fig. 19).

TURNOVER PROFILE
Net Turnover: Sales of Local vs. Imported Product
Books and Journals – Medium Publishers

Fig. 20 Total Net Turnover - Sales of Local Books (incl. Journals) According to Sub-Sector Medium Publishers [= R108,975,347]

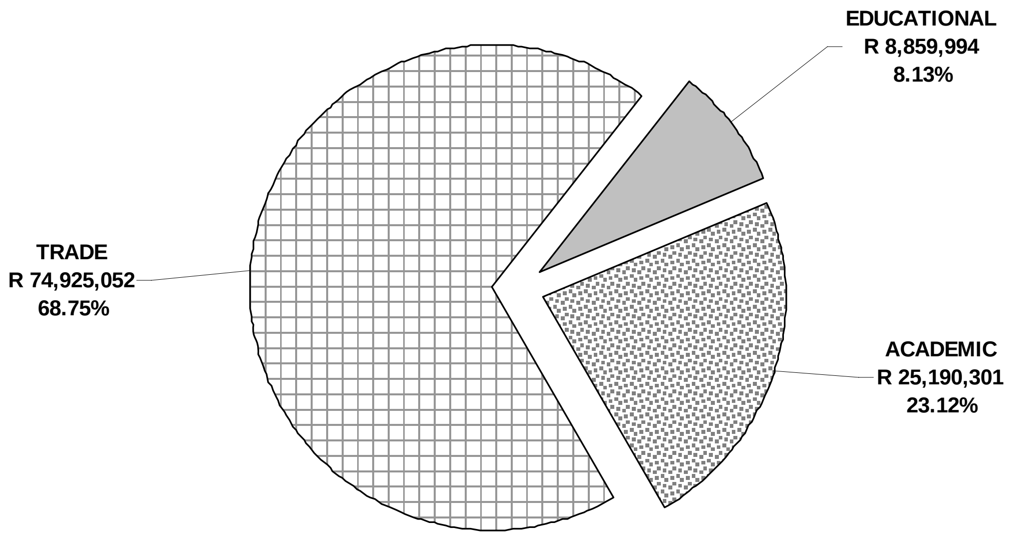
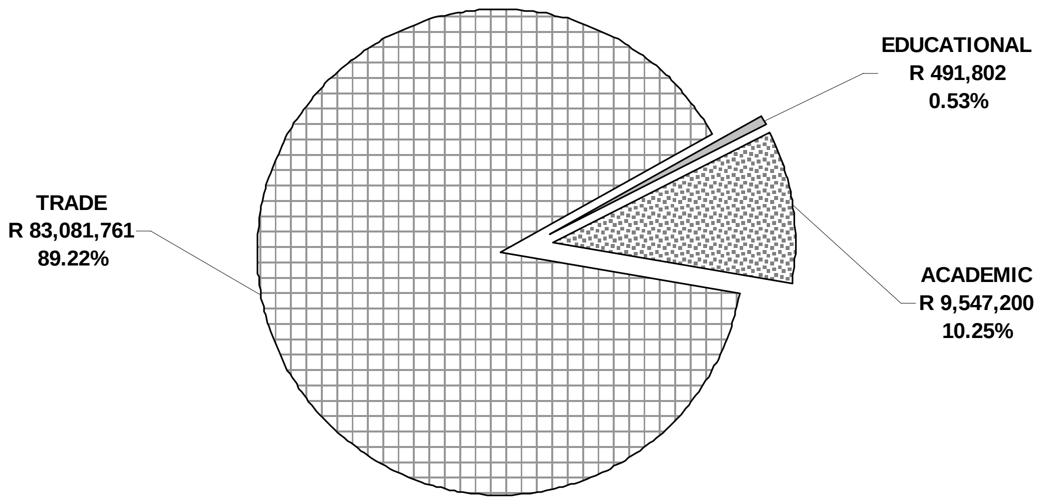
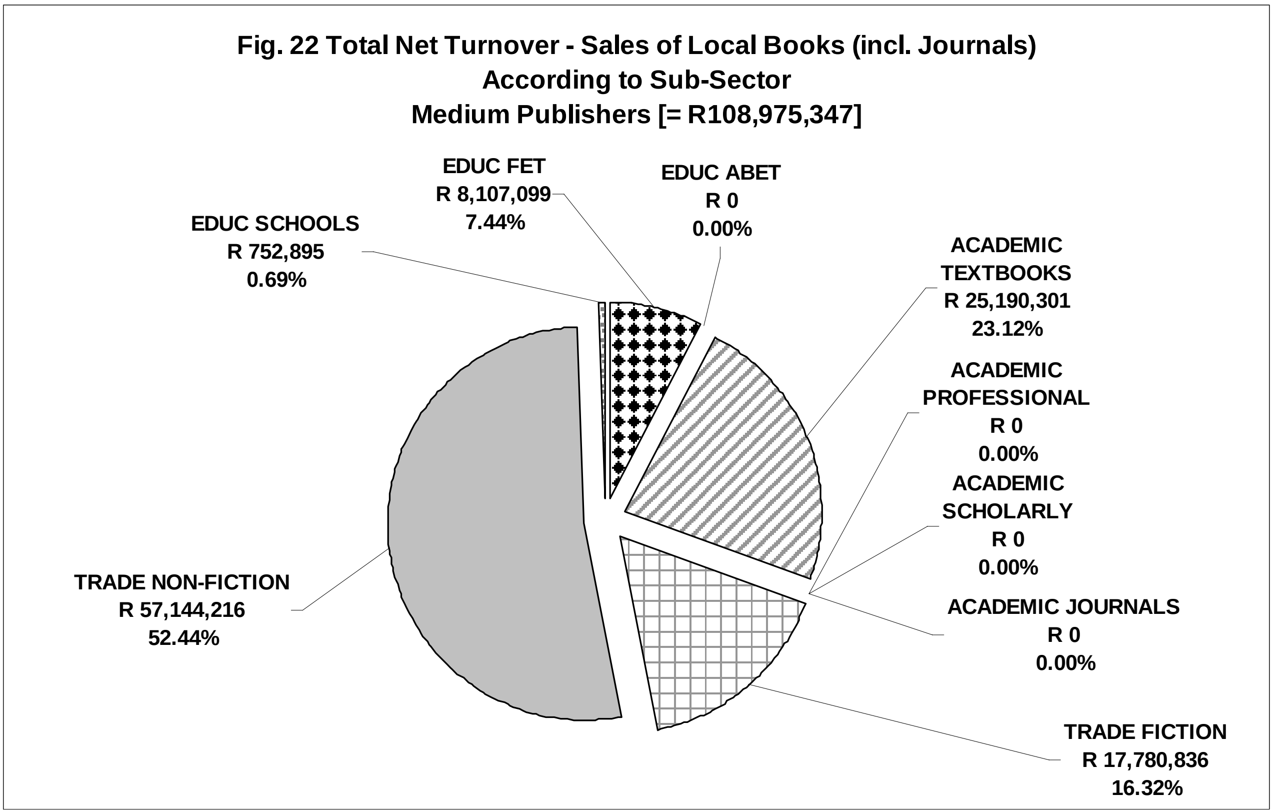
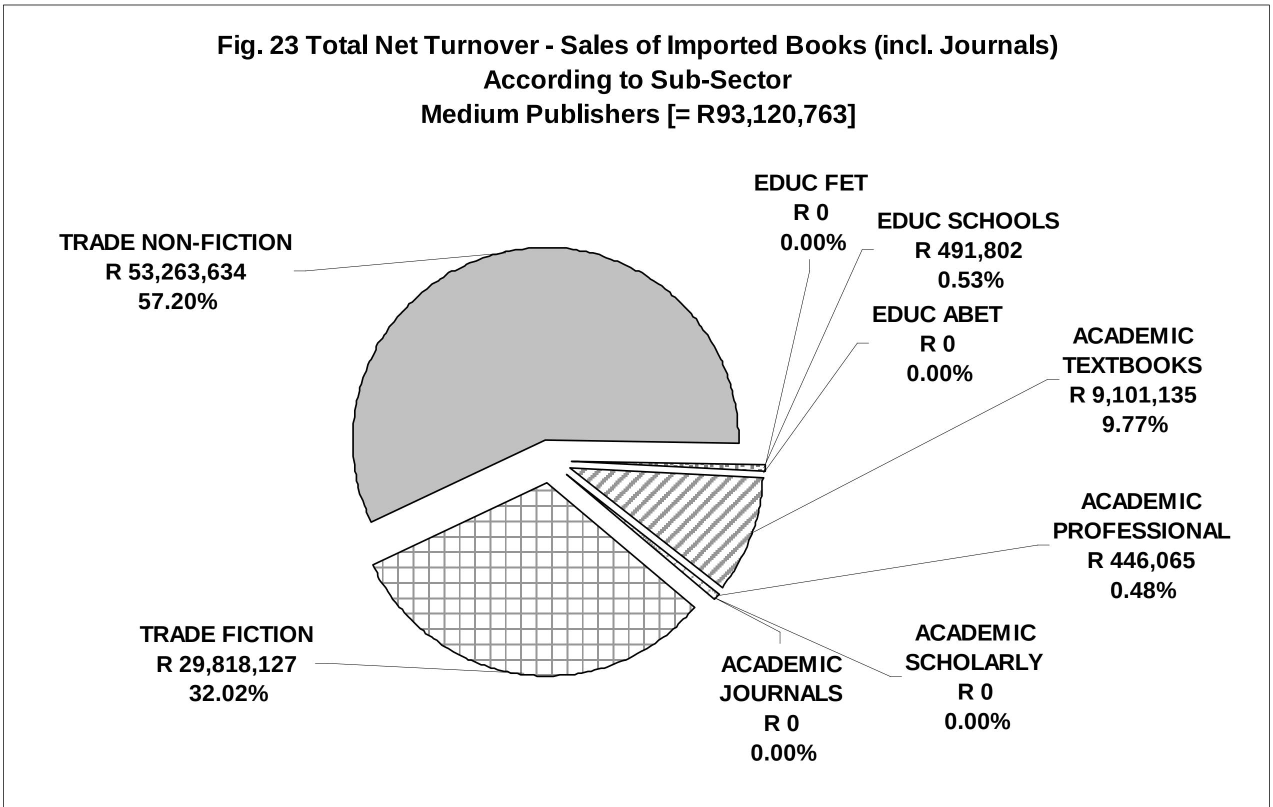


Fig. 21 Total Net Turnover - Sales of Imported Books (incl. Journals) According to Sub-Sector Medium Publishers [= R93,120,763]







Notes:

- The sale of trade books constituted the largest contribution to the turnover of medium publishers, in terms of both locally published and imported books (Fig. 20 and Fig. 21).

- Academic local books contributed 23.12%, and imported academic books 10.25% to the Net Turnover (Fig. 20 and Fig. 21).
- Six of the market agents in this sub-sector fall in the medium publisher category; since none of them participated in the survey the results are skewed.
- Two of the three medium sized publishers who did not participate in the survey are religious publishers, and hence fall in the trade category; the other one is an educational publisher.
- Of the Net Turnover of R 74,925,052 of locally published trade books distributed by medium publishers, R 57,144,216 or 76.26% were contributed by non-fiction titles and R 17,780,836 or 23.73% by fiction titles (Fig. 20 and Fig. 22).
- Of the Net Turnover of R 83,081,761 of imported trade books distributed by medium publishers, R 53,263,634 or 64.11% were contributed by non-fiction titles and R 29,818,127 or 35.89% by fiction titles (Fig. 20 and Fig. 22).

TURNOVER PROFILE
Net Turnover: Sales of Local vs. Imported Product
Books and Journals – Small Publishers

Fig. 24 Total Net Turnover - Sales of Local Books (incl. Journals) According to Sub-Sector Small Publishers [= R20,322,182]

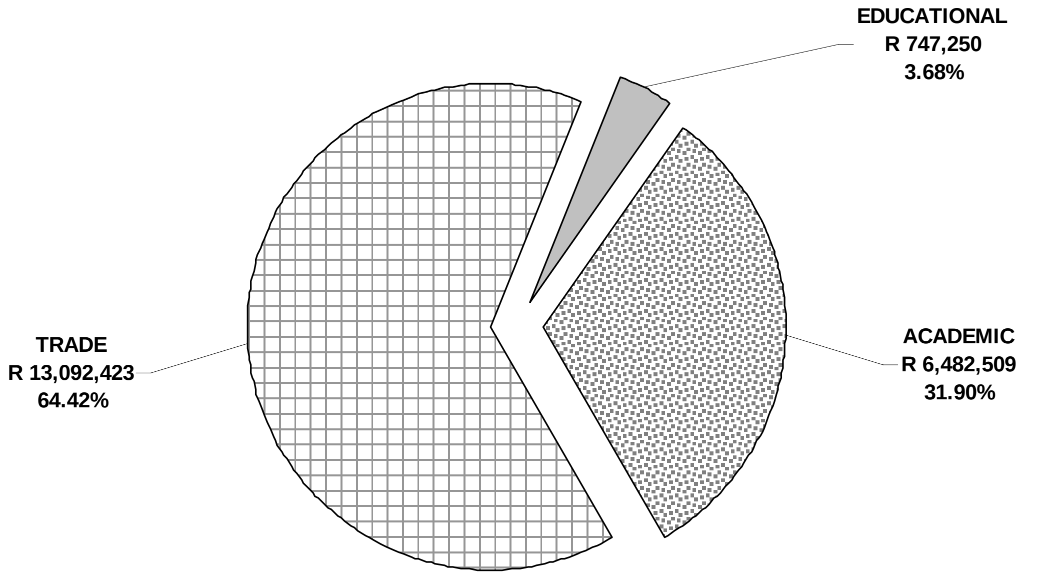
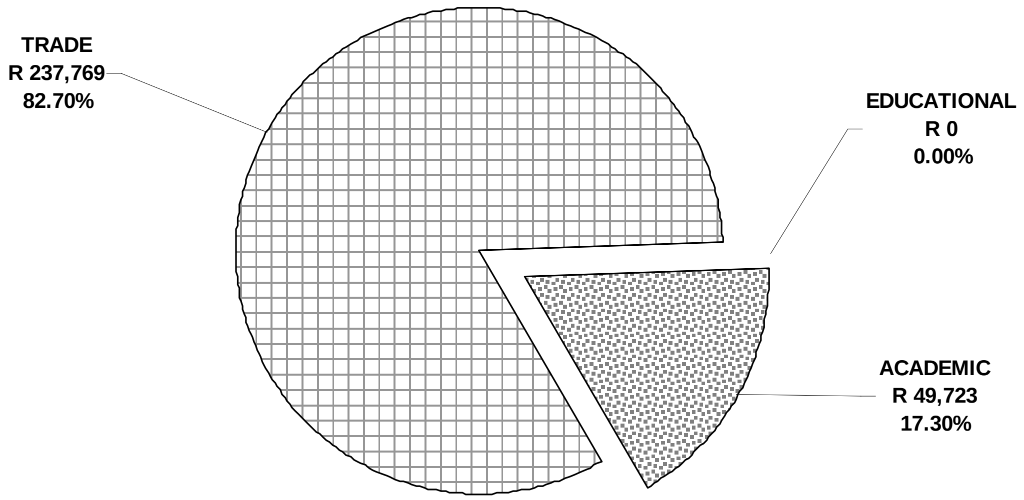


Fig. 25 Total Net Turnover - Sales of Imported Books (incl. Journals) According to Sub-Sector Small Publishers [= R287,492]



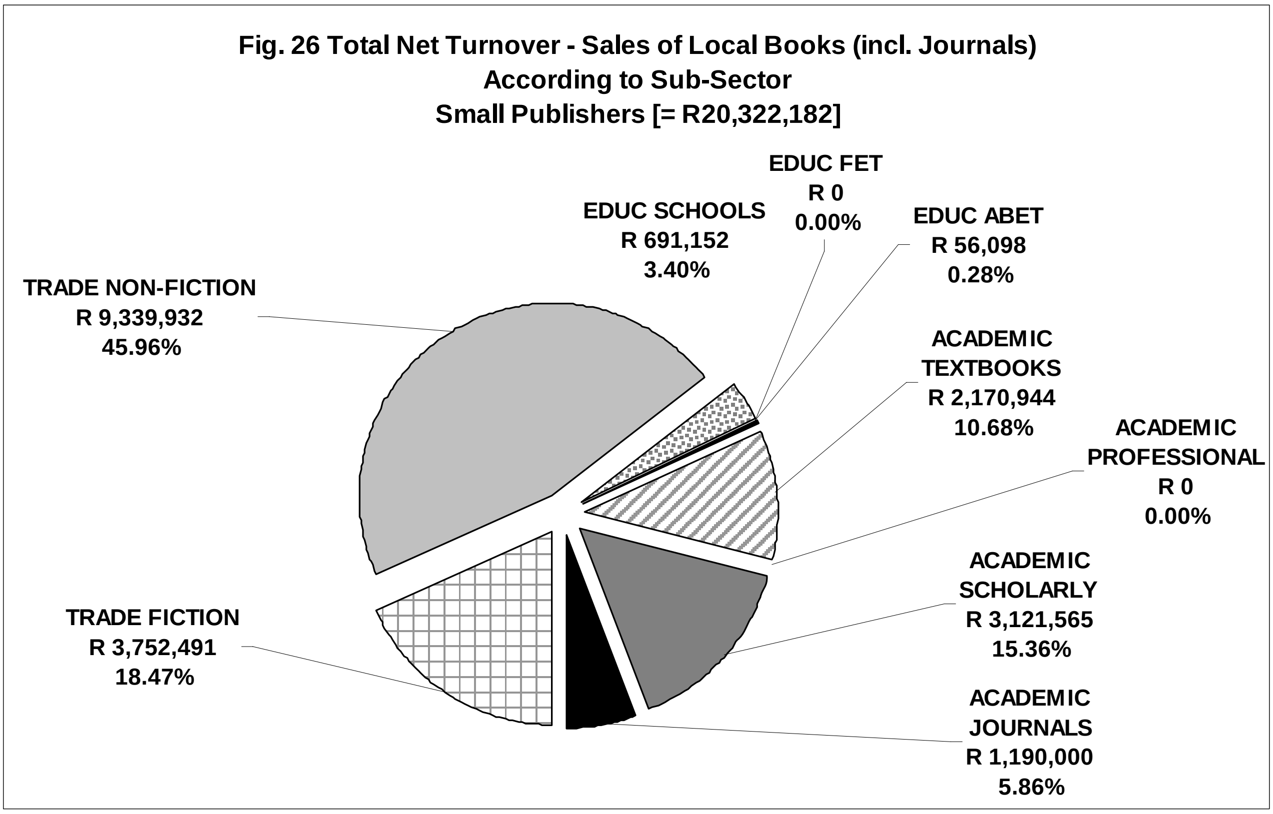


Fig. 26 Total Net Turnover - Sales of Local Books (incl. Journals)
According to Sub-Sector
Small Publishers [= R20,322,182]
EDUC FET
R 0
0.00%
EDUC SCHOOLS
R 691,152
3.40%
EDUC ABET
R 56,098
0.28%
TRADE NON-FICTION
R 9,339,932
45.96%
ACADEMIC
TEXTBOOKS
R 2,170,944
10.68%
ACADEMIC
PROFESSIONAL
R 0
0.00%
ACADEMIC
SCHOLARLY
R 3,121,565
15.36%
TRADE FICTION
R 3,752,491
18.47%
ACADEMIC
JOURNALS
R 1,190,000
5.86%

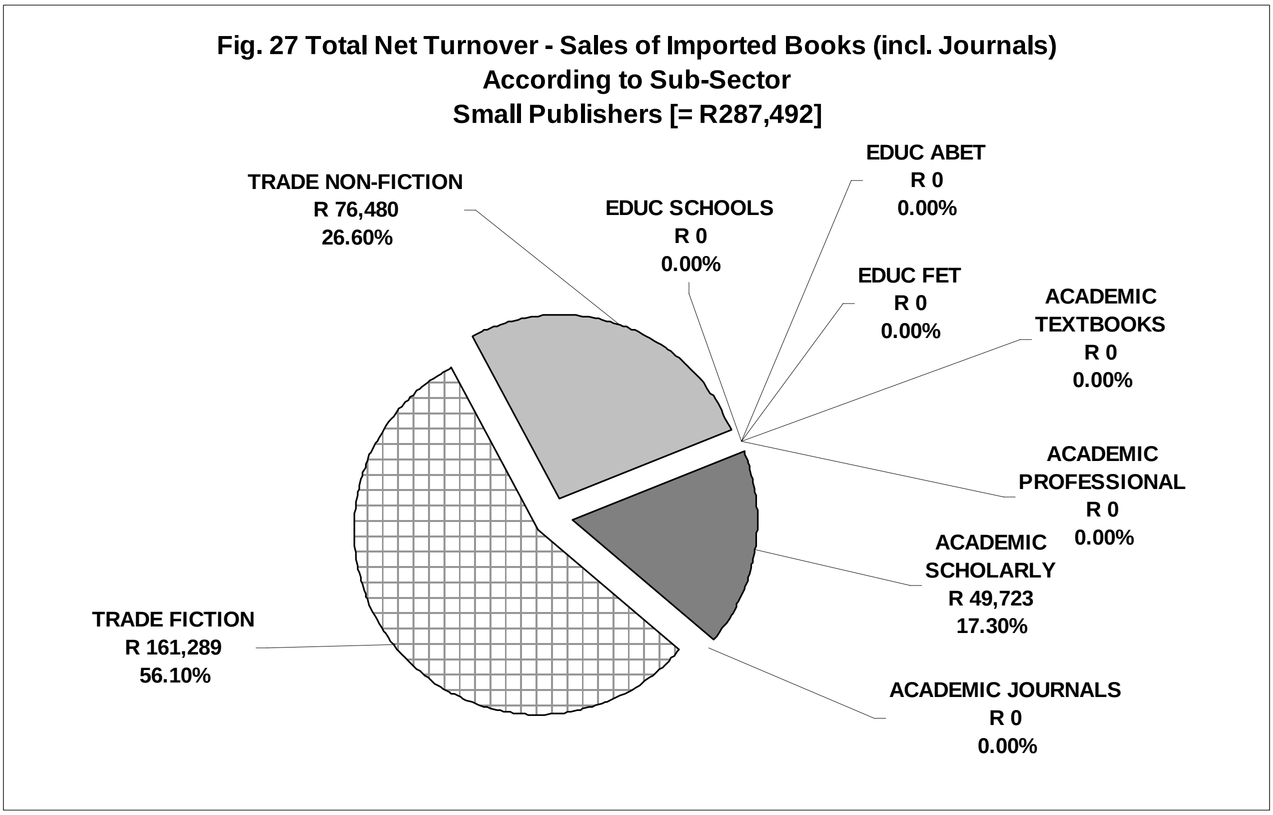


Fig. 27 Total Net Turnover - Sales of Imported Books (incl. Journals)
According to Sub-Sector
Small Publishers [= R287,492]
EDUC ABET
R 0
0.00%
TRADE NON-FICTION
R 76,480
26.60%
EDUC SCHOOLS
R 0
0.00%
EDUC FET
R 0
0.00%
ACADEMIC
TEXTBOOKS
R 0
0.00%
ACADEMIC
PROFESSIONAL
R 0
0.00%
ACADEMIC
SCHOLARLY
R 49,723
17.30%
TRADE FICTION
R 161,289
56.10%
ACADEMIC JOURNALS
R 0
0.00%

Notes

- Because of the fluctuating participation in the small publishers' category, no valid trends according to sub-sector turnover could be made. Only 10 of the targeted 83 small publishers participated, and their combined Net Turnover is estimated to be only 9% of the turnover of the core group of small publishers.
- The small publishers who participated in the survey focused almost exclusively on trade books and academic books.
- The Net Turnover of R 13,092,423 for local trade books published by participating small publishers was constituted by R 9,339,932 or 71.33% in non-fiction sales and R 3,752,491 or 28.67% in fiction sales (Fig. 24 and Fig. 26).
- The Net Turnover of R 237,000 of imported trade books distributed by participating small publishers was constituted by R 76,480 or 32.17% in non-fiction sales and R 161,289 or 67.83% in fiction sales (Fig. 25 and Fig. 27).
- The participating local publishers involved in the publishing of scholarly books formed part of the small publishers' category.

Non-Book Products

Fig. 28 Total Net Turnover - Sales of Local & Imported Non-Book Products According to Sub-Sector All Participating Publishers [= R156,561,536]

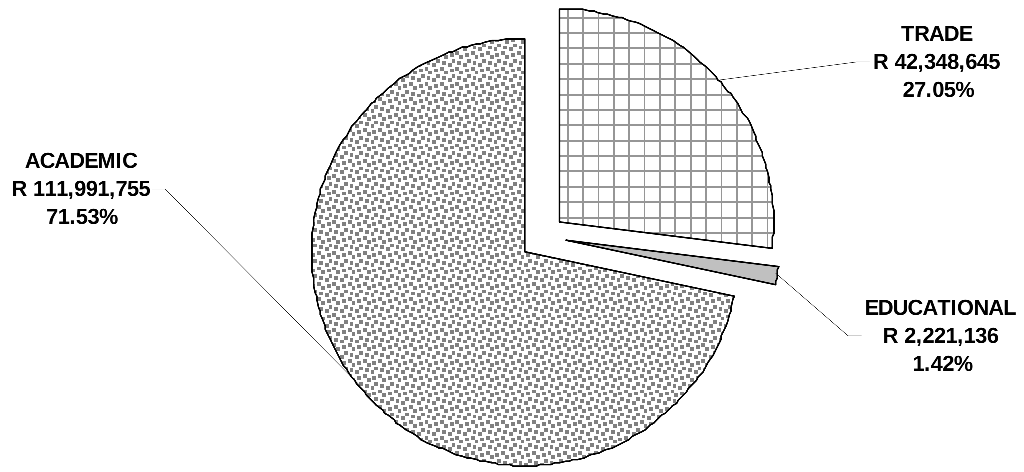


Fig. 29 Total Net Turnover - Sales of Local Non-Book Products According to Sub-Sector All Participating Publishers [= R150,526,332]

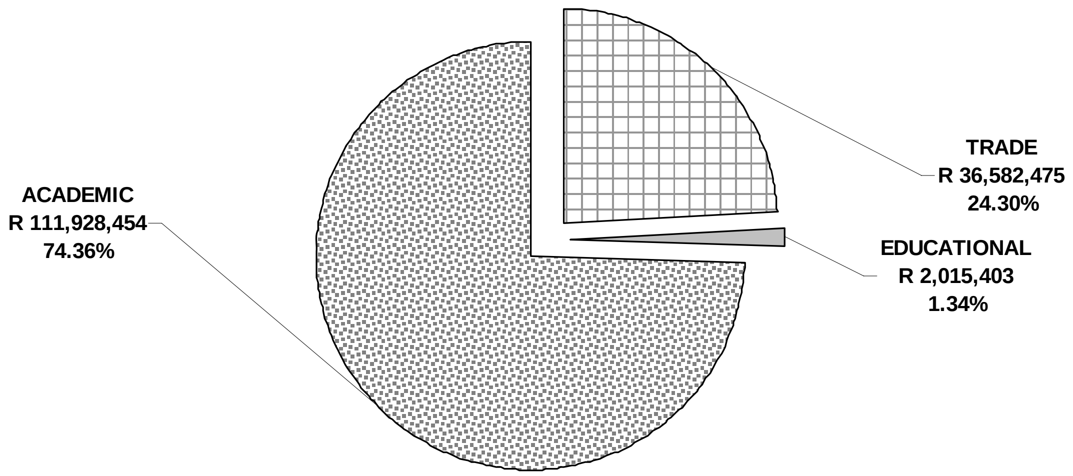
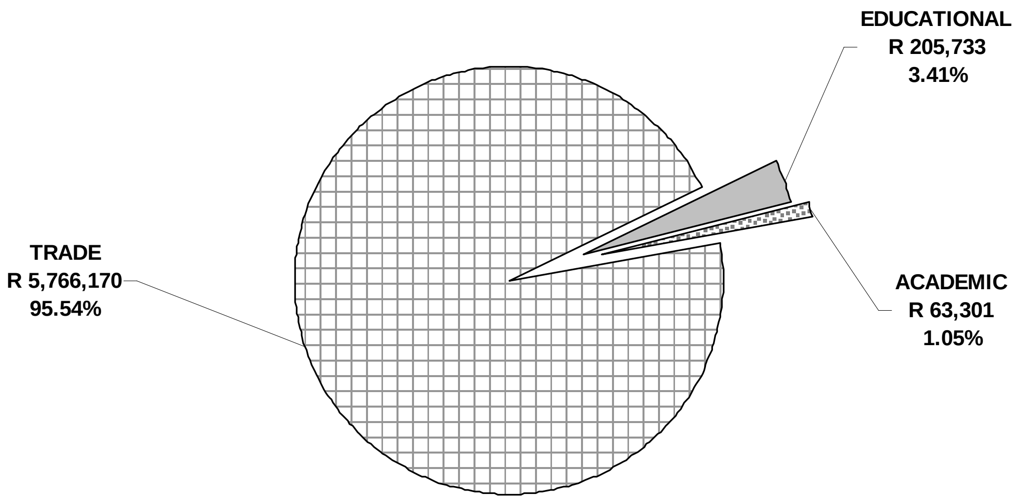


Fig. 30 Total Net Turnover - Sales of Imported Non-Book Products According to Sub-Sector All Participating Publishers [= R6,035,204]



Notes

- Professional books in electronic format dominated this segment of the market.
- Local publishers contributed R 111,928,454 or 99.94% of the Net Turnover recorded in this segment.
- Trade non-books recorded a Net Turnover of R 42,348,645 of which local publishers and distributors contributed R 36,582,475 or 86.38% (Fig. 28 and Fig. 29).

TURNOVER PROFILE
Net Turnover According to Type of Sales Outlet

*The **Net Turnover** (locally published and imported books) **according to the type of sales outlet** for the period 1 January to 31 December 2007*

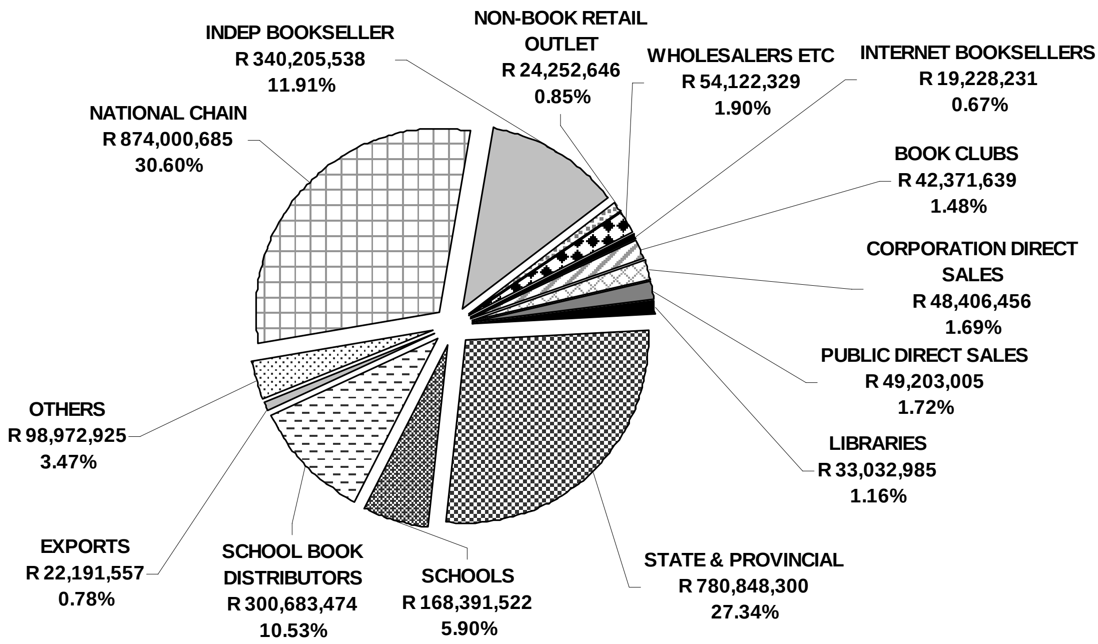
Participants were asked to provide Net Turnover Values and Average Trade Discounts for all sales made to retail outlets and other book customers. Nearly all booksellers focused on serving one of the three sub-sectors in the industry, and all sales made to such booksellers were deemed to be destined for that particular sub-sector. These sales outlets were categorized into a number of broad types of sales outlets and were specified in terms of the broad sub-sector these outlets served. Examples were provided to assist publishers in categorizing their sales outlets into these categories. The types of sales outlets identified are described in Fig. 31.

Fig. 31 Types of Sales Outlets

Type of Sales Outlet	Examples
National Bookseller Chains	Adams and Co., Afribooks, Airport Retail Concessions, Alibiprops, Armstrongs, Bargain Books, CNA, CUM Books, Estoril, Exclusive Books, Fascination Books, Gospel Direct, Impact Books, Juta, PNA, Protea Boekhuis, Van Schaik Booksellers, Wordsworths.
Independent Bookseller Chains	Booksellers with fewer than five sales outlets: Caxton Books, BT Books, Jasmyn, Graffiti, Fogarty's, etc.
Non-Book Retail Outlets	Retail outlets that sell books besides their main product lines: gift shops, curio shops, pharmacies, stationers, museums, etc.
Wholesalers, Supermarkets and Department Stores	Pick n Pay, Woolworths, Shoprite/Checkers, Dischem, Transworld, Baby & Co., Waltons, Silverray.
Internet Booksellers	Kalahari.net, Loot, Netbooks, etc.
Book Clubs and Mail Order Booksellers	Leserskring/ Leisure Books, LAPA, Sunday Times Book Club, etc.
Corporation Direct Sales	Business to business sales: corporate gift packagers, legal and accounting firms.
Direct Sales to The Public	Website, telephonic and contact sales to members of the public.
Libraries and Library Suppliers	Public libraries, academic libraries, institutional research libraries and specialist booksellers serving these clients.
State and Provincial Institutions	Departments of education and government institutions.
Schools	Suppliers who supply direct to schools.
School Book Suppliers	Holders of provincial tenders to supply school books to schools.
Exports	Exclusive Books Botswana, etc.
Other Types of Outlets	This category includes staff, authors, NGO's and a variety of other types of outlets.

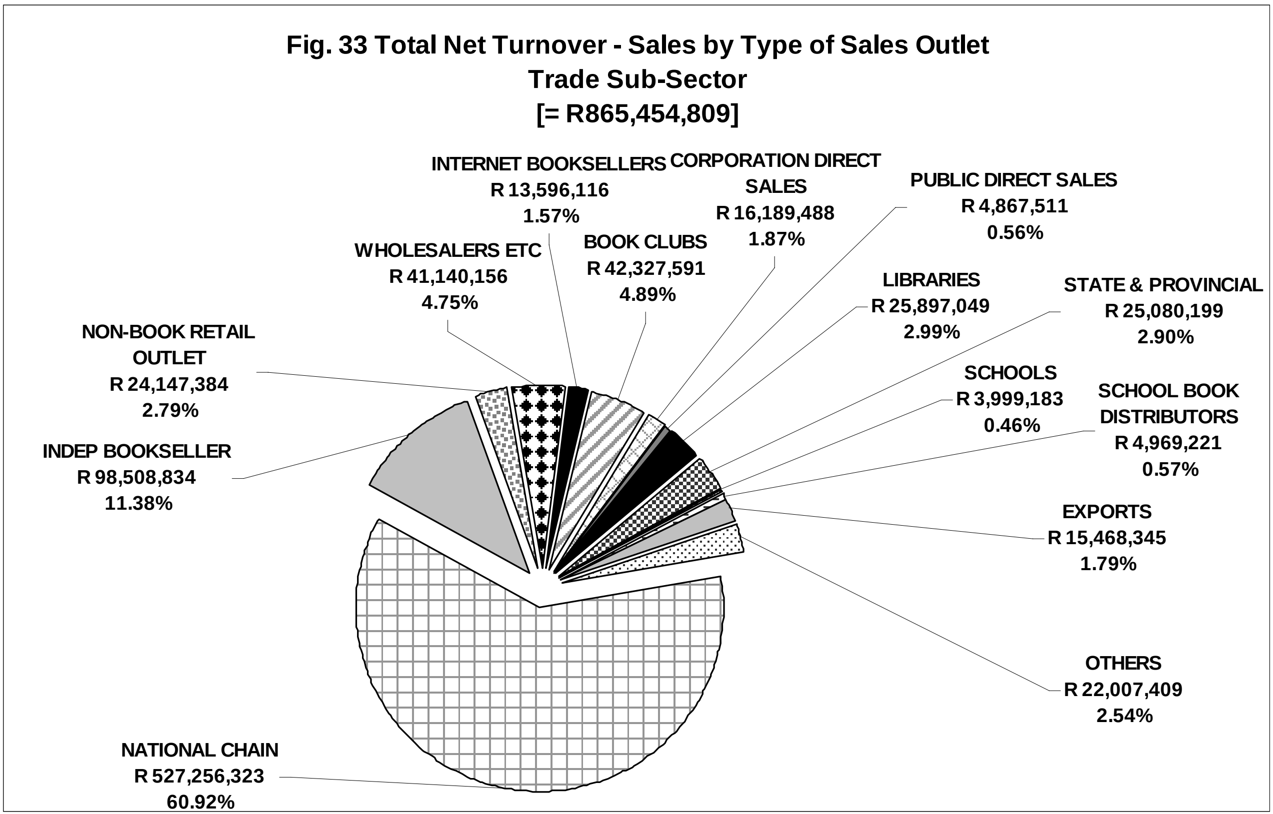
The results obtained from this section of the survey cannot be directly related to the sale profiles per industry sub-sector for two main reasons: (i) not all publishers were able to provide the required breakdown into the various types of outlets; and (ii) many books categorized as destined for one sub-sector could be sold to an outlet serving another sub-sector. The obvious example is general books sold to educational institutions as set works.

Fig. 32 Total Net Turnover - Sales by Type of Sales Outlet
All Sub-Sectors
[= R2,855,911,279]



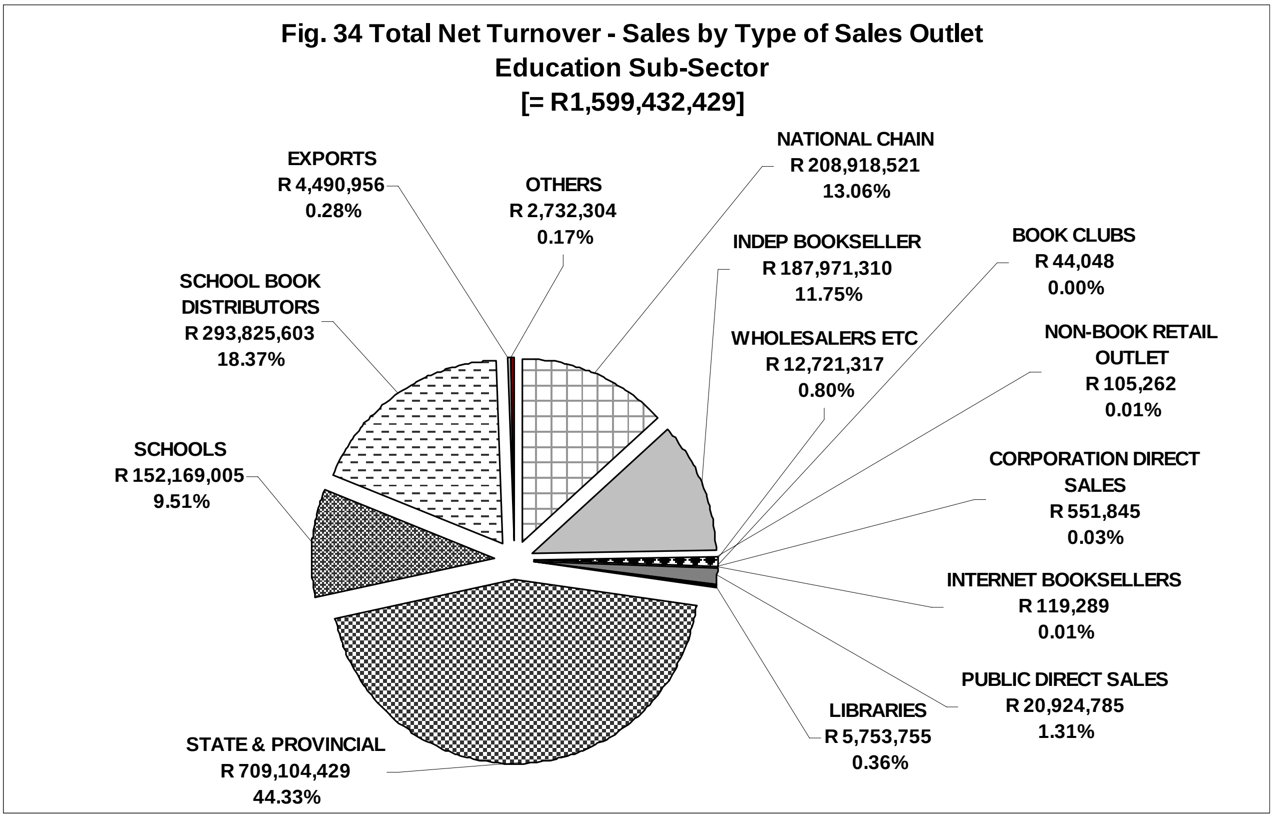
Notes:

- R 2,855,911,279 or 94.81% of the total sales of R 3,012,180,517 could be allocated to the various types of sales outlets.
- The total industry sales outlet profile was heavily skewed by the sales outlet profile of the education sub-sector which accounts for more than 50% of all sales.
- The book retail industry (comprising of all national bookseller chains, all independent booksellers, the Internet booksellers and the book clubs) accounted for R 1,275,806,093 or 44.67% of all recorded sales.



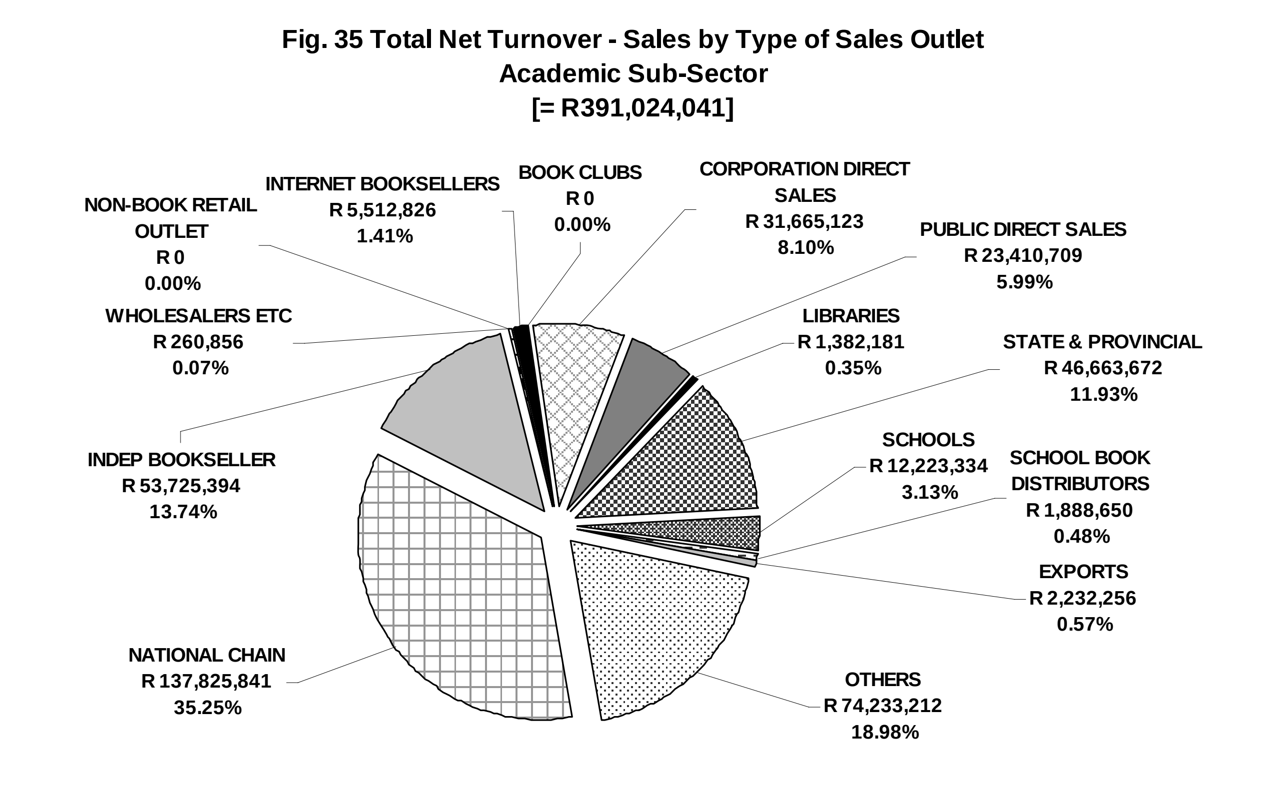
Notes:

- The “bricks-and-mortar” booksellers contributed R 625,765,157 towards total trade book sales. Of this total, the 11 national chains (Airport Retail Concessions, Bargain Books, CNA, CUM Books, Estoril, Exclusive Books, Fascination Books, Gospel Direct, Impact Books, PNA and Wordsworths) contributed R 527,256,323 or 84.25%, and the 400 plus independent bookshops R 98,508,834 or 15.75%.
- Publishers sold trade books to a total value of R 76,033,430 directly to the end-user of the product (for example public libraries, schools, state and provincial institutions, corporations and the general public). Of these R 29,079,382 or 38.25% were sold to schools and state as well as provincial institutions, most likely educational institutions, and it can be assumed that most of these were set works.
- A further R 4,969,221 was sold to the School Book Distributors in terms of the provincial education departments’ tender systems. This puts the value of general trade books sold as set works at about R 34,048,603 [R 29,079,382 + R 4,969,221] or 3.98%.
- Trade books at wholesale value of R 15,468,345 were exported to neighbouring countries.



Notes:

- Of the Net Turnover of R 1,599,432,429 recorded in this sub-sector, only R 396,889,831 or 24.81% were sold through dedicated bookseller outlets. The three national chains (Adams & Co, Afribooks, and Alibiprops) accounted for R 208,918,521 or 52.64% of these sales and a large number of independent educational bookshops for the remaining 47.36%.
- Textbooks, examination aids and study guides worth R 20,924,785 or 1.31% was sold directly to the general public via publishers' websites.



Notes:

- There was a significant overlap of academic books sold to the traditional schoolbook sales outlets; state and provincial institutions; schools and school book distributors. Many books published by academic publishers were destined for FET colleges, and are sold via educational book outlets.
- The very high proportion of sales recorded under other outlets was constituted by professional books in electronic format sold on a subscription service basis to law and accounting firms.
- The "bricks-and-mortar" academic booksellers accounted for a Net Turnover of R 191,551,235 of which the national chains (Van Schaik Booksellers, Armstrongs, Protea and Juta) accounted for R 137,825,841 or 71.95% and the independent academic booksellers for the remaining 28.04%.

The Average Trade Discounts were calculated from the survey return results, and these were used to calculate the Gross Retail Values (excluding VAT) of the recorded Net Turnover Values.

Fig. 36 Average Trade Discount to Bookshops According to Sub-Sector

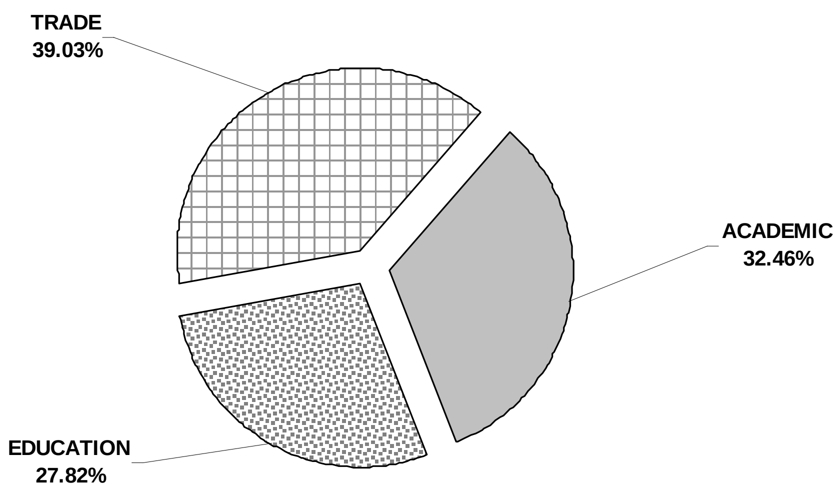
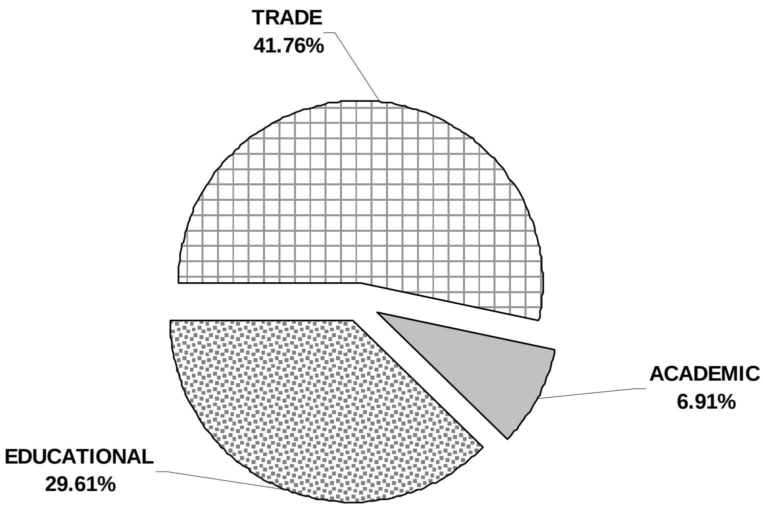
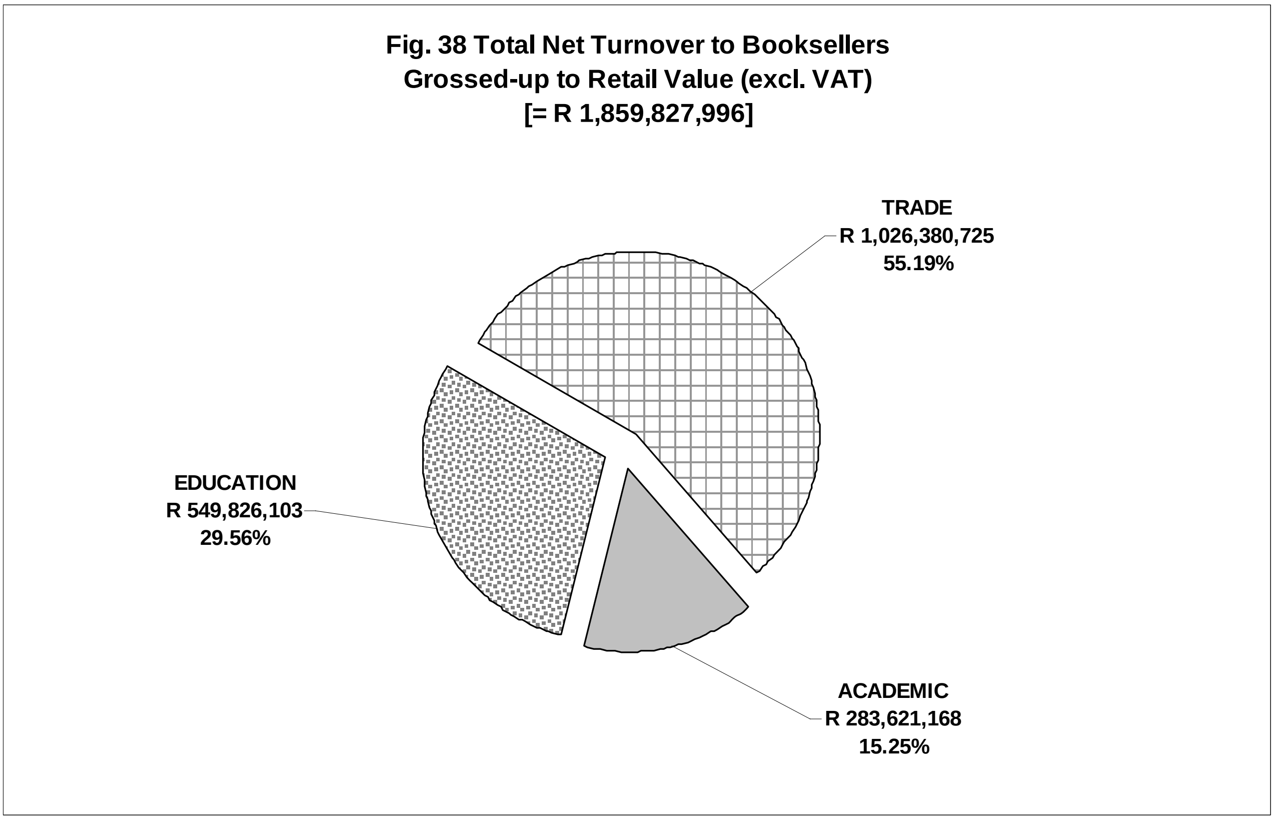


Fig. 37 Average Trade Discount to All Sales Outlets
According to Sub-Sector



Note

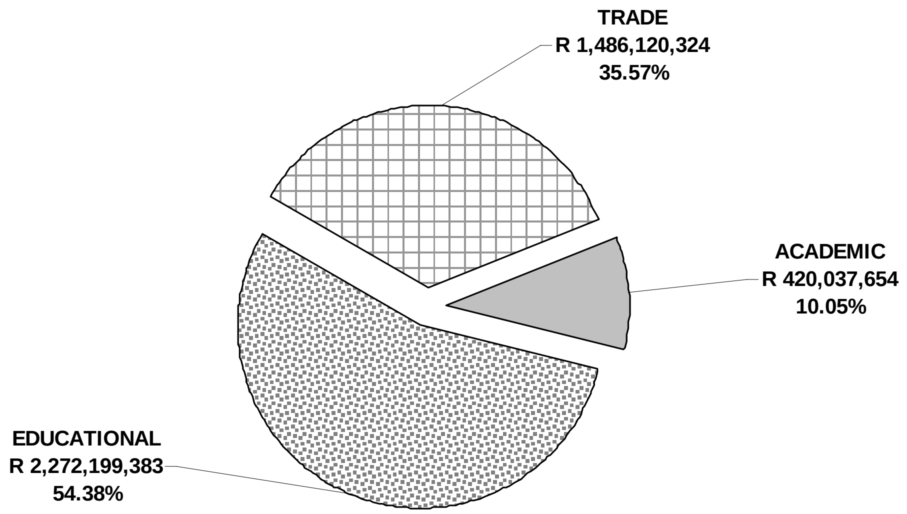
- The average discount for academic books was very low because nearly all electronic professional products were sold on a subscription basis to professional end-users at full contract value.



Note

- Booksellers serving the three sub-sectors have a combined gross turnover (excluding VAT) of R 1,859,827,996. Trade booksellers contributed R 1,026,380,725 or 55.19% to this total, Educational bookseller R 549,826,103 or 29.56 % and academic booksellers R 283,261,168 or 15.25%.

Fig. 39 Total Net Turnover to All Sales Outlets Grossed-up to Retail Value (excl. VAT) [= R 4,178,357,361]



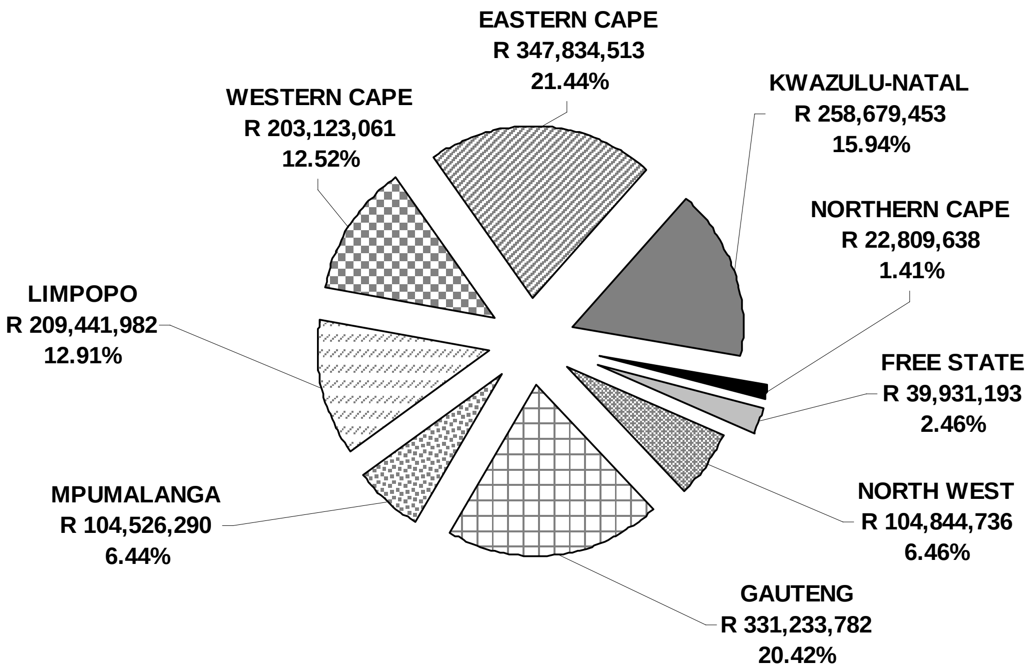
Notes

- All sales outlets in all three sub-sectors have a combined gross turnover (excluding VAT) of R 4,178,357,361. Trade sales outlets contributed R 1,486,120,324 or 35.57% to this total; educational sales outlets R 2,272,199,383 or 54.38% and academic sales outlets R 420,037,654 or 10.05%.
- Trade booksellers contributed R 1,026,380,725 or 69.06% to total gross trade turnover through all sales outlets (Fig. 38 and Fig. 39).
- Educational booksellers contributed R 549,826,103 or 27.82% to total gross educational turnover through all sales outlets (Fig. 38 and Fig. 39).
- Academic booksellers contributed R 283,621,168 or 32.46% to total gross academic turnover through all sales outlets (Fig. 38 and Fig. 39).

TURNOVER PROFILE
Educational Net Turnover According to Province

*The **Educational Net Turnover** (locally published and imported books) **according to province** for the period 1 January to 31 December 2007.*

Fig. 40 Total Net Turnover: Sales of Educational Books According to Province [= R1,622,424,648]



Notes

- Results on the Educational Net Turnover per Province exceeded that of the total Net Turnover of Educational Books and Non-Book Products because some of the sales were prescribed and recommended texts, which were categorised as trade books in the Net Turnover per sub-sector reports.
- The top five provinces according to sales of educational books were: Eastern Cape (21.44%) Gauteng (20.42%), KwaZulu-Natal (15.94%), Limpopo (12.91%) and Western Cape (12.52%).
- The 2007 contributions to sales per province differed significantly from that of the previous year.

TURNOVER PROFILE
Net Turnover of Local Books According to Language

Net Turnover of sales of locally published books (excluding journals) ***according to language and sub-sector*** *for the period 1 January to 31 December 2007.*

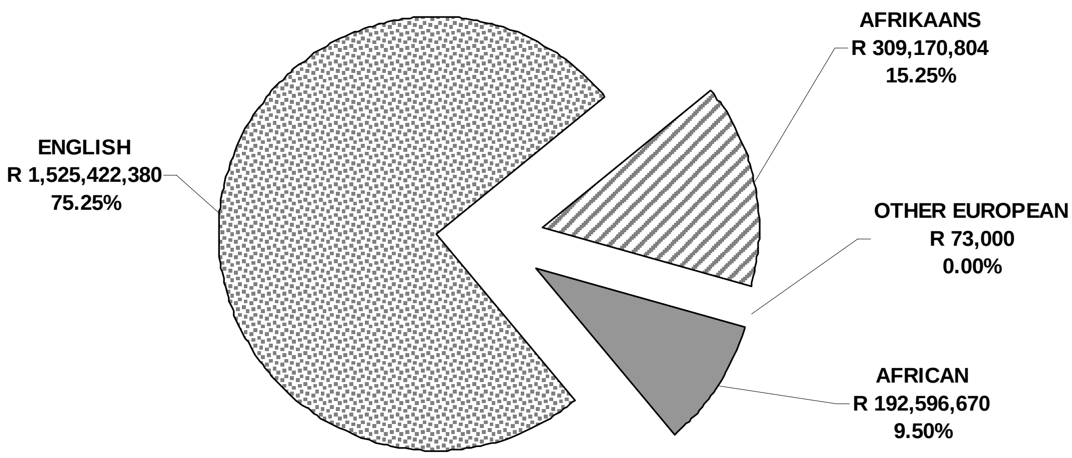
Fig. 41 Net Turnover of Local Books According to Language Group

	Total	English	Afrikaans	Other European	All African
Trade: Fiction	R 79,489,750	R 21,712,377	R 57,336,262	R 0	R 441,111
Trade: Non-Fiction	R 249,880,491	R 177,589,239	R 56,132,007	R 73,000	R 16,086,245
Education: Schools	R 1,307,961,513	R 971,838,515	R 160,054,444	R 0	R 176,068,554
Education: FET Colleges	R 28,237,189	R 27,694,965	R 542,224	R 0	R 0
Education: ABET	R 6,807,981	R 6,807,063	R 158	R 0	R 760
Academic: Text Books	R 178,957,258	R 155,306,076	R 23,651,182	R 0	R 0
Professional Books	R 172,560,107	R 161,105,580	R 11,454,527	R 0	R 0
Scholarly Books	R 3,368,565	R 3,368,565	R 0	R 0	R 0
Total	**R 2,027,335,854**	**R 1,525,422,380**	**R 309,170,804**	**R 73,000**	**R 192,669,670**

Fig. 42 Net Turnover of Local Books According to African Language

	isiZulu	isiXhosa	Sesotho sa Leboa / Sepedi	Sesotho	Setswana
Trade Fiction	R 146,827	R 142,402	R 32,798	R 41,074	R 42,993
Trade Non-Fiction	R 5,972,266	R 4,230,417	R 1,631,935	R 1,363,115	R 1,009,599
Education: Schools	R 49,029,203	R 50,777,052	R 15,163,088	R 17,081,670	R 26,662,693
Education: FET Colleges	R 0	R 0	R 0	R 0	R 0
Education: ABET	R 0	R 760	R 0	R 0	R 0
Academic: Text Books	R 0	R 0	R 0	R 0	R 0
Professional Books	R 0	R 0	R 0	R 0	R 0
Scholarly Books	R 0	R 0	R 0	R 0	R 0
Total	**R 55,221,296**	**R 55,150,631**	**R 16,827,821**	**R 18,485,859**	**R 27,715,285**
	isiNdebele	**Xitsonga**	**Tshivenda**	**siSwati**	**All African**
Trade: Fiction	R 12,337	R 7,150	R 9,107	R 6,421	R 441,111
Trade: Non-Fiction	R 1,104	R 905,926	R 547,525	R 424,358	R 16,086,245
Education: Schools	R 3,609,449	R 7,077,028	R 3,786,466	R 2,881,900	R 176,068,554
Education: FET Colleges	R 0	R 0	R 0	R 0	R 0
Education: ABET	R 0	R 0	R 0	R 0	R 760
Academic: Textbooks	R 0	R 0	R 0	R 0	R 0
Professional Books	R 0	R 0	R 0	R 0	R 0
Scholarly Books	R 0	R 0	R 0	R 0	R 0
Total	**R 3,622,890**	**R 7,990,104**	**R 4,343,098**	**R 3,312,679**	**R 192,669,670**

Fig. 43 Net Turnover of All Local Book Sales According to Language Group



Notes

- Not all publishers were able to provide a turnover breakdown according to language. The Net Turnover of local books (excluding academic journals) amounted to R 2,210,622,305 where as the Net Turnover of all sales according to language was R 2,027,335,854 (Fig. 41). The survey feedback on sales according to language represented 91.71% of total local sales, and was deemed to be representative of local publishing.
- The local publishing industry was dominated by the sale of English-language books, which accounted for 75.25% of the Net Turnover of all sales across all sub-sectors.
- Books published in Afrikaans accounted for 15.25% of the Net Turnover of all sales across all sub-sectors.
- Books published in the nine African languages combined accounted for 9.50% of Net Turnover, with isiZulu, isiXhosa, Sepedi and Setswana contributing most to sales. The sale of Bibles makes up the majority of the recorded trade (non-fiction) book sales.

The next five pie charts represent the Net Turnover of local book sales according to language group for the three sub-sectors.

Fig. 44 Net Turnover of Local Book Sales According to Language Group Trade Industry Sub-Sector

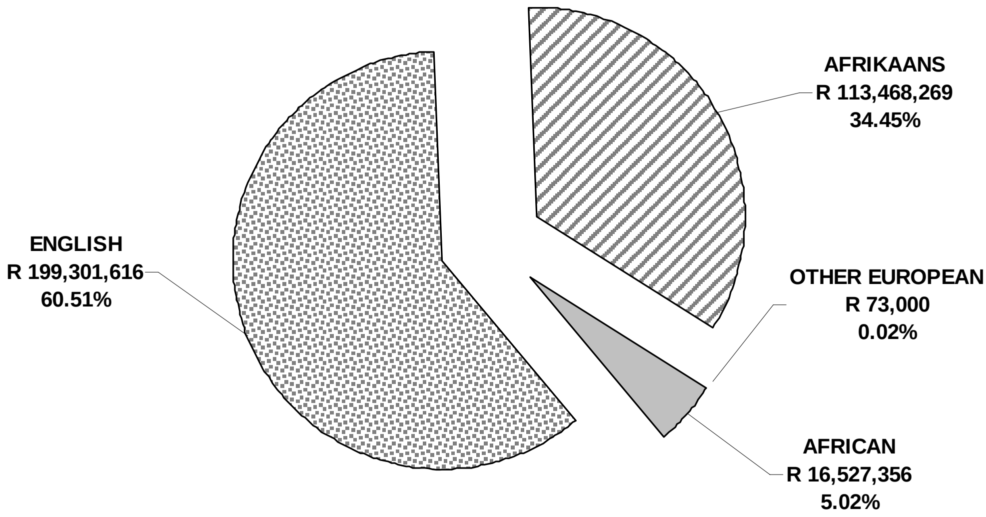


Fig. 45 Net Turnover of Local Book Sales According to African Language Trade Sub-Sector

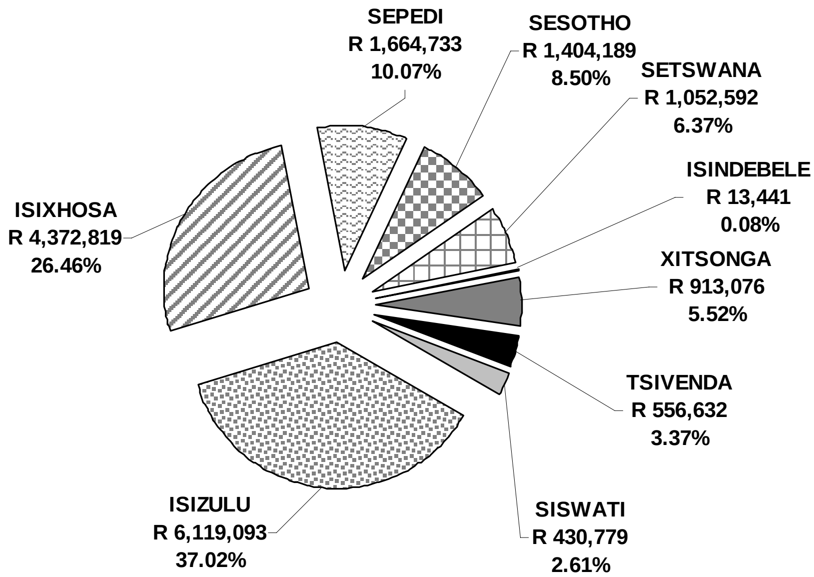


Fig. 46 Net Turnover of Local Book Sales According to Language Group Education Sub-Sector

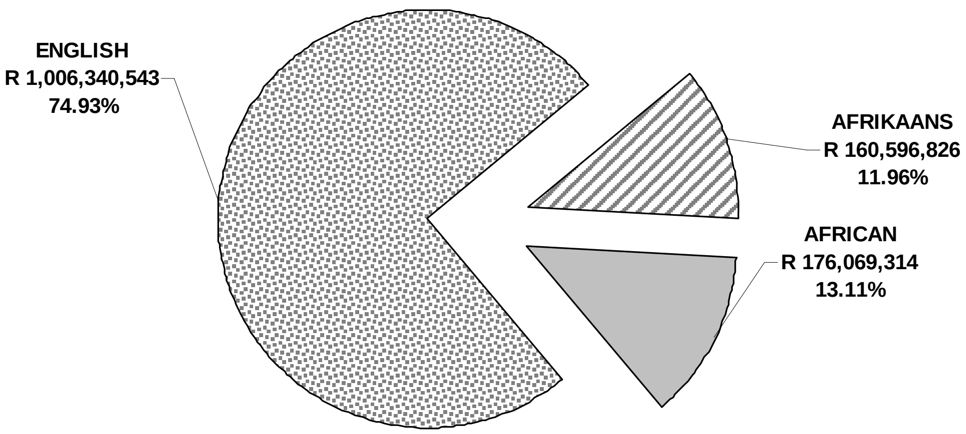


Fig. 47 Net Turnover of Local Book Sales According to African Language Education Sub-Sector

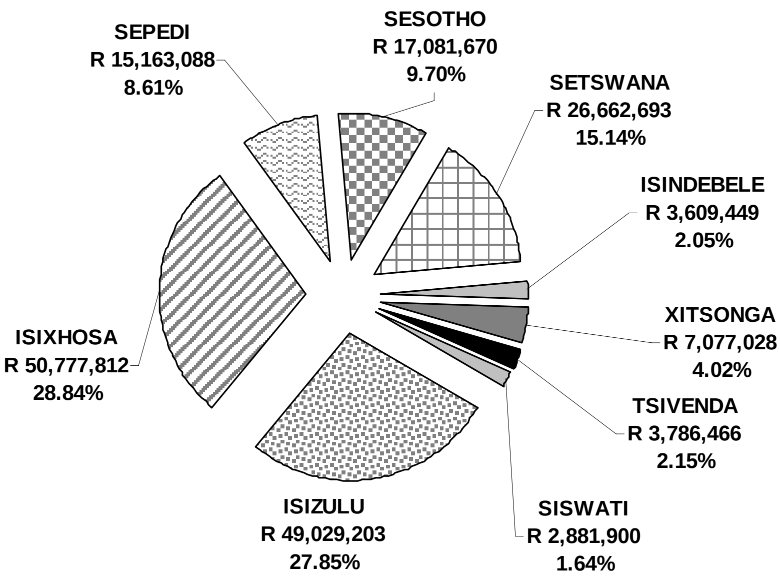
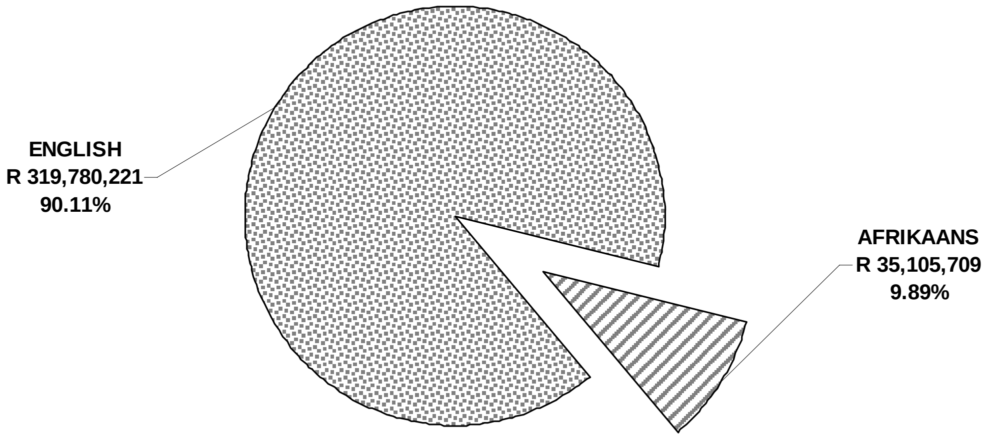


Fig. 48 Net Turnover of Local Book Sales According to Language Group
Academic Sub-Sector



Notes

- As far as the trade sub-sector is concerned, it is noteworthy that the Afrikaans language community provided a substantial support base for sales of books in this language. African languages still lacked behind (Fig. 43).
- The education sub-sector was dominated by local English language books, while Afrikaans titles had a smaller market share than the combined sales of books in all the African languages (Fig. 47).
- The academic sub-sector reflected a niche for academic books in Afrikaans (Fig. 48).

TYPES OF BOOK SUPPLIERS TO THE LOCAL BOOK INDUSTRY

Participants were requested to indicate in which way they participated in the South African book publishing industry: as publishers, distributors and/or market agents. A large number of overseas publishers supply their books directly to South African booksellers; they are so-called “direct suppliers”. Because these publishers make no “domestic” contribution to the local publishing industry, but rather compete with local publishers and distributors, they are not taken into account in this survey (and have not been since the launch of the survey).

Publishers participate in the local industry in that they publish books for the local market. Some of them outsource the functions of marketing and sales to specialist companies, and many outsource the order fulfillment, warehousing and delivery to specialist companies.
Distributors perform the marketing and sales function on behalf of publishers. The books are warehoused and distributed from local premises and are invoiced in South African rand.
Market agents are local offices of overseas publishers which perform marketing and sales functions only. Orders received from local outlets are sent to their principals overseas, who execute the orders and charge South African outlets in foreign currency. Since these market agents do employ local staff, they are regarded as participants in the local book publishing industry.

Furthermore, participating publishers were allocated to one of the three sub-sectors and their total turnover attributed to that sub-sector.

Trade Sub-Sector

Fig. 49 Survey Participants - Trade Sub-Sector

The table below records the number of survey participants in each category and their annual turnover values.

Type of Participant	Large	Medium	Small	Total
Local Publisher & Distributor	(5) R 596,926,000	(3) R 61,619,000	(3) R 4,544,000	(11) R 663,089,000
Local Distributor	(0) R-	(2) R 58,121,000	(0) R-	(2) R 58,121,000
Market Agent	(0) R-	(0) R-	(0) R-	(0) R-
Total	(5) R 596,926,000	(5) R 119,740,000	(3) R 4,544,000	(13) R 721,210,000

Education Sub-Sector

All participants publish for the local market, and there is no distributor that operates exclusively in the education market. Nearly all education publishers market, sell and distribute their own product.

Fig. 50 Survey Participants - Education Sub-Sector

The table below records the number of survey participants in each category, their annual turnover values and the share of the industry total turnovers they represent.

Type of Participant	Large	Medium & Small	Total
Local Publisher & Distributor	(8) R 1,565,337,407	(2) R 9,065,525	(10) R 1,574,402,659
Local Distributor	(0) R-	(0) R-	(0) R-
Market Agent	(0) R-	(0) R-	(0) R-
Total	(8) R 1,565,337,407	(2) R 9,065,525	(10) R 1,574,402,659

Academic Sub-Sector

Fig. 51 Survey Participants - Academic Sub-Sector

The table below records the number of survey participants in each category, their annual turnover values and the share of the industry total turnovers they represent.

Type of Participant	Large and Medium	Small	Total
Local Publisher & Distributor	(3) R 442,571,000	(4) R 7,859,000	(7) R 450,430,000
Local Distributor	(0) R-	(0) R-	(0) R-
Market Agent	(0) R-	(0) R-	(0) R-
Total	(3) R 442,571,000	(4) R 7,859,000	(7) R 450,430,000

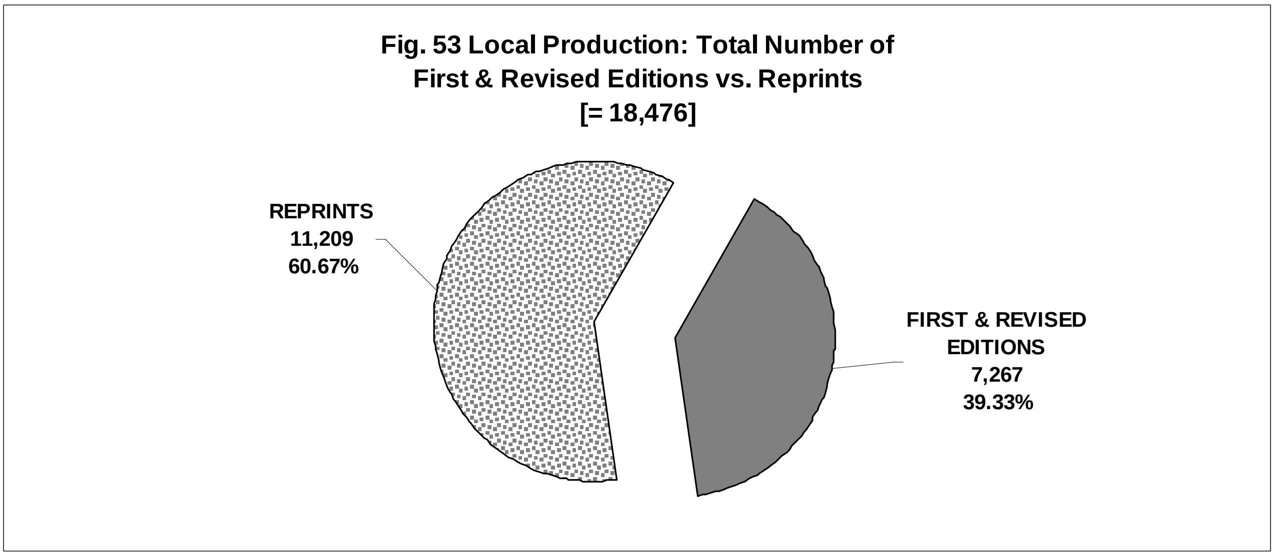
Note

- Because of the small number of participating publishers, and to protect the confidentiality of their returns, the large and medium sized publishers were grouped together.

*The number of **locally published titles** by all participating publishers between 1 January and 31 December 2007.*

Fig. 52 Number of Locally Produced Titles: First & Revised Edition versus Reprints

First & Revised Editions	Reprints	Total
7,267	11,209	18,476



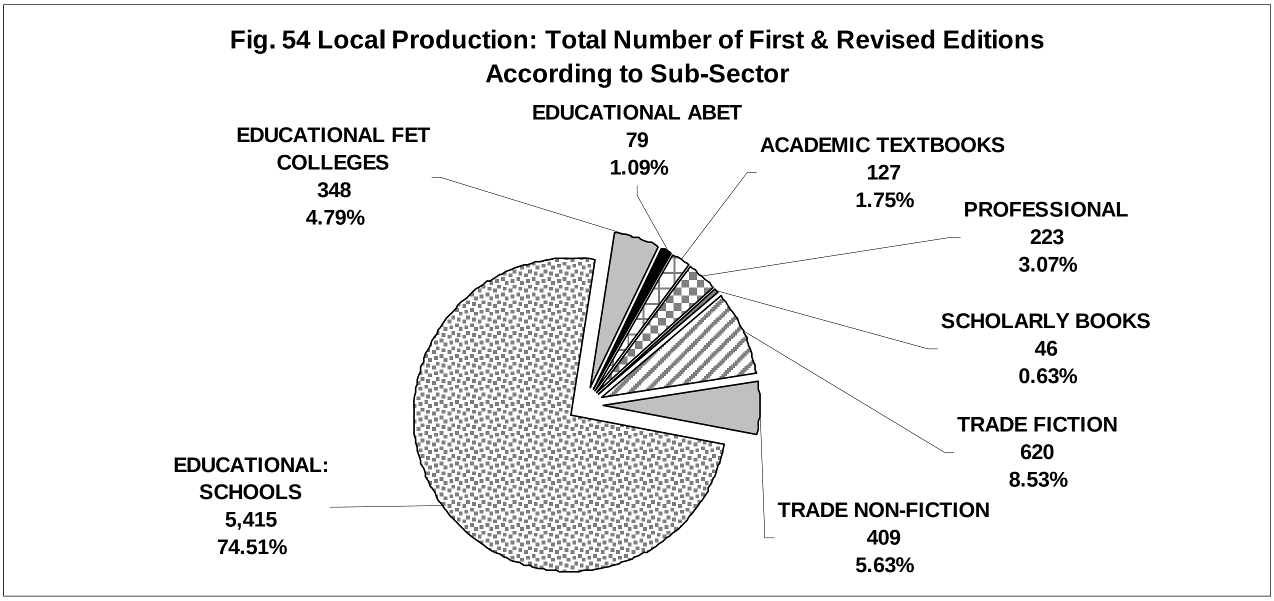
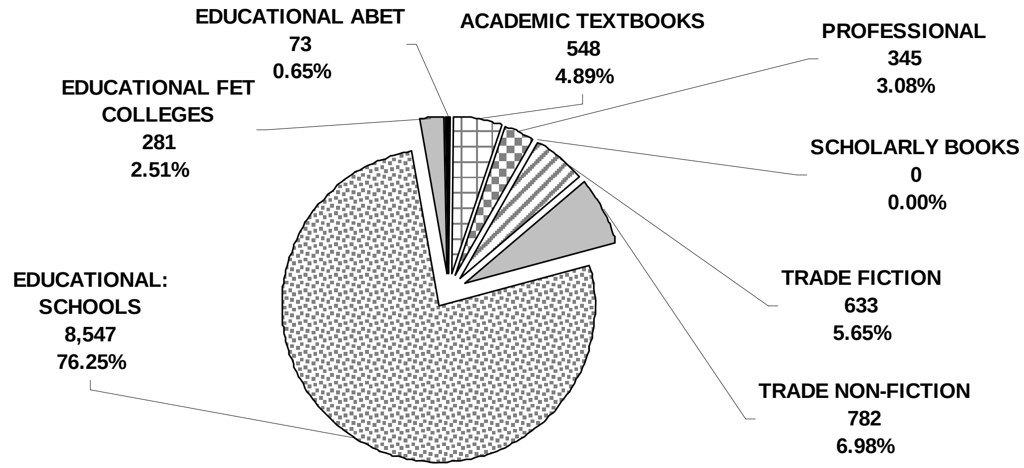


Fig. 55 Local Production: Total Number of Reprints According to Sub-Sector



Notes

- The annual local book production was dominated by reprints (Fig. 53).
- Local educational titles dominated the production profile of first editions/subsequent editions and reprints (Fig. 54 & Fig. 55).
- Fiction trade titles (first editions/subsequent editions) are prominent in comparison with non-fiction trade titles. There were slightly more reprints (633 titles) of trade fiction titles than first editions/subsequent editions (620 titles). There were significantly more reprints (782 titles) of trade non-fiction titles than first editions/subsequent editions (409 titles) Fig. 54 & Fig. 55).
- More academic books (textbooks, professional books and scholarly books) were re-issued (893 titles) than newly published or revised editions (350 titles) (Fig. 54 & Fig. 55).

Fig. 56 Local Production: Total Number of First & Revised Editions vs. Reprints Trade Sub-Sector [= 2,444]

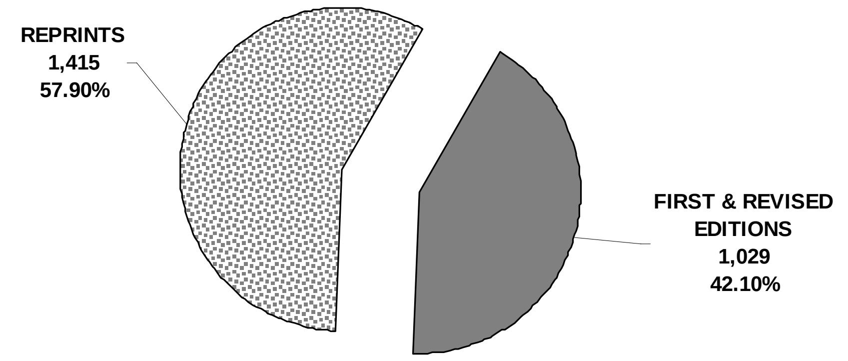


Fig. 57 Local Production: Total Number of First & Revised Editions vs. Reprints Education Sub-Sector [= 14,743]

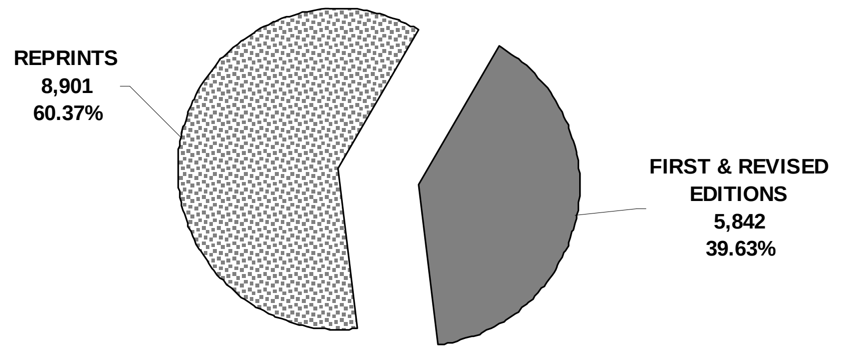


Fig. 58 Local Production: Total Number of First & Revised Editions vs. Reprints Academic Sub-Sector [= 1,289]

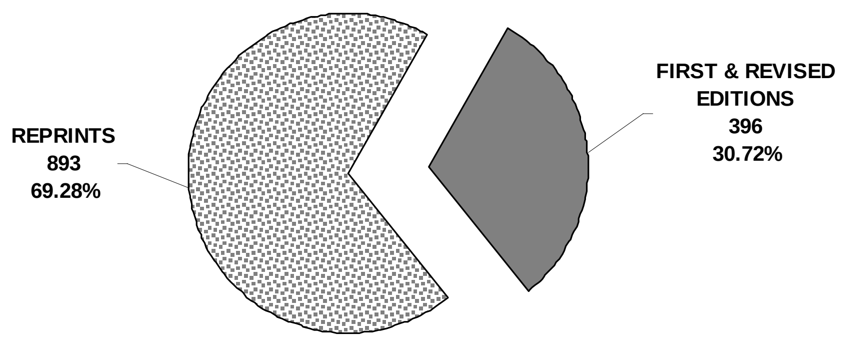


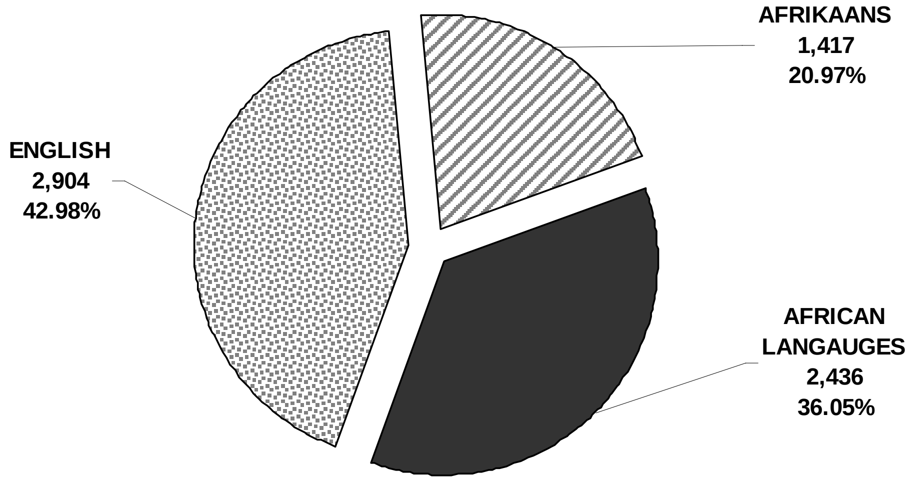
Fig. 59 Title Production of New & Subsequent Editions According to Language and Sub-Sector

	Total	English	Afrikaans	Isizulu	Isixhosa	Sepedi	Sesotho	Setswana	Ndebele	Xitsonga	Tsivenda	Siswati
Trade: Fiction	576	84	444	7	12	2	7	7	2	2	2	7
Trade: Non-Fiction	430	251	159	7	4	3	0	1	0	1	0	4
Education: Schools	5,036	1,891	798	260	366	319	280	285	253	197	206	181
Education: FET Colleges	240	228	10	0	2	0	0	0	0	0	0	0
Education: ABET	83	65	0	10	4	4	0	0	0	0	0	0
Academic: Text Books	135	130	4	0	1	0	0	0	0	0	0	0
Professional Book	238	236	2	0	0	0	0	0	0	0	0	0
Scholarly Books	19	19	0	0	0	0	0	0	0	0	0	0
Total	**6,757**	**2,904**	**1,417**	**284**	**389**	**328**	**287**	**293**	**255**	**200**	**208**	**192**
% of Total Production	100.00%	42.98%	20.97%	4.20%	5.76%	4.85%	4.25%	4.34%	3.77%	2.96%	3.08%	2.84%

Note

- Not all publishers were able to provide a breakdown according to language. Some multi-language editions were reported under more then one language. The total production figures according to languages can therefore not be reconciled with those reported in Fig. 56, Fig. 57 and Fig. 58.

Fig. 60 Total Title Production According to Language Group [= 6,757]



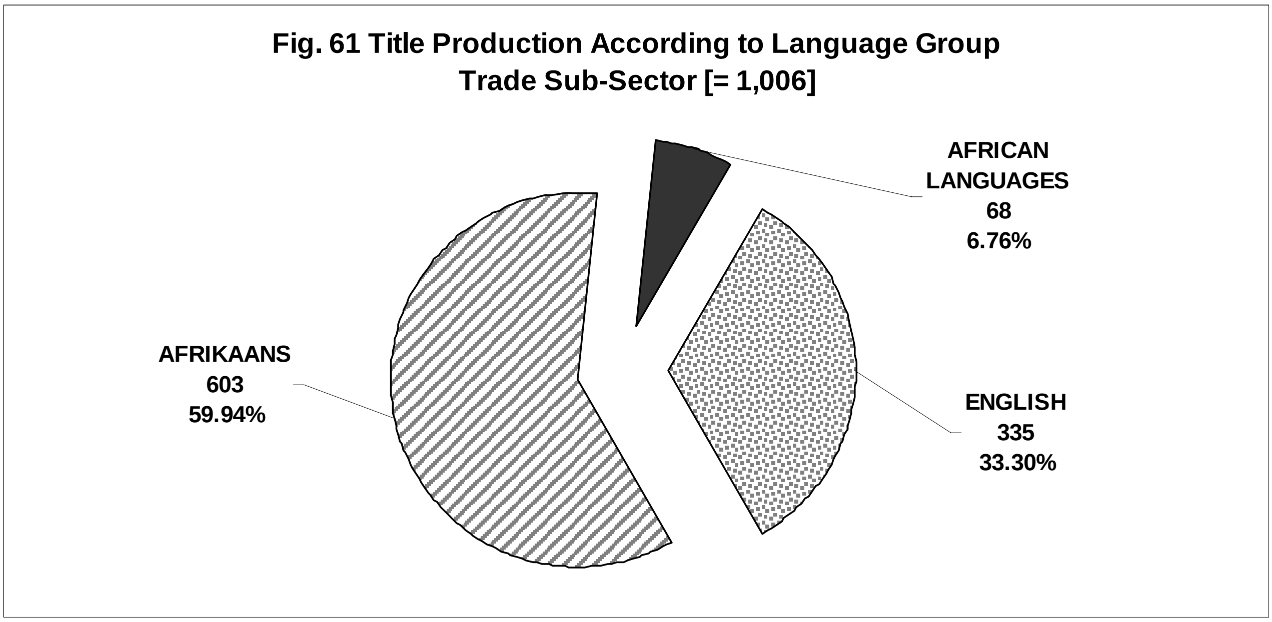


Fig. 61 Title Production According to Language Group
Trade Sub-Sector [= 1,006]
AFRICAN LANGUAGES 68 6.76%
ENGLISH 335 33.30%
AFRIKAANS 603 59.94%

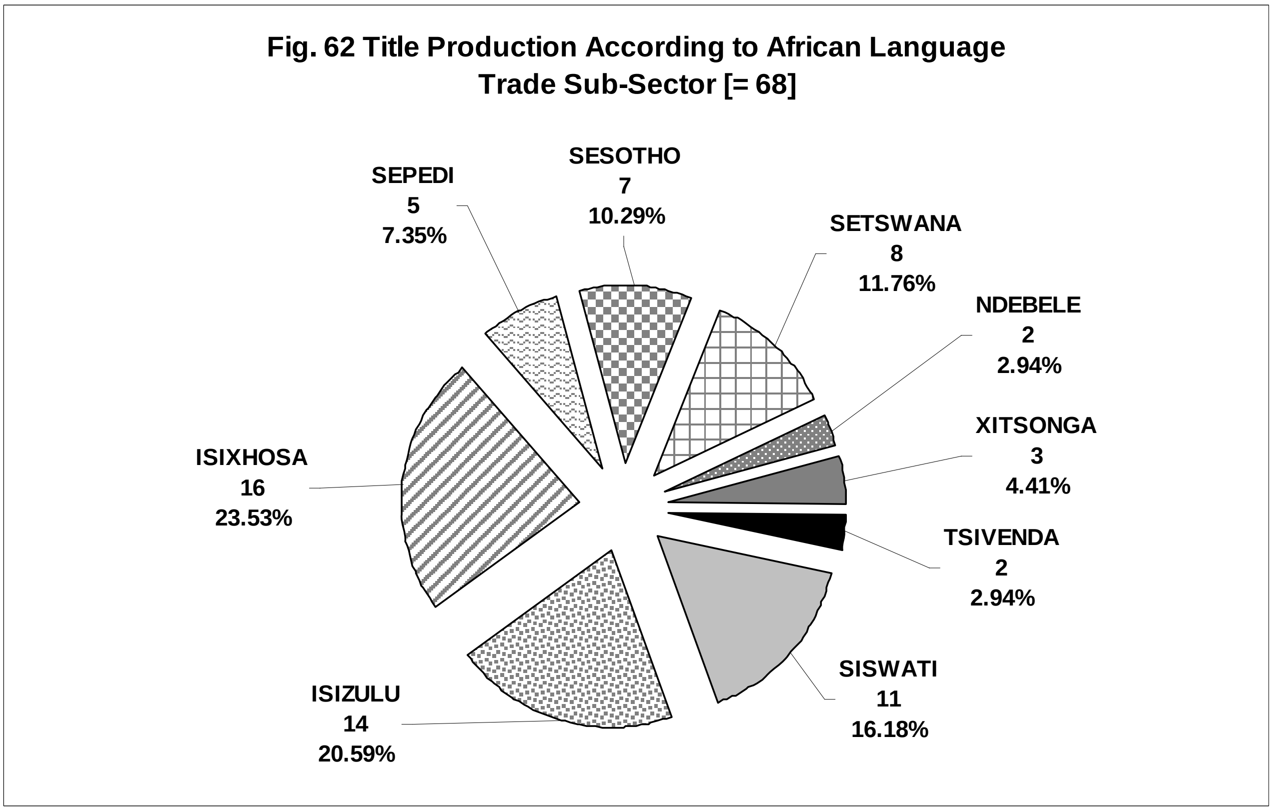


Fig. 62 Title Production According to African Language
Trade Sub-Sector [= 68]
SEPEDI 5 7.35%
SESOTHO 7 10.29%
SETSWANA 8 11.76%
NDEBELE 2 2.94%
XITSONGA 3 4.41%
TSIVENDA 2 2.94%
SISWATI 11 16.18%
ISIZULU 14 20.59%
ISIXHOSA 16 23.53%

Fig. 63 Title Production According to Language Group
Education Sub-Sector [= 5,359]

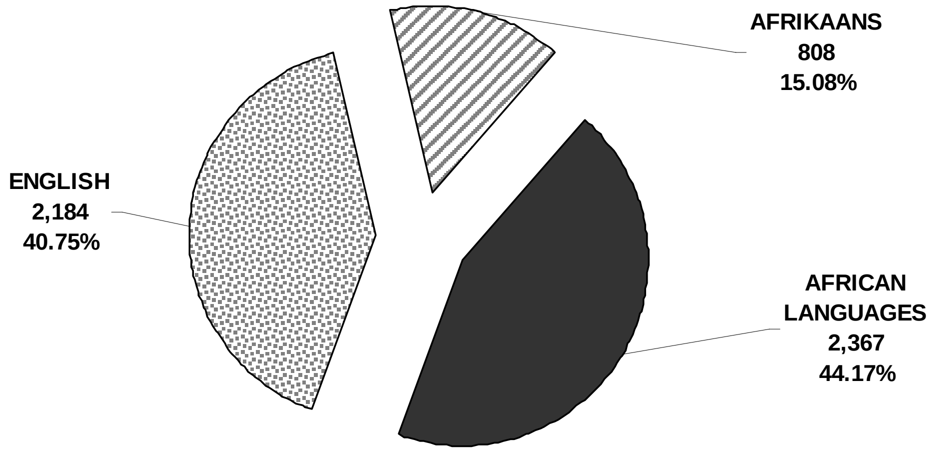


Fig. 64 Title Production According to African Language
Education Sub-Sector [= 2,367]

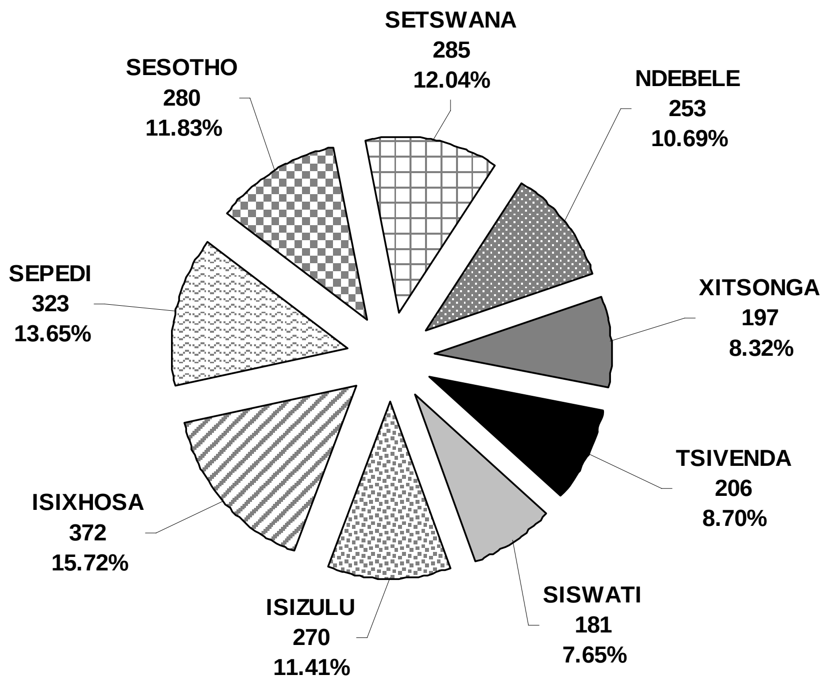


Fig. 65 Title Production According to Language Group
Academic Sub-Sector [= 392]

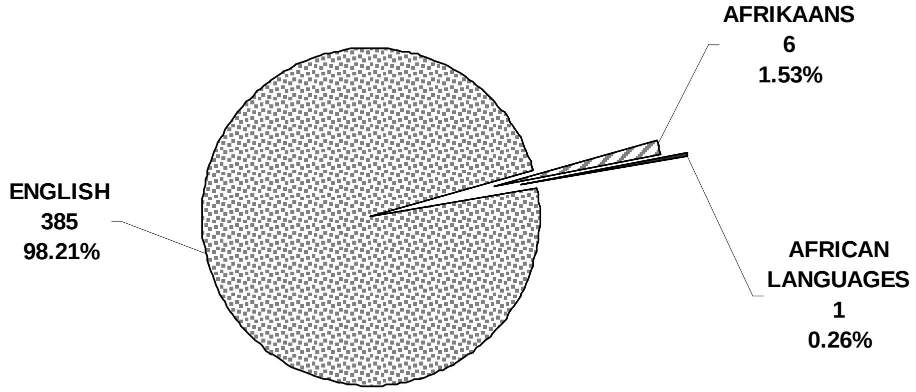
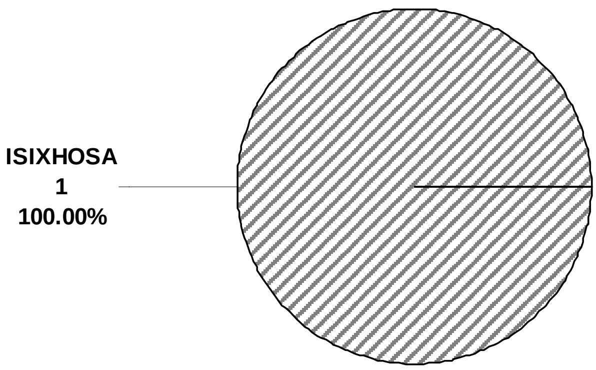


Fig. 66 Title Production According to African Language
Academic Sub-Sector [= 1]



Note

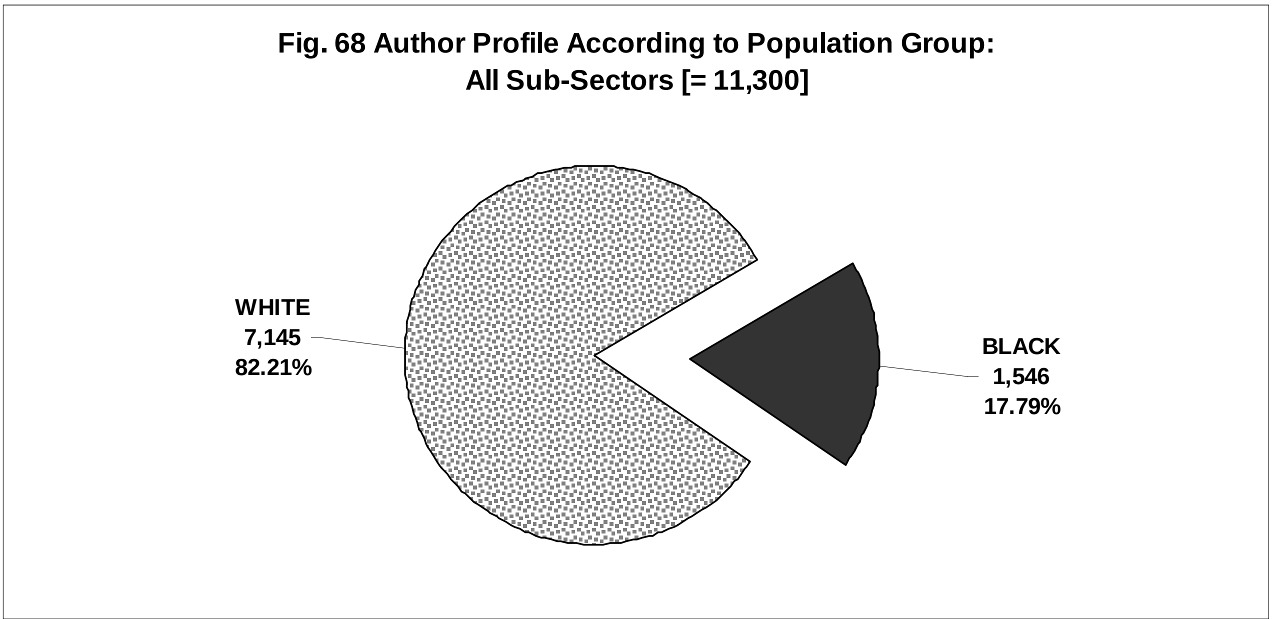
- The trends of title production according to language group in relation to sub-sectors (see Fig. 56, Fig. 57 and Fig. 58) echoed those of Net Turnover according to language group in relation to the three sub-sectors.

AUTHOR PROFILE

*Analysis of number of **authors / other parties** receiving royalties from all participating publishers between 1 January and 31 December 2007.*

Fig. 67 Total Number of Individual Authors / Other Parties Receiving Royalties

Authors Receiving Royalties	Other Parties Receiving Royalties	Total
13,769	818	14,587



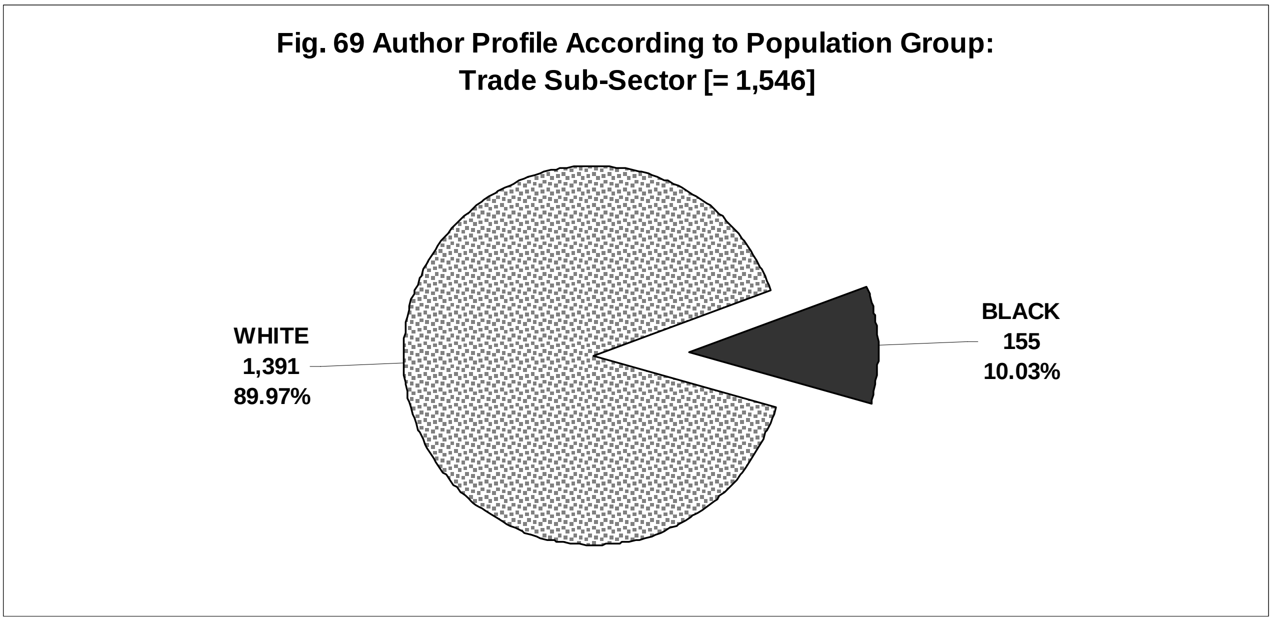


Fig. 70 Author Profile According to Population Group: Education Sub-Sector [= 7,145]

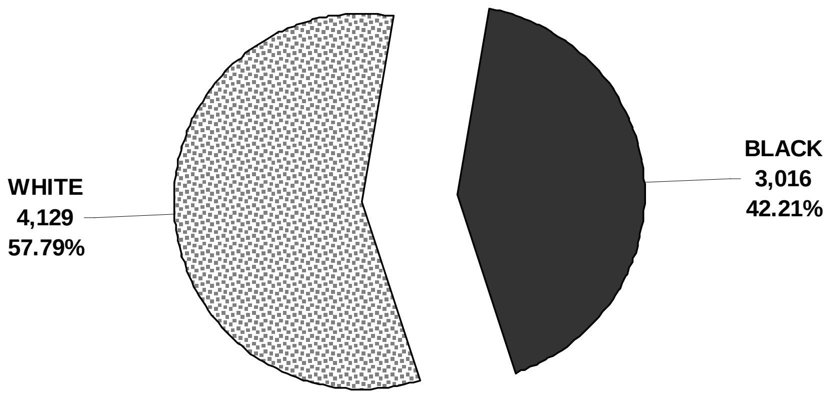
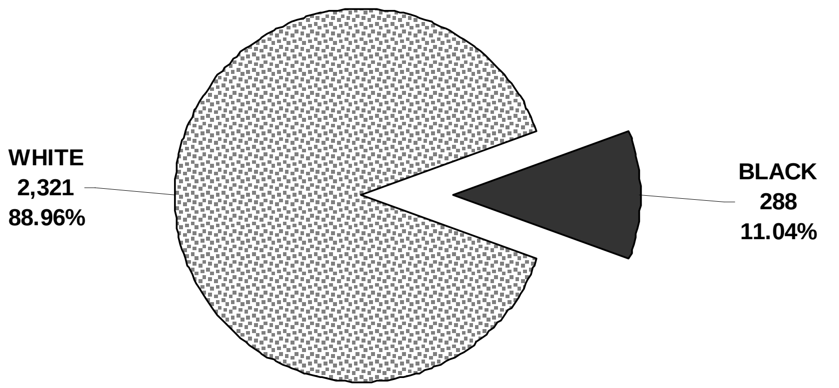


Fig. 71 Author Profile According to Population Group: Academic Sub-Sector [= 2,609]



Notes

- It must be noted that the same author(s) can be published by various publishers and that the "author pool" can only be accurately established by means of constructing a national author database.
- In the education sub-sector, the largest local publishing sector and the one in which equity has been pursued most actively, the ratio black (42.21%) versus white (57.79%) authors, had developed the most in terms of representing the population profile.
- The ratio white versus black authors was still far from representative of the population profile in the trade sub-sector (10.03% black versus 89.97% white) and the academic sub-sector (11.04% black versus 88.96% white).

ROYALTY PROFILE

Fig. 72 Average % Royalty on Net Turnover According to Sub-Sector and Publishers' Category

	Small	Medium	Large
Trade	5 / 9 publishers	4 / 8 publishers	9 / 15 publishers
	7.27%	9.76%	13.42%
Education	1 / 9 publishers	1 / 8 publishers	11 / 15 publishers
	6.37%	18.79%	13.26%
Academic	3 / 9 publishers	3 / 8 publishers	5 / 15 publishers
	17.43%	17.14%	10.44%

Fig. 73 Royalty Profile: All Publishers

	Net Turnover	Royalty Paid	Royalty %
Trade	R 299,949,030	R 37,877,376	12.63%
Education	R 1,537,517,779	R 204,136,468	13.28%
Academic	R 365,117,860	R 40,163,081	11.00%
All	R 2,202,584,669	R 282,176,925	12.81%

Fig. 74 Royalty Profile: Large Publishers

	Net Turnover	Royalty Paid	Royalty %	Royalty Range
Trade	R 244,823,354	R 32,846,967	13.42%	10.6% - 18.0%
Education	R 1,530,764,500	R 202,923,767	13.26%	2.2% - 16.5%
Academic	R 334,991,626	R 34,987,221	10.44%	8.0% - 15.9%
All	R 2,110,579,480	R 270,757,955	12.83%	

Fig. 75 Royalty Profile: Medium Publishers

	Net Turnover	Royalty Paid	Royalty %	Royalty Range
Trade	R 41,162,897	R 4,015,826	9.76%	3.6% - 12.4%
Education	R 6,299,805	R 1,183,802	18.79%	18.80%
Academic	R 25,738,196	R 4,410,897	17.14%	5.2% - 20.0%
All	R 73,200,898	R 9,610,525	13.13%	

Fig. 76 Royalty Profile: Small Publishers

	Net Turnover	Royalty Paid	Royalty %	Royalty Range
Trade	R 13,962,779	R 1,014,583	7.27%	1.5% -14.6%
Education	R 453,474	R 28,899	6.37%	6.40%
Academic	R 4,388,038	R 764,963	17.43%	12.4% - 16.9%
All	R 18,804,291	R 1,808,445	9.62%	

Notes

- Not all recorded sales were subjected to royalty payments. This is due to the fact that some survey participants recorded turnover on distribution of products, published by other publishers who were responsible for the payment of royalties. The sales in all such cases were removed from the data of total sales. Net Turnover for local books (excluding journals) was R 2,210,622,305 (Rp); royalty-related turnover was R 2,202,584,669 (Rq). Therefore the royalty profile is 99.63% representative (Rq/Rp).

Fig. 77 Legal Status

	Total	Large	Medium	Small
Profit Organization	29	15	8	6
Sole Proprietor	4	0	1	3
Closed Corporation	3	0	1	2
Partnership	0	0	0	0
Private Company	19	13	6	1
Public Company	2	2	0	0
Other	0	0	0	0
Non-Profit Organization	5	0	1	4
Public Benefit Organization	5	0	1	4

Fig. 78 Percentage Local Corporate Ownership

	Total	Large	Medium	Small
100% Local	10	4	4	2
75% - 99% Local	1	1	0	0
50% - 74% Local	2	2	0	0
25% - 49% Local	1	1	0	0
0% - 24% Local	5	5	0	0
Total	19	13	4	2

Fig. 79 Local Individual Ownership

Local Individual Ownership (Large)	**L1**	**L2**	**L3**	**L4**		
Black Male	31.30%	0.61%	100.00%			
Black Female		0.81%				
White Male	68.70%	9.14%				
White Female		9.49%		100.00%		
Local Individual Ownership (Medium)	**M1**	**M2**	**M3**	**M4**		
Black Male	5.00%					
Black Female	95.00%	50.00%				
White Male		50.00%	100.00%	70.00%		
White Female				30.00%		
Local Individual Ownership	**S1**	**S2**	**S3**	**S4**	**S5**	**S6**
Black Male						
Black Female						
White Male	100.00%	100.00%	100.00%	50.00%	100.00%	100.00%
White Female				50.00%		

Fig. 80 Broad Based Black Economic Empowerment (BBBEE) Rating

External Rating		Total	Large	Medium	Small*
Yes		13	10	3	0
No		21	5	6	10
Total		34	15	9	10
BBEEE RATING for Rated Companies		**Total**	**Large**	**Medium**	**Small***
Level 1 (> 100%)		0	0	0	0
Level 2 (85% - 100%)	Aaa	1	0	1	0
Level 3 (75% - 85%)	Aa	2	2	0	0
Level 4 (65% - 75%)	A	2	2	0	0
Level 5 (55% - 65%)	Bbb	4	3	1	0
Level 6 (45% - 55%)	Bb	4	3	1	0
Level 7 (40% - 45%)	C	0	0	0	0
Level 8 (30% - 40%)	D	0	0	0	0
Total		13	10	3	0

* Legally exempted from complying to BBBEE-indicators.

Fig. 81 Socio-Economic Development

Large Publishers	**L1**	**L2**	**L3**	**L4**
Expenditure as % of Profit	2.98%	2.20%	4.20%	2.40%
	L5	**L6**	**L7**	**L8**
Expenditure as % of Profit	1.76%	10.00%	3.20%	1.78%
	L9	**L10**	**L11**	**L12**
Expenditure as % of Profit	7.64%			
Medium Publishers	**M1**	**M2**	**M3**	**M4**
Expenditure as % of Profit	4.50%	13.70%	0.50%	10.00%
Small Publishers	**S1**	**S2**		
Expenditure as % of Profit	0.00%	0.00%		

Notes:

- 9 out of the 15 targeted large publishers provided feedback. Their contribution to socio-economic development fluctuated between 1.76% and 10.00% of Profit.
- 4 out of the 9 targeted medium publishers provided feedback. Their contribution to socio-economic development fluctuated between 0.50% and 13.70% of Profit.

Fig. 82 Training

Large Publishers	L1	L2	L3	L4
Expenditure as % of Payroll	1.10%	1.36%	2.80%	9.40%
on Black Employees	0.80%	0.91%	1.67%	9.40%
on White Employees	0.30%	0.45%	1.13%	0.00%
	L5	**L6**	**L7**	**L8**
Expenditure as % of Payroll	0.10%	3.90%	0.40%	2.00%
on Black Employees	0.10%	2.50%	0.22%	1.00%
on White Employees	0.00%	1.40%	0.18%	1.00%
	L9	**L10**	**L11**	**L12**
Expenditure as % of Payroll	1.80%	0.31%	2.60%	2.10%
on Black Employees	1.04%	0.31%	1.58%	2.10%
on White Employees	0.76%	0.00%	0.52%	0.00%
Medium Publishers	**M1**	**M2**	**M3**	**M4**
Expenditure as % of Payroll	1.10%	0.80%	9.70%	2.00%
on Black Employees	0.80%	0.50%	1.20%	1.50%
on White Employees	0.30%	0.30%	8.70%	0.50%
Small Publishers	**S1**	**S2**	**S3**	**S4**
Expenditure as % of Payroll	0.57%	1.50%	0.00%	0.00%
on Black Employees	0.50%	1.50%	0.00%	0.00%
on White Employees	0.07%	0.00%	0.00%	0.00%

Notes:

- 12 out of the participating 15 large publishers provided feedback. Their spending on training fluctuated between 0.10% and 9.40% of Payroll. All but one of the large publishers invested more in the training of Black employees than White employees.
- 4 out of the participating 9 medium publishers provided feedback. Their spending on training fluctuated from 0.80% to 9.70% of Payroll. Three of them invested more in the training of Black employees; the company with the highest training budget invested heavily in the training of White employees.
- Four of the participating 10 small publishers provided feedback. Only two of them invested a small cut of Payroll in training.
- In future an additional question should try to establish if publishers utilize incentives for the rebate of training expenditure. The training profile should also be compiled according to sub-sector.

EMPLOYMENT PROFILE – PERMANENT EMPLOYEES

Fig. 83 Permanent Employees Employed by Participating Publishers in the Large and Medium Publishers' Categories according to Population Group and Gender

Male	Female	Total	Black	White	Total
742	1,487	2,229	1,292	937	2,229
(33.29% of total)	(66.71% of total)	100%	(57.96% of total)	(42.04% of total)	100%

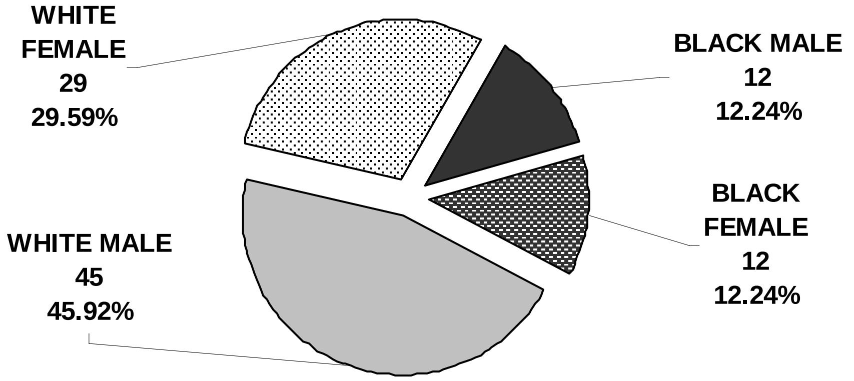
Fig. 84 Permanent Employees Employed by Participating Publishers in the Large and Medium Publishers' Categories according to Job Categories and Population Group

	Black Male	Black Female	Total Black	% Black	White Male	White Female	Total White	% White	TOTAL
Senior Top Executives	12	12	24	*24.49%*	45	29	74	*75.51%*	98
Other Top Managers	62	48	110	*32.93%*	79	145	224	*67.07%*	334
Editorial	22	102	124	*40.52%*	38	144	182	*59.48%*	306
Design And Production	23	50	73	*50.69%*	18	53	71	*49.31%*	144
Marketing And Sales	120	194	314	*65.28%*	35	132	167	*34.72%*	481
Finance	19	97	116	*73.42%*	7	35	42	*26.58%*	158
Human Resources	1	9	10	*62.50%*	1	5	6	*37.50%*	16
Office Administration	49	183	232	*64.99%*	8	117	125	*35.01%*	357
Information Technology	17	7	24	*51.06%*	20	3	23	*48.94%*	47
Other	163	102	265	*92.01%*	3	20	23	*7.99%*	288
Total	**488**	**804**	**1292**	**57.96%**	**254**	**683**	**937**	**42.04**	**2229**

Notes

- Only 28 of the participating 34 publishers provided data on employment.
- The category Senior Top Executives included CEO, COO and CFO at both holding company and business unit level.
- The category Other Top Managers included managers of functional departments such as marketing, production, human resources, warehousing etc.

Fig. 85 Employment Profile Senior Top Executives [= 98]



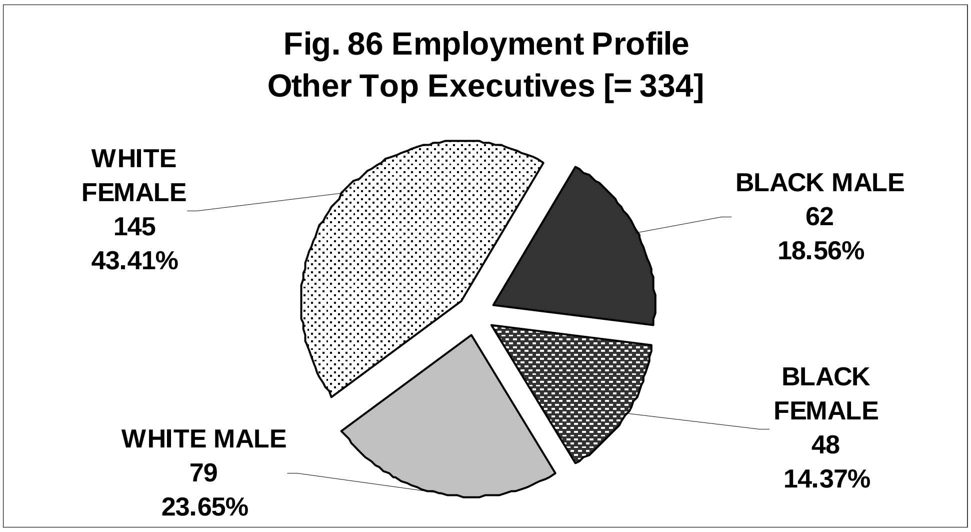


Fig. 86 Employment Profile
Other Top Executives [= 334]
WHITE FEMALE 145 43.41%
BLACK MALE 62 18.56%
BLACK FEMALE 48 14.37%
WHITE MALE 79 23.65%

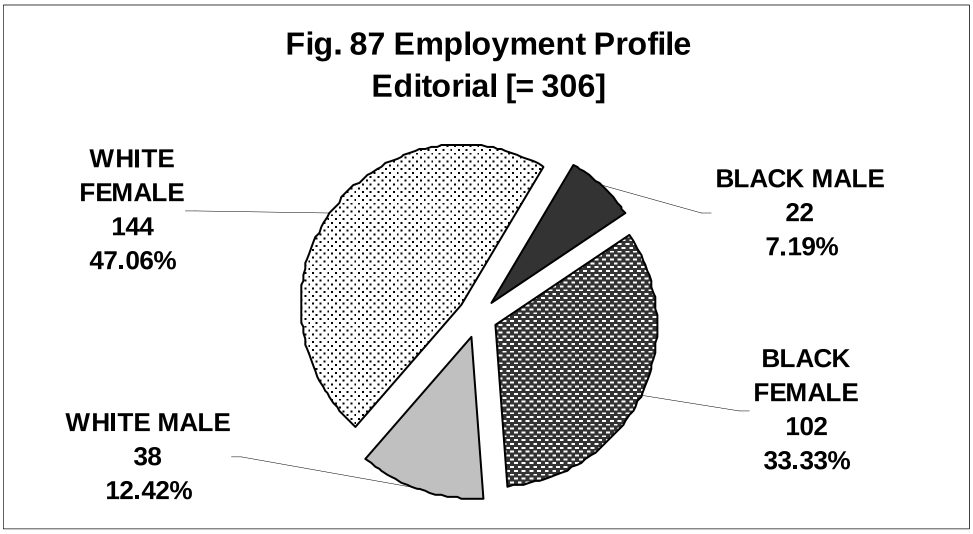


Fig. 87 Employment Profile
Editorial [= 306]
WHITE FEMALE 144 47.06%
BLACK MALE 22 7.19%
BLACK FEMALE 102 33.33%
WHITE MALE 38 12.42%

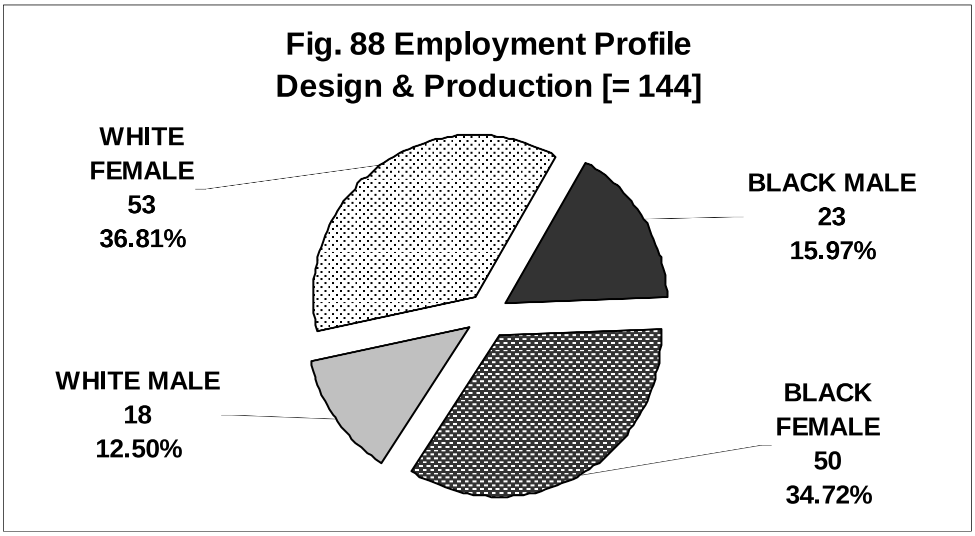


Fig. 88 Employment Profile
Design & Production [= 144]
WHITE FEMALE 53 36.81%
BLACK MALE 23 15.97%
WHITE MALE 18 12.50%
BLACK FEMALE 50 34.72%

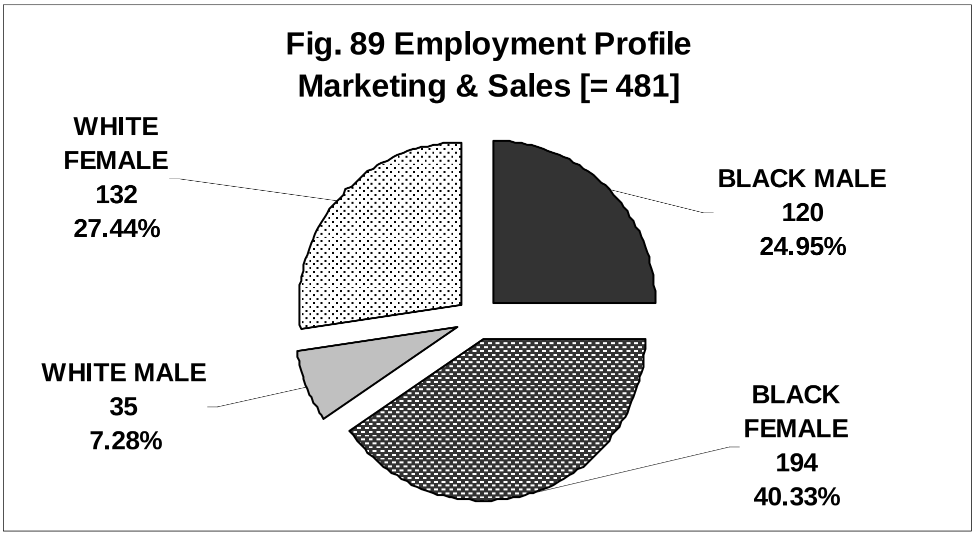


Fig. 89 Employment Profile
Marketing & Sales [= 481]
WHITE FEMALE
132
27.44%
BLACK MALE
120
24.95%
WHITE MALE
35
7.28%
BLACK FEMALE
194
40.33%

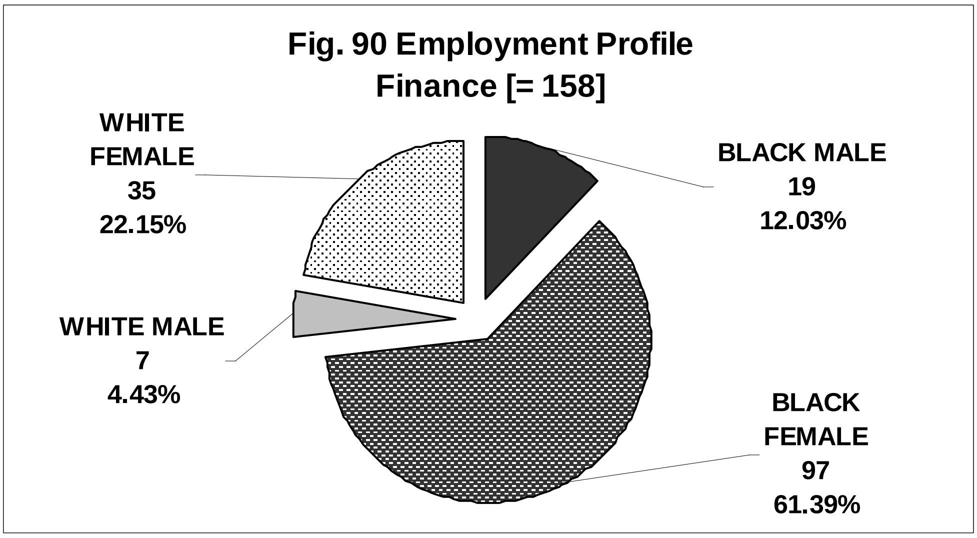


Fig. 90 Employment Profile
Finance [= 158]
WHITE FEMALE
35
22.15%
BLACK MALE
19
12.03%
WHITE MALE
7
4.43%
BLACK FEMALE
97
61.39%

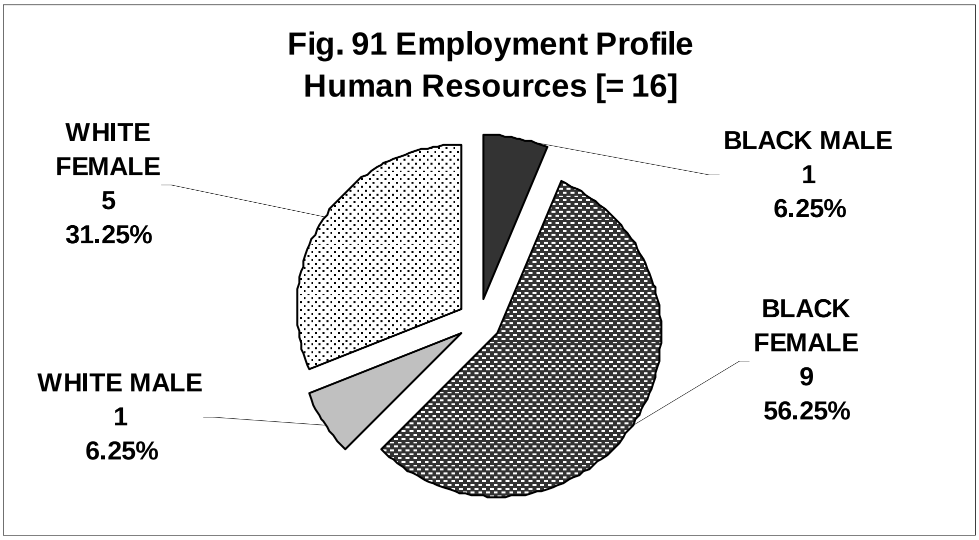


Fig. 91 Employment Profile
Human Resources [= 16]
WHITE FEMALE
5
31.25%
BLACK MALE
1
6.25%
BLACK FEMALE
9
56.25%
WHITE MALE
1
6.25%

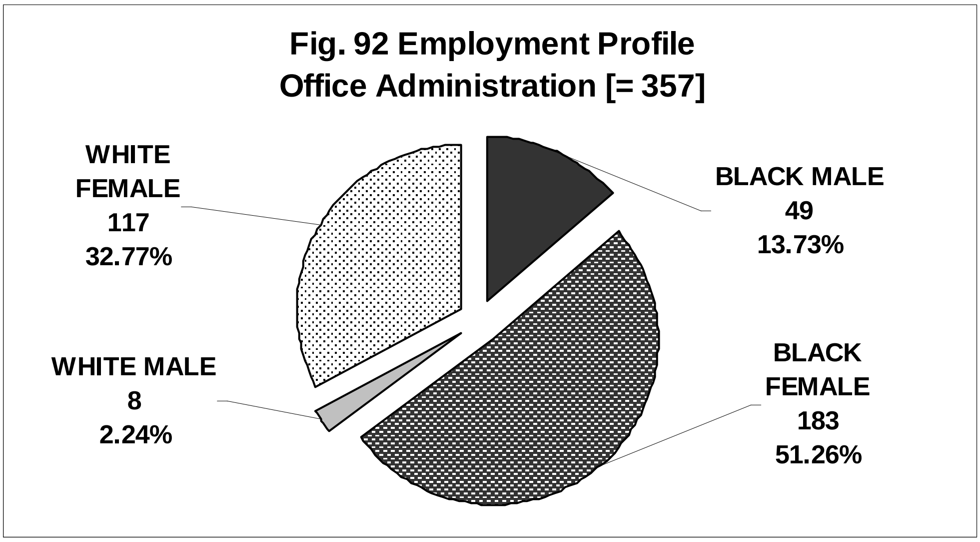


Fig. 92 Employment Profile
Office Administration [= 357]
WHITE FEMALE 117 32.77%
BLACK MALE 49 13.73%
WHITE MALE 8 2.24%
BLACK FEMALE 183 51.26%

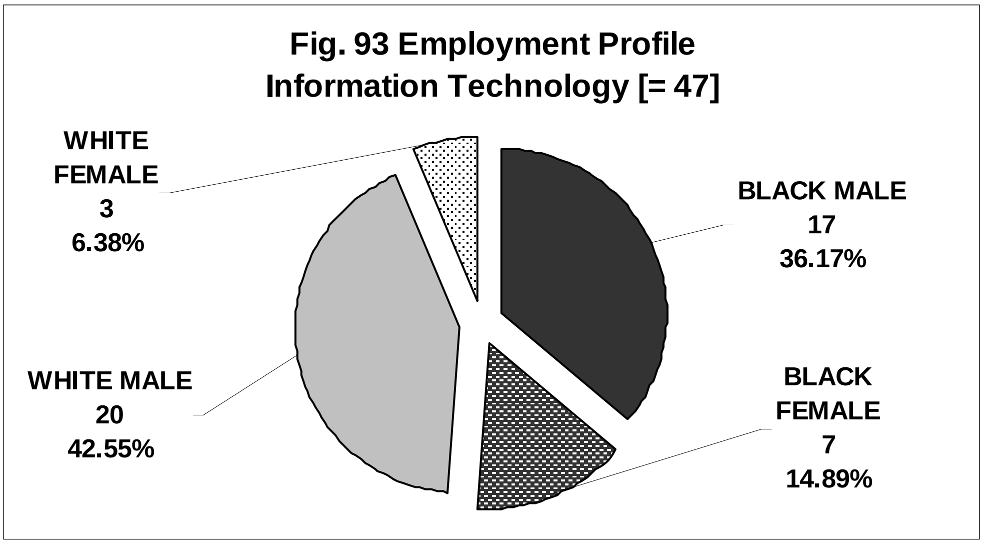


Fig. 93 Employment Profile
Information Technology [= 47]
WHITE FEMALE 3 6.38%
BLACK MALE 17 36.17%
WHITE MALE 20 42.55%
BLACK FEMALE 7 14.89%

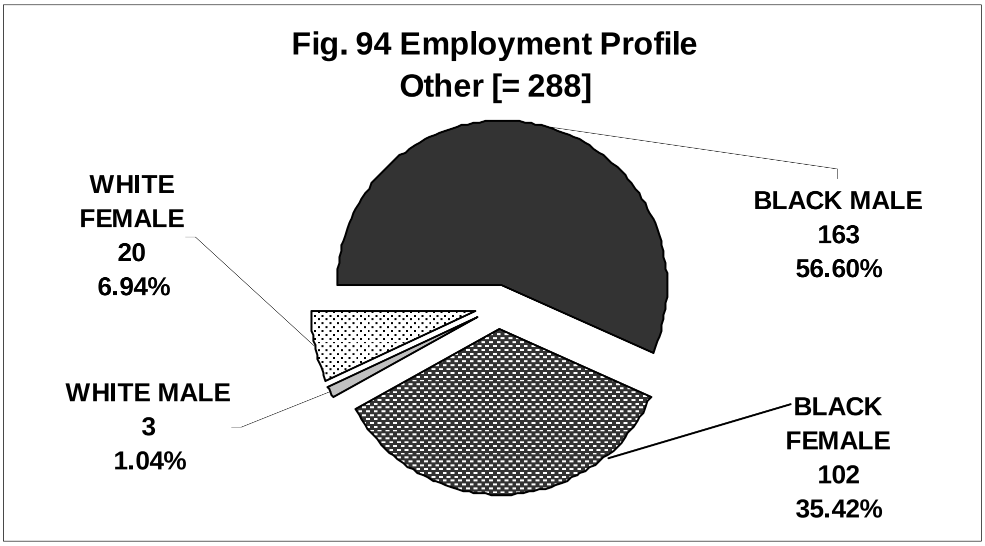


Fig. 94 Employment Profile
Other [= 288]
WHITE FEMALE 20 6.94%
BLACK MALE 163 56.60%
WHITE MALE 3 1.04%
BLACK FEMALE 102 35.42%

FINAL REMARKS

- Notwithstanding the fact that the report does not contain data from all 115 entities that formed the core list of the 2007 survey, feedback from the 9 medium (bands F-J) and 15 large entities (K & L bands) included in the report ensured that it constituted a representative perspective on the shape and size of the book publishing industry.
- Based on the reported Total Net Turnover of 34 entities and the estimated maximum Total Net Turnover of the remaining 81 entities (based on the PASA membership bands) the reported turnover profile represented 93.58% of the sample.
- Broad trends (including comparable growth patterns based on the feedback of the entities that participated in both the 2006 and 2007 surveys) will be tabled in a separate *Broad Trends Report 2006-2007* after the *Annual Book Publishing Industry Survey 2007 Report* has been approved by the Executive Committee of PASA.
- The Research Team trusts that all publishers will be convinced of the usefulness of the data, and that all relevant major industry role-players will participate in future.

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January 2009