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ANNUAL BOOK PUBLISHING INDUSTRY SURVEY REPORT 2010

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1.1 Background to the survey

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 has been expanded into a more in-depth annual survey (2004, 2005, 2006, 2007 and 2008). A central database on book publishing, based on the data collected for the survey reports, has been developed and is 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.

1.2 The survey process

The collection of data that is statistically representative remains a challenge. As far as PASA members are concerned, all the large publishers apart from one educational publisher participated in the current survey and therefore the data is statistically reliable for that cross-section, but the response rate of small publishers remains unsatisfactory. One of the reasons may be the fact that the smaller publishers do not have management information systems in place to assemble their data in the detailed manner that is increasingly required by the annual book publishing industry survey. This year, in line with the decision to expand the survey taken the previous four years, 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.

As no survey was done for the 2009 calendar year, the survey questionnaire collected the full range of data for 2010, and all the data for 2009 necessary to produce the standard Broad Trends Report covering the calendar years from 2008 to 2010. A separate abbreviated report will be made available for 2009.

1.2.1 Data collection

The PASA office supplied the researchers with its current list of publishers registered as PASA members. Based on this information a broad survey address list of 171 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 2009,* the broad PASA list was trimmed to **122** in order to target the primary business units (as opposed to holding companies or imprints) engaged in book publishing and book distribution. In addition, the appendix of publisher market shares of the *Nielsen Bookscan 2008 Standard Executive Report* was used to identify significant trade publishers which were not PASA members. These were added to the list of targeted entities.

The **final core list** consisted of **83 targeted entities**. This list included **57** 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, as well as the local distribution and direct importation of non-book products (not published by the company); and other publishing-related activities (e.g. Warehousing, rights sales, consultancy). In addition, **26** significant publishers which are not members of PASA were invited to participate. [57 + 26 = 83]

The 2010 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 as well as all other PASA members on 15 May 2011. It was stipulated that the completed questionnaire had to be returned to either of the research analysts via a dedicated e-mail address or by registered post before or on the cut-off date of 15 June 2011.

Various steps had been taken to enlist the co-operation of all relevant role-players. By 30 June 2011, only three completed questionnaires had been received. From the end of June, specific CEOs / MDs were personally targeted at regular intervals by telephone and by e-mail in order to speed up the response rate. By 31 July 2011 a total of 32 completed questionnaires had been received. The core listed publishers were once again contacted by phone and by e-mail and a new deadline of 31 August 2011 set. By 30 September 2011 40 completed questionnaires had been received and all the queries regarding previously submitted data resolved. By 11 October 2011 all the essential participants on the core list but two had completed and returned the questionnaire. After consultation with the PASA office it was agreed that the data collection process be stopped as the feedback could now be regarded as representative of the publishers in the higher turnover bands of the industry. The research team could then compile the report.

Completed questionnaires were received from **42** 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 97.8% of the estimated Total Net Turnover of the targeted entities. Since the *Annual Industry Survey 2004*, the net has been 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 received in 2004 out of a core list of 80 represented 32.5% of the sample and 94.4% 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 95.0% of the estimated Total Net Turnover. For the *Annual Industry Survey 2006*, 36 out of the core list of 99 entities completed questionnaires, representing 36.4% of the targeted sample and 93.0% 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 93.6% of the estimated Total Net Turnover. For the *Annual Industry Survey 2008*, 51 out of the core list of 96 entities completed questionnaires, representing 53.1% of the targeted sample and 92.8% of the estimated Total Net Turnover. For the *Annual Industry Survey 2009*, 38 out of the core list of 83 entities completed questionnaires, representing 45.8% of the targeted sample and 83.9% of the estimated Total Net Turnover.

For the *Annual Industry Survey 2010*, 42 out of the core list of 83 entities completed questionnaires, representing 50.6% of the targeted sample and 83.3% of the estimated Total Net Turnover.

The decline in the percentage representation by total net turnover since 2008 can be partially attributed to expanding the scope of the survey by the inclusion of the large and medium-sized book suppliers which are not members of PASA.

1.2.2 Data capturing

The data collected from the 42 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.

The captured data was aggregated by the industry sub-sector in which it operates. Since this report is based on the returns of participants at business unit level (as opposed to holding company level as in the past), and since each business unit tends to focus its core business on only one of the three industry sub-sectors, it was possible to aggregate the returns of the participants by industry sub-sector in much greater detail than in the past.

1.2.3 Data analysis

Data from the 42 completed questionnaires was analysed in order to construct the following generic profiles of the South African book publishing industry: turnover, production, author, royalty, ownership, and employment. Several security and quality control measures ensured the confidentiality and integrity of the information transfer process.

The analysis, however, is based on the assumed accuracy of the data received from the participants.

1.3 The scope of the survey

It is acknowledged that the South African market for books is served by both local suppliers and other agencies supplying product directly from overseas sources. Past experience has shown that these direct-supply overseas agencies supplying local book retailers or end-users do not have the capacity to report their turnovers in the local market. Hence only South African-based book suppliers, be they local publishers or the distributors of imported books from local warehouses, were included in the survey. As no parallel survey was done for the South African book retail industry, no estimates of the total book industry turnover could be made, as was done in 2008.

In order to obtain a more focused report in terms of industry sub-sector, data was collected at the separate business unit level rather than the holding company level. The industry continued its recent trend of consolidation and diversification through mergers, acquisitions and the restructuring of subsidiaries within holding companies, often with the loss of some degree of independence. The overall result was a loss of administrative and other support staff.

Some of the major holding companies diversified into industries not directly related to book supply. As investment in socio-economic projects and staff training are mostly done at corporate level, and could not be directly allocated to the book supply industry, it was not always possible to collect this data accurately.

1.4 Changes from previous surveys

A number of changes were made to the data collection and reporting format from previous surveys.

1.4.1 Revised definition of "other related income"

In previous surveys, data was collected on "other related income", which included income generated by training, warehousing and editorial services rendered to smaller publishers and individuals. This data was never reported in a consistent manner and was therefore of very limited significance. The definition of this category of income has hence been amended to "other book-related income" indicating that the income must be directly related to the sale of a specific product or a service made possible by the information contained in a specific product.

In previous surveys the income generated by online services based on professional (legal, accounting, etc.) Or dictionary information was recorded under the income generated by non-book products under the sub-category digital or electronic products. As from the 2010 survey onwards this income will now be recorded as "other book-related income".

The income recorded under electronic books will hence be limited to that generated by the downloading of electronic books onto a computer or tablet reading device.

Data on the income generated by online services has been collected retrospectively for the 2008 calendar year to enable longitudinal comparisons to be made between successive annual surveys in the Broad Trends Report.

1.4.2 Overall income profile from the home and the export markets

A distinction is made between the income generated by the sale of products in the “home” market and in the export market, and between the sale of products, services and rights. To a very limited extent, the sale of products to the export market is generated by the resale of imported products to surrounding southern African countries.

1.4.3 Reclassification of “non-book products”

In previous surveys all non-paper products were classified as non-book products. A distinction is now made between printed books, electronic books and non-book products. These non-book products now include text in digital format on CDs, DVDs and video cassettes, as well as posters, charts, wall maps and folded road and street maps.

1.4.4 Distinction between adult and children’s trade books

Where possible, data was collected separately for these two product sub-categories. The religious publishers, for instance, were unable to make this distinction.

1.4.5 Electronic books

For the first time, data was gathered on the sale of electronic books in terms of the number of titles made available, the number of paid downloads and the revenue generated by these sales. This segment is expected to grow in value in the future, and this trend can now be tracked.

1.4.6 Rounding off of sales values

All sales values were collected as accurately as possible, in most cases to the nearest rand. After aggregating these values, they were rounded off to the nearest thousand rand for ease of interpretation.

1.5 The core list of book suppliers invited to participate in the survey

The core list established for the 2008 survey was again used for the 2010 survey. As all PASA members were invited to participate in the survey, any new member was added to the core list.

The following changes affecting previous and present participants were recorded:

- Best Books was incorporated into NB Publishers and its results were included in the latter's data supplied.
- Fernwood Press was incorporated into Random House Struik. Its turnover was included in the Random House Struik returns.
- Lux Verbi lost its status as independent business unit within the Media24 group, and was incorporated into NB Publishers. In the consolidation process valuable data was lost and Lux Verbi was unable to report on their 2009 and 2010 results.
- Troupant Publishers' results were incorporated into Macmillan SA.
- Quartet Sales and Marketing went into liquidation and was disbanded.
- Wild Dog Press was taken over by PSD Promotions. In the consolidation process valuable data was lost and Wild Dog Press was unable to report on their 2009 and 2010 results.

1.6 The focus of the survey

The survey questions focused on the following profiles of each participant:

- Supplier category, marketing and sales functions, distribution arrangements;
- Turnover profile by activities, which was specifically broken down into turnover of local product by sub-sector and language; turnover of imported product by sub-sector; turnover by type of sales outlet; and educational turnover per province;
- Production profile by number of new titles and subsequent editions versus reprints as well as by language;

- Author profile by race and sub-sector;
- Royalty profile;
- Ownership profile; and
- Employment profile.

1.7 Difficulties encountered during the survey

1.7.1 Incomplete data due to industry consolidation

During the industry downturn in 2009 and 2010 a number of mergers, acquisitions, and consolidations of two or more independent business units within a holding company, and the loss or gain of significant import agencies, took place. These changes occurred at various points within the calendar year reporting period, and often resulted in the loss of some data. Unless data could be accurately reconstructed for the full twelve-month reporting period, the publishers affected were not included in the survey.

1.7.2 Diversification of holding companies to products and services not directly related to the book industry

Not only was there a significant consolidation of book suppliers within holding companies, often resulting in shared support services supplied by corporate structures, but holding companies also diversified into providing products and services not directly related to books.

Most of the socio-economic development investment and staff training is done at corporate level. In many instances the data supplied for these parameters could not be directly related to the book industry, and therefore had to be left out.

The same distortion is found in the employment data supplied. Whilst the data supplied for directly book-related positions is deemed to be accurate, some of the support staff are applied across all the holding company's divisions and thus may not be entirely applicable to the book industry.

1.7.3 Sales values of locally published books

The publishing systems of most publishers carry data on a title-by-title basis only. It is therefore not possible to distinguish between home market and export sales on a title-by-title basis. The local product sales data by product category and language, etc. Is hence that of all sales, and not only home market sales.

1.7.4 Incomplete questionnaires

Not all participants could or would complete all sections of the questionnaire. Great care should therefore be taken to relate the data from one section to that of another.

1.8 Comparison with previous annual surveys

It is not possible to compare the results of this survey directly with that of previous years. The participants in 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.

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 the 2008, 2009 and the 2010 annual book publishing industry surveys, in order to highlight the patterns or trends that manifested over these three years.

1.9 Representative nature of the survey sample

In the 2008 survey, the total net turnover value of the South African book supply industry was calculated by industry sub-sector by combining the results of the book supply and the book retail industry surveys, as well as using the *Nielsen Bookscan South Africa* annual retail sales values to estimate the turnovers of all suppliers which did not participate in the survey.

The estimate of the 2009 and 2010 total industry net turnover values is based on the 2008 values. As the 2010 survey is based only on local participants in the industry, all turnover values for import agencies and direct imports by end-users were excluded from the 2008 values. Further adjustments were made to the 2008 values as a result of the redefinition of “other income” in the academic sub-sector and “non-book products” in the religious trade sub-sector.

In each industry sub-sector, the total net turnover values of all medium and large book suppliers who participated in all three industry surveys were compared, provided the book supplier had not been part of any mergers, acquisitions, or restructuring within holding companies, or had not experienced a significant gain or loss of agency during any of the three years under consideration. This analysis was done by industry sub-sector. The year-on-year turnover growth values were calculated and then applied to estimate the 2009 and 2010 values for each industry sub-sector.

Fig. 1.1 Annual change in turnover by industry sub-sector

Year-on-Year % Growth Rates	2009/2008	2010/2009
General trade	-5.5%	1.1%
Religious trade	-2.9%	7.7%
Education	-6.5%	-3.9%
Academic	1.9%	2.1%
All sub-sectors	-4.8%	-1.0%

Notes

- All industry sub-sectors except academic books suffered value declines compared to the previous year (2009). The increases in 2009 academic turnover were well below the annual rate of inflation.
- Only the education sub-sector recorded a further decline in annual turnover values in 2010. The rate of increase for all the other sub-sectors in 2010 was below the inflation rate, except in the case of religious trade books.

Fig. 1.2 Estimated annual total industry income values by industry-sub-sector

Estimated Industry Turnover	2008	2009	2010
General trade	R 840,592,000	R 794,359,000	R 803,097,000
Religious trade	R 246,152,000	R 239,014,000	R 257,418,000
Education	R 2,024,685,000	R 1,893,080,000	R 1,819,250,000
Academic	R 542,420,000	R 552,726,000	R 564,333,000
All sub-sectors	R 3,653,849,000	R 3,479,179,000	R 3,444,098,000

Notes

- The estimated total industry net turnover across all sub-sectors declined from R3.654 billion in 2008 to R3.440 billion in 2010 (-5.7%).
- The largest value and percentage decline was recorded in the education sub-sector, from R2.025 billion in 2008 to R1.819 billion in 2010, a decline of 10.2%.
- The general trade sub-sector recorded a decline in annual net turnover of 4.5% over the two-year period.

- The religious trade sub-sector recorded an increase in annual net turnover of 4.5% over the same period, well below the total inflation rate for the period.
- The academic sub-sector recorded an increase of 4.1% in annual net turnover over the same period, also below the total inflation rate for the period.

Fig. 1.3 Total net turnovers of the annual surveys of 2008, 2009 and 2010

Survey Total Net Turnover	2008	2009	2010
General trade	R 797,722,000	R 757,221,000	R 790,669,000
Religious trade	R 231,136,000	R 194,602,000	R 208,734,000
Education	R 1,812,093,000	R 1,501,326,000	R 1,384,027,000
Academic	R 499,569,000	R 465,191,000	R 485,513,000
All sub-sectors	R 3,340,520,000	R 2,918,340,000	R 2,868,943,000

Fig. 1.4 Percentage representation of survey sample by industry sub-sector

% Representation	2008	2009	2010
General trade	94.9%	95.3%	98.5%
Religious trade	93.9%	81.4%	81.1%
Education	89.5%	79.3%	76.1%
Academic	92.1%	84.2%	86.0%
All sub-sectors	91.4%	83.9%	83.3%

Notes

- The loss of a number of 2008 participants in the 2009 and 2010 surveys negatively affected the degree to which the survey sample represented the total industry. These losses were partly the result of the consolidation of the industry and a subsequent loss of data.
- The loss of one large and two medium-sized participants in the education sub-sector reduced the overall representative nature of the sample in this sub-sector from 89.5% in 2008 to 76.1% in 2010.
- Whilst the general trade sub-sector lost one medium-sized and a number of small participants in 2009, the gains achieved in 2010 more than compensated for this loss, increasing the overall representation of the sample to 98.5% of the estimated industry total.
- The loss of one medium-sized participant in the religious trade sub-sector was compensated for by the gain of another, but nevertheless resulted in a decline in the percentage representation of this sub-sector.
- There was no significant loss of participants in the academic sub-sector, except for two university presses concentrating exclusively on scholarly books.
- The overall percentage representation of the industry sub-sectors by the survey sample declined from a very high 91.4% in 2008 to a still adequate 83.3% in 2010.

1.10 Revised structure of the report

The sequence of the report differs from preceding reports in that it follows a strictly top-down approach. Initially data was aggregated by the industry-sub-category of the product. The final section aggregates the data by the industry sub-category of the supplier.

At first, all income is reported on, whether derived from the sale of products, services or reproduction rights.

Thereafter, only the income derived from the sales of products is reported on, whether they are print books, electronic books or other non-book but book-related products. The analysis includes the distribution of products through the various outlet categories, and the sale of educational product in the various provinces.

The main section of the report deals with the turnover derived from the sale of print book products. Initially the turnover derived from all print book products is analysed, after which the focus falls on locally published print books, in terms of turnover, production and royalties paid.

The industry sub-category of the supplier is used to report on ownership and employment profiles.

1.11 Definition of terms used

Terms used in the report should be interpreted as set out below unless specified otherwise.

Turnover

Turnover always implies “total net turnover” unless indicated otherwise. The term “net” implies both the following two meanings:

- The value of all products sold minus any returned to the supplier;
- The income received by suppliers after the deduction of all discounts, rebates or other price reductions granted to retailers or end-users.

New edition

All first editions and revised editions issued with a new ISBN.

Local print book

All books printed locally and all co-publications with foreign publishers printed abroad but distributed locally bearing a local supplier's imprint and ISBN.

1.12 Aims of the notes accompanying tables

The notes are not meant to list all the deductions to be made from the data table immediately preceding it. Their functions are rather to:

- Illustrate the possible interpretation of the data in the tables, and the relationships between the data;
- Add context to the interpretation of such data by providing relevant background information;
- Adding additional information supplied by respondents;
- Adding historical context where relevant;
- Cross-referencing the current data table with previous tables.

2 Participant profile

2.1 The core group

In 2008 extensive research was done using a number of different sources to identify suppliers to the local book market and identify those that made significant contributions to total industry turnover or a specific niche in the market. Out of a total of 328 suppliers, 96 were judged to be core to the industry. For full detail consult the Annual Book Industry Survey Report 2008 (pp 6–8 and 87–89).

Seven of the 2008 core members were eliminated as they were foreign-based direct importers. A further six left the industry or lost their separate status because of mergers or acquisitions. This left 83 suppliers targeted for participation in the 2010 survey. All PASA members received questionnaires, as well as 26 core suppliers that were not members of PASA.

Fig. 2.1 Core list of targeted publishers and distributors

30 Degrees South	Intersoft	Pearson Education (SA)
Actua Press	Jacana Media	Penguin Group (SA)
All Copy Publishers	Jacklin Enterprises	Macmillan South Africa
Artifacts	Jonathan Ball Publishers	Peter Hyde & Associates
Awareness Publishing	Juta & Company	Phambili Agencies
Best Books	Knowledge Resources	Protea Boekhuis
Bible Society of South Africa	Lannice Snyman	PSD Promotions
Blue Weaver Distribution	LAPA Publishers	Publitech
Book Promotions	Learning Channel	Qualibooks Publishers
Briza Publications	Lectio Publishers	Random House Struik
Cambridge University Press	LexisNexis Butterworth SA	Reading Matters
Carpe Diem	Lux Verbi-BM	R.N.A. Distributors
Creative Global Studios	Macmillan South Africa	Shuter & Shooter
CUM	Marumo Publishers	Sovereign Media
Derek Prince Ministries	Map Studio	Stimela Publishers
Don Nelson Publishers	Maskew Miller Longman	Struik Christian Media
Everybody's Books	Methodist Publishing House	Study Opportunities
Fantasi Books	Metz Press	The African Moon Press
Faradawn	Naledi Publishers	Titles
Future Entrepreneurs	Nasou Via Afrika	Unisa Press
Future Managers	NB Publishers	University of Kwazulu-Natal Press
Galapo Publications	New Africa Books	Van Schaik Publishers
Hay House (South Africa)	New Generation Publishers	Vivlia Publishers
Heinemann	New Readers Publishers	Wild Dog Press
Hibbard Publishers	Nutrend Productions	Wits University Press
HSE CC	OBE Publishers	Zytech Publishing
HSRC Press	Oxford University Press (SA)	
Independent Publishers	Pan Macmillan (SA)	

2.2 Participants in 2008, 2009 and 2010

Of the 83 targeted core list members, 42 completed questionnaires for the period.

Fig. 2.2 List of entities that participated in the 2008, 2009 and 2010 surveys

	2008	2009	2010
Artefact	X	X	✓
Awareness Publishing	✓	✓	✓
Best Books*	✓	✓	✓
Bible Society of South Africa	✓	✓	✓
Book Promotions	✓	✓	✓
Briza Publications	✓	✓	✓
Cambridge University Press	✓	✓	✓
Fantasi Publications	✓	✓	✓
Faradawn Distributors	X	X	✓
Fernwood Press**	✓	✓	✓
Future Managers	✓	X	X
Heinemann	✓	✓	✓
HSRC Press	✓	✓	✓
Jonathan Ball Publishers	✓	✓	✓
Juta & Company Limited	✓	✓	✓
LAPA Publishers	✓	✓	✓
LexisNexis Butterworth SA	✓	✓	✓
Macmillan South Africa	✓	✓	✓
Map Studio	✓	X	X
Maskew Miller Longman	✓	✓	✓
Methodist Publishing House	X	X	✓
Naledi Publishers	✓	✓	✓
NB Publishers	✓	✓	✓
New Readers Publishers	✓	✓	✓
Oxford University Press Southern Africa	✓	✓	✓
Pan Macmillan SA	✓	✓	✓
Pearson Educational SA	✓	✓	✓
Penguin Publishers SA	✓	✓	✓
Protea Boekhuis	✓	X	X
PSD Promotions	✓	✓	✓
Random House Struik	✓	✓	✓
RNA Distributors	X	X	✓
Shuter and Shooter Publishers	✓	✓	✓
Stimela Publications	✓	✓	✓
Struik Christian Books	✓	✓	✓
Troupant***	✓	✓	✓
Van Schaik Publishers	✓	✓	✓
Via Afrika Publishers	✓	✓	✓
Vivlia Publishers & Booksellers	✓	X	X
Wild Dog Press	✓	X	X
Wits University Press	✓	X	X
Unisa Press	✓	X	X
Total number of participants	51	38	42

Notes

- Thirteen participants in the 2008 annual survey did not participate in the 2010 survey. These include one large educational publisher, one medium-sized educational publisher and four medium-sized general trade publishers. One medium-sized religious trade publisher did not participate. The other six were small publishers, including two distributors of imported books and two university presses.
- Four local book suppliers participated for the first time in 2010.

2.3 Participant profile

Fig. 2.3 Participant profile by industry sub-sector

Participant profile	All sub-sectors	General Trade	Religious Trade	Education	Academic
Membership category					
PASA member	29	11	1	12	5
Not PASA member	13	7	4	0	2
Sub-sector category					
General trade	18	18	0	0	0
Religious trade	5	0	5	0	0
Educational	12	0	0	12	0
Academic	7	0	0	0	7
Turnover category					
Large: more than R50 m	18	6	2	7	3
Medium: between R5m and R50 m	14	10	1	2	1
Small: less than R5 m	10	2	2	3	3
Participation category					
Previous participant	39	17	4	11	7
New participant	3	1	1	1	0
Category of supplier					
Local publisher only	17	7	1	6	3
Local publisher and distributor	19	6	4	6	3
Distributor only	6	5	0	0	1

Notes

- Of the 42 participants, 29 were PASA members and 13 were not.
- Three core listed suppliers participated for the first time.
- All large publishers identified (with turnovers exceeding R50 million per annum) participated, apart from one educational publisher.
- Of the 40 medium-sized publishers identified (with turnovers ranging from R5 million to R50 million per annum), 14 participated. Of the 26 companies not participating within this turnover category five were distributors of imported products and one of both local and imported products. Among the 20 non-participating local medium-sized publishers, one belonged to the religious trade industry sub-sector and two local university presses form part of the academic sub-sector. Six were general trade publishers and the remaining 11 operated in the education sub-sector.

2.4 Participants' core business profile

Fig. 2.4 Participant core business profile by industry sub-sector

Participant core business profile	All sub-sectors	General Trade	Religious Trade	Education	Academic
Product categories					
Print books	42	18	5	12	7
Electronic books	8	2	1	3	2
Non-book products	10	5	1	2	2
Online services	3	1	0	0	2
Origin category					
Local products only	16	7	0	6	3
Imported products only	5	3	1	0	1
Local and imported products	21	8	4	6	3
Publication language					
English only	7	3	2	0	2
Afrikaans only	1	1	0	0	0
Both English and Afrikaans	34	14	3	12	5
African languages	14	4	1	9	0
Multilingual publications	6	2	0	4	0
Other languages	4	3	0	1	0

Notes

- All 42 participants participated in the trade of print books. Only eight had some products available in an electronic book format, ten traded in non-book products and three offered online services based on book or book-related products.
- Sixteen respondents were local publishers trading in their own products only, whilst 21 were local publishers also representing overseas publishers in the local market. Five respondents acted as local agencies for local and/or imported products.
- Only one small publisher published in Afrikaans only and seven traded in English language books only. Of these seven, three were import agencies representing overseas publishers. A total of 31 local publishers published in both Afrikaans and English, and three distributors traded in products in both languages.
- Fourteen respondents published in one or more of the African languages. These include nine of the 12 educational publishers and the local Bible Society.
- Six publishers were engaged in local publishing in languages other than English. These included four educational publishers publishing dictionaries, and two general trade publishers publishing for the foreign tourist market.

2.5 Outsourcing of functions

Data was collected on the number of participants which outsourced core functions to other business enterprises. This did not include the use of freelance editors or design and layout staff. A number of the smaller participants outsourced non-core functions such as accounting and human resources to specialist enterprises.

Fig. 2.5 Outsourcing of functions by industry sub-sector

Outsourcing of core operating functions	All sub-sectors	General Trade	Religious Trade	Education	Academic
Editorial	0	0	0	0	0
Design and production	0	0	0	0	0
Marketing and sales	2	1	0	0	1
Warehousing and distribution	19	11	3	3	2
Web hosting	4	2	0	0	2

Notes

- Of the 42 participants, 19 outsourced their warehousing and distribution function. In many instances separate business units within a holding company outsourced these functions to a dedicated subsidiary within the group.
- Only one local publisher in each of the general trade and academic sub-sectors outsourced their marketing and sales functions to a local distributor.
- Of the eight suppliers engaged in the electronic book trade, four outsourced the hosting of their websites.

3 Income profile

A distinction was made between income derived from the sale of goods and services in the home market and in the export market.

A further distinction is made between electronic books were text is downloaded on a reading device, and other product with text or images available in CD, DVD or video format. The latter are regarded as non-book products.

Other book-related income is derived from online reference services offered by professional publishers and dictionary databases.

Fig. 3.1 Total income from all products and services: All industry sub-sectors

Total income profile **All sub-sectors**	**Income**	**% of Total**
Local market sales of locally published books	R 2,035,020,000	67.8%
Local market sales of imported books	R 740,378,000	24.7%
Local market sales of electronic book products	R 1,253,000	0.0%
Local market sales of non-book products	R 33,891,000	1.1%
Total sale of products in local market	**R 2,798,642,000**	93.2%
Export of products	R 75,477,000	2.5%
Local sales rights	R 1,530,000	0.1%
Export sales rights	R 1,258,000	0.0%
Other book related income	R 125,780,000	4.2%
Total income	**R 3,002,687,000**	100.0%
Income from sale of products	R 2,874,119,000	95.7%
Income from sale of rights	R 2,788,000	0.1%
Income book related services	R 125,780,000	4.2%
Income from home market	R 2,925,952,000	97.4%
Income from export market	R 76,735,000	2.6%

Notes

- The book supply industry derived 95.7% of its total income from the sale of products, 0.1% from the sale of reproduction rights, and 4.2% from the sale of book-related services.
- Home market income accounted for 97.4% of total income, whilst the export market contributed 2.6%.

Fig. 3.2 Total income from all products and services: General trade sub-sector

Total Income Profile General trade sub-sector	Income	% of Total
Local market sales of locally published books	R 281,553,000	36.5%
Local market sales of imported books	R 483,257,000	62.7%
Local market sales of electronic book products	R 102,000	0.0%
Local market sales of non-book products	R 3,549,000	0.5%
Total sale of products in local market	**R 756,561,000**	98.1%
Export of products	R 11,715,000	1.5%
Local sales of rights	R 21,000	0.0%
Export sales of rights	R 1,256,000	0.2%
Other book-related income	R 1,416,000	0.2%
Total income	**R 770,969,000**	100.0%
Income from sale of products	R 768,276,000	99.7%
Income from sale of rights	R 1,277,000	0.1%
Income from book-related services	R 1,416,000	0.2%
Income from home market	R 757,998,000	98.3%
Income from export market	R 12,971,000	1.7%

Notes

- The general trade sub-sector derived 99.7% of its total income from the sale of products, 0.1% from the sale of reproduction rights, and 0.2% from the sale of book-related services.
- Home market income accounted for 98.3% of total income, whilst the export market contributed 1.7% to the total income derived from all core activities.

Fig. 3.3 Total income from all products and services: Religious trade sub-sector

Total Income Profile Religious trade sub-sector	Income	% of Total
Local market sales of locally published books	R 117,141,000	56.2%
Local market sales of imported books	R 84,232,000	40.4%
Local market sales of electronic book products	R 0	
Local market sales of non-book products	R 766,000	0.4%
Total sale of products in local market	**R 202,139,000**	96.9%
Export of products	R 5,831,000	2.8%
Local sales of rights	R 597,000	0.3%
Export sales of rights	R 2,000	0.0%
Other book-related income	R 0	
Total income	**R 208,569,000**	100.0%
Income from sale of products	R 207,970,000	99.7%
Income from sale of rights	R 599,000	0.3%
Income from book-related services	R 0	
Income from home market	R 202,736,000	97.2%
Income from export market	R 5,833,000	2.8%

Notes

- The religious trade sub-sector derived 99.7% of its total income from the sale of products, 0.3% from the sale of reproduction rights, and no income from the sale of book-related services.

Fig. 3.4 Total income from all products and services: Education sub-sector

Total income profile Education sub-sector	Income	% of Total
Local market sales of locally published books	R 1,235,762,000	88.3%
Local market sales of imported books	R 106,377,000	7.6%
Local market sales of electronic book products	R 1,151,000	0.1%
Local market sales of non-book products	R 23,975,000	1.7%
Total sale of products in local market	**R 1,367,265,000**	97.7%
Export of products	R 32,078,000	2.3%
Local sales of rights	R 20,000	
Export sales of rights	R 0	
Other book-related income	R 2,000	
Total income	**R 1,399,365,000**	100.0%
Income from sale of products	R 1,399,343,000	100.0%
Income from sale of rights	R 20,000	
Income from book-related services	R 2,000	
Income from home market	R 1,367,287,000	97.7%
Income from export market	R 32,078,000	2.3%

Notes

- The education sub-sector derived almost all its income from the sale of products.
- Home market income accounted for 97.7% of total income, whilst the export market contributed 2.3% to the total income derived from all core activities.

Fig. 3.5 Total income from all products and services: Academic sub-sector

Total Income Profile Academic sub-sector	Income	% of Total
Local market sales of locally published books	R 400,564,000	64.2%
Local market sales of imported books	R 66,512,000	10.7%
Local market sales of electronic book products	R 0	
Local market sales of non-book products	R 5,601,000	0.9%
Total sale of products in local market	R 472,677,000	75.8%
Export of products	R 25,853,000	4.1%
Local sales of rights	R 892,000	0.1%
Export sales of rights	R 0	0.0%
Other book-related income	R 124,362,000	19.9%
Total income	**R 623,784,000**	100.0%
Income from sale of products	R 498,530,000	79.9%
Income from sale of rights	R 892,000	0.1%
Income from book-related services	R 124,362,000	19.9%
Income from home market	R 597,931,000	95.9%
Income from export market	R 25,853,000	4.1%

Notes

- The academic sub-sector derived 79.9% of its total income from the sale of products, 0.1% from the sale of reproduction rights, and 19.9% from the sale of book-related services.
- Home market income accounted for 95.9% of total income, whilst the export market contributed 4.1% to the total income derived from all core activities.

4 Turnover by sales outlet category

Data was collected on the net turnovers per sales outlet category in each of the four industry sub-sectors. Respondents also provided the average discounts granted on the recommended retail price in each of the sales outlet categories in each of the four industry sub-sectors. These discounts were used to gross up each participant's recorded net turnover values to retail price values so as to obtain a common value denominator.

These total net turnover values did not fully correspond with those recorded in other sections of the report because:

- Not all turnovers could be allocated to a specific outlet category within each sub-sector.
- There were some cross-over sales where suppliers in one sub-sector supplied sales outlets in another industry sub-sector. General trade publishers traded with educational booksellers as far as set works are concerned, etc.
- Turnovers recorded as export sales were omitted from the analysis.

The turnover values reported below include those generated by the sale of print book and non-book products, but not electronic books and book-related services.

The average discounts granted to retailers or end-users in each sales outlet category depended on a number of factors:

- The composition of product (the balance between print books and non-book products), as different discount rates may apply.
- The relative market shares of the various national bookseller chains. Different standard discounts were negotiated between suppliers and retailers based on past total turnover values and whether products are delivered to central warehouses or to each outlet individually. Low value orders often received lower than standard discounts, and exceptionally high value orders or special promotions attracted higher than standard discounts.
- The relative market shares of suppliers, as discount rates granted to a retailer or end-user differed from supplier to supplier.

Because gross retail price values have a common denominator as opposed to the net turnover values which depended on different average discounts applied in the various outlet categories, the gross turnover values gave a more reliable measure of the actual flow of products from the book supply industry to the retail industry and the end-users.

Fig. 4.1 Total net and gross turnovers by sales outlet category: All products

Turnover by Outlet Category	Net turnover		Gross turnover	
All industry sub-sectors	**R**	**%**	**R**	**%**
National bookseller chains	R 898,681,000	32.5%	R 1,536,882,000	36.4%
Independent booksellers	R 507,524,000	18.3%	R 756,546,000	17.9%
Non-book retail outlets	R 28,541,000	1.0%	R 45,185,000	1.1%
Wholesalers	R 25,172,000	0.9%	R 40,641,000	1.0%
Internet booksellers	R 28,358,000	1.0%	R 49,122,000	1.2%
Book clubs	R 41,972,000	1.5%	R 109,330,000	2.6%
Corporation direct sales	R 207,952,000	7.5%	R 224,874,000	5.3%
Public direct sales	R 16,867,000	0.6%	R 23,064,000	0.5%
Libraries	R 34,141,000	1.2%	R 51,833,000	1.2%
State & provincial departments	R 448,920,000	16.2%	R 639,986,000	15.2%
Schools	R 112,436,000	4.1%	R 156,427,000	3.7%
School book distributors	R 411,737,000	14.9%	R 583,044,000	13.8%
Other types of outlets	R 6,523,000	0.2%	R 6,154,000	0.1%
Total	R 2,768,824,000	100.0%	R 4,220,755,000	100.0%

Notes

- The national bookseller chains accounted for 32.5% of total turnover at net (wholesale) value and 36.4% at gross (retail) value.
- The average margin between gross and net turnover values across all the sub-sectors is 34.4%.

Fig. 4.2 Total net and gross turnover by sales outlet category: General trade products

Turnover by Outlet Category	Net turnover		Gross turnover		Average %
General trade sub-sector	**R**	**%**	**R**	**%**	**Discount**
National bookseller chains	R 522,569,000	70.4%	R 940,122,000	70.6%	44.4%
Independent booksellers	R 68,331,000	9.2%	R 112,641,000	8.5%	39.3%
Non-book retail outlets	R 20,212,000	2.7%	R 32,876,000	2.5%	38.5%
Wholesalers	R 22,718,000	3.1%	R 36,828,000	2.8%	38.3%
Internet booksellers	R 19,682,000	2.6%	R 35,028,000	2.6%	43.8%
Book clubs	R 39,990,000	5.4%	R 103,188,000	7.7%	61.2%
Corporation direct sales	R 9,787,000	1.3%	R 14,265,000	1.1%	31.4%
Public direct sales	R 7,724,000	1.0%	R 11,959,000	0.9%	35.4%
Libraries	R 24,569,000	3.3%	R 38,036,000	2.9%	35.4%
State & provincial departments	R 501,000	0.1%	R 851,000	0.1%	41.1%
Schools	R 2,683,000	0.4%	R 4,236,000	0.3%	36.7%
School book distributors	R 3,761,000	0.5%	R 4,420,000	0.3%	14.9%
Other types of outlets	R 247,000	0.0%	R 432,000	0.0%	42.8%
Total	R 742,774,000		R 1,332,548,000		
Average discount of sub-sector					44.3%

Notes

- The national bookseller chains accounted for 70.4% of total turnover at net turnover value and 70.6% at gross turnover value.
- The average margin between gross and net turnover values in the general trade sub-sector is 44.3%, the highest of the four industry sub-sectors.

Fig. 4.3 Total net and gross turnover by sales outlet category: Religious trade products

Turnover by Outlet Category	Net turnover		Gross turnover		Average %
Religious trade sub-sector	**R**	**%**	**R**	**%**	**Discount**
National bookseller chains	R 161,480,000	80.4%	R 278,673,000	81.7%	42.1%
Independent booksellers	R 20,712,000	10.3%	R 34,152,000	10.0%	39.4%
Non-book retail outlets	R 7,809,000	3.9%	R 11,600,000	3.4%	32.7%
Wholesalers	R 494,000	0.2%	R 847,000	0.2%	41.7%
Internet booksellers	R 3,906,000	1.9%	R 7,102,000	2.1%	45.0%
Book clubs	R 1,956,000	1.0%	R 6,111,000	1.8%	68.0%
Corporation direct sales	R 0	0.0%	R 0	0.0%	
Public direct sales	R 2,406,000	1.2%	R 2,550,000	0.7%	5.6%
Libraries	R 51,000	0.0%	R 79,000	0.0%	35.4%
State & provincial departments	R 0	0.0%	R 0	0.0%	
Schools	R 0	0.0%	R 0	0.0%	
School book distributors	R 0	0.0%	R 0	0.0%	
Other types of outlets	R 1,995,000	1.0%	R 2,000,000	0.0%	
Total	R 200,809,000	100.0%	R 341,114,000	100.0%	
Average discount of sub-sector					41.1%

Notes

- The average margin between gross and net turnover values is 41.1%, which is lower than that in the general trade sub-sector.
- The slightly lower margin in the national bookseller chains category is offset by the higher market share of total turnover of this outlet category.

Fig. 4.4 Total net and gross turnover by sales outlet category: Educational products

Turnover by Outlet Category	Net turnover		Gross turnover		Average %
Educational sub-sector	**R**	**%**	**R**	**%**	**Discount**
National bookseller chains	R 0	0.0%	R 0	0.0%	
Independent booksellers	R 368,630,000	27.0%	R 536,688,000	27.6%	31.3%
Non-book retail outlets	R 367,000	0.0%	R 523,000	0.0%	29.8%
Wholesalers	R 1,960,000	0.1%	R 2,966,000	0.2%	33.9%
Internet booksellers	R 362,000	0.0%	R 598,000	0.0%	39.5%
Book clubs	R 26,000	0.0%	R 31,000	0.0%	16.1%
Corporation direct sales	R 33,061,000	2.4%	R 44,106,000	2.3%	25.0%
Public direct sales	R 6,737,000	0.5%	R 8,555,000	0.4%	21.3%
Libraries	R 5,743,000	0.4%	R 8,390,000	0.4%	31.5%
State & provincial departments	R 448,372,000	32.8%	R 639,077,000	32.8%	29.8%
Schools	R 89,945,000	6.6%	R 124,116,000	6.4%	27.5%
School book distributors	R 406,963,000	29.8%	R 577,218,000	29.6%	29.5%
Other types of outlets	R 3,568,000	0.3%	R 4,695,000	0.2%	24.0%
Total	R 1,365,734,000	100.0%	R 1,946,963,000	100.0%	
Average discount of sub-sector					29.0%

Notes

- In the education sub-sector only two bookseller groups qualify as national booksellers by having outlets in at least three provinces. To protect the confidentiality of the data supplied, all educational supplier sales to stockholding booksellers are reported under the category independent booksellers.
- The average margin between gross and net turnover values is 29.0%. A discount structure of 30% is common in this sub-sector except in extraordinary transactions.

Fig. 4.5 Total net and gross turnover by sales outlet category: Academic products

Turnover by outlet category	**Net turnover**		**Gross turnover**		**Average %**
Academic sub-sector	**R**	**%**	**R**	**%**	**Discount**
National bookseller chains	R 214,632,000	46.7%	R 318,087,000	53.0%	32.5%
Independent booksellers	R 49,851,000	10.8%	R 73,065,000	12.2%	31.8%
Non-book retail outlets	R 153,000	0.0%	R 186,000	0.0%	17.7%
Wholesalers	R 0	0.0%	R 0	0.0%	
Internet booksellers	R 4,408,000	1.0%	R 6,394,000	1.1%	31.1%
Book clubs	R 0	0.0%	R 0	0.0%	
Corporation direct sales	R 165,104,000	35.9%	R 166,503,000	27.7%	0.8%
Public direct sales	R 0	0.0%	R 0	0.0%	
Libraries	R 3,778,000	0.8%	R 5,328,000	0.9%	29.1%
State & provincial departments	R 47,000	0.0%	R 58,000	0.0%	19.0%
Schools	R 19,808,000	4.3%	R 28,075,000	4.7%	29.4%
School book distributors	R 1,013,000	0.2%	R 1,406,000	0.2%	28.0%
Other types of outlets	R 713,000	0.2%	R 1,027,000	0.2%	30.6%
Total	R 459,507,000	100.0%	R 600,130,000	100.0%	
Average discount of sub-sector					23.4%

Notes

- There are only a few suppliers of professional books to the South African market, and the competition amongst them for corporate and government contracts is fierce. To protect the confidentiality of the data supplied by these suppliers all direct sales to end-users, whether corporations, state departments or the public, are reported under corporate direct sales.
- Two product sub-categories account for nearly all turnover in this sub-sector: academic textbooks and professional books. These products are distributed through entirely different channels at greatly different price and discount terms.
- Academic textbooks are distributed mainly through booksellers at trade discounts ranging from 25% to 33%.
- Professional books are usually sold directly to the end-users at negotiated net prices which are deemed to be the gross retail prices.
- The average turnover margin of 23.4% recorded above is therefore of little significance. Academic textbooks trade at an average margin of about 31% and professional books at below 10%. Because the sample consists of only seven participants it cannot be separated into two sub-sectors without compromising the confidentiality of the data supplied by individual participants.

5 Turnover of educational products by province

The turnovers recorded below consist of the income derived from the sale of both print books and non-book products.

Fig. 5.1 Total educational turnover from all product sales by province

Educational Products Turnover per province	Net Turnover	% of Total
Western Cape	R 177,060,000	13.0%
Eastern Cape	R 178,929,000	13.2%
KwaZulu-Natal	R 227,407,000	16.7%
Northern Cape	R 14,167,000	1.0%
Free State	R 45,898,000	3.4%
North West	R 111,648,000	8.2%
Gauteng	R 279,777,000	20.6%
Mpumalanga	R 120,685,000	8.9%
Limpopo	R 194,820,000	14.3%
Total provincial departments	R 1,350,391,000	99.4%
National Department of Education	R 7,977,000	0.6%
Total education departments turnover	R 1,358,368,000	100.0%

Notes

- Turnovers were also reported by the general trade sub-sector (setwork books) and academic sub-sectors (some product cross-over sales).
- Almost 2.7% of total educational turnover was recorded by the general trade sub-sector.

6 Turnover profile: All products

6.1 Overview of all product categories

Fig. 6.1 Turnover by origin and product category: All sub-sectors

Total net turnover: All products **All industry sub-sectors**	**Turnover**	**% of Total**
Locally published print books	R 2,038,570,000	72.5%
Imported print books	R 739,566,000	26.3%
Locally produced electronic books	R 1,238,000	0.0%
Imported electronic books	R 15,000	0.0%
Locally produced non-book products	R 28,431,000	1.0%
Imported non-book products	R 5,460,000	0.2%
All products	**R 2,813,280,000**	
Print books	R 2,778,136,000	98.8%
Electronic books	R 1,253,000	0.0%
Non-book products	R 33,891,000	1.2%
Locally produced products	R 2,068,239,000	73.5%
Imported products	R 745,041,000	26.5%

Notes

- Across all industry sub-sectors print books accounted for 98.9% of all product turnover, electronic books for less than 0.1%, and non-book products 1.2%.
- Locally produced products account for 73.5% of total income derived from the sale of products, and imported products 26.5%.

Fig. 6.2 Turnover by origin and product category: General trade products

Total net turnover: All products **General trade sub-sector**	**Turnover**	**% of Total**
Locally published print books	R 281,923,000	36.7%
Imported print books	R 483,257,000	62.9%
Locally produced electronic books	R 102,000	0.0%
Imported electronic books	R 0	0.0%
Locally produced non-book products	R 50,000	0.0%
Imported non-book products	R 3,499,000	0.5%
All products	**R 768,831,000**	
Print books	R 765,180,000	99.5%
Electronic books	R 102,000	0.0%
Non-book products	R 3,549,000	0.5%
Locally produced products	R 282,075,000	36.7%
Imported products	R 486,756,000	63.3%

Notes

- Print books accounted for 99.5% of total turnover recorded in the general trade sub-sector, and non-book products 0.5%.

- A total net turnover of R 102,000 was recorded for electronic books. This value is expected to increase significantly from 2011 onwards.

Fig. 6.3 Turnover by origin and product category: Religious trade products

Total net turnover: All products **Religious trade sub-sector**	**Turnover**	**% of Total**
Locally published print books	R 120,343,000	58.6%
Imported print books	R 84,232,000	41.0%
Locally produced electronic books	R 0	0.0%
Imported electronic books	R 0	0.0%
Locally produced non-book products	R 142,000	0.1%
Imported non-book products	R 624,000	0.3%
All products	**R 205,341,000**	
Print books	R 204,575,000	99.6%
Electronic books	R 0	
Non-book products	R 766,000	0.4%
Locally produced products	R 120,485,000	58.7%
Imported products	R 84,856,000	41.3%

Notes

- In the religious trade book sub-sector print books were responsible for 99.6% of total recorded turnover, and non-book sales 0.4%.
- The definition of non-book sales was revised to include only products based in some way on book products. For this reason the values recorded in this survey are much lower than previously. Comparative data was obtained to enable accurate longitudinal comparisons to be made in the Broad Trends Reports.
- Locally produced products contributed 58.7% to total turnover.

Fig. 6.4 Turnover by origin and product category: Educational products

Total net turnover: All products **Education sub-sector**	**Turnover**	**% of Total**
Locally published print books	R 1,235,760,000	90.4%
Imported print books	R 105,565,000	7.7%
Locally produced electronic books	R 1,136,000	0.1%
Imported electronic books	R 15,000	0.0%
Locally produced non-book products	R 22,638,000	1.7%
Imported non-book products	R 1,337,000	0.1%
All products	**R 1,366,451,000**	
Print books	R 1,341,325,000	98.2%
Electronic books	R 1,151,000	0.1%
Non-book products	R 23,975,000	1.8%
Locally produced products	R 1,259,534,000	92.2%
Imported products	R 106,917,000	7.8%

Notes

- Print books accounted for 98.2% of total sub-sector turnover in the education sub-sector, with electronic books accounting for 0.1% and non-book products (mainly wall maps and charts) 1.8%.
- Locally produced product accounted for 92.2% of total turnover, the lowest relative contribution in many years.

Fig. 6.5 Turnover by origin and product category: Academic products

Total net turnover: All products Academic sub-sector	**Turnover**	**% of Total**
Locally published print books	R 400,544,000	84.7%
Imported print books	R 66,512,000	14.1%
Locally produced electronic books	R 0	0.0%
Imported electronic books	R 0	0.0%
Locally produced non-book products	R 5,601,000	1.2%
Imported non-book products	R 0	0.0%
All products	**R 472,657,000**	
Print books	R 467,056,000	98.8%
Electronic books	R 0	0.0%
Non-book products	R 5,601,000	1.2%
Locally produced products	R 406,145,000	85.9%
Imported products	R 66,512,000	14.1%

Notes

- Print books contributed 98.8% to total sub-sector turnover, and non-book products (mostly professional information on CDs) the remaining 1.2%. The latter's relative contribution is declining as many such products are currently being converted into online services.
- Imported products account for 14.1% of total turnover.

6.3 Non-book products

Fig. 6.6 Turnover of non-book products by product origin and industry sub-sector

Total net turnover: Non-book products	**All Origins**	**Locally Produced**	**Imported Products**
General trade sub-sector	R 3,549,000	R 50,000	R 3,499,000
Religious trade sub-sector	R 766,000	R 142,000	R 624,000
Education sub-sector	R 23,975,000	R 22,638,000	R 1,337,000
Academic sub-sector	R 5,601,000	R 5,601,000	R 0
All sub-sectors	R 33,891,000	R 28,431,000	R 5,460,000

Notes

- Book-related non-book products accounted for R33,891,000 of total net turnover.
- Of this total, R5,460,000 (83.9%) was produced locally. This is a much higher contribution than recorded in previous surveys.

6.4 Electronic books

The definition of electronic books differs from that of digital books as applied in previous surveys. It now refers only to electronic text and images downloaded electronically onto a special reading device, and excludes text made available on CD as was included in previous surveys.

Fig. 6.7 Turnover of electronic books by product origin and industry sub-sector

Total Net Turnover: Electronic books	All Origins	Locally Produced	Imported Products
General trade sub-sector	R 102,000	R 102,000	R 0
Religious trade sub-sector	R 0	R 0	R 0
Education sub-sector	R 1,151,000	R 1,136,000	R 15,000
Academic sub-sector	R 0	R 0	R 0
All sub-sectors	R 1,253,000	R 1,238,000	R 15,000

Notes

- Only eight respondents reported the availability of books in electronic format, and only four recorded the number of paid downloads and the income derived from such downloads.

Fig. 6.8 Availability and download of electronic books per industry sub-sector

Availability of Electronic Books By sub-sector	No of titles available	No of paid downloads	Total turnover
General trade: fiction	58	804	
General trade: non-fiction	53	92	
General trade sub-total	111	896	R 102,000
Religious trade	21	7	R 0
School books	282	1,503	R 1,151,000
Academic textbooks	110	0	R 0
Professional books	0	0	R 0
Scholarly books	0	0	R 0
All product categories	524	2,406	R 1,253,000

Notes

- Recorded turnovers are low, but are expected to rise significantly over the next few years.

7 Turnover profile: All print books

Fig. 7.1 Turnover of print books by industry sub-sector

All Print Books **All industry sub-sectors**	**Total net** **Turnover**	**% of** **Sub-total**	**% of** **Total**
Local general trade books	R 281,923,000	36.8%	
Imported general trade books	R 483,257,000	63.2%	
All general trade print books	**R 765,180,000**	**100.0%**	27.5%
Local religious trade books	R 120,343,000	58.8%	
Imported religious trade books	R 84,232,000	41.2%	
All religious trade print books	**R 204,575,000**	**100.0%**	7.4%
Local educational books	R 1,235,760,000	92.1%	
Imported educational books	R 105,565,000	7.9%	
All educational print books	**R 1,341,325,000**	**100.0%**	48.3%
Local academic books	R 400,544,000	85.8%	
Imported academic books	R 66,512,000	14.2%	
All academic print books	**R 467,056,000**	**100.0%**	16.8%
All print books	**R 2,778,136,000**		**100.0%**
All local print books	R 2,038,570,000		73.4%
All imported print books	R 739,566,000		26.6%

Notes

- General trade books accounted for 27.5% of the turnover of all print books.
- In terms of general trade, 36.8% of books were locally published, and 63.2% imported.
- Religious books accounted for 7.4%, the education sub-sector 48.3% and the academic sub-sector 16.8% of turnover.
- Across all sub-sectors locally published books contributed 73.4% to total turnover.

Fig. 7.2 Turnover of print books by product sub-category and origin: General trade

All Print Books **General trade sub-sector**	**Total net** **turnover**	**% of** **sub-total**	**% of** **sub-total**	**% of** **total**
Local adult fiction	R 59,029,000	25.6%		
Local adult non-fiction	R 171,211,000	74.4%		
Local fiction	**R 230,240,000**	**100.0%**	81.7%	
Local children's fiction	R 33,076,000	64.0%		
Local children's non-fiction	R 18,607,000	36.0%		
Local non-fiction	**R 51,683,000**	**100.0%**	18.3%	
Local general trade print books	**R 281,923,000**		**100.0%**	36.8%
Imported adult fiction	R 185,377,000	47.8%		
Imported adult non-fiction	R 202,473,000	52.2%		
Imported fiction	**R 387,850,000**	**100.0%**	80.3%	
Imported children's fiction	R 69,922,000	73.3%		
Imported children's non-fiction	R 25,485,000	26.7%		
Imported non-fiction	**R 95,407,000**	**100.0%**	19.7%	
Imported general trade print books	**R 483,257,000**		**100.0%**	63.2%
All general trade print books	**R 765,180,000**			**100.0%**

Notes

- Locally published general trade books accounted for 36.8% of total general trade book turnover.

- The contribution by imported books was nearly double that of local publications with a turnover value of R483,257,000 or 63.2% of total turnover.
- Local adult fiction contributed 25.6% to total locally published fiction turnover,
- Locally published children's fiction captured a 64.0% share of its market segment.
- As much as 81.7% of the total general trade turnover was derived from the sale of fiction, while non-fiction contributed the remaining 18.3% of turnover.

Fig. 7.3 Contribution of product sub-category and origin to sub-sector turnover: General trade

% Contribution of Local Books General trade sub-sector	Total net Turnover	% of sub-total	% of total
Adult fiction	R 244,406,000	39.5%	
Adult non-fiction	R 373,684,000	60.5%	
Adult books	**R 618,090,000**	**100.0%**	80.8%
Children's fiction	R 102,998,000	70.0%	
Children's non-fiction	R 44,092,000	30.0%	
Children's books	**R 147,090,000**	**100.0%**	19.2%
General trade print books	**R 765,180,000**		100.0%

Notes

- For the first time since the introduction of the annual book publishing surveys general trade publishers were asked to differentiate between the turnovers derived from the sale of adult and children's books in both the fiction and non-fiction categories. All were able to provide an accurate breakdown of these turnovers.
- Adult books accounted for 80.8% of the turnover of all local book sales, and children's books the remaining 19.2% of turnover.
- Children's fiction accounted for 70.0% of all children's book turnover.
- Adult fiction accounted for 39.5% of all adult title turnover.

Fig. 7.4 Turnover of print books by origin: Religious trade sub-sector

All Print Books Religious trade sub-sector	Total net Turnover	% of Sub-total
Local religious trade print books	R 120,343,000	58.8%
Imported religious trade print books	R 84,232,000	41.2%
All religious trade print books	R 204,575,000	

Notes

- Imported books contributed 41.2% to total turnover in the religious book sub-sector. This contribution is considerably lower than that recorded in 2008.

Fig. 7.5 Turnover of print books by product sub-category and origin: Education sub-sector

All Print Books Education sub-sector	**Total net Turnover**	**% of Sub-total**	**% of Total**
Local school books	R 1,157,481,000	93.7%	
Local FET textbooks	R 71,466,000	5.8%	
Local ABET workbooks	R 6,813,000	0.6%	
Local education print books	**R 1,235,760,000**	**100.0%**	92.1%
Imported school books	R 104,185,000	98.7%	
Imported FET textbooks	R 1,380,000	1.3%	
Imported ABET workbooks	R 0	0.0%	
Imported education print books	**R 105,565,000**	**100.0%**	7.9%
All education print books	**R 1,341,325,000**		100.0%

Notes

- Locally published books dominate the education sub-sector with 92.1% of total turnover.
- School books contribute 93.7% to the total turnover of locally published educational books.

Fig. 7.6 Contribution of product sub-category and origin to sub-sector turnover: Education sub-sector

% Contribution of Local Books Education sub-sector	**Total net Turnover**	**% of Sub-total**
Local school books	R 1,157,481,000	91.7%
Imported school books	R 104,185,000	8.3%
School books	**R 1,261,666,000**	**100.0%**
Local FET textbooks	R 71,466,000	98.1%
Imported FET textbooks	R 1,380,000	1.9%
All FET textbooks	**R 72,846,000**	**100.0%**
Local ABET workbooks	R 6,813,000	100.0%
Imported ABET workbook	R 0	0.0%
All ABET workbooks	**R 6,813,000**	**100.0%**

Notes

- Locally published school books contribute 91.7% to total school book turnover.

Fig. 7.7 Turnover of print books by product sub-category and origin: Academic sub-sector

All Print Books Academic sub-sector	**Total net Turnover**	**% of Sub-total**	**% of Total**
Local academic textbooks	R 233,672,000	58.3%	
Local professional books	R 163,166,000	40.7%	
Local scholarly books	R 3,706,000	0.9%	
Local academic print books	**R 400,544,000**	**100.0%**	85.8%
Imported academic textbooks	R 32,499,000	48.9%	
Imported professional books	R 29,417,000	44.2%	
Imported scholarly books	R 4,596,000	6.9%	
Imported academic print books	**R 66,512,000**	**100.0%**	14.2%
All academic print books	**R 467,056,000**		100.0%

Notes

- The contribution to sub-sector turnover by imported books supplied by locally based suppliers is 14.2%. This percentage will nearly double if the turnover of imported books supplied directly by overseas-based suppliers is taken into account.

Fig. 7.8 Contribution of product sub-category and origin to sub-sector turnover: Academic sub-sector

% Contribution of Local Books Academic sub-sector	Total net Turnover	% of Sub-total
Local academic textbooks	R 233,672,000	87.8%
Imported academic textbooks	R 32,499,000	12.2%
All academic textbooks	**R 266,171,000**	**100.0%**
Local professional books	R 163,166,000	84.7%
Imported professional books	R 29,417,000	15.3%
All professional books	**R 192,583,000**	**100.0%**
Local scholarly books	R 3,706,000	44.6%
Imported scholarly books	R 4,596,000	55.4%
All scholarly books	**R 8,302,000**	**100.0%**

Notes

- Locally published academic textbooks contribute 87.8% to total textbook turnover.
- Locally supplied imported books accounted for 12.2% of academic textbook turnover, 15.3% of professional book turnover, and 55.4% of scholarly books turnover.
- As only one of the four local university presses participated in the survey, the contribution of local books to total scholarly book turnover will be considerably higher in the industry than recorded in this survey.

8 Turnover profile: Locally published print books

South African co-editions with overseas publishers are assigned South African ISBNs and are published with local imprints. These books are hence regarded as locally published books.

8.1 Locally published books by product sub-category

Fig. 8.1 Turnover of locally published books by product sub-category

Locally Published Print Books By product sub-category	**Total net turnover**	**% of sub-total**	**% of sub-total**	**% of total**
General trade fiction: adult	R 59,029,000	64.1%		
General trade fiction: children's	R 33,076,000	35.9%		
General trade fiction sub-total	**R 92,105,000**	**100.0%**	32.7%	
General trade non-fiction adult	R 171,211,000	90.2%		
General trade non-fiction children's	R 18,607,000	9.8%		
General trade non-fiction sub-total	**R 189,818,000**	**100.0%**	67.3%	
General trade total	**R 281,923,000**		**100.0%**	13.8%
Religious books total	R 120,343,000	**100.0%**		5.9%
School books	R 1,157,481,000	93.7%		
FET textbooks	R 71,466,000	5.8%		
ABET workbooks	R 6,813,000	0.6%		
Education total	**R 1,235,760,000**	**100.0%**		60.6%
Academic textbooks	R 233,672,000	58.3%		
Academic professional	R 163,166,000	40.7%		
Academic scholarly	R 3,706,000	0.9%		
Academic sub-total	**R 400,544,000**	**100.0%**		19.6%
All locally published books	**R 2,038,570,000**			**100.0%**

Notes

- General trade books accounted for 13.8% of the net turnover value of all locally published books. Fiction contributed 32.7% to this total value, and non-fiction 67.3%.
- Locally published religious books accounted for 5.9% of the net turnover value of all locally published books.
- The education sub-sector accounted for 60.6% of the net turnover of all locally published books. School books accounted for 93.7% of this value, and FET textbooks 5.8%. The contribution of ABET workbooks to total education turnover continued its recent downward trend and reported only 067% of total sub-sector net turnover.
- The academic sub-sector accounted for 19.6% of the value of all locally published books, with academic textbooks contributing 58.3% to the total sub-sector net turnover.

8.2 Locally published books by major language grouping

The nine official African languages were grouped together in one sub-category in this analysis. The values recorded in this section of the report do not correspond with those previously reported as not all participants were able to break down turnovers by language.

Fig. 8.2 Turnover of local books by language and product category

Local book by language Total net turnover	English	Afrikaans	African Languages	Multi-Lingual	Other	All Languages
Fiction: adult books	R 11,824,000	R 46,740,000	R 0	R 0	R 64,000	R 58,628,000
Fiction: children's books	R 7,199,000	R 24,820,000	R 672,000	R 0	R 9,000	R 32,700,000
Non-fiction: adult books	R 112,535,000	R 50,979,000	R 373,000	R 6,834,000	R 149,000	R 170,870,000
Non-fiction: children's books	R 13,576,000	R 4,944,000	R 85,000	R 0	R 0	R 18,605,000
Religious books	R 34,346,000	R 61,757,000	R 24,239,000	R 0	R 0	R 120,342,000
Educational schools	R 835,854,000	R 115,783,000	R 204,984,000	R 845,000	R 15,000	R 1,157,481,000
Educational FET	R 70,621,000	R 5,000	R 0	R 0	R 0	R 70,626,000
Educational ABET	R 6,384,000	R 0	R 429,000	R 0	R 0	R 6,813,000
Academic textbooks	R 217,242,000	R 16,430,000	R 0	R 0	R 0	R 233,672,000
Academic professional	R 146,767,000	R 16,398,000	R 0	R 0	R 0	R 163,165,000
Academic scholarly	R 3,706,000	R 0	R 0	R 0	R 0	R 3,706,000
Total	R 1,460,054,000	R 337,856,000	R 230,782,000	R 7,679,000	R 237,000	R 2,036,608,000
% contribution to total	71.7%	16.6%	11.3%	0.4%	0.0%	

Notes

- The total turnover values by language total R2,036,608,000. (The total turnover reported for locally published books was previously R2,1038,570,000. Hence only 0.1% of total turnover of locally published books is not included in the language analysis.)
- Of this total, 71.7% was published in English.
- Afrikaans contributed 16.6% to the total value, the African languages combined contributed 11.3% and multilingual books (mostly dictionaries) 0.4%.

Fig. 8.3 Turnover contribution of local books to product category by language

Local Book by Language Percentage contribution	English	Afrikaans	African languages	Multi-lingual	Other European	All languages
Fiction: adult books	0.8%	13.8%	0.0%	0.0%	27.0%	2.9%
Fiction: children's books	0.5%	7.3%	0.3%	0.0%	3.8%	1.6%
Non-fiction: adult books	7.7%	15.1%	0.2%	89.0%	62.9%	8.4%
Non-fiction: children's books	0.9%	1.5%	0.0%	0.0%	0.0%	0.9%
Religious books	2.4%	18.3%	10.5%	0.0%	0.0%	5.9%
School books	57.2%	34.3%	88.8%	11.0%	6.3%	56.8%
FET textbooks	4.8%	0.0%	0.0%	0.0%	0.0%	3.5%
ABET workbooks	0.4%	0.0%	0.2%	0.0%	0.0%	0.3%
Academic textbooks	14.9%	4.9%	0.0%	0.0%	0.0%	11.5%
Professional books	10.1%	4.9%	0.0%	0.0%	0.0%	8.0%
Scholarly books	0.3%	0.0%	0.0%	0.0%	0.0%	0.2%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Notes

- School books accounted for 57.2% of the net turnover of all English books published locally.
- Academic textbooks contributed 14.9% to English local publication turnover, and professional books 10.1%.
- The trade sub-sector contributes [0.8% + 0.5% + 7.7% + 0.9% =] 8.9% to local English turnover.
- The trade sub-sector contributed 56.0% to the turnover of Afrikaans books, with school books contributing a further 34.3%.
- School books contributed 88.8% to turnover of African language books, and religion (mainly Bible translations) a further 10.5%.
- Adult dictionaries constituted 89.0% of multilingual textbook turnover, and school dictionaries 11.0%.
- The local publication in European languages other than English (mainly German, Dutch and French) was very small and concentrated in the general sub-sector focused on publications for foreign tourists.

Fig. 8.4 Turnover of local books by language: General trade sub-sector

General Trade Total net turnover	English	Afrikaans	African languages	Multi-lingual	Other European	All languages
Trade fiction	R 19,023,000	R 71,560,000	R 672,000	R 0	R 73,000	R 91,328,000
Trade non-fiction	R 126,111,000	R 55,923,000	R 458,000	R 6,834,000	R 149,000	R 189,475,000
General trade books	R 145,134,000	R 127,483,000	R 1,130,000	R 6,834,000	R 222,000	R 280,803,000
% contribution to total						
Trade fiction	13.1%	56.1%	59.5%	0.0%	32.9%	32.5%
Trade non-fiction	86.9%	43.9%	40.5%	100.0%	67.1%	67.5%

Notes

- Non-fiction dominated the turnover of locally produced English books, accounting for 86.9% of total turnover.
- The opposite was true for Afrikaans books, where fiction accounted for 56.1% of the value of turnover.
- The turnover of general trade books in the African languages was very small and the composition between fiction and non-fiction fluctuates from year to year.

- Dictionaries made up almost the entire turnover of multilingual general trade books.

Fig. 8.5 Contribution to sub-sector turnover by language: General trade sub-sector

General Trade **Total net turnover**	**All trade books**	**Fiction**	**Non-fiction**
English	R 145,134,000	R 19,023,000	R 126,111,000
Afrikaans	R 127,483,000	R 71,560,000	R 55,923,000
African languages	R 1,130,000	R 672,000	R 458,000
Multilingual	R 6,834,000	R 0	R 6,834,000
Other European languages	R 222,000	R 73,000	R 149,000
All general trade books	R 280,803,000	R 91,328,000	R 189,475,000
% contribution to total			
English	51.7%	20.8%	66.6%
Afrikaans	45.4%	78.4%	29.5%
African languages	0.4%	0.7%	0.2%
Multilingual	2.4%	0.0%	3.6%
Other European languages	0.1%	0.1%	0.1%

Notes

- Of the total turnover recorded by all locally published fiction books, English texts contributed 20.8% of the total turnover and Afrikaans 78.4%.
- The corresponding contributions for non-fiction were 66.6% for English and 29.5% for Afrikaans.

Fig. 8.6 Turnover of local books by language: Education sub-sector

Education **Total net turnover**	**English**	**Afrikaans**	**African languages**	**Multi-lingual**	**Other European**
School books	R 835,854,000	R 115,783,000	R 204,984,000	R 845,000	R 15,000
FET textbooks	R 70,621,000	R 5,000	R 0	R 0	R 0
ABET workbooks	R 6,384,000	R 0	R 429,000	R 0	R 0
Total education	R 912,859,000	R 115,788,000	R 205,413,000	R 845,000	R 15,000
% contribution to total					
School books	91.6%	100.0%	99.8%	100.0%	100.0%
FET textbooks	7.7%	0.0%	0.0%	0.0%	0.0%
ABET workbooks	0.7%	0.0%	0.2%	0.0%	0.0%

Notes

- School books contributed 91.6% to the turnover value of all education sub-sector books published locally in English, FET textbooks 7.7% and ABET workbooks 0.7%.
- School books accounted for virtually all turnover in Afrikaans and the various African languages.
- School dictionaries were included in the school book product category and accounted for all turnover in locally published multilingual books.

Fig. 8.7 Contribution to sub-sector turnover by language: Education sub-sector

Education sub-sector **Total net turnover**	**Education sub-sector**	**School books**	**FET textbooks**	**ABET workbooks**
English	R 912,859,000	R 835,854,000	R 70,621,000	R 6,384,000
Afrikaans	R 115,793,000	R 115,783,000	R 5,000	R 5,000
African languages	R 205,413,000	R 204,984,000	R 0	R 429,000
Multilingual	R 845,000	R 845,000	R 0	R 0
Other languages	R 15,000	R 15,000	R 0	R 0
All local print books	R 1,234,065,000	R 1,156,621,000	R 70,626,000	R 6,818,000
% contribution to total				
English	74.0%	72.3%	100.0%	93.6%
Afrikaans	9.4%	10.0%	0.0%	0.1%
African languages	16.6%	17.7%	0.0%	6.3%
Multilingual	0.1%	0.1%	0.0%	0.0%
Other languages	0.0%	0.0%	0.0%	0.0%
All local education books	100.0%	100.0%	100.0%	100.0%

Notes

- English-language texts accounted for 72.3% of the turnover of all school books.
- Afrikaans contributed 10.0% to the total turnover of school books, and the African languages 17.7%.
- Almost all FET textbooks and ABET workbooks were published in English.

Fig. 8.8 Turnover of local books by language: Academic sub-sector

Academic **Total net turnover**	**English**	**Afrikaans**	**African languages**
Academic textbooks	R 217,242,000	R 16,430,000	R 0
Professional books	R 146,767,000	R 16,398,000	R 0
Scholarly books	R 3,706,000	R 0	R 0
Total academic print books	R 367,715,000	R 32,828,000	R 0
% contribution			
Academic textbooks	59.1%	50.0%	
Professional books	39.9%	50.0%	
Scholarly books	1.0%	0.0%	

Notes

- Academic textbooks accounted for 59.1% of the net turnover of the English-language academic sub-sector.
- For Afrikaans academic book sales, textbooks accounted for 50.0% of total net turnover in the sub-sector.
- No turnover was recorded for African language academic books.

Fig. 8.9 Contribution to sub-sector turnover by language: Academic sub-sector

Academic sub-sector Total net turnover	Academic sub-sector	Textbooks	Professional books	Scholarly books
English	R 367,715,000	R 217,242,000	R 146,767,000	R 3,706,000
Afrikaans	R 32,828,000	R 16,430,000	R 16,398,000	R 0
African languages	R 0	R 0	R 0	R 0
All local print books	R 400,543,000	R 233,672,000	R 163,165,000	R 3,706,000
% contribution				
English	91.8%	93.0%	90.0%	100.0%
Afrikaans	8.2%	7.0%	10.0%	0.0%
African languages	0.0%	0.0%	0.0%	0.0%

Notes

- Of the recorded R 217,242,000 turnover in academic textbooks, 93.0% came from books published in English and 7.0% in Afrikaans.
- For professional books the relative contributions to turnover by language were 90.0% from English and 10.0% from Afrikaans books.
- All scholarly books were published in English.

8.3 Total turnover by African language

Of the R230,790,000 recorded turnover of African language books, the breakdown into the individual languages totals R230,782,000 or 99.9% of this value.

Fig. 8.10 Turnover by African language and product category

Turnover per African language By product sub-category	IsiZulu	IsiXhosa	Sepedi	Sesotho	Setswana
Trade fiction: adult books	R 0	R 0	R 0	R 0	R 0
Trade fiction: children's books	R 349,000	R 130,000	R 20,000	R 93,000	R 42,000
Sub-total Trade fiction	**R 349,000**	**R 130,000**	**R 20,000**	**R 93,000**	**R 42,000**
Trade non-fiction: adult	R 0	R 373,000	R 0	R 0	R 0
Trade non-fiction: children's	R 7,000	R 24,000	R 4,000	R 25,000	R 13,000
Sub-total Trade non-fiction	**R 7,000**	**R 397,000**	**R 4,000**	**R 25,000**	**R 13,000**
Sub-total General trade books	**R 356,000**	**R 527,000**	**R 24,000**	**R 118,000**	**R 55,000**
Religious books	**R 8,592,000**	**R 5,573,000**	**R 0**	**R 5,403,000**	**R 1,556,000**
School books	R 47,633,000	R 39,192,000	R 33,181,000	R 13,369,000	R 34,703,000
FET textbooks	R 0	R 0	R 0	R 0	R 0
ABET workbooks	R 0	R 0	R 0	R 0	R 429,000
Sub-total Education books	**R 47,633,000**	**R 39,192,000**	**R 33,181,000**	**R 13,369,000**	**R 35,132,000**
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
Sub-total Academic books	**R 0**	**R 0**	**R 0**	**R 0**	**R 0**
Total: all local print books	**R 56,581,000**	**R 45,292,000**	**R 33,205,000**	**R 18,890,000**	**R 36,743,000**
% contribution to total	24.5%	19.6%	14.4%	8.2%	15.9%

Turnover per African language By product sub-category	**IsiNdebele**	**XiTsonga**	**Tshivenda**	**SiSwati**	**All African Languages**
Trade fiction: adult books	R 0	R 0	R 0	R 0	R 0
Trade fiction: children's books	R 11,000	R 18,000	R 7,000	R 12,000	R 683,000
Sub-total Trade fiction	**R 11,000**	**R 18,000**	**R 7,000**	**R 12,000**	**R 683,000**
Trade non-fiction: adult	R 0	R 0	R 0	R 0	R 373,000
Trade non-fiction: children's	R 3,000	R 3,000	R 0	R 3,000	R 82,000
Sub-total Trade non-fiction	**R 3,000**	**R 3,000**	**R 0**	**R 3,000**	**R 455,000**
Sub-total General trade books	**R 14,000**	**R 21,000**	**R 7,000**	**R 15,000**	**R 1,138,000**
Religious books	**R 15,000**	**R 1,160,000**	**R 734,000**	**R 1,206,000**	**R 24,239,000**
School books	R 4,621,000	R 13,204,000	R 11,041,000	R 8,038,000	R 204,984,000
FET textbooks	R 0	R 0	R 0	R 0	R 0
ABET workbooks	R 0	R 0	R 0	R 0	R 429,000
Sub-total Education books	**R 4,621,000**	**R 13,204,000**	**R 11,041,000**	**R 8,038,000**	**R 205,413,000**
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
Sub-total Academic books	**R 0**	**R 0**	**R 0**	**R 0**	**R 0**
Total: all local print books	**R 4,650,000**	**R 14,385,000**	**R 11,782,000**	**R 9,259,000**	**R 230,790,000**
% contribution to total	2.0%	6.2%	5.1%	4.0%	100.0%

Notes

- The highest percentage, 24.5%, of all books published in one of the African languages was published in isiZulu.
- IsiXhosa contributed 19.6%, Sepedi 14.4%, Sesotho 8.2% and Setswana 15.9% of the total turnover in African languages.

Fig. 8.11 Turnover of locally published school books by language

Total net turnover: School books By African language	**Net turnover**	**% of total**
IsiZulu	R 47,633,000	23.2%
IsiXhosa	R 39,192,000	19.1%
Sepedi	R 33,181,000	16.2%
Sesotho	R 13,369,000	6.5%
Setswana	R 34,703,000	16.9%
IsiNdebele	R 4,621,000	2.3%
XiTsonga	R 13,204,000	6.4%
Tshivenda	R 11,041,000	5.4%
SiSwati	R 8,038,000	3.9%
All African languages	R 204,984,000	100.0%

Notes

- IsiZulu contributed most to the turnover of school books in an African language with a 23.2% contribution to the total turnover value.

9 Turnover profile: Imported print books

Fig. 9.1 Turnover of imported books by industry sub-sector

Total net turnover Imported print books	Turnover	% of sub-total	% of sub-total	% of total
General trade fiction: adult	R 185,377,000	72.6%		
General trade fiction: children’s	R 69,922,000	27.4%		
General fiction sub-total	**R 255,299,000**	**100.0%**	**52.8%**	
General trade non-fiction: adult	R 202,473,000	88.8%		
General trade non-fiction: children’s	R 25,485,000	11.2%		
General non-fiction sub-total	**R 227,958,000**	**100.0%**	**47.2%**	
General trade total	**R 483,257,000**		**100.0%**	**65.3%**
Religious books total	R 84,232,000	100.0%		**11.4%**
School books	R 104,185,000	98.7%		
FET textbooks	R 1,380,000	1.3%		
ABET workbooks	R 0	0.0%		
Education total	**R 105,565,000**	**100.0%**		**14.3%**
Academic textbooks	R 32,499,000	48.9%		
Academic professional	R 29,417,000	44.2%		
Academic scholarly	R 4,596,000	6.9%		
Academic sub-total	**R 66,512,000**	**100.0%**		**9.0%**
All imported books	**R 739,566,000**			**100.0%**

Notes

- General trade books accounted for 65.3% of the net turnover value of all imported books. Fiction contributed 52.8% to this total value, and non-fiction 47.2%. Adult titles represent 72.6% of the value of all imported fiction titles, and 88.8% of all non-fiction titles.
- Imported religious books accounted for 11.46% of the net turnover value of all imported books.
- The education sub-sector accounted for 14.3% of the net turnover of all imported books.
- The academic sub-sector accounted for 9.0% of the value of all imported books.

Fig. 9.2 Total net turnover of imported general trade books by age category

Imported general trade books By age category	Turnover	% of sub-total	% of total
General fiction: adult	R 185,377,000	47.8%	
General non-fiction adult	R 202,473,000	52.2%	
General adult sub-total	**R 387,850,000**	100.0%	**80.3%**
General fiction: children's	R 69,922,000	73.3%	
General non-fiction children's	R 25,485,000	26.7%	
General children's books sub-total	**R 95,407,000**	100.0%	**19.7%**
General trade total	**R 483,257,000**		**100.0%**

Notes

- Adult books contributed 80.3% to the total turnover value of imported general trade books.
- Adult fiction contributed 47.8% to the value of all adult book imports, and adult non-fiction 52.2%.
- Children's fiction contributed 73.7% to the total net turnover of all imported children's books, and children's non-fiction 26.7%.

10 Turnover profile: All print books by language

With the exception of an insignificantly small number and a low turnover value, all imported books were in English. To illustrate the total turnover of all print books by language, the turnover of imported books was added to that of locally published books in English, and this total compared to the turnovers of locally published books in Afrikaans and the African languages.

(Books in other languages, such as European and Indian languages, were supplied to local booksellers by indent agencies or directly by foreign publishers or order consolidators, which is beyond the scope of this survey.)

Fig. 10.1 Turnover of all print books by industry sub-sector, origin and language

Total net turnover By language all origins	All languages	Local English	Imported English	All English	Afrikaans	African languages
Fiction: adult books	R 243,941,000	R 11,824,000	R 185,377,000	R 197,201,000	R 46,740,000	R 0
Fiction: children's books	R 102,613,000	R 7,199,000	R 69,922,000	R 77,121,000	R 24,820,000	R 672,000
General trade fiction	**R 346,554,000**	**R 19,023,000**	**R 255,299,000**	**R 274,322,000**	**R 71,560,000**	**R 672,000**
Non-fiction: adult books	R 366,360,000	R 112,535,000	R 202,473,000	R 315,008,000	R 50,979,000	R 373,000
Non-fiction: children's	R 44,090,000	R 13,576,000	R 25,485,000	R 39,061,000	R 4,944,000	R 85,000
General trade non-fiction	**R 410,450,000**	**R 126,111,000**	**R 227,958,000**	**R 354,069,000**	**R 55,923,000**	**R 458,000**
General trade books	**R 757,004,000**	**R 145,134,000**	**R 483,257,000**	**R 628,391,000**	**R 127,483,000**	**R 1,130,000**
Religious books	**R 204,574,000**	**R 34,346,000**	**R 84,232,000**	**R 118,578,000**	**R 61,757,000**	**R 24,239,000**
School books	R 1,260,806,000	R 835,854,000	R 104,185,000	R 940,039,000	R 115,783,000	R 204,984,000
FET textbooks	R 72,006,000	R 70,621,000	R 1,380,000	R 72,001,000	R 5,000	R 0
ABET workbooks	R 6,813,000	R 6,384,000	R 0	R 6,384,000	R 0	R 429,000
Education books	**R 1,339,625,000**	**R 912,859,000**	**R 105,565,000**	**R 1,018,424,000**	**R 115,788,000**	**R 205,413,000**
Academic textbooks	R 266,171,000	R 217,242,000	R 32,499,000	R 249,741,000	R 16,430,000	R 0
Professional books	R 192,582,000	R 146,767,000	R 29,417,000	R 176,184,000	R 16,398,000	R 0
Scholarly books	R 8,302,000	R 3,706,000	R 4,596,000	R 8,302,000	R 0	R 0
Academic books	**R 467,055,000**	**R 367,715,000**	**R 66,512,000**	**R 434,227,000**	**R 32,828,000**	**R 0**
All print books	**R 2,768,258,000**	**R 1,460,054,000**	**R 739,566,000**	**R 2,199,620,000**	**R 337,856,000**	**R 230,782,000**

Notes

- Of a total net turnover value of print book sales recorded, English-language books accounted for R2,199,620,000.
- Of the total turnover value of English-language books, R739,566,000's worth were published locally.

Fig. 10.2 Contribution to total turnover of all print books by language: All sub-sectors

Contribution to turnover By language all origins All home market sales	**English % by sub-total**	**English % by total**	**Afrikaans % by sub-total**	**Afrikaans % by total**	**African lang. % by sub-total**	**African lang. % by total**
Fiction: adult books	71.9%		65.3%		0.0%	
Fiction: children's books	28.1%		34.7%		100.0%	
General trade fiction	**100.0%**	**43.7%**	**100.0%**	**56.1%**	**100.0%**	**59.5%**
Non-fiction: adult books	89.0%		91.2%		81.4%	
Non-fiction: children's books	11.0%		8.8%		18.6%	
General trade non-fiction	100.0%	**56.3%**	100.0%	**43.9%**	100.0%	**40.5%**
General trade print books		100.0%		**100.0%**		100.0%
School books		92.3%		100.0%		99.8%
FET textbooks		7.1%		0.0%		0.0%
ABET workbooks		0.6%		0.0%		0.2%
Education print books		100.0%		100.0%		100.0%
Academic textbooks		57.5%		50.0%		
Professional books		40.6%		50.0%		
Scholarly books		1.9%		0.0%		
Academic print books		100.0%		100.0%		

Notes

- English-language adult fiction contributed 79.1% of all English trade fiction turnover. English children's fiction accounted for 28.1%.
- Adult non-fiction accounted for 89.0% of all non-fiction turnover, with children's fiction contributing the remaining 11.0%.
- Fiction contributed 43.7% to all English general trade turnover, and non-fiction 56.3%.

Fig. 10.3 Contribution of local English books to total turnover by age sub-category: General trade and religious trade sub-sectors

Contribution to turnover **General trade by sub-category**	**Locally published English**	**All origins English**	**% contribution local English**
Fiction: adult books	R 11,824,000	R 197,201,000	6.0%
Fiction: children's books	R 7,199,000	R 77,121,000	9.3%
All general trade fiction	**R 19,023,000**	**R 274,322,000**	**6.9%**
Non-fiction: adult books	R 112,535,000	R 315,008,000	35.7%
Non-fiction: children's books	R 13,576,000	R 39,061,000	34.8%
All general trade non-fiction	**R 126,111,000**	**R 354,069,000**	**35.6%**
Adult books	R 124,359,000	R 512,209,000	24.3%
Children's books	R 20,775,000	R 116,182,000	17.9%
All general trade print books	**R 145,134,000**	**R 628,391,000**	**23.1%**
Religious books	**R 34,346,000**	**R 118,578,000**	**29.0%**

Notes

- Locally published English language adult fiction contributed 6.0% to the total turnover of all English-language adult fiction.
- Locally published English children's fiction had a 9.3% share of that product sub-category's market.
- Local English adult non-fiction publications had a market share of 35.7% of this sub-segment of the market.
- Locally published English adult books contributed 24.3% to the total turnover of all English adult books.
- The overall share of English general trade books was 23.1% of local product turnover, and of religious trade books 29.0%.

11 Production profile of locally published books

All 36 participating publishers provided production data, but only 34 respondents provided production data by language category.

The term *new edition* includes both first editions and revised editions re-issued with new ISBNs.

Fig. 11.1 Number of new editions and reprints by product category

Number of new editions By language grouping	English	Afrikaans	African languages	All languages
Trade fiction: adult books	56	163	3	222
Trade fiction: children's books	38	95	27	160
Trade non-fiction: adult	271	110	0	381
Trade non-fiction: children's	39	2	3	44
Religious books	120	138	16	274
School books	751	401	1,089	2,241
FET textbooks	51	0	0	51
ABET workbooks	37	0	20	57
Academic textbooks	137	7	0	144
Professional books	49	0	0	49
Scholarly books	30	0	0	30
Total	1,579	916	1,158	3,653

Notes

- The number of new editions published in 2010 totalled 3,653.
- English titles contributed 1,579, Afrikaans 916 and the various African languages 1,158 to this total.

11.2 Production profile by African language

Fig. 11.2 Number of new editions published by African language: All sub-sectors

Production by African language	IsiZulu	IsiXhosa	Sepedi	Sesotho	Setswana	IsiNdebele	Xitsonga	Tshivenda	SiSwati	Total
Trade fiction: adult books	2	1	0	0	0	0	0	0	0	3
Trade fiction: children's books	6	5	6	5	5	0	0	0	0	27
Trade non-fiction: adult	0	0	0	0	0	0	0	0	0	0
Trade non-fiction: children's	1	1	0	1	0	0	0	0	0	3
Religious books: adult	5	2	1	4	1	1	1	1	0	16
Religious books: children's	0	0	0	0	0	0	0	0	0	0
Educational schools	238	258	104	62	159	90	63	51	64	1,089
Educational FET colleges	0	0	0	0	0	0	0	0	0	0
Educational ABET	0	0	0	0	20	0	0	0	0	20
Academic textbooks	0	0	0	0	0	0	0	0	0	0
Academic professional	0	0	0	0	0	0	0	0	0	0
Academic scholarly	0	0	0	0	0	0	0	0	0	0
All product categories	252	267	111	72	185	91	64	52	64	1,158

Notes:

- School books dominated the production profile, contributing 1,089 to the total number of 1,158 new editions in the African languages.
- IsiXhosa books contributed most to the production total, followed closely by IsiZulu.

12 Author and royalty profile

12.1 Number of authors per industry sub-sector

Fig. 12.1 Number of authors and legal entities earning royalties by industry sub-sector

Number of authors	All sub-sectors	General Trade	Religious Trade	Education	Academic
Individual authors	14,231	2,545	141	9,603	1,942
Estates, etc.	1,057	245	77	596	139

Notes

- The education sub-sector had by far the largest number of authors earning royalties on current publications, both in terms of individuals and other legal entities such as estates and trusts.

12.2 Author demographic profile

Fig. 12.2 Demographic profile of individual authors earning royalties by industry sub-sector

Number of authors Earning royalties	All sub-sectors	General Trade	Religious Trade	Education	Academic
Black male	2,071	133	5	1,818	115
Black female	1,571	76	0	1,416	79
Sub-total black authors	**3,642**	**209**	**5**	**3,234**	**194**
White male	3,593	822	105	2,083	583
White female	4,855	1,243	34	3,185	393
Sub-total white authors	**8,448**	**2,065**	**139**	**5,268**	**976**
Total: All authors	**12,090**	**2,274**	**144**	**8,502**	**1,170**

Notes

- Black authors made up 3,234 of the 8,502 (38.0%) authors in the education sub-sector.
- Across all sub-sectors, female authors outnumbered male authors by 6,426 to 5,664; women were best represented in the education sub-sector, where the number of authors made up 4,601 out of a total of 8,502 (54.1%).

12.3 Royalty profile by industry sub-sector

The following occurrences were reported which needed to be taken into account when analysing the royalty statistics:

- Some titles were published on a contract basis, with a fixed royalty fee having been paid in previous years.
- The survey could not account for advance royalties paid during preceding years for future sales, for the offset of past advances against current year sales, or for royalties written off as unrecoverable.
- A number of co-publications of South African publishers with overseas principals were reported as local publications, but carry no separate royalties on sales as these were included in the purchase price.
- A number of academic books were published on a profit-sharing basis not linked directly to sales volumes or values. This also applied to some author-publishers in the trade sub-sector.

Fig. 12.3 Royalty profile of local publishers

Royalty profile	All sub-sectors	General Trade	Religious Trade	Education	Academic
Royalty paid	R 233,375,000	R 38,584,000	R 5,465,000	R 148,537,000	R 40,789,000
Net turnover	R 1,871,004,000	R 293,295,000	R 146,387,000	R 1,199,380,000	R 231,942,000
% Royalty on turnover		13.2%	3.7%	12.4%	17.6%

Notes

- Most religious books are not subject to royalties. These include most Bibles, and also local co-editions where the royalty is included in the purchase price of the co-edition.
- The royalty values recorded in the academic sub-sector are mainly for the academic textbook product class in this sub-sector. However, they do include some royalties for professional titles, which generally earn higher than average royalties. Some scholarly books are not subject to royalties.
- In the education sub-sector, few ABET workbooks are subject to royalties, with most authors receiving a fixed remuneration for their work on publication of the first edition.
- The average percentage of net turnover paid as royalties is very much in line with those of previous years.

13 Ownership Profile

The survey was conducted at operating business unit level, with multiple subsidiaries of a holding company reporting separately. To avoid duplication, the ownership structure of the holding company was recorded in the database. Locally owned subsidiaries were regarded as foreign owned companies where the holding company held 100% of the subsidiary's shares.

13.1 Legal Structure

Fig. 13.1 Legal status of participants by industry sub-sector

Ownership profile Number of respondents	All sub-sectors	General Trade	Religious Trade	Education	Academic
For profit enterprise	37	17	2	12	6
Non-profit enterprise	5	0	3	1	1

Ownership category of respondents	All sub-sectors	General Trade	Religious Trade	Education	Academic
For-profit organisation					
Sole proprietor	2	1	0	0	1
Closed corporation	7	4	1	1	1
Partnership	1	1	0	0	0
Private company	22	9	1	10	2
Public company	5	2	0	1	2
Non-profit organisation					
Section 21 company	2	0	2	0	0
Public benefit organisation	3	0	1	1	1

Notes

- Of the 42 participating suppliers, 37 operated on a for-profit basis and five as non-profit enterprises.
- Of the for-profit organisations the majority were public companies. Five public companies with their holding companies listed on a stock exchange participated in the survey.

13.2 Ownership profile of for-profit enterprises

The ownership profiles of the smaller non-profit enterprises distort those of the larger and medium-sized for-profit enterprises. Some of these non-profit publishers are not legal entities in their own right, but merely divisions of larger enterprises or programmes within organisations, without permanent employees.

To obtain a clear overview of the industry, only the for-profit enterprises' data was included in the analyses below.

Fig. 13.2 Majority ownership of for-profit enterprises by industry sub-sector

For-profit ownership profile	All sub-sectors	General Trade	Religious Trade	Education	Academic
Individual ownership					
Number of respondents	13	8	1	2	2
Black majority shareholding	0	0	0	0	0
Corporate ownership					
Number of respondents	19	9	1	5	4
% local shareholding					
0%	3	2	0	1	0
1% - 24.9%	0	0	0	0	0
25% - 49.9%	3	0	0	2	1
50%	2	1	0	0	1
50.1% - 74.9%	1	0	0	0	1
75% - 99.9%	0	0	0	0	0
100%	10	6	1	2	1

Notes

- The above profile is not representative of the entire industry, as no black-owned supplier participated in the survey. From the PASA membership directory and other sources, a total of 25 publishers in the education sub-sector and one publisher in the religious trade sub-sector were identified as being black-owned, comprising one large publisher, five medium-sized publishers and 20 small publishers. A special effort was made to include them in the survey, but none responded.
- Three of the corporately owned publishers were fully foreign owned, and ten were fully locally owned.
- For a further three participants, local shareholding was less than 50%.

13.3 BBBEE rating

BBBEE is the acronym for Broad Based Black Economic Empowerment.

Fig. 13.3 Equity profile by industry sub-sector

Official BBBEE rating Number rated	All sub-sectors	General Trade	Religious Trade	Education	Academic
Externally rated	25	10	2	9	4
Not rated	2	1	1	0	0
Exempted	15	7	2	3	3
Rating achieved					
Level 1 >100% AAA	0	0	0	0	0
Level 2 85 - 100% AA	1	0	0	1	0
Level 3 75 - 85% A	7	2	1	3	1
Level 4 65 - 75% BBB	10	7	0	4	1
Level 5 55 - 65% BB	3	1	0	0	2
Level 6 45 - 55% B	1	0	0	1	0
Level 7 40 - 45% C	1	0	1	0	0
Level 8 30 - 40% D	0	0	0	0	0
Not compliant <30%	0	0	0	0	0

13.4 Training expenditure

Only 15 of the 42 suppliers that made up the analysis sample were able to provide accurate data. Many of them reported that the reclaiming of training expenses is done at corporate level, and is not directly linked to book supply operations.

Fig. 13.4 Contribution made to skills levy fund and training expenditure reclaimed from SETA fund

Skills Development Levy Reclaimed training expenses	**All sub-sectors**	**General Trade**	**Religious Trade**	**Education**	**Academic**
Number of participants	15	5	1	6	3
Number in survey sample	42	18	5	12	7
Contributions made	R 4,415,000	R 526,000	R 269,000	R 1,782,000	R 1,838,000
Expenditure reclaimed	R 725,000	R 111,000	R 103,000	R 493,000	R 18,000

Notes

- Only a very small proportion of the skills development levies (SDL) are refunded by the partial reimbursement of SETA approved staff training expenditure. Larger companies were more likely to reclaim the levies than smaller companies.

Fig. 13.5 SDF levy recovery by company turnover category

Recovery of Skills Levy By turnover category	**All sub-sectors**	**General Trade**	**Religious Trade**	**Education**	**Academic**
Large companies	17	6	2	6	3
Medium companies	13	10	1	1	1
Small companies	8	1	2	2	3
Large companies					
Levies paid	R 4,251,517	R 473,090	R 234,088	R 1,781,901	R 1,762,438
Training costs recovered	R 707,101	R 111,126	R 103,239	R 492,736	R 0
% levies recovered	16.6%	23.5%	44.1%	27.7%	
Medium companies					
Levies paid	R 137,450	R 53,225	R 35,265	R 0	R 48,960
Training costs recovered	R 17,950	R 0	R 0	R 0	R 17,950
% levies recovered	13.1%				36.7%
Small companies					
Levies paid	R 26,221	R 0	R 0	R 0	R 26,221
Training costs recovered	R 0	R 0	R 0	R 0	R 0
% levies recovered					
All companies					
Levies paid	R 4,415,188	R 526,315	R 269,353	R 1,781,901	R 1,837,619
Training costs recovered	R 725,051	R 111,126	R 103,239	R 492,736	R 17,950
% levies recovered	16.4%	21.1%	38.3%	27.7%	1.0%

Notes

- Across the industry, only 16.4% of SDF levies paid was refunded.
- Large companies reclaimed 16.6% of levies and medium-sized companies 13.1%, while smaller companies were not able to reclaim any levies.
- The religious trade sub-sector was able to recover 38.3% of their SDF levies, the education sub-sector 27.7% and the general trade sub-sector 21.1%. The academic sub-sector recorded only 1.0% recovery of the levy.

14 Employment Profile

One general trade publisher could not provide employment figures. Employment data was thus received from 41 survey participants.

The employment data from the academic sub-sector was excluded from the analysis database as they distorted the profile. The publishing operations of academic and professional books were almost entirely integrated. In the professional sub-sector the operations of book production, non-book production, online service delivery, consultancy and training were so integrated that the number of staff dedicated to the production, marketing and distribution of book products could not be established.

The analysis is hence based on the returns of 33 out of a possible 34 respondents.

General economic conditions during the reporting period was generally unfavourable and many book suppliers consolidated their positions by reducing their numbers of staff. In two instances very significant restructuring took place, affecting separate business units within holding companies. In both instances, some support functions were centralised and shared by the operating units.

In this section, the term “black” refers to all previously disadvantaged races.

14.1 Numbers of permanent staff numbers employed by company

Fig. 14.1 Size of suppliers in terms of number of permanent employees

Number of employees per book supplier	All sub-sectors	General Trade	Religious Trade	Education
1	1	1	0	0
2 to 5	5	2	2	1
6 to 10	9	5	0	4
11 to 20	2	1	0	1
21 to 30	2	2	0	0
31 - 40	1	0	1	0
41 - 50	1	1	0	0
51 - 60	4	1	0	3
61 - 70	0	0	0	0
71 - 80	3	3	0	0
81 - 90	1	0	0	1
91 - 100	0	0	0	0
101 - 120	0	0	0	0
121 - 140	1	0	0	1
141 - 160	1	0	0	1
161 - 180	2	0	2	0
181 - 200	0	0	0	0
More than 201	0	0	0	0

Notes

- The majority of book suppliers were small in terms of the numbers of permanent employees.
- Of the participants, 15 entities employed fewer than ten employees and six entities between 11 and 50 employees. A further eight suppliers employed between 50 and 100 employees, and only four had more than 100 permanent employees.

14.2 Company size in terms of turnover category

The book publishing industry survey has traditionally differentiated companies in terms of their total annual turnover. Companies recording turnover of R50 million or more are deemed to be large companies, those with turnovers between R5 million and R49.9 million are medium-sized companies and those with a total net annual turnover of less than R5 million are small companies.

Fig. 14.2 Employment profile in terms of turnover category

Employment profile by turnover category	All sub-sectors	General Trade	Religious Trade	Education
Large companies				
Black males	278	27	81	170
Black females	458	103	48	307
White males	155	34	63	58
White females	499	164	155	180
All employees	1,390	328	347	715
Medium companies				
Black males	18	10	4	4
Black females	22	12	9	1
White males	18	12	5	1
White females	69	49	13	7
All employees	127	83	31	13
Small companies				
Black males	1	1	0	0
Black females	7	1	2	4
White males	7	4	3	0
White females	12	6	2	4
All employees	27	12	7	8
All companies				
Black males	297	38	85	174
Black females	487	116	59	312
White males	180	50	71	59
White females	580	219	170	191
All employees	1,544	423	385	736

Notes

- Large companies employed by far the most permanent staff, contributing 1,390 out of 1,544 (90.0%) of all employees.

Fig. 14.3 Contribution to total employment by turnover category and industry sub-sector

% Contribution to employment categories	All sub-sectors	General Trade	Religious Trade	Education
All employees				
Large companies	90.0%	77.5%	90.1%	97.1%
Medium companies	8.2%	19.6%	8.1%	1.8%
Small companies	1.7%	2.8%	1.8%	1.1%

Notes

- Large companies contributed 90.0% to total industry employment.
- This contribution was highest in the education sub-sector at 97.1% and lowest in the general trade sub-sector (77.5%).

14.3 Employment profile by race and gender

Fig. 14.4 Contribution to total employment by demographic group and industry sub-sector

% Contribution to sub-sector employment	All sub-sectors	General Trade	Religious Trade	Education
Black male employees	19.2%	9.0%	22.1%	23.6%
Black female employees	31.5%	27.4%	15.3%	42.4%
White male employees	11.7%	11.8%	18.4%	8.0%
White female employees	37.6%	51.8%	44.2%	26.0%
All employees	100.0%	100.0%	100.0%	100.0%

Notes

- Black males made up 19.2% of total industry employment.
- Black employees contributed [19.2% + 31.5% =] 50.7% to total industry employment. Their contribution was highest in the education sub-sector, where 66.0% of all employees were black.
- Black women contributed 42.4% to total employment figures in the education sub-sector.
- White female employees contributed most to employment in the general trade (51.8%) and religious trade (44.2%) sub-sectors.

The distinction between senior top executives and other top executives can be misleading. Both the owner of a single employee supplier and the CEO of a multinational corporation will fall in the first employment category. In the restructuring of operating units within holding companies some employees' positions were reduced in status and recorded at the lower position level.

The profiles of publishers and distributors also differ significantly, with the latter group having fewer senior specialised positions. An analysis was done of the publishers in the large turnover category.

Fig. 14.5 Employment profile by race and gender: Large publishers

Large publishers Staff profile	Total	Black Male	Black Female	White Male	White Female
Senior top executives	34	4	2	12	16
Other top managers	144	22	16	51	55
Editorial	187	11	38	23	115
Design and production	81	17	24	10	30
Marketing and sales	315	65	107	16	127
Finance	99	9	41	4	45
Human resources	15	0	4	1	10
Office administration	161	12	82	4	63
Information technology	21	6	4	11	0
Other positions	151	85	58	2	6
All staff positions	1,208	231	376	134	467

Notes

- The difference in total employment in the above table compared to the total of 1,390 in Figure 4.2 is due to the elimination of the distributors from this analysis.

Fig. 14.6 Contribution to employment by race and gender: Large publishers

% Contribution to total employment by position	Black Male	Black Female	White Male	White Female
Senior top executives	11.8%	5.9%	35.3%	47.1%
Other top managers	15.3%	11.1%	35.4%	38.2%
Editorial	5.9%	20.3%	12.3%	61.5%
Design and production	21.0%	29.6%	12.3%	37.0%
Marketing and sales	20.6%	34.0%	5.1%	40.3%
Finance	9.1%	41.4%	4.0%	45.5%
Human resources	0.0%	26.7%	6.7%	66.7%
Office administration	7.5%	50.9%	2.5%	39.1%
Information technology	28.6%	19.0%	52.4%	0.0%
Other positions	56.3%	38.4%	1.3%	4.0%
All positions	19.1%	31.1%	11.1%	38.7%

Notes

- White females dominate the top executive positions, contributing 47.1% to total employment in this category. Their dominance in editorial positions is even higher, at 61.5%.
- Female employees hold [5.9% + 47.1% =] 53.0% of all top executive positions and 81.8% [20.3% + 61.55] of all editorial positions in the large publishing companies.

Fig. 14.7 Employment profile by race and gender: All sub-sectors

Employment profile Trade and education sub-sectors	All employees	Black Male	Black Female	White Male	White Female
Senior top executives	56	4	2	22	28
Other top managers	182	27	23	60	72
Editorial	227	14	49	29	135
Design and production	97	18	24	15	40
Marketing and sales	405	82	147	21	155
Finance	138	12	62	5	59
Human resources	18	0	7	1	10
Office administration	182	12	90	7	73
Information technology	30	8	5	16	1
Other positions	209	120	78	4	7
All positions	1,544	297	487	180	580

Fig. 14.8 Contribution by race and gender: All sub-sectors

% Contribution to total employment by position	Black Male	Black Female	White Male	White Female
Senior top executives	7.1%	3.6%	39.3%	50.0%
Other top managers	14.8%	12.6%	33.0%	39.6%
Editorial	6.2%	21.6%	12.8%	59.5%
Design and production	18.6%	24.7%	15.5%	41.2%
Marketing and sales	20.2%	36.3%	5.2%	38.3%
Finance	8.7%	44.9%	3.6%	42.8%
Human resources	0.0%	38.9%	5.6%	55.6%
Office administration	6.6%	49.5%	3.8%	40.1%
Information technology	26.7%	16.7%	53.3%	3.3%
Other positions	57.4%	37.3%	1.9%	3.3%
All positions	19.2%	31.5%	11.7%	37.6%

Notes

- The inclusion of employment numbers from the small and medium-sized companies is the cause of the deviations from the values reported in Fig. 14.4.

Fig. 14.9 Employment profile by race and gender: General trade sub-sector

Employment profile General trade sub-sector	All employees	Black Male	Black Female	White Male	White Female
Senior top executives	28			13	15
Other top managers	57	4	3	11	39
Editorial	53		3	6	44
Design and production	20	1	5	4	10
Marketing and sales	129	9	34	12	74
Finance	22		9		13
Human resources	1				1
Office administration	82	8	48	3	23
Information technology	3		2	1	
Other positions	28	16	12		
All positions	423	38	116	50	219

Fig. 14.10 Contribution to total employment by race and gender: General trade sub-sector

% Contribution to total employment by position	Black Male	Black Female	White Male	White Female
Senior top executives			46.4%	53.6%
Other top managers	7.0%	5.3%	19.3%	68.4%
Editorial		5.7%	11.3%	83.0%
Design and production	5.0%	25.0%	20.0%	50.0%
Marketing and sales	7.0%	26.4%	9.3%	57.4%
Finance		40.9%		59.1%
Human resources				100.0%
Office administration	9.8%	58.5%	3.7%	28.0%
Information technology		66.7%	33.3%	
Other positions	57.1%	42.9%		
All positions	9.0%	27.4%	11.8%	51.8%

Notes

- White females dominated top executive positions in the general trade sub-sector, contributing 53.6% to total employment numbers.

Fig. 14.11 Employment profile by race and gender: Religious trade sub-sector

Employment profile Religious trade sub-sector	All employees	Black Male	Black Female	White Male	White Female
Senior top executives	6			3	3
Other top managers	52	8	4	32	8
Editorial	45	4	4	10	27
Design and production	24	2	2	7	13
Marketing and sales	61	7	7	5	42
Finance	43	6	5	5	27
Human resources	8		1		7
Office administration	52		7	3	42
Information technology	7	3		4	
Other positions	87	55	29	2	1
All positions	385	85	59	71	170

Fig. 14.12 Contribution to employment by race and gender: Religious trade sub-sector

% Contribution to total employment by position	Black Male	Black Female	White Male	White Female
Senior top executives			50.0%	50.0%
Other top managers	15.4%	7.7%	61.5%	15.4%
Editorial	8.9%	8.9%	22.2%	60.0%
Design and production	8.3%	8.3%	29.2%	54.2%
Marketing and sales	11.5%	11.5%	8.2%	68.9%
Finance	14.0%	11.6%	11.6%	62.8%
Human resources		12.5%		87.5%
Office administration		13.5%	5.8%	80.8%
Information technology	42.9%		57.1%	
Other positions	63.2%	33.3%	2.3%	1.1%
All positions	22.1%	15.3%	18.4%	44.2%

Notes

- This sub-sector was dominated by white employees [18.4% + 44.2% = 62.6%].

Fig. 14.13 Employment profile by race and gender: Education sub-sector

Employment profile Education sub-sector	All employees	Black Male	Black Female	White Male	White Female
Senior top executives	22	4	2	6	10
Other top managers	73	15	16	17	25
Editorial	129	10	42	13	64
Design and production	53	15	17	4	17
Marketing and sales	215	66	106	4	39
Finance	73	6	48		19
Human resources	9		6	1	2
Office administration	48	4	35	1	8
Information technology	20	5	3	11	1
Other	94	49	37	2	6
All positions	736	174	312	59	191

Fig. 14.14 Contribution to employment by race and gender: Education sub-sector

% Contribution to total employment by position	Black Male	Black Female	White Male	White Female
Senior top executives	18.2%	9.1%	27.3%	45.5%
Other top managers	20.5%	21.9%	23.3%	34.2%
Editorial	7.8%	32.6%	10.1%	49.6%
Design and production	28.3%	32.1%	7.5%	32.1%
Marketing and sales	30.7%	49.3%	1.9%	18.1%
Finance	8.2%	65.8%		26.0%
Human resources		66.7%	11.1%	22.2%
Office administration	8.3%	72.9%	2.1%	16.7%
Information technology	25.0%	15.0%	55.0%	5.0%
Other positions	52.1%	39.4%	2.1%	6.4%
All positions	23.6%	42.4%	8.0%	26.0%

Notes

- Black employees contributed [23.6% + 42.4% =] 66.0% to total employee numbers.
- The top executive positions were held mainly by females [9.1% + 45.5% = 54.6%].

15 Final Remarks

Notwithstanding the fact that the report does not contain data from all 96 entities that formed the core list of the 2008 survey, feedback from the 14 medium and 18 large entities 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 42 entities and the estimated maximum total net turnover of the remaining 54 entities in the core sample, the reported turnover profile represented 93.3% of the sample.

Broad trends (including comparable growth patterns based on the feedback of the entities that participated in both the 2008 and 2009 surveys) will be tabled in a separate *Broad Trends Report 2008-2010.*

The Research Team trusts that all publishers will be able to use and apply the data, and that all relevant major industry role-players will participate in the future.

Beth le Roux
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Addendum A: Definition of product sub-categories

Fiction (adult & children)

Non-fiction (adult & children) (including trade dictionaries)

Religious books (adult & children)

Schools books
(including school textbooks, teacher/student guides, readers, prescribed literature, school dictionaries, reference & resource books, study aids, examination aids, etc.)

FET college textbooks
(including learner books, lecturer guides, etc.)

ABET workbooks
(including core course material, readers, etc.)

Academic textbooks (aimed at tertiary students)
(including law and accountancy tertiary textbooks, learning/teaching support materials, etc.)

Professional (aimed at practitioners)
(including law, tax, accountancy books for practising professionals; law and other reports, statutes, commentary publications, etc.)

Scholarly books (aimed at academics and researchers)
(peer-reviewed, based on academic research, including monographs, edited volumes / collections and academic reference books)

Addendum B Sales outlet categories

Category of sales outlet	Examples
National bookseller chains	Adams and Co., Airport Retail Concessions, Armstrongs, Bargain Books, CNA, CUM Books, Estoril, Exclusive Books, Gospel Direct, Impact Books, Juta, PNA, Protea Boekhuis, Van Schaik Booksellers, Wordsworths
Independent booksellers	Booksellers with fewer than five sales outlets, e.g. Caxton Books, BT Books, Jasmyn, Graffiti, Fogarty's, Books 24/7, Rynew Educational Suppliers, etc.
Non-book retail outlets	Retail outlets that sell books besides their main product lines: gift shops, curio shops, pharmacies, stationers, etc.
Wholesalers, supermarkets, etc.	Pick 'n Pay, Woolworths, Shoprite/Checkers, Dischem, Transworld, Baby & Co., Waltons, Silverray, etc.
Internet booksellers	Kalahari.com, Loot, Netbooks, etc.
Book clubs and mail order booksellers	Leisure Books/Leserskring, Sunday Times Book Club, etc.
Corporation direct sales	Business to business sales: corporate gift packagers, legal and accounting firms, etc.
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 that supply books directly to schools.
School book suppliers	Holders of provincial tenders to supply school books to schools.
Other types of outlets	This category includes staff, authors, NGOs and a variety of other types of outlets.