University of Pretoria

SCHOOL OF INFORMATION TECHNOLOGY

DEPARTMENT OF INFORMATION SCIENCE
PUBLISHING STUDIES

PASA INDUSTRY SURVEYS
Executive Summary:
Broad Trends over Four Years (2002-2005)

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Contextualisation

The analysis of data from the two exploratory *PASA Snapshot Industry Surveys* (2002 and 2003) and the two more in-depth *PASA Annual Industry Surveys* (2004 and 2005) rests on the assumption that the data received from the individual participating companies is accurate.

It was not always possible to make direct comparisons between the data available for the four years. Some of the reasons for this include:

- The **structure of the questions** evolved over the four years in order to solicit more detailed information (e.g. during 2002 the Total Net Turnover was not divided between the three sectors of book publishing).

- The **core list of companies targeted**, which is based on the PASA membership list of a specific year, differed yearly. For the 2002 and 2003 surveys the core lists focused on holding companies whose core business included the publishing of local books. For the 2004 and 2005 surveys the core list was expanded to include companies exclusively involved in sales of imported books and/or the publishing of other kinds of teaching/learning aids (such as maps, charts, diaries).

- Over the four surveys the **participant pool** changed (see list below).

- For the 2002 and 2003 surveys the participating companies were divided into **two broad turnover categories**, based on a company's PASA membership band: "Smaller Publishers" included participating companies in Bands A to E (annual turnover of less than R5m) and "Larger Publishers" included participating companies in Bands F to L (annual turnover of more than R5m). For the 2004 and 2005 surveys the participating companies were divided into **three broad turnover categories**: "Small Publishers" included participating companies in Bands A to E (annual turnover of less than R5m); "Medium Publishers" included companies in Bands F to J (annual turnover between R5m and R49, 999,000) and "Large Publishers" included companies in Bands K and L (annual turnover more than R50m).

  For the purpose of this Executive Summary the companies that participated in the 2002 and 2003 surveys were re-divided into Small, Medium and Large companies (based on their reported turnover) in order to make comparisons with the figures of 2004 and 2005 possible.

- The changing profile of the participants in the four surveys also impacted on **deductions about growth (or decline) over the period**. The participation of stronger publishers in a specific publisher category may impact on the average percentage growth or decline. This will be indicated in notes where applicable.

Participating Publishers (over 4 years)

Company	2002	2003	2004	2005
Aardvark Press	✗	✓	✗	✗
Allcopy	✗	✗	✗	✓
Anansi	✓	✓	✗	✗
Bateleur Books (Pty) Ltd	✗	✗	✓	✓
Bell-Roberts Print and Publishing	✓	✗	✗	✗
Brenthurst Press	✓	✓	✗	✗
Briza Publications	✓	✓	✗	✗
Cambridge University Press: African Branch	✓	✓	✓	✓
Creative Learning	✓	✓	✗	✗
Heinemann (Reed Elsevier SA)	✓	✓	✓	✓
Jacana Media (Pty) Ltd	✓	✓	✗	✗
John Wiley & Sons Limited	✓	✗	✓	✓
Junior Student Publishers	✗	✓	✗	✗
Juta & Company Limited	✓	✓	✓	✓
Lannice Snyman	✓	✗	✗	✗
LAPA Publishers	✓	✗	✗	✗
Lectio Publishers (Pty) Ltd	✗	✓	✓	✓
Lets Look	✗	✓	✓	✓
Lotsha Publications & Booksellers (Pty) Ltd	✗	✗	✗	✓
Macmillan South Africa (Pty) Ltd	✓	✓	✓	✓
Margie Ogilvy Promotions	✗	✗	✓	✓
Maskew Miller Longman (Pty) Ltd	✓	✓	✓	✓
Maths Centre for Primary Teachers	✓	✓	✗	✗
METC (Pty) Ltd	✓	✗	✗	✗
New Africa Books (Pty) Ltd	✓	✓	✓	✓
New Holland Publishing (SA) (Pty) Ltd	✓	✓	✓	✓
New Readers Publishers	✓	✗	✓	✓
Nutrend Productions	✗	✗	✓	✓
Oxford University Press Southern Africa	✓	✓	✓	✓
Palm Publishers	✗	✓	✓	✓
Pan Macmillan SA (Pty) Ltd	✓	✓	✓	✓
Penguin Group SA	✓	✓	✓	✓
PSD Promotions	✗	✓	✗	✗
Quartet Sales and Marketing	✓	✗	✗	✗
Random House (Pty) Ltd	✓	✓	✓	✓
Reading Matters	✓	✗	✓	✗
Shuter and Shooter Publishers (Pty) Ltd	✓	✓	✓	✓
Solo Collective	✓	✓	✓	✓
Troupant Publishers (Pty) Ltd	✓	✓	✓	✓
Via Afrika Limited	✓	✓	✓	✓
Vivlia Publishers & Booksellers (Pty) Ltd	✗	✗	✓	✓
Wild Dog Press	✓	✓	✓	✓
Wits University Press	✓	✓	✗	✗
Y Press	✓	✗	✗	✗
Zachen Publishers	✓	✗	✗	✗

Turnover Profile

Participant Pool – Publisher Category

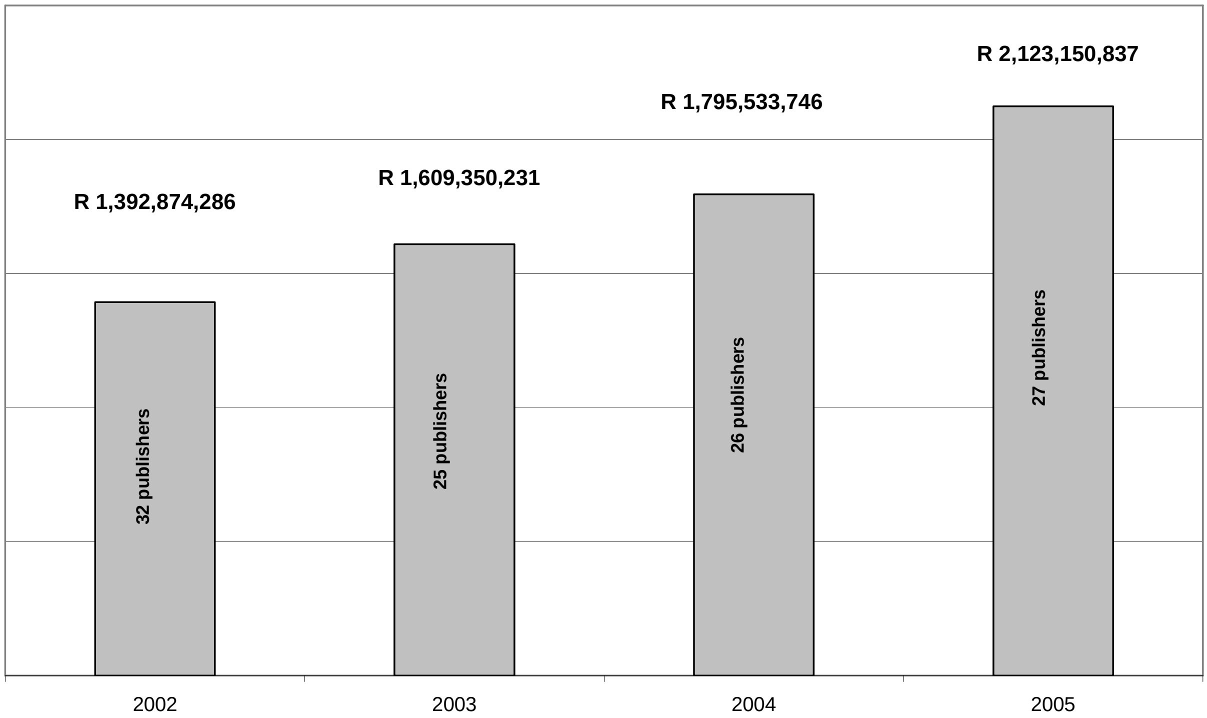
	2002	2003	2004	2005
Number of Small Publishers	14 Publishers	12 Publishers	6 Publishers	8 Publishers
Number of Medium Publishers	8 Publishers	3 Publishers	9 Publishers	8 Publishers
Number of Large Publishers	10 Publishers	10 Publishers	11 Publishers	11 Publishers
Total	**32**	**25**	**26**	**27**

Notes

- Over the four years there was a dwindling number of small publishers participating in the survey.
- Only three medium publishers participated in the 2003 survey, which impacted significantly on the contribution of this category to the total turnover profile.
- The large publisher category was the most constant as far as participation was concerned.

Fig. 1

Total Net Turnover
All Participating Publishers over 4 years



	2002	2003	2004	2005
Total Net Turnover Participating Small Publishers (Band A-E)	R 9,538,500	R 14,074,079	R 8,034,036	R 13,688,940
Total Net Turnover Participating Medium Publishers (Band F-J)	R 174,709,725	R 75,792,206	R 131,428,228	R 172,649,819
Total Net Turnover Participating Large Publishers (Band K-L)	R 1,208,626,061	R 1,519,483,946	R 1,656,071,482	R 1,936,812,078
Total Net Turnover for All Participating Publishers	**R 1,392,874,286**	**R 1,609,350,231**	**R 1,795,533,746**	**R 2,123,150,837**
% Turnover by Small Publishers	0.68%	0.87%	0.45%	0.64%
% Turnover by Medium Publishers	12.54%	4.71%	7.32%	8.13%
% Turnover by Large Publishers	86.77%	94.42%	92.23%	91.22%
% Growth between **2004 & 2005** on Total Net Turnover for All Participating Publishers				18.25%

Notes

- Although the Rand Values in the above table are 100% correct, it is not possible to draw true comparisons of percentage growth or decline between the 4 years, because of disparities in the sample, including: (i) the changing number of participants in each publisher category (small, medium and large) in each year; and (ii) the growth in turnover of individual participants and the consequent shift of these participants between bands and publisher categories. An example of (i) is the decline in turnover for the medium publisher category during 2003 because only 3 of the targeted companies participated.
- The only true comparison over 4 years is a comparison based on the Total Net Turnover of the 10 large publishers that participated in all 4 years, as indicated in the table below.

	2002	2003	2004	2005
Large Publishers participating in ALL 4 years	R 1,184,372,579	R 1,519,483,946	R 1,589,758,658	R 1,877,206,167
% Growth / Decline		28.29%	4.62%	18.08%
% of TNT by above-mentioned publishers	*85.03%*	*94.42%*	*88.54%*	*88.42%*

Broad Economic Indicators

	2002	2003	2004	2005
Total Net Turnover for All Participating Publishers (Nominal Terms)	R 1,392,874,286	R 1,609,350,231	R 1,795,533,746	R 2,123,150,837
Gross Domestic Product (GDP) Current	R 1,168,778,000,000	R 1,257,026,000,000	R 1,386,658,000,000	R 1,523,255,000,000
Total Net Turnover as % of GDP Current	*0.119%*	*0.128%*	*0.129%*	*0.139%*

Notes

- The table above compares the Total Net Turnover for All Participating Publishers (in Nominal Terms) with the Gross Domestic Product (GDP) Current. It is evident that the publishing industry, as a cultural industry, is making a relative significant contribution to the economy of the country (0.139%).

	2002	2003	2004	2005
Total Net Turnover for All Participating Publishers (Nominal Terms)	R 1,392,874,286	R 1,609,350,231	R 1,795,533,746	R 2,123,150,837
MINUS: Inflation: Production Price Index (% Growth in PPI per year)		3.871%	2.320%	2.912%
Total Net Turnover for All Participating Publishers (Real Terms - Deflated by PPI)	R 1,392,874,286	R 1,547,052,284	R 1,755,429,787	R 2,062,726,529

Notes

- In the table above, the Nominal Total Net Turnover is deflated by the Production Price Index (PPI – local) to account for inflation. 2002 was taken as the base year for the deflation.
- The Total Net Turnover (in Nominal Terms) is compared with the Total Net Turnover (in Real Terms).

	2002	2003	2004	2005
Total Net Turnover for All Participating Publishers (Real Terms - Deflated by PPI Inflation)	R 1,392,874,286	R 1,547,052,284	R 1,755,429,787	R 2,062,726,529
Gross Domestic Product (GDP) Constant Prices	R 982,327,000,000	R 1,011,556,000,000	R 1,056,771,000,000	R 1,108,255,000,000
Total Net Turnover as % of GDP Constant Prices	*0.142%*	*0.153%*	*0.166%*	*0.186%*

Notes

- The publishing industry, as pivotal cultural industry, is making an even more significant contribution to the economy of the country in terms of the Total Net Turnover (in Real Terms) as % of GDP Constant Prices (0.186%).

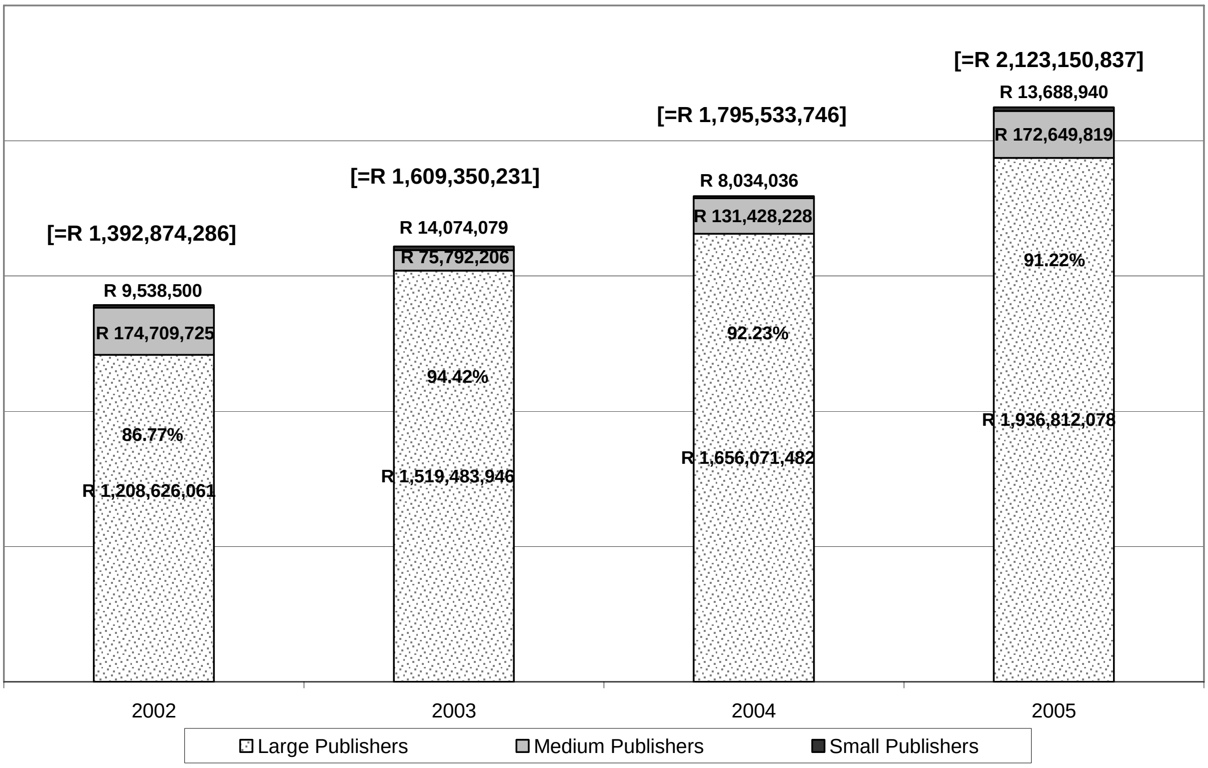
	2002	2003	2004	2005
Net Turnover Educational Sector (excluding VAT)	Not Available	R 898,807,036	R 987,710,744	R 1,206,705,168
Net Turnover Educational Sector (including 14% VAT)	Not Available	R 1,024,640,021	R 1,125,990,248	R 1,375,643,892
Government Spend on Education	R 64,585,000,000	R 72,879,000,000	R 82,566,000,000	Not Available
Educational Sector as % of Government Spend on Education		*1.406%*	*1.364%*	

Notes

- In the table above, government spend on education is compared with the Total Net Turnover of the Educational Sector. For the purpose of this comparison, 14% VAT was added to the Net Turnover of this sector (since the government is paying VAT on school books).
- The relative small portion of government education spend on school books, is evident from the figures.
- Unfortunately, no official figures for government spend on education for 2005 is available at this stage.
- Participating publishers did not provide Total Gross Turnover figures. It is not possible to calculate this because the discount to the book trade differs. Therefore the Total Net Turnover of the Trade Sector cannot be compared with the Gross National Disposable Income. This aspect will be addressed in future surveys.

Fig. 2

Total Net Turnover
All Participating Publishers over 4 years (Small vs. Medium vs. Large)



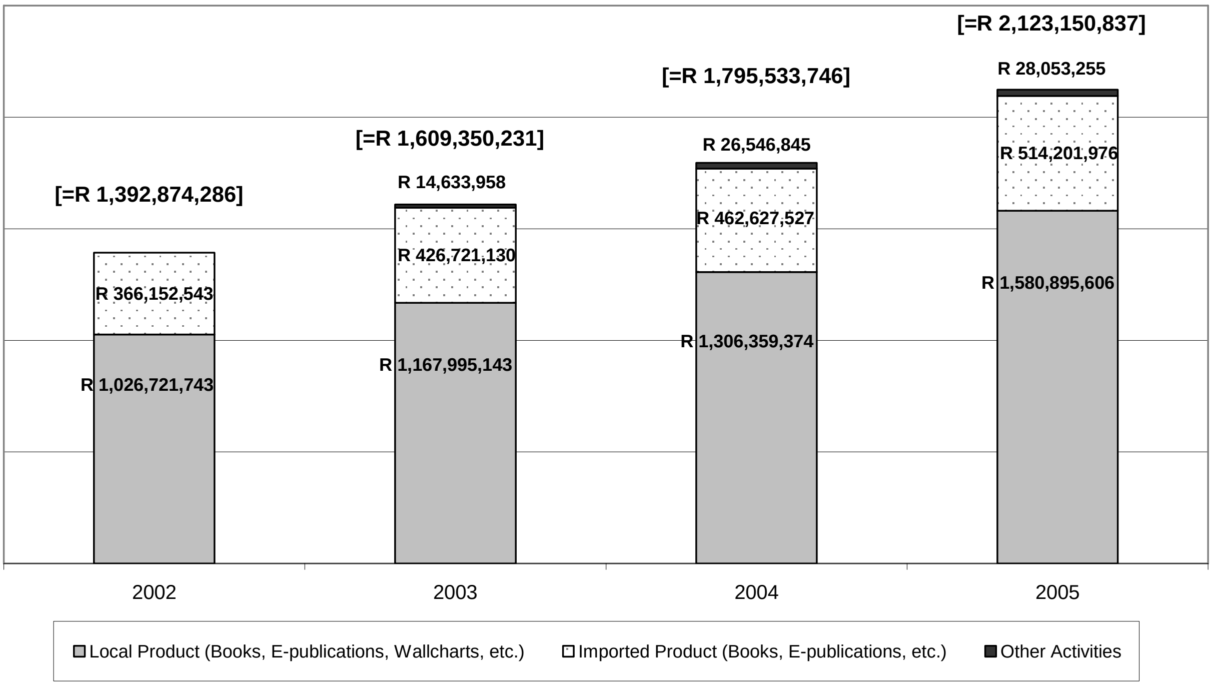
	2002	2003	2004	2005
Local Product - Small Publishers	R 9,538,500.13	R 14,018,078.74	R 8,030,930.00	R 13,675,268.00
Local Product - Medium Publishers	R 91,570,816.20	R 43,119,677.00	R 67,407,593.00	R 99,394,045.00
Local Product - Large Publishers	R 925,612,427.00	R 1,110,857,387.00	R 1,230,920,851.00	R 1,467,826,293.00
Total Local Product (Books, E-publications, Wall charts, etc.)	**R 1,026,721,743**	**R 1,167,995,143**	**R 1,306,359,374**	**R 1,580,895,606**
% Growth between **2004 & 2005**				21.02%
Imported Product - Small Publishers	R 0.00	R 30,000.00	R 3,106.00	R 7,792.00
Imported Product - Medium Publishers	R 83,138,909.00	R 31,611,007.00	R 63,005,656.00	R 72,198,491.00
Imported Product - Large Publishers	R 283,013,634.00	R 395,080,123.00	R 399,618,765.00	R 441,995,693.00
Total Imported Product (Books, E-publications, etc.)	**R 366,152,543**	**R 426,721,130**	**R 462,627,527**	**R 514,201,976**
% Growth between **2004 & 2005**				11.15%
Other Activities - Small Publishers	Included above *	R 26,000	R 0	R 5,880
Other Activities - Medium Publishers	Included above	R 1,061,522	R 1,014,979	R 1,057,283
Other Activities - Large Publishers	Included above	R 13,546,436	R 25,531,866	R 26,990,092
Total Other Activities	Included above	**R 14,633,958**	**R 26,546,845**	**R 28,053,255**
% Growth between **2004 & 2005**				5.67%
Total Net Turnover	**R 1,392,874,286**	**R 1,609,350,231**	**R 1,795,533,746**	**R 2,123,150,837**

Notes

- * In the 2002 Questionnaire, “Other Activities” was part of Local vs. Imported Product.
- In 2004 and 2005, “Other Activities” was a separate activity and included rights sales, warehousing, and remainder sales.

Fig. 3

Total Net Turnover
All Participating Publishers over 4 years
Local vs. Imported Product vs. Other Activities



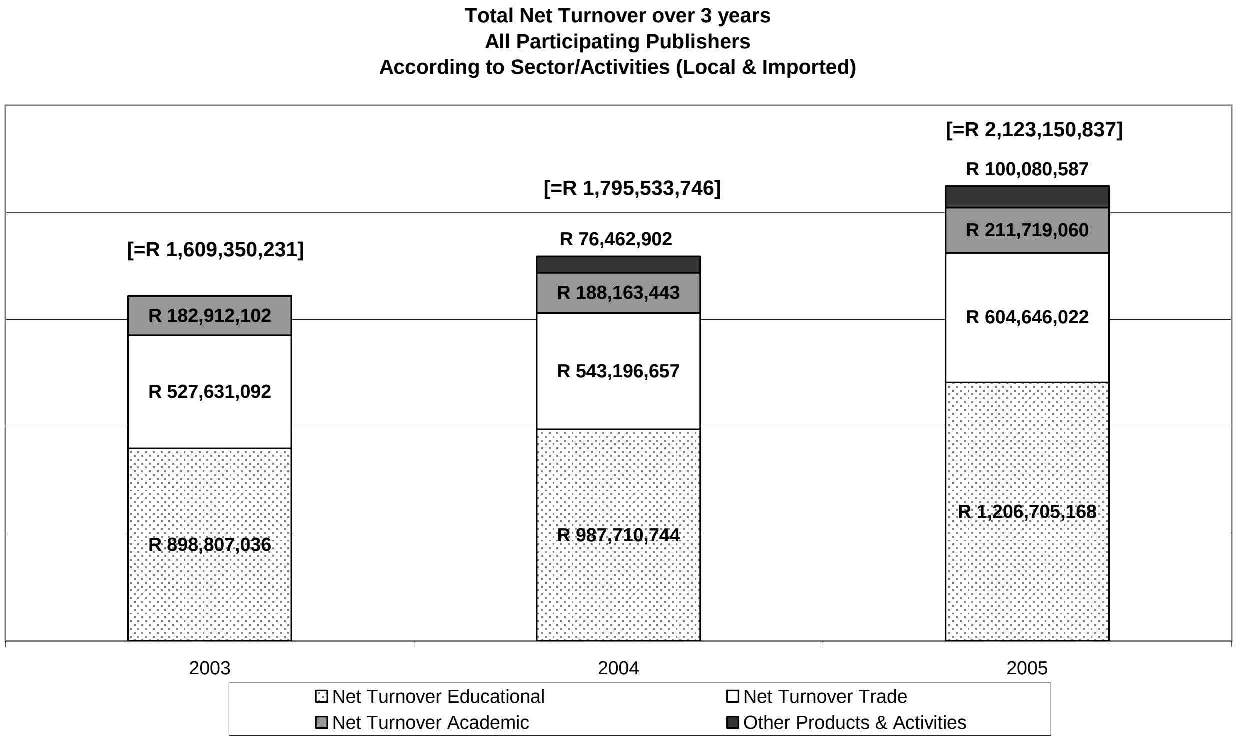
	2002	**2003**	**2004**	**2005**
Net Turnover Educational	Not Available *	R 898,807,036	R 987,710,744	R 1,206,705,168
Net Turnover Trade	Not Available	R 527,631,092	R 543,196,657	R 604,646,022
Net Turnover Academic	Not Available	R 182,912,102	R 188,163,443	R 211,719,060
Total Net Turnover of Book Sales (Locally Published & Imported)	Not Available	**R 1,609,350,231** 100% of TNT	**R 1,719,070,844** 95.74% of TNT	**R 2,023,070,250** 95.29% of TNT
Total Net Turnover of Locally Published & Imported E-products	Not Available	Included above **	R 21,387,002	R 26,326,249
Total Net Turnover of Locally Published & Imported Non-Book-products	Not Available	Included above	R 28,529,055	R 45,701,083
Total Net Turnover for Other Activities (Rights Sales, Warehousing, Remainder Sales, etc.)	Not Available	Included above	R 26,546,845	R 28,053,255
Total Net Turnover of Sales of Other Products & Activities (not divided into sub-sectors)	Not Available	Included above	**R 76,462,902** 4.26% of TNT	**R 100,080,587** 4.71% of TNT
Total Net Turnover for All Participating Publishers	**R 1,392,874,286**	**R 1,609,350,231**	**R 1,795,533,746**	**R 2,123,150,837**

Notes

- * In 2002, the Total Net Turnover was not reported according to the three publishing sectors.
- ** In 2003, “Other Products & Activities” was included in the breakdown of the three publishing sectors.
- In 2003 participating publishers reported inconsistently on sales of professional books – turnover was either accounted for under “trade (non-fiction)” or under “academic”. For the purpose of comparison the 2003 Total Net Turnover figure was

revisited in order to consolidate sales of professional books under the academic sector.

Fig. 4

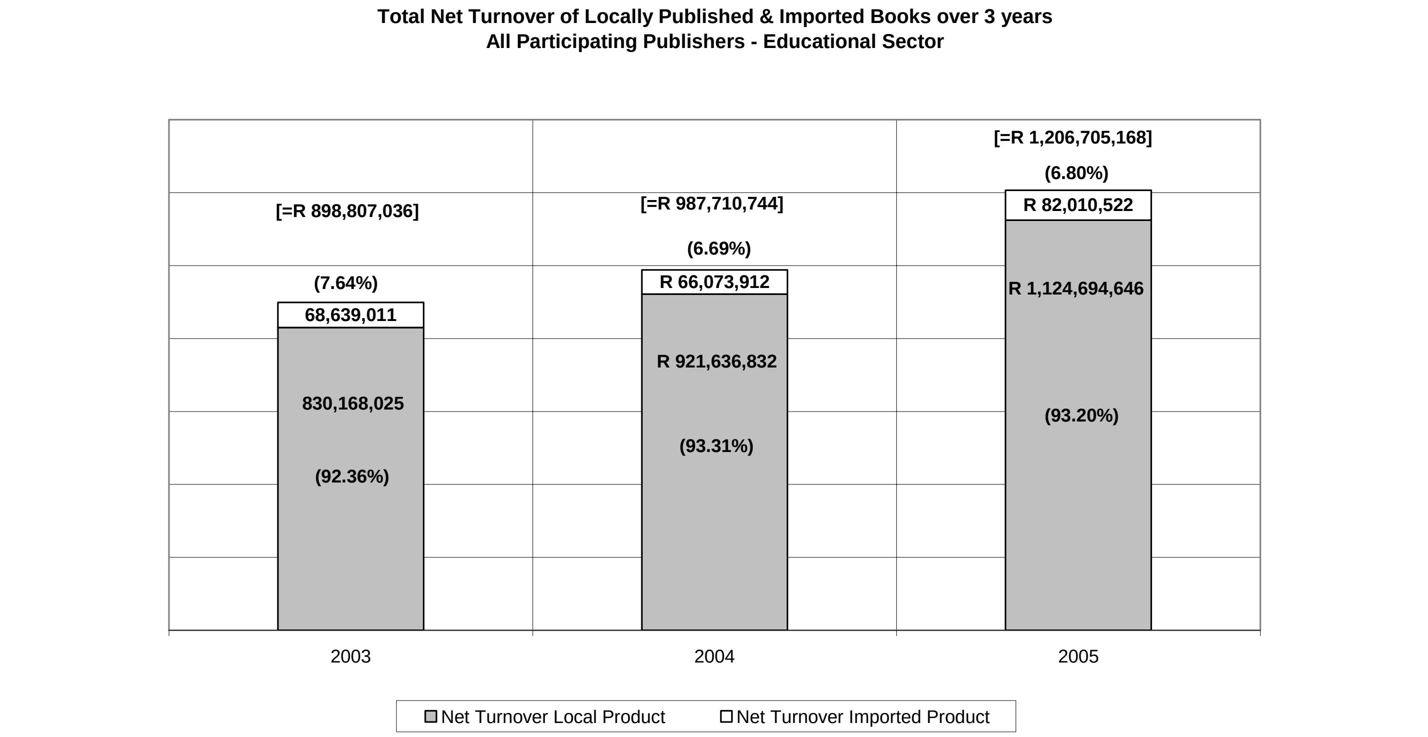


	2003	2004	2005
Net Turnover Educational	R 898,807,036	R 987,710,744	R 1,206,705,168
% Growth / Decline		*9.89%*	*22.17%*
Net Turnover Trade	R 527,631,092	R 543,196,657	R 604,646,022
% Growth / Decline		*2.95%*	*11.31%*
Net Turnover Academic	R 182,912,102	R 188,163,443	R 211,719,060
% Growth / Decline		*2.87%*	*12.52%*
Total Net Turnover of Sales of Other Products & Activities (not divided into sub-sectors)	R 0	R 76,462,902	R 100,080,587
% Growth / Decline			*30.89%*

Notes

- The growth between 2003 and 2004 was small across all sectors. Growth in the sales of educational product can be highlighted in this period.
- The growth between 2004 and 2005 is significantly higher across all sectors. Growth in the sales of educational product is again the highest. Growth in the sales of academic product is four times stronger than in the previous two years. Growth in the sales of trade product was also far higher than in the previous two years.

Fig. 5

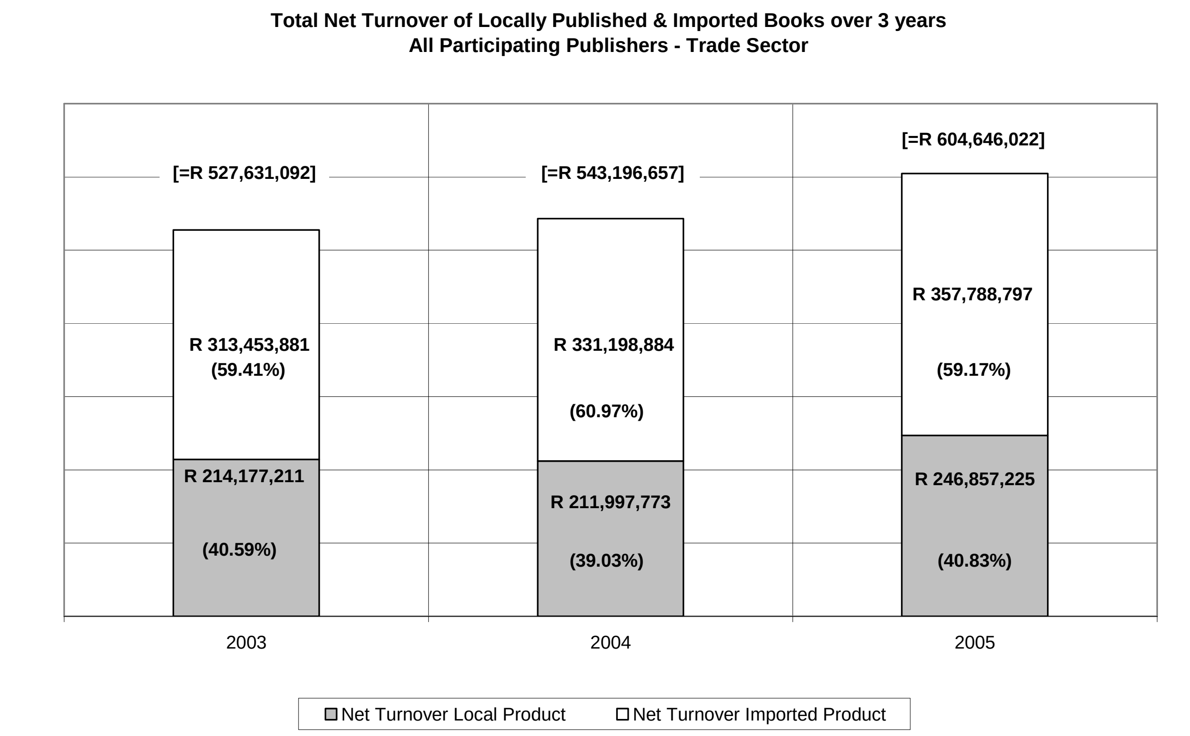


	2003	2004	2005
Net Turnover Educational Local Product	R 830,168,025	R 921,636,832	R 1,124,694,646
% Growth / Decline		*11.02%*	*22.03%*
Net Turnover Educational Imported Product	R 68,639,011	R 66,073,912	R 82,010,522
% Growth / Decline		*-3.74%*	*24.12%*

Notes

- Sales of imported educational product remained under 8% over the three years.
- As far as turnover in Rand Value is concerned, there has been a steady growth in educational sales over the three years.

Fig. 6



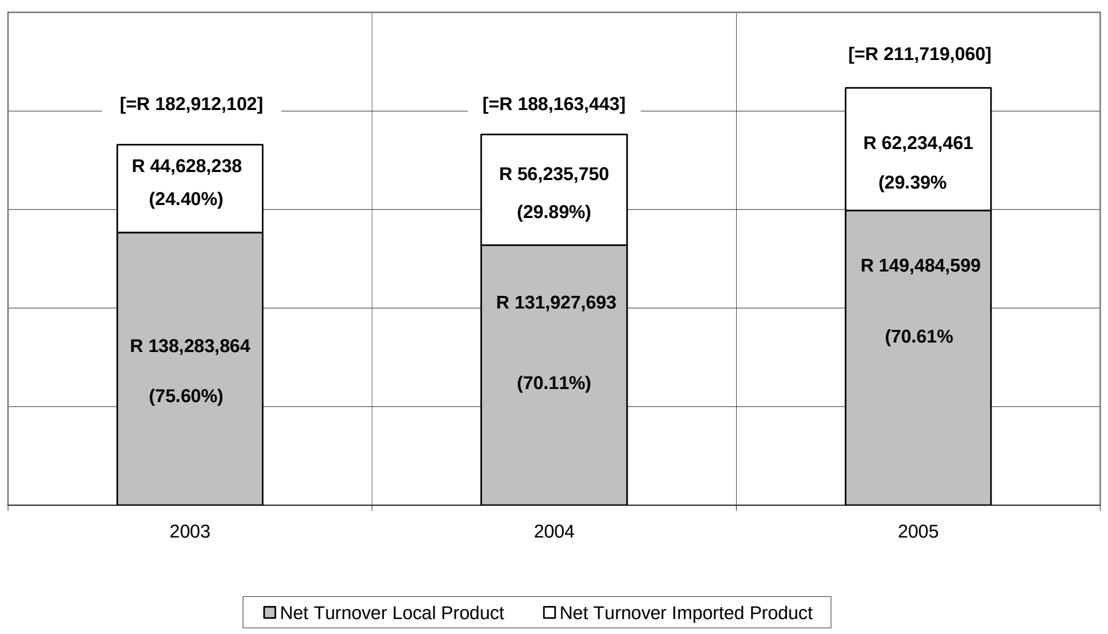
	2003	2004	2005
Net Turnover Trade Local Product	R 214,177,211	R 211,997,773	R 246,857,225
% Growth / Decline		*-1.02%*	*16.44%*
Net Turnover Trade Imported Product	R 313,453,881	R 331,198,884	R 357,788,797
% Growth / Decline		*5.66%*	*8.03%*

Notes

- Although there was a small decline in sales of local trade product between 2003 and 2004, there was a striking growth between 2004 and 2005.
- A sustainable growth in sales of imported trade product over the period is evident.

Fig. 7

Total Net Turnover of Locally Published & Imported Books over 3 years
All Participating Publishers - Academic Sector



	2003	2004	2005
Net Turnover Local Product	R 138,283,864	R 131,927,693	R 149,484,599
% Growth / Decline		*-4.60%*	*13.31%*
Net Turnover Imported Product	R 44,628,238	R 56,235,750	R 62,234,461
% Growth / Decline		*26.01%*	*10.67%*

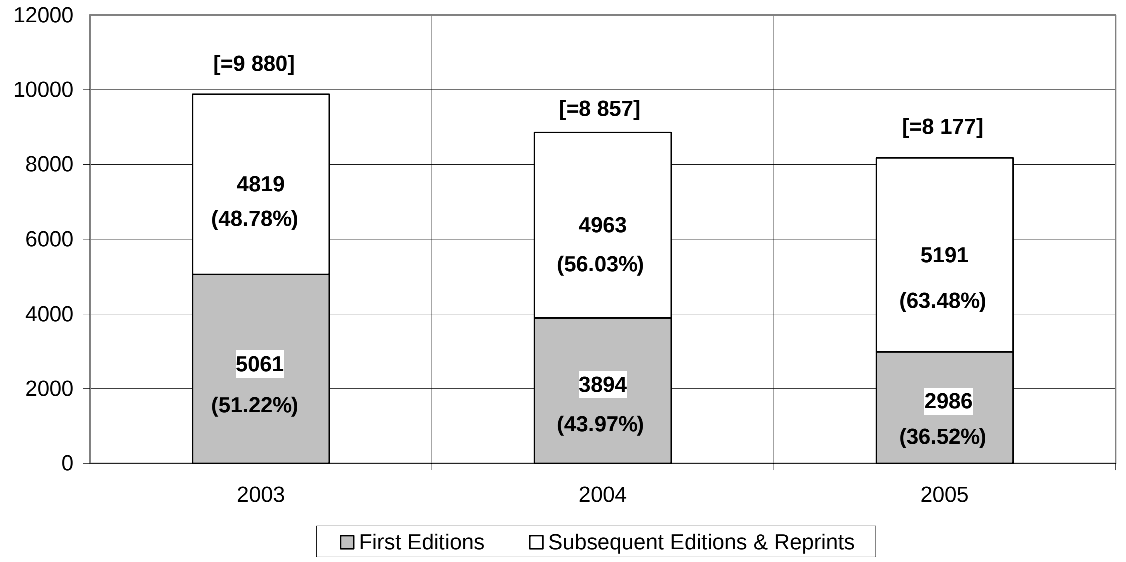
Notes

- After a decline in sales of local academic product between 2003 and 2004, the striking growth between 2004 and 2005, indicates a positive trend for local academic publishing.
- Sales of imported academic product show a weaker growth between 2004 and 2005 than between 2003 and 2004. This indicates a positive trend for local academic product.
- The sales of academic product, reflected in this turnover profile, is not fully representative of the South African academic publishing sector, because some academic publishers are not PASA members.

Production Profile

Fig. 8

Production Profile over 3 years
Number of First Editions vs. Subsequent Editions & Reprints



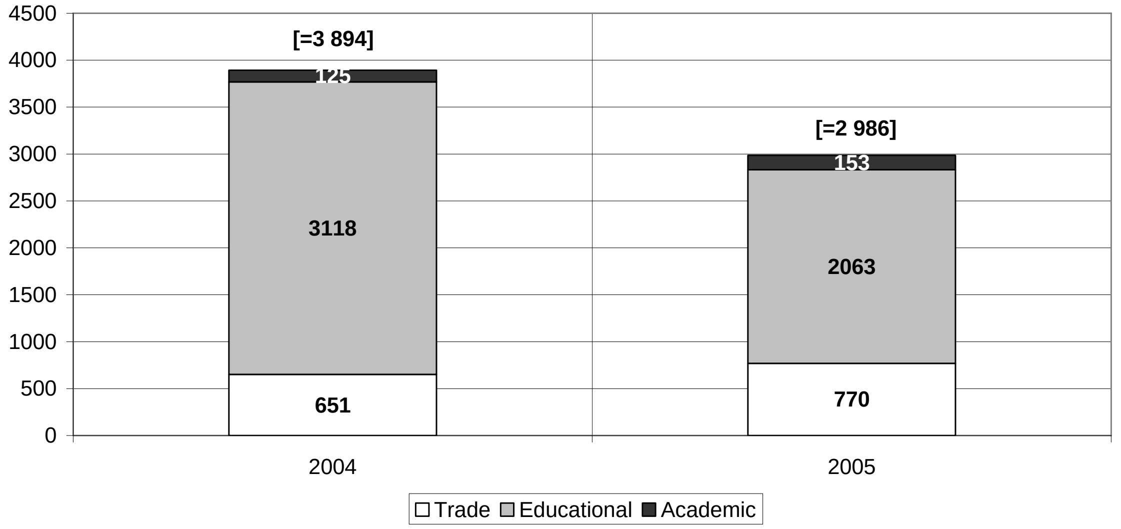
	2003	2004	2005
Total First Editions	5061	3894	2986
% Growth / Decline		*-23.06%*	*-23.32%*
Total Subsequent Editions & Reprints Editions	4819	4963	5191
% Growth / Decline		*2.99%*	*4.59%*

Notes

- There has been a steady decline in the total number of new titles published over the three years.
- There has been a gradual growth in the total number of subsequent editions and reprints over the three years.
- The decline in new titles published over the period 2004 and 2005, can largely be attributed to production shifts in the education sector – see Fig. 9. This decline is linked to the time-scale for implementation of the new curricula – see page 17.

Fig. 9

Production Profile over 2 years
Total Number of First Editions
Published Locally According to Sub-sector



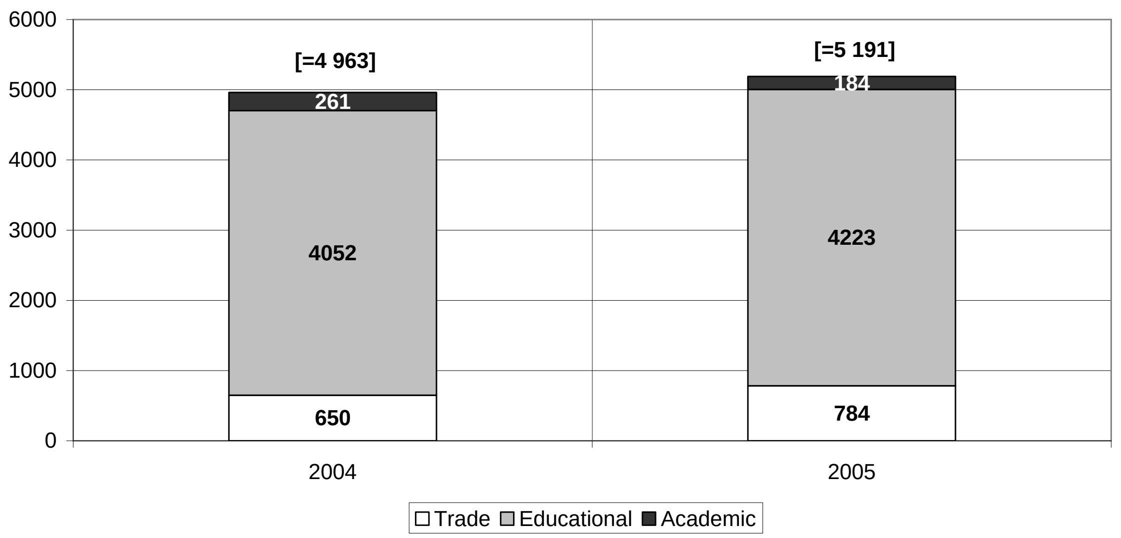
	2004	2005
Academic First Editions	125	153
% Academic First Editions	3.21%	5.12%
% Growth / Decline		*22.40%*
Trade First Editions	651	770
% Trade First Editions	16.72%	25.79%
% Growth / Decline		*18.28%*
Educational First Editions	3118	2063
% Educational First Editions	80.07%	69.09%
% Growth / Decline		*-33.84%*

Notes

- Fig. 9 indicates a decline of 33.84% in the publication of new educational titles. This decline is linked to the time-scale for implementation of the new curricula – see page 17.
- A steady growth (22.40%) in the number of new academic titles is evident.
- The good growth in the number of new trade titles (18.28%) is a positive trend.

Fig. 10

Production Profile over 2 years
Total Number of Subsequent Editions & Reprints
Published Locally According to Sub-sector



	2004	2005
Academic Subsequent Editions & Reprints Editions	261	184
% Academic Subsequent Editions & Reprints Editions	5.26%	3.54%
% Growth / Decline		*-29.50%*
Trade Subsequent Editions & Reprints Editions	650	784
% Trade Subsequent Editions & Reprints Editions	13.10%	15.10%
% Growth / Decline		*20.62%*
Educational Subsequent Editions & Reprints	4052	4223
% Educational Subsequent Editions & Reprints	81.64%	81.35
% Growth / Decline		*4.22%*

Notes

- The substantial growth in subsequent editions of trade titles (20.62%) supports the positive growth in new editions. This is a healthy trend, indicating backlist development for local trade titles.
- The striking decline in subsequent editions of academic titles (29.50%) could possibly be linked to the ongoing mergers of tertiary institutions and the impact on market segmentation. This trend needs further investigation.
- There was a slight growth of 4.22% in the publication of subsequent editions and reprints for the education sector. This can be linked to the implementation of the new curricula (see time-scale below).

Time-scale for Implementing Curriculum 2005 & the National Curriculum Statement (NCS)

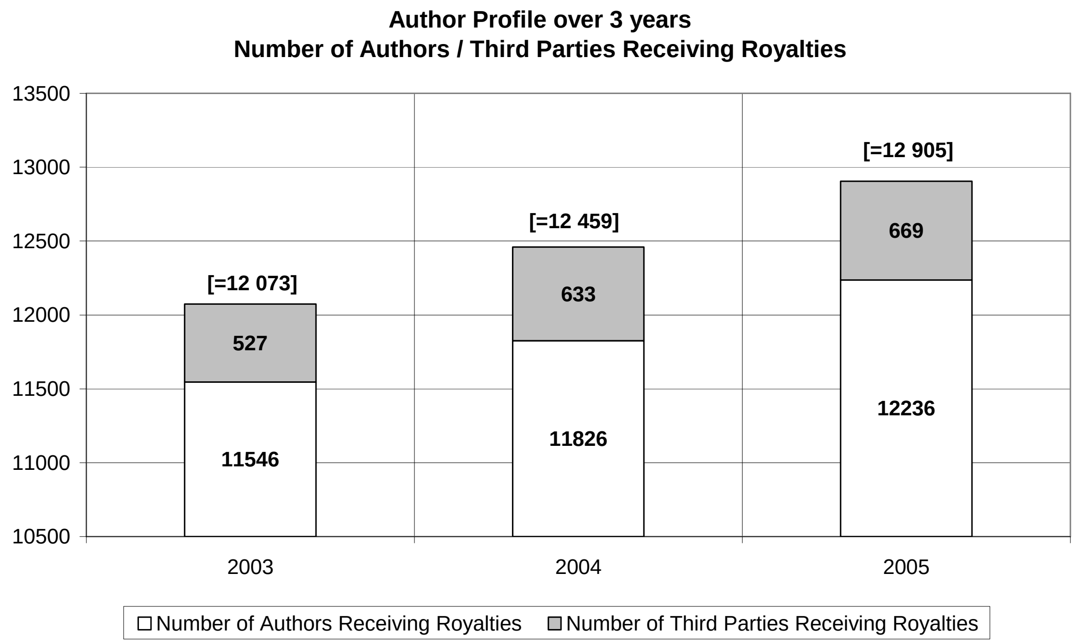
Year	Actual Implementation of new Curricula	Envisaged Implementation of Curriculum 2005	Envisaged Implementation of NCS
1998	Grades 1	Grades 1 & 7	
1999	Grades 2	Grades 2 & 8	
2000	Grades 3 & 7	Grades 3 & 9	
2001	Grades 4 & 8	Grades 4 & 10	
2002	Grades 5 & 9	Grades 5 & 11	
2003	Grades 6	Grades 6 & 12	
2004	Grades R*, 1, 2 & 3		Grades R*, 1, 2 & 3
2005	Grades 4, 5 & 6		Grades 4, 5 & 6
2006	Grades 7 & 10		Grades 7 & 10
2007	Grades 8, 9** & 11		Grades 8 & 11
2008	Grade 12		Grades 9** & 12

Notes

- The table above summarises the implementation of Curriculum 2005 and the National Curriculum Statement (NCS), comparing the envisaged implementation dates of specific Grades with the actual implementation dates.
- Educational titles were produced and submitted to the Department of Education approximately 12-18 months before the actual implementation. The timeframe for producing these titles might differ between specific publishers.
- The 33.84% decline in the production of first editions of educational titles (see Fig. 9) between 2004 and 2005, could be explained by the fact that fewer grades were implemented (and therefore prepared for submission in advance) in 2005 and 2006.
- * Grade R is gradually implemented, to be finalised by 2010.
- ** The production of Grade 9 titles had to be fast-tracked in order to be implemented with Grades 8 and 11.

Author & Royalty Profile

Fig. 11



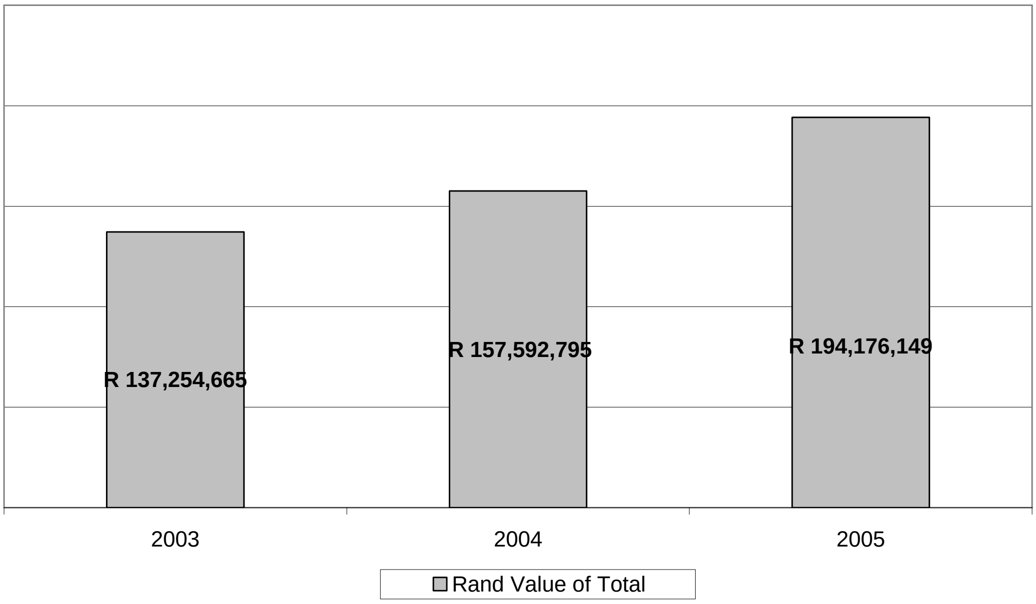
	2003	2004	2005
Number of Authors Receiving Royalties	11546	11826	12236
% Growth / Decline		*2.43%*	*3.47%*
Number of Third Parties Receiving Royalties	527	633	669
% Growth / Decline		*20.11%*	*5.69%*

Notes

- There was a continuous growth in the number of authors over the period. This indicates a positive trend of new authors coming on board.
- More third parties (including legal third parties, trusts, joint ventures and estates) received royalties over the period.

Fig. 12

Royalty Profile over 3 years
Rand Value of Total Royalties based on Total Net Turnover



Royalty Profile	**2003**	**2004**	**2005**
Rand Value of Total Royalties	R 137,254,665	R 157,592,795	R 194,176,149
% Growth / Decline		*14.82%*	*23.21%*
Average % Royalties paid out by Participating Publishers	10.12%	11.49%	12.47%
% Growth / Decline		*13.54%*	*8.53%*

Notes

- A trend of more authors and higher royalty expenditure for fewer new titles has developed.
- This trend can possibly be explained by authors earning more and/or over a longer period from successful backlist titles.
- More research must be undertaken to qualify this trend.

Employment Profile

Notes

- The figures refer to **permanent** employees on the payroll of the participating publishers.
- No breakdown could be provided for **temporary and freelance staff** because some of the large publishers could not provide a breakdown of temporary /freelance staff according to population group, gender and job categories.
- The figures do not reflect the MAPPP Seta-sponsored **internship profile** in which PASA and participating publishers are involved since 2005. A racial and gender breakdown of the interns (dominated by black interns) is available from the PASA office.
- **Job categories** in the 2002 survey differ too much from the job categories in the 2003, 2004 and 2005 surveys, therefore comparisons are only possible over three years.
- Certain **job categories** (specifically Design & Production and Marketing, Promotion & Sales) declined over the years, while others expanded. More qualitative research must be undertaken to explain this trend.
- The employment data cannot be separated into the three **book publishing sectors** (trade, educational and academic) because accumulated numbers are provided for all publishing divisions by holding companies. This aspect could maybe be addressed in future surveys.
- No correlation between **turnover and staffing levels** can be provided at this stage.

Fig. 13

Employment Profile over 3 years
Permanent Employees according to Race

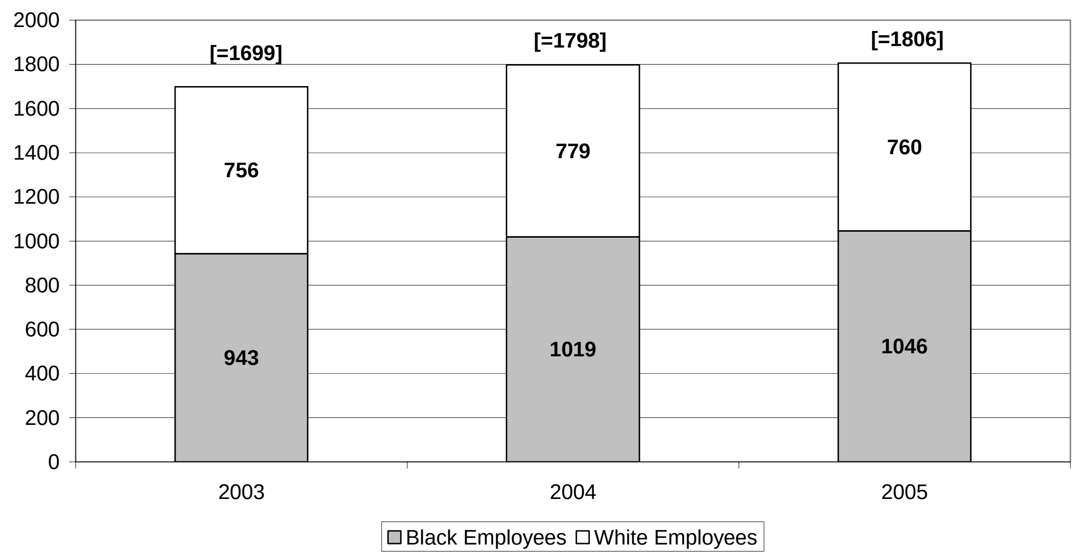
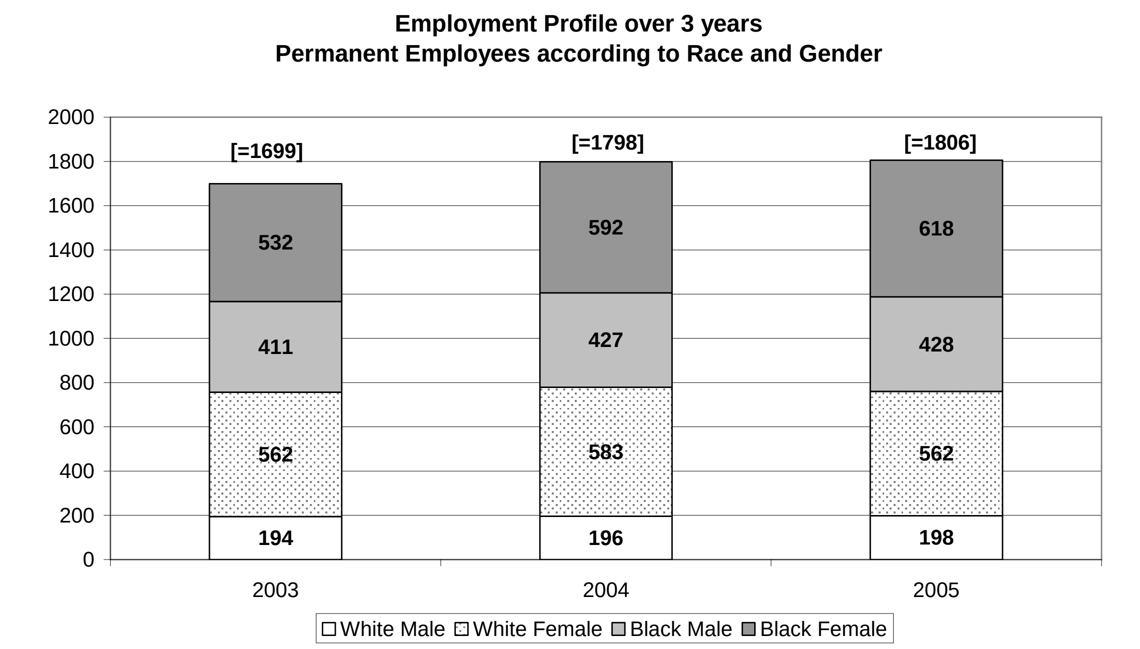


Fig. 14

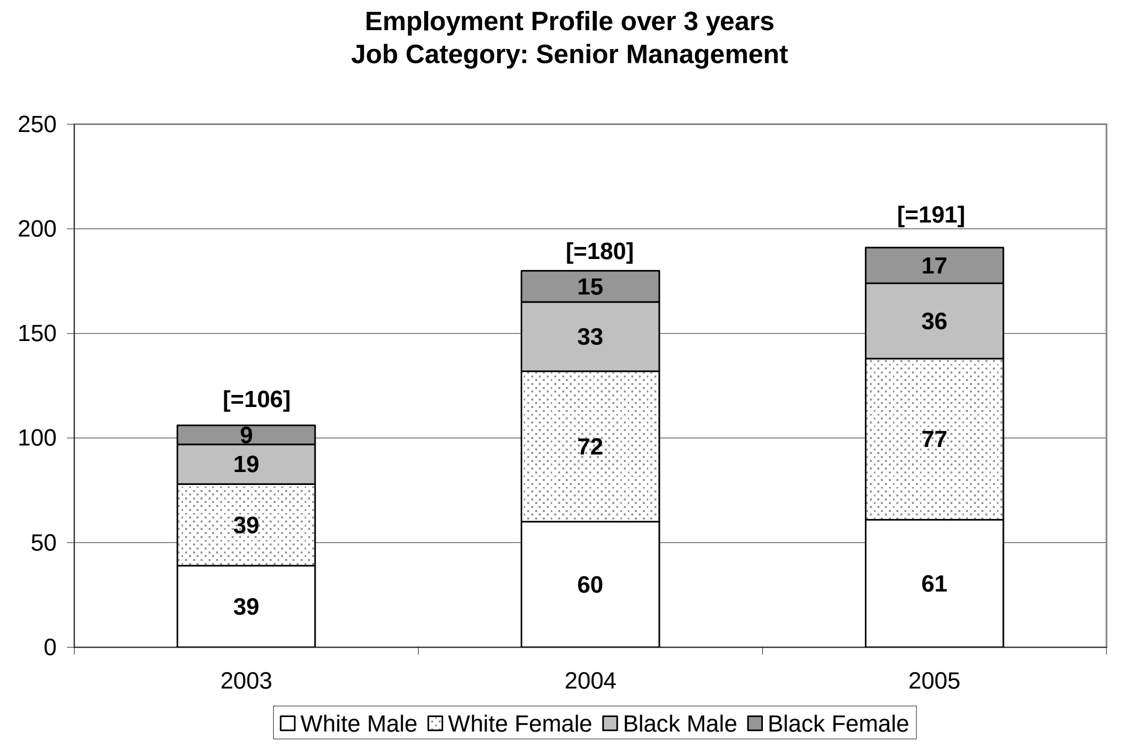


Permanent Employees	2003		2004		2005	
White Employees	756	44.50%	779	43.33%	760	42.08%
White Male	194	11.42%	196	10.90%	198	10.96%
% Growth / Decline			*1.03%*		*1.02%*	
White Female	562	33.08%	583	32.42%	562	31.12%
% Growth / Decline			*3.74%*		*-3.60%*	
Black Employees	943	55.50%	1019	56.67%	1046	57.92%
Black Male	411	24.19%	427	23.75%	428	23.70%
% Growth / Decline			*3.89%*		*0.23%*	
Black Female	532	31.31%	592	32.93%	618	34.22%
% Growth / Decline			*11.28%*		*4.39%*	
Total Permanent Employees	**1699**		**1798**		**1806**	

Notes

- There has been no significant growth in the total number of permanent employees in the book publishing industry over the period 2003-2005. The number recorded by participating companies remained below 2,000 employees. This is a competitive employment environment depending on scarce skills.
- Broadly speaking the book publishing industry consists of around 58% black versus 42% white employees. More qualitative research is necessary to establish whether this emerging trend has an impact on company culture, publishing philosophy, editorial policy and the commissioning or acquisition of content.
- A striking trend is the decline of white female staff in 2005 in comparison with the steady growth in black female staff over the period.

Fig.15



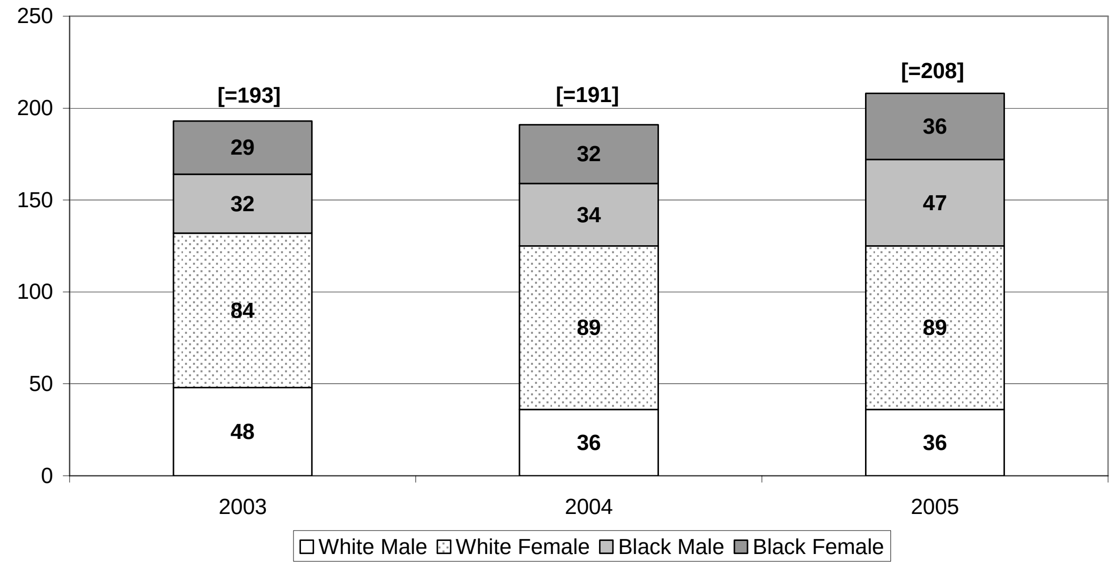
Permanent Employees Senior Management	2003	2004	2005
White Male	39	60	61
% White Male	36.79%	33.33%	31.94%
% Growth / Decline		*53.85%*	*1.67%*
White Female	39	72	77
% White Female	36.79%	40.00%	40.31%
% Growth / Decline		*84.62%*	*6.94%*
Black Male	19	33	36
% Black Male	17.92%	18.33%	18.85%
% Growth / Decline		*73.68%*	*9.09%*
Black Female	9	15	17
% Black Female	8.49%	8.33%	8.90%
% Growth / Decline		*66.67%*	*13.33%*
Total	**106**	**180**	**191**

Notes

- During 2004 there was a striking growth in the number of black male and black female employees in senior management. This trend, however, did not continue in 2005.
- In 2004 black employees constituted 26.66% of senior management. Black female employees constituted 31.25% of black employees in this job category.
- In 2005 black employees constituted 27.75% of senior management. Black female employees constituted 32.08% of black employees in this job category.

Fig. 16

Employment Profile over 3 years
Job Category: Middle Management

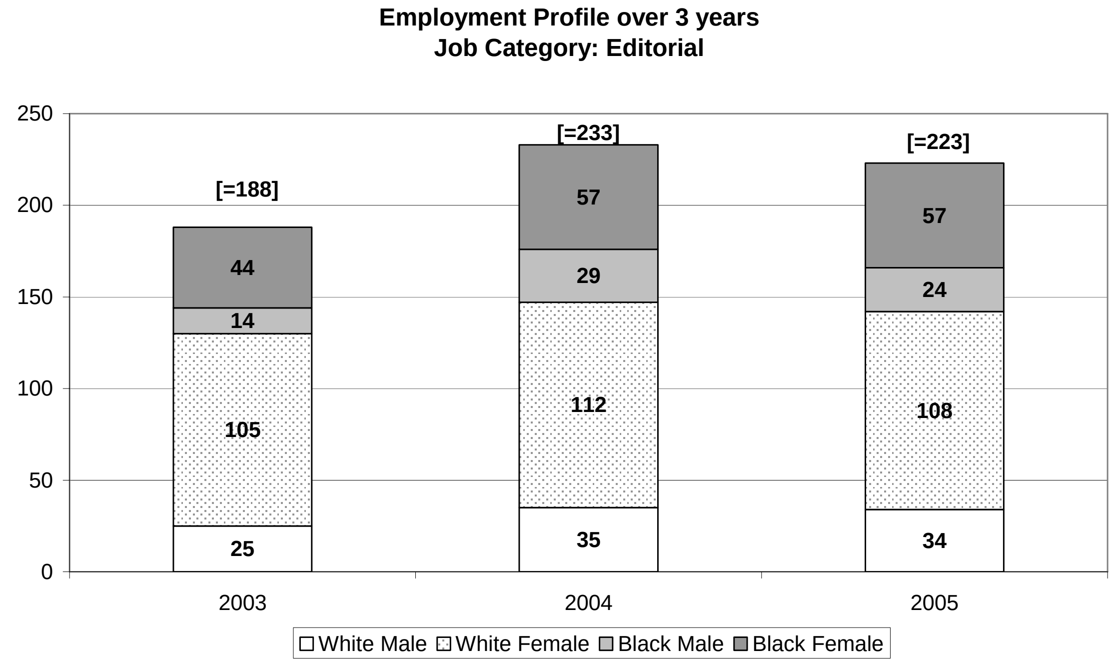


Permanent Employees Middle Management	**2003**	**2004**	**2005**
White Male	48	36	36
% White Male	24.87%	18.85%	17.31%
% Growth / Decline		*-25.00%*	*0.00%*
White Female	84	89	89
% White Female	43.52%	46.60%	42.79%
% Growth / Decline		*5.95%*	*0.00%*
Black Male	32	34	47
% Black Male	16.58%	17.80%	22.60%
% Growth / Decline		*6.25%*	*38.24%*
Black Female	29	32	36
% Black Female	15.03%	16.75%	17.31%
% Growth / Decline		*10.34%*	*12.50%*
Total	**193**	**191**	**208**

Notes

- White male employees in middle management declined by 25% during 2004 and there was no growth in 2005; there was also no growth in female white middle management between 2004 and 2005. During the same period black males in middle management grew by 38.24% and black females by 12.50%.
- In 2004 black employees constituted 34.55% of the total middle management job category. Black female employees constituted 48.48% of black employees in this job category.
- In 2005 black employees constituted 39.90% of the total middle management job category. Black female employees constituted 43.37% of black employees in this job category.

Fig. 17

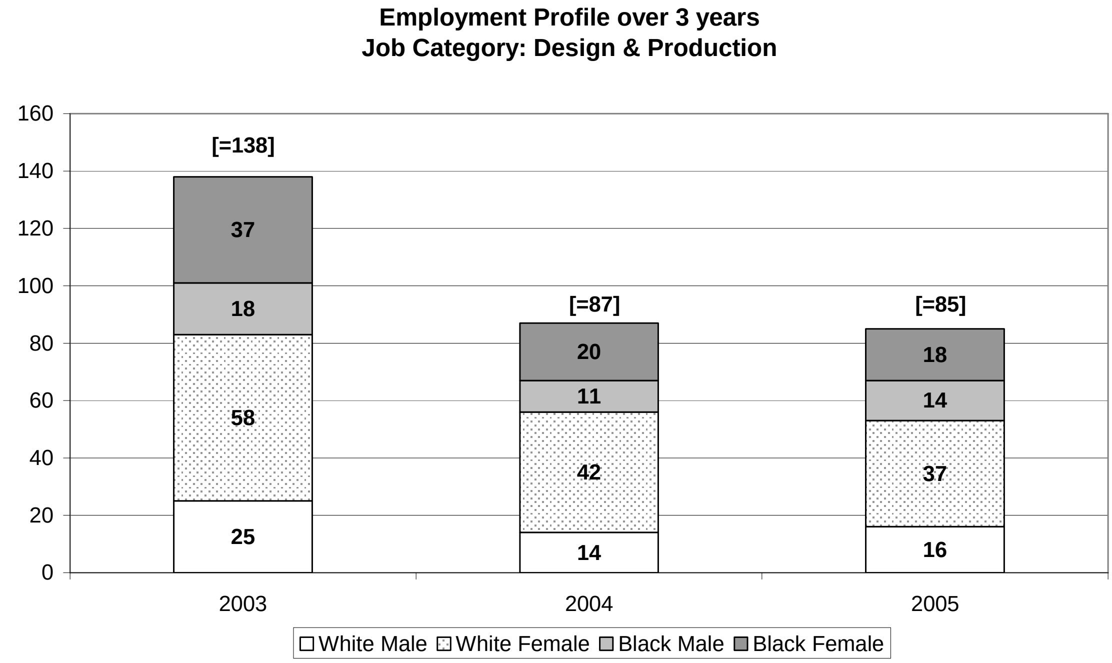


Permanent Employees Editorial	2003	2004	2005
White Male	25	35	34
% White Male	13.30%	15.02%	15.25%
% Growth / Decline		*40.00%*	*-2.86%*
White Female	105	112	108
% White Female	55.85%	48.07%	48.43%
% Growth / Decline		*6.67%*	*-3.57%*
Black Male	14	29	24
% Black Male	7.45%	12.45%	10.76%
% Growth / Decline		*107.14%*	*-17.24%*
Black Female	44	57	57
% Black Female	23.40%	24.46%	25.56%
% Growth / Decline		*29.55%*	*0.00%*
Total	**188**	**233**	**223**

Notes

- The most striking feature is the 107.14% growth in black male employees in the editorial job category during 2004 (but there was a decline in numbers in 2005).
- Black employees constituted 36.91% of editorial staff during 2004 and 36.32% during 2005.
- The ratio male vs. female in the editorial job category during 2004 was 27.47% males vs. 72.53% female. The corresponding figures for 2005 were 26.01% males vs. 73.99% females.

Fig. 18

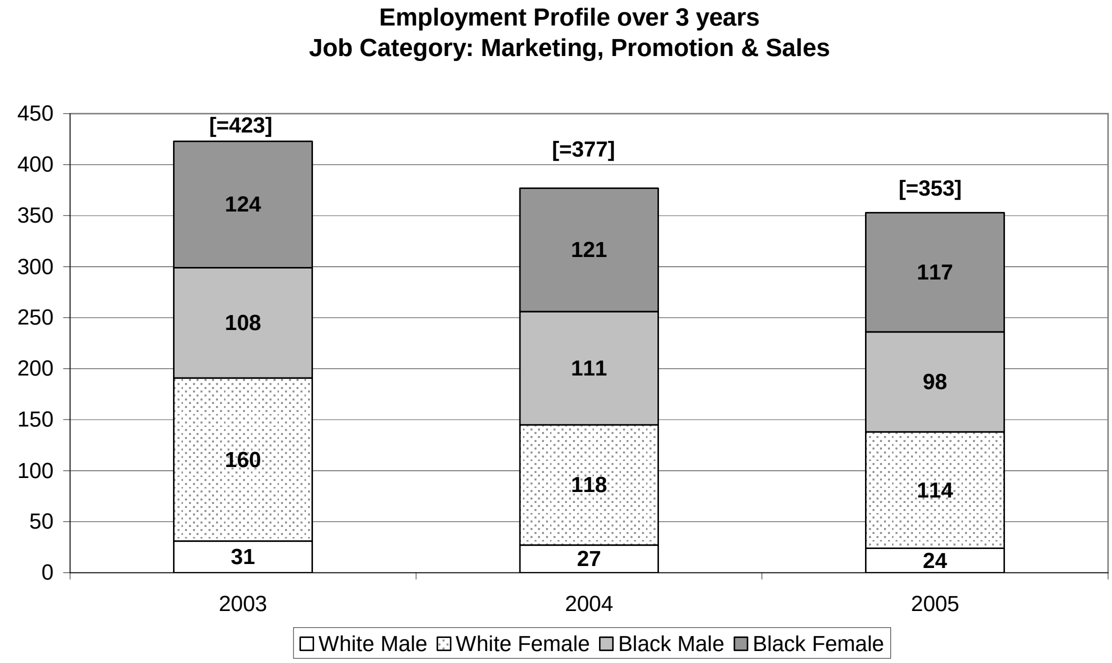


Permanent Employees Design & Production	**2003**	**2004**	**2005**
White Male	25	14	16
% White Male	18.12%	16.09%	18.82%
% Growth / Decline		*-44.00%*	*14.29%*
White Female	58	42	37
% White Female	42.03%	48.28%	43.53%
% Growth / Decline		*-27.59%*	*-11.90%*
Black Male	18	11	14
% Black Male	13.04%	12.64%	16.47%
% Growth / Decline		*-38.89%*	*27.27%*
Black Female	37	20	18
% Black Female	26.81%	22.99%	21.18%
% Growth / Decline		*-45.95%*	*-10.00%*
Total	**138**	**87**	**85**

Notes

- There was an overall decline in numbers of permanent employees in this job category over the period. Reasons for this trend should be investigated through qualitative research.
- Black employees constituted 37.65% of this job category in 2005.

Fig. 19



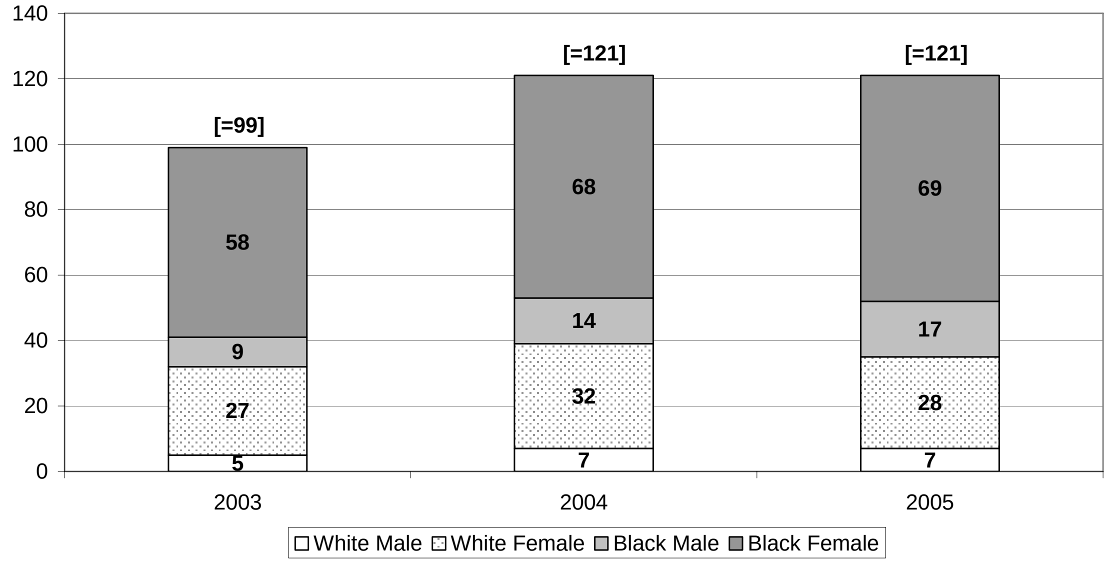
Permanent Employees Marketing, Promotion & Sales	2003	2004	2005
White Male	31	27	24
% White Male	7.33%	7.16%	6.80%
% Growth / Decline		*-12.90%*	*-11.11%*
White Female	160	118	114
% White Female	37.83%	31.30%	32.29%
% Growth / Decline		*-26.25%*	*-3.39%*
Black Male	108	111	98
% Black Male	25.53%	29.44%	27.76%
% Growth / Decline		*2.78%*	*-11.71%*
Black Female	124	121	117
% Black Female	29.31%	32.10%	33.14%
% Growth / Decline		*-2.42%*	*-3.31%*
Total	**423**	**377**	**353**

Notes

- There was an overall decline in the total number of permanent employees in this job category over the period.
- Marketing, Promotion & Sales remained the job category dominated by black employees (in 2003 they constituted 54.84% of the total employees in this job category; 61.54% in 2004 and 60.90% in 2005).
- In 2004 black female employees constituted 52.16% of black employees in this job category, the corresponding figure for 2005 was 54.42%.

Fig. 20

Employment Profile over 3 years
Job Category: Finance



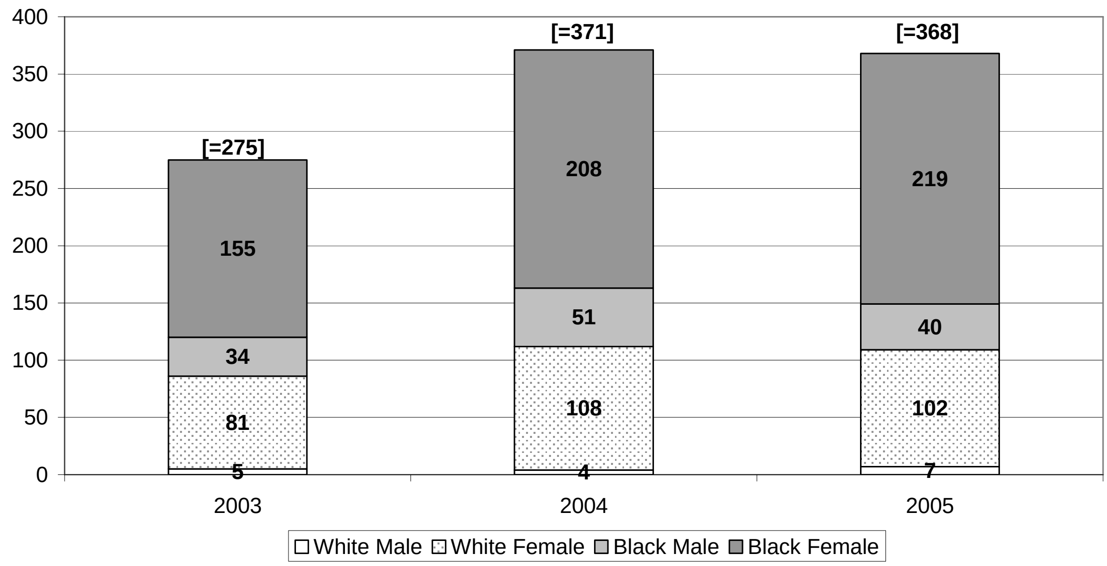
Permanent Employees Finance	**2003**	**2004**	**2005**
White Male	5	7	7
% White Male	5.05%	5.79%	5.79%
% Growth / Decline		*40.00%*	*0.00%*
White Female	27	32	28
% White Female	27.27%	26.45%	23.14%
% Growth / Decline		*18.52%*	*-12.50%*
Black Male	9	14	17
% Black Male	9.09%	11.57%	14.05%
% Growth / Decline		*55.56%*	*21.43%*
Black Female	58	68	69
% Black Female	58.59%	56.20%	57.02%
% Growth / Decline		*17.24%*	*1.47%*
Total	**99**	**121**	**121**

Notes

- There was growth in this job category between 2003 and 2004.
- Black employees constituted 67.77% of the total employees in this job category during 2004 and 71.07% during 2005.
- Black females dominated this job category: 82.93% of black employees during 2004 and 80.23% during 2005.

Fig. 21

Employment Profile over 3 years
Job Category: Admin

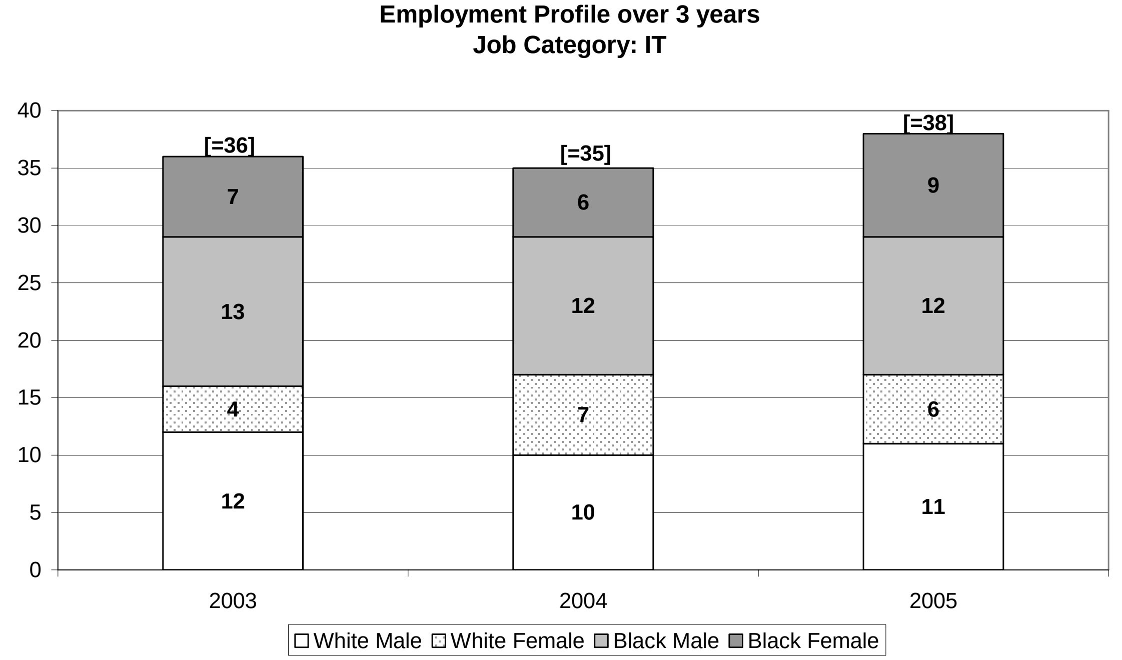


Permanent Employees Admin	**2003**	**2004**	**2005**
White Male	5	4	7
% White Male	1.82%	1.08%	1.90%
% Growth / Decline		*-20.00%*	*75.00%*
White Female	81	108	102
% White Female	29.45%	29.11%	27.72%
% Growth / Decline		*33.33%*	*-5.56%*
Black Male	34	51	40
% Black Male	12.36%	13.75%	10.87%
% Growth / Decline		*50.00%*	*-21.57%*
Black Female	155	208	219
% Black Female	56.36%	56.06%	59.51%
% Growth / Decline		*34.19%*	*5.29%*
Total	**275**	**371**	**368**

Notes

- There are more permanent employees working in Administration than in Editorial and Design & Production.
- Black employees constituted 69.81% of the total number of employees in this category during 2004 and 70.38% during 2005.
- This job category is dominated by black females. They constituted 56.06% of the total number of employees in this category during 2004 and 59.51% during 2005.

Fig. 22

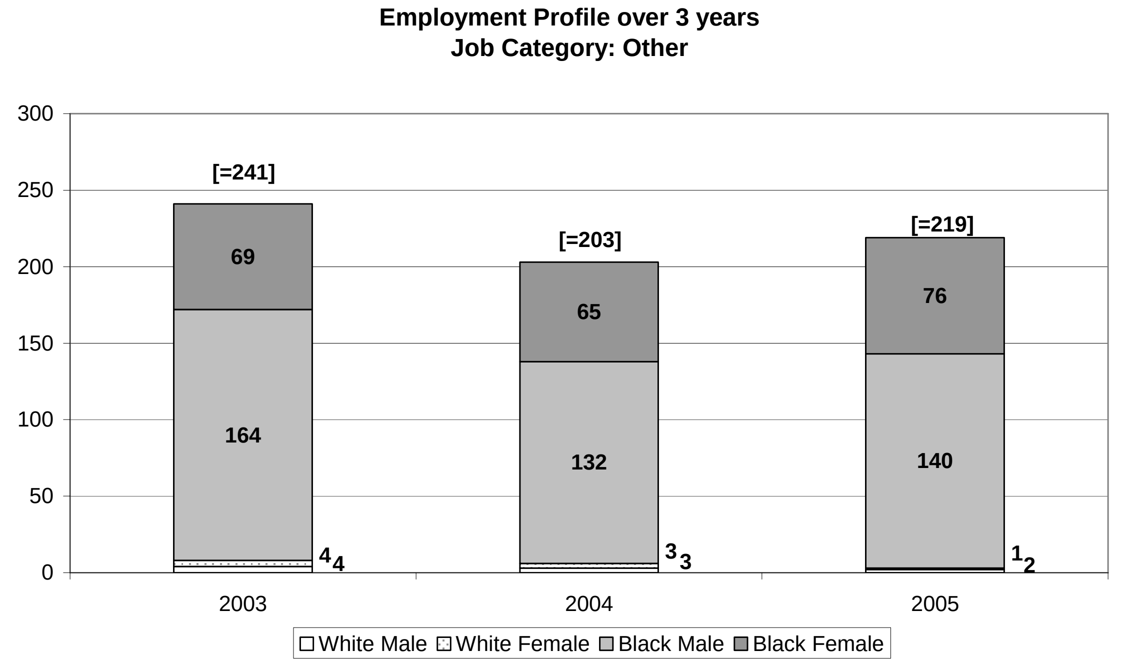


Permanent Employees IT	2003	2004	2005
White Male	12	10	11
% White Male	33.33%	28.57%	28.95%
% Growth / Decline		*-16.67%*	*10.00%*
White Female	4	7	6
% White Female	11.11%	20.00%	15.79%
% Growth / Decline		*75.00%*	*-14.29%*
Black Male	13	12	12
% Black Male	36.11%	34.29%	31.58%
% Growth / Decline		*-7.69%*	*0.00%*
Black Female	7	6	9
% Black Female	19.44%	17.14%	23.68%
% Growth / Decline		*-14.29%*	*50.00%*
Total	**36**	**35**	**38**

Notes

- IT is the smallest job category in the book publishing industry. Black and white males seem to have equal access to these jobs.
- There was significant growth of black female employees in this job category between 2004 and 2005.

Fig. 23



Permanent Employees Other	2003	2004	2005
White Male	4	3	2
% White Male	1.66%	1.48%	0.91%
% Growth / Decline		*-25.00%*	*-33.33%*
White Female	4	3	1
% White Female	1.66%	1.48%	0.46%
% Growth / Decline		*-25.00%*	*-66.67%*
Black Male	164	132	140
% Black Male	68.05%	65.02%	63.93%
% Growth / Decline		*-19.51%*	*6.06%*
Black Female	69	65	76
% Black Female	28.63%	32.02%	34.70%
% Growth / Decline		*-5.80%*	*16.92%*
Total	**241**	**203**	**219**

Notes

- According to feedback the job category “Other” includes employees working as messengers, cleaners, warehouse assistants, and in other support services.
- During 2003 this job category constituted 14.18% of the total number of permanent employees. The corresponding figure during 2004 was 11.29% and 12.13% during 2005.
- This category is dominated by black employees – in 2005 the percentage was 98.63%.

Ownership Profile (2005)

Notes

- Since 2004 the PASA Industry Survey included questions aimed at keeping track of the industry's efforts regarding this aspect of the transformation of the industry.
- The information provide here is generic and does not refer to specific sectors of the industry (educational, trade, academic publishers) since accumulated data for all divisions was provided by holding companies.

Local and International Ownership: All Participating Publishers

	% Local ownership versus % international ownership	% Local black ownership	Net turnover based on % local versus international ownership	% of contribution to Total Net Turnover of all participating publishers
Local ownership	17 Publishers (100%) 1 Publisher (98%) 1 Publisher (50%) 1 Publisher (25%) 7 Publishers (0%) [27/27 participating publishers]	2 Publishers (100%) 1 Publisher (90%) 1 Publisher (65%) 1 Publisher (51%) 1 Publisher (25.5%) 1 Publisher (18.1%) 16 Publishers (0%) 4 Publishers (not available – subsidiary of listed company) [27/27 participating publishers]	R1,221,152,947.32	57.52%
International ownership	7 Publishers (100%) 1 Publisher (75%) 1 Publisher (50%) 1 Publisher (2%) 17 Publishers (0%) [27/27 participating publishers]		R901,997,889.68	42.48%
Sub-total			**R2,123,150,837**	**100%**

Local and International Ownership: Large Publishers

	% Local ownership versus % international ownership	% Local black ownership	Net turnover based on % local versus international ownership	% of contribution to Total Net Turnover of Large Publishers
Local ownership	4 Publishers (100%) 1 Publisher (98%) 1 Publisher (50%) 1 Publisher (25%) 4 Publishers (0%) [11/11 participating publishers]	1 Publisher (90%) 1 Publisher (25.5%) 1 Publisher (18.1%) 4 Publishers (0%) 4 Publishers (not available – subsidiary of listed company) [11/11 participating publishers]	R1,142,527,767.32	58.99%
International ownership	4 Publishers (100%) 1 Publisher (75%) 1 Publisher (50%) 1 Publisher (2%) 4 Publishers (0%) [11/11 participating publishers]		R794,284,310.68	41.01%
Sub-total			**R1,936,812,078**	**100%**

Local and International Ownership: Medium Publishers

	% Local ownership versus % international ownership	% Local black ownership	Net turnover based on % local versus international ownership	% of contribution to Total Net Turnover of Medium Publishers
Local ownership	5 Publishers (100%) 3 Publishers (0%) [8/8 participating publishers]	2 Publishers (100%) 1 Publisher (51%) 5 Publishers (0%) [8/8 participating publishers]	R64,936,240	37.61%
International ownership	3 Publishers (100%) 5 Publishers (0%) [8/8 participating publishers]		R107,713,579	62.39%
Sub-total			**R172,649,819**	**100%**

Local and International Ownership: Small Publishers

	% Local ownership versus % international ownership	% Local black ownership	Net turnover based on % local versus international ownership	% of contribution to Total Net Turnover of Small Publishers
Local ownership	8 Publishers (100%) [8/8 participating publishers]	1 Publisher (65%) 7 Publishers (0%) [8/8 participating publishers]	R13,688,940	100%
International ownership	8 Publishers (0%) [8/8 participating publishers]		R0	0%
Sub-total			**R13,688,940**	**100%**

FINAL REMARKS

- One challenge for future surveys is to strike a balance between standardizing the current survey questionnaire and sample (in order to make true comparisons between succeeding years possible) and expanding the survey questionnaire and sample (in order to extract more generic industry related information from more participants).
- Current profiles should be revisited in order to define the kind of data for more in-depth analysis of the three sectors (educational, academic and trade publishing).
- Active participation by all PASA members should be encouraged, including the members in the small publisher category.
- Participation of non-PASA members should be addressed.
- An advisory committee from industry could provide input into the qualitative contextualization of specific statistical trends, based on industry-specific developments.

Dr Francis Galloway
Dr Rudi MR Venter
Prof Theo Bothma

November 2006