

BookMap

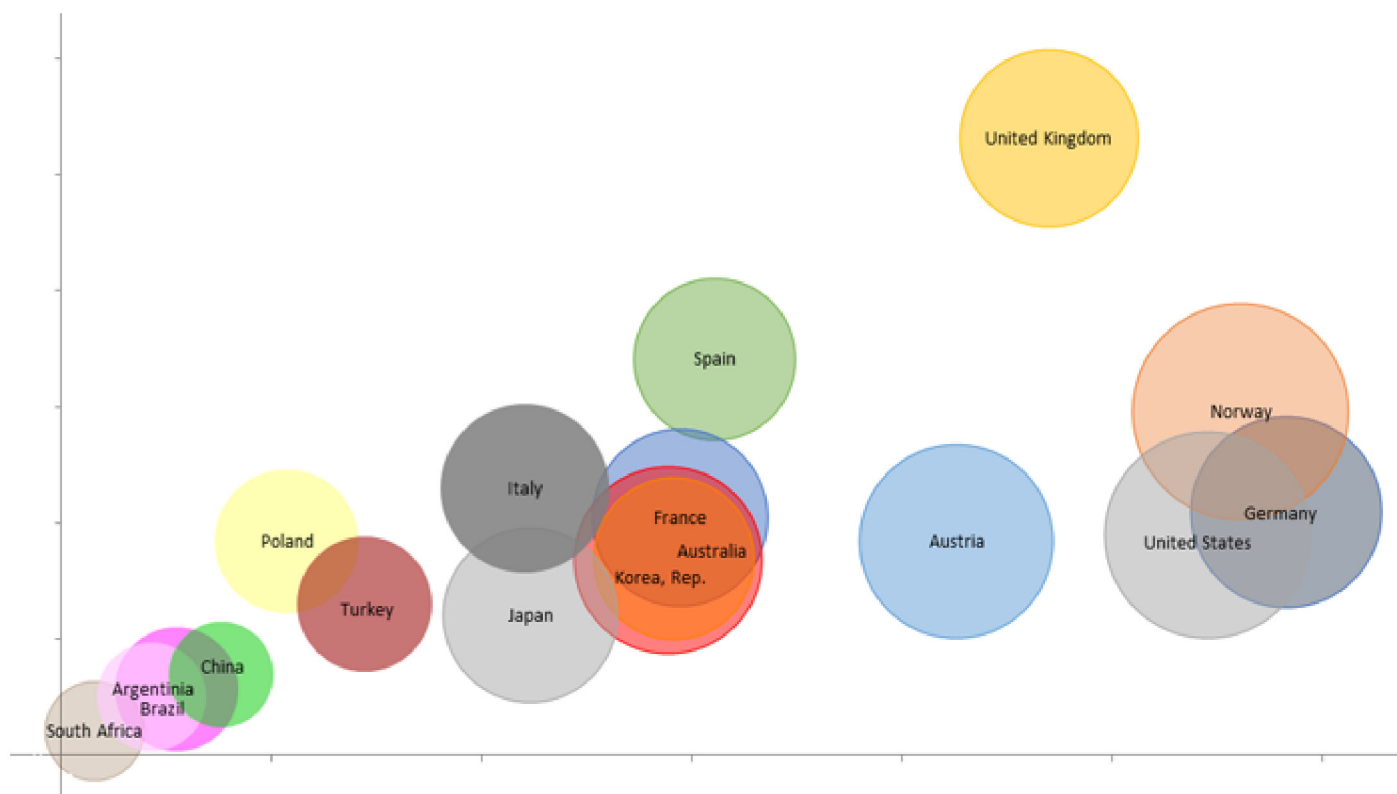
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How Big Is Global Publishing? A Bird's Eye Perspective.

BookMap Report 01/2017

By Rüdiger Wischenbart, with Mariana Bueno, Carlo Carrenho and Michaela Anna Fleischhacker

First - preliminary - edition



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The purpose of this report, and the agenda of BookMap.

How big is global book publishing, in turnover, and in title output? And why would we care to find out?

Honestly, we don't know exactly, how big overall the international book markets are. But based on the data compiled for this report, we estimate the worldwide market value at consumer prices at around 122bnEUR.¹

With this, book publishing is bigger than music, video games or filmed entertainment, roughly equal to newspaper publishing, yet clearly smaller than in-home video entertainment, which is almost double that size.

Book publishing is broadly seen to be nominally flat at best, not sliding as badly as the newspaper or consumer magazine industry, yet certainly not growing either, as are video games, in-home video entertainment, or even cinema.

Why bother about publishing statistics?

We argue in this report that we better find out in more detail how publishing is performing, as this provides a roadmap to stakeholders - not just publishers or booksellers, but also librarians, professional educators, and certainly regulators and policymakers. Having such a map is critical in times of transformation, and helping to draw such guidelines, based on the best available data, is the ambition of the newly created BookMap initiative. "*How Big Is Global Publishing*" is BookMap's first publication.

For this study, we purposefully use a conservative approach to how we define publishing. The numbers in this study include consumer books (print and digital), educational as well as professional and scientific (STM). Hence we aim at covering revenue from books - as individual titles - as much as journals, and therefore more and more often content from digital repositories. We draw a line though, against revenue from newspapers, consumer magazines or newswire services.

When it comes to title output, however, the data which we collect, refer to books, and ideally books from publishers. We tend to not include self-published literature. This is not to ignore the tremendous expansion of such 'independently' created works, by individuals or by organizations. But we simply lack any meaningful data, and sources, for a solid assessment of this new, and important sector.

Overall, we are very much aware of how the lines of distinction between 'publishing' or 'books', and other media, user-generated content, privately stocked and commercialized information, and much more are blurring.

At the same time, we observe that access to books, for reading, learning and building knowledge, has expanded from being a privilege to people in a few, mostly Western, urban middle-class populations. It has instead become a global resource, embraced by billions of people around the globe.

But at the same instance, we recognize that the reach of published products and services does not expand by any means as much as such an enlargement would anticipate. On the contrary, overall, the data that we could collect, point at a sector, that may shrink. We will discuss this paradox as we introduce the data in this report, especially by factoring in the impact of inflation in case studies on around one dozen countries.

A note of caution on sources, data challenges, and methodology

Our primary sources for figures are professional trade organizations, and trade publications, from the publishing industry, plus a few public institutions. Even so, we must recognize that we lack any standard definitions of what is to be counted as publishing, as a title, or for what is included by national data aggregators, and what not. Confronted with inconsistent data, we did our best to verify, for each number, what it represents. But we must be clear that in many instances, we had to work with estimates, extrapolations, and also with figures that are between one and five years old. What we put into this report is the best that we could find.

Therefore we see this study not as a final exercise, but as an ongoing process. We included some basic clarifications in this first, preliminary version of this report. A fully annotated version will be added later on, probably in November 2017, at www.bookmap.org, where interested users can subscribe to alerts and updates.

In this perspective, we highly encourage critical feedback and apologize for any mistakes.

Our gratitude goes to the many colleagues and organizations who spent significant time and effort to share data and clarifications, to properly understand and represent these data. Without such broad support, this study would not have been possible to research.

Specific thanks are directed at Carlo Carrenho of PublishNews and Mariana Bueno, who provided critical help with the country calculations in the case study section, as well as to Miha Kovac, co-founder of BookMap.

The current publication and the required research has been entirely financed by Content and Consulting, and executed by its team, Michaela Anna Fleischhacker and Julia Coufal.

Rüdiger Wischenbart

Vienna, September 2017

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1. Our estimate for 2015/2016 in this report is slightly more than the €117 billion from our estimate of five years ago. The change is largely due to having better data, especially for India, plus growth in China.

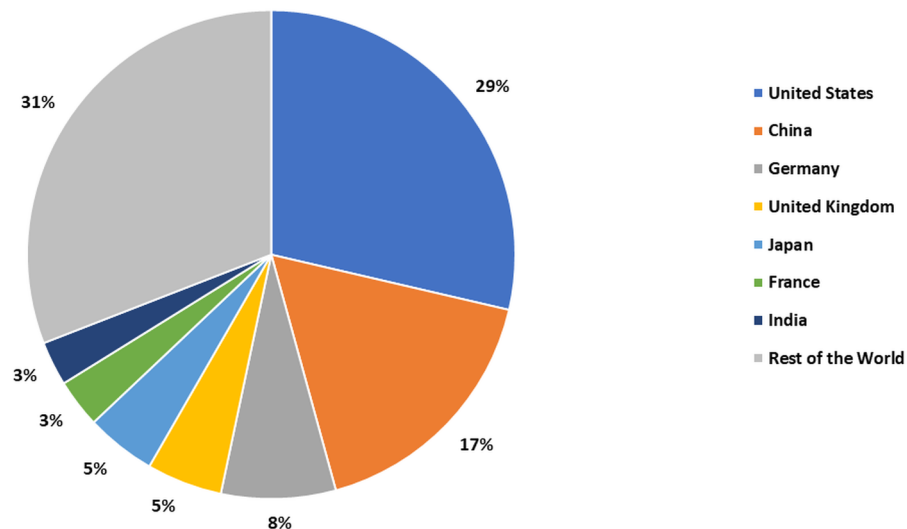
The 20 biggest book publishing markets worldwide

Global book publishing, like most major industries, is not a level playing field.

The three largest book publishing markets worldwide, the United States of America, the People's Republic of China, and Germany, are located on three different continents, with each shaping the industry in an entire region. Between themselves, the three countries account for over half of the value of global publishing at consumer prices.

Together with the following four markets, the United Kingdom, Japan, France and India, more than two-thirds (69%) of publishing is covered.

**Top 7 largest publishing markets
(by market value, in % of World, 2015/2016)**



How Big is Global Publishing 2017 – © 2017 by www.BookMap.org & Ruediger Wischenbart Content and Consulting

Chart 01: Top 7 markets worldwide. Various national sources.

Snapshot: 20 of the world's biggest publishing markets by turnover

The ambition to build a list of the 20 largest publishing markets leads into treacherous terrain.

India, with a population of 1.3bn, and France, with a comparably modest 67m, each add 3% to global publishing, in terms of money spent by consumers.

The size of a population is mirrored by book markets to a much lesser degree than a given population's wealth, and subsequently its access to education. India's GDP of 2.5 trillion USD (which allows 7,153 USD per capita, in GDP PPP), is topped by France with 2.8 trillion USD (43,652 USD per capita).

According to the only available figures, from 2013, in Indonesia, a population of 261m (and a GDP per capita, PPP, of 3,895 USD), seems to have spent less money on books than the 8.8m inhabitants of Austria (with a per capita GDP, PPP, of 44,561 USD).

Furthermore, we could not find any usable statistical data on publishing in Africa, except for South Africa, and very little on the Middle East. Even within Europe, the most basic data are scarce for numerous countries.

So, the top 20 table that we can come up with, must be taken with a grain of salt. But we are confident that despite whatever blank that we could not fill, this table is providing a representative snapshot of global publishing today.

But beyond these unfortunate limitations, we succeeded to produce a wide panorama of countries of different size, culture, and affluence, across America, Europe, Asia and Australia.

At this point of our exploration, we have a fair amount of additional data from a lengthy list of markets, which however are not complete, or not clear, enough in our understanding to justify an inclusion in our list.

These limitations must be improved, of course, and we emphasize them in order to encourage feedback, and input, to become more representative in subsequent editions of this report.

	Country	Market value at consumer prices (m EUR)	Year
1	United States (*)	€ 35,014	2016
2	China	€ 20,914	2015
3	Germany	€ 9,276	2016
4	United Kingdom (**)	€ 6,119	2016
5	Japan	€ 5,676	2015
6	France	€ 3,922	2016
7	India	€ 3,594	2015
8	Korea (***)	€ 2,974	2012
9	Spain	€ 2,889	2016
10	Italy	€ 2,680	2015
11	Turkey	€ 2,262	2014
12	Canada (*) + (****)	€ 1,822	2016
13	Brazil (*) + (+)	€ 1,776	2016
14	Australia (***)	€ 1,373	2013
15	Netherlands (***)	€ 1,318	2013
16	Russia (+)	€ 1,168	2016
17	Taiwan	€ 855	2013
18	Poland	€ 817	2015
19	Mexico (*)	€ 791	2015
20	Austria (***)	€ 735	2014
	World (estimate)	€ 122,000	2015/16
(*)	Extrapolated from publishers' net revenue, by adding a markup of 45%		
(**)	Adding up domestic market value, physical and digital, at consumer prices, plus exports in publishers' net revenue		
(***)	Latest available year: Korea 2012; Turkey 2014; Australia 2013, Netherlands 2013 (for later years, only trade figures available), Austria 2014,		
(****)	Extrapolation from former Canada Stats Office and current BookNet Canada reports		
(+)	Strong currency effect		

Table 01: 20 of the world's largest publishing markets, in market value (m€), by country. Estimates and extrapolations for this report.

Notes on the applied methodology

The best available data that we could find, report either publishers' net revenue, or alternatively, the market value of consumer, or retail, prices. For the purpose of our table, market value was the more relevant indicator, as it portrays a country's spending on books and related publications.

Based on extrapolation of countries reporting both, we came to add a markup of 45% on publishers' net revenue, for a market value estimate.

Only for a few countries, book exports are relevant enough, by comparison to the turnover in the domestic market, to matter in scope for a panorama snapshot as was the goal with this table. Also, exports are usually included in the number of publishers' net revenues,

which is agnostic for where the product is shipped to. In the specific cases of the United Kingdom, the world's biggest exporter of books (and other output of Cultural Industries), and of Spain, which still owns much of Latin America's spending on books, we could add exports, as net sales, to the domestic turnover in market value at consumer prices.

For many countries, it is difficult to assess to what extent turnover from professional and scientific publishing is included in the reports from trade organizations. This is even more of a challenge, as much of this segment – both STM and some of the top level technical, legal or financial literature - is created, produced and distributed along international exploitation practices. Consolidating, or retro-engineering data reports from STM into our sources has been clearly beyond the scope of our approach.

Overall, we aimed at using the most recent available data, preferably covering 2015 or 2016. For a number of countries, however, we could only find earlier data. We decided that the past five years, going back to 2012, were still acceptable.

Currency effects have once again begun to have a significant impact, particularly for any comparison across regions. For the purpose of the above table, which has been established in Euros, exchange rate effects have in one way or another been relevant, and especially so for countries like Russia, Brazil, Mexico or China. Balancing these effects within this table did not seem to be an option within this table. Instead, we chose to add to this study an entirely different, second perspective, by building a second set of data, and figures, altogether, to portray relative market developments, year-on-year in %, based on respective local currency data, in a separate chapter of this study.

Factoring in the impact of inflation

In the second and third part of this report, we analyze, and compare, the performance of around a dozen international publishing markets over the past decade.

Most national reports that we could collect, just add up a nominal turnover, that's the reason why we chose to factor in the impact of inflation.¹

One could ask why to bother deflating historical data series from markets where the inflation is low. The answer is simple: even if the inflation is low, when it accumulates over the years, it can easily escalate to not-so-low figures. For instance, if a country has 2% annual inflation for ten years, it means that its market values after a decade should be discounted approximately 18% if they were to be compared to figures from a decade before.

Therefore, any accurate analysis of long-term historical series should consider inflation, or it is going to be an apples-and-oranges comparison. And if the idea is to compare different markets, the need for deflating is even bigger. Consider two stable markets in current prices with different inflation – it is obvious that the country with higher inflation is losing ground to the country with a lower devaluation index, despite the fact that current prices show both of them stable.

The final conclusion is that any study that wants to compare currency figures in different years from the same market must deflate its numbers. And the same is valid if historical series of two or more markets are being compared to each other.

Why use the IMF's data

In order to calculate inflation, any institute, foundation or government must first determine a basket of products and services to be studied and have their prices accompanied

overtime. The variation of the prices of such basket is, therefore, the inflation index. Should two organizations use two different baskets, *voilà*, they will end with different inflation indexes.

Keeping this in mind, when this study started, the most important question posed was: "Which indexes should we use?" At first, it seemed natural to use official indexes from each market's government, after all, what could be more reliable? There was a problem, however, since each government uses a different basket to calculate its inflation index, and that makes the inflation indexes not comparable between themselves. Imagine an inflation index based much more on products than on services applied to figures that would be comparable to data deflated by an index much more based on services. The result, again, would be a comparison of apples and oranges.

It was necessary, therefore, to find an index that was calculated in the most coherent way for all the countries, and that allowed comparison between them. The solution was to use the International Monetary Fund's indexes since this organization tries as much as possible to present an index calculated in the same way and based on similar baskets. The IMF's indexes, therefore, do differ from individual official inflation rates from the studied markets, but they are meant to allow comparisons between them. This fact, plus the completeness of IMF's charts and the worldwide recognition of IMF were the key factors for the decision to use its inflation indexes in this study.

1. Data compilation for this section has been done by the team of Content and Consulting, while calculations on deflating were executed by Mariana Bueno and Carlo Carrenho of PublishNews.

Spotlight on key market parameters and contexts

The size and the scope of a country's publishing industry are not only reflecting the number of inhabitants - or consumers, readers, and learners -, but as much a number of demographic, social, cultural and, most of all, economic parameters.

A country's wealth strongly defines possibilities of its people to get educated, purchase books, or access them in well-stocked libraries. But also cultural and historical contexts matter. Only a few countries are strong exporters of books internationally, beyond eventual neighboring countries which may share the language. Exports to more distant territories usually relate to past imperial connections, as is the case with the United Kingdom, by far the world's leading exporter of books, and other cultural goods and services, or Spain, as it controls traditionally much of publishing in Latin America.

The United States' publishers have not extended their international commerce in books, partly because the leading houses tend to organize this from their London based branch offices, but also because a huge domestic market makes the overseas business appear as a challenging, far away possibility.

In return, some countries, like India, are important recipients of the international business activities.

The following chart is visualizing some of these correlations. It relates consumers' money spent on books, with the title output of publishers (including both their domestic business and their exports), and the GDP (PPP) as an indicator of wealth. To allow comparisons between countries of various size and wealth, all parameters are represented on a per capita basis.

The chart clearly distinguishes several patterns and groups of countries. To its right, the figure highlights countries with strong publishing industries, or book consumption, or both. This is the case in the UK - high up due to its title production, and far to the right, as we added up domestic consumption and revenue from exports. Germany and the US find their respective positions as strong domestic markets. The representation of the US requires mentioning that we only included the title output from publishers, not self-published literature. Had we added the over 700,000 independently published titles, then the US would form a category of its own, even higher up than the UK.

Norway has a particularly significant title output per capita, as cultural activities are encouraged by government subsidies, and a high-value market, reflecting generally up-scale price levels.

Austria stands out as an example for several smaller European countries with a much bigger neighbor of the same language. The spending on books is significant, but they are mostly imported from German publishers. The domestic title output reflects available government subsidies for smaller publishers.

In the center of the figure, we find a collection of midsized to large wealthy markets. Remarkably, most countries of this groups became weaker in market turnover, and partly in title production, since we did this chart for the first time some 5 years ago. Spain stands from the group out by its title production, which reflects overseas' demand for Spanish books.

Turkey is one of the few examples of a country that has almost caught up with the 'bookish elite' club in the middle. Poland represents a mid-sized country and economy, with some challenges typical also for the region of Central and Eastern Europe.

To the lower left, we see a series of 'emerging economies', including the so-called BRIC group (Brazil, Russia, India, and China) which had been much hyped in the early 2000s, with overstated expectations of growth. Today, they can be seen with more differentiation, developing along at least two different trajectories. One, led by China, indeed has continued to grow. Others, with especially, but not only, Russia, the crisis of 2008 has ended the initial expansion, with a recovery, or at least stabilization, to be seen only since 2013 or 2014.

India's book market continues to grow, comparable to China, yet with special - Indian - low pricing, huge imports, whereas China could build a strong domestic sector. In India, publishing in local 'Indian' languages has gained momentum only recently.

In Brazil, as we will detail in the next chapter, much of the early growth in turnover could largely just compensate inflation. Mexico, and to a lesser degree Argentina, are examples of recent government encouragement for local publishers, to strengthen the country against an overweight of imports, but together with other Latin American countries with similar ambition, a long and economically probably winding road is expected ahead.

Overall, albeit not visible in the graph, we expect that particularly for the countries in the lower left, the current digital transformation of not just publishing, but the entire universe of media, content, and communication, may find new role models, other than that of the traditional book market, to satisfy their hunger for access to knowledge, education, and entertainment. This can be seen by comparing the traditional, 'old world' knowledge providers, with today's shift to mobile access to information and communication. We see this as one key topic for future research, even as it leads beyond this first BookMap report, which is focused just on the traditional publishing sector.



Chart 2: Relating title production, spending on books and GDP, per capita, in 17 selected countries. Various

The turnover of publishing markets and the annual title output (new titles and re-editions) are based mostly on data from 2015 and 2016. For Turkey, only 2014 numbers could be found. For Korea, we could only find data for 2012. In several cases, we had to extrapolate from figures reporting publishers' net revenue (e.g. the US, France, Brazil or Poland). For Canada and the Netherlands, we could not consolidate and extrapolate the available figures limited to consumer book publishing in a way to reliably represent the entire market.

While our market research was consolidated in euros, we used the standard US dollar values for GDP (PPP) per capita, based on World Bank data.

Country	Total market value per inhabitant (EUR)	New titles & re-editions per 1 m inhabitants	GDP 2015 per cap. PPP (USD, Worldbank)
Germany	117 €	1,047	\$ 47,999
Norway	112 €	1,481	\$ 62,053
United States	109 €	950	\$ 56,207
United Kingdom	94 €	2,656	\$ 41,767
Austria	85 €	919	\$ 49,419
Spain	62 €	1,706	\$ 34,696
France	59 €	1,022	\$ 41,178
Korea, Rep.	58 €	846	\$ 34,422
Australia	58 €	839	\$ 46,476
Japan	45 €	601	\$ 40,686
Italy	44 €	1,151	\$ 37,255
Turkey	29 €	648	\$ 24,054
Poland	22 €	919	\$ 26,856
China	15 €	347	\$ 14,448
Argentina	11 €	284	\$ 20,170
Brazil	9 €	252	\$ 15,615
Russian Federation	8 €	812	\$ 23,703
Mexico	6 €	237	\$ 17,244
South Africa	3 €	104	\$ 13,321
India	3 €	323	\$ 6,127
World (estimate)	17 €	n.a.	\$ 16,329

Table 02: Top 20 PubMarkets 02 (2012-2016)

Market trends and developments 2007 to 2016

To put the performance of various publishing markets into a perspective, we will now map three groups of countries over the period of the past decade:

- The six biggest publishing markets worldwide: US, China, Germany, UK, Japan, and France;
- Four emerging economies: China, Mexico, Brazil and Russia; and
- Five non-English markets in the European Union: Germany, France, Poland, Spain, and Italy.

In order to draw a picture that is not distorted by currency effects - which have become significant in recent years -, nor by inconsistencies between each country's respective reporting of industry statistics, we chose to track relative growth, year-on-year, in percent, of either publishers' net revenue, or market value at consumer prices, whatever was available with the most authoritative data, and deflated by incorporating the annual rate of inflation in a country. (See above in the chapter introducing our approach to analyzing the world's 20 biggest publishing markets, for a more detailed account of the applied methodology).

The result is a wide panorama of global publishing, which reveals a few uncomfortable insights:

- Overall, only very few markets, even among the emerging economies, could show continuous robust developments;
- The two leading English language markets, the US and the UK, albeit declining once inflation is factored in, are set on a largely sustainable course;
- In most other countries, the publishing sector is clearly struggling, even as in a few cases, like Germany and France, and to a degree in Spain, the downward movement may have stopped, or at least slowed down.

Close-up 1: The six biggest publishing markets: US, China, Germany, UK, Japan and France

In this group at the top of our overview, only China has seen a continuous expansion of its publishing industry, which is well in sync with the country's overall development, especially in the media and content industries. In the past decade, China had become the world's second-largest book market, right behind the US, overtaking Japan and Germany.

**Comparing the 6 biggest markets:
The United States, China, Germany, Japan, the United Kingdom and France
(2008 to 2016, contant prices, relative in %, y-o-y)**

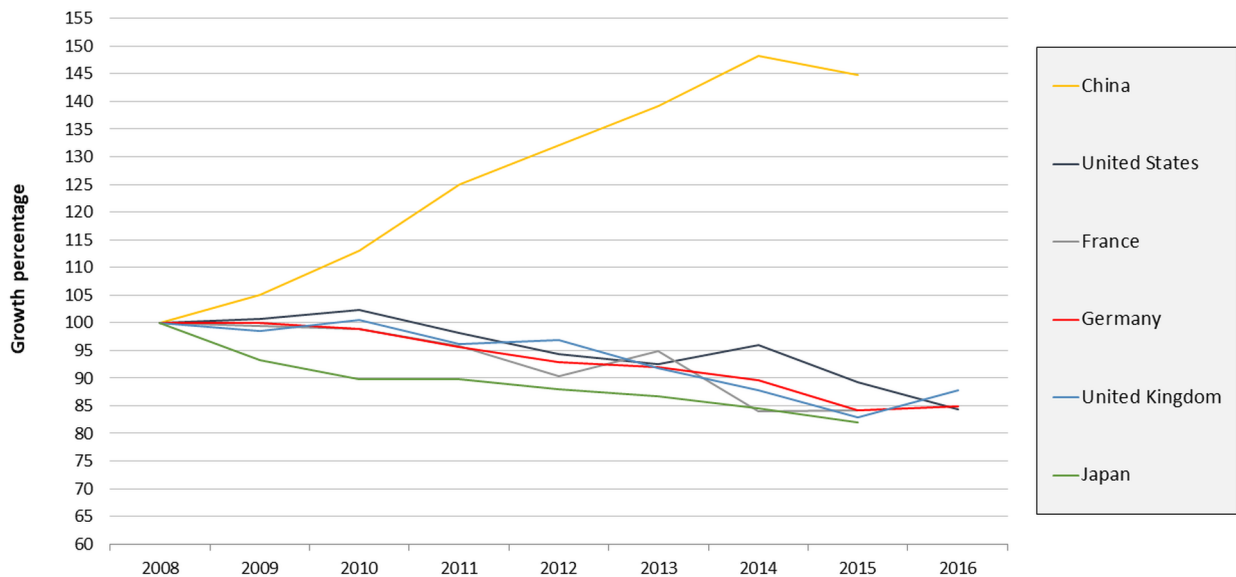


Chart 3: The 6 biggest publishing markets, in %, year-on-year, at constant prices, 2008 to 2016. Source: Statistics from national professional industry organizations.

Germany has reported largely flat figures over the past decade, but these accounts had not included the impact of inflation, yet with a slight upswing most recently.

The dive, with inflation factored in, was steeper at first in the UK, or in France, but has been slightly reversed lately.

Japan is witnessing a continuous decline for some time now.

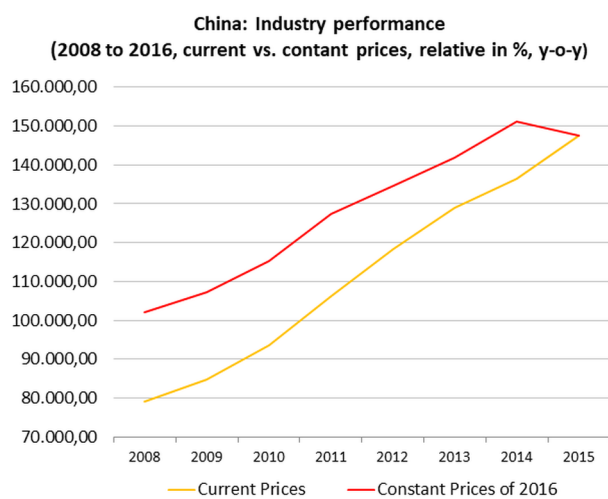
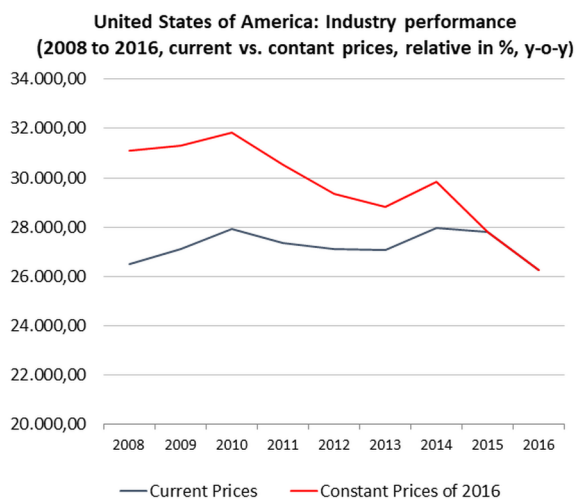


Chart 4: Country close up United States and China.

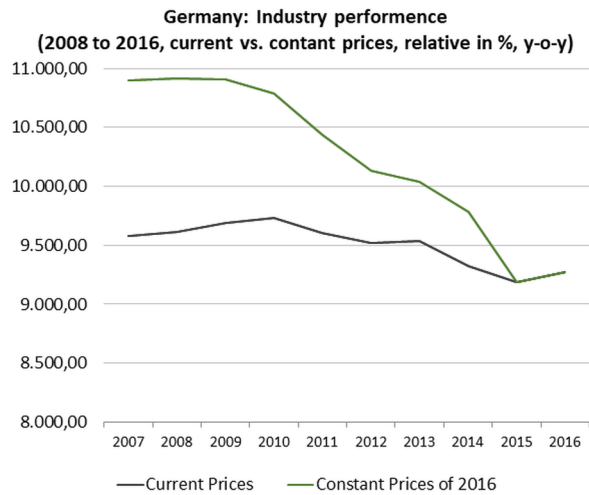
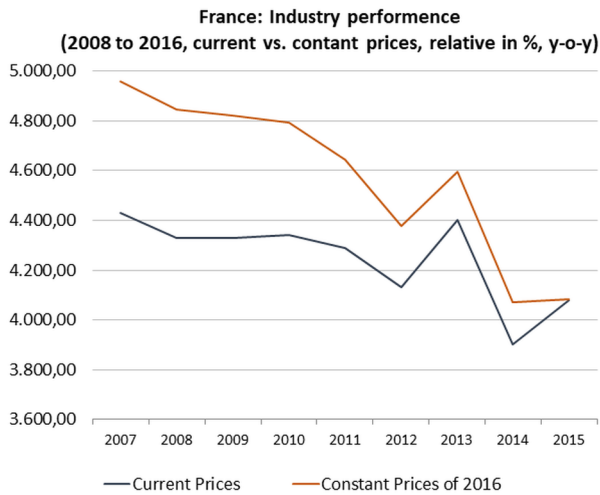


Chart 5: Country close up France and Germany.

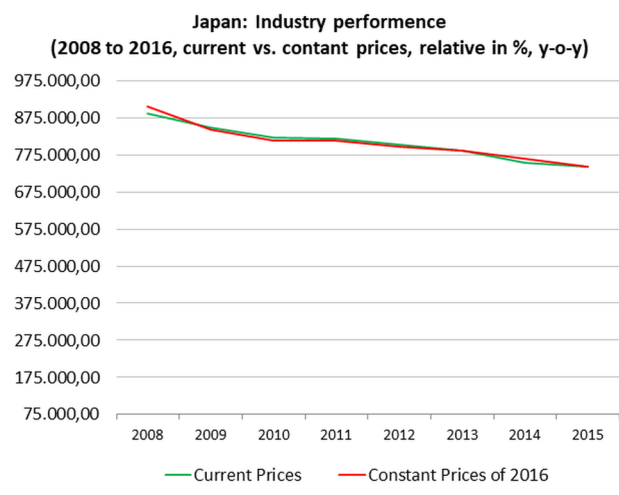
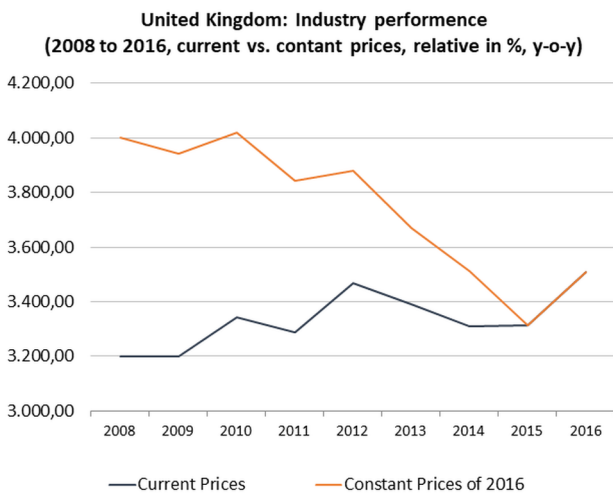


Chart 6: Country close up United Kingdom and Japan.

Close-up 2: Four emerging markets: China, Brazil, Russia and Mexico

The development in different emerging markets could hardly be more diverse. Between a rising China, and a dwindling Russia, countries like Brazil or Mexico could generate nominal growth for some time, yet with important economic strains since 2013. But this positive growth largely compensated the loss from inflation.

**Comparing 4 emerging markets:
China, Mexico, Brazil and Russia
(2008 to 2016, constant prices, relative in %, y-o-y)**

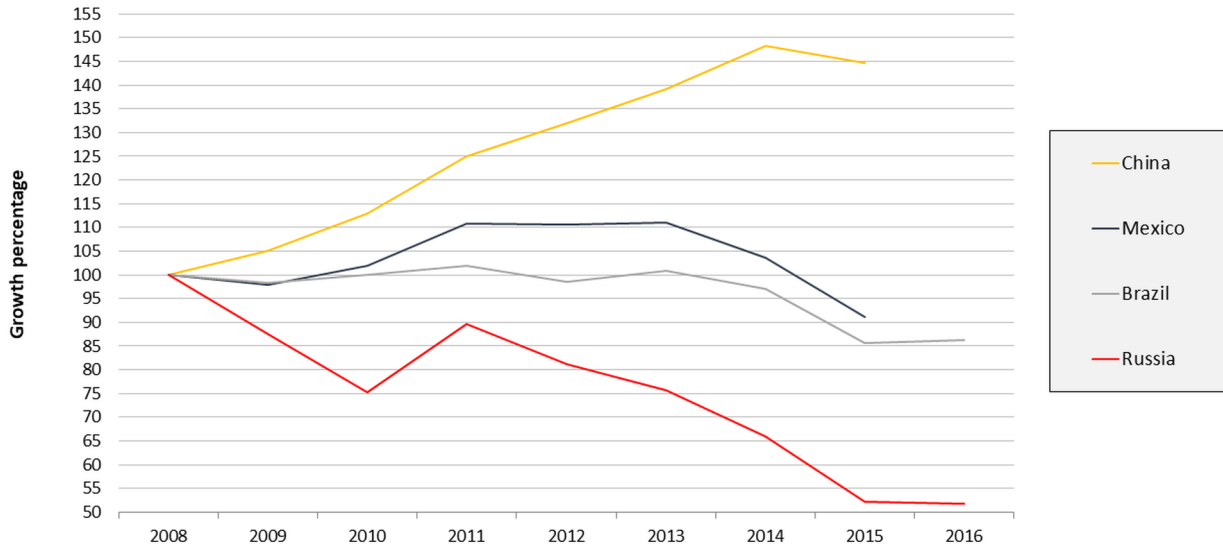


Chart 7: Four emerging markets, in %, year-on-year, at constant prices, 2008 to 2016. Source: Statistics from national professional industry organizations.

In view of data from a few more countries of this group, like Turkey, or Argentina, a more in-depth additional analysis should be generated, to better understand both domestic contexts, and impact from imports, to produce a realistic assessment of driving forces, and opportunities for a sustainable perspective.

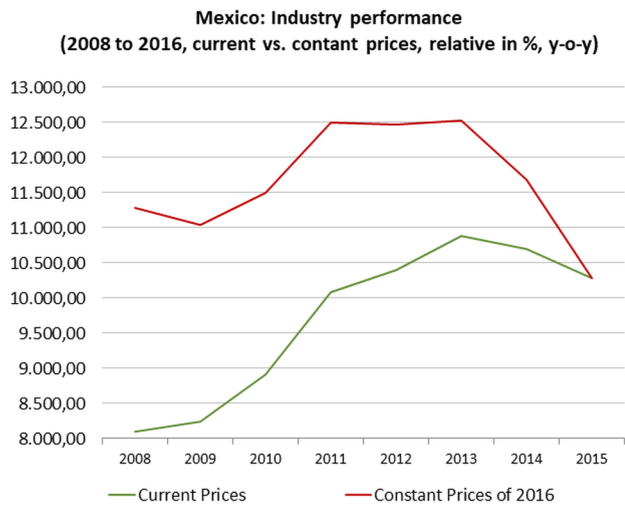


Chart 8: Country close up China and Mexico

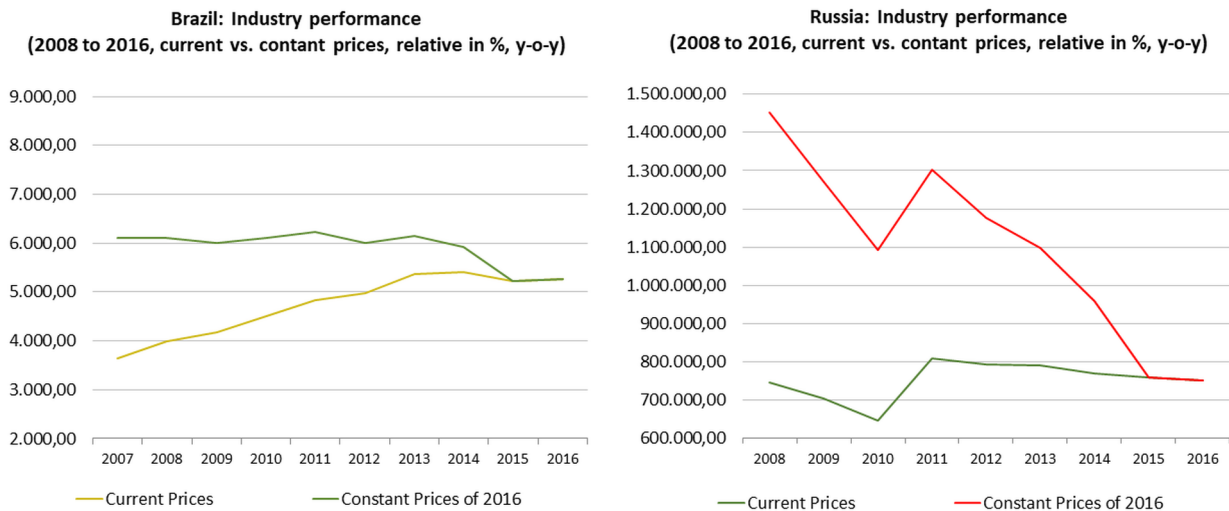


Chart 9: Country close up Brazil and Russia

Close-up 3: Five non-English markets in the European Union: Germany, France, Poland, Spain and Italy

Domestic reports on most markets in continental Europe often expressed relief, as national statistics seemed to hint at positive news after years of negative growth. In a long time view, covering the last decade, and adding effects of inflation, the resulting picture is more of a mixed bag.

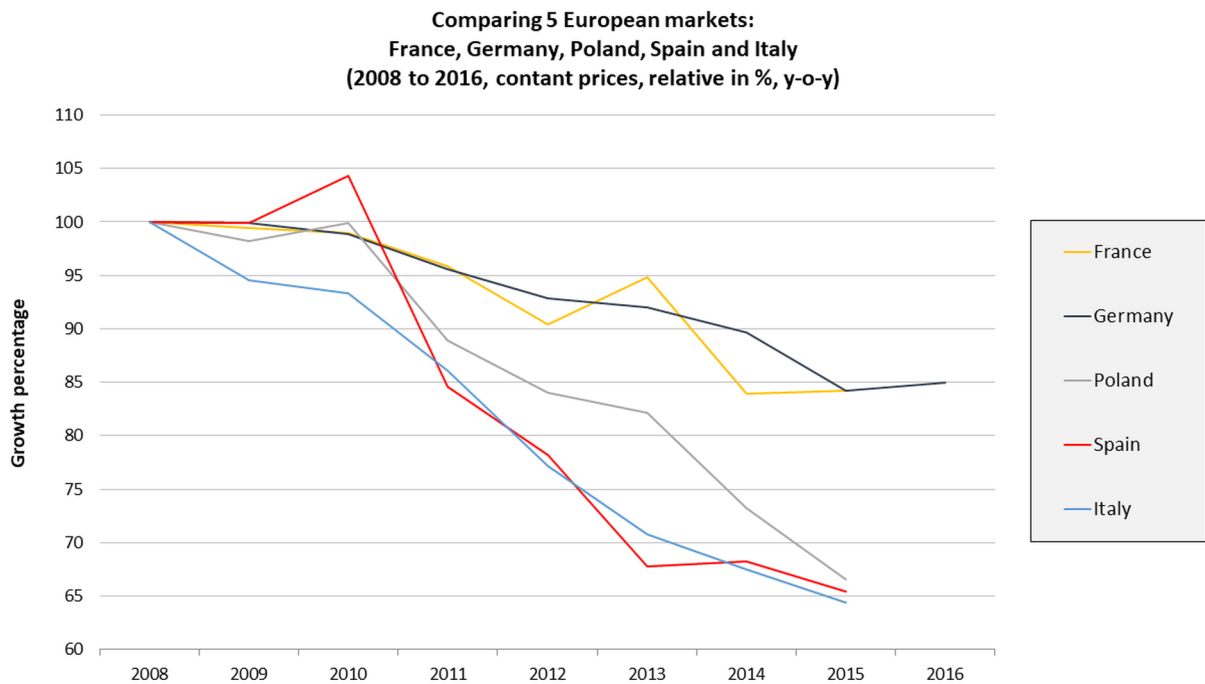


Chart 10: Five non-English language markets in the European Union, in %, year-on-year, at constant prices, 2008 to 2016. Source: Statistics from national professional industry organizations.

It is certainly correct to point to a stabilization in France or Germany, yet hardly so in Poland, or Italy, and even in Spain. Optimists better caution their expectations, if, after a terrible downturn, driven by the overall economic hardships since 2008, the critical situation has been really reversed.

Again, additional analysis, in more detail and depth, should be added, for a realistic assessment and outlook.

In our view, neither the specific impact of the economic crisis of 2008 on the publishing sector is fully understood so far, nor is this the case for the impact of digital.

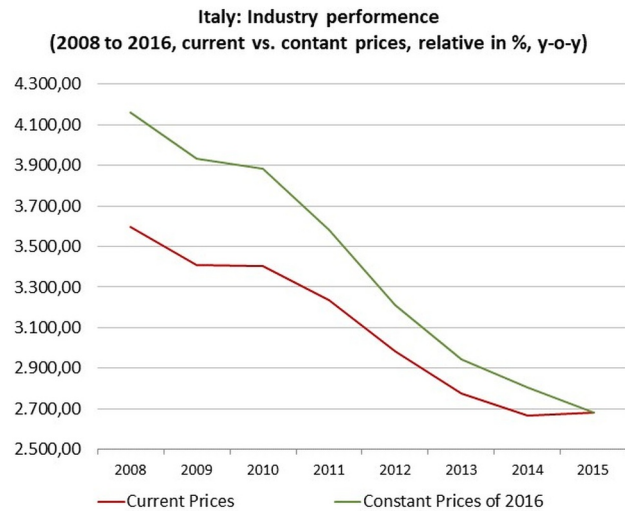
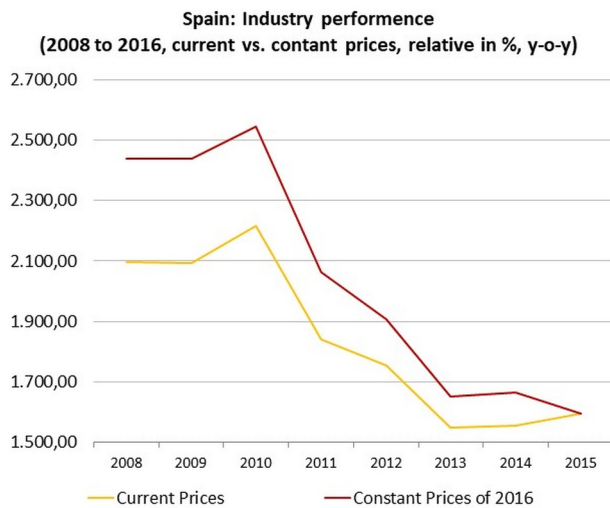


Chart 11: Country close up Spain and Italy

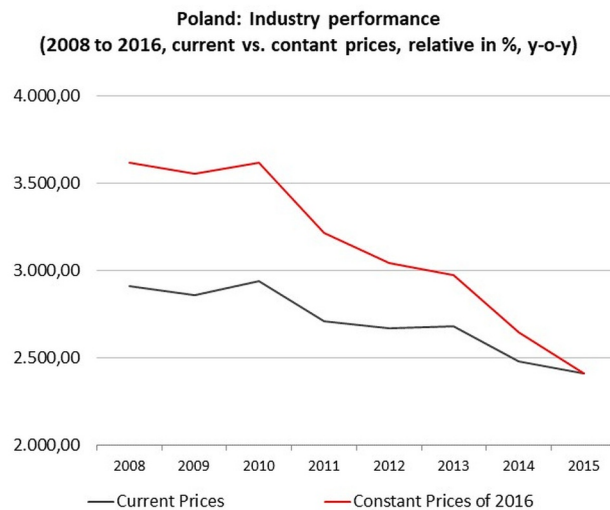


Chart 12: Country close up Poland

Notes on the applied methodology

Data used in the above analysis have been taken from published annual market reports of the discussed countries' respective publishers' associations, or similar representative organizations, and, for the European Union figures in the following chapter, from a report by the Federation of European Publishers, FEP, "The Book Sector in Europe: Facts and Figures 2017".

A more detailed account of the applied methodology in generating these charts can be found above, in the earlier chapter about introducing our analysis of the 20 biggest publishing markets.

The widening gap between shrinking markets and increasing title output

As the market value in consumer spending on books has declined in many markets around the world, once the impact of inflation is factored in, the number of new titles (and to a lesser extent, of re-editions) has been reduced only in a few countries.

In most markets, the production output has even continued to increase. And together with independently or self-published books, which have not been included in this study, and other, mostly digital options that become available for non-traditionally published literature, it is unavoidable that the average print run of conventional works, from publishers, must have come down. This mirrors an often overheard anecdotal narrative heard from many publishers.

The following figure highlights this development for three exemplary cases, by juxtaposing market performance and production for the European Union, Germany, and France.

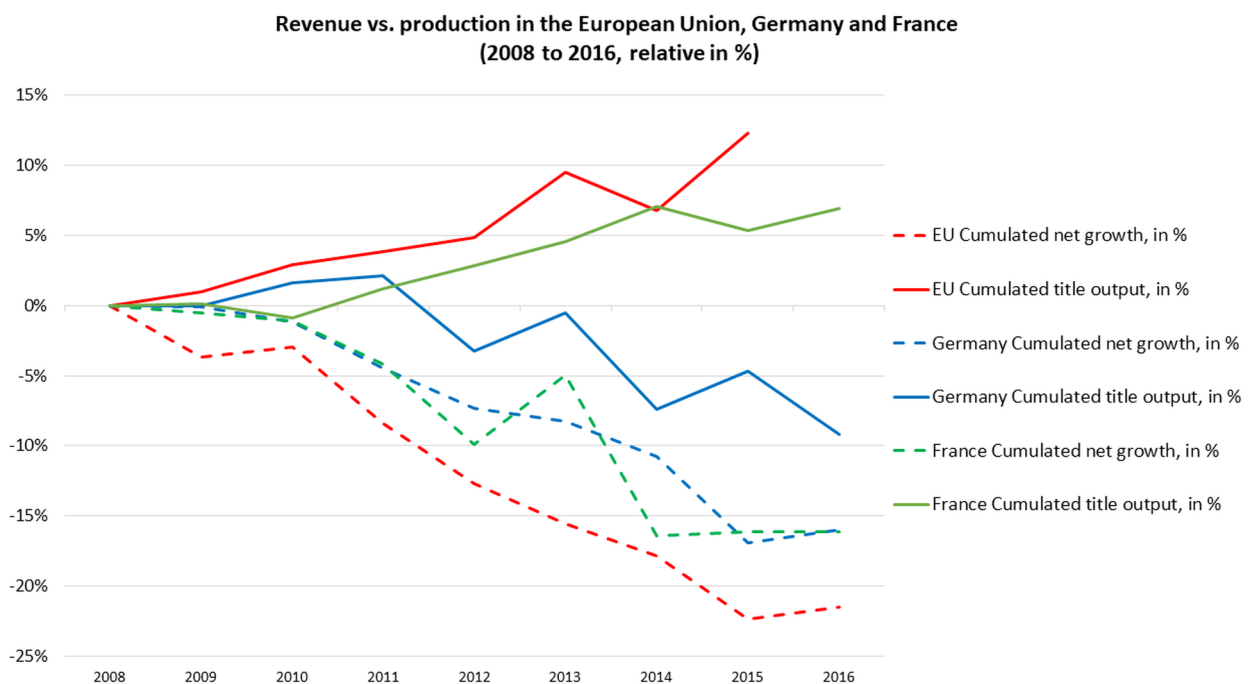


Chart 13: Revenue vs production

Overall, in Europe, and also in the more specific case of France, title output has not followed sales revenue. In Germany meanwhile, publishers have reacted, by reducing their catalogs of novelties in recent years.

The representation in the above chart, however, is still superficial, as it fails to drill down to more detailed values, by comparing for instance revenue from just consumer (or trade) books, with respective trade production numbers.

This will require subsequent research, and for many cases, even identifying new approaches, in order to generate the required numbers in the first place.

Such work, however, will be required to allow actors in the field to effectively adjust their strategies.

Conclusions and outlook

"*How Big Is Global Publishing*" is an attempt to develop an international panorama of an industry whose products and services are at the core of culture, learning and the exchange of ideas. Together with all neighboring sectors which help to make intellectual properties and creative works available and accessible at a scale that has never been seen in the past, publishing is subject to a fundamental transformation.

This field condition makes it more difficult, but also, in our opinion, more important to better understand its current status, its past, and its outlook.

Rather than complaining about missing available or inconsistent data, we opted for getting into the works, by drawing a general map, and identify questions, to encourage further research.

At least four areas can be identified where extended research and analysis can bring relevant results with realistic efforts:

- Cover more markets, to fill the current blanks, and highlight the huge differences between countries and regions;
- Identify a small, yet meaningful set of indicators - such as in our example, by comparing production and revenue -, to understand key driving forces;
- Relate traditional publishing with new, digital models, while avoiding to limit digital to just the 'ebook' format; and
- See book publishing in the wider context of other related IP industries and new digital ecosystems.

The new non-profit **BookMap** initiative has the ambition to explore some of these paths, not alone, but by taking advantage of existing relevant research efforts, together with, and to the benefit of, interested stakeholders, who include publishers, booksellers and librarians, professional services like book-fairs and conventions, professional educators, or policymakers.

To join and support the **BookMap** initiative, all the required information can be found at www.BookMap.org or write to office@bookmap.org.

Vienna, October 2017