



UK publishing

Creative Industries export guide



HARRY POTTER has never pleased a generation. This year was a bit of a surprise.

The UK's publishing industry is one of the largest in the world and is renowned for the breadth, depth and quality of the content that it creates.



UK Trade & Investment Accessing International Markets

UK Trade & Investment (UKTI) is the Government organisation that helps UK-based companies succeed in the global economy.

We also help overseas firms bring their high-quality investment to the UK's dynamic economy – acknowledged as Europe's best place from which to succeed in global business.

UKTI offers expertise and contacts through its extensive network of specialists in the UK, and in British embassies and other diplomatic offices around the world. We provide companies with the tools they require to be competitive on the world stage.

How we can help

Whether you are venturing into selling overseas for the first time, or are an experienced exporter trying to break into new markets, UKTI offers a range of trade support services that help make your international business activities as easy as undertaking business in the UK.

If you are a new exporter, our representatives at your regional UKTI office can help you prepare for trading overseas through an assessment and skills-based programme.

Working in partnership with our overseas network of offices, we can also provide budding and established exporters with tailored packages of support in the form of local market research, covering cultural, political and business issues, and access to key contacts.

A good way of promoting your expertise to international buyers and meeting useful contacts is attending UKTI-supported trade shows and exhibitions in the sector. UKTI regularly brings overseas buyers to meet UK companies at these events.

Visiting target markets is often an invaluable way of securing international business. UKTI outward missions provide an opportunity for you to showcase your strengths and capabilities to an overseas audience and promote your expertise in one-to-one meetings with local buyers.

In addition, we can provide you with market and sector information that we disseminate through various publications and directories and the UKTI website, www.ukti.gov.uk

Creative Industries toolkit

UKTI has developed an online marketing toolkit: www.creative-industries.co.uk It is free to access and contains creative industry sector marketing messages and supporting facts and figures, that you can use in your international marketing and PR campaigns.

Hit the world running ^{UK}

Publishing industry overview

Publishing is one of the most successful of the UK's creative industries, with UK publishers successfully adapting and applying their core skills in a time of unprecedented and accelerating commercial and technological change.

The UK's publishing industry is one of the largest in the world, and is renowned for the breadth, depth and quality of the content that it creates, as well as the multiple ways in which that content is brought to market. It has a combined turnover of at least £20 billion, with its 8,500-plus companies employing around 167,000 people.

The UK publishing industry is the most developed in the world. UK book publishers produce well over 100,000 new titles a year, while the country publishes more newspaper and periodicals titles than anywhere else.

The UK's many strengths include educational publishing; academic publishing; children's fiction; picture books and children's information publishing. JK Rowling's *Harry Potter* series, for example, is arguably the world's greatest children's publishing success story of recent years.

The UK publishing industry, which leads the way in the fight against piracy, is one of the most culturally and commercially diverse in the world. It boasts a number of highly successful independent companies, as well as thousands of very small publishing operations, working in specialist areas such as poetry, art and regional or local-interest subjects.

Moreover, it has spawned successful niche publishers for minority groups, including feminist, gay and lesbian writing, writing from ethnic minorities and literature in the UK's indigenous Celtic languages. UK publishers are also

developing strategies for publishing book translations from other languages, as well as playing a leading part in the development of the international market for work in English from other cultures.

Another area in which the UK publishing industry excels is technical and commercial innovation. UK publishing companies are at the forefront of the knowledge economy and a driving force in the creation of digital business models and environmentally friendly strategies for their businesses. The UK is also a world leader in the development of international standards for the electronic access and delivery of content, bibliographic information and publishing e-commerce.

The success of the UK publishing industry, which gave the world many of the basics of modern publishing practice, has had a global impact, driven by its well-established network of overseas partners and the dominance of the English language. The UK is the world's largest exporter and re-exporter of books by value, with almost a half of the UK book publishing industry's revenue generated by export sales, which are worth over £1 billion a year. Substantial revenue is also earned by the global licensing of publishing rights, subscriptions to electronically delivered content and the remittance of profits from overseas subsidiaries.

Similarly, learned journal publishers in the UK estimate that 90 per cent of their turnover is derived from exports, 13 per cent of UK customer magazines have an international distribution, while an estimated 94.7 million UK magazines were exported in 2007.

BlueRed Press

Devon-based publisher BlueRed Press is looking to expand into new markets with the help of UK Trade & Investment (UKTI).

The company, which was formed in January 2006 by Jo Bryant and specialises in illustrated reference books, exhibited at the 2008 and 2009 Frankfurt Book Fairs with UKTI support, and has received help in putting together a comprehensive export strategy.

“Exporting our books overseas will increase our productivity and turnover, as well as raising the profile of the business,” says Bryant.

“We are already established in the US, and also sell into Canada, Australia and New Zealand. However, we are always looking for expansion and are particularly interested in selling foreign rights to markets such as France, Germany, Italy, Japan, the Netherlands and Spain. Foreign rights have always been important to any publishing programme, enabling you to maximise your sales opportunity at little cost to the business.

“Exhibiting at Frankfurt was very useful, enabling us to renew existing relationships and also make new contacts. We are now beginning to talk seriously to our newly developing European client base about potential book deals and would hope to have some sales bedded down in the next three to four months.”

Commenting on the help received from UKTI, Bryant continues: “UKTI has helped us to create a structured approach to our export position by focusing our efforts. It is very easy to adopt too broad an approach and end up with nothing.

“The financial support offered by UKTI has been essential to the growth of the company, helping us with business trips and website development.

“UKTI also provides access to information that you wouldn’t necessarily get very easily. For example, we are about to commission an Overseas Market Introduction Service report on Japan – a country that I don’t know at all. This will provide me with warmed-up contacts, which I can then approach directly, safe in the knowledge that they are already aware of my business and are happy to talk to me.”

She concludes: “I have recently sat down with my UKTI representative to map out next year’s position and identify areas where the organisation can help me. This is a great support in what are currently very difficult trading times for us all.”



Export guide helps UK book industry

A booklet of overseas market profiles, produced by UK Trade & Investment and The Publishers Association, is helping UK book publishers with their exporting efforts.

The free of charge guide, produced in time for the London Book Fair 2009 and distributed on the Publishers Association stand, contains mini-market profiles of six countries – China, Egypt, India, South Africa, United Arab Emirates and the US – and includes information on such areas as market size, distributors, retailers, terms of trade, representation, local publishers and rights sales, and trade fairs. It also includes lists of key contacts within each country under these sections.

Mandy Knight, Manager for Market Information & Statistics at The Publishers Association, says: “Exports are very important for UK book publishers, accounting for some 38 per cent by value and 42 per cent by volume of their sales. These are higher percentages than any other country’s book publishing industry.

“One thousand booklets were produced in time for the London Book Fair, with copies available from our stand and some 800 have already been distributed. The feedback has been overwhelmingly positive.”

Peter Lee, Export Sales Manager at Anova Books, says: “The booklet is incredibly useful. I’m working on our position in India at the moment, so the information was very timely.”

The booklet is available free of charge to UK publishers at www.publishers.org.uk/en/home/market_research_and_statistics/gpi/



Trade organisation contacts

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Periodical Publishers Association

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HELPING TALENT GO FURTHER



Useful contacts

Please see below for details of your local adviser, or enter your postcode in the Local Office Database on the UK Trade & Investment (UKTI) website: www.ukti.gov.uk. Alternatively, call the UKTI Enquiry Service on +44 (0)20 7215 8000. The devolved administrations in Scotland, Wales and Northern Ireland have their own arrangements for local delivery services. Please see contacts below:

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Solutions for Business

Funded by
UK government

A range of UK Government support is available from a portfolio of initiatives called Solutions for Business. The “solutions” are available to qualifying businesses, and cover everything from investment and grants through to specialist advice, collaborations and partnerships.

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For further information please visit www.ukti.gov.uk or telephone +44 (0)20 7215 8000.

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