

Exporting to the UK

Opportunities for Canadian Publishers

Webinar presented by Emma House and Simon Littlewood

February 28, 2023

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 - Sales and Marketing (incl Book Fairs)
- Rights Market
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- Children's Market
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- Schools Market
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Main Statistics

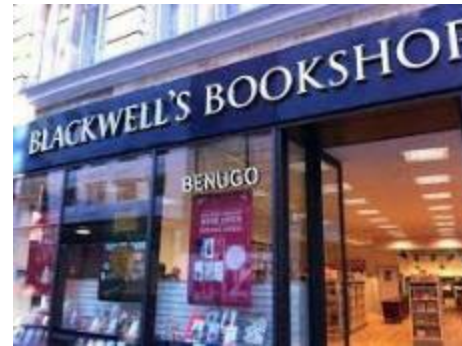
- UK the world's fifth largest book market after US, China, Japan, Germany
- Total 2021 revenues recovered to highest level ever, topping pre-pandemic figure
- Home market £2.7bn, +7% year on year (YOY)
- Long-standing export focus means 57% of publisher revenues are generated overseas, value up 2% YOY
- UK market 56% consumer, 37% academic, 7% education
- Consumer Fiction (+7%), Children's (+7%) and Audio (+14%) all grew significantly YOY
- Consumer print 82% of total, digital 18%
- Consumer print +3%, digital -1% YOY
- Education recovery driven by +23% digital YOY
- Academic +14% YOY, journals are over half of total
- Higher and further education strong YOY, research stable

Bestsellers

- Fiction
 - Romance
 - Thrillers/Crime
 - Film/TV tie-in
- Non-Fiction
 - Cookbooks (especially famous chefs, restaurants, diet fads)
 - Psychology, Self-Help
 - Big name history
- Children's
 - Celebrity authors
 - Brands / TV tie-ins
 - YA

Waterstones

eason



WHSmith

Hatchard's
PICCADILLY • ST PANCRAS

**The Retail
Market**

**BOOK SHOP
CHAINS**



Sainsbury's



The Retail
Market

SUPERMARKETS

The Retail Market

- Independent Bookstores

[British Book Award Shortlist for Independent Booksellers](#)

- List of 670 Indie Bookstores in England
(membership of BA is growing)

<http://www.bigbeardedbookseller.com/indie-bookshops-england/>

The Retail Market

Independent Bookstores



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The Retail Market



E-Commerce



The Retail Market

**Non-
Traditional
Book Retailers
/Special Sales**



URBAN OUTFITTERS



The Retail Market

**Ebooks and
Audiobooks**



Google Books

The Retail Market

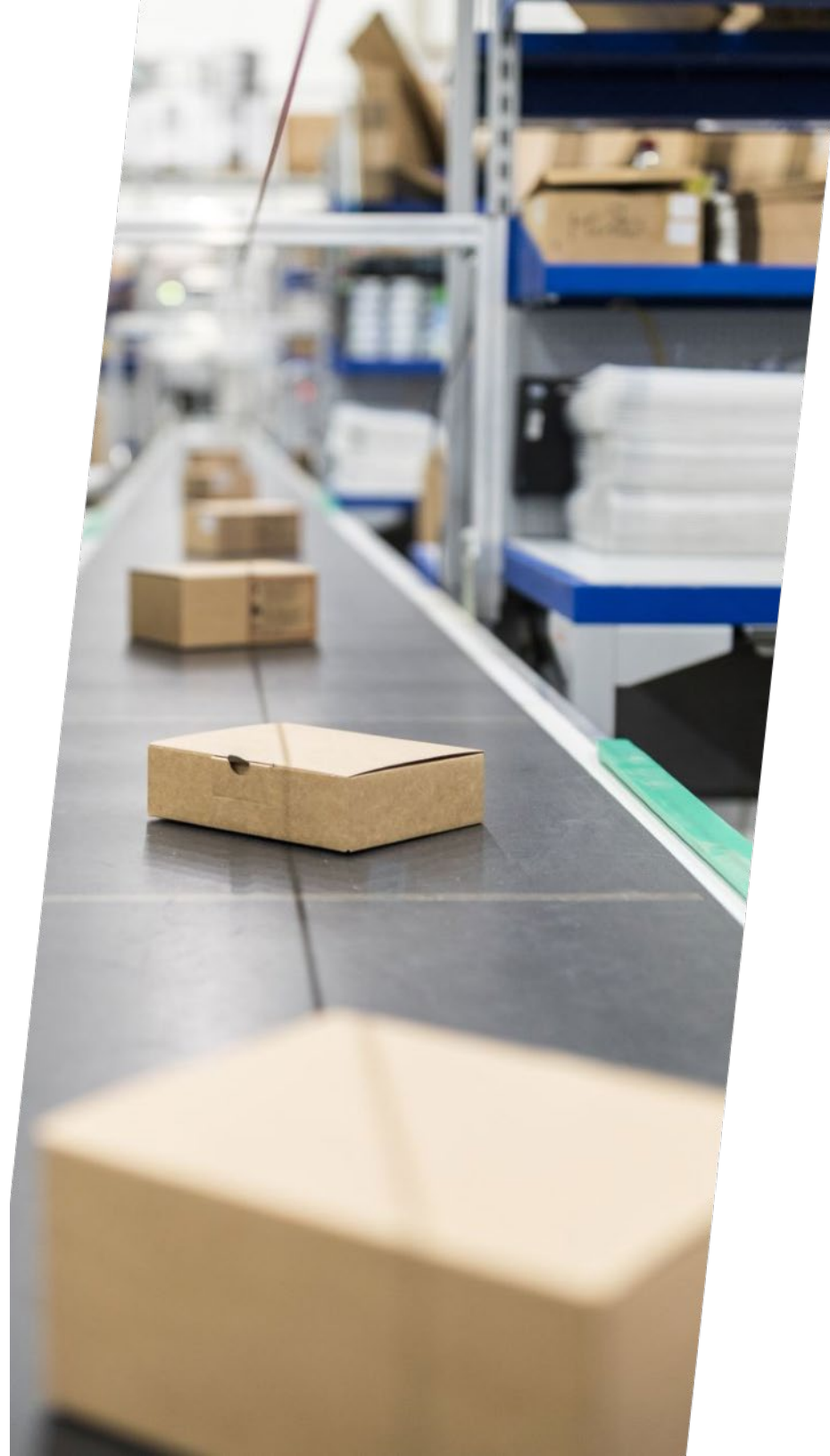
- Cover Design
- Supporting marketing materials
- Marketing and Communications strategy
- Stock availability

The Library Market

- Public Libraries
 - Physical Books
 - Ebooks / Audiobooks



Working with Distributors and Wholesalers



Wholesaler vs Distributor

- **Wholesaler**

Sells lists from all publishers

Wide range of stock holding in controlled quantities

Supplies retail trade – UK and overseas markets

Offers paid-for advertising opportunities in Buyer's Guide

- **Distributor**

Acts on behalf of specific publishers, stock holding

Sometimes offers logistics services only, sometimes sales operations as well

Some offer marketing services

How to approach a distributor

- Evaluate suitability of your list for the UK market
 - Who is the audience
 - What is the competition
 - What are retailers selling
- Assess quantum as a proposition for the distributor
- Decide what support you need
 - Logistics
 - Sales
 - Marketing
- Research distributors to find balance; similarity of lists, but not too extensive
- Evaluate business model – does it work for you? (consider discounts, commissions, shipping and customs)
- Contract negotiation



INGRAM
CONTENT GROUP



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WHOLESALERS



EUROSPAN



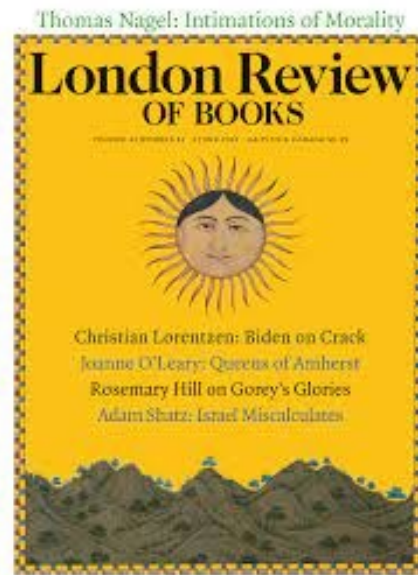
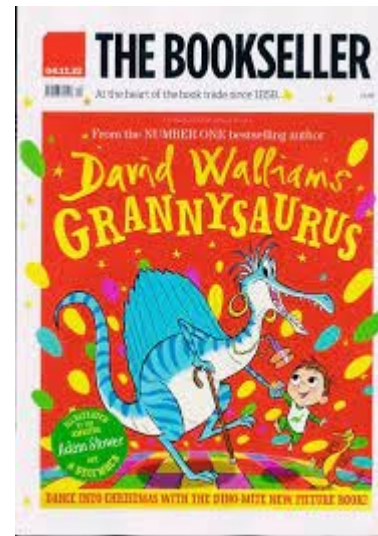
DISTRIBUTORS

Publicity

- Literary Reviews
- Trade Press
- Radio and Podcasts
- Literary Festivals
- Prizes

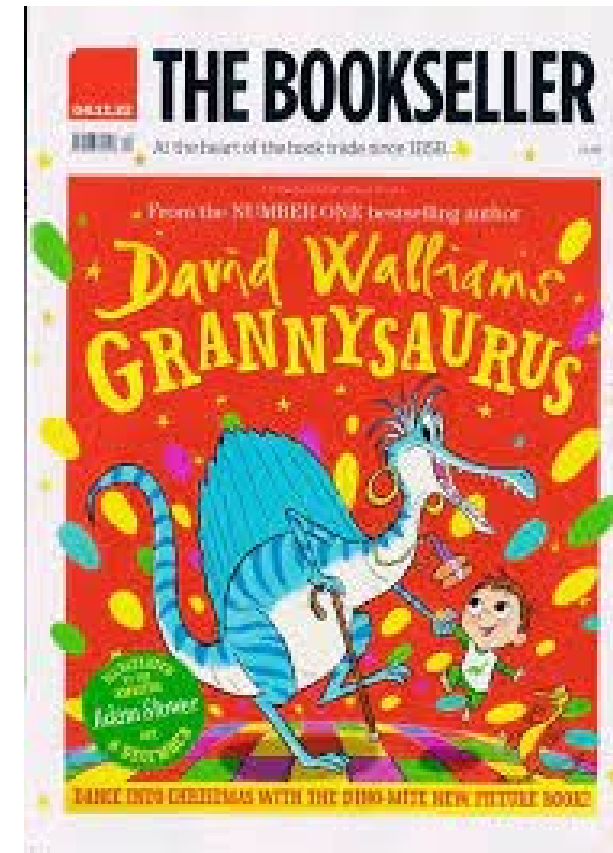
Publicity

Literary Reviews



Publicity

Trade Press



Publicity



LITERARY FESTIVALS

There are some 350 literary festivals that take place throughout the year in the UK. Many are small local events featuring local authors and writing workshops and others are huge affairs that attract the big names in literature, media and show business.

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Publicity

RADIO and PODCASTS

[https://blog.feedspot.com/
uk_book_podcasts/](https://blog.feedspot.com/uk_book_podcasts/)

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BOOKS ON
BBC RADIO 4



BOOKS
AND
AUTHORS



THE BOOK CLUB
BBC RADIO 2



The London Book Fair



**BUSINESS TO
BUSINESS**



**SEMINARS
AND EVENTS**

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Other useful events

Marketing

- Social Media (Paid and Unpaid), incl Influencers (BookTok, Bookstagram)
- Outdoor advertising
- Brand linkups

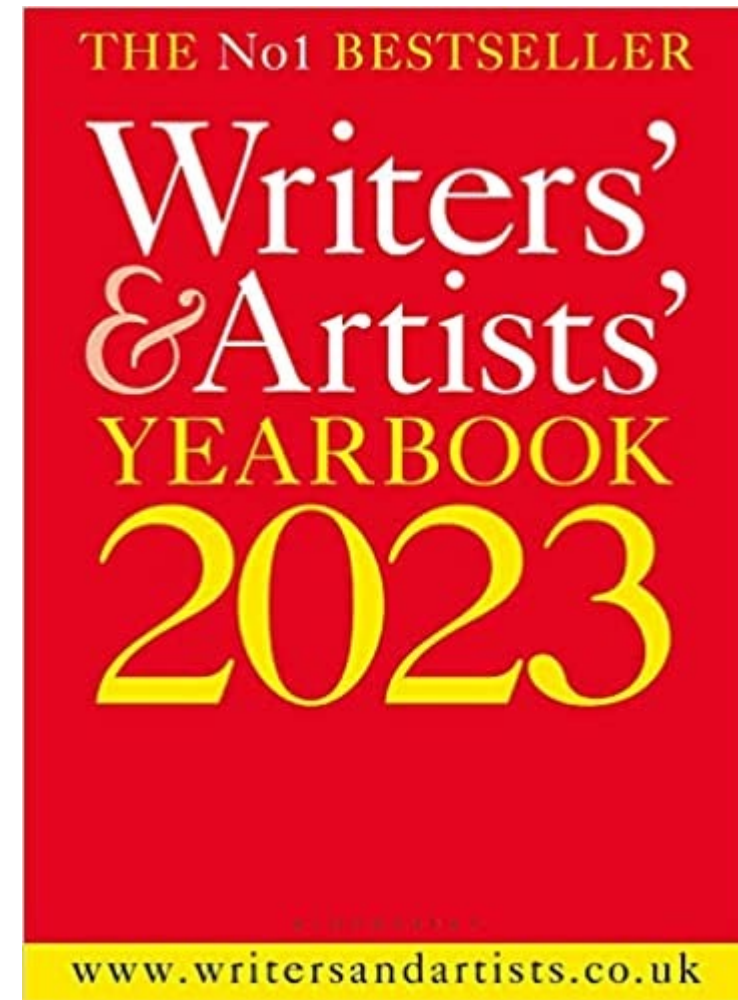
The Rights Market

- English Language Translation Rights (from French)
- Territorial Rights (UK and Commonwealth)



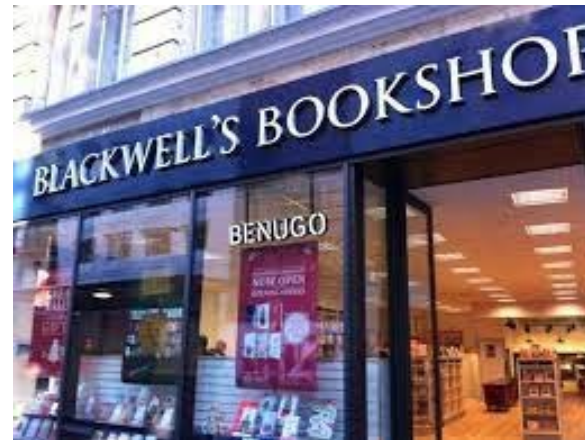
Approaching the UK market to sell rights

- Via Agents
 - Canadian Based
 - UK or USA Based
- Direct to publishers
 - Book Fairs
 - Online Trading Platforms



Academic Market

- Higher Education
 - Physical Books
 - Course adoptions



at



The Kortext logo consists of the word "Kortext" in white, bold, sans-serif font, centered within a solid purple square.

Kortext

Academic Market

- Higher Education
 - Digital Books

The EBSCO logo features the word "EBSCO" in white, serif font, centered within a solid dark blue square.

EBSCO

The Chegg logo is the word "Chegg" in a bold, orange, sans-serif font.

Chegg

The Perlego logo is the word "Perlego" in a bold, black, serif font.

Perlego

The VitalSource logo features the word "VitalSource" in a sans-serif font, with "Vital" in blue and "Source" in orange, followed by a registered trademark symbol.

VitalSource®



Children's Market

- Print
 - YA and TikTok
- Digital
 - Ebook
 - Audiobook
 - Physical audio (up to age 5-6)



even stories
onal Centre for Children's E



Children's Market

- Print – specialized children's bookstores



Graphic Novels Market

Adult graphic novels crossed the £50m mark for the first time (£53.2m) in 2022.

Manga led, with a 24% jump against 2021's available figures, for a full-year £28.8m. Manga sold more through the TCM in 2022 than it did in the first 13 years of BookScan full market data (beginning in 2001).

Graphic Novels Market

Kids' graphic novels' TCM revenue jumped 167% on 2021's comparable data and earned £12.2m for the full year; before 2021, its previous annual high was £2.7m.

Unlike Manga, the category is top-heavy: the three children's comics artists on this list—Oseman, Dav Pilkey, and Jamie Smart—account for 79% of sales.

Graphic Novels Market

| | Author | TCM Value |
|----|--|------------|
| 1 | Alice Oseman (<i>Heartstopper</i>) | £6,605,300 |
| 2 | Kentarō Miura (<i>Berserk</i>) | £2,470,261 |
| 3 | Jamie Smart (<i>Bunny vs Monkey; Looshkin</i>) | £1,858,585 |
| 4 | Dav Pilkey (<i>Dog Man</i>) | £1,730,420 |
| 5 | Hajime Isayama (<i>Attack on Titan</i>) | £1,258,791 |
| 6 | Kohei Horikoshi (<i>My Hero Academia</i>) | £1,256,594 |
| 7 | Junji Ito (horror manga including <i>Uzumaki</i>) | £1,239,635 |
| 8 | Tatsuki Fujimoto (<i>Chainsaw Man</i>) | £1,167,589 |
| 9 | Neil Gaiman (<i>The Sandman</i>) | £1,114,975 |
| 10 | Koyoharu Gotouge (<i>Demon Slayer</i>) | £1,079,006 |

Schools Market



- **National Curriculum**
 - **England, Ireland, Scotland, Wales**
- **Supplementary materials**
 - **School libraries**
 - **Revision Guides**
 - **Literacy**



Schools Market

- **Assessment**
- **Adoption**
- **CPD and Digital Materials**
- **Sell school to school and via consortia called Multi-Academy Trusts**

CONSEQUENCES OF BREXIT


No requirement to implement EU regulations



EU remains a major trading block for UK Publishers and those supplying out of the UK (UK being the gateway to English Language markets in Europe)



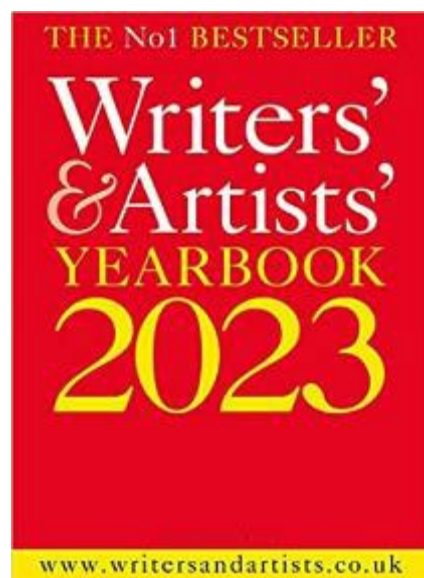
Increased administration and cost since Brexit (wholesaler and distributor headache and UK publisher attendance at European Book Fairs)



Gardners Open European Hub
(<https://www.gardnerseu.com/>)

Useful Contacts





Q&A

Please type your questions in the Q&A panel

Thank you

Please fill out an evaluation

<https://www.surveymonkey.com/r/9GRVQ8V>

To watch videos of our previous webinars, visit our website:
<https://www.livrescanadabooks.com/Webinar-Archive/>