

THE VALUE OF NORDIC LITERARY EXPORTS

2024

This study was commissioned by the Nordic literary export organisations
Danish Arts Foundation, FarLit - Faroese Literature, FILI – Finnish
Literature Exchange, Icelandic Literature Center, NORLA - Norwegian
Literature Abroad, and Swedish Arts Council/Swedish Literature Exchange.

CONTENTS

3	<u>Introduction</u>
4	<u>Gross revenue from the sale of literary rights</u>
5	<u>Gross revenue from the sale of literary rights divided by genre</u>
6	<u>Number of translation rights contracts</u>
7	<u>Export revenue by country.</u>
8	<u>Denmark</u>
10	<u>Faroe Islands</u>
12	<u>Finland</u>
14	<u>Iceland</u>
16	<u>Norway.</u>
18	<u>Sweden</u>

INTRODUCTION

The purpose of this first joint Nordic survey on the value of literary exports was to obtain a comprehensive overview of the development of Nordic literary exports, as well as to collect information on the gross revenue generated from the sale of literary rights in 2024. This included both advances and royalties, as well as the agency's and author's shares on behalf of Nordic authors, along with the number of rights sold.

Data on revenue from literary exports was collected via a survey conducted between May and August 2025. The survey was sent to a total of **76** agencies and publishing houses representing Nordic authors, and **43** responses were received, resulting in a response rate of **57%.***

Literary exports are defined as the sale of immaterial translation rights. These rights are sold to foreign publishers, who are then responsible for the production, quality, sales, and marketing of the translated works.

* Not all agencies or publishers that received the survey were actively selling literary rights in 2024, which affected the response rate.

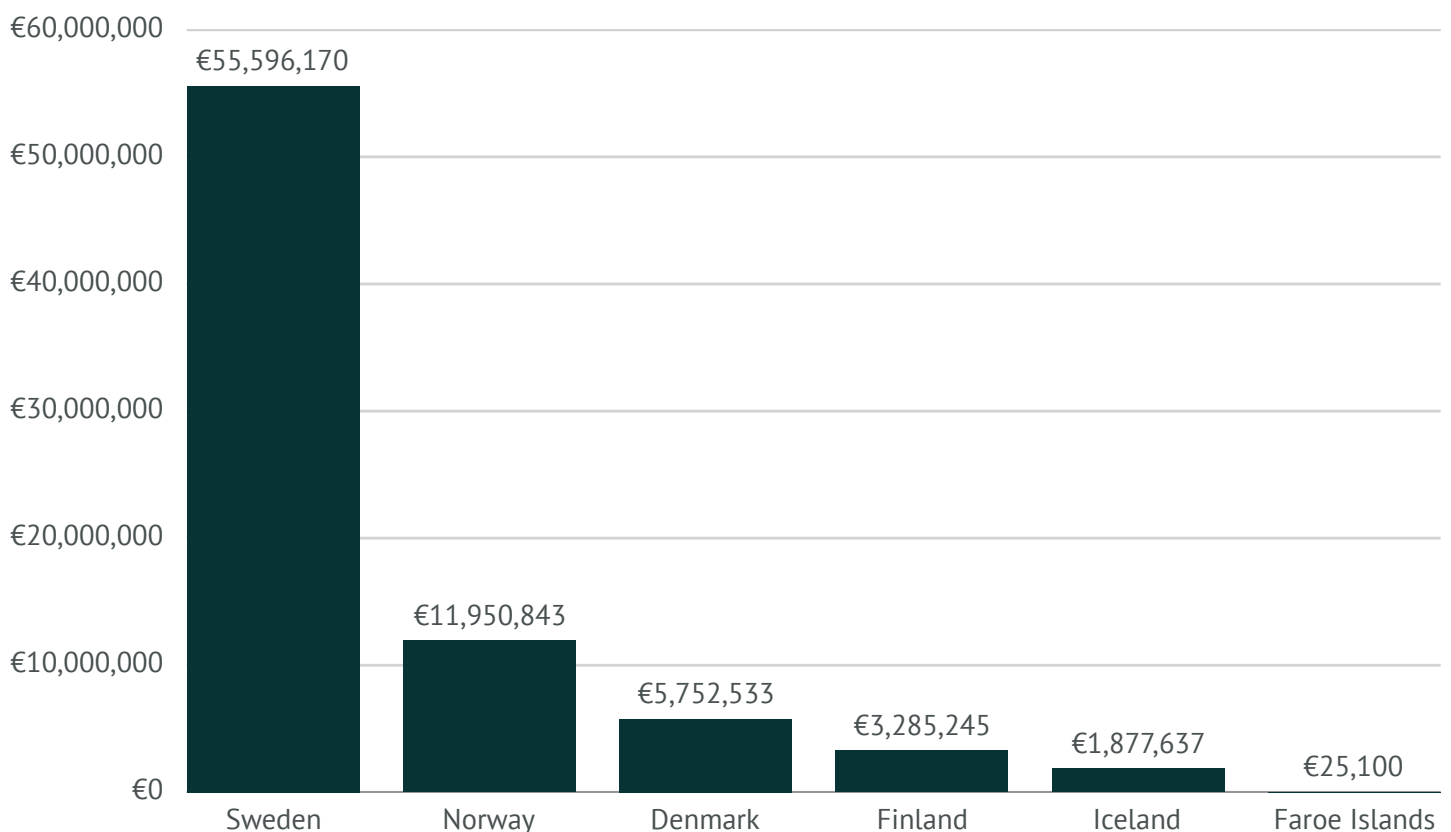
An **advance** is the amount paid by a foreign publisher for the right to translate a work. The size of the advance depends on the contract and may vary depending on the language market and other factors.

Royalties are copyright-based income generated once the translated book has sold enough copies to exceed the advance. The royalty rate is also defined in the contract.

GROSS REVENUE FROM THE SALE OF LITERARY RIGHTS

Respondents were asked to report the gross revenue generated from the sale of literary rights in 2024, including both advances and royalties, and covering both the agency's and the author's shares. They were instructed to include all income sources related to rights sales (e.g. covers, illustrations, layout, file fees), but to exclude income from film and television rights.

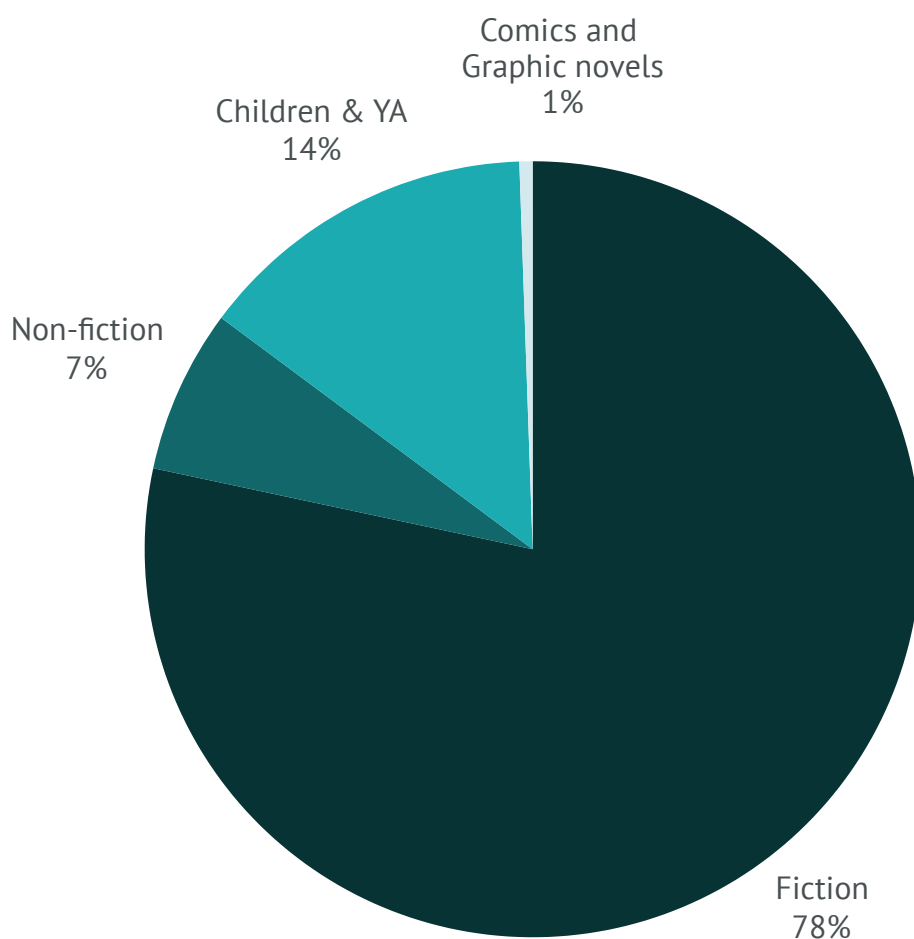
In 2024, revenue from the export of Nordic literature totalled almost **78.5** million euros.



GROSS REVENUE FROM THE SALE OF LITERARY RIGHTS DIVIDED BY GENRE

Respondents were asked to indicate how their export earnings were divided between different categories of literature:

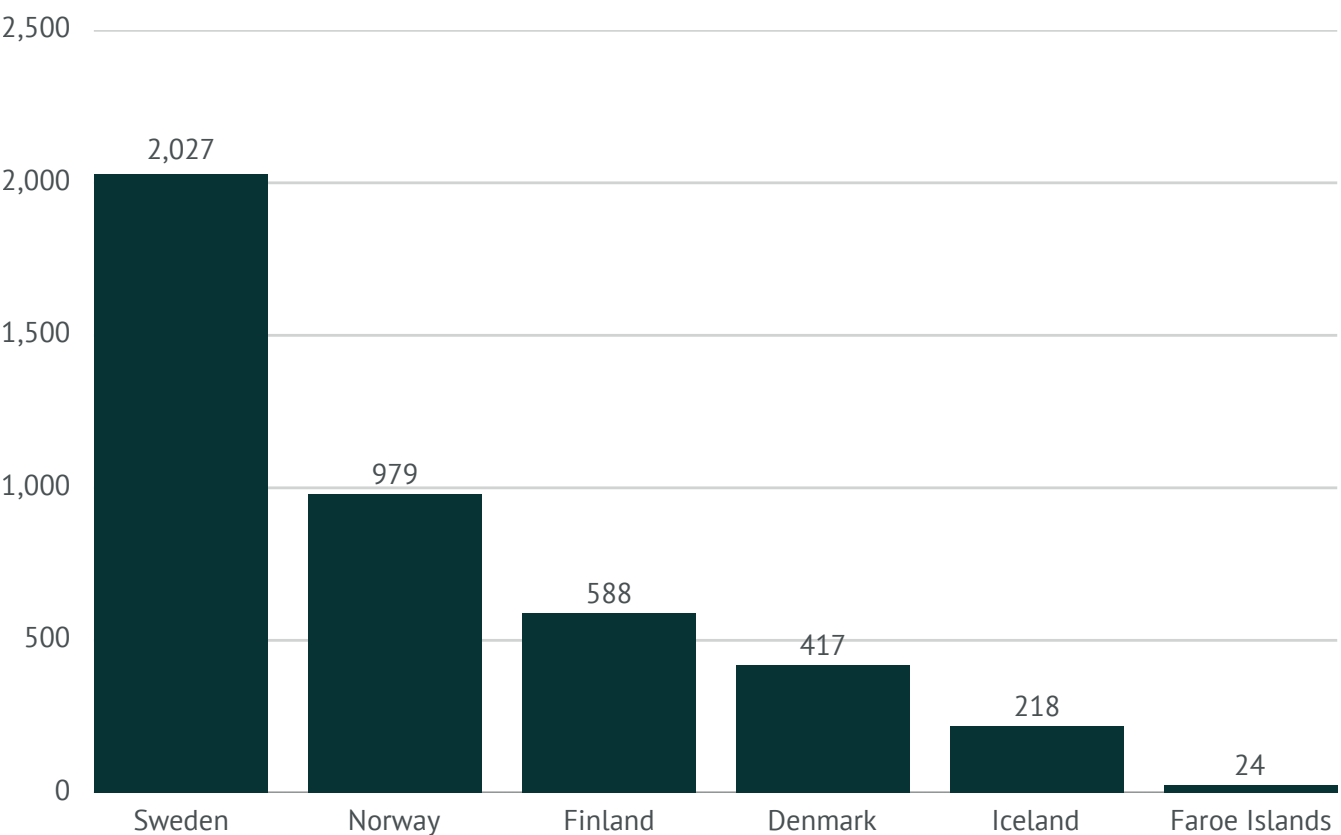
- Fiction
- Non-fiction
- Children's and young adult literature
- Comics and graphic novels



NUMBER OF TRANSLATION RIGHTS CONTRACTS

Respondents were asked to report the total number of contracts made for translation rights*, excluding contracts solely for covers, illustrations, layout, or file fees.

In 2024, approximately **4,250** contracts were signed for translation rights on behalf of Nordic authors.



*One contract can include translation rights for multiple titles.

EXPORT REVENUE BY COUNTRY



KEY FIGURES 2024

REVENUE

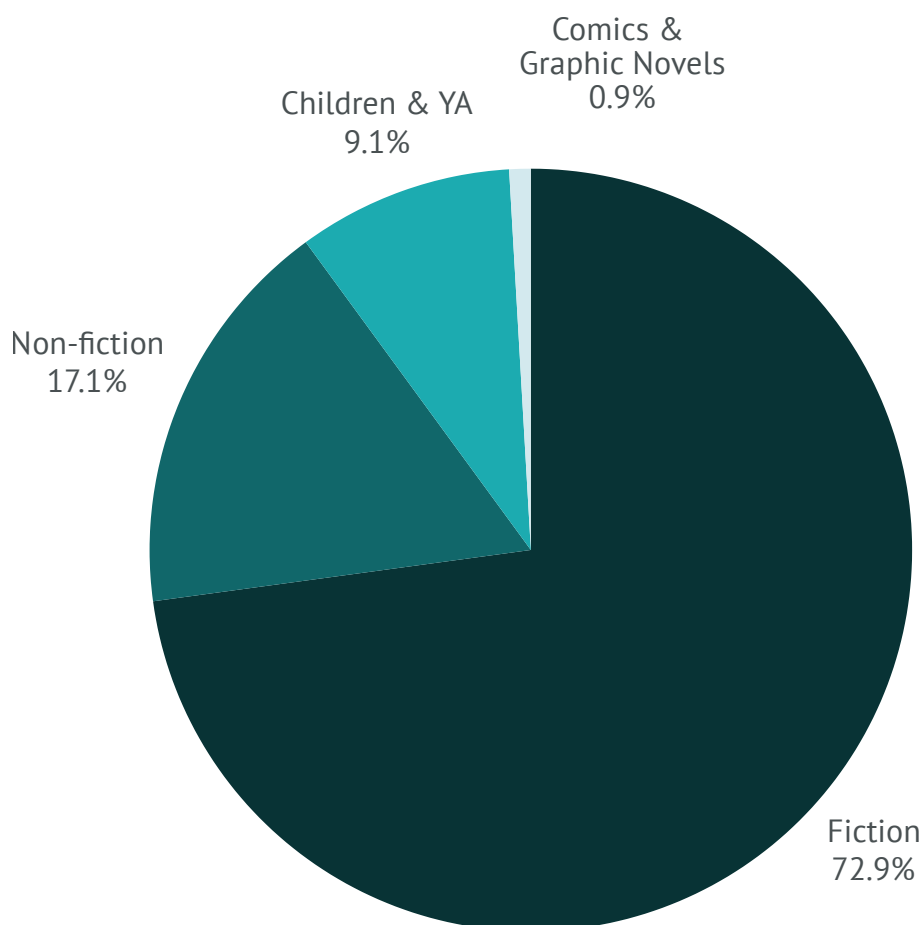
5.7 M EUR

CONTRACTS

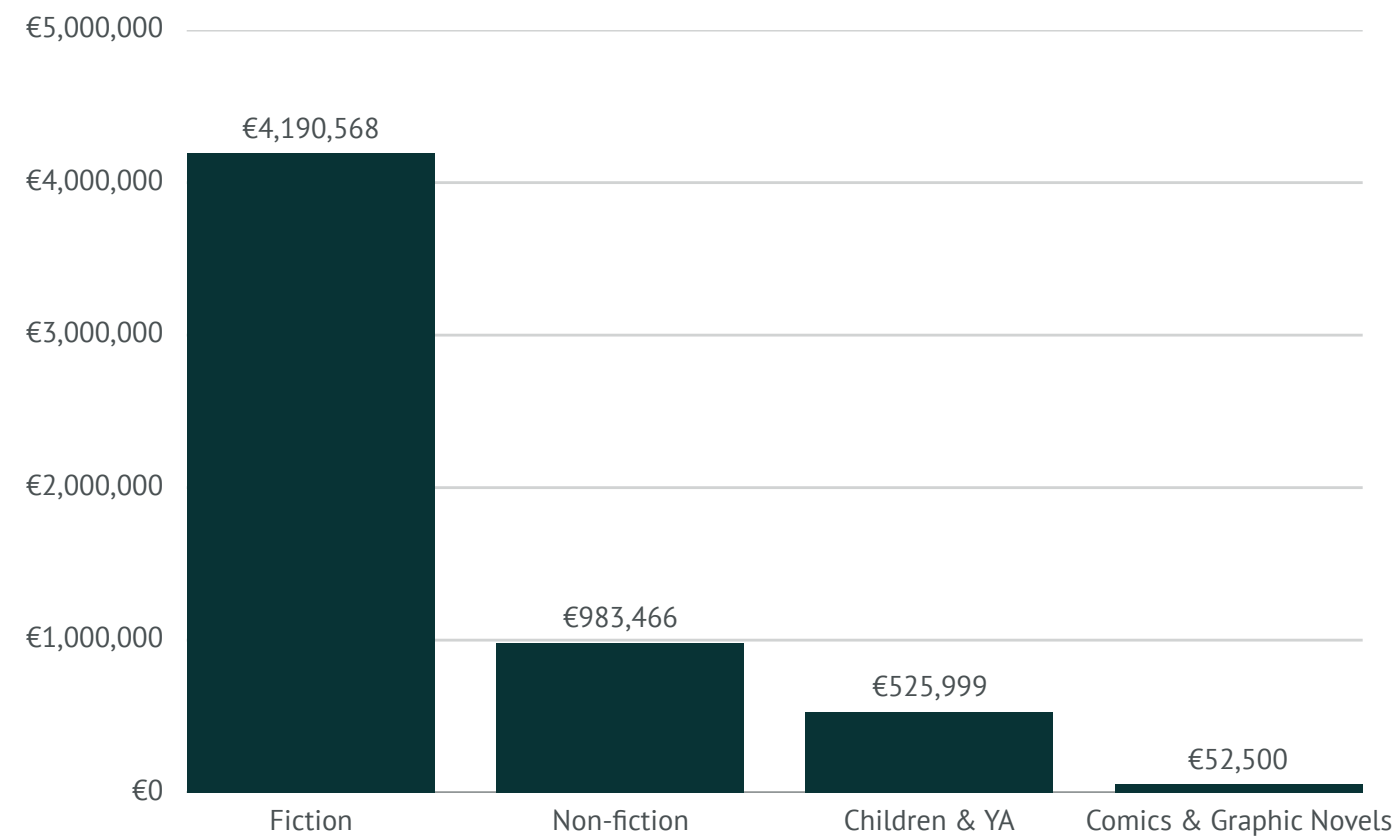
417

DENMARK

In 2024, revenue from the export of Danish literature totalled over 5.7 million euros. 417 contracts were made for translation rights on behalf of Danish authors.



DENMARK



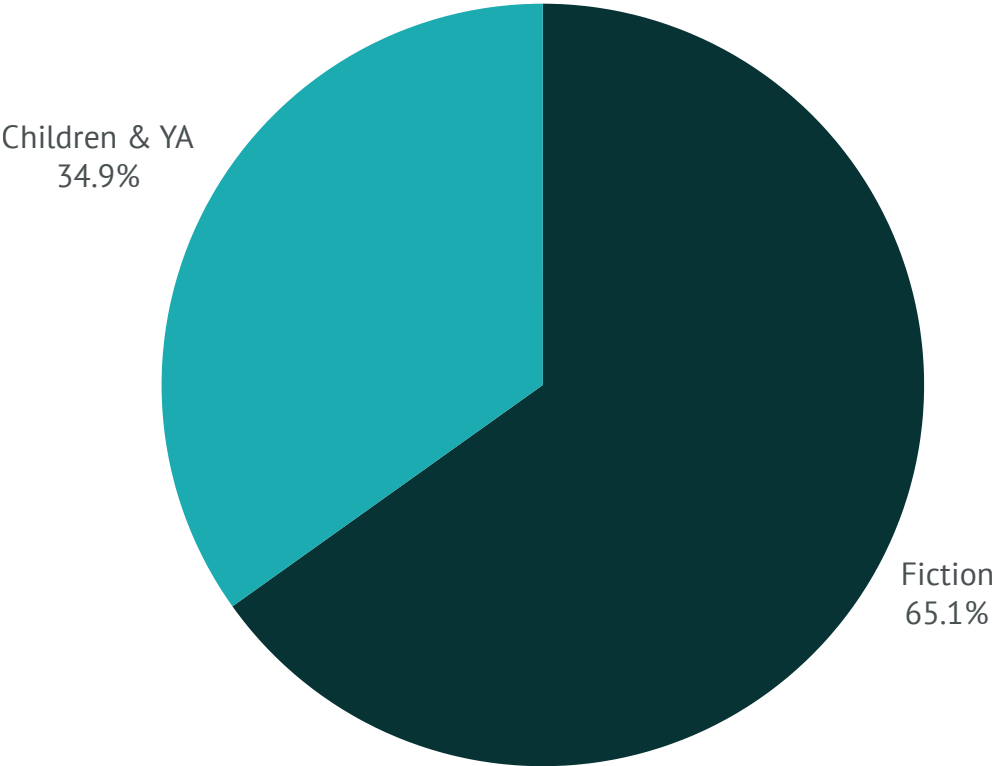
KEY FIGURES 2024

REVENUE
25,100 EUR

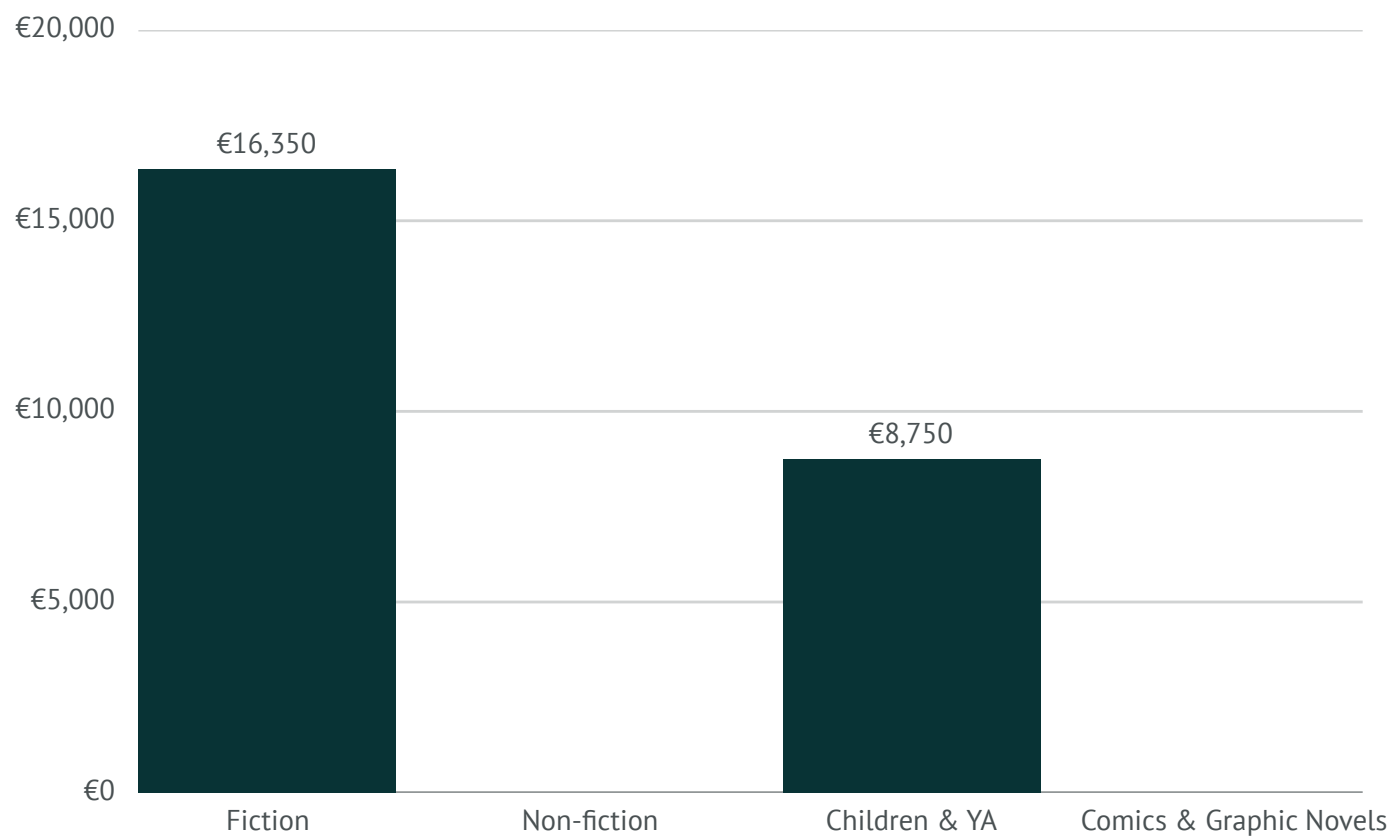
CONTRACTS
24

FAROE ISLANDS

In 2024, revenue from the export of Faroese literature totalled 25,100 euros. 24 contracts were made for translation rights on behalf of Faroese authors.



FAROE ISLANDS



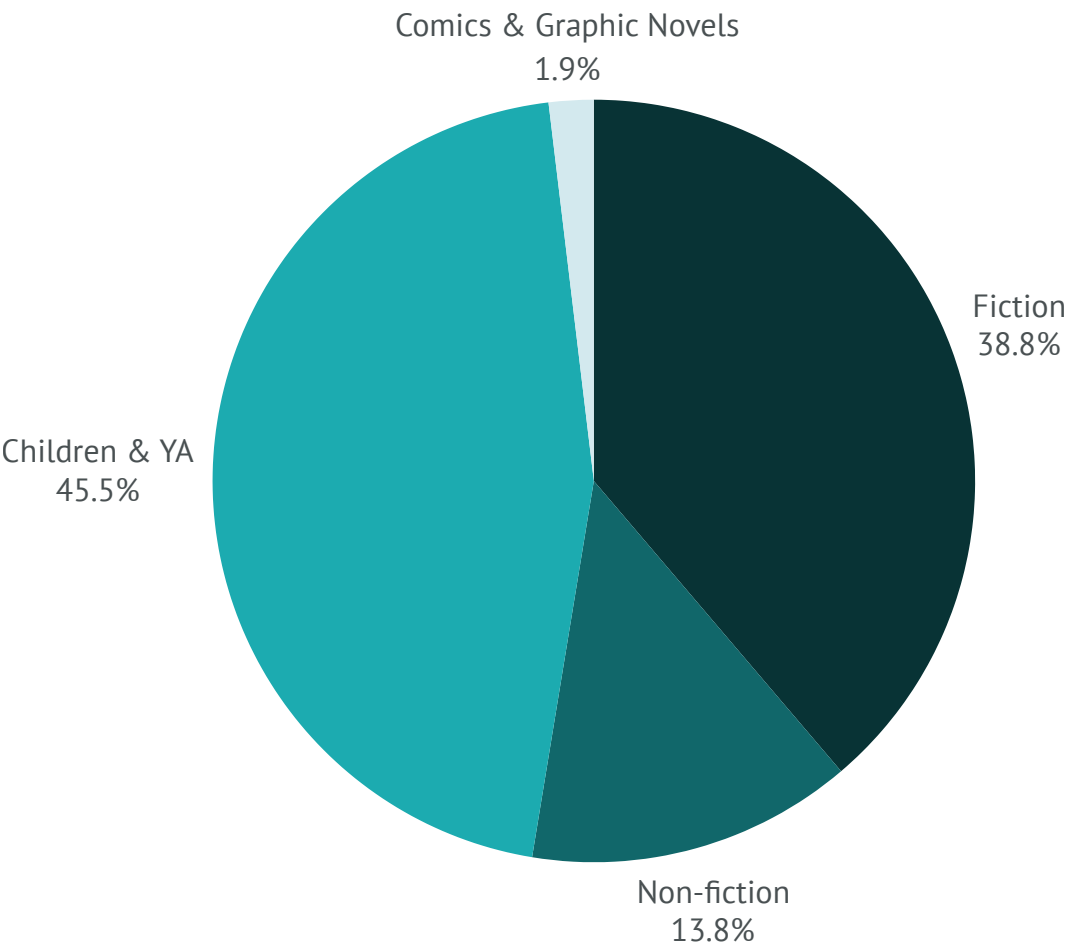
KEY FIGURES 2024

REVENUE
3.3 M EUR

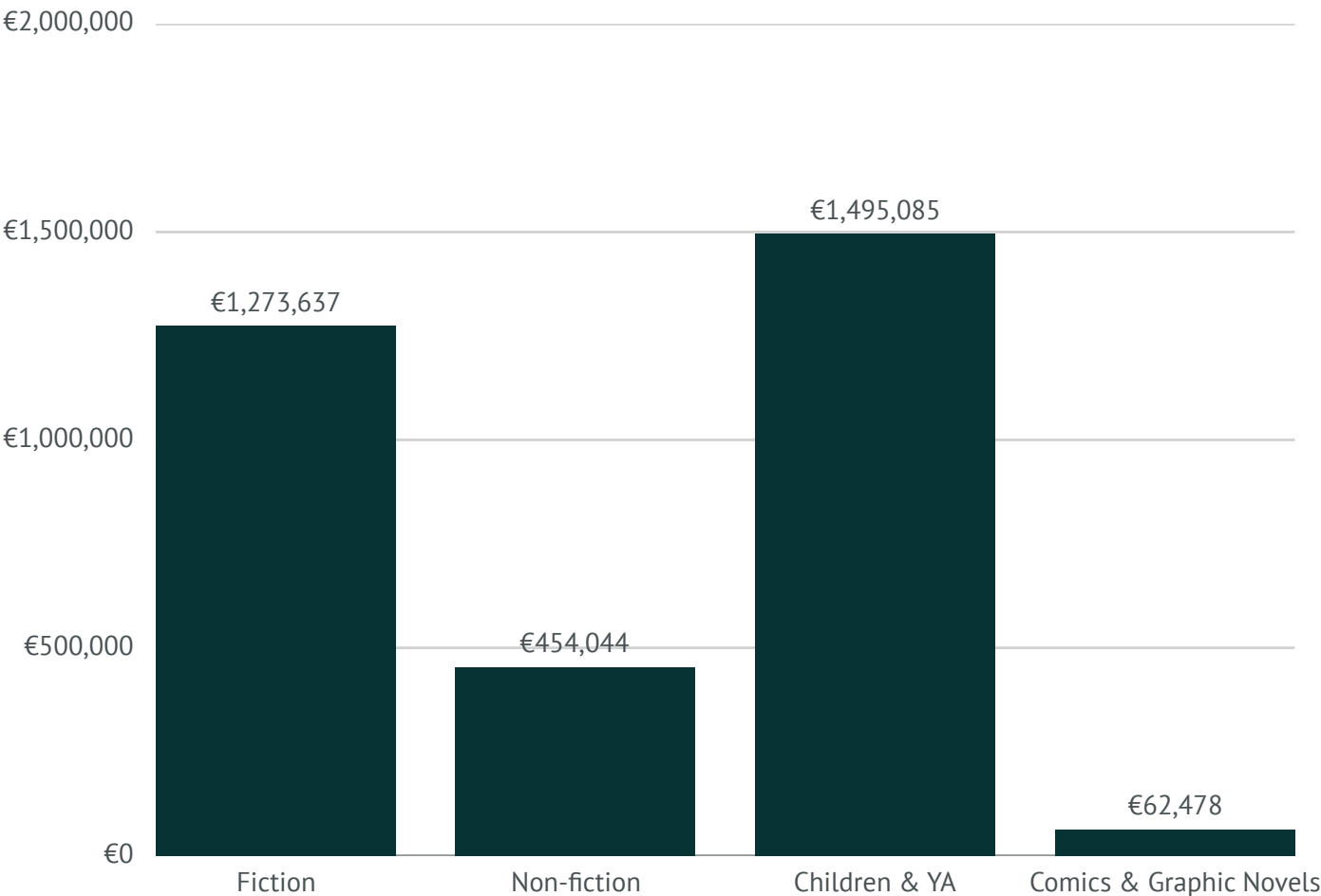
CONTRACTS
588

FINLAND

In 2024, revenue from the export of Finnish literature totalled almost 3.3 million euros. 588 contracts were made for translation rights on behalf of Finnish authors.



FINLAND



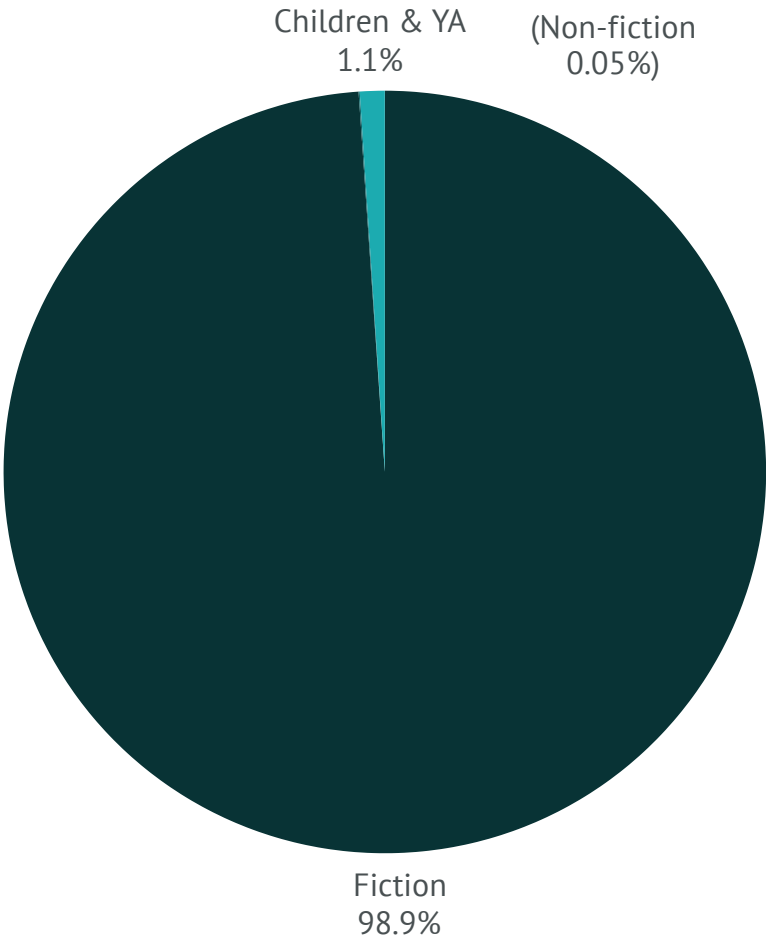
KEY FIGURES 2024

REVENUE
1.9 M EUR

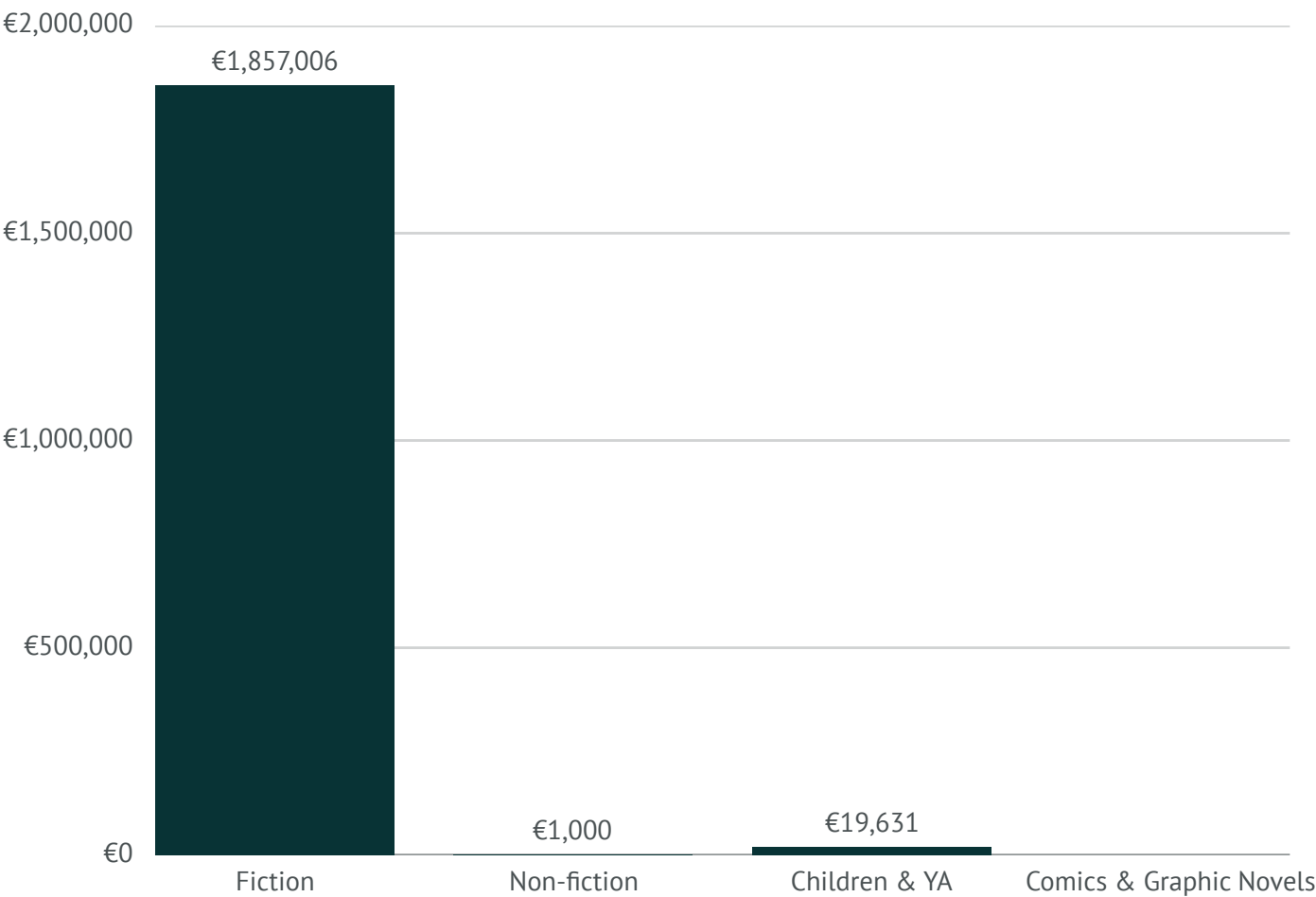
CONTRACTS
218

ICELAND

In 2024, revenue from the export of Icelandic literature totalled almost 1.9 million euros. 218 contracts were made for translation rights on behalf of Icelandic authors.



ICELAND



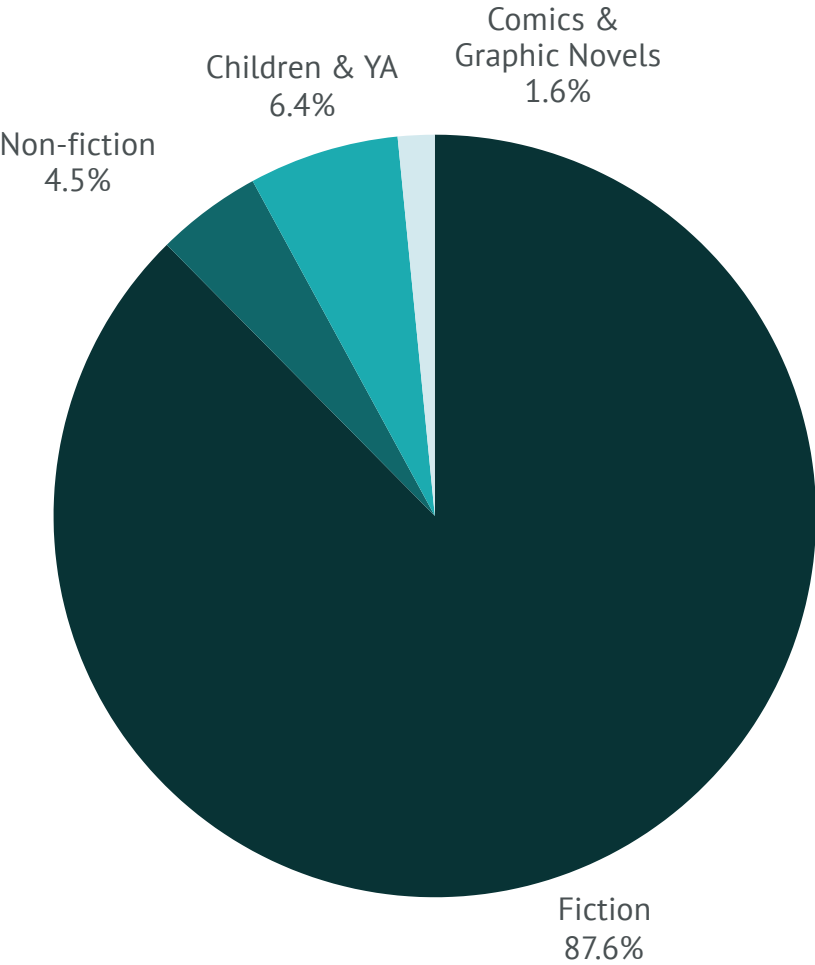
KEY FIGURES 2024

REVENUE
11.9 M EUR

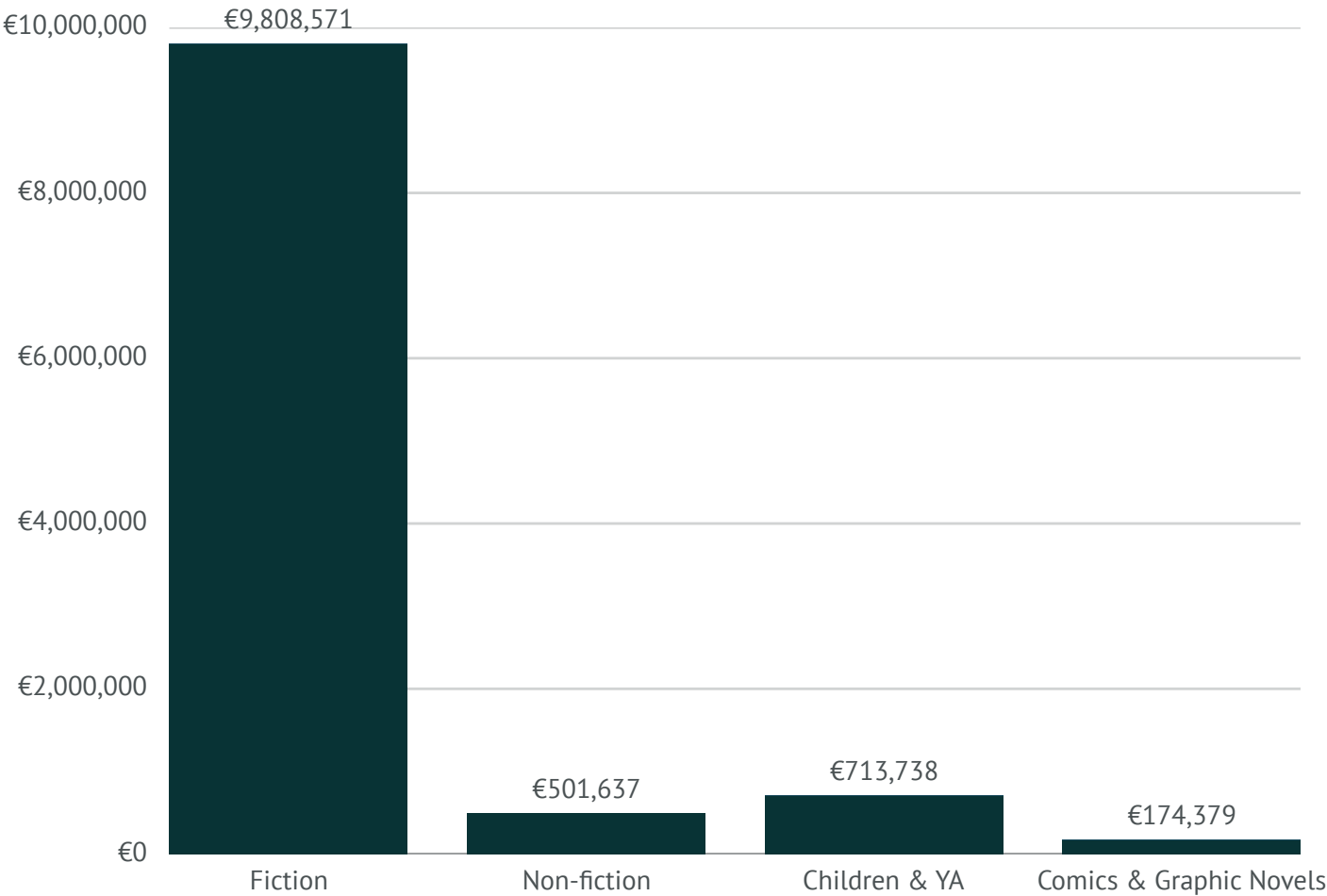
CONTRACTS
979

NORWAY

In 2024, revenue from the export of Norwegian literature totalled over 11.9 million euros. 979 contracts were made for translation rights on behalf of Norwegian authors.



NORWAY*



* Because not all agencies reported their gross revenue broken down by literary genre, the total revenue (11.9 M EUR) exceeds the sum of the genre-specific figures (11.2 M EUR). The overall total includes all revenue reported by the agencies, but some revenue is missing from the genre-specific breakdown because it was reported only as an aggregate amount.

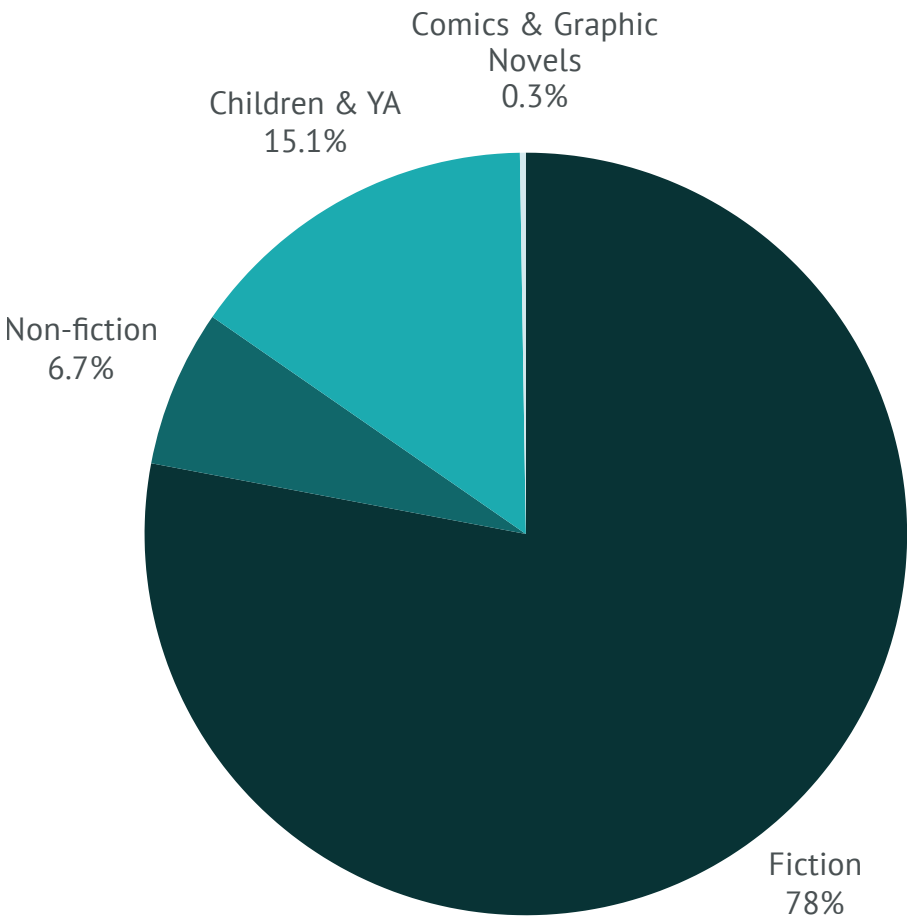
KEY FIGURES 2024

REVENUE
55.6 M EUR

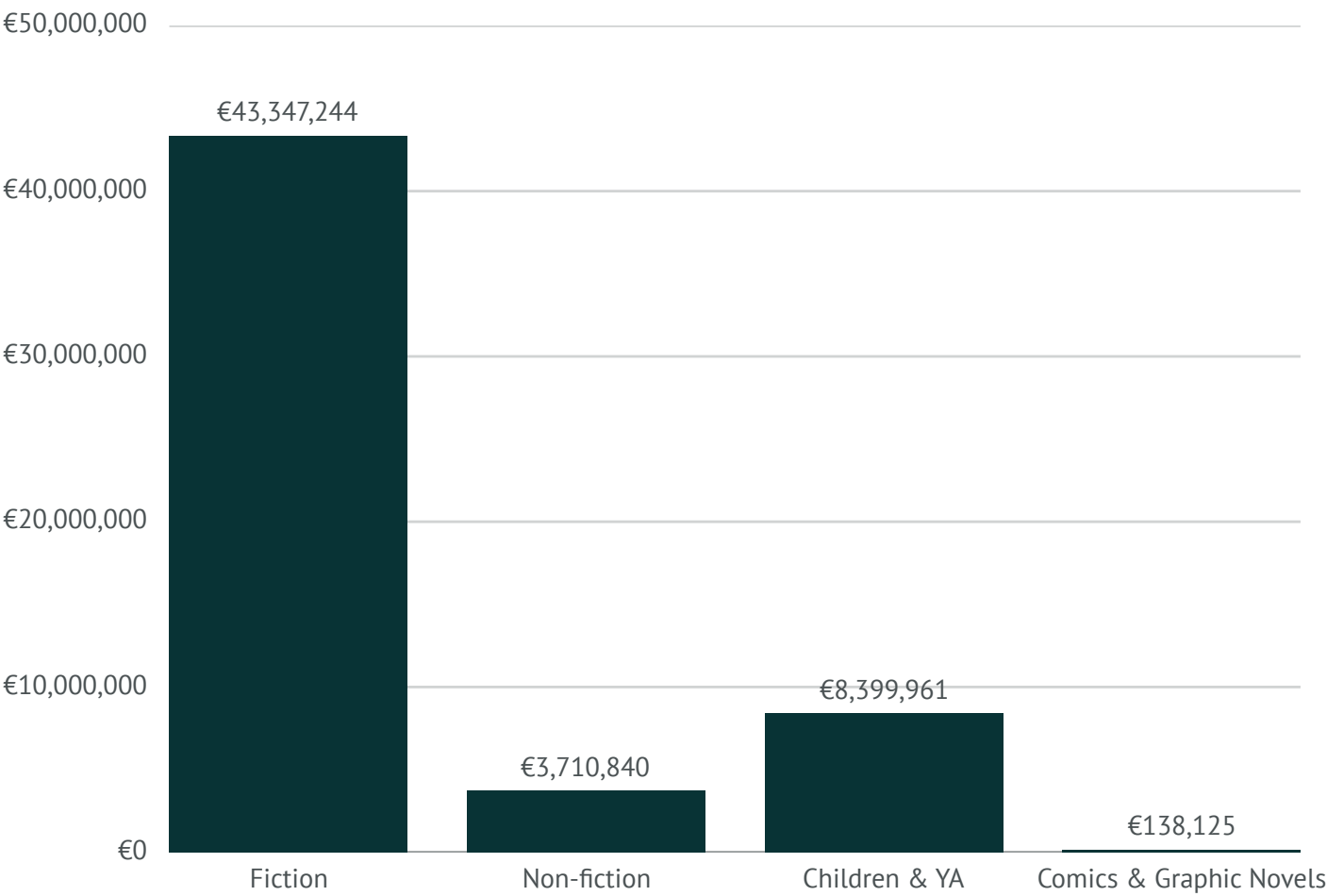
CONTRACTS
2027

SWEDEN

In 2024, revenue from the export of Swedish literature totalled approximately 55.6 million euros. 2027 contracts were made for translation rights on behalf of Swedish authors.



SWEDEN





Danish Arts
Foundation



FarLit



ICELANDIC LITERATURE CENTER



FINNISH
LITERATURE
EXCHANGE



NORLA
Norwegian
Literature
Abroad

SWEDISH
ARTSCOUNCIL