



The market value of Finnish literary exports to 2016

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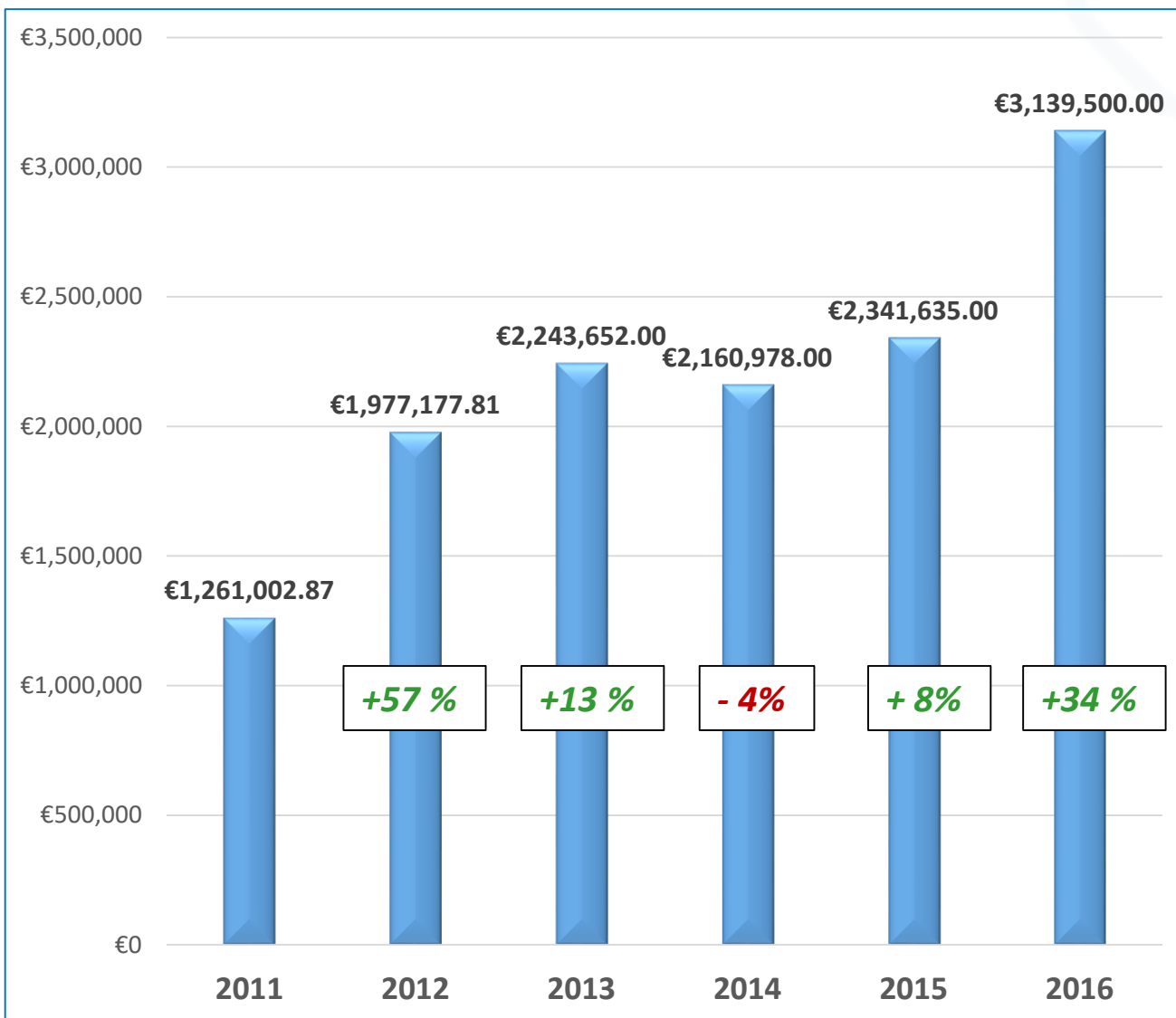
In 2016 we published our final report for a project launched in 2013 on the value of the Finnish literary export market. That final report presented an overview of changes in the value of the market from 2011 to 2015. This new survey is a continuation of the same project looking at figures to assess the literary export market for 2016 and comparing them with data going back to 2011.

In order to maintain comparability in the data, no major changes were made to the questionnaire used in the project or the target group from which figures were collected. We asked for data from publishers and literary agents who agreed to provide data for the full period covered by the survey and were able to supply precise data on literary exports each year.

After the project launch in 2013, scholarly literature was excluded from the survey, with the exception of general non-fiction published by a for-profit publisher or literary agency included in the project target group. Also excluded were exports of finished books such as works translated into foreign languages like tourist guides. In this survey, 'literary exports' refers to the rights acquired by publishers outside Finland to translate a book and market and sell the translated work. The third exclusion applies to Finnish authors represented by literary agencies outside Finland. Several successful Finnish authors are represented by agencies abroad, so there are significant sums outside the scope of this study.

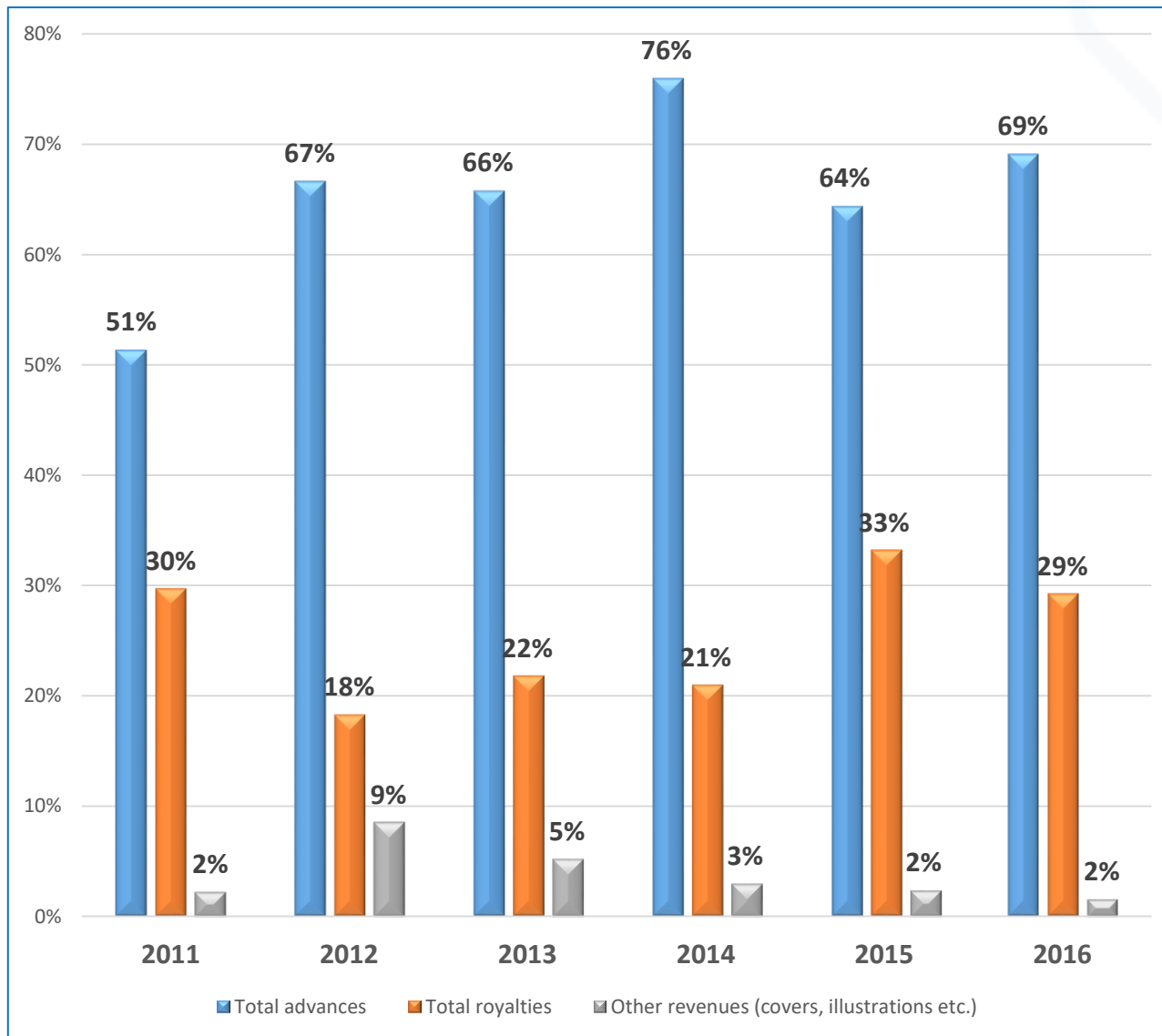
Data illustrating the value of the Finnish literary export market have been collected from Finnish publishers and literary agents. The figures are presented as totals, so no individual figures for any particular author or organisation can be determined.

Gross revenues from literary exports, 2011–2016



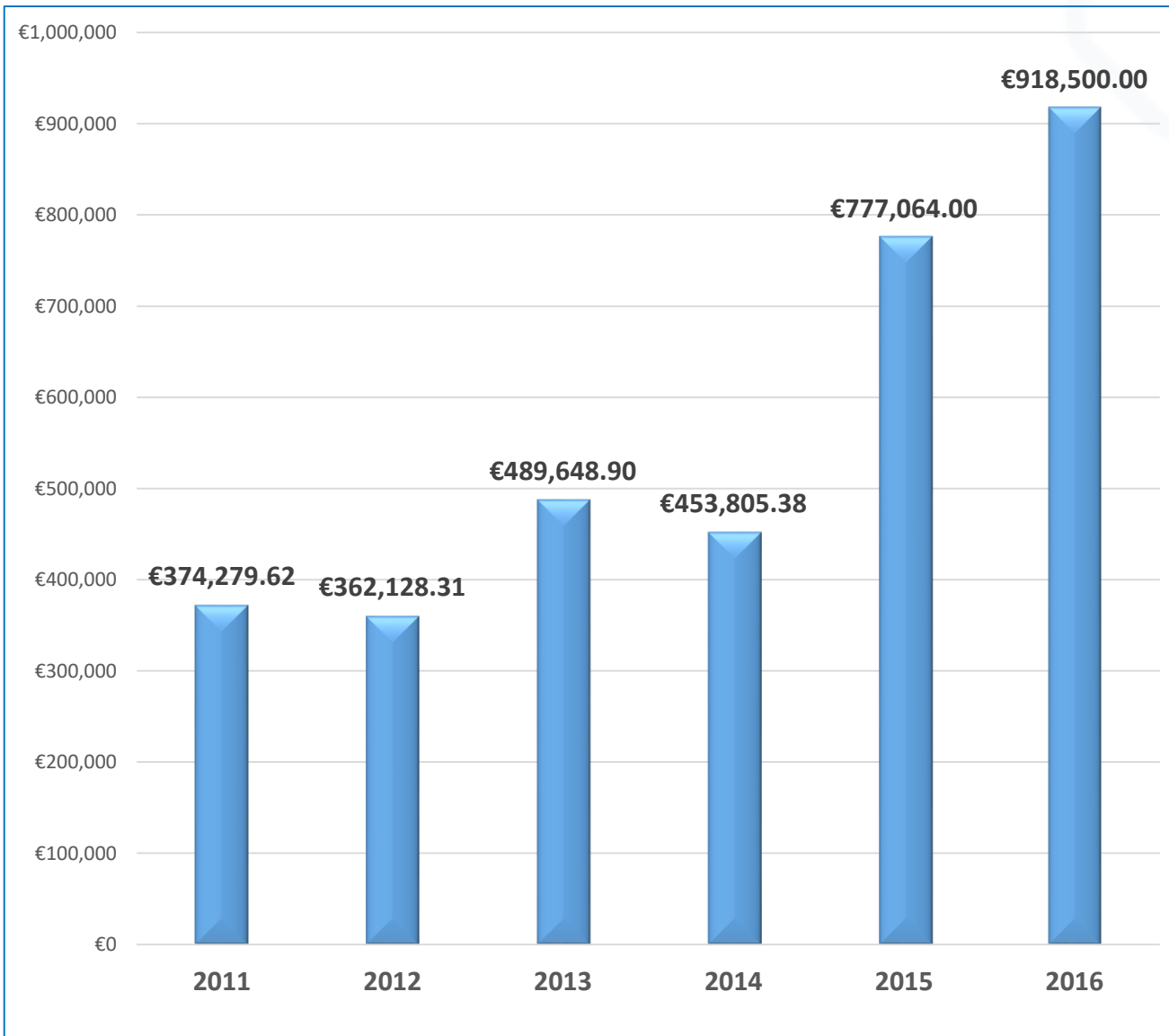
- ❑ Gross revenues from literary exports in 2016 were slightly over 3 million euros, which is an increase of more than 30% over the previous year.
- ❑ The 2016 total includes data from one 'new' publisher not included in the previous figures. Even without these revenues, the figure would still have been up on the previous year, though not as much.
- ❑ The strongest growth during the study period is shown in the gross revenues for 2012, when year-on-year growth was nearly 60%. This strong growth is explained by the Frankfurt Book Fair, where Finland was Guest of Honour in 2014. The decision to grant that status to Finland was made back in 2009, and the selection attracted particular attention for Finnish authors in Germany.

Royalties and advances paid



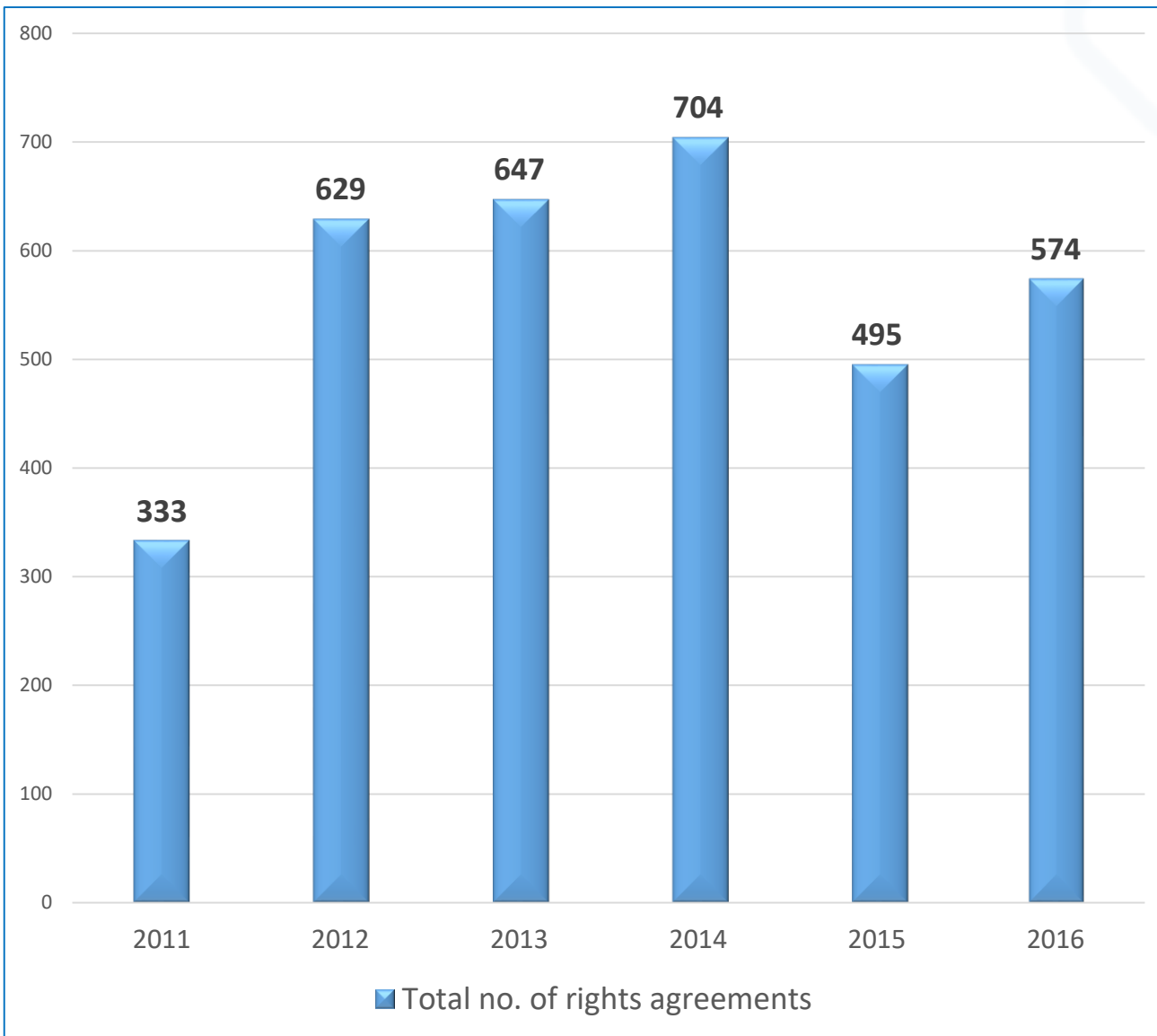
- ❑ Not all of the figures for 2011-2013 were broken down into advances, royalties and other revenues. In those years all respondents provided their overall gross revenues but not the breakdowns. In any case, the figures in question are fairly small. The breakdown for 2011 figures covered 83% of total revenues; the 2012 figures covered 94% of the total and for 2013 93% was broken down.
- ❑ Starting with the figures for 2013, all respondents reported their gross revenues broken down into advances, royalties and other revenues, so the coverage for 2014-2016 is 100%.
- ❑ In each year surveyed, the largest portion of gross revenues is made up of advances paid. In the last two years, royalties increased somewhat to make up around 30% of the total revenues.
- ❑ With regard to the reporting of advances and royalties, it is important to note that some are recorded late, so it is very difficult to get completely precise annual figures.

Growth in royalty revenues, 2011–2016



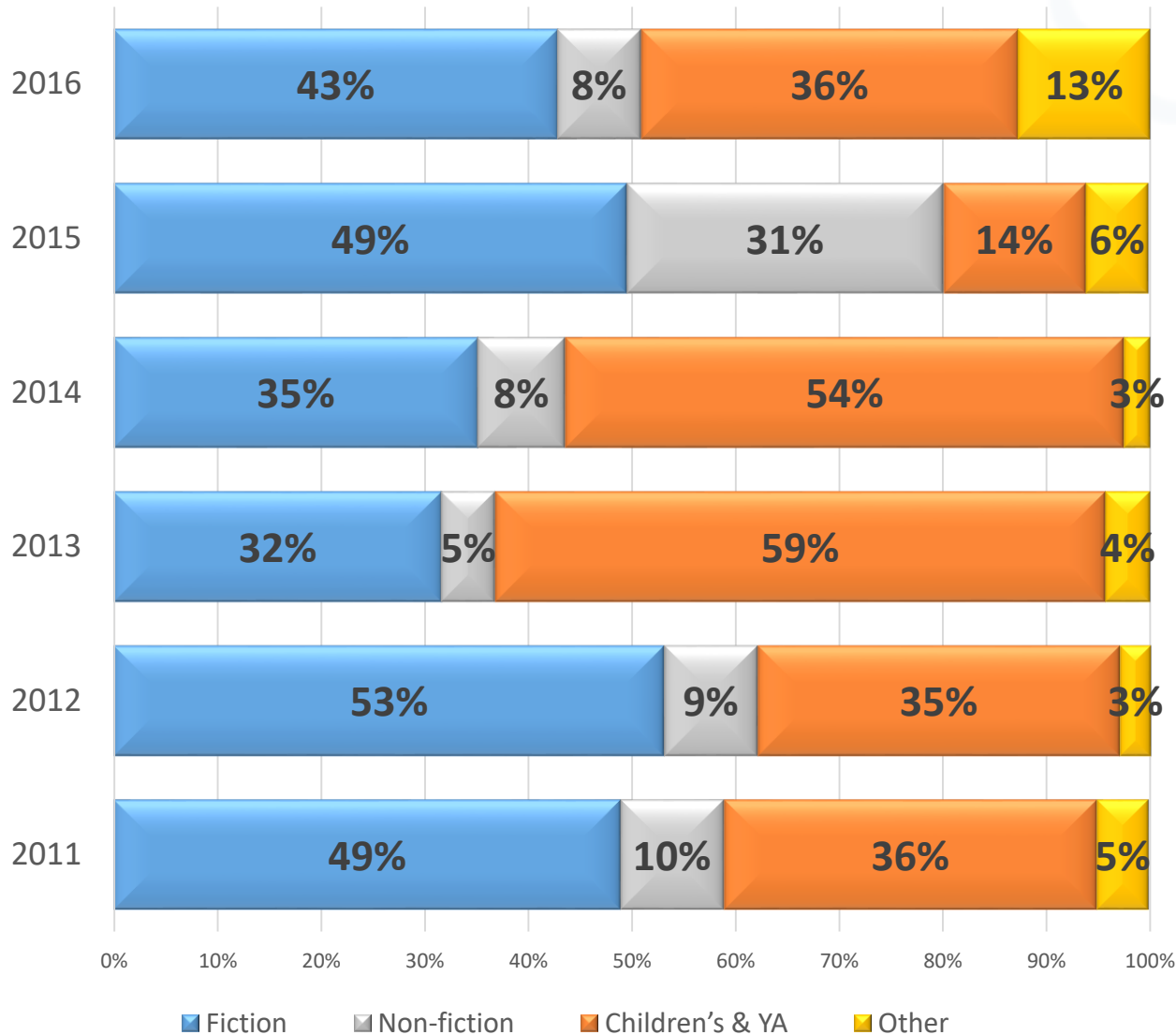
- ❑ Royalties give a picture of the success of books abroad; that is, their sales figures after translation and publication abroad.
- ❑ Royalty revenues have increased significantly since 2015. Partly as a result of sales efforts in the Frankfurt Guest of Honour project, authors have been sold abroad and their books have achieved success, generating stability in the form of increased royalty revenues.
- ❑ From 2014 to 2015 royalty revenues increased by 71%, and the following year they grew by a further 18%.
- ❑ Royalty revenues nearly doubled from 2014 to 2016.

Sales of foreign rights, 2011–2016



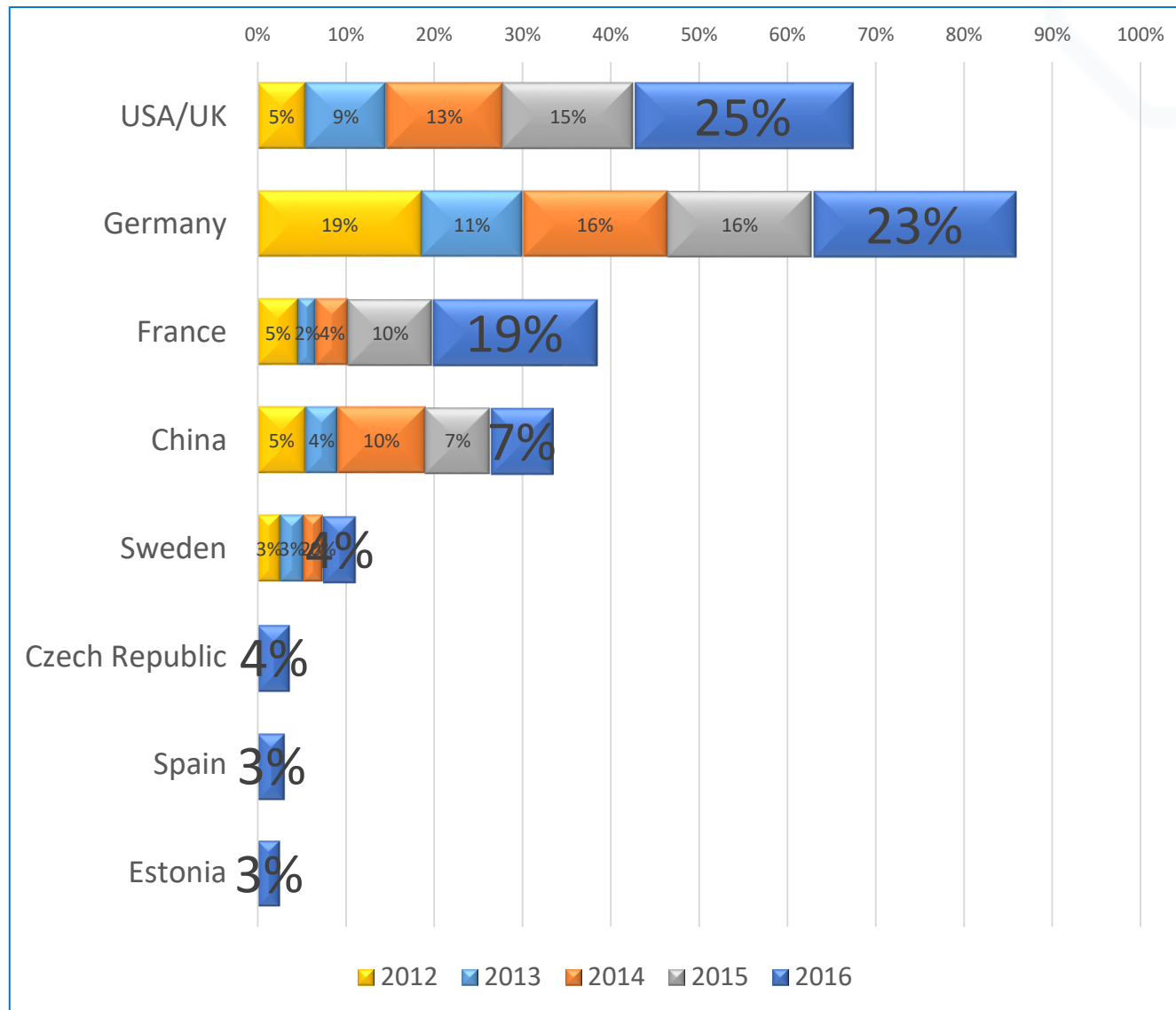
- The numbers of foreign rights agreements reflect Finland's stint as Frankfurt Guest of Honour and its significance before and after the Book Fair in 2014.
- Interest and excitement for Finnish literature clearly started to increase as the Guest of Honour year approached. The efforts invested in selling Finnish literature abroad in connection with the Guest of Honour year paid off, with rights deals made at a brisk pace.
- The high level of interest accompanying the Guest of Honour period reached its zenith in 2014, followed by an inevitable brief slump. The definite increase in rights agreements achieved in 2016 could be a sign of a new growth phase and a lasting rise in foreign rights deals to a new, higher level.

Export revenues by literary genre



- ❑ There has been some variation in the distribution of export revenues across literary genres.
- ❑ In 2011 and 2012 fiction made up around half of revenues, with children's and young adult (YA) books representing around 35%.
- ❑ In 2013 and 2014 children's and YA books represented a significantly higher portion of sales, with a clear decrease in the share for fiction.
- ❑ The non-fiction share increased significantly in 2015, but then in 2016 it returned to its previous figure of around 10%.
- ❑ With Finnish literary exports still a relatively small market, annual export figures can show large variations in percentage breakdowns, especially when the figures are divided into small segments such as literary genres. In such cases, individual successes can have a major impact on the figures.

Major foreign rights markets



- ❑ The English-speaking countries have continued to grow in importance as a destination for Finnish literary exports, achieving parity with Germany, which also increased its share over the previous year.
- ❑ France has also increased in significance as an export destination, and China has remained important as well.
- ❑ The countries listed in this chart do not cover all the territories to which foreign rights are sold. Finnish literature is exported to many other countries as well, just in smaller quantities.