



Market value of Finnish literary exports in 2018

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2019

Background

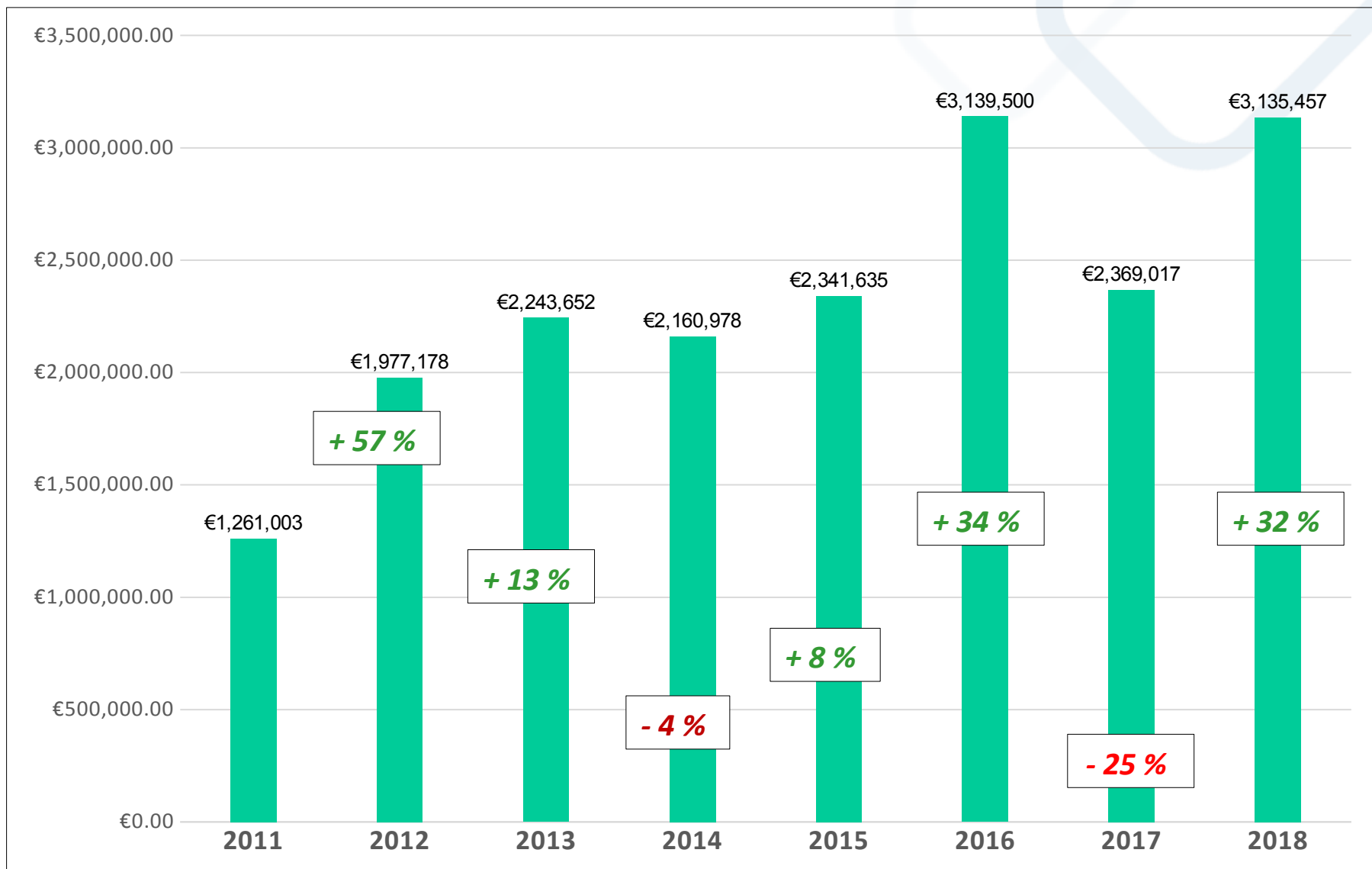
This report is a continuation of a project launched in 2013 concerning the market value of Finnish literary exports. The study carried out in 2013 reported on the market value of literary exports for 2011 and 2012. Since then, the market value of literary exports has been monitored on a yearly basis, with this most recent report collecting the figures for 2018.

In the interest of maintaining comparability, no significant changes have been made to the questionnaire used for the project nor to the target group from which the figures have been collected. Figures have been requested from publishers and agencies who have committed to delivering data for the entire period of the study and who are able to produce accurate figures for literary exports on a yearly basis.

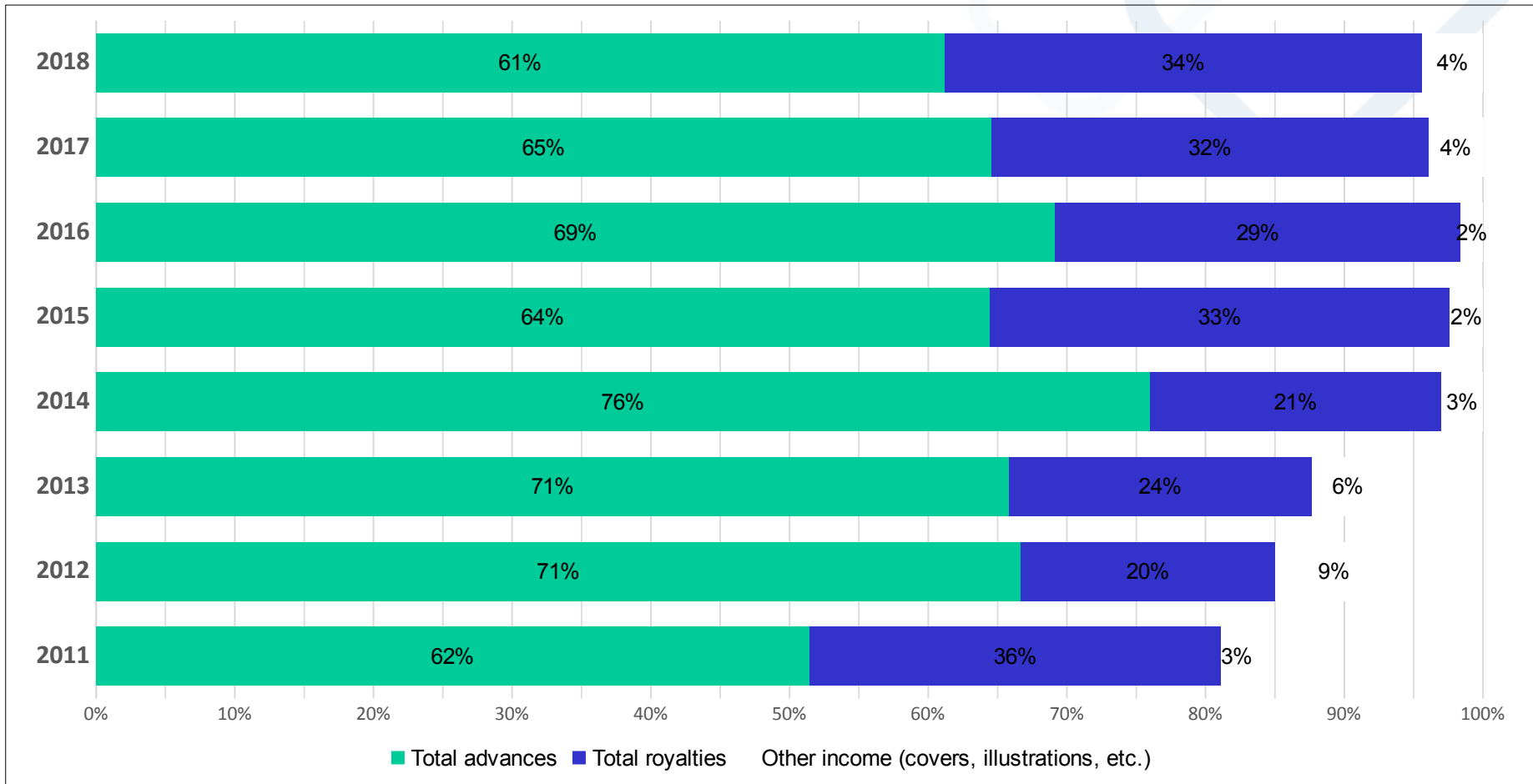
When the project was initiated in 2013, the decision was made to exclude scientific literature with the exception of general non-fiction represented by for-profit publishers or agents that are otherwise part of the project's target group. The export of finished products, such as travel guides or other books already translated into a foreign language, was also excluded. In the context of this study, literary export refers to a foreign publisher's right to translate a work and sell and market it in a foreign-language edition. A third exclusion concerns Finnish authors who have contracted with foreign agencies to sell their translation rights. Many successful Finnish authors are represented by foreign agencies, so the amount of exports not included this study is significant.

The figures describing the development of the market value of Finnish literary exports have been collected from Finnish publishers and agents. The figures are presented as aggregates and do not indicate the revenue of any individual author or organization.

Gross revenue from literary exports 2011–2018

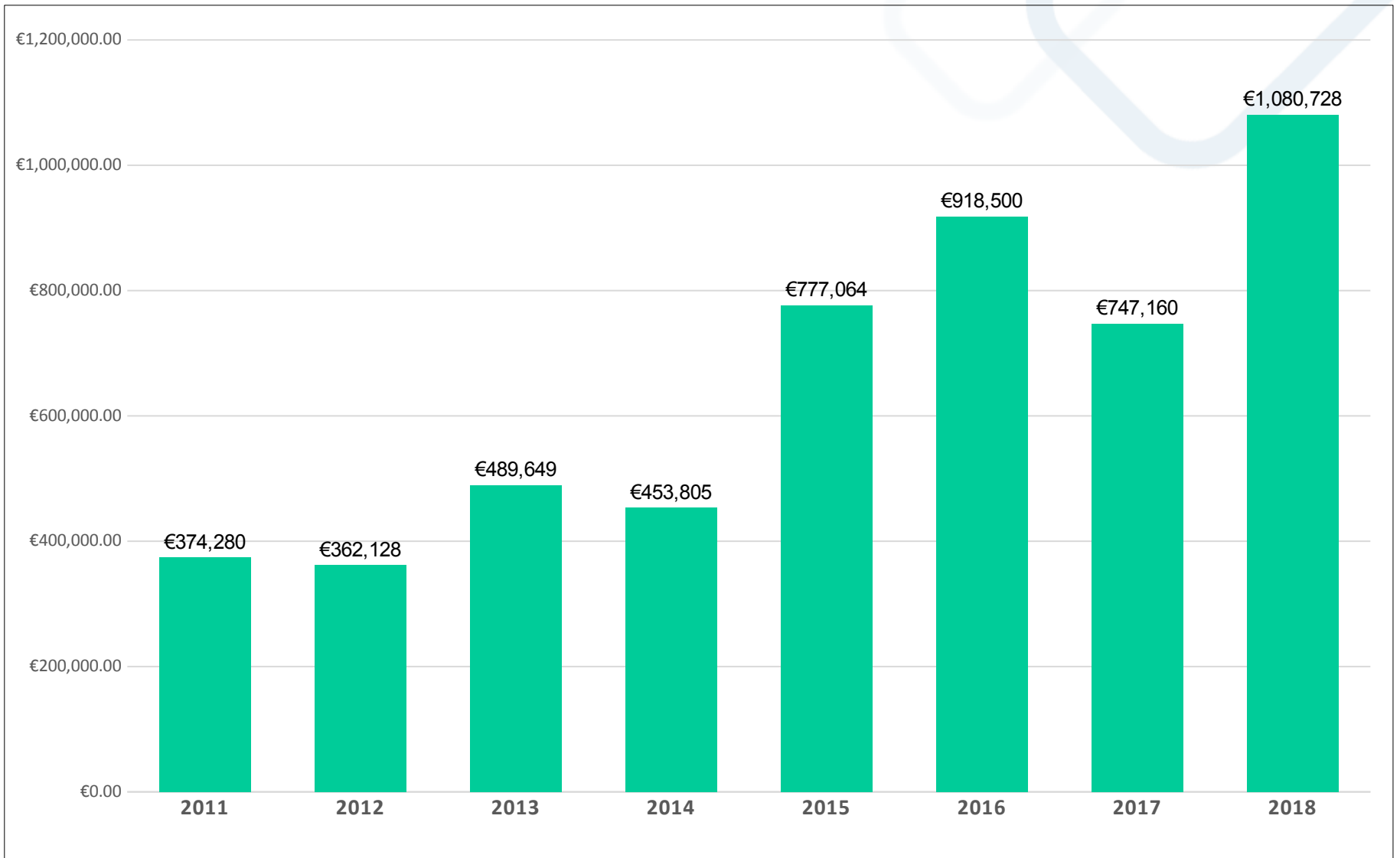


Breakdown of revenue into advances, royalties and other income 2011–2018

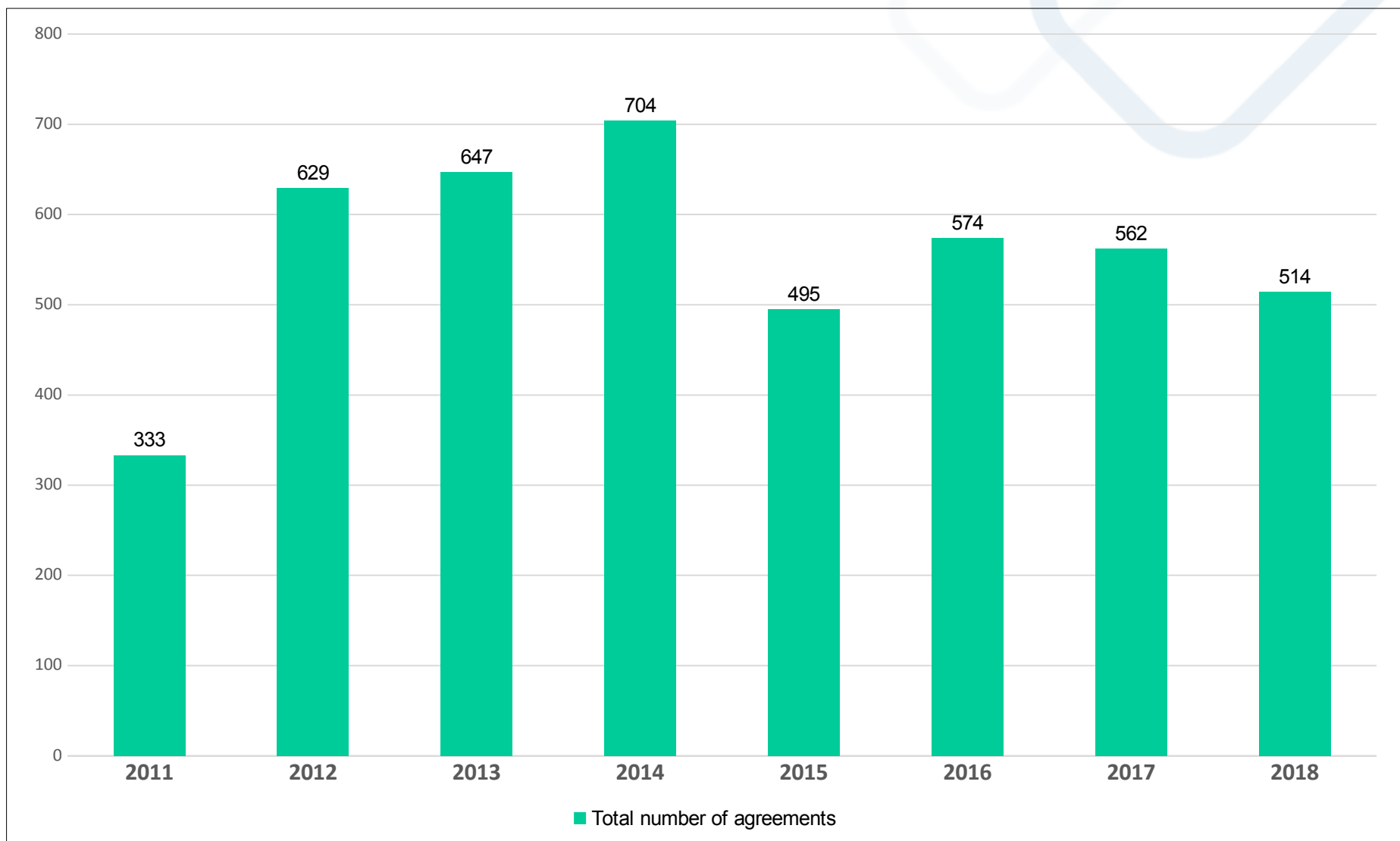


Comprehensive data regarding the breakdown of gross revenue into advances, royalties and other income is not available for 2011–2013. For those years, all respondents reported total gross revenue, but not all respondents reported how revenue broke down over these categories. However, only a relatively small portion of total revenue is in question. In 2011, the data available on the breakdown of revenue categories covered 83% of total revenue; in 2012 and 2013, the numbers were 94% and 93% respectively.

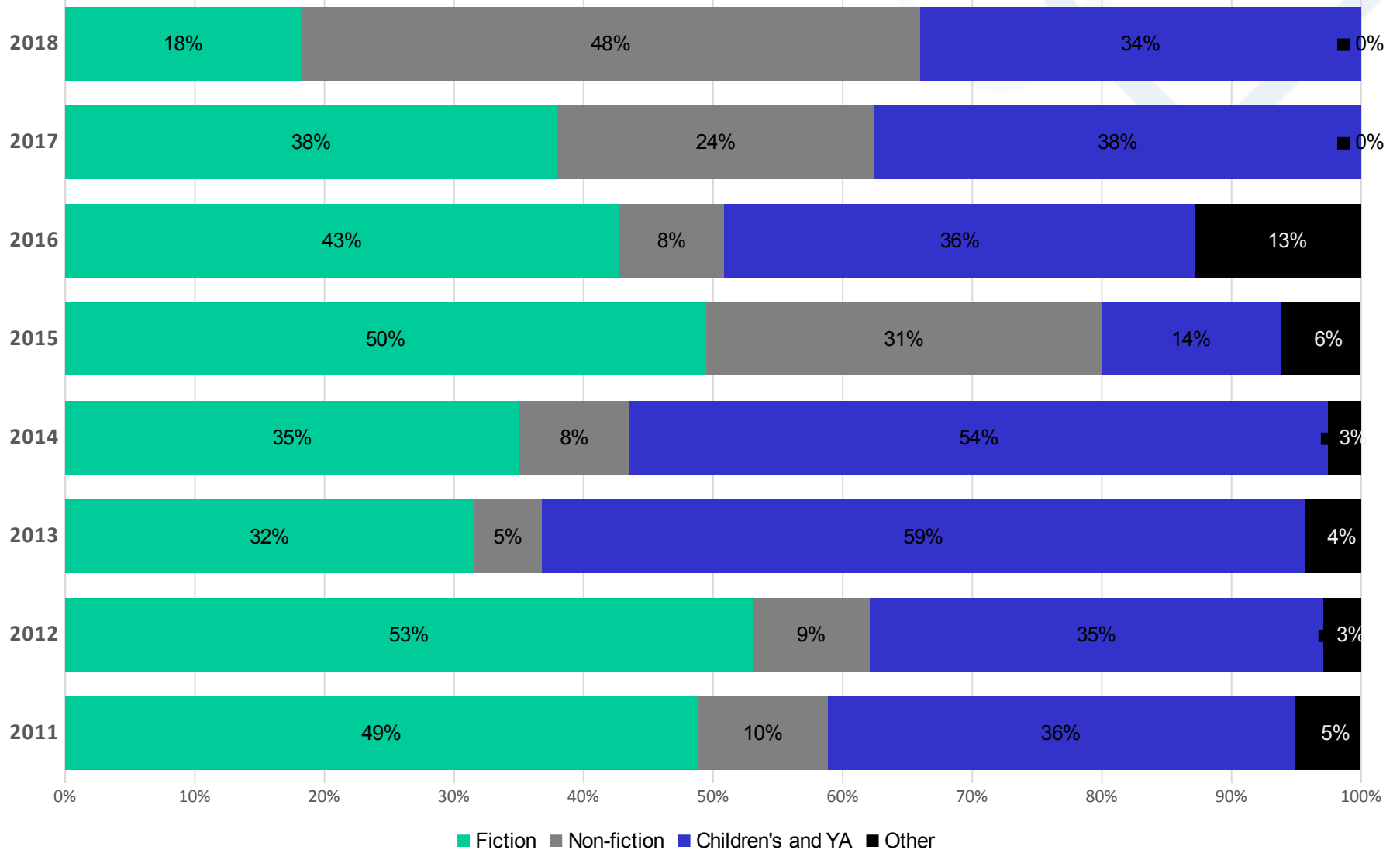
Revenue from royalties 2011–2018



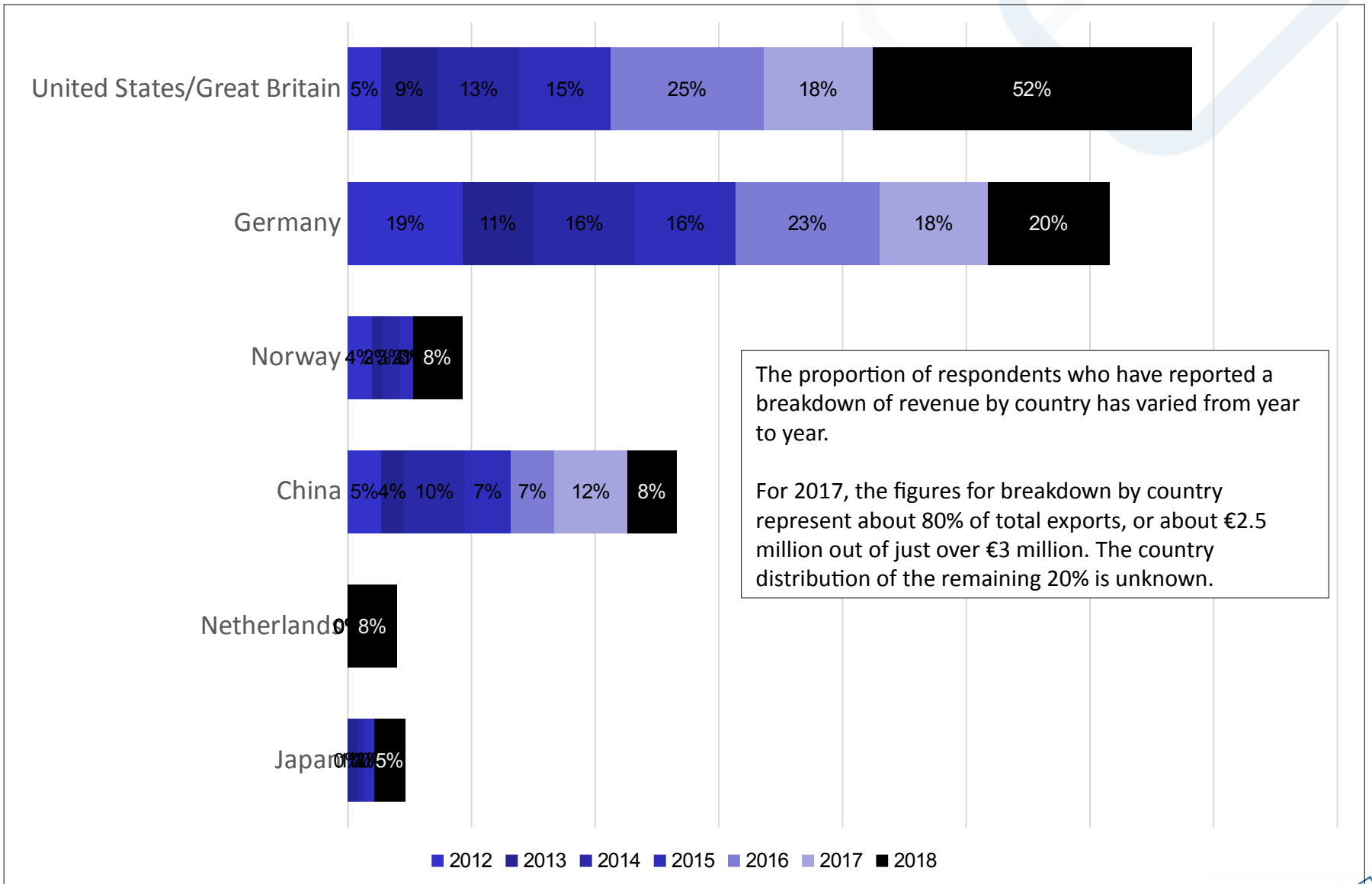
Sales of publishing rights 2011–2018



Breakdown of export earnings by genre



Most significant export markets



The proportion of respondents who have reported a breakdown of revenue by country has varied from year to year.

For 2017, the figures for breakdown by country represent about 80% of total exports, or about €2.5 million out of just over €3 million. The country distribution of the remaining 20% is unknown.