The digital challenge for the book industry: a viewpoint of Frankfurt Book Fair

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Abstract

Purpose
This article seeks to give an overview of important developments in the book and media industry, from the specific viewpoint of the Frankfurt Book Fair.

Design/methodology/approach
The article is a viewpoint, a summary of the studies, market research and surveys which the Frankfurt Book Fair has conducted into the situation of the book market, and which it has used to develop its current profile.

Findings
The content business is opening up new areas of great potential – digital rights and multimedia formats are taking place alongside the international trade in translation rights. Traditionally linear value chains are becoming intermeshed to form multidimensional “value spaces”. The industry focuses today on cooperating with new partners on new multimedia formats and ideas, involving the creative industries of films, games, books as well as the ICT sector. Knowledge and exchange will become relevant factors. At the same time, digitisation is strengthening the situation of authors and other content producers. By consequence, publishers, agents and booksellers are repositioning themselves.

Originality/value
The Frankfurt Book Fair must always anticipate today what will be influencing the book industry tomorrow. Its purpose is to reflect the book industry while at the same time providing orientation in a world where change is becoming a constant. This article examines the Frankfurt Book Fair’s own view of the developments and trends in the industry.

Keywords
Content business, Creative industries, Multimedia, Digitisation, Value chains, Trade fairs, Publishing, Publications, Partnership

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