arts and culture
Department:
Arts and Culture
REPUBLIC OF SOUTH AFRICA

SOUTH AFRICAN
BOOK DEVELOPMENT COUNCIL

PASA
PUBLISHERS' ASSOCIATION
OF SOUTH AFRICA

**The research was funded by the Department of Arts and Culture (DAC)
through the South African Book Development Council (SABDC)
and by the Publishers' Association of South Africa (PASA)**

BOOK PUBLISHING INDUSTRY ANNUAL SURVEY

Broad Trends over Two Years (2007-2008)

UNIVERSITEIT VAN PRETORIA
UNIVERSITY OF PRETORIA
YUNIBESITHI YA PRETORIA

**SCHOOL OF INFORMATION TECHNOLOGY
DEPARTMENT OF INFORMATION SCIENCE
PUBLISHING STUDIES**

Research Team

**Francis Galloway
Willem Struik**

CONTENTS

CONTEXTUALISATION

The analysis of data from the *Annual Book Industry Surveys* (2007 and 2008) rests on the assumption that the data received from the individual participating companies is accurate.

It is not possible to compare the results of the 2008 annual survey with that of the previous years. The participants of the survey differ, and some participants experienced significant changes in their business operations, which had an effect on the survey results. Some participants moved into a higher turnover category, either through organic growth or through mergers and acquisitions. Others dropped into lower categories having sold off parts of their publishing lists.

This broad trends report is based on a like-for-like comparison of all the entities that participated in both the 2007 and 2008 annual surveys, in order to highlight the patterns and trends manifested over these two years.

PARTICIPATING ENTITIES (OVER 2 YEARS)

The following 38 entities participated in both the 2007 and 2008 annual surveys (in alphabetical order):

List of companies that participated in both the 2007 and 2008 surveys

Company
Awareness Publishing
Best Books
Bible Society of South Africa
Book Promotions
Briza Publications
Cambridge University Press
Fantasi Publications
Fernwood Press
Future Managers
Heinemann
HSRC Press
Jonathan Ball Publishers
Juta & Company Limited
LAPA Publishers
LexisNexis Butterworth SA
Macmillan South Africa
Map Studio
Maskew Miller Longman
Naledi Publishers
Nasou/Via Afrika Publishers
NB Publishers
New Readers Publishers
Oxford University Press Southern Africa
Pan Macmillan SA
Pearson Educational SA
Penguin Publishers SA
Protea Boekhuis
PSD Promotions
Random-Struik
Shuter and Shooter Publishers
Stimela Publications
Struik Christian Books
Troupant
Van Schaik Publishers
Vivlia Publishers & Booksellers
Wild Dog Press
Wits University Press
UNISA Press

Participants according to various categories

	2007	2008
MEMBERSHIP	**38**	**38**
PASA MEMBER	30	30
NOT PASA MEMBER	8	8
SUB-SECTOR	**38**	**38**
TRADE	15	15
EDUCATION	13	13
ACADEMIC	7	7
MIXED	3	3
SIZE	**38**	**38**
LARGE: Turnover > R 50m	18	18
MEDIUM: Turnover < R 50m > R 5M	12	12
SMALL: Turnover < R5m	8	8
TYPE	**38**	**38**
LOCAL PUBLISHER ONLY	19	19
LOCAL PUBLISHER AND DISTRIBUTOR	17	17
DISTRIBUTOR ONLY	2	2

Please Note

The analysis below is based on the data provided by the 38 entities that participated in the two annual surveys, and NOT on the total results of the 2007 and 2008 annual surveys.

TURNOVER PROFILE
38 participating entities over 2 years

Fig.1 Total net turnover – broad patterns

	2007	2008
Total net turnover	**R 3, 057, 704, 245**	**R 3, 230, 773, 175**
% Annual growth/decline		*5.66%*
Total net turnover of 38 entities as % of total survey turnover	*100.00%*	*93.43%*

Notes

- Since the 2008 survey did not collect data on the turnover of academic journals, the turnover value of academic journals was subtracted from the comparative 2007 survey sample. Since all 2007 participants contributed to the 2008 survey, the representative nature of the 2007 BTR database is 100% after this adjustment.
- The only true comparison over two years is a comparison based on the total net turnover of the 38 entities (including large, medium and small ones) that participated in both years.
- Based on this sample the industry grew 5.66% between 2007 and 2008.
- The industry has been growing at a rate below both annual consumer inflation (12.1%) and the annual growth in Gross Domestic Product (17.44% at current price values; 3.1% at constant price values). (Source: Reserve Bank Website accessed on 12 December 2009)

Fig. 2 Total net turnover as % of GDP current

	2007	2008
Total net turnover (nominal terms)	**R 3, 057, 704, 245**	**R 3, 230, 773, 175**
Gross domestic product (GDP) current	R 1,999,086,000,000	R 2,347,780,000,000
Total net turnover as % of GDP current	0.153%	0.138%

Notes

- The table above compares the total net turnover of the 38 participating entities (in nominal terms) with the annual gross domestic product (GDP) at current prices, as retrieved from the website of the South African Reserve Bank on 10 December 2009.
- It is evident that the publishing industry, as a cultural industry, is making a relatively significant (but declining) contribution to the economy of the country (0.153% during 2007 and 0.138% during 2008).

Fig.3 Total net turnover according to product type

	2007	2008
Net turnover for book sales	R 2,864,369,895	R 3,008,756,134
% Annual growth/decline		*5.04%*
Net turnover for non-book sales	R 156,561,535	R 150,674,211
% Annual growth/decline		*-3.76%*
Net turnover for product sales (Book and non-book)	R 3, 020,931,430	R 3,159,430,345
% Annual growth/decline		*4.58%*
Other income	R 36,772,815	R 71,342,830
% Annual growth/decline		*94.01%*
TOTAL NET TURNOVER	R 3,057,704,245	R 3,230,773,175
% Annual growth/decline		*5.66%*

Notes

- Although the sale of non-book products declines between 2007 and 2008, total product sale grows by 4.58% during this period.
- The high growth pattern for “other income” during this period is due to a number of non-recurring transactions and is not indicative of any trend.

Fig.4 Total net turnover according to product source

	2007	2008
Net turnover for local product (Books and non-books)	R 2,371,614,338	R 2,479,572,243
% Annual growth/decline		*4.55%*
Net turnover for imported product (Books and non-books)	R 648,190,222	R 679 067 229
% Annual growth/decline		*4.76%*
Net turnover for product – source not specified (Books and non-books)	R 1,126,870	R 790,873
% Annual growth/decline		*-29.82%*
Total net turnover for products from all sources (Books and non-books)	R 3,020,931,430	R 3,159,430,345
% Annual growth/decline		*4.58%*

Notes

- The overall growth in product sales is driven by a more or less equal (but moderate) growth in the sales of both imported and local products (4.76% versus 4.55%).
- The moderate growth rate of sales of local product continues the declining trend of the previous broad trends cycle (2007 over 2006: 5.33%).
- During this cycle there is a conspicuous decline in the growth rate of sales of imported product compared to previous broad trend cycles (2007 over 2006: 28.98%; 2006 over 2005: 24.03%).

Fig.5 Total net turnover according to product type and sub-sector

	2007	2008
Net turnover local & imported Trade books	R 824,580,518	R 830,319,301
Net turnover local & imported Education books	R 1,624,874,270	R 1,737,471,541
Net turnover local & imported Academic books	R 414,915,107	R 440,965,292
Net turnover of local & imported book sales	**R 2,864,369,895**	**R 3,008,756,134**
Net turnover of local & imported non-book product	R 156,561,536	R 150,674,210
Total net turnover of all local & imported products	**R 3,020,931,431**	**R 3,159,430,344**

Fig.6 Total net turnover according to book product and sub-sector

	2007	2008
Net turnover Trade books	R 824,580,518	R 830,319,301
% Growth/Decline		*0.70%*
Net turnover Education books	R 1,624,874,270	R 1,737,471,541
% Growth/Decline		*6.93%*
Net turnover Academic books	R 414,915,107	R 440,965,292
% Growth/Decline		*6.28%*

Notes

- During this cycle the trade sub-sector does not reflect the healthy growth of the previous one (2007 over 2006: 10.33%; 2008 over 2007: 0.70%). because of the general economic downturn and the decline in consumer disposable income.
- The moderate growth rate of 6.93% in the education sub-sector continues the lower growth rate trend since the previous cycle (2007 over 2006: 8.63% compared to 2006 over 2005: 24.82%; 2005 over 2004: 23.94%). The increasing decline of the growth rate in this sub-sector, which is the backbone of the industry, should be interpreted in the context of the fact that the rollout of the outcomes based school curriculum has been completed.
- Even though the turnover profile of the academic sub-sector is still skewed by the fact that major local agents of international academic publishing houses do not participate in the survey, the sub-sector reflects a growth of 6.28% (which is lower that the growth of 14.44% during the previous cycle). The reason for this change in trend, which is driven by both volume and price, is as yet unclear.

Fig. 7 Net turnover of book product according to sub-sector: Trade

	2007	2008
Net turnover local Trade books	R 333,133,686	R 323,132,707
% Growth/Decline		*-3.00%*
Net turnover imported Trade books	R 491,446,832	R 507,186,594
% Growth/Decline		*3.20%*
Net turnover all local & imported Trade books	**R 824,580,518**	**R 830,319,301**
Local book market share	*40.40%*	*38.92%*
Imported book market share	*59.60%*	*61.08%*

Notes

- The decline in the sale of local trade books, which was already manifested in the previous cycle (2007 over 2006: -1.64%), continued during this cycle: 2008 over 2007: -3.00%.
- The local book market share during the current cycle declined slightly from 40.40% in 2007 to 38.92% in 2008.
- There is a slight growth in the sale of imported books during the current cycle (3.20%), but compared to the growth in the previous cycle the growth curve is stunted. The 2007 turnover was significantly influenced by a few bestseller titles, such as the Harry Potter titles and *The Secret*.
- The imported book market share during the current cycle grows from 59.60% in 2007 to 61.08% in 2008. This gain in market share can be attributed mainly to the lower turnover of local trade books in 2008.

Fig. 8 Net turnover of book product according to sub-sector: Education

	2007	2008
Net turnover local Education books	R 1,526,949,320	R 1,632,900,895
% Growth/ Decline		*6.94%*
Net turnover imported Education books	R 97,924,950	R 104,570,646
% Growth/ Decline		*6.79%*
Net turnover all local & imported Education books	**R 1,624,874,270**	**R 1,737,471,541**
Local book market share	*93.97%*	*93.98%*
Imported book market share	*6.03%*	*6.02%*

Notes

- The sales of locally produced education books still manifest a reasonable growth (6.94%) during the final phase of the implementation of the new curriculum.
- On average over the previous broad trends cycle (2006 to 2007) and the current one (2007 to 2008) the sale of locally published books constitutes 94% of the education market.

Fig. 9 Net turnover of book product according to sub-sector: Academic

	2007	2008
Net turnover local Academic books	R 362,131,870	R 377,502,560
% Growth/Decline		*4.24%*
Net turnover imported Academic books	R 52,783,237	R 63,462,732
% Growth/Decline		*20.23%*
Net turnover all local & imported Academic books	**R 414,915,107**	**R 440,965,292**
Local book market share	*87.28%*	*85.61%*
Imported book market share	*12.72%*	*14.39%*

Notes

- There is a slight growth of 4.24% in the sale of local academic books during this cycle.
- The sale of imported academic books (by local distributors participating in the survey) increases by 20.23% between 2007 and 2008. The main reason for this sharp increase is the change in the Rand/US dollar exchange rate.
- It is important to take into account that agents/distributors of imported academic books are under-represented in the annual book publishing surveys; therefore the net turnover (and market share) for imported books reflected in this broad trends report is still skewed.

Fig. 10 Net turnover of all products according to sub-sector and product category: Trade

	2007	2008
Net turnover local & imported Trade FICTION	R 292,452,882	R 257,609,319
% Growth/Decline		*-11.94%*
Net turnover local & imported Trade NON-FICTION	R 532,127,636	R 572,709,982
% Growth/Decline		*7.63%*
Net turnover local & imported Trade non-book product	R 42, 348,645	R 24,366,832
% Growth/Decline		*-42.46%*
Net turnover ALL local & imported Trade products	**R 866,929,163**	**R 854,686,133**
% Growth/Decline		*-1.41%*

Notes

- The decline in the sale of trade fiction which was manifested in the previous cycle (2007 over 2006: -4.01%) increases during this cycle (-11.94%). 2007 was characterized by a number of bestseller titles which contributed significantly to turnover. These included *Harry Potter and the Deathly Hallows*, *The Secret* and *Spud*.
- Even though there is a growth of 7.63% in the sale of trade non-fiction during this cycle, the growth curve does not hold its own against the growth of the previous cycle (20.20%), in which one title, *In Black and White*, made an extraordinary contribution to turnover.
- There is a steep decline in the sale of non-book product (-42.46%) during this cycle.

Fig. 11 Net turnover of all products according to sub-sector and product category: Trade (local and imported fiction and non-fiction)

	2007	2008
Net turnover local Trade FICTION	R 85,056,018	R 87,128,239
% Growth/Decline		*2.44%*
Net turnover imported Trade FICTION	R 207,396,864	R 170,481,080
% Growth/Decline		*-17.80%*
Net turnover local Trade NON-FICTION	R 248,077,668	R 236,004,468
% Growth/Decline		*-4.87%*
Net turnover imported Trade NON-FICTION	R 284,049,968	R 336,705,514
% Growth/Decline		*18.54%*

Notes

- The sale of locally published trade fiction manifests a very modest increase of 2.44% in turnover, well below the 12,1% inflation rate.
- Imported trade non-fiction sale declines by 17.80% off the very high 2007 turnover, which was driven by a few bestseller titles.
- Locally published trade non-fiction records a decline of 4.87% off the 2007 turnover, which was greatly influenced by the sale of Jake White's *In Black and White.*
- Imported trade non-fiction sales increases by 18.54% during this cycle, without any bestseller titles making extraordinary contributions to the increase.

Fig. 12 Net turnover of all products according to sub-sector and product category: Education

	2007	2008
Net turnover local & imported SCHOOL books	R 1,569,489,591	R 1,632,035,884
% Growth/Decline		*3.99%*
Net turnover local & imported FET books	R 35,849,637	R 67,662,614
% Growth/Decline		*88.74%*
Net turnover local & imported ABET books	R 19,535,042	R 37,773,043
% Growth/Decline		*93.36%*
Net turnover local & imported Education non-book product	R 2,221,136	R 5,147,484
% Growth/Decline		*131.75%*
Net turnover ALL local & imported Education products	**R 1,627,095,406**	**R 1,742,619,025**
% Growth/Decline		*7.10%*

Notes

- The marked growth in the sale of FET books is due to the implementation of the new FET curricula.
- The continued growth in the sale of ABET books is due to special projects linked to funding.
- The lower growth rate in the sale of schoolbooks is linked to the cycle of curriculum change. Schools are becoming more depended on the replenishment of textbooks than the replacement of existing titles by new ones due to the rollout of the curriculum.
- The sales of non-book products more than doubled in this cycle because of special funding to provide schools with wall maps.

Fig. 13 Net turnover of all products according to sub-sector and product category: Academic

	2007	2008
Net turnover local & imported Academic TEXT books	R 213,476,328	R 257,679,841
% Growth/Decline		*20.71%*
Net turnover local & imported PROFESSIONAL books	R 196,502,491	R 178,363,829
% Growth/Decline		*-9.23%*
Net turnover local & imported SCHOLARY books	R 4,936,288	R 4,921,622
% Growth/Decline		*-0.30%*
Net turnover local & imported Academic non-book product	R 111,991,755	R 121,159,894
% Growth/Decline		*8.19%*
Net turnover ALL local & imported Academic products	**R 526,906,862**	**R 562,125,186**
% Growth/Decline		*6.68%*

Notes

- There is an overall growth of 6.68% in the sales of academic books during this cycle.
- The highest growth curve is in the sales of academic textbooks (20.71%).
- The growth of 8.19% in the sales of academic non-book products refers to the sales of electronic products.
- See fourth bullet note of Fig.16.

Fig. 14 Net turnover of local books according to language: Trade (Fiction)

	2007	2008
Net turnover local English FICTION	R 25,422,788	R 27,478,353
% Growth/Decline		*8.09%*
Net turnover local Afrikaans FICTION	R 58,256, 422	R 63,803,350
% Growth/Decline		*9.52%*
Net turnover local African languages FICTION	R 441,111	R 561, 442
% Growth/Decline		*27.28%*
Net Turnover All local FICTION	**R 83,729,715**	**R 91,843,145**
% Growth/Decline		***9.69%***

Notes

- There is an overall growth of 9.69% in the sale of local fiction, in spite of the general economic downturn. (In the previous cycle there was an overall decline of 11.48% in the sale of local fiction.) This growth is largely driven by the second title in the *Spud* series and by increased production of Afrikaans fiction titles.
- The growth of 8.09% in the sale of local English fiction is mainly due to the sale of *Spud – The Madness Continues*.
- The growth of 27.28% in the sale of local fiction in African languages is a good sign after the sharp decline in the previous cycle. However, with such a low base one title can make this kind of difference.
- During 2008 the sale of local fiction in Afrikaans constitutes almost 70% (69.47%) of local trade fiction turnover. During this cycle the sale of Afrikaans fiction grew by 9.52%, driven mainly by new titles published in 2008.

Fig. 15 Net turnover of local books according to language: Trade (Non-Fiction)

	2007	2008
Net turnover local English NON-FICTION	R 175,795,239	R 132,445,209
% Growth/Decline		*-24.66%*
Net turnover local Afrikaans NON-FICTION	R 56,118,007	R 73,272,621
% Growth/Decline		*30.57%*
Net turnover local African Languages NON-FICTION	R 16,159,245	R 21,954,455
% Growth/Decline		*35.86%*
Net turnover All local NON-FICTION	**R 247,045,633**	**R 227,672,285**
% Growth/Decline		*-7.84%*

Notes

- The sale of locally published non-fiction trade books declines by 7.84% during this cycle – this decline is a continuation of the trend manifested in the previous cycle (2007 over 2006: -4.51%).
- The turnover of local English non-fiction declines by a quarter between 2007 and 2008. The sale of local English non-fiction constitutes 58.17% of the turnover of all local non-fiction in 2008.
- There is a healthy growth in the turnover of local Afrikaans non-fiction (30.57%) during this cycle.
- The highest growth curve is evident in the sale of non-fiction in African languages, linked to the sale of Bibles.

Fig. 16 Net turnover of local books according to language: Education (School books)

	2007	2008
Net turnover local English SCHOOL books	R 971,838,515	R 968,802,405
% Growth/Decline		*-0.31%*
Net turnover local Afrikaans SCHOOL books	R 160,054,444	R 131,027,489
% Growth/Decline		*-18.14%*
Net turnover local African languages SCHOOL books	R 176,068,554	R 219,707,312
% Growth/Decline		*24.79%*
Net turnover All local SCHOOL books	**R 1,307,961,513**	**R 1,319,537,206**
% Growth/Decline		*0.89%*

Notes

- The overall sale of local schoolbooks reaches a plateau during this cycle.
- The sale of school books in African languages manifests a striking growth of nearly 25%.
- The sale of school books in Afrikaans dropped by 18.14%.

Fig. 17 Net turnover of local books according to language: Education (FET)

	2007	2008
Net turnover local English FET books	R 27,694,965	R 56,804,973
% Growth/Decline		*105.11%*
Net turnover local Afrikaans FET books	R 542,224	R 538,870
% Growth/Decline		*-0.62%*
Net turnover local African languages FET books	R 0	R 20,795
% Growth/Decline		
Net turnover All local FET books	**R 28,237,189**	**R 57,364,638**
% Growth/Decline		*103.15%*

Notes

- The new NQF2 syllabus was introduced in 2007. By 2008 the sale of FET books has more than doubled.
- All textbooks are published in English, except for textbooks to be used in the study of Afrikaans as one of the curriculum subjects. The Afrikaans education sub-sector will not benefit from this potentially expanding market.

Fig. 18 Net turnover of local books according to language: Education (ABET)

	2007	2008
Net turnover local English ABET books	R 15,361,113	R 33,505,978
% Growth/Decline		*118.12%*
Net turnover local Afrikaans ABET books	R 11,358	R 184,163
% Growth/Decline		
Net turnover local African languages ABET books	R 205,510	R 1,202,535
% Growth/Decline		
Net turnover of All local ABET books	**R 15,577,981**	**R 34,892,676**
% Growth/Decline		*123.99%*

Notes

- English books dominate the ABET market, which has more than doubled during this cycle. The conspicuous growth in turnover can be linked to the implementation of special literacy projects announced in 2007.
- For the first time, during 2008, the recorded sale of ABET books in African languages reached more than R1m per annum.
- NGOs do not participate in the annual surveys, therefore the net turnover for all local ABET books recorded in this broad trends overview only accounts only for commercial publishers investing in ABET material.

Fig. 19 Net turnover of local books according to language: Academic (Textbooks)

	2007	2008
Net turnover local English TEXT books	R 155,306,076	R 174,870,023
% Growth/Decline		*12.60%*
Net turnover local Afrikaans TEXT books	R 23,651,182	R 20,398,793
% Growth/Decline		*-13.75%*
Net turnover local African languages TEXT books	R 0	R 171, 676
% Growth/Decline		
Net turnover of All local TEXT books	**R 178,957,258**	**R 195,440,492**
% Growth / Decline		*9.21%*

Notes

- The growth curve in the sale of English local academic textbooks, which manifested itself in the previous cycle (2007 over 2006: 23.44%), continues during this cycle (12.60%), linked to an increase of more than 33% in the number of new titles published in 2008. Most of the sales of these new titles are likely to be realized in 2009.
- The sale of Afrikaans local academic textbooks keeps declining - in the previous cycle by 44.86% and during this cycle by 13.75%. (The decline between 2006 and 2008 amounts to 48.03%.) This trend is a clear indicator of the negative impact on the higher functions of Afrikaans by the shift to English as language of instruction at erstwhile Afrikaans language higher institutions.

Fig. 20 Net turnover of local books according to language: Academic (Professional books)

	2007	2008
Net turnover local English PROFESSIONAL books	R 161,105,580	R 151,275,374
% Growth/Decline		*-6.10%*
Net turnover local Afrikaans PROFESSIONAL books	R 11,454,527	R 16,400,000
% Growth/Decline		*43.17%*
Net turnover local African languages PROFESSIONAL books	R 0	R 0
% Growth/Decline		
Net turnover of All local PROFESSIONAL books	**R 172,560,107**	**R 167,675,374**
% Growth/Decline		*-2.83%*

Notes

- There is a slight decline of 2.83% in the sale of all local professional books, continuing the trend from the previous cycle (2007 over 2006: -6.23%).
- There is a decline of 6.10% in the sale of professional books in English, which constitutes 90.22% of the 2008 market in this production category.
- There is a growth of 43.17% in the sale of professional books in Afrikaans.
- No professional books are published/sold in African languages.

Fig. 21 Net turnover of local books according to language: Academic (Scholarly books)

	2007	2008
Net turnover local English SCHOLARLY books	R 3,368,565	R 3,424,336
% Growth/Decline		*1.66%*
Net turnover local Afrikaans SCHOLARLY books	R 0	R 320
% Growth/Decline		
Net turnover local African languages SCHOLARLY books	R 0	R 14 157
% Growth/Decline		
Net turnover of All local SCHOLARLY books	**R 3,368,565**	**R 3,438,813**
% Growth/Decline		*2.09%*

Notes

- It seems as if there is only a niche market for local scholarly books in English.

PRODUCTION PROFILE
38 participating publishers over 2 years

Fig. 22 Total local production of first/revised editions and reprints

	2007	2008
Total first/revised editions	7,266	3,999
% Growth/Decline		*-44.96%*
Total reprint editions	10,186	9,400
% Growth/Decline		*-7.72%*
Total All editions	**17,452**	**13,399**
% Growth/Decline		*-23.22%*

Notes

- The total production of the industry declines by almost a quarter (23.22%) during this cycle.
- There is a conspicuous decline in the number of first and revised editions during 2008. This decline is manifested specifically in the education sub-sector and in the production of schoolbooks (see Fig. 23).
- The decline in the production of new schoolbooks is linked to the fact that the final stage of the rollout of the National Curriculum (Grade 12) was reached in 2008.
- Although there is a decline of 7.72% in the production of reprint editions during this cycle, the industry is backlist driven in 2008.

Fig. 23 Local production of first/revised editions according to sub-sector

	2007	2008
Trade first/revised editions	1,028	1,060
% Growth/Decline		*3.11%*
Education first/revised editions	5,842	2,713
% Growth/ Decline		*-53.56%*
Academic first/revised editions	396	266
% Growth/Decline		*-32.83%*

Notes

- The local production of first/revised editions of trade titles manifests a small increase of 3.11%.
- During this cycle the production of new/revised schoolbooks declines by more that half (53.56%). This is directly linked to the completion of the rollout of the National Curriculum.
- The trend of the previous cycle, namely a striking decline in the local production of academic books, continues during this cycle.

Fig. 24 Local production of reprint editions according to sub-sector

	2007	2008
Trade reprint editions	1,417	810
% Growth/Decline		*-42.84%*
Education reprint editions	8,901	8,171
% Growth/Decline		*-8.2%*
Academic reprint editions	893	419
% Growth/Decline		*-53.08%*

Notes

- The local production of trade reprints declines by more than 40% during this cycle. This is in sharp contrast to the emerging pattern of backlist development in the previous cycle.
- The local production of education reprints declines by 8.2% during this cycle.
- The marked decline of more than 50% in the local production of academic reprints, linked to the 32.83% decline in the production of new academic titles, should be investigated in more depth in terms of product categories; the market share of imported books; curriculum needs; shifts in the target market; the shelf life of books; self-publishing by academic authors; and the role of the internet and e-publishing in the academic environment.

Fig. 25 Local production of first/revised editions according to production category and language: English

	2007	2008
Trade FICTION	91	100
% Growth/Decline		*9.89%*
Trade NON-FICTION	243	376
% Growth/Decline		*54.73%*
Education SCHOOL books	1,891	1,041
% Growth/Decline		*-44.95%*
Education FET	228	352
% Growth/Decline		*54.39%*
Education ABET	65	11
% Growth/Decline		*-83.08%*
Academic TEXT books	130	173
% Growth/Decline		*33.08%*
Academic PROFESSIONAL books	236	44
% Growth/Decline		*-81.36%*
Academic SCHOLARLY books	19	63
% Growth/Decline		*231.58%*
ALL English books	**2,903**	**2,160**
% Growth/Decline		***-25.59%***

Notes

- During this cycle the local production of English books declines by 25.59%.
- There is a slight growth (9.89%) in the production of fiction titles in English – from 91 in 2007 to 100 in 2008.
- The local production of non-fiction titles increases by more than 50% during this cycle – from 243 in 2007 to 376 in 2008. This is a reversal of the trend of declining numbers during the previous cycle and is linked to an initiative by the state, which resulted in the production of non-fiction titles for the library sector and reading development schemes.
- The production of English schoolbooks declines by 44.95% during this cycle. This is in sharp contrast to the increase of 70.32% of the previous cycle. This decline is linked to the completion of the rollout of the National Curriculum.
- The growth in the number of new FET titles in English confirms the growth trend for this production category.

- There is a decline of 83.08% in the local production of English ABET titles during this cycle. The new ABET programme was launched in 2007 and books were already produced and available by 2008.
- The decline of 33.08% in the local production of English academic textbooks confirms the declining trend for this production category.
- There is a striking decline in the local production of English professional books during this cycle.
- There is a conspicuous growth in the small number of English scholarly titles during this cycle.

Fig. 26 Local production of first/revised editions according to production category and language: Afrikaans

	2007	2008
Trade FICTION	445	320
% Growth/Decline		*-28.09%*
Trade NON-FICTION	158	246
% Growth/Decline		*55.70%*
Education SCHOOL books	798	326
% Growth/Decline		*-59.15%*
Education FET	10	5
% Growth/Decline		*-50.00%*
Educational ABET	0	2
% Growth Decline		
Academic TEXT books	4	14
% Growth/Decline		*250.00%*
Academic PROFESSIONAL books	2	2
% Growth/ Decline		*-35.43%*
Academic SCHOLARLY books	0	0
% Growth/Decline		
ALL Afrikaans books	**1,417**	**915**
% Growth/Decline		***-35.43%***

Notes

- The production of Afrikaans books declines by 35.43% during this cycle.
- There is a striking decline of 28.09% in the production of Afrikaans fiction titles during this cycle. This is in sharp contrast to the high growth manifested in this production category during the previous cycle. The publishing of revised and rebranded editions and omnibuses of previously published titles which made a significant contribution to the title output since 2005 is much less prominent in 2008, probably due to a lack of suitable titles.
- There is a striking growth of 55.70% in the production of Afrikaans non-fiction titles during this cycle. This is in contrast to the decline manifested in this production category during the previous cycle.
- The production of Afrikaans schoolbooks declines dramatically from 798 titles to 326 (59.15%) during this cycle.
- The production of Afrikaans FET and ABET books remains marginal.
- Although more Afrikaans academic textbook titles are produced during this cycle (14 in 2008 versus the 4 of 2007) the once lucrative market for Afrikaans textbooks is under threat.
- Only 2 professional books (and not even one scholarly book) in Afrikaans are published during this cycle.

Fig. 27 Local production of first/revised editions according to production category and language: African languages

	2007	2008
Trade FICTION	48	20
% Growth/Decline		*-58.33%*
Trade NON-FICTION	20	15
% Growth/Decline		*-25.00%*
Education SCHOOL books	2,347	1,215
% Growth/Decline		*-48.23%*
Education FET	2	0
% Growth/Decline		*-100.00%*
Education ABET	18	6
% Growth/Decline		*-66.67%*
Academic TEXT books	1	1
% Growth/Decline		
Academic PROFESSIONAL books	0	0
% Growth/Decline		
Academic SCHOLARLY books	0	0
% Growth/Decline		
ALL African language books	**2,436**	**1,257**
% Growth/Decline		*-48.40%*

Notes

- The production of trade fiction books declines by 58.83% and non-fiction books by 25.00% during this cycle.
- The decline of 48.23% in the production of school books in the African languages is in line with the decline of 44.95% of English school books, and 59.15% of Afrikaans school books, and is directly linked to the completion of the rollout of the National Curriculum.
- The trend to conduct ABET courses through the medium of English continues as is reflected by the decline of 66.67% in the production of African language titles.

Time-scale for implementing Curriculum 2005 & the National Curriculum Statement (NCS)

Year	Actual Implementation of new Curricula	Envisaged Implementation of Curriculum 2005	Envisaged Implementation of NCS
1998	Grades 1	Grades 1 & 7	
1999	Grades 2	Grades 2 & 8	
2000	Grades 3 & 7	Grades 3 & 9	
2001	Grades 4 & 8	Grades 4 & 10	
2002	Grades 5 & 9	Grades 5 & 11	
2003	Grades 6	Grades 6 & 12	
2004	Grades R*, 1, 2 & 3		Grades R*, 1, 2 & 3
2005	Grades 4, 5 & 6		Grades 4, 5 & 6
2006	Grades 7 & 10		Grades 7 & 10
2007	Grades 8, 9** & 11		Grades 8 & 11
2008	Grade 12		Grades 9 & 12

Notes

- The table above summarises the implementation of Curriculum 2005 and the National Curriculum Statement (NCS), comparing the envisaged implementation dates of specific Grades with the actual implementation dates.
- Education titles were produced and submitted to the Department of Education approximately 12-18 months before the actual implementation. The timeframe for producing these titles might differ between specific publishers.
- Grade R is gradually implemented, and will be finalised in 2010.
- ** The production of Grade 9 titles was fast-tracked in order to implement with Grades 8 and 11 during 2007.
- During 2007 new textbooks were produced for the implementation of Grade 12 in 2008.
- The rollout of the Curriculum was completed in 2008 and no new textbooks were produced for the implementation of a Grade in 2009.

Time-scale for implementing the FET curriculum

Year	Implementation of FET Curriculum at Colleges
2007	NQF Level 2
2008	NQF Level 3
2009	NQF Level 4

Notes

- Textbooks for the new curriculum, which was implemented in 2007, were only purchased early 2007.
- Part of the 2008 textbooks could already be bought during 2007.

AUTHOR & ROYALTY PROFILE
38 participating publishers over 2 years

Fig. 28 Number of authors/third parties receiving royalties

	2007	2008
Number of authors	13,784	15,988
% Growth/Decline		*15.99%*
Number of third parties	819	944
% Growth Decline		*15.26%*

Notes

- There is a growth of 15.99% in the number of authors during this cycle in spite of the considerable decline in total production output (see Fig.18A).
- There is also a growth in the number of third parties (including legal third parties, trusts, joint ventures and estates) receiving royalties over this cycle.

Fig. 29 Rand value of total royalties based on total net turnover

Royalty Profile	2007	2008
Rand value	R283,149,181	R272,551,679
% Growth/Decline		*-3.74%*
Average % royalties as expressed in terms of total net turnover	12.80%	13.14%
% Growth/Decline		*2.66%*

Notes

- Publishers reported on the rand value of royalties paid and the applicable turnover (net sales figure of products that are linked to the payment of royalties). This information was utilised to calculate the percentage paid (royalty on applicable turnover) by individual participants and also the total royalties of the 38 participants.
- The rand value of royalties paid during this cycle, declines by 3.74%.

Fig. 30 Rand value of royalties based on net turnover according to sub-sector: General trade

Royalty Profile	2007	2008
Rand value	R38,043,409	R37,847,870
% Growth/Decline		*-0.51%*
Average % royalties as expressed in terms of TRADE net turnover.	12.62%	13.78%
% Growth/Decline		9.19%

Fig. 31 Rand value of royalties based on net turnover according to sub-sector: Education

Royalty Profile	2007	2008
Rand value	R204,942,691	R214,693,288
% Growth/Decline		*4.76%*
Average % royalties as expressed in terms of EDUCATION net turnover.	13.25%	12.79%
% Growth/Decline		*-3.47%*

Fig. 32 Rand value of royalties based on net turnover according to sub-sector: Academic

Royalty Profile	**2007**	**2008**
Rand value	R40,163,081	R20,010,521
% Growth/Decline		*-50.18%*
Average % royalties as expressed in terms of ACADEMIC net turnover.	11.00%	*16.46%*
% Growth/Decline		49.64%

EMPLOYMENT PROFILE
38 participating publishers over 2 years

Notes

- The figures refer to **permanent** employees on the payroll of the participating publishers.
- No breakdown could be provided for **temporary and freelance staff** because some of the large publishers could not provide a breakdown of temporary /freelance staff according to population group, gender and job categories.
- The figures do not reflect the MAPPP Seta-sponsored **internship profile** in which PASA and participating publishers are involved since 2005.
- The employment data cannot be separated into the three **book publishing sub-sectors** (trade, education and academic) because accumulated numbers are provided for all publishing divisions by holding companies. This aspect is being addressed in future surveys.
- No correlation between **turnover, production and staffing levels** can be provided at this stage.
- The sample is not entirely representative of the industry because most black owned publishing houses did not participate in the surveys.

Fig. 33 All permanent employees according to gender

	2007	2008
All employees	**2,232**	**2,240**
% Growth/Decline		*0.36%*
Male employees	774	737
% Growth/Decline		*-4.78%*
Female employees	1,488	1,503
% Growth/Decline		*1.01%*

Fig. 34 All permanent employees according to race and gender

	2007	2008
Black employees	**1,295**	**1,283**
% Growth/Decline		*-0.93%*
Black male	490	481
% Growth/Decline		*-1.84%*
Black female	805	802
% Growth/Decline		*-0.37%*
White employees	**937**	**957**
% Growth/Decline		*2.13%*
White male	254	256
% Growth/Decline		*0.79%*
White female	683	701
% Growth/Decline		*2.64%*

Notes

- There is a slight increase in the total number of permanent employees in the book publishing industry during this cycle. The number recorded exceeds 2,000 employees. The book publishing industry is a competitive employment environment and depends on scarce skills.

- During 2008 the industry employs more than twice as many females as males overall: 67.10% female versus 32.90% (Fig.12A).
- During 2008 the industry workforce consists of 57.28% black employees versus 42.72% white employees. More qualitative research is necessary to establish whether this trend has a significant impact on company culture, publishing philosophy, editorial policy, and the commissioning/acquisition of content.

Fig. 35 Top senior management employees according to race and gender

	2007	2008
Black male	12	14
% Black male of total	12.37%	13.59%
% Growth/Decline		*16.67%*
Black female	12	9
% Black female of total	12..37%	8.74%
% Growth/Decline		*-25.00%*
White male	46	44
% White male of total	47.42%	42.72%
% Growth/Decline		*-4.35%*
White female	27	36
% White female of total	27.84%	34.95%
% Growth/Decline		*33.33%*
Total	**97**	**103**
% Growth/Decline		*6.19%*

Notes

- There is a growth of 6.19% overall in this job category during this cycle.
- In 2007 black employees constitute 24.74% of senior management. Black female employees constitute 50% of black employees in this job category.
- In 2008 black employees constitute 22.33% of senior management. Black female employees constitute 39.13% of black employees in this job category.
- In 2008 white employees constitute 77.67% of senior management. White female employees constitute 45% of white employees in this job category.

Fig. 36 Other top management employees according to race and gender

	2007	2008
Black male	62	60
% Black male of total	18.67%	19.80%
% Growth/Decline		*-3.23%*
Black female	44	34
% Black female of total	13.25%	11.22%
% Growth/Decline		*-22.73%*
White male	79	80
% White male of total	23.80%	26.40%
% Growth/Decline		*1.27%*
White female	147	129
% White female of total	44.28%	42.57%
% Growth/Decline		*-12.24%*

Total	**332**	**303**
% Growth/Decline		*-8.74%*

Notes

- There is a decline of 8.74% in the total number of employees in other management positions during this cycle.
- There is a noticeable decline in both black (22.73%) and white female (12.24%) employees in other top management positions during this cycle.
- Black and white males constitute 42.47% of all employees in this job category during 2007, and 46.20% during 2008. The respective ratio for black and white females in this job category is 57.53% during 2007 and 53.80% during 2008.
- In 2007 black employees constitute 31.92% of the total other top management job category. Black females constitute 41.51% of black employees in this job category. Although their number declined, white females still dominate this job category (44.28%).
- In 2008 black employees constitute 31.02% of the other top management job category. Black females constitute 36.17% of black employees in this job category. Although their number declined, white females still dominate this job category (42.57%).

Fig. 37 Editorial employees according to race and gender

	2007	**2008**
Black male	22	20
% Black male of total	7.19%	6.85%
% Growth/Decline		*-9.09%*
Black female	101	96
% Black female of total	33.01%	32.88%
% Growth/Decline		*-4.95%*
White male	38	28
% White male of total	12.42%	9.59%
% Growth/Decline		*-26.32%*
White female	145	148
% White female of total	47.39%	50.68%
% Growth/Decline		*2.07%*
Total	**306**	**292**
% Growth/Decline		*-4.58%*

Notes

- There is a decline of 4.58% in the number of employees in the editorial job category during this cycle.
- Black employees constitute 40.20% of editorial staff during 2007 and 39.73% during 2008.
- The ratio female versus male in the editorial job category is 80.39% versus 19.61% during 2007 and 83.56% versus 16.44% during 2008.

Fig. 38 Design and production employees according to race and gender

	2007	2008
Black male	23	27
% Black male of total	15.97%	16.36%
% Growth/Decline		*17.39%*
Black female	50	51
% Black female of total	34.72%	30.91%
% Growth/Decline		*2.00%*
White male	18	25
% White male of total	12.50%	15.15%
% Growth/Decline		38.89%
White female	53	62
% White female of total	36.81%	37.58%
% Growth/Decline		*16.98%*
Total	**144**	**165**
% Growth/Decline		*14.58%*

Notes

- There is an increase of 14.58% in the number of employees in this job category during this cycle.
- Black employees constitute 47.27% of employees in this job category in 2008.
- Females constitute 68.48% of the workforce in this category during 2008.

Fig. 39 Marketing, sales and promotion employees according to race and gender

	2007	2008
Black male	120	140
% Black male of total	24.95%	26.72%
% Growth/Decline		*16.67%*
Black female	195	203
% Black female of total	40.54%	38.74%
% Growth/Decline		*4.10%*
White male	35	36
% White male of total	7.28%	6.87%
% Growth/Decline		*38.89%*
White female	131	145
% White female of total	27.23%	26.67%
% Growth/Decline		*16.98%*
Total	**481**	**524**
% Growth/Decline		*8.94%*

Notes

- There is an increase of 8.94% in the number of employees in this job category during this cycle and this category remains the largest in the industry.
- Black employees who constitute 65% of the workforce dominate this job category during this cycle.

- Black female employees constitute around 60% of black employees in this job category.
- Female employees dominate this job category (66% in 2008). This trend towards growing feminization of sales and marketing has been detected since the 2005-2006 cycle. This trend could be investigated through additional qualitative research, but one reason could be that the focus gradually shifted from employing people in this job category for the marketing and sales of school books to increased activity of this kind in other sub-sectors of the book trade.

Fig. 40 Finance employees according to race and gender

	2007	2008
Black male	19	20
% Black male of total	11.95%	10.47%
% Growth/Decline		*5.26%*
Black female	97	108
% Black female of total	60.01%	56.54%
% Growth/Decline		*11.34%*
White male	7	13
% White male of total	4.40%	6.81%
% Growth/Decline		*85.71%*
White female	36	50
% White female of total	22.64%	26.18%
% Growth/Decline		*38.89%*
Total	**159**	**191**
% Growth/Decline		*20.13%*

Notes

- There is an overall increase of 20.13% in this job category during this cycle.
- Black employees dominate this job category: 72.96% during 2007 and declining to 67.06% during 2008. Black females constitute 84.36% of the black employees during 2008.

Fig. 41 Human resources employees according to race and gender

	2007	2008
Black male	1	2
% Black male of total	6.25%	8.70%
% Growth/Decline		*100%*
Black female	9	10
% Black female of total	56.25%	43.49%
% Growth/Decline		*11.11%*
White male	1	1
% White male of total	6.25%	4.35%
% Growth/Decline		
White female	5	10
% White female of total	31.25%	42.48%
% Growth/Decline		*100%*
Total	**16**	**23**
		43.75%

Notes

- This is a very small job category in the industry. In 2008 only 23 people are employed in this capacity.

Fig. 42 Office administration employees according to race and gender

	2007	2008
Black male	51	41
% Black male of total	14.01%	
% Growth/Decline		*-19.61%*
Black female	189	188
% Black female of total	51.92%	
% Growth/Decline		*-0.53%*
White male	8	5
% White male of total	2.20%	
% Growth/Decline		*-37.50%*
White female	116	110
% White female of total	31.87%	
% Growth/Decline		*-5.17%*
Total	**364**	**344**
% Growth/Decline		*-5.49%*

Notes

- There is a decline of 5.49% in this job category during this cycle.
- Black employees constitute 65.93% of this job category during 2007 and 66.57% of a smaller workforce during 2008.

Fig. 43 Information technology employees according to race and gender

	2007	2008
Black male	17	12
% Black male of total	36.17%	28.57%
% Growth/Decline		*-29.41%*
Black female	7	8
% Black female of total	14.89%	19.05%
% Growth/Decline		*14.29%*
White male	20	20
% White male of total	42.55%	47.62%
% Growth/Decline		
White female	3	2
% White female of total	6.38%	4.76%
% Growth/Decline		*-33.33%*
Total	**47**	**42**
% Gr1owth/Decline		*-10.64%*

Notes

- This small job category is male dominated: 78.72% during 2007 and 76.19% of a smaller workforce during 2008.

Fig. 44 Other employees according to race and gender

	2007	2008
Black male	163	145
% Black male of total	56.80%	57.31%
% Growth/Decline		*-11.04%*
Black female	101	95
% Black female of total	35.19%	37.55%
% Growth/Decline		*-5.94%*
White male	3	4
% White male of total	1.04%	1.58%
% Growth/Decline		*33.33%*
White female	20	9
% White female of total	6.97%	3.56%
% Growth/Decline		*-55.00%*
Total	**287**	**253**
% Growth/Decline		*-11.85%*

Notes

- There is a decline of 11.85% in this job category during this cycle.
- By 2008 this job category consists almost exclusively of black employees (97.23%).

FINAL REMARKS

The research team is constantly trying to strike a balance between standardizing the survey questionnaire and sample (in order to make true comparisons between succeeding years possible) and expanding the survey questionnaire and sample (in order to extract more generic industry related information from more participants).

Current profiles are continuously revisited in order to define the kind of data needed for more in-depth analysis of the three sub-sectors (trade, educational, and academic publishing).

Active participation by all PASA members is encouraged, including the members in the small publisher category.

CEOs/MDs of participating entities are increasingly taking personal responsibility for the year-on-year accuracy of the data provided, and this is very important because it impacts directly on the analysis of broad trends.

Important role-players, that are not members of PASA, participated in the 2007 and 2008 surveys, adding value to the project. It is important to ensure their future participation so that they can form part of future broad trend analysis. Other role-players that are not PASA members should also be encouraged to participate.

An advisory committee consisting of representatives of the publishing industry could provide input into the contextualization of specific statistical trends by providing links to industry-specific developments.

Francis Galloway
Willem Struik

February 2010