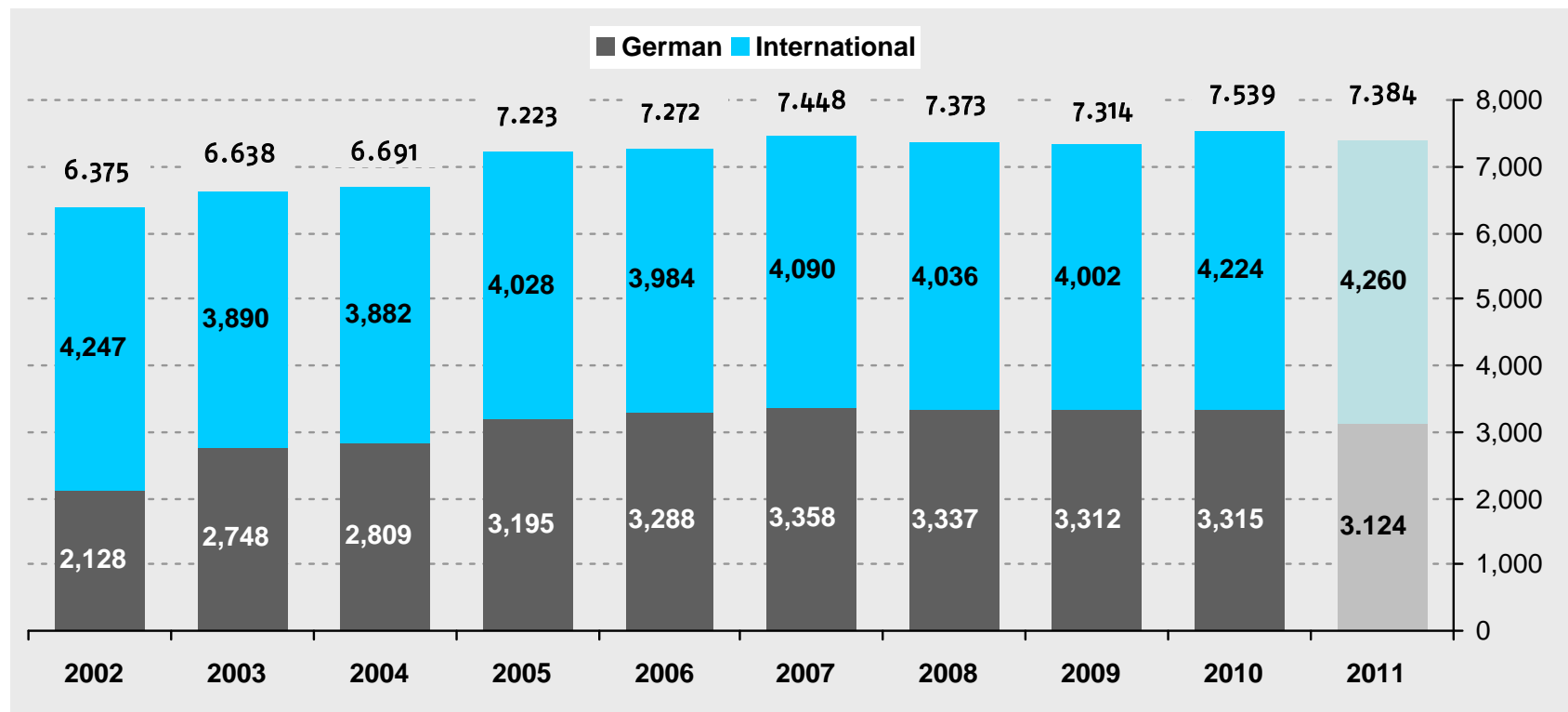


Creative Work Professionals

Exhibitors in a 10-year comparison

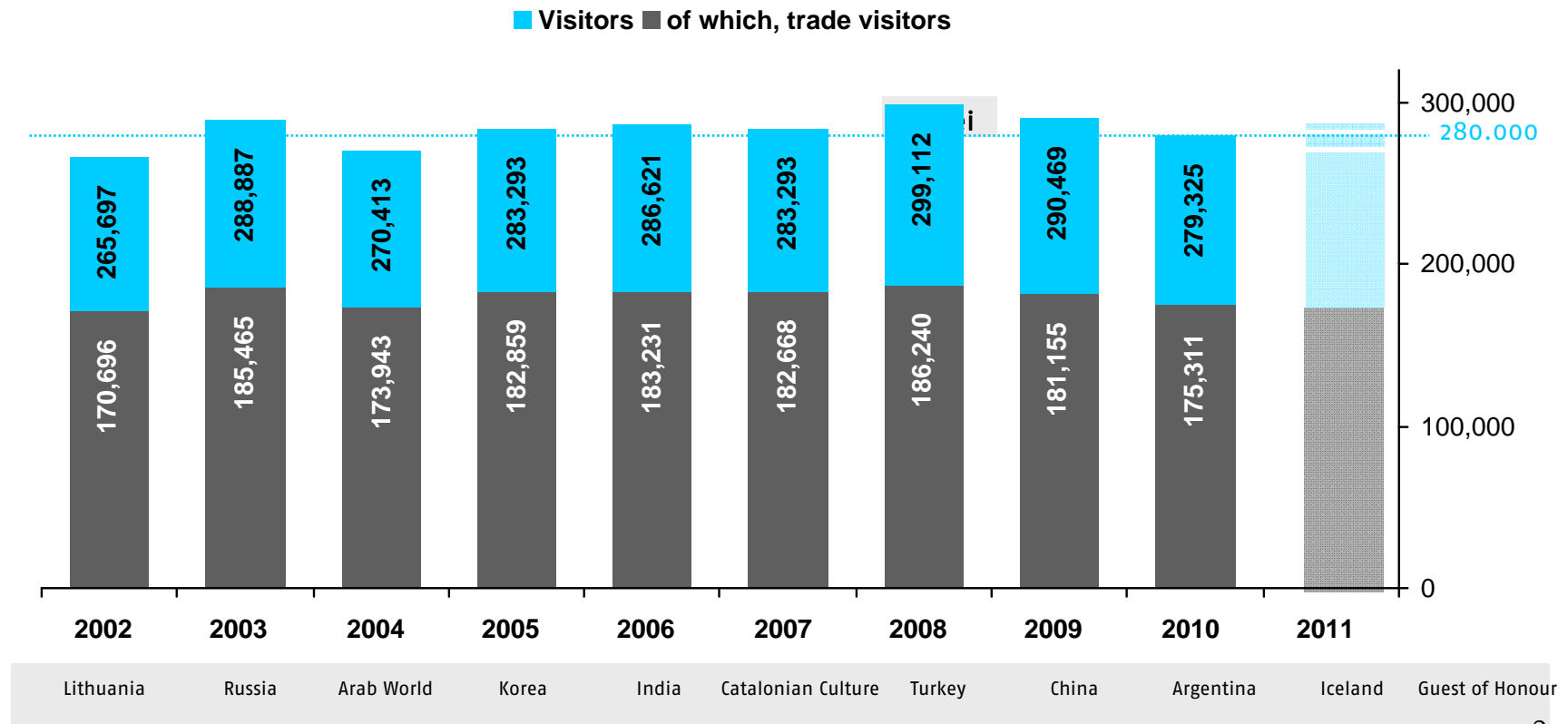
In 2011, there are about 7,400 exhibitors. This means the Book Fair has once again achieved the same high attendance level of recent years. At approximately 56 %, the proportion of international exhibitors has remained constant for several years.



Creative Work Professionals

Visitors in a 10-year comparison

For many years the number of visitors attending the Book Fair has been around 280,000. This varies slightly depending, among other factors, on the Guest of Honour. In 2011, we again expect a good turn-out, with a trade visitor share of 66 %.

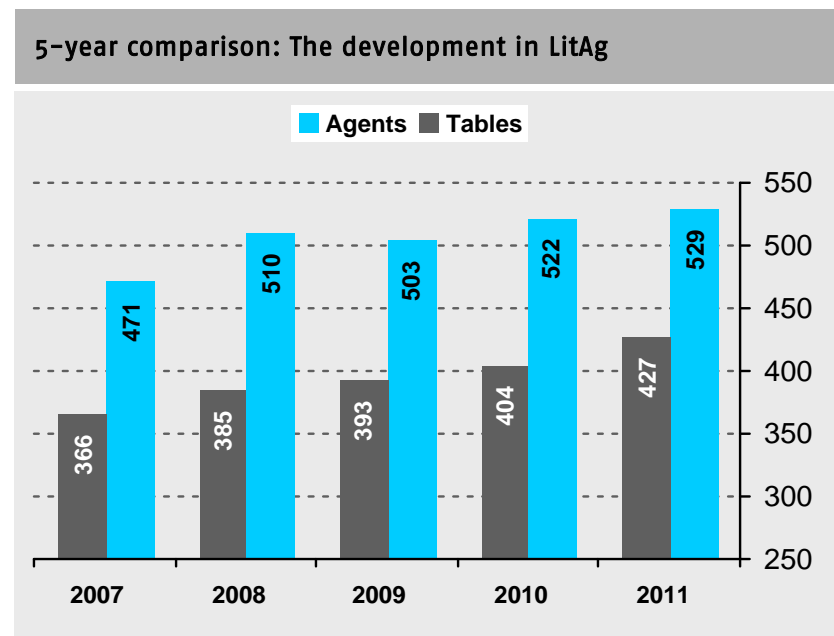


Creative Work Professionals Rights Trade

The meeting place for agents, the Literary Agents & Scouts Center (LitAg), has never been as big as it is in 2011. The number of agents and tables is constantly growing; this year the area has expanded by around 17 %. At the same time, the area devoted to content trading in the Story Drive Business Centre (until 2010 the Film & Rights Media Centre) has doubled.

Rights trading in LitAg	2011	2010
Area	c. 6,130 sqm	c. 5.260 sqm
Tables	427	404
Agents	527	522
Agencies	299	294
Story Drive Business Centre	2011	2010*
Area	c. 460 sqm	c. 220 sqm

* Up to 2010, Film & Rights Media Centre



Launchpad for New Ideas

Digital Business



Digitisation is changing the industry and leaving its mark on the Book Fair: In 2010, 41 % of our exhibitors included digital products in their programme.

For the trade visitors, too, digitisation is the leading industry trend: for 37 % of them, it is having a marked effect on their business.

Exhibitor Questionnaire 2010	
41 %	include digital products in their portfolios
6 %	offer only digital products
(n=2.127)	

Trade Visitor Questionnaire 2010	
43 %	are developing new products or services
37 %	“Digitisation is changing our business”
(n=1.076)	

Launchpad for New Ideas

Conference Business

The Book Fair is becoming increasingly important as a platform for debate and further education. Of the roughly 3,200 events expected in 2011, a good third will be specialised events addressing industry professionals with relevant topics.

Of these, some 500 events will be on digital topics.

