

A total of 1,143 new book titles were published by 46 active book publishing entities in Malta and Gozo during the years 2019 and 2020. Of these, 511 book titles were published in 2020.

## Publishing Entities Survey: 2019-2020

The survey, which collected information for reference years 2019 and 2020, revealed that 57.0 per cent of book publishing entities were established after the year 2000, while the remaining 43.0 per cent were set up prior to this date – meaning that they have been in operation for over 20 years (Chart 1).

Publishing entities may have an association or business relationship with other stakeholders in the book industry. This is referred to as an affiliation. During the latest reference year, 29 publishing entities (or 63.0 per cent) were not affiliated with any specific bookstore, distributor, or printing press. On the other hand, 8 publishing entities or 17.4 per cent, were affiliated with multiple stakeholders within this industry (Table 1).

In 2020, 511 new titles were published by publishing entities, a drop of 121 titles when compared to 2019 (Chart 3). For both years under review, the most popular publishing language was English, with 63.0 per cent and 50.0 per cent of the publishing entities publishing in English in 2019 and 2020 respectively (Table 2).

Survey results showed that over 90 per cent of publishing entities engaged three or less editors in both years under review (Table 3). A similar pattern was also observed for the engagement of authors, with 76.1 per cent of publishing entities working with three or less authors in 2020 (Table 4).

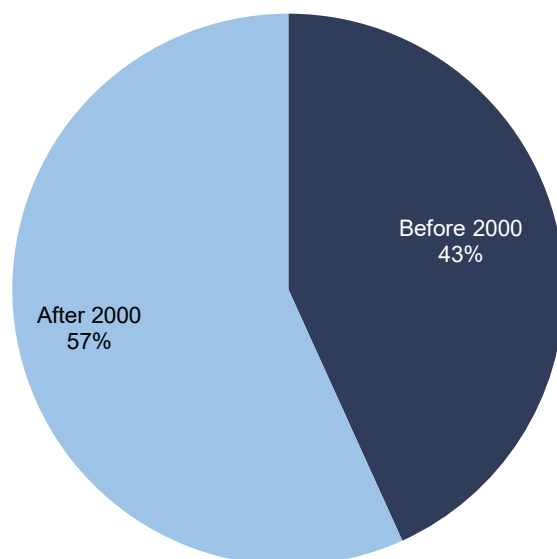
Trade publications were the most popular type of publication printed and sold by publishing entities, with 475 and 344 different trade publication titles being printed and sold during 2019 and 2020 respectively (Chart 4a). Trade publishing refers to any publishing activities excluding publications intended for teaching in schools and educational institutions.

The large majority of book titles were available for sale online, which was the preferred channel used to sell both printed and digital book titles. During 2020, 433 book titles (84.7 per cent) were made available for sale through this channel (Chart 5).

In 2020, total revenue generated from sales and licenses of trade and educational books was estimated at €3.4 million, a decrease of €1.1 million when compared to 2019. Around two thirds of total revenue (65.4 per cent) was generated from trade publishing sales and licences. Moreover, during 2020, revenue from the sales of books in printed format accounted for 87.5 per cent of total revenue (Chart 5) ■

Statistics in this News Release should be interpreted in the context of the COVID-19 situation.

**Chart 1. Share of publishing entities by year of establishment**

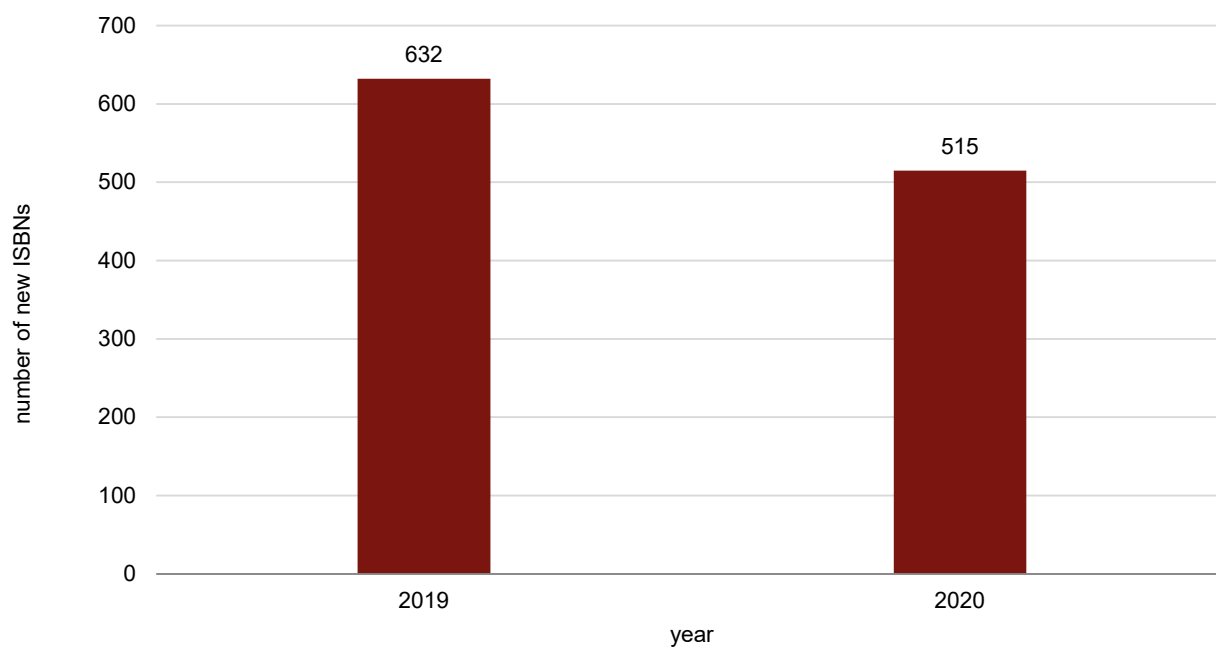


**Table 1. Number and share of publishing entities by affiliation: 2020**

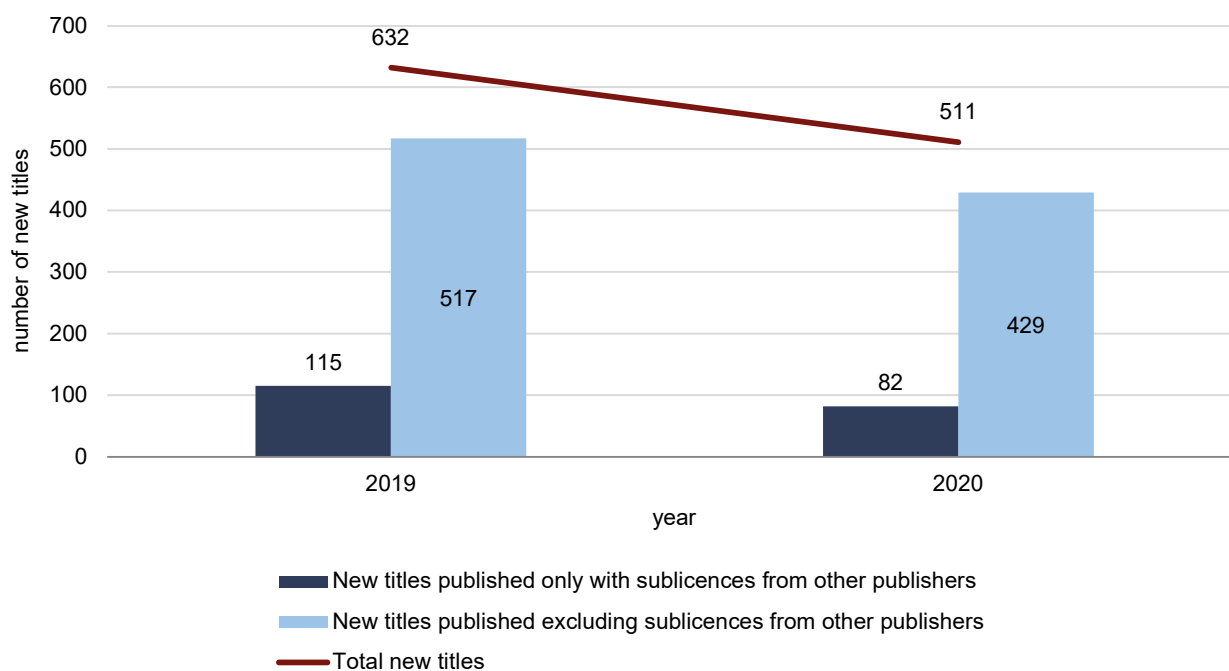
Affiliations	Number of publishing entities	% of publishing entities
No affiliation	29	63.0
Affiliation with a specific bookstore	:	:
Affiliation with a specific distributor	:	:
Affiliation with a specific printing press	4	8.7
More than one affiliation	8	17.4
<b>Total</b>	<b>46</b>	<b>100.0</b>

: Data cannot be published due to low counts.

**Chart 2. Number of new ISBNs issued by year**



**Chart 3. Number of new titles published by year**



Note: The number of new titles may not match exactly with the number of new ISBNs, mainly due to the non-publication of an ISBN in the given year.

**Table 2. Number and share of publishing entities by language of publication**

Languages	2019		2020	
	Number of publishing entities	% of the total publishing entities <sup>1</sup>	Number of publishing entities	% of the total publishing entities <sup>1</sup>
Maltese	24	52.2	20	43.5
English	29	63.0	23	50.0
Italian	5	10.9	3	6.5
Other	8	17.4	4	8.7

<sup>1</sup> Refer to methodological note 3.

Note: A publisher may publish in more than one language.

**Table 3. Number and percentage share of publishing entities by number of editors**

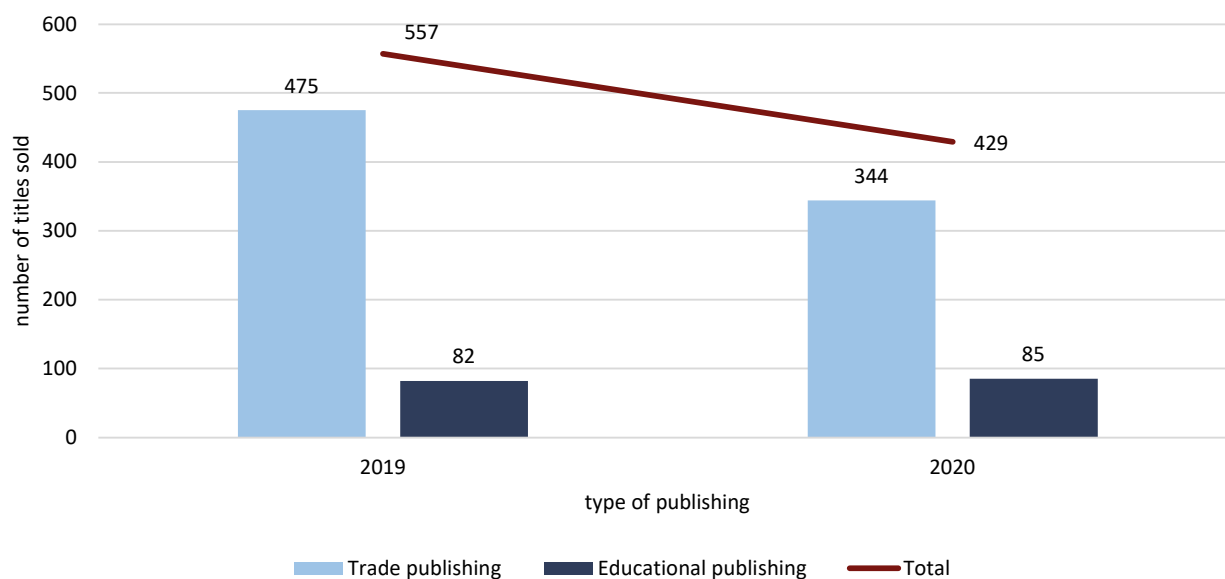
Number of editors	2019		2020	
	Number of publishing entities	% of publishing entities	Number of publishing entities	% of publishing entities
0 to 3	43	93.5	42	91.3
4 to 10	:	:	4	8.7
11+	:	:	-	-
<b>Total</b>	<b>46</b>	<b>100.0</b>	<b>46</b>	<b>100.0</b>

: Data cannot be published due to low counts.

**Table 4. Number and percentage share of publishing entities by number of authors**

Number of authors	2019		2020	
	Number of publishing entities	% of publishing entities	Number of publishing entities	% of publishing entities
0 to 3	31	67.4	35	76.1
4 to 10	4	8.7	3	6.5
11+	11	23.9	8	17.4
<b>Total</b>	<b>46</b>	<b>100.0</b>	<b>46</b>	<b>100.0</b>

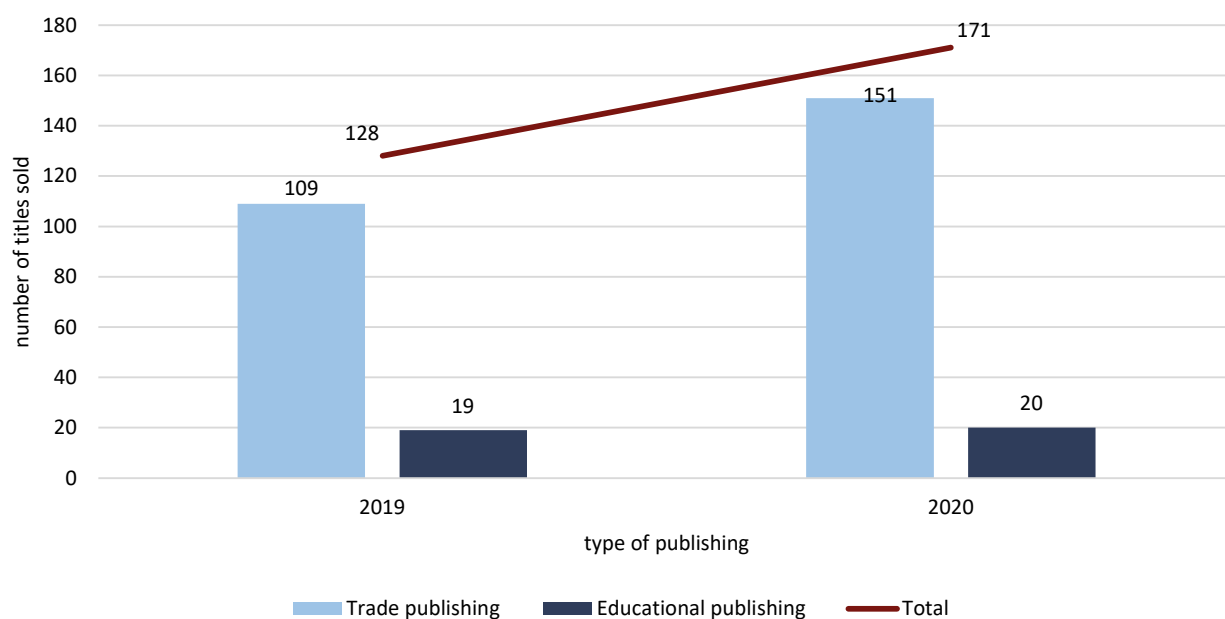
**Chart 4a. Publishing titles sold in printed format <sup>1</sup>**



<sup>1</sup> Refer to methodological note 7.

Note: The same title can be sold in more than one format .

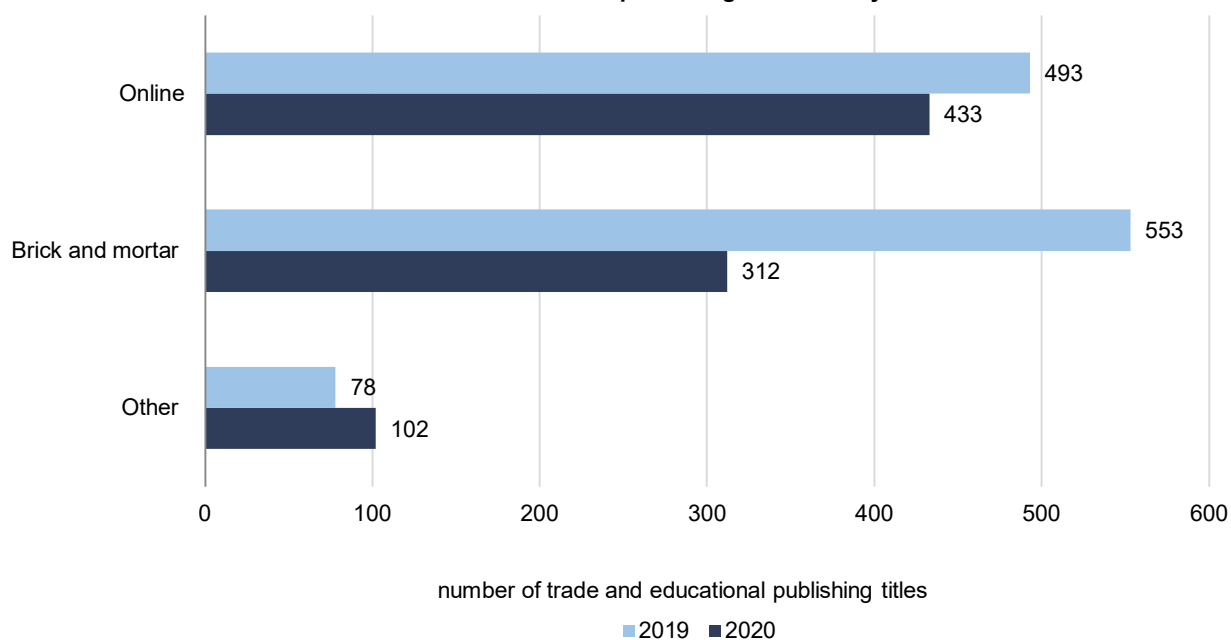
**Chart 4b. Publishing titles sold in digital format <sup>1</sup>**



<sup>1</sup> Refer to methodological note 7.

Note: The same title can be sold in more than one format.

**Chart 5. Number of trade and educational publishing titles sold by various channels<sup>1</sup>**



<sup>1</sup> Refer to methodological note 7

Note: A title could be sold through more than one channel.

**Table 5. Total revenue from trade and educational book sales and licences<sup>1</sup>**

	€		%	
	2019	2020	2019	2020
<b>Books by category</b>				
Children's books	2,212,725	1,827,112	49.3	53.1
Non-children's books	2,277,164	1,612,072	50.7	46.9
<b>Type of publication</b>				
Trade publishing sales and licence	3,211,665	2,248,156	71.5	65.4
Educational publishing sales and licence	1,278,224	1,191,028	28.5	34.6
<b>Format</b>				
Printed	3,827,758	3,007,969	85.3	87.5
Digital	662,131	430,973	14.7	12.5
Other formats	-	242	-	-
<b>Sales channels</b>				
Online	1,732,632	1,300,176	38.6	37.8
Brick and mortar	2,681,925	2,044,854	59.7	59.5
Other	75,332	94,154	1.7	2.7
<b>Total</b>	<b>4,489,889</b>	<b>3,439,184</b>	<b>100.0</b>	<b>100.0</b>

<sup>1</sup> The total revenue is referring to revenue from the total number of books sold and not from the new titles sold.

## Methodological Notes

1. The book publishing industry covers activities at any stage of producing and distributing print or digital publications in all their manifestations. It includes but is not limited to editorial and design processes, sales, marketing, printing, and distribution. Self-publishers were excluded from this survey.
2. Information in this news release was obtained through a survey carried out among all active publishers in Malta and Gozo during reference years 2019 and 2020.
3. The survey was launched in January 2021, and the fieldwork was completed by May 2021. The number of active publishing entities for the period under review was of 46, and the overall final response rate was of 89.1 per cent.
4. To ensure high quality of data, all questionnaires were vetted, and any queries were verified with the respondents. In the case of any missing variables, these were imputed with the appropriate statistical methods.
5. In order to mitigate the impact on non-response, weights were calculated and applied accordingly. The weighting of the survey was based on the number of ISBNs issued for each publisher.
6. Newspapers and magazines publishing were excluded from this survey.
7. In this survey:
  - A **book / monograph / title** is defined as a non-serial publication completed in one volume or a finite number of volumes. A book can consist of text composition, drawings, photographs, comics and music sheets. A book can be in printed format, digital format such as e-books or in other formats such as audio books.
  - A book has a national or international identifier such as **International Standard Book Number (ISBN)**, **Digital Object Identifier (DOI)** and **Amazon Standard Identification Number (ASIN)**.
  - **Trade publishing** refers to books intended for the consumer market and distributed through various channels. It includes a wide variety of genres in fiction, non-fiction, children's and young adult book
  - **Educational publishing** refers to books intended for teaching in schools and educational institutions. These include the following two sub-sectors: (a) school textbooks (K-12), which are books for schools and (b) higher education publishing, which are books for colleges, universities, and other higher education institutions. Educational books includes books sold to educational institutions, governments, or through specialist academic vendors and outlets.
  - **Online/e-commerce sales channels** include sales via the internet, including print, print-on-demand, e-books publications, subscriptions, and streaming. **Brick and mortar sales channels** includes bookshops and supermarkets, etc. **Other sales channels**, includes sales via direct orders to libraries and literary festivals.
  - **Total revenue** refers to net revenue generated by sales and licenses excluding value-added and/or local sales tax. The net revenue calculation should exclude discounts offered to retailers and distributors.
  - **Market value at retail prices**, is the revenue based on market prices, including deductions for discounts, value-added tax, etc.
8. The data in this release should be considered as final, although minor revisions may be necessary subject to further provision of data.
9. References to this news release are to be cited appropriately.
10. The advanced news release calendar may be accessed at:  
[https://nso.gov.mt/en/News\\_Releases/Release\\_Calendar/Pages/News-Release-Calendar.aspx](https://nso.gov.mt/en/News_Releases/Release_Calendar/Pages/News-Release-Calendar.aspx)