

In 2021, a total of 518 new book titles were published by 53 local active book publishers.

Publishing Entities Survey: 2021

Estimates of the Publishing Entities Survey indicate that, last year, the number of new titles published remained stable when compared to the preceding year. This is 18.0 per cent less than the number of new titles released in the pre-pandemic year of 2019 (Chart 3). On their part, last year the number of new ISBNs issued to publishing entities increased slightly to reach 528. Again, this was still 16.5 per cent less than the number of ISBNs issued in 2019 (Chart 1). 84.7 per cent of the new ISBNs were issued to large publishing entities which, for the purposes of this news release, are classified as publishing entities with 11 or more new ISBNs (Chart 2).

English and Maltese were the languages in which most books were published, with 64.2 per cent and 47.2 per cent of publishers publishing titles in these respective languages (Table 3).

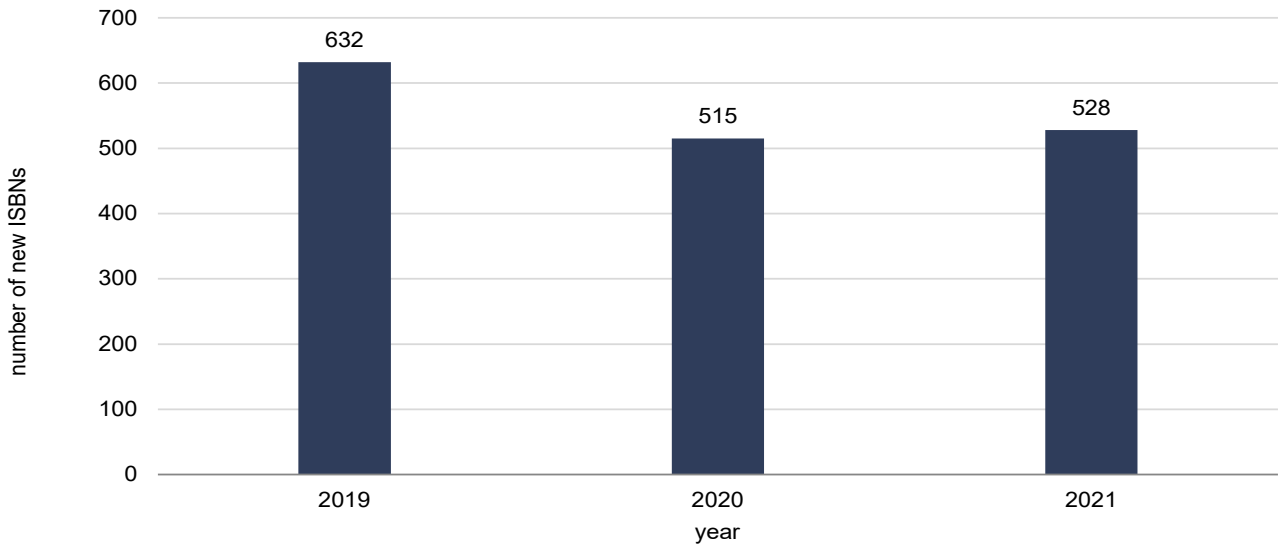
In 2021, most publishers have worked with three or less editors and/or authors. Indeed, survey findings showed that 79.2 per cent and 64.2 per cent of them engaged three or less editors and authors respectively (Tables 4 and 5).

Similarly to the previous two years in this time series, the largest share of revenue from local books sold last year was generated from trade publishing (68.1 per cent). Books in the trade publishing category are those books that are not intended for teaching in schools and educational institutions. Moreover, the largest share of revenue was generated from printed books. In this regard, revenue from the sale of printed books stood at 86.1 per cent, while that from digital books amounted to 13.9 (Table 6).

Last year, the easing of the pandemic restrictions resulted in a relative increase in revenue generated from in-store shopping. Accordingly, revenue from brick-and-mortar sales climbed from 59.5 per cent to 67.9 per cent year-on-year (Table 6).

In 2021, the total revenue generated from sales and licenses of trade and educational books was estimated at €3.6 million, an increase of 4.9 per cent when compared to 2020 (Table 6) ■

Chart 1. Number of new ISBNs issued by year



Note: The ISBNs covered by this survey concern only those issued to publishing entities in this data collection.

Table 1. Number of publishing entities by year and affiliation

	2019	2020	2021
Affiliations	Number of publishing entities		
No affiliation	29	29	34
Affiliation with a specific bookstore	2	2	3
Affiliation with a specific distributor	3	3	4
Affiliation with a specific printing press	4	4	4
More than one affiliation	8	8	8
Total	46	46	53

Chart 2. New ISBNs issued to publishing entities: 2021

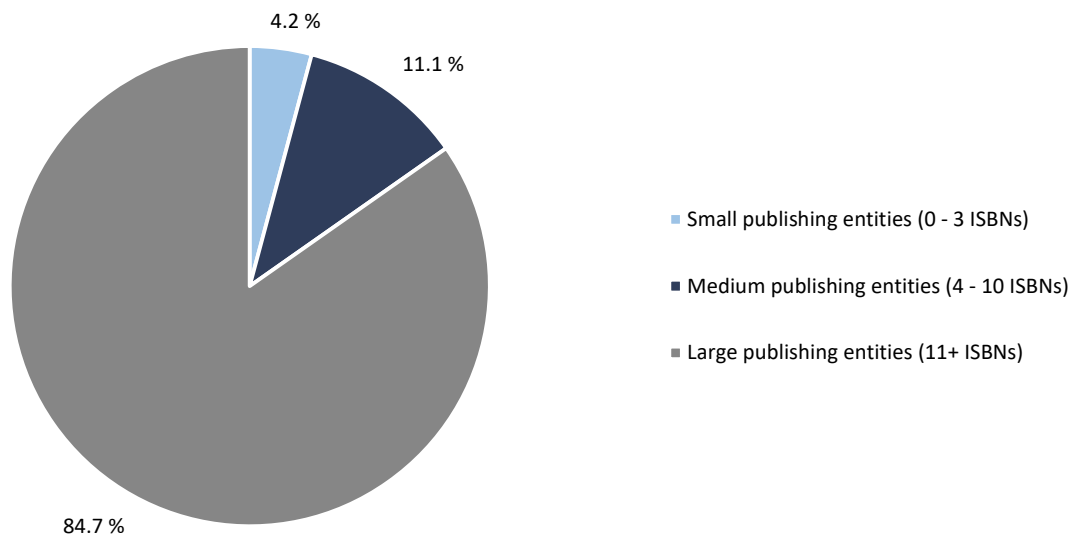
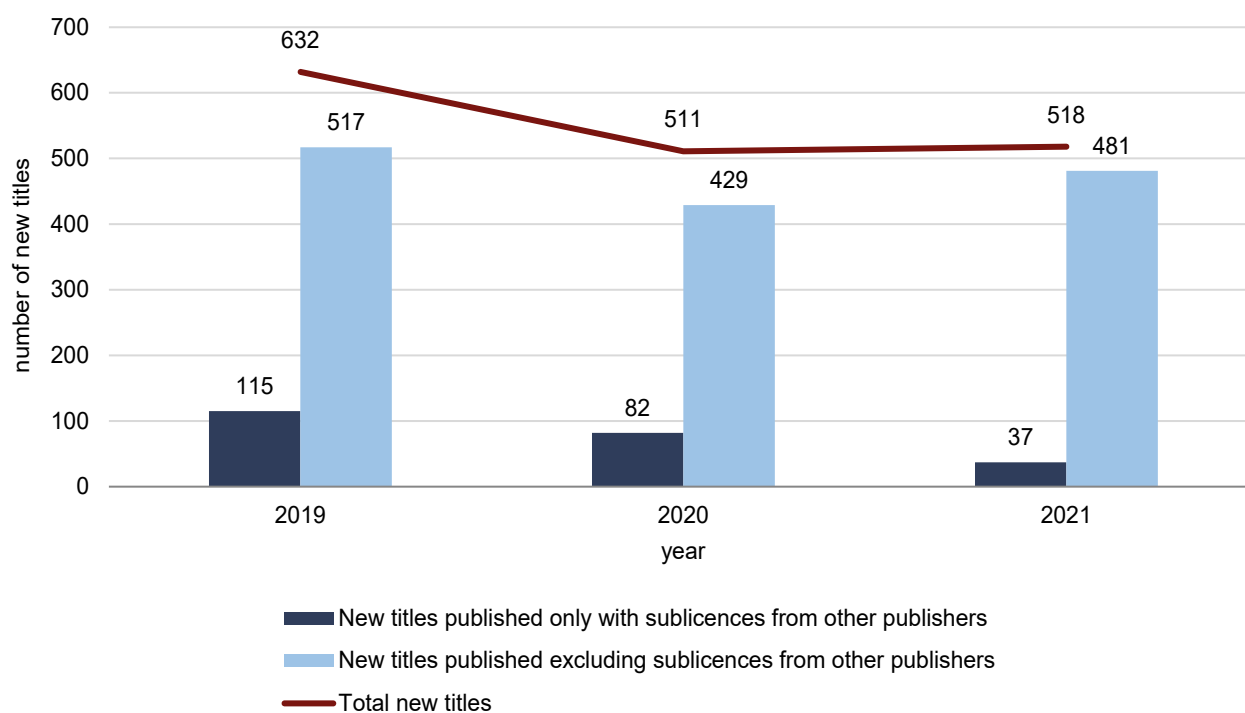


Chart 3. Number of new titles published by year



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. Average print run for trade and educational publishing by year and size of publisher

Publishing entities	2019		2020		2021	
	Trade publishing	Educational publishing	Trade publishing	Educational publishing	Trade publishing	Educational publishing
Small (0 - 3 ISBNs)	505	116	470	80	473	104
Medium (4 - 10 ISBNs)	491	89	320	149	544	213
Large (11+ ISBNs)	683	830	615	780	707	600

Table 3. Number and share of publishing entities by year and language of publication

Languages	2019		2020		2021	
	Number of publishing entities	% of the total publishing entities	Number of publishing entities	% of the total publishing entities	Number of publishing entities	% of the total publishing entities ¹
Maltese	24	52.2	20	43.5	25	47.2
English	29	63.0	23	50.0	34	64.2
Italian	5	10.9	3	6.5	2	3.8
Other	8	17.4	4	8.7	1	1.9

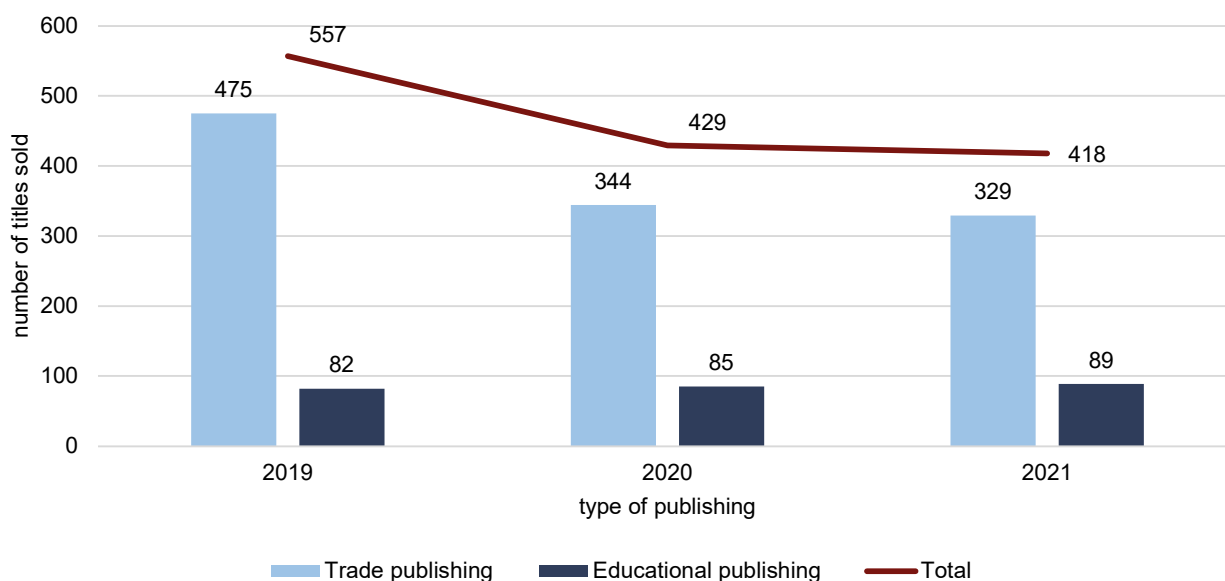
¹ Refer to methodological note 3.

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

Table 4. Number and percentage share of publishing entities by year and number of editors

Number of editors	2019		2020		2021	
	Number of publishing entities	% of publishing entities	Number of publishing entities	% of publishing entities	Number of publishing entities	% of publishing entities
0 to 3	43	93.5	42	91.3	42	79.2
4 to 10	2	4.3	4	8.7	11	20.8
11+	1	2.2	-	-	-	-
Total	46	100.0	46	100.0	53	100.0

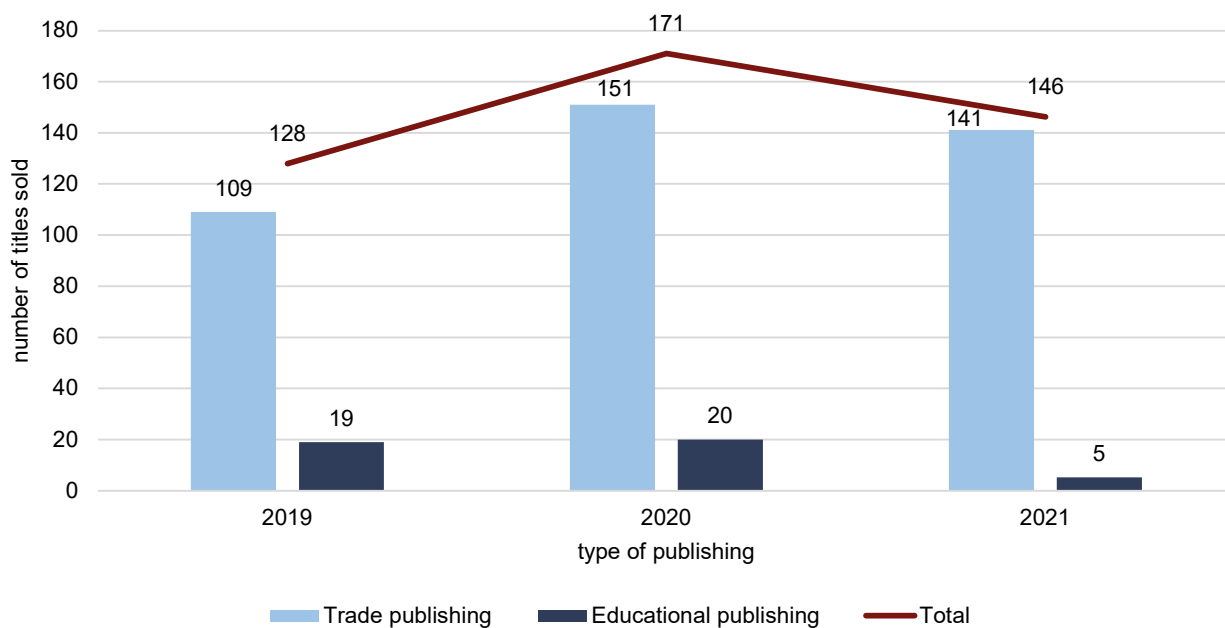
Chart 4a. Publishing titles sold in printed format¹ by year



¹ Refer to methodological note 10.

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

Chart 4b. Publishing titles sold in digital format¹ by year



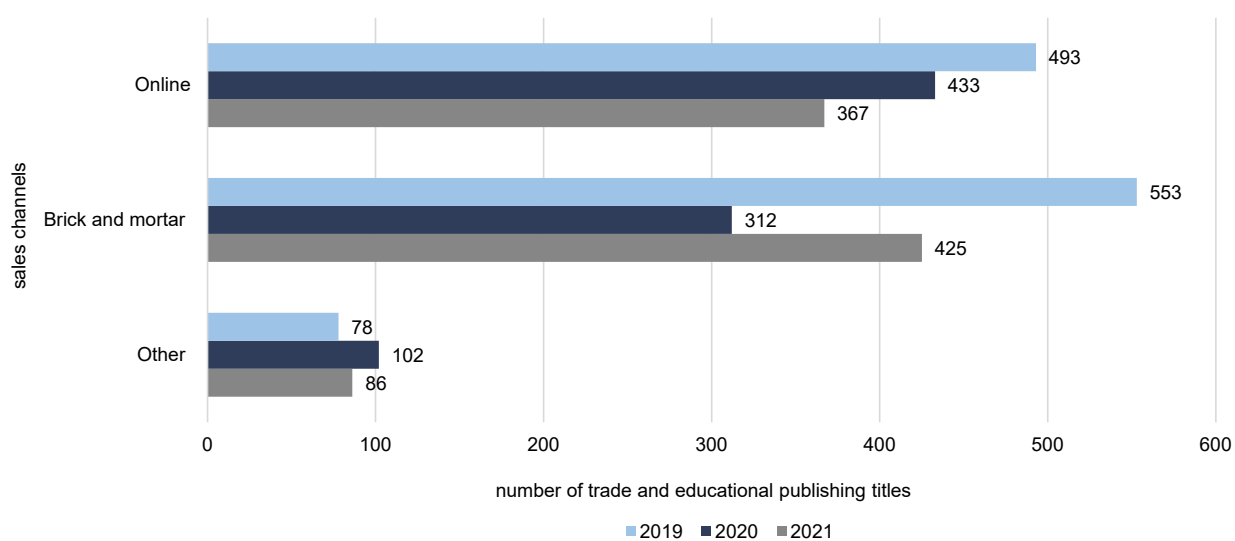
¹ Refer to methodological note 10.

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

Table 5. Number and percentage share of publishing entities by year and number of authors

Number of authors	2019		2020		2021	
	Number of publishing entities	% of publishing entities	Number of publishing entities	% of publishing entities	Number of publishing entities	% of publishing entities
0 to 3	31	67.4	35	76.1	34	64.2
4 to 10	4	8.7	3	6.5	5	9.4
11+	11	23.9	8	17.4	14	26.4
Total	46	100.0	46	100.0	53	100.0

Chart 5. Number of trade and educational publishing titles sold by year and sales channels¹



¹ Refer to methodological note 10

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

Table 6. Total and percentage revenue from trade and educational books sold by year¹

	€			%		
	2019	2020 (Revised)	2021	2019	2020 (Revised)	2021
Books by category						
Children's books	2,212,725	1,827,112	1,851,686	49.3	53.1	51.3
Non-children's books	2,277,164	1,609,957	1,755,146	50.7	46.9	48.7
Type of publication						
Trade publishing sales and licence	3,211,665	2,248,156	2,454,522	71.5	65.4	68.1
Educational publishing sales and licence	1,278,224	1,188,912	1,152,310	28.5	34.6	31.9
Format						
Printed	3,827,758	3,005,932	3,104,658	85.3	87.5	86.1
Digital	662,131	431,136	502,173	14.7	12.5	13.9
Other formats	-	-	-	-	-	-
Sales channel						
Online	1,732,632	1,300,176	898,429	38.6	37.8	24.9
Brick and mortar	2,681,925	2,051,252	2,449,124	59.7	59.5	67.9
Other	75,332	85,640	259,278	1.7	2.7	7.2
Total	4,489,889	3,437,068	3,606,832	100.0	100.0	100.0

¹ 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.
2. This survey was done in collaboration with the National Book Council.
3. Information in this news release was obtained through a survey carried out among all active publishers in Malta and Gozo during reference year 2021. Self-publishers, newspapers and magazines were excluded from this survey.
4. For the purposes of this news release, publishing entities are classified as follows: Small being publishing entities with less than four new ISBNs, Medium being publishing entities with four to ten new ISBNs, and Large being publishing entities with 11 or more new ISBNs.
5. The survey was launched in March 2022, and the fieldwork was completed by June 2022. The number of active publishing entities for the period under review was 53, and the overall final response rate was 79.2 per cent.
6. 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.
7. In order to mitigate the impact of non-response, weights were calculated and applied accordingly. The weighting of the survey was based on the number of ISBNs issued for each publisher.
8. Data on ISBNs covered in this survey cannot be compared to other national and official registered records. The latter may include a unique ISBN for each format of the editions of a book title published; a unique ISBN for the same book title when published in different languages; and a unique ISBN for the book title's hardback and paperback editions, if any.
9. Publishers and booksellers were impacted by COVID-19-related measures and restrictions. The Malta Book Festival was held online in 2020, and took place with significant restrictions in place in 2021.
10. 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 the **International Standard Book Number (ISBN)**, the **Digital Object Identifier (DOI)** and the **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, which include books for primary and secondary schools (Kinder to Year 11) and (b) higher education publishing, which includes books for colleges, universities, and other higher education institutions. Educational publishing 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** include bookshops and supermarkets, etc. **Other sales channels** include sales via direct orders to libraries and literary festivals.
 - **Total revenue** refers to the 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.
11. The data in this release should be considered as final, although minor revisions may be necessary subject to further provision of data.
12. References to this news release are to be cited appropriately.
13. The advanced news release calendar may be accessed at:
https://nso.gov.mt/en/News_Releases/Release_Calendar/Pages/News-Release-Calendar.aspx