

Key data on book production and press, 2008

Contents

- 1 Book production
- 2 Press

The main characteristic of the Hungarian book production and press in the past few years was the increasing number of assortments and decreasing average number of copies.

Book production

Book trade by character, 2005–2008

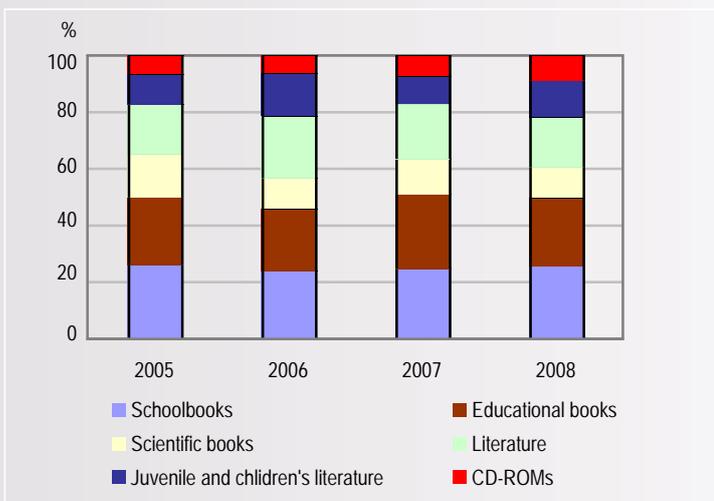


Figure 1.

The turnover in the Hungarian book market, according to the data of the Hungarian Publishers' and Booksellers' Association was more than HUF 67.6 billion in 2008, which was an average of HUF 6,700 per inhabitant. A large part belonged to the category of schoolbooks and educational literature which constitute about 25 and 24 percent of the Hungarian book market.

In 2008 the number of published books and booklets was 15, 255, the number of copies was nearly 45 million. The number of the books and copies showed the same value as in the previous year.

The average number of copies of published books was about 3,000 in 2008, which meant a decrease of 500 compared to the past five years.

Two thirds of the book production came from Hungarian authors in the last few years. About three quarters of titles of foreign authors were American, English and German.

Number and copies of books and booklets

Figure 2.

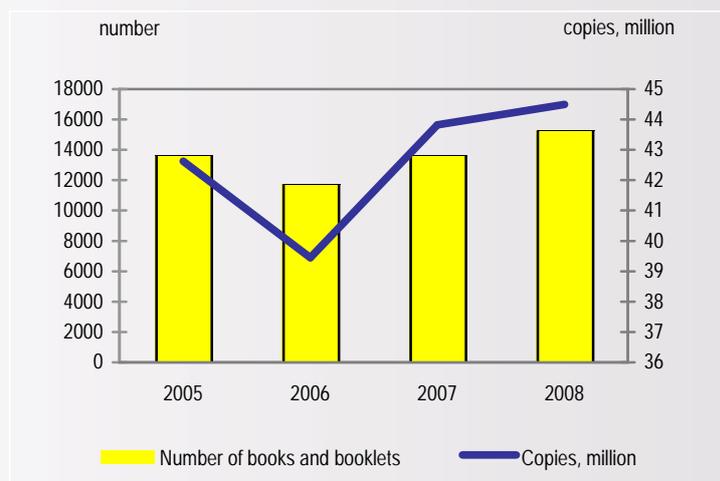
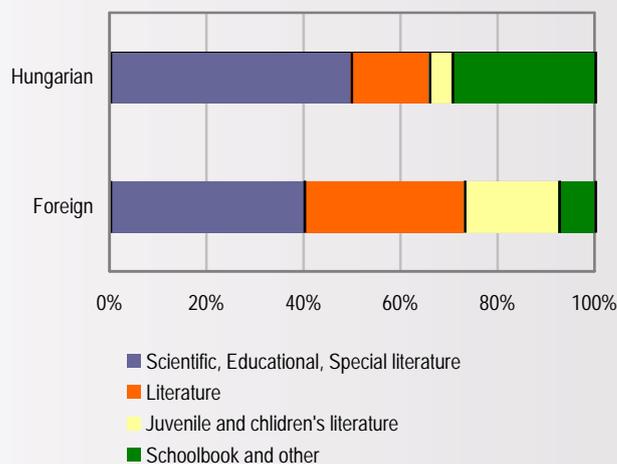


Figure 3.

Published books and booklets by natality of authors and by character



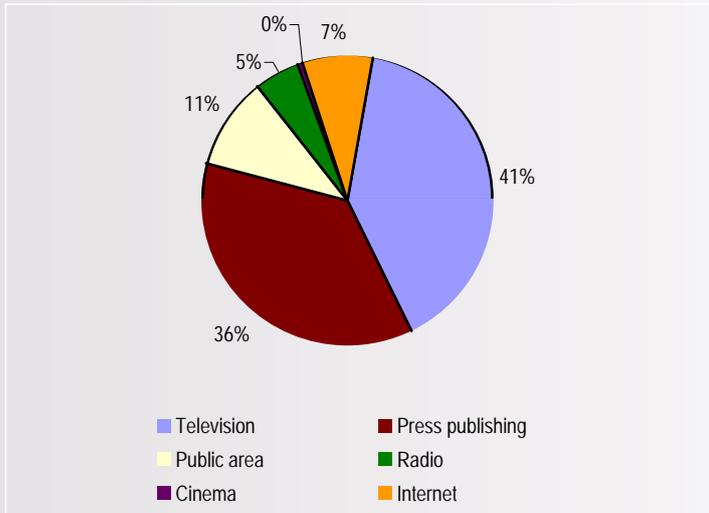
By the subject of published books and booklets, more than one third of the titles were literature. A large proportion belonged to the categories of philosophy, psychology, religion, history, biography and natural and language science.

By the character of books and booklets - in accordance with the data of the book markets - the number and copies of published specialized literature and juvenile and children's books increased last year. More than one third of the issues were special literature but only 18 per cent of the total copies belonged to this category. The share of literature within the total book production has decreased by 4 percentage points.

Press

Figure 4.

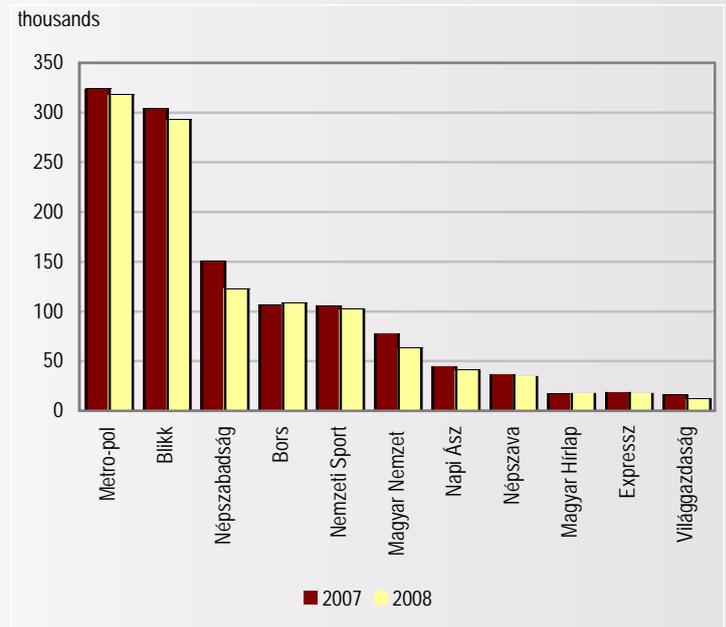
Share of revenues from advertisements, 2007 (net price in billion HUF)



The press is one of the most significant media in terms of revenues from advertisements and total revenues: beside revenues from advertisements, with its turnover on sales of HUF 80 billion it is a market segment worth HUF 140 billion. During the last few years there have been no basic structural changes in the media market, including press, only the tendencies emerged few years ago, such as the continuous decrease in the number of readers became more intense.

Figure 5.

Average number of issued copies of national daily papers



The number of national and county-wide published daily newspapers was 35 last year, their average published number has not changed significantly compared to the last years, but almost every newspaper suffered 4–5 percent decrease in issues.

Further information, data (links):

[Tables](#)
[stADAT-tables](#)

Contact details

Monika.Bardosi@ksh.hu
Telephone: 36-1-345-6706
[Information service](#)
Telephone: 36-1-345-6789
www.ksh.hu