



# Austria: Publishing Market Brief

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## Austria at a Glance

Capital: Vienna  
Accession to the EU: Yes, since 1995  
Currency: Euro since January 1999  
NATO: No

Population: 8,192,880  
Language: German  
GDP: \$309.3 billion  
GDP/Cap: \$37,756

## Market Overview

Austria has 1,000 publishing companies, 280 periodical publishing companies and 100 newspaper publishers, a structure composed primarily of small or mid-sized companies. With its 3.9 million private households, the book market here generates a market volume of \$ 1.8 billion:

Household spending on published materials 2005:

Product group	Spending per household in \$	Spending in million \$
<b>Books</b>	<b>157,1</b>	<b>532,2</b>
Reference books	55,67	188,64
Fiction	42,1	142,64
Guidebooks	20,36	68,99
Children's books	14,7	49,76
Travel guides	14,57	49,39
Lexika	5,78	19,6
Second hand books	3,89	13,19
<b>Newspapers and magazines</b>	<b>337,82</b>	<b>1144,56</b>
<b>Paper and stationery</b>	<b>51</b>	<b>172,93</b>
<b>TOTAL</b>	<b>545,92</b>	<b>1849,69</b>

(source: RegioPlan Consulting GmbH, Verbauchsangaben Österreich 2005)

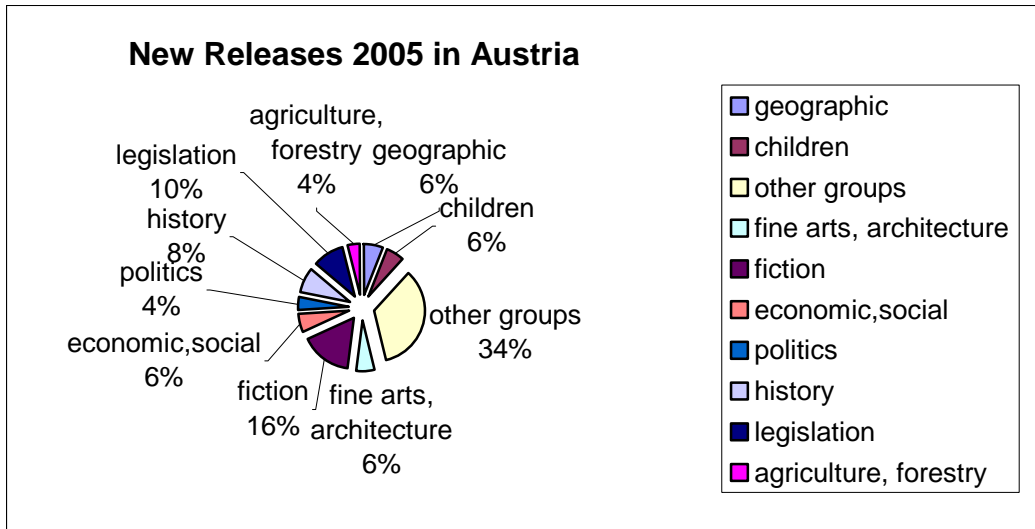
Book sales reported turnover:

Year	Turnover Mio. \$	Change %
2000	940.71	-
2001	977.28	+ 3,9
2002	993.37	+ 1,7
2003	978.41	- 1,5
2004	999.91	+ 2,2
2005	990.86	- 0,9
2006(p)	995.38	+ 0,5

(source: RegioPlan Consulting GmbH)

Of the 5,424 individual new releases in Austria in 2005, just over 10% were foreign or multi-lingual. The foreign publications were released in 23 languages, of which English had the largest share with 51 percent.  
(source: National Library of Austria)

The following table indicates the allocation of new releases in literary fields:



(source: National Library of Austria)

Because of its proximity and shared language, Germany is Austria's premier trading partner in books, with 80% of new book releases in Austria imported from Germany and 80% of Austrian book exports going to Germany.

### Market Trends

In publishing, a trend toward the digitalization of content is ongoing: more and more books are being posted on the Internet, yet the cost are still very high as the process of digitalization involves expensive manual or mechanical handling. (source: Association of the Austrian Book trade)

Book sales are still dominated by individual bookstores, however, the trend is moving toward increased concentration: in 2004, 28% of book sales were made through a chain; in 2005, 31%. (source: RegioPlan Consulting GmbH)

### Market Entry

American publishing houses can approach Austrian booksellers by contacting an intermediary delivery company (please contact the U.S. Commercial in Austria for a detailed contact list of Austrian delivery companies), or by contacting a bookseller directly.

In Austria, books are subject to a price-fixing restraint, which commits publishing houses and book importers to adhere to a pre-arranged end price. The intent of this law is to ensure a broad variety of literature and bookstores by enabling small bookstores to produce sufficient income to stay in operation. Without this system, legislators fear that a handful of financially strong companies would push small booksellers into ruin and dominate the marketplace, and that eventually only books that are expected to achieve high volume sales will be available.

The Austrian price-fixing law does not apply for books in the English language. American publishing houses can calculate their prices independently and negotiate directly with the bookseller over discount rates and gross profit margins. In Austria the average profit margin for bookseller is between 30 and 40 percent. (Source: Association of the Austrian Book trade)

## Contacts

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## Trade Shows

LITERA – the International Book Fair in Austria  
(23<sup>rd</sup>- 27<sup>th</sup> April 2008 in Design Center Linz)

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Phone: 011 - 43 -1 - 313 - 39 - 2205 ; Fax: 011 - 43 - 1 - 310 - 6917] or visit our website:  
[www.buyusa.gov/austria](http://www.buyusa.gov/austria).

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