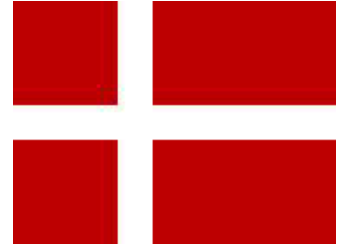


Denmark

Country: Denmark
Capital: Copenhagen
Population: 5,457,415
GDP:* USD 198.5 billion
Currency: Danish krone (DKK)
Language: Danish
**(purchasing power parity)*



Overview



Denmark is a highly developed country located in Scandinavia. Through state granted education reading is encouraged at an early age and the general level of education is very high (about 99% of the general population attend compulsory elementary school (lasting 9 to 10 years); 86% attend secondary school and 41% pursue further education.). Thus, Denmark has a very high literacy rate (app. 99%), which naturally shapes a market for publishers.

The Danish publishing market consists of 1160 publishing companies, 41 newspaper companies, and 1269 printing houses, all together comprising a total turnover of more than USD 5.8 billion. While the newspapers in the recent years have suffered from decreasing circulation due to the takeover of the internet, the market for printed books is increasing. In the years between 1999 and 2005 there has according to *The Statistic of the Danish Publishers Association* been an increase in the total number of Danish books sold by 8.5 copies equivalent to 28 %.

Historically the Danish book market has been highly regulated. However, within recent years a process of liberalization has been taking place. Today 10 % of a publisher's new publications can be sold with a fixed book price. The fixed book price can only be used on the first edition of the book. The fixed price is then depreciated over 5 years.

There are no customs duties levied on the import of books. However, in Denmark all consumer goods, including published material, are charged 25% VAT.

The Union of Danish Book Retailers (*Den Danske Boghandlerforening*) organizes the (app.) 450 Danish book retailers. The union represents the retailers towards publishers, authors, and public authorities.

Current demand

Danish readers are avid and beside a general interest in life style related reading, such as design, fashion, cooking, etc., there is a growing demand for biographies. Thus, 8 out of 10 books on the current Danish bestseller list are biographies.

Market trend

The publishing market is currently characterized by some trends that are changing the fundamentals of the market. While the circulation of paid dailies is falling, the circulation of free dailies is increasing. Besides changing the balance in the media market dramatically that development has led to a shift in especially young people's reading habits. Therefore it is once again becoming 'in' to read, which is one of the explanations of the before mentioned increase in the amount of books sold.

Furthermore the media market undergoes a process of digitalization, leaving the printing houses under still increasing pressure. That happens concurrently with a European consolidation of media houses, which is characterized by a high level of acquisitions (and consequently an increasing demand for higher earnings).

So far the process of digitalization had its hardest impact on the printed media. However, the concept of digital books is slowly growing in the market and will – especially when taking foreign experiences into consideration – gain a greater market share during the years to come.

Politically the debate is centered around the VAT of 25 % levied on all books. A product specific abolishment of the VAT can be expected within the next five years, which will make the demand for books grow significantly. In addition the political signals also points at an abolishment of the fixed price system within the few years.

Trade events

Educational forum in Odense
November 5-6, 2007

Book fair; 'BogForum', Copenhagen
November 16-18, 2007

Book fair: 'Skolebogsmessen'
March 12-13, 2008 in Roskilde
April 9-10, 2008 in Aarhus

Book fair: 'Krimimessen'
April 5-6, 2007 in Horsens

Resources and contacts

Danish Publishers Association

www.danskeforlag.dk

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