

PUBLISHING



OKVED2 CODES

90.03	Creation of literary works
74.30	Translation and interpretation
58.11	Book publishing
58.13	Publishing of newspapers
58.14	Publishing of journals
58.19	Publishing of catalogues, postcards
18.1	Printing activities
47.61	Retail trade of books
47.62	Retail trade of newspapers
47.79.2	Retail trade of second-hand books

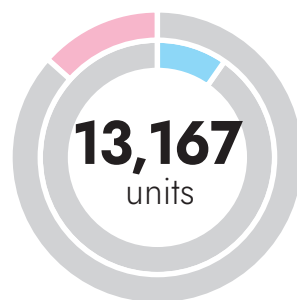
CREATIVE INDUSTRY GVA ESTIMATES



CONTRIBUTION TO MOSCOW'S CREATIVE ECONOMY

ENTERPRISES AND SPs

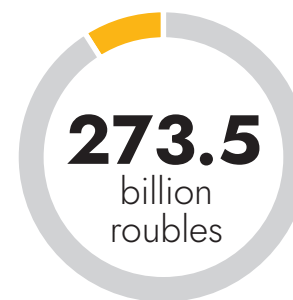
13.4% **9.7%**



Of which enterprises — 7,859,
sole proprietors — 5,308

REVENUE

9.0%



Provided revenue reports for 2018 —
4,561 enterprises (58.0%)

EMPLOYMENT

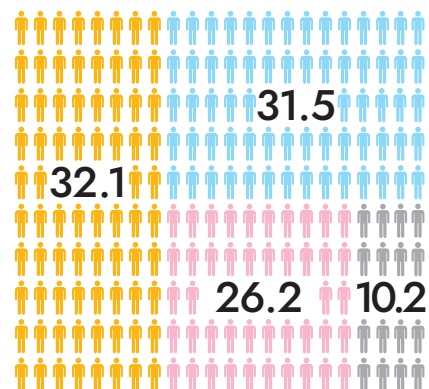
13.0%



Provided employment reports for 2018 —
5,491 enterprises (71.3%)

EMPLOYMENT PERCENTAGE DISTRIBUTION

ENTERPRISES:

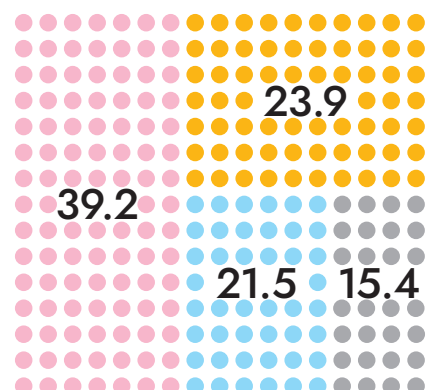
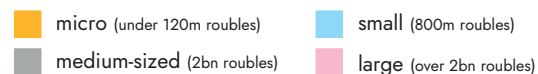


34.8%

are employed in
top 50 enterprises

REVENUE PERCENTAGE DISTRIBUTION

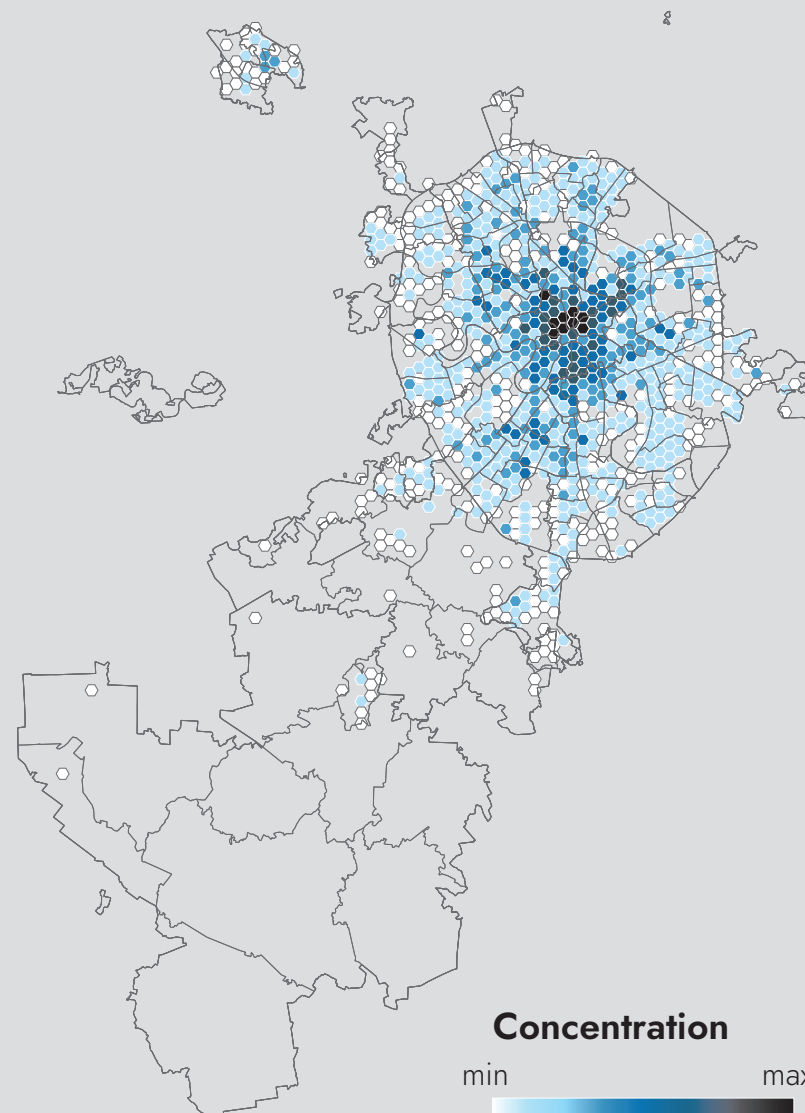
ENTERPRISES:



54.3%

revenue is earned by
top 50 enterprises

PUBLISHING: LOCALISATION OF ENTERPRISES



LARGEST MOSCOW PUBLISHING HOUSES: 2019

Share in the total Russian print run		Total print run, million copies		Number of publications	Share in the total number of publications in Russia
20.2	87.7	<div></div>	Prosveshcheniye Publishers*	<div></div> 4,532	3.9
11.2	48.5	<div></div>	Eksmo	<div></div> 9,313	8.1
9.8	42.4	<div></div>	AST*	<div></div> 8,467	7.4
4.0	17.5	<div></div>	DROFA Publishing House	<div></div> 1,156	1.0
3.9	16.9	<div></div>	Ekzamen	<div></div> 1,165	1.0
3.8	16.5	<div></div>	Azbuka-Attikus*	<div></div> 3,192	2.8
3.2	14.0	<div></div>	BINOM Knowledge Laboratory	<div></div> 846	0.8
2.9	12.6	<div></div>	Flamingo	<div></div> 479	0.5
2.7	11.6	<div></div>	Ventana-Graff	<div></div> 782	0.7
2.5	10.7	<div></div>	VAKO	<div></div> 360	0.3
0.4	1.7	<div></div>	Ripol Classic	<div></div> 1,552	1.4
2.3	9.8	<div></div>	SIMBAT	<div></div> 1,122	1.0
1.3	5.5	<div></div>	Rosman	<div></div> 1,102	1.0
0.9	4.1	<div></div>	Mann, Ivanov & Ferber	<div></div> 855	0.8

* Publishing group.

Source: HSE estimates on the data of Federal Agency of Print and Mass Communications (Russian Book Market: State, Trends, and Development Prospects, 2019) and Russian Book Union (Monitoring of Moscow Book Market, 2019).



TOTAL PRINT RUN –
total number of books printed by the publisher over a specified period of time



NUMBER OF PUBLICATIONS –
total number of published articles that have received an ISBN code over a specified period of time

Moscow publishers, 'Prosveshcheniye Publishers' and 'Eksmo', as well as 'AST Publishing Group', have accounted for over 40% of the total print run of printed books in Russia and almost 20% of publications made in 2019.

DISTRIBUTION AND PROMOTION OF BOOKS IN RUSSIA AND IN MOSCOW

68.1%

bookstores

23.2%

online stores

In 2019, the volume of Russian book market was estimated at **60.66 billion roubles** (excluding unstructured sales and purchases of publications by budget organisations).






Main distribution channel – retail trade (over 75%), including bookstores, chain book stalls, and non-book retail trade. 23.2% of the market falls for online shopping, its share in the overall turnover grows annually. The 2018–2019 growth rate reached 3 pp.

TOP 5 'TRADITIONAL BOOKSTORES'* IN MOSCOW

Chain of bookstores
or individual bookstores

Foundation year

Number of shops
in MoscowRevenue for 2018,
million roubles

Moscow Book House Joint Centre	1998	27	 2,164.0
Respublica	2006	13	 1,805.5
Biblio-Globus Trading House	1957	1	 963.8
Moscow Trading Book House	1958	1	 551.6
Chitai-Gorod	2008	69	 131.3

* Chain of bookstores or individual bookstores with over 50% of square area intended for selling books.

Source: HSE estimates based on Russian Book Union data (Monitoring of Moscow Book Market, 2019); Federal Agency for Press and Mass Media (Russian Book Market, 2020); Book Industry Journal.

LARGEST BOOK-SELLING
EVENTS: 2019

Foundation year

Red Square Book Festival

2015

Number of visitors

 ~300,000Moscow International
Book Fair

1977

Number of visitors

 ~100,000

BiblioNight-2019

2012

Number of visitors

 ~70,000

Non-Fiction Book Fair

1999

Number of visitors

 ~30,000