

Kotob Arabia –
Publishing Industry Overview

Taha Hussien Once Said

- Egyptians write, Lebanese publish, Iraqis read.

Overview of Arab Publishing Industry

Taha Hussien once said – Egyptians write, Lebanese publish, Iraqis read.

The Arab Publishing Industry in a Nutshell –

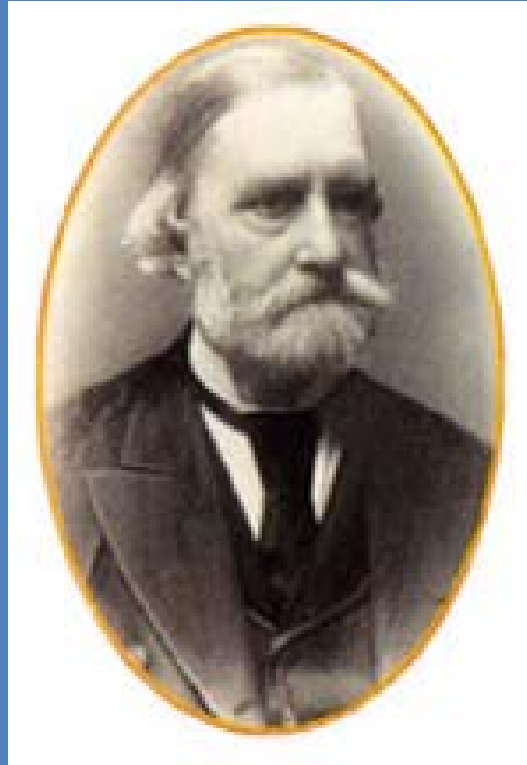
- 25 countries and over 325 million Arabic speakers.
- Each country has its own publishing industry that is very much isolated to its own borders.
- Estimated 60,000 new titles published each year throughout the Arab world – however accurate statistics are hard to come by.
- In Egypt, roughly 55% ISBN usage. The rest of the titles either don't have an identification number or use local IDs only.
- High illiteracy
- Hardly any subsidiary rights trading takes place either between Arab publishers and Western publishers or other Arab publishers. Few exceptions do exist – IE: AUC press, Sharouk, etc.,...
- Distribution is weak – generally only titles published in that Arab country are available.
- Censorship is difficult to navigate. Different countries have different censorship laws and regulations.

In Other Words...

Even though the Arab world has a vibrant publishing industry, it is difficult to get certain content.

A History Lesson –

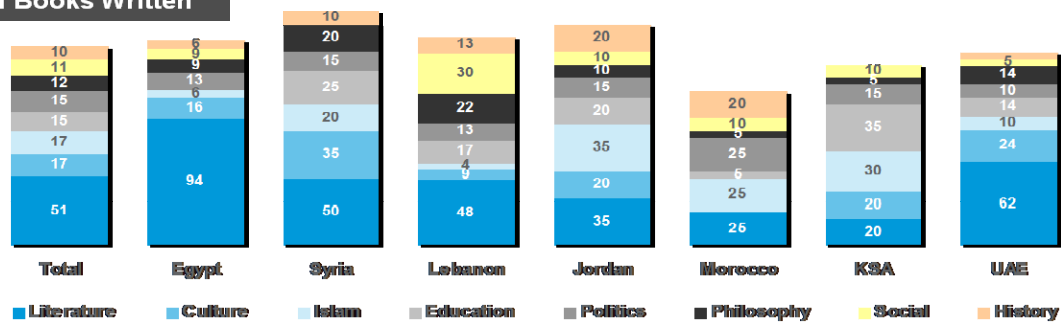
Do you know who this man is?



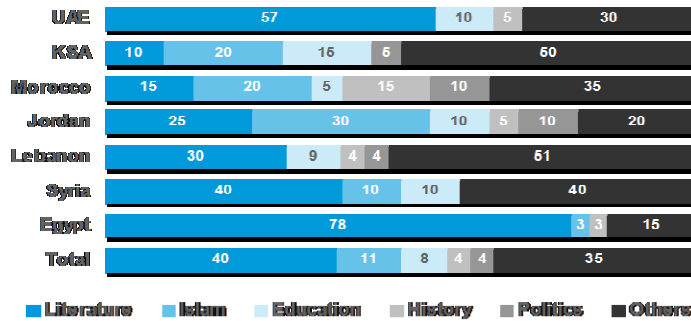
Lets Get Specific

Books Written and Published

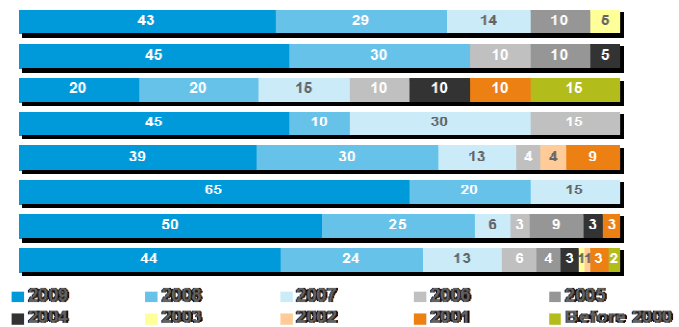
Genres of Books Written



Genre of Most Recent Published Book

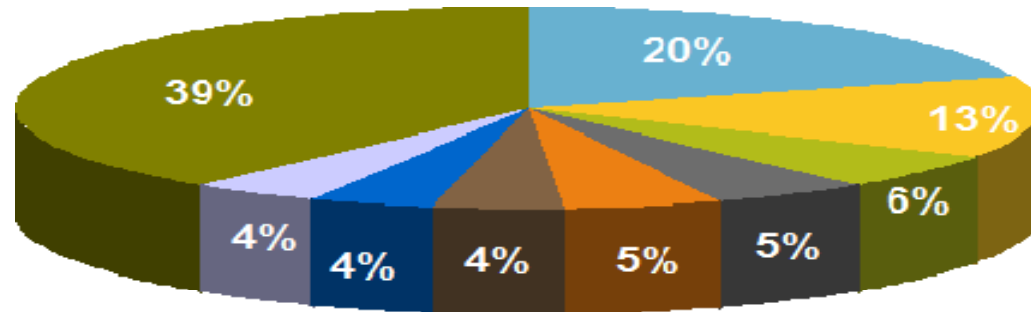


Date of Most Recent Published Book



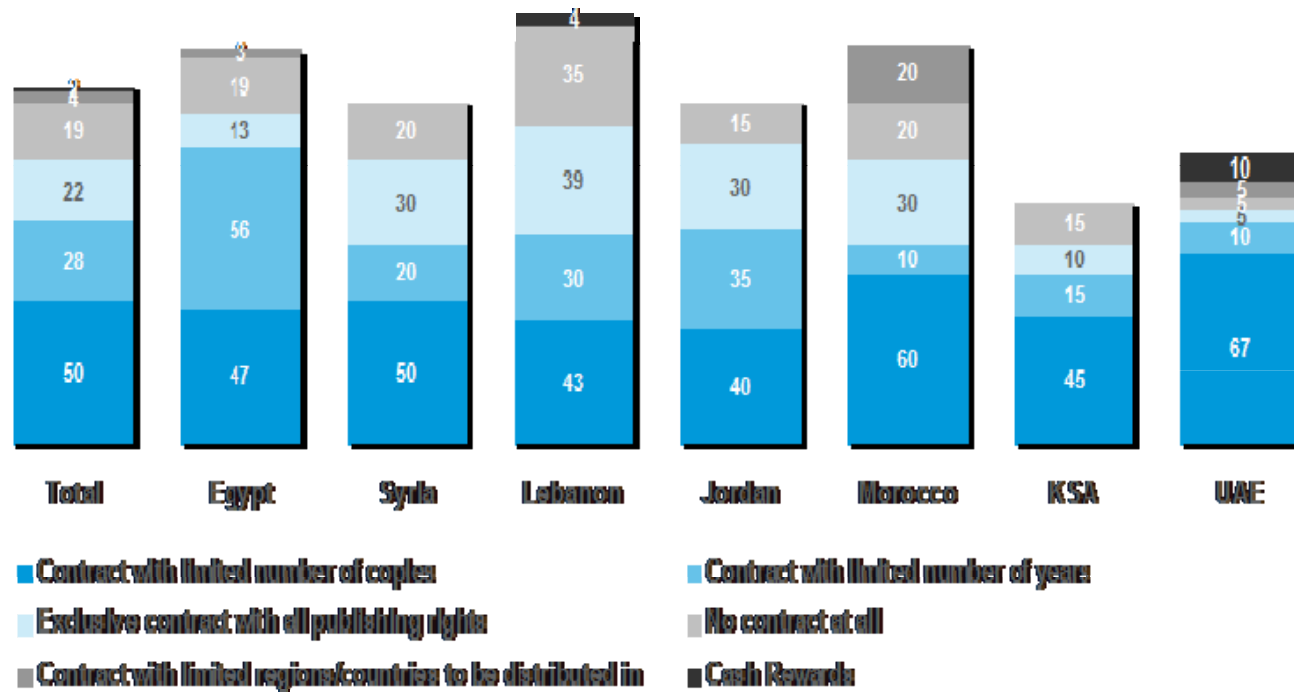
Base: All respondents (n=156), Egypt (n=32), Syria (n=20), Lebanon (n=23), Jordan (n=20), Morocco (n=20), KSA (n=20), UAE (n=21)

Arabic Genres Sales Distribution

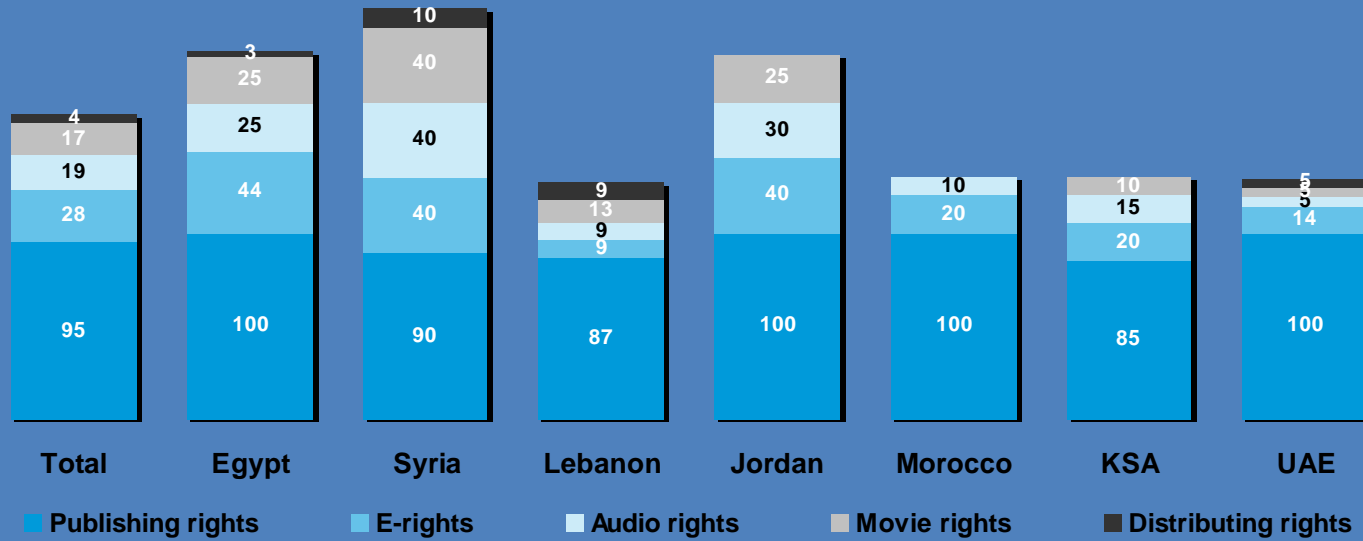


■ Islam ■ Literature ■ Education ■ History ■ Housework
■ Culture ■ Politics ■ Law ■ Other

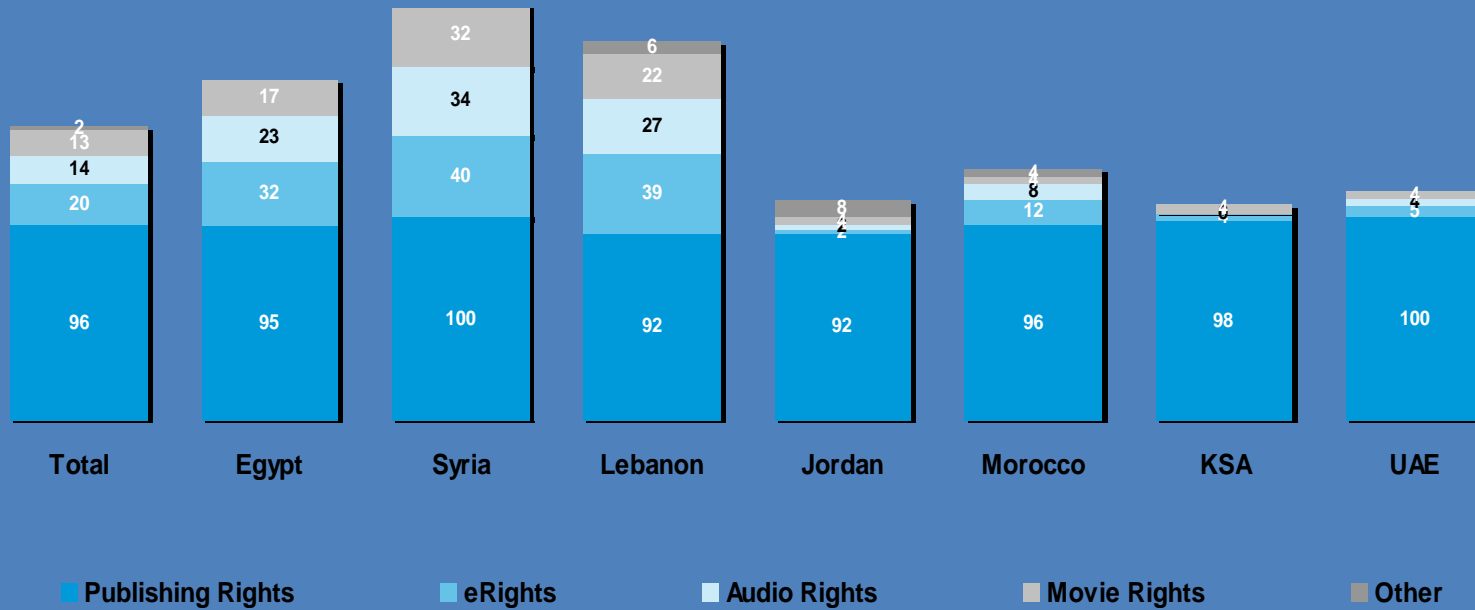
Contract Types



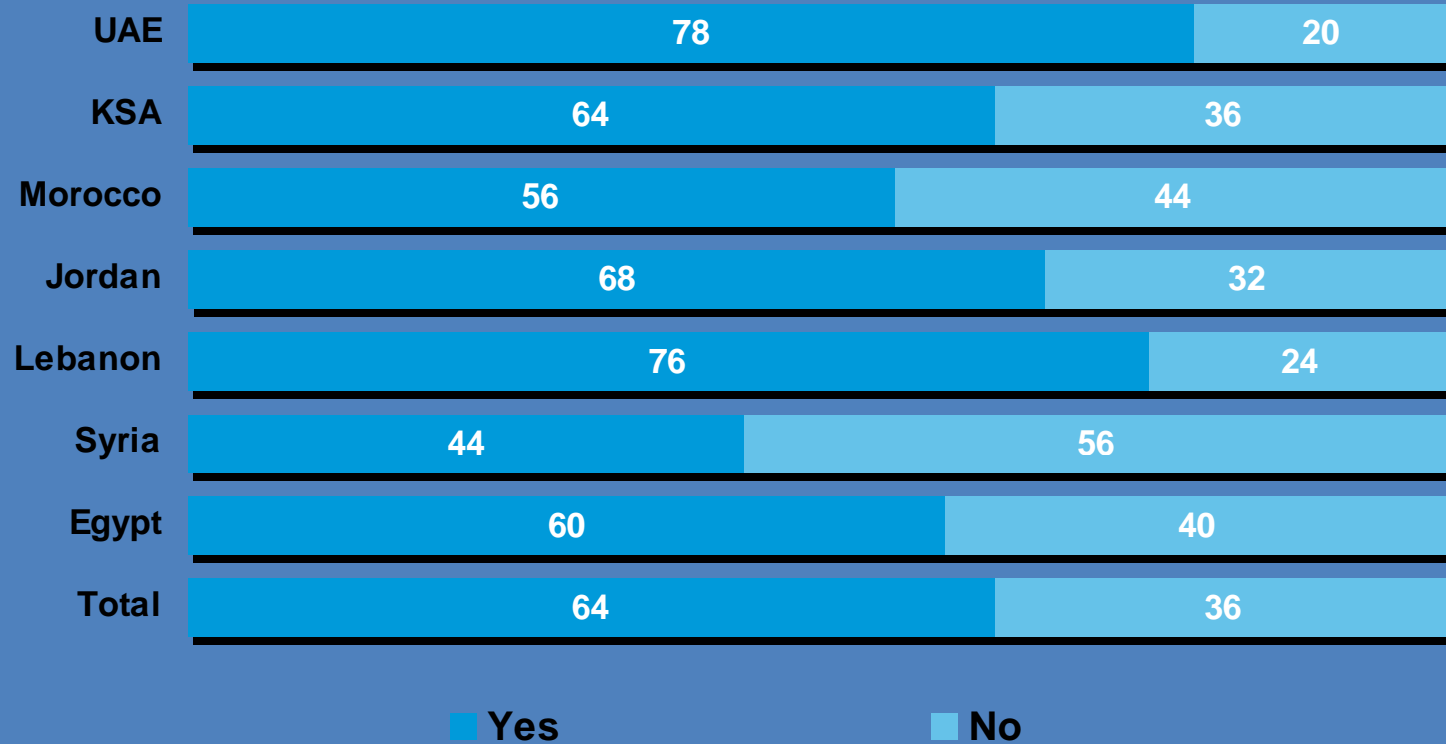
Avg. Rights Retained



What About Subsidiary Rights?



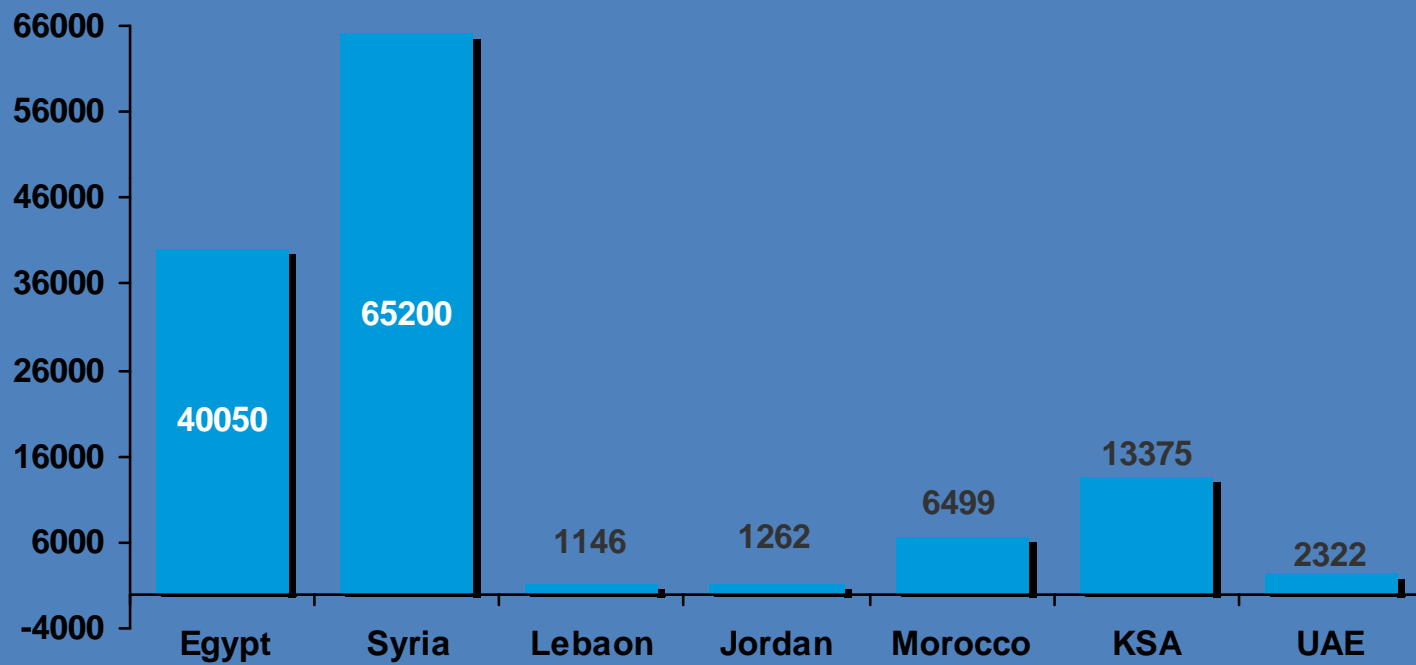
Publishers with Websites



Revenue Made through Online Sales



Avg. Books Sold Online

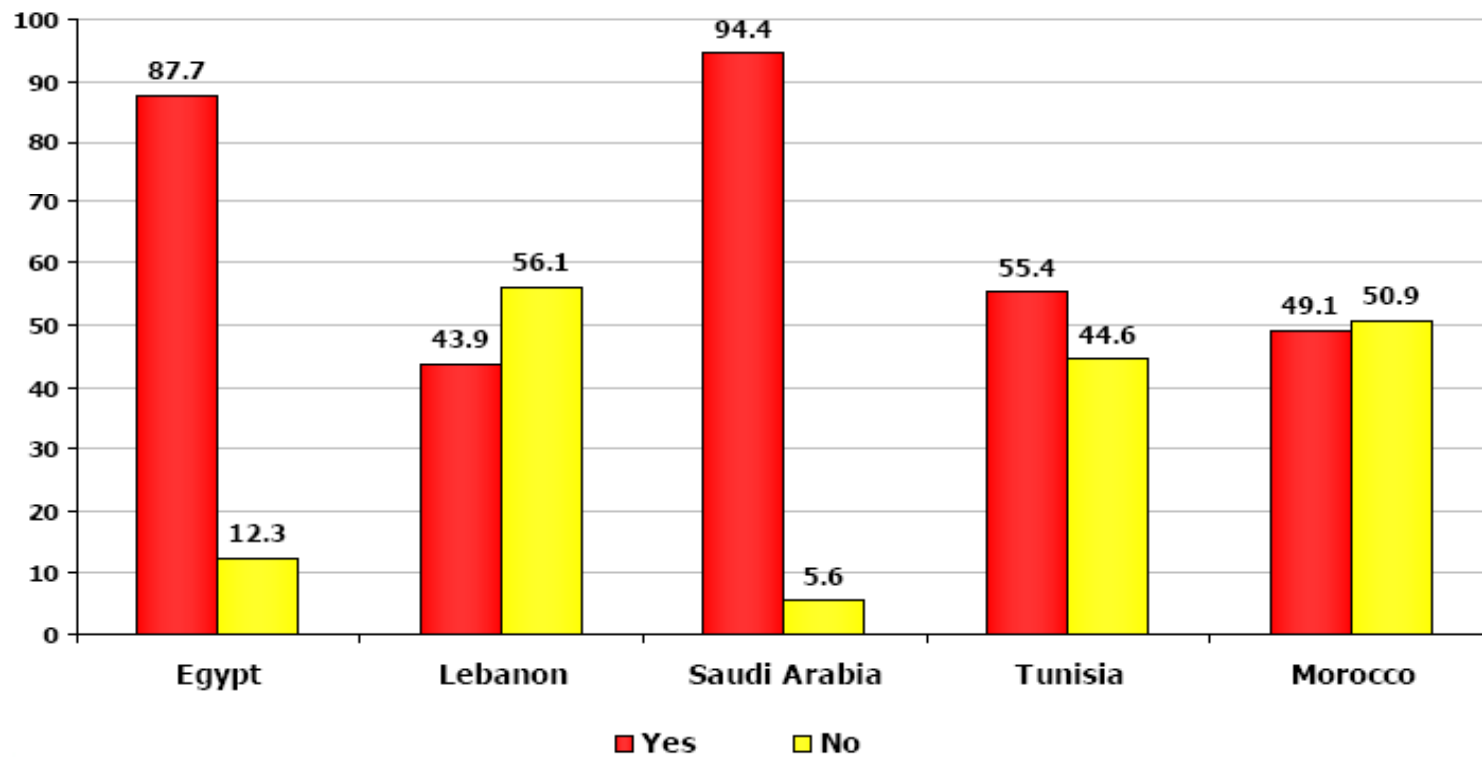


WHY?

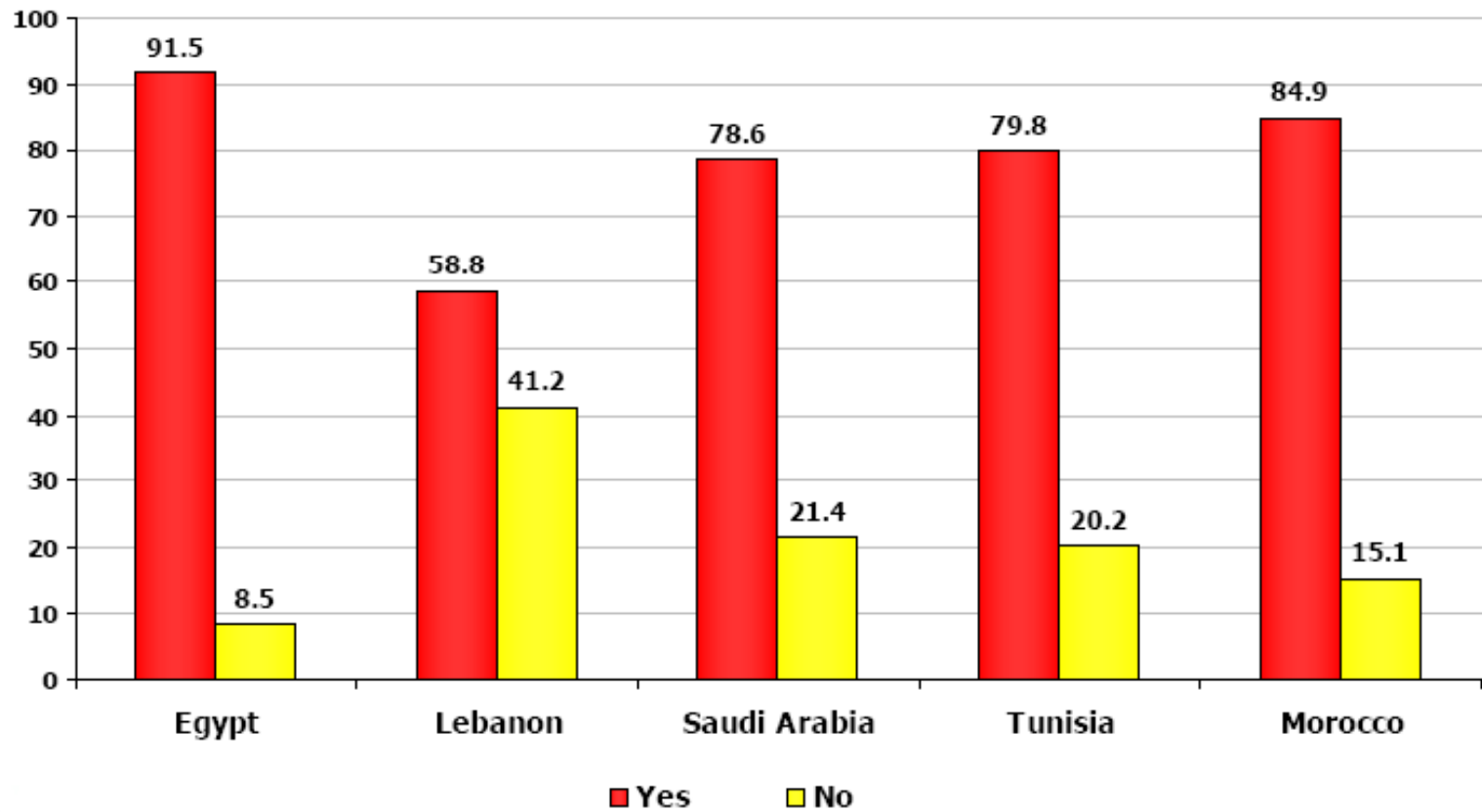
Some Ideas

- Poor Management?
- Culture?
- Poor Infrastructure?
- Lack of Resources?
- Maybe it's a bit of all of the above... but let's take a deeper look...

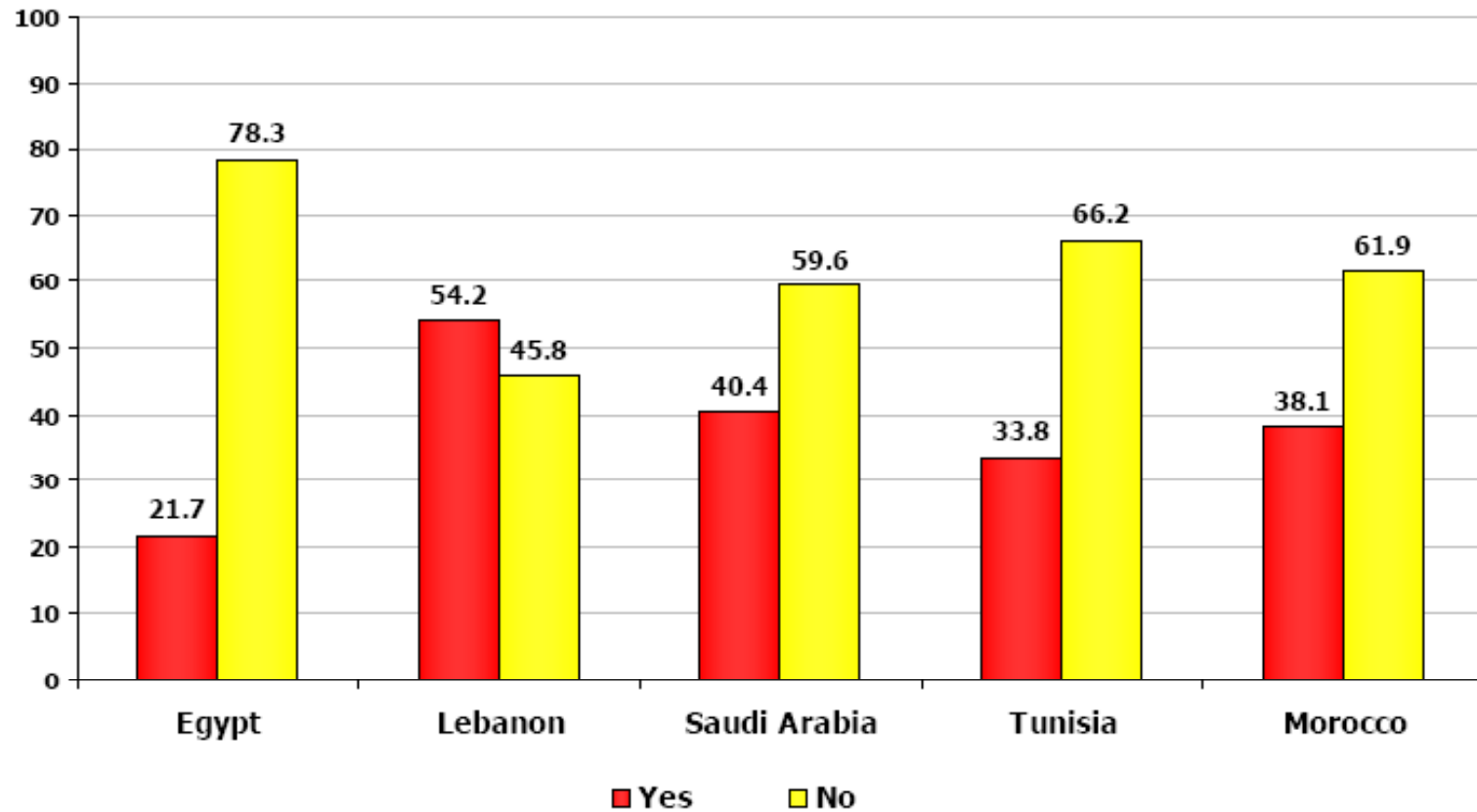
Readers VS Non-Readers



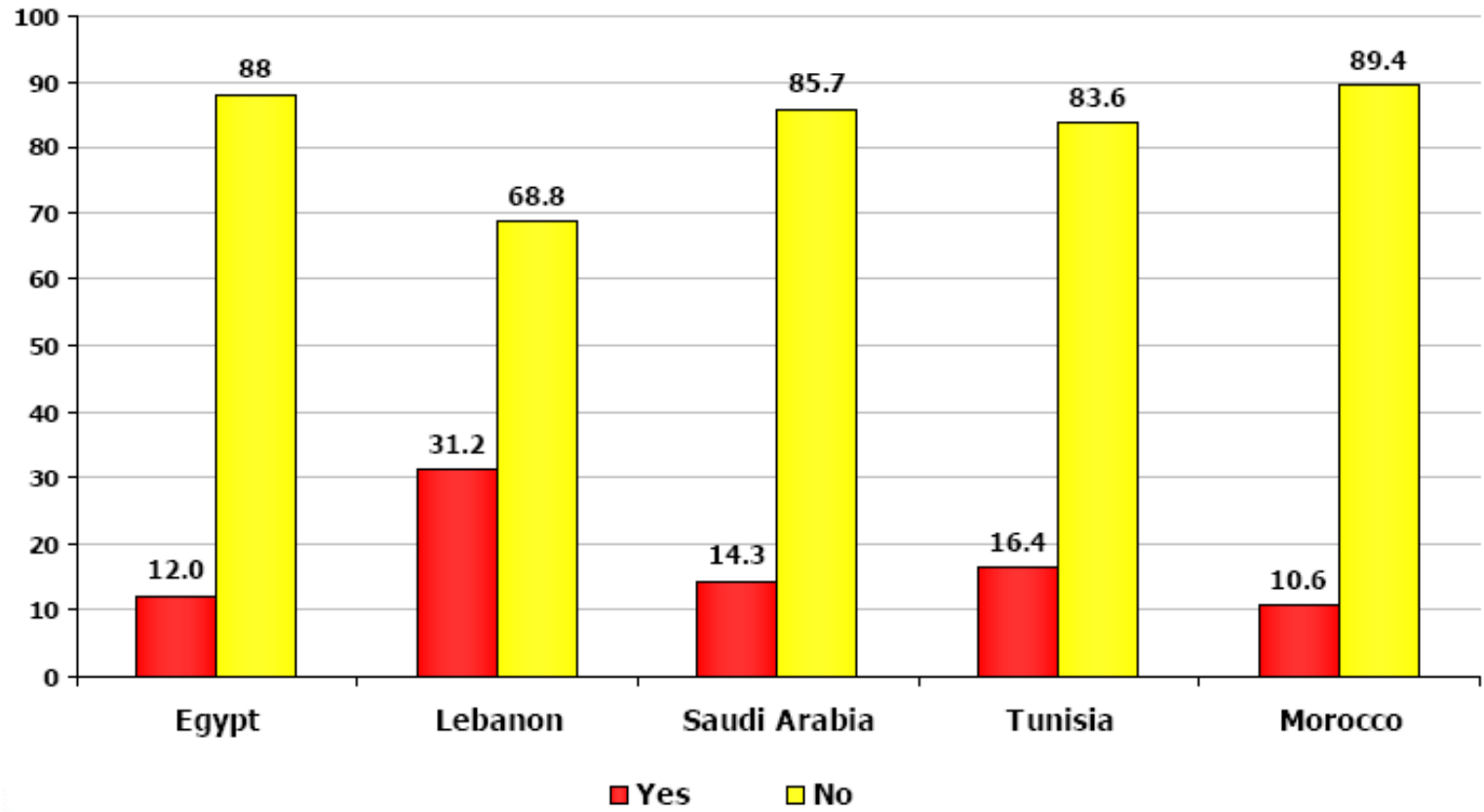
How Many Read Books?



Readers who Access the Internet



Non-Readers that Access the Internet



International Best Practices

- ISBN
- Marketing
- Classifications
- Subsidiary Rights Trading
 - Specifically Translation

Catalogues...

Make a Catalogue with the following fields:

- Title
- Author
- Publisher
- Year
- Blurb
- Cover
- Price
- # of Pages
- Territories Available
- ISBN or any other unique identifier number

Catalogues...

But Make Sure That Once Its Not Available You Let Everyone Know!

More On ISBN...

Unique Identifier is Necessary...

Where to Post?

Making your Catalogue Available:

- Online
- Print a magazine:
 - Distribute to BookStores
 - Distribute to Other Publishers
- Make your Catalogue Interesting -
 - Blurbs
 - Author Comments
 - Market Yourself!