PUBLISHING IN LATAM

The emerging geographical superpowers of the publishing world

Roberto Banchik Rothschild
CEO Mexico and US Hispanic

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Penguin
Random House
Grupo Editorial
450 million
spanish speakers in LATAM
MEGAN TRENDS IN LATAM

- **40% drop in Spanish market sales over the past 4 years**
- **Improvement** in disposable income in last decade
- **Rise of non-reader mega bestsellers** in LATAM
- **Growing readership** among the young and youngest
- **Digital** making its way through US Hispanic and Mexico
- **Consolidation** in the industry (PRH and Planeta leading)
LEADING PUBLISHERS IN LATAM

Trade

- Penguin
- Random House
- Grupo Editorial
- Planeta
- Oceano
- Ediciones Urano
- V&V
- Editoras
- HarperCollins Publishers

Text book

- Macmillan
- Oxford University Press
- Pearson
- Cambridge University Press
- Cengage Learning
- Santillana
- SM
6 countries [Mexico, US Hispanic, Colombia, Chile, Argentina, Uruguay]

Top 10 bestsellers

**NON FICTION**

- PRH: 50%
- Planeta: 20%
- Ediciones B: 6%
- Urano: 4%
- Other: 20%

**FICTION**

- PRH: 48%
- Planeta: 31%
- Harper Collins: 7%
- Other: 6%
- Oceano: 4%
- V&R: 4%
BEST SELLING TITLES IN LATAM – FICTION

6 countries [Mexico, US Hispanic, Colombia, Chile, Argentina, Uruguay]

Top 10 bestsellers – February 2016
6 countries [Mexico, US Hispanic, Colombia, Chile, Argentina, Uruguay]

Top 10 bestsellers – February 2016

**FICTION**

- 50% Spanish original language
- 34% translations from English
- 16% translations from other languages

- Chile
- Argentina
- Uruguay
- Sweden
- UK
- Portugal
- France
- USA
- Colombia
- Spain
- Australia
- English
- French
- Swedish
- Portuguese

50% Spanish original language
34% translations from English
16% translations from other languages
6 countries [Mexico, US Hispanic, Colombia, Chile, Argentina, Uruguay]

Top 10 bestsellers – February 2016

NON FICTION

71% Spanish original language
21% translations from English
7% translations from other languages
BEST SELLING AUTHORS – FICTION AND NON FICTION

6 countries [Mexico, US Hispanic, Colombia, Chile, Argentina, Uruguay]

Top 10 bestsellers – February 2016

- Isabel Allende [6]
- Paula Hawkins [5]
- Paulo Coelho [1]
- El Rubius [3]
- E.L. James [2]
- César Lozano [1]
- Svetlana Alexievich [1]
- Gabriel Rolón [2]
- Johanna Basford [1]
- Estanislao Bachrach [1]
THANK YOU