



LABOR MARKET BRIEFINGS SERIES

*LABOR MARKET INFORMATION FOR
RESEARCHERS*



THE PUBLISHING AND MEDIA
SECTOR IN EUROPE

WHAT?

The Publishing sector- "the business or profession of the commercial production and issuance of literature, information, musical scores or sometimes recordings, or art."

The Media sector- "is the business of mass communication, examples of which are broadcasting and the Internet, regarded collectively."

Europe has the second largest media sector in the world and one of the world's largest publishing sectors.



Germany

With a storied tradition of publishing dating back to the Gutenberg printing press, Germany has the largest publishing sector in Europe.



Spain

Spain's publishing sector is in the top ten globally and is the third largest in Europe.



U.K.


The U.K. media sector is the largest in Europe and is the number one exporting sector globally.



Italy


Italy has Europe's fastest growing media sector and is one of the fastest growing in the developed world.

Researchers in the Sector



Occupations- program researchers, media campaign managers, media analysts, academic publishers, editors, and publishing system managers.

Research fields- communications, journalism, statistics, information technology, and media studies.



Skills- critical analysis, research, commercial & cultural awareness, initiative, teamwork, flexibility, and organization.

As part of the Labor Market Briefings Series, this report will give an overview of the Publishing & Media sector specifically in Europe and how European researchers can begin making their career in the sector. While providing a general overview of the Publishing & Media sector, this report will focus on the publishing sector in Germany, and Spain and on the media sector in the U.K. and Italy. As all four countries have significant publishing and media markets. It should be noted that this is a general overview of the publishing & media sector and does not seek to give specific information, rather a glimpse of the sector.

THE PUBLISHING & MEDIA SECTOR IN EUROPE

THE SECTOR

Publishing-

There is no single definition of publishing, but the Merriam Webster dictionary defines publishing as, “the business or profession of the commercial production and issuance of literature, information, musical scores or sometimes recordings, or art” and this brief will define publishing as such. While often overlooked, the publishing sector is a significant part of the European economy. Currently, there are over 90,000 publishing companies in the EU with the sector employing over 900,000 people which is equivalent to 0.7% of all persons employed in the non-financial business economy. The publishing sector is estimated to produce €60bl of value added annually, which is equivalent to 1.0 % of the non-financial business economy total. Eight out of ten of the world’s largest publishing groups are European. The vast majority (95%) of European printing companies and publishing houses are small to medium enterprises, employing less than 20 people. The European publishing sector is diverse ranging from the publication of IT software to the publication of newspapers.

This resurgence in the book publishing sub-sector can be attributed to an increase in both production and demand for books as well as attributed to the proliferation of digital publishing (in different formats), the digitization of back catalogs, the growth of print-on-demand services, and a surge in self-published titles.

The most prominent and recognized publishing sub-sector is the book publishing sector. The sub-sector produces about €22.3bl annually, with the sub-sector valued at between €36-38bl. The sub-sector employs 150,000 employees throughout Europe. Three out of every ten publishing firms in Europe is a book publishing firm, with the size of the majority of book publishing enterprises being either small or extremely small. While the economic crisis and technological innovations in the beginning of the 21st century did lead to a decline in book publishing sales. The sub-sector has rebounded with 575,000 new books published annually in the EU, making book publication levels higher than they were during pre-economic crises and turn of the century levels.

THE PUBLISHING & MEDIA SECTOR IN EUROPE

THE SECTOR

Media-

The media market is one of Europe's most diverse and undefinable economic sectors. While it is known that the European Media market is the second largest in the world after only the U.S. The exact size and definition of the sector are almost impossible to define as the EU and some other European countries place the sector under the category of creative industries or cultural activities. According to estimates, the creative industries are worth approximately over 8.6% of European GDP (€860bl) and 6.5% of European employment, with around 14 million employees. It is impossible to know what exact composition of the media sector is within cultural industries, but it is significant. The media sector is commonly comprised of different channels such as television, radio, and the internet, where not at all products on these channels are media products but all media products are found on these channels.

While exact definitions of the European media sector are hard to come by, we can evidence general trends in the sector. For one the sector is growing extremely quickly. Estimates say that almost half the world uses smartphones and that half of all mobile connections worldwide are connected to broadband, all the more so in Europe where almost all citizens have smartphones and broadband connections. Furthermore, changes such as the abundance of smartphones worldwide have led to the instant availability of media products anywhere or at any time all over the world and as such the sector has experienced extreme growth in recent years. Some strong sub-sectors in the European media sector aka media channels are TV, radio, and internet. While the ways in which consumers use TV, products are changing the popularity of TV has never been better, as eight out of ten Europeans watch TV daily, with countries in Southern Europe watching the most TV on the continent.

Similarly, three out of ten European listens to the radio daily with the highest concentration of listeners in Northern Europe. Internet too is used by seven or eight out of ten Europeans daily, with use being the highest in the Nordic countries and in Northern Europe. Overall, while it is difficult to exactly assess the impact and extent of the media sector over all of Europe it is undoubtedly an economic force to be reckoned with. Furthermore, changes in our society and our technological channels (TV, radio, internet) has directly led to an increase in consumption of media products in Europe and all over the world.

THE PUBLISHING & MEDIA SECTOR IN EUROPE

THE EUROPEAN SECTOR AT A GLANCE

Europe is the historic birthplace of the publishing sector and arguably the media one as well making the European sector one of the oldest in the world. Furthermore, the publishing and media sector are strong economic forces on the continent we see this through an examination of the media and publishing sector in a couple European countries.

Publishing

Germany-

Germany has a long and storied tradition of publishing beginning with Johannes Gutenberg and the invention of the printing press. Germany has the largest publishing sector in Europe and leads the European continent in the majority of publishing sub-sectors. The German publishing sector is worth over €9.2bl and as of 2016 has been growing at a rate of 1.4%. Furthermore, the sector employs over 218,300 Germans. 2016 was a year of recovery for the sector as it had seen negative growth every year between 2010 and 2015. This negative growth can be attributed to changes in consumer tastes and the rise of online publishing in addition to an increasing proliferation of outside publishing materials and suppliers, such as Amazon, moving into the German market. 2016 would signal a turnaround for the sector as publishers increasingly began to use new technologies to publish and disseminate content. Which can be evidenced by an increase of 5.3% in online sales and a rise of 4.6% for the market share of E-books.

Germany ranks first in Europe in several publishing sub-sectors such as audiobooks, e-books, and actual book publishing. 25% of Germans read e-books daily, and the sector generates over €24.8ml a year, making it one of the strongest E-book markets in the world. Audiobooks, an obscure publishing sub-sector, are used by over five million German's a year or 7% of the population representing the single highest per-capita use of Audiobooks globally.

In recent years, the audiobook, and e-book sub-sectors have seen extended growth in the country. Interestingly, despite common perceptions, retail bookshops remain the main source of publishing materials for Germans. Overall the German publishing sector remains robust and by far one of the largest in Europe, the downturn in recent years has given way to a changed and growing publishing sector.

Spain-

When discussing strong publishing sectors, Germany and the U.K. immediately come to mind. While both countries have strong publishing sectors so does Spain, a country smaller than both. Depending on the year, the Spanish publishing industry is usually in the top ten globally and in the top three in Europe. The strength of the sector is largely driven by demand for publishing materials from Spanish speakers abroad. Interestingly, the Spanish publishing sector publishes in four languages, Spanish, Catalan, Basque, and Galician.

Similarly, to many other European countries, the Spanish publishing sector took a downturn during the financial crisis of 2009. Since then the sector has largely recovered but has still not hit pre-crisis levels. The sector generates over 2bil euros annually and employs over 300,000 workers. The Spanish are some of the most avid readers in the world and book publishing in the country accounts for a full .7% of the GDP. Book publishing is by far the strongest sub-sector in the country, unlike much of the world. But like much of the world the non-book publishing sub-sectors are growing much faster than the book publishing sector and is a cause for concern. The production of non-print books by Spanish publishers has been on the rise with 34.6% of Spanish publishers producing non-print books. Digital publishing alone generates more than €70.5ml annually.

THE PUBLISHING & MEDIA SECTOR IN EUROPE

THE EUROPEAN SECTOR AT A GLANCE

There are over 1000 publishing companies in Spain. With a large proliferation of both small and large publishers. Large publishers dominate the Spanish publishing sector with two-thirds (65.7%) of the sector comprised of just 34 companies. The remaining one third is comprised of over 800 small publishers, for which the majority generate less than 600,000 Euros annually in revenue.

MEDIA

U.K.-

The U.K. media sector is the largest in Europe and stands as Europe's foremost exporter of Media content worldwide. Recent years have seen steady growth in the sector, as the sector has been experiencing over 3% annual growth. Currently, the sector is worth over \$93bl and is set to hit \$106bl by 2019. Much of the growth in the sector can be attributed to the U.K. government which provides substantial subsidies to the sector in order to grow it domestically. Additionally, the sector benefits from its historical past, as much of its media content is exported to the British Commonwealth and former English-speaking colonies, such as the US, Canada, and Australia. The U.K. media sector is very active in the United States (the largest Media sector in the world) and as such has benefited greatly from collaboration and trade. The sector employs roughly over 231,000 U.K. citizens with overall employment in the sector on the rise since 2011.

In terms of sub-sectors, the video Game and filmed entertainment sub-sectors are the U.K.s strongest. The U.K. video game sector is valued at over \$6.5bl and has been growing by over 4.1% over the last few years. British video games are recognizable all over the world and the sub-sector has become renowned for its console games.

The filmed entertainment sub-sector is valued at just over \$6.7bl and has been growing by 3.4% in recent years.

Much like the video game sub-sector, U.K. video entertainment content is recognizable all over the world and as such U.K. films hold 5% of all global box office receipts. A rising sub-sector is the digital video entertainment sub-sector as it is set to become one of the world's strongest since there are currently 48 million smartphone connections, two million smart TVs, and 14 million tablets in use in the U.K. providing ample opportunity for the sub-sector to grow. Overall, the U.K. media sector remains king in Europe and looks to remain so in the years to come.

Italy-

Italy is not often thought of as a Media giant but in recent years the Italian Media sector has become more prominent on the global stage. The Italian Media sector was famously hit hard and significantly slowed during the economic downturn in Europe. However, since then, the Italian media sector has managed to grow substantially, so much so that it is growing at the fastest rate amongst Western European countries, 5% to the 3.4% average for the rest of Western Europe. The sector is estimated to be worth over to €31.5bl and as mentioned is growing quite quickly. Much of, of Italy's Media growth has been driven by increased internet usage in the country as Italian consumers are increasingly spending growing amounts of time accessing the Internet. Estimates put 23.1 million Italians as daily active internet users, spending an average of 2 hours and 45 minutes online per day which is relatively quite high. While the Italian Media sector is relatively evenly spread out amongst its sub-sectors, the music sub-sector stands out as being quite strong. The Italian media sub-sector is ninth in the world (€14.2bl) and it too has seen sustained growth in recent years, 3.2%. This is quite surprising at a time when most music sub-sectors around the world are facing substantial downturns. While still relatively small sub-sectors, the virtual reality, E-sports, and video game sub-sectors are all growing at extremely fast rates.

THE PUBLISHING & MEDIA SECTOR IN EUROPE

EMPLOYMENT IN THE EUROPEAN SECTOR

Employment in the publishing and media sector is quite diverse and includes jobs such as reporters, authors, photographers, translators, film and video editors, sound engineers, announcers, producers and directors; and performers, in addition to marketing managers, entertainment lawyers, and distribution workers just to name a few. While an extremely popular career choice opportunity in the sectors are few and far between with strong competition for every vacancy. This can be attributed to the fact that the sector is becoming more efficient and restructuring itself as a result of new technologies. Where once it would take large staffs to produce publishing & media content, it is taking fewer employees than ever before. Due to the difficulty in finding gainful employment in the sector the ability to have practical work experience is at a premium and can be vital to gaining significant employment in the sectors. This may seem strange as the Media sectors throughout Europe are growing and the publishing sectors are changing to meet new consumer demands. The lack of abundant employment opportunities can be attributed to the rising values of media & publishing content and products but does not necessarily reflect an increased demand for jobs. Those lucky enough to find gainful employment in the media sector can look forward to high salaries whereas those in the publishing sector, for the most part, cannot, except for high-level positions such as editors. In terms of enterprises, the majority of enterprises in the media sector are large enterprises due to the large operational costs of media enterprises. The publishing sector is comprised mainly of SMEs, there are large publishing enterprises, but publishers usually prefer small-scale business operations.

Some of the largest European Publishing and Media companies are:

Publishing

Europe

Pearson, RELX Group, and Wolters Kluwer

Germany

Bertelsmann, Springer Nature, and Holtzbrinck

Spain

Grupo Planeta, Grupo Santillana, and Random House Mandadori

MEDIA

Europe

Bertelsmann AG, Reed Elsevier, and ARD

U.K.

BSkyB, Pearson, and the BBC

France

Vivendi, Lagardère, and France Télévision

THE PUBLISHING & MEDIA SECTOR IN EUROPE

GETTING A RESEARCH JOB IN THE EUROPEAN SECTOR

The number of positions for researchers in the publishing and media sector varies, with publishing having a number of employment opportunities and media less so. Though it should be noted that there are opportunities for researchers in media, but the number of positions is more limited and harder to come by. One common occupancy for which media heavily recruits researchers is program researchers. Many tv shows, films, news shows, and radio broadcasts require researchers in order to develop stories and research content, making this is a perfect landing spot for researchers. The number of these positions is limited to most programs only have a few researchers, making the demand for these jobs quite high. Some other occupations that can be found in media are media campaign managers and media analysts. As mentioned work experience is at a premium in the media sector making, which is often a hindrance to researchers who have been unable to work throughout their studies. For researchers looking to pursue a career in media, it is advisable to seek an entry position in the beginning and then to pursue a more suitable position later in their career. Unlike media, publishing has quite a number of positions for researchers. The obvious ones are academic publishers and editors of which the majority are researchers and Ph.D. holders. Researchers also enjoy significant employment in publishing and editorial work in non-academic publishing. In addition, publishing firms often need researchers to manage publishing systems. Overall, there are quite a few positions for researchers in publishing.

In terms of most common degrees found amongst researchers in the sector, they are communications, journalism, statistics, IT, and media studies. Though almost any degree can find a role in the sector either in media or publishing. The skills most desired of researchers in the sector are; critical analysis, research, commercial & cultural awareness, initiative, teamwork, flexibility, and organization.

THE PUBLISHING & MEDIA SECTOR IN EUROPE

OVERVIEW

Overall, the European Publishing and Media sector are quite strong. Both Germany and Spain contain significant publishing sectors and benefit from demand for their publishing products worldwide. The U.K. and Italy both boast strong media sectors, with the Italian sector quickly becoming a prominent player in Europe. Due to high demand and limited positions finding employment in the sector is not easy. Media specifically, demands that job seekers have some experience before finding significant employment. The sector has positions for researchers, especially in publishing. Researchers who find employment in the sector can look forward to interesting careers.

Other useful sources of information and links

Statistics on European book sales-

<https://www.mecd.gob.es/dam/jcr:ce7a8990-796c-4c0f-9f02-ff1efb050170/statisticsfep-2016.pdf>

European publishing-

https://editorialexpress.com/cgi-bin/conference/download.cgi?db_name=ACEI2014&paper_id=193

Media use in Europe-

<http://www.nordicom.gu.se/en/latest/news/media-use-eu-countries>

German publishing-

<https://publishingperspectives.com/2017/06/borsenverein-2016-market-report-germany/>

U.K. media-

https://www.trade.gov/topmarkets/pdf/Media_and_Entertainment_Top_Markets_Report.pdf

Italian media-

https://www.pwc.com/it/it/publications/entertainment-media-outlook/2017/doc/pwc_emoi_es_en.pdf