

VISION FOR PUBLISHING

THE ROLE OF PUBLISHING
IN THE UK'S SUCCESS

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Introduction

from Dan Conway, CEO of the Publishers Association



The UK's publishing industry is truly world leading. Publishing is worth an extraordinary £11 billion overall to the economy and the industry exports more books than any other country globally, which is a phenomenal cultural achievement for the UK.

UK publishers have also shown global leadership on research impact. We have been leading the pack on open access publishing, helping to fuel academic discoveries and drive innovation at home and abroad. Education resources are exported across the world and publishers' support for reading enriches children's lives.

Now, research by Public First shows that publishing has the potential to contribute even more to the UK's future success. With backing from government, publishing can contribute an additional £5.6 billion to the UK economy by 2033 and support a further 43,000 jobs. International demand for UK publishing is set to grow by a further 20% in the next decade.



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Publishers drive growth, leading the world in publishing exports and acting as the heartbeat of the creative industries through the incredible stories they bring to screen, stage and games. Publishers innovate, seizing the opportunities offered by artificial intelligence (AI), amplifying crucial discoveries in UK research and development, and driving sustainability. And publishers inspire, finding exciting and diverse new voices, creating the next generation of readers, learners and leaders, and unlocking opportunities across the UK.

This is an industry of which the UK should be immensely proud. But we should not take it for granted. With an election on the horizon, we call on politicians to back policies that uphold and strengthen publishing's social, personal, economic and innovative value to the UK.

Let's work together to write the next chapter in our nation's success story.

ECONOMIC IMPACT OF PUBLISHING





84,000

Number of jobs supported by UK publishing



£6.5 BILLION

Gross Value Added of publishing exports



£11 BILLION

Contribution of UK publishing sector to the UK economy overall



20% GROWTH

In international demand for UK publishing by 2033



£5.6 BILLION

How much UK publishing is set to grow in the next decade

The Next Chapter

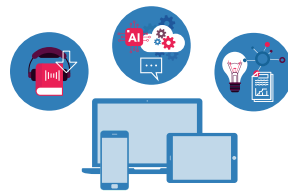
How publishing can help write the next chapter of the UK's success

Publishers drive growth, they innovate, and they inspire. With an election on the horizon, we urge politicians to back policies that will ensure publishing writes the next chapter of our nation's success story.



GROW

Publishing is worth £11 billion to the UK economy overall and is set to grow by £5.6 billion by 2033. The UK exports more books than any other country and our academic output and education resources are respected across the globe. Publishing is the heartbeat of the UK's wider £108 billion creative and cultural industries. TV shows and films inspired by books perform better economically and critically than original scripts and tourists are inspired to come to the UK to see our great literary landmarks.



INNOVATE

Publishers are innovators, driving advances in technology, championing new ideas and showcasing cutting-edge discoveries to the world. Publishers have long embraced AI and, through the provision of high-quality content, fuel reliable and trustworthy AI. They are at the cutting edge of UK research and development (R&D), with academic journals showcasing UK discoveries to the world and supporting sustainability. And they create new and exciting ways to reach audiences, from the ebook to new models for accessing audiobooks.



INSPIRE

Publishers inspire people of all ages. With reading for pleasure shown to be the single biggest indicator of a child's life chances, publishers' role in getting kids reading brings lifelong benefits for individuals and society. Our education publishers help to give every child access to a world-class education while, later in life, publishers offer diverse and exciting career opportunities across the country.



GROW

With the right support, publishing can grow its economic contribution, create more jobs and opportunities for people across the UK, and lead the world in publishing exports. We call on politicians to:

Vigorously uphold the UK's globally advantageous intellectual property (IP) and copyright framework

Ever since its establishment by Parliament in 1710, our copyright framework has set the global standard, giving creators the ability to create and rightsholders the incentive to invest. The next government should uphold our global advantage in IP, resist calls to water down copyright law, and ensure trade deals raise IP standards globally. As part of this, government must confirm the UK's current copyright exhaustion regime will remain in place to protect our world-leading publishing exports.



Like many writers, I've always been grateful for the UK's strong copyright rules which help to allow my books to reach readers around the world. Copyright is the bedrock of authors' earnings and ensures that everyone – whatever their background, their genre of writing – is properly remunerated for their talent. It is also a vital consideration when it comes to the rapid development of AI tools. Publishers are embracing the use of AI, but AI growth cannot come at the expense of intellectual property and human creativity.

Kate Mosse, best-selling author
of *Labyrinth*





GROW

Establish a Publishing Export Accelerator

Publishing exports are worth £6.5 billion and, with the right support from government, UK publishing could achieve even greater export success. Given its role underpinning other creative exports, government should work with the Publishers Association to develop a Publishing Export Accelerator, building on the lessons from other creative industries, to unlock greater export growth.

Case Study

Power Maths from Pearson is the UK's leading Primary Maths scheme, recommended by the Department for Education and popular internationally. It has been built using world-class research from around the world, a unique mastery teaching model and was created by leading educational experts from the UK and China. A study with schools conducted by Pearson and UCL showed the impact of the resources on teaching, pedagogical knowledge, teacher workload and pupil engagement and provided the evidence base for an improved and updated edition.



Case Study

Oxford Reading Tree from Oxford University Press has taught over 30 million children in over 130 countries how to read and to love to read. Its well-loved characters, breadth (over 1500 books), and varied portfolio of fiction and non-fiction give children everything they need to become confident readers.

Rooted in reading for pleasure and underpinned by synthetic phonics, Oxford Reading Tree is the UK's most successful reading scheme. The programme's carefully levelled content, gentle humour and universal appeal are key to its global success seen both in exports and licensing for local markets.

Axe the final tax on reading

In 2020, the government rightly removed VAT in ebooks, but VAT on audiobooks and open access publishing fees remain. Extending the zero-rate to audiobooks will enable fair and equitable access for everyone, regardless of income, ability and age. Applying it to article and book processing charges (APCs & BPCs) will ensure open publishing routes aren't more costly and bureaucratic than subscription fee models, accelerating the transition to open access research.

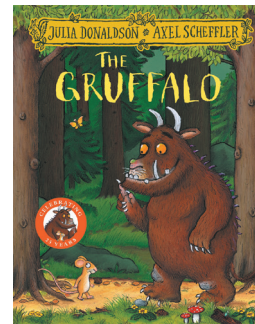
Consuming books in any format brings knowledge and pleasure to millions of people. Audiobooks enable those who are sight impaired, have dyslexia or find reading challenging, to access the wonderful world of books and stories. I passionately believe that all books should be free from VAT.

Lynda La Plante CBE,
author of the best-selling
Prime Suspect series



Boost creativity across the UK

Publishing has an impact across the UK. Global successes such as *Shetland*, *Poldark* and *Harry Potter* attract tourists to all parts of the country, adding to the industry's economic contribution and enriching communities. Publishers are focused on growing beyond a traditionally London-centric base and clusters are emerging, including around universities. But there's more to do. The next government can help publishing achieve more, with funding and support to co-design a creative cluster centred on publishers in regions across the UK.



Case Study

The Gruffalo is a bestselling and well-loved picture book written by Julia Donaldson and illustrated by Axel Scheffler. *The Gruffalo* was first published by Macmillan Children's Books in March 1999 and the sequel, *The Gruffalo's Child*, followed in 2004. The original picture book stories have now sold 18.2 million copies worldwide and are translated into 107 languages and dialects. Across the publishing brand, sales have now reached global sales of 38 million copies. The *Gruffalo Live!* Theatre adaptation is produced by Tall Stories and began touring in 2001, with *The Gruffalo's Child* opening in 2006. The Oscar-nominated animated adaptation *The Gruffalo* (2009), and BAFTA-nominated *The Gruffalo's Child* (2011) are produced by Magic Light Pictures.



INNOVATE

Publishers can unlock further innovation with the right conditions to thrive. That means IP being respected in the development of AI, a sustainable model for academic publishing, and fair digital markets in which publishers of all sizes can innovate and compete. We call on politicians to:

Deliver AI opportunities for the whole economy

Publishers deliver cutting-edge AI products and support wider AI development through the provision of high-quality content. They show that the tech and creative industries will achieve most as equal partners. AI growth cannot come at the expense of IP and human creativity and sustained investment in tech and the creative industries relies on confidence in the use of IP. Government should ensure IP law is respected, taking retrospective action against infringement and bringing in measures to support transparency and licensing.

Case Study

Elsevier's Scopus AI is an intuitive and intelligent search tool powered by generative AI to help researchers and research institutions get fast and accurate summaries and research insights that support collaboration and societal impact. Developed and tested with the research community, Scopus AI combines the world's largest database of curated scientific literature with responsible AI. Scopus AI is based on Scopus' trusted content from over 27,000 academic journals, from more than 7,000 publishers worldwide, with over 1.8 billion citations.



Ensure the UK is the home for world-leading research and innovation

Academic publishers make trusted, cutting-edge UK research accessible and discoverable to a global audience. It is crucial that the UK's research funders have the funds to support the gold open access route to publications. This is the most viable route to support the UK's global R&D ambitions. In a world of misinformation and fake science, academic publishers role in promoting research integrity should be recognised and supported. Publishers are committed to promoting sustainability and disseminate research that enables the UK to lead the world on sustainability. The UK's global research standing relies on its world-class universities, who need an ambitious long-term strategy, built on clear expectations and stable funding. 3.5% of GDP should be a minimum target for R&D funding by 2035.

Promote innovation, transparency and fair competition in digital markets

UK businesses deserve transparent, competitive and fair digital markets that drive innovation, value, and quality for consumers. Publishers' concerns about Amazon's anticompetitive practices must be reflected in the implementation of the Digital Markets, Competition and Consumers (DMCC) Bill and the Competition and Markets Authority (CMA) should designate Amazon with Strategic Market Status as soon as it can. Combined with a fairer business rates system, this will help to ensure every high street is to home to the thriving bookshops that help readers to discover their next favourite book.

Case Study

In 1985, a paper by Joe Farman, Brian Gardiner, Jonathan Shanklin et al. at the British Antarctic Survey was published by the journal *Nature*, reporting large losses of total ozone in the Antarctic. Further research published in *Nature* by Susan Solomon et al clarified the negative impact of chlorofluorocarbons (CFCs) – solvents and refrigerants – on the ozone layer. After scientists raised the alarm, governments signed the Montreal Protocol in 1987 – the only UN treaty to be signed by every country on earth – committing to faster phasing out of these ozone depleting chemicals. In early 2023, after years of scientific monitoring, a UN report found that the ozone layer is set to be completely healed by 2026.





INSPIRE

Publishers can do even more to inspire, bring joy to, and create opportunities for the next generation. We call on politicians to:

Invest in libraries and literacy

Literacy and reading for pleasure are central to people's life chances, but 1 in 7 primary schools don't have a library, public libraries have faced sustained budget cuts, and university libraries are being hit by university deficits. Publishers do a great deal to support reading through initiatives such as World Book Day and call on government to act in partnership with them. Every school should be funded to have a library and support for public libraries should increase, prioritising literacy cold spots across the country. An innovation fund can allow libraries to develop, trial and scale new partnerships that address societal challenges and deliver public value.

Case Studies

If children read for pleasure, it boosts their academic achievement, empathy, and wellbeing. Yet 1 in 7 primary schools in England do not have a library, rising to 1 in 4 in our most disadvantaged areas. The Libraries for Primaries project aims to bring together the education, literacy, and publishing sectors to ensure every school has a library.

World Book Day's mission as a charity is to encourage reading for pleasure. It aims to change lives through reading because reading for pleasure is a vital indicator of a child's future success – but it is at its lowest rate since 2005. The annual campaign in March – with its joy, celebration and fun – encourages positive engagement with reading. 96% of children have heard of World Book Day and many say they're more likely to enjoy reading as a result of World Book Day.



Restore a diverse, open and fair market for education resources by changing the scope of Oak National Academy

The government should work with education publishers, EdTech innovators, unions, and others to support teacher professionalism and choice about how best to help their students, rather than undermine the rich, competitive, and world-class UK education resources market. Oak National Academy needs a much-reduced scope to be a more proportionate, effective and sustainable use of public money that respects teacher choice.

Case Study

Education publishers such as Cambridge University Press & Assessment go beyond the textbook and worksheet, forming partnerships to enrich learning. The renowned Cambridge School Shakespeare Series offers an active approach to performing Shakespeare in the classroom, enabling students to inhabit Shakespeare's imaginative world in accessible and creative ways. Students were encouraged to perform in the Cambridge-sponsored What You Will competition run by Coram Shakespeare School Foundation in 2023, marking the 400th anniversary of Shakespeare's First Folio.

Each student created a new speech for one of Shakespeare's characters, taking a fresh look at beloved plays and making the stories their own.



Unlock the creative skills of the future and ensure the publishing industry is open to all

The UK's creative industries have grown year-on-year but take up of creative subjects has fallen. The government should ensure everyone is free to study creative subjects, regardless of background, and connections between education institutions should be strengthened, to establish clear pathways into creative careers. Government should undertake a workforce review of the creative industries to help to address skills gaps, including in data science, machine learning and AI. Apprenticeships should be more flexible and smaller employers' core costs should be supported by unspent levy funds. Authors in difficulty should be offered additional support, such as through grants for writers in need.



Our thriving and growing creative sector is an important asset to the UK, and people are at its heart. Creative education and skills pathways are key to the industry's ongoing success. Government's work with publishers can ensure creative subjects are celebrated, creative careers are open to all, and the industry has the future workforce it needs.



Stephen Page, Executive Chair,
Faber & Faber

Methodology

The public policy consultancy Public First conducted economic analysis on behalf of the Publishers Association in January and February 2024.

Core analysis: direct impact of the publishing sector

Public First firstly investigated the direct value to the UK economy of the publishing industry. To do this they sourced revenue data from the Publishers Association's industry insights dashboard which shows UK publisher revenue in any given year. To convert from turnover to Gross Value Added (GVA), ratios from national accounts obtained through the Annual Business Survey were used. GVA can be measured by taking total output from an industry and subtracting the value of intermediate consumption, or inputs, and is used to estimate the contribution made to the overall economy. Alternatively, it can be measured by adding returns to capital and returns to labour.

The sector of relevance under the Standard Industrial code is '58.1: publishing of Books, periodicals, and other publishing activity'. The GVA of the publishing sector in total is estimated, and disaggregated for: export and imports; and, academic, consumer and education. Estimates were also used for journals and audiobooks. To estimate, employment data from the Business Register and Employment Survey was used which provides estimates of both employees and the self-employed.

Estimates for the SIC codes '58110: Book publishing' and '58141: Publishing of learned journals' were combined. The trends seen between 2017 and 2022 were used to estimate for 2023 and to forecast up to 2033.

Core analysis: indirect 'upstream' impact

Next the indirect impact on the economy that publishing activity has through upstream supply chains was investigated. This is based on the costs, or inputs, of the publishing sector such as printing or payments to the authors themselves which in turn act as revenue to those industries which they use to add more value to the economy. The GVA associated with this second order revenue, called 'Type 1' effects was calculated using input output tables published by the ONS. Further estimates were made for the induced impact of the additional spending power that is created. To estimate these effects 'Type 2' multipliers which include indirect and induced effects were used. These multipliers were applied to GVA and employment estimates to a wider estimate of the value of publishing to the UK economy.

As with direct impacts, past trends were explored to estimate for 2023 and to forecast to 2033.



