

PUBLISHING IN LATAM

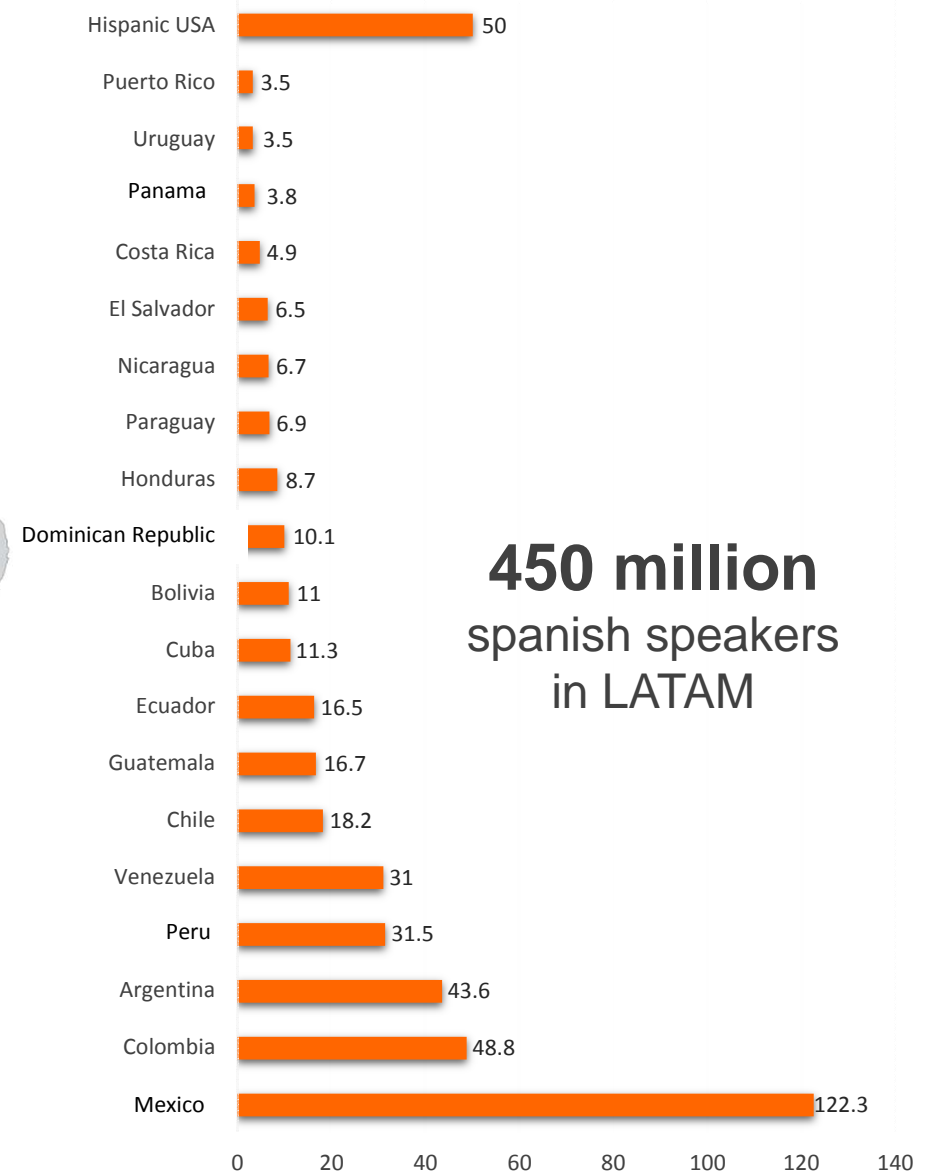
The emerging geographical
superpowers of the publishing world

Roberto Banchik Rothschild
CEO Mexico and US Hispanic

LONDON, APRIL 10, 2016

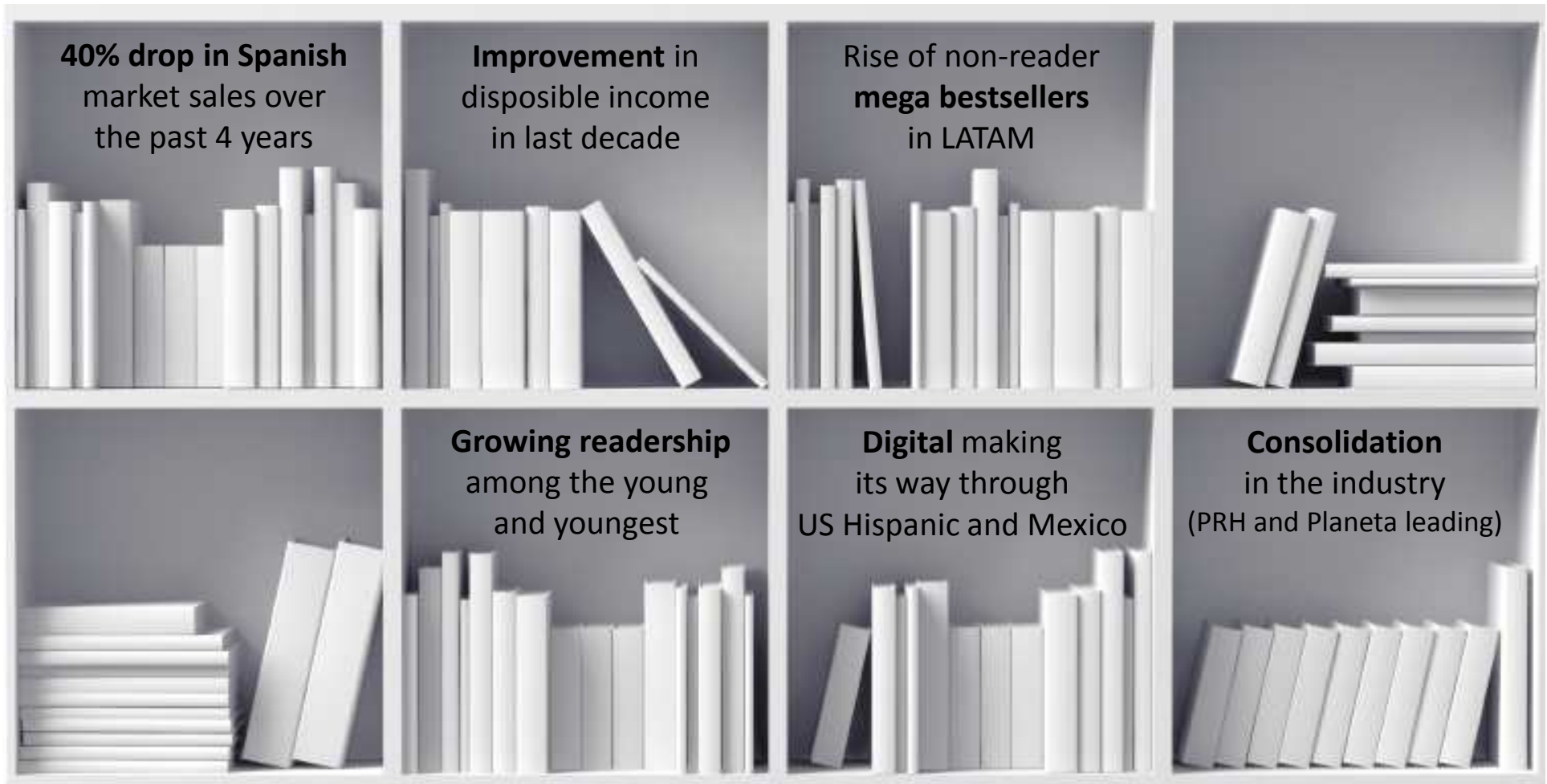
Penguin
Random House
Grupo Editorial

LATIN AMERICA TODAY - POPULATION



450 million
spanish speakers
in LATAM

MEGAN TRENDS IN LATAM



LEADING PUBLISHERS IN LATAM

Penguin
Random House
Grupo Editorial

Trade

Penguin
Random House
Grupo Editorial

 **Planeta**


EDICIONES B

OCEANO


EDICIONES URANO


EDITORAS

 HarperCollins *Publishers*

Text book


MACMILLAN

OXFORD
UNIVERSITY PRESS

PEARSON

 **CAMBRIDGE**
UNIVERSITY PRESS

 **CENGAGE**
Learning®

 **SANTILLANA**

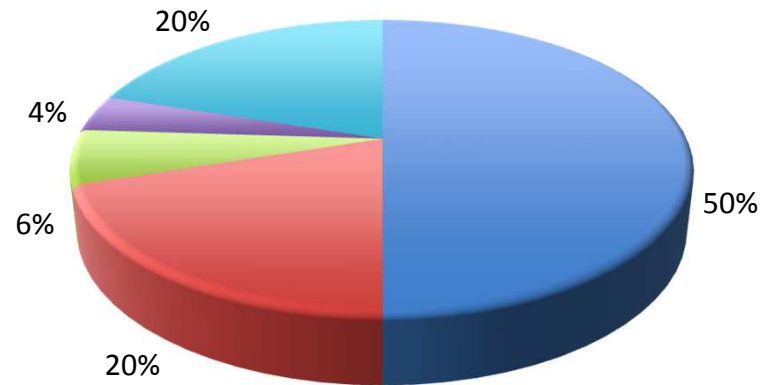


TOP PUBLISHERS – February 2016

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

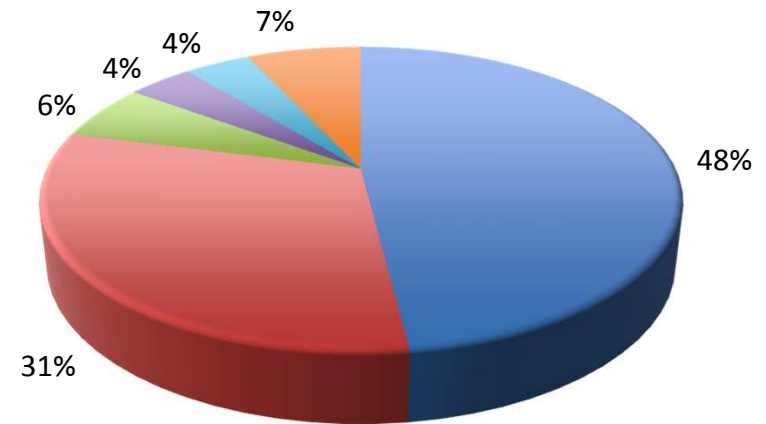
Top 10 bestsellers

NON FICTION



■ PRH ■ Planeta ■ Ediciones B
■ Urano ■ Other

FICTION



■ PRH ■ Planeta ■ Harper Collins
■ Oceano ■ V&R ■ Other

BEST SELLING TITLES IN LATAM – FICTION

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

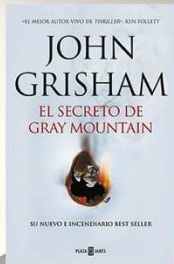
Top 10 bestsellers – February 2016



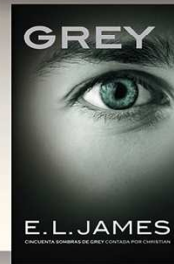
PENGUIN RANDOM HOUSE CHILE [6]



PLANETA UK [5]



PENGUIN RANDOM HOUSE USA [3]



PENGUIN RANDOM HOUSE UK [2]



PLANETA SPAIN [2]



PLANETA LICENSE [2]



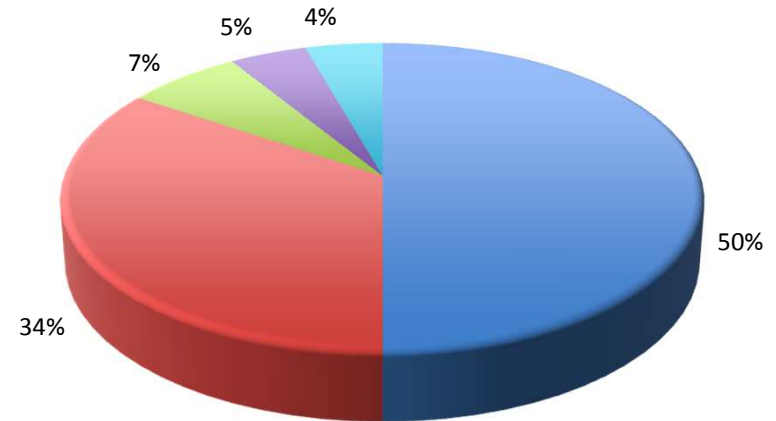
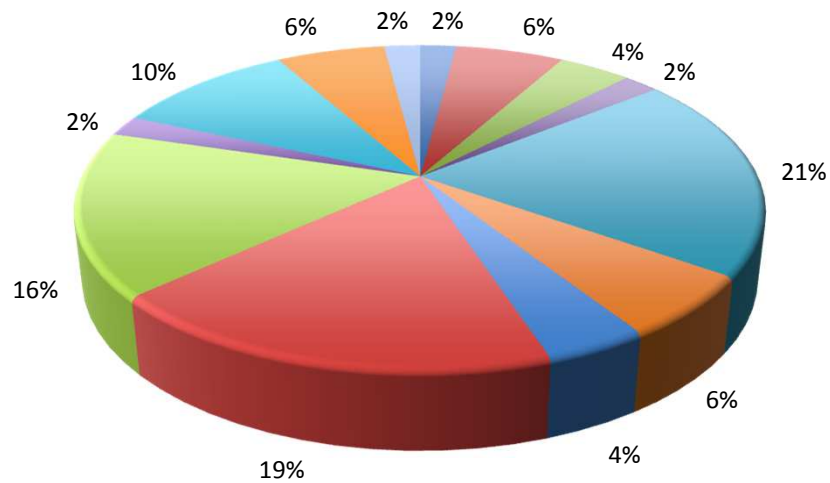
PENGUIN RANDOM HOUSE AUSTRALIA [2]

BEST SELLING TITLES IN LATAM

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

Top 10 bestsellers – February 2016

FICTION



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

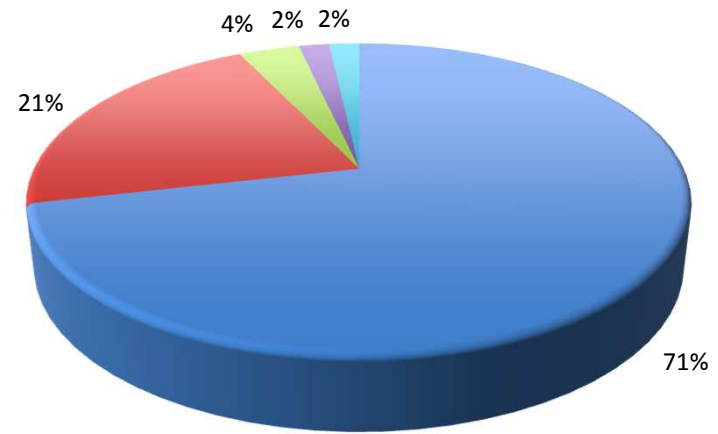
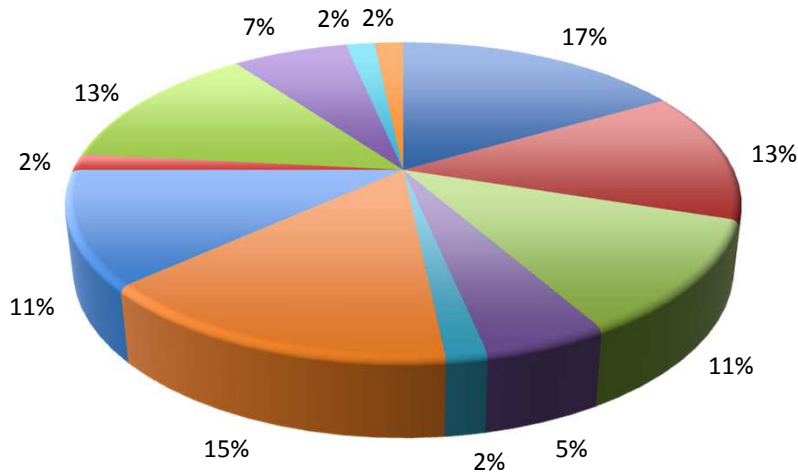
50% Spanish original language
34% translations from English
16% translations from other languages

BEST SELLING TITLES IN LATAM

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

Top 10 bestsellers – February 2016

NON FICTION








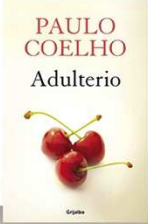
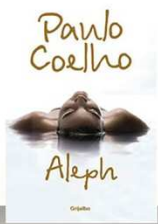
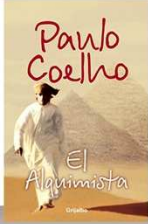
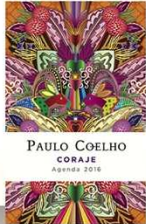



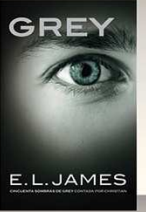











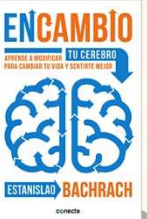
- | | | | | | |
|----------|-------------|-----------|------------|----------|---------|
| USA | Chile | Spain | Spanish | English | Russian |
| Ukraine | Japan | Argentina | Portuguese | Japanese | |
| Uruguay | Portugal | Mexico | | | |
| Colombia | Puerto Rico | Canada | | | |

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]		CESAR LOZANO [1]		SVETLANA ALEXIEVICH [1]			
									
GABRIEL ROLON [2]		JOHANNA BASFORD [1]		ESTANISLAO BACHRACH [1]					

THANK YOU