



## The 63<sup>rd</sup> BOLOGNA CHILDREN'S BOOK FAIR

The line-up of business areas: from the comics sector and TV and film rights to the video game industry

The main objective of the Bologna Children's Book Fair (BCBF) is to identify new trends in business and publishing content and promote their development, ensuring that both visitors and exhibitors are always one step ahead of the evolving market. Over sixty years, the fair has deservedly earned its position as the leading showcase for the world of publishing for children and young adults, and beyond.

This vision has given rise to two extension events: **BolognaBookPlus**, specifically for generalist publishing and in partnership with the Italian Publishers Association, and **Bologna Licensing Trade Fair/Kids**, focused on brands for children, now in their sixth and nineteenth editions respectively. These two initiatives were created to respond to an increasingly broad and interconnected market and to offer the international community gathered in Bologna a **comprehensive overview of all aspects of the book industry**.

In recent years, a constantly and rapidly evolving scenario in the worlds of publishing and media, combined with the Bologna Children's Book Fair's commitment to serve as a **global hub for publishing professionals**, has led BCBF to create new business areas: spaces for meeting and exchanging ideas that foster the creation of new projects concerning publishing rights and intellectual property (IP) for cinema, games, video games and products specifically for children and young people.

### TV/FILM RIGHTS CENTRE

For approximately twenty years now, BCBF has been welcoming producers and professionals from the TV and film world in search of new stories and characters to transform into television, film and animation productions. This insight, combined with the commitment invested in recent years by BCBF and BLTF/Kids in promoting cross-media events and thereby expanding the trade in publishing rights beyond the confines of the book market, has led to the creation of the TV/Film Rights Centre. Created as part of the Bologna Licensing Trade Fair/Kids, the business area offers an exclusive space for **networking and collaboration between the publishing industry and the TV and film sector**. The area also includes matchmaking opportunities for a select number of producers, publishers and literary agents, with the aim of facilitating the discovery of new book-based IP.

### GAMES BUSINESS CENTRE

Bridging the worlds of books and video games, and complementing BCBF's **book-to-screen initiatives**, is the Games Business Centre that connects gaming companies with publishers, film and television producers, and licensing professionals, facilitating thousands of meetings each year. In addition to a busy schedule of meetings, the Centre hosts events and talks exploring cross-media rights and **the growing impact of the gaming industry** on content for audiences of all ages. Participating companies benefit from a bespoke matchmaking service, dedicated meeting areas and a full range of professional services. The initiative is organised in collaboration with the **Frankfurt Book Fair**.

### COMICS CORNER





The international and dynamic hub dedicated to comics professionals – both specialists and newcomers – from around the world: Comics Corner showcases the vibrant comics sector by offering an exhibition area of 800 square meters and a program of events that includes portfolio reviews, masterclasses and the BolognaRagazzi Comics Award.

Comics Corner is now a well-established project, steadily growing to host over 100 exhibitors from more than 30 countries and regions worldwide. These numbers are also made possible thanks to collaboration with Agenzia ICE, which, through an invitation program, welcomes original companies and new publishing ventures from an ever-expanding range of countries, turning the area into a key reference point for industry scouting and providing a truly global overview of comics. It is also the first professional event of 2026 for operators in the comics and graphic novel sectors: an unmissable opportunity for rights exchange, the presentation of the latest publishing releases and networking aimed at creating new editorial and cross-media projects.

### RIGHTS CENTRE AND GLOBAL RIGHTS EXCHANGE

The Rights Centre is a hub for all literary agents, scouts and publishing professionals. It welcomes 200 professionals from around the world and is open to agents working in publishing for children and young adults in addition to generalist publishing, as well as publishers exhibiting at BCBF and BBPlus and their rights managers.

The Rights Centre is complemented by the **Global Rights Exchange (GRE)**, a fully-fledged **digital marketplace** dedicated to the trade in publishing rights and the distribution and licensing of content. Open to publishers, agents, scouts, licensees, licensors, developers, TV and film producers, promoters and other service providers, and free for all exhibitors, the GRE is a key tool in BCBF's digital strategy and hosts around 23,000 titles and over 200 IP assets. The initiative runs throughout the year in order to allow BCBF exhibitors to continue to present and trade in rights even after the fair has concluded. The GRE includes BolognaBookPlus, for publishers and agents in the rights trading market, Bologna Licensing Trade Fair/Kids for brands and IP in licensing, and the Comics Corner.

### BOLOGNA MATCHMAKING PLATFORM

Launched by BCBF, BBPlus and BLTF/Kids, the Bologna Matchmaking Forum is a free matchmaking platform designed to facilitate business connections, making it easy for professional visitors and exhibitors to make contact, discover new partners and schedule meetings during the fair. Introduced in 2025, the tool was an immediate success, generating over 1,700 meetings in four days. The platform allows users to connect with all exhibitors at the BCBF areas as well as selected professional visitors in order to boost networking opportunities. Exhibitors can use the platform to manage their schedules and can count on the support of a dedicated help desk.

### TOY LOUNGE AND PLAY TRADE

The Bologna Children's Book Fair has always welcomed companies from the toy industry, whose products have a natural connection with the world of publishing: from board games to educational toys and beyond. Building on this long-standing relationship, this year the fair introduces the **Toy Zone**, a dedicated area within Bologna Licensing Trade Fair/Kids, opening its doors to toy companies and offering a unique opportunity to connect with publishers, retailers, distributors, and the entire BCBF ecosystem. Alongside this, there is a strategic partnership with Play, Italy's leading event dedicated to board games, marked by the launch of the **Play Trade** initiative, which provides a B2B space for board game producers within the Licensing Business Lounge. Finally, the new **Toy Lounge** is designed to host international toy companies attending Bologna for the first time through a fellowship program supported by ICE and MAECI funds, offering them an immersive introduction to everything Bologna has to offer.





### TRANSLATION AND ART IN BOLOGNA

Finally, completing the business line-up in Bologna is the **Translators Centre**, a dedicated space for translators or those who wish to specialise in the translation of children’s literature, offering meetings, seminars and important collaborations, such as the association with CEATL - Conseil Européen des Associations de Traducteurs Littéraires, with whom BCBF has partnered since 2022. The new BLTF/Kids line-up also includes the **Arts Licensing Area**, a new exhibition space designed to bring together the worlds of licensing and illustration.

