



TOGETHER WE
ARE BETTER
SHARING,
CARING,
INSPIRING:
THE MANY FACES
OF CHILDREN'S
CONTENT

The 63rd 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 Bologna hub for specialised and non-specialised comic book publishers from all over the world, Comics Corner provides a space for the dynamic comics sector by offering an area specifically for international publishers, supported by a programme of events that includes portfolio reviews, masterclasses and the BolognaRagazzi Comics Award. Thanks to the support of ITA - Italian Trade Agency and the Italian Ministry of Foreign Affairs and International Cooperation, every year Comics Corner welcomes over 100 publishers from numerous countries and regions around the world to a total of over 800 events. Comics Corner offers a unique opportunity to discover the most innovative trends in the sector and gain a **comprehensive overview of the international comic book scene**.

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.

AUDIO, TRANSLATION, TOY: MATCHMAKING 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; and **Audio HQ**, a space dedicated to audiobooks as part of BBPlus.

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.

The **Licensing Portfolio Reviews** are also back: the initiative aims to support the scouting activities of licensing companies, bringing together young illustrators and selected design talents with industry professionals.

