

## CHRONICLE BOOK BUSINESS BERTELSMANN

### Chronicle

- 1835** Carl Bertelsmann, a printer and bookbinder, founds C. Bertelsmann Verlag in 1835. The program during the first 100 years of the publisher's history was dominated by the Protestant Christian tradition. The publishing program was gradually expanded to include philology, history and youth literature, as well as mission literature.
- 1928** Bertelsmann launches its fiction publishing program with "narrative literature" in Protestant magazines.
- 1933-1945** The publishing house's conservative Christian tradition is increasingly linked with Nationalist Socialist ideology in its program and corporate culture. After the start of World War II, the publisher – as the largest supplier of books to the German Armed Forces – generates profits primarily with the sale of "Feldpost" army editions. A lawsuit concerning illegal procurement of paper stocks, and the mobilization of the entire German economy, led to the closure of C. Bertelsmann Verlag in 1944. Starting in 1999, an Independent Historical Commission under the direction of historian Saul Friedländer researched Bertelsmann's history during the period of National Socialism. Its report on "Bertelsmann in the Third Reich" was published in 2002 by C. Bertelsmann Verlag.
- from 1950** Bertelsmann founds the Lesering book club. Its success marks the beginning of a new era in the company's history and creates the foundation for the company's rise to become the global media, services and education group it is today.
- 1968** Eleven separate Bertelsmann publishing companies are organizationally grouped into Verlagsgruppe Bertelsmann (from 2001: Verlagsgruppe Random House).
- 1977** Bertelsmann considerably expands its book business by taking over Goldmann Verlag and acquiring stakes in the publishers Plaza y Janes (Spain) and Bantam Books (U.S.).
- 1986** Bertelsmann buys the American publisher Doubleday and a year later groups its U.S. publishers into the Bantam Doubleday Dell Publishing Group.
- 1998** Bertelsmann acquires the American publisher Random House, with an author roster including Truman Capote, John Irving, Philip Roth, John Le Carré, Michael Crichton, Salman Rushdie, Anne Rice, and Margaret Atwood. The group is merged with Bantam Doubleday Dell. From 2001, Random House becomes the umbrella for Bertelsmann's global book publishing activities.

- 2013** On July 1, Bertelsmann und Pearson combine their book publishing businesses – Random House and Penguin Group – into the world’s biggest trade publishing group. Bertelsmann is the majority owner of the merged company Penguin Random House, with a 53-percent stake, while Pearson owns 47 percent. Through acquisitions, Penguin Random House subsequently becomes the number one in the Spanish-language literature market, among others. The group’s various bestsellers include: “50 Shades of Gray,” “The Girl on the Train,” and the “Game of Thrones” series. Penguin Random House author Alice Munro wins the 2013 Nobel Prize in Literature; In all, more than 70 Penguin Random House authors are Nobel laureates.
- 2017** Bertelsmann acquires another 22 percent of the shares in Penguin Random from co-shareholder Pearson, to achieve its strategic target holding in the world’s only global trade publishing group.
- 2020** Bertelsmann increases its stake in Penguin Random House to 100 percent and becomes sole owner of the world's largest trade publishing group.