

THE
POLISH
BOOK
MARKET



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The Polish book market accounts for almost 3 per cent of the European publishing market, while Poland's population accounts for 7.5 per cent of the total population of the European Union. Thus one might assume that the Polish book market should be on a growth trend, despite the present stagnation that began in 2011.

By mid-2016, in the ISBN database maintained by the National Library, there were almost 45,000 publishers registered in Poland, though not more than 2,000-2,500 of them are active (publishing several books in the course of the year).

However, the market is highly concentrated. The 300 largest publishing firms hold almost 98 per cent of it. Approximately 600-700 firms publish more than ten books per annum. According to estimates produced by Biblioteka Analiz, approximately 250 firms achieved a turnover of or above 1 mln zlotys (€ 235,000), and approximately 120-130 achieved a turnover exceeding 2 mln zlotys (€ 470,000) in 2015. Most of the other registered publishers have only issued a very limited number of books and do not take part in the publishing market.

MARKET SHARE IN 2015 (by size of publishing firm)

	Number in group	Sales income within group in zloty mln	€ mln	Market share in %
LARGE PUBLISHERS <i>annual income > € 4 million</i>	35	1,742	408.9	72.3
MEDIUM-SIZED PUBLISHERS <i>annual income from € 200,000 to € 4 million</i>	~ 250	609	142.9	25.3
SMALL PUBLISHERS <i>annual income < € 200,000, publishing at least two titles p.a.</i>	over 1,500	50	11.7	2.0
IRREGULAR PUBLISHERS <i>producing occasional publications</i>	over 4,000	12	2.4	0.5

Rynek książki w Polsce 2016 by Biblioteka Analiz Sp. z o.o.

Despite increasing financial expenditure for the promotion of readership and declarations of support for small firms that offer an ambitious publishing programme, from the business point of view their situation is not only not improving, but from year to year it is getting worse.

Access to a wider market and to the most effective channels of distribution is being gained, to an overwhelming extent, by the commercial titles with the biggest sales potential. Not much more than 10 per cent of the items on offer from retail chains or independent bookshops consist of more ambitious publications of every kind.

The situation appears to be better on the Internet, though there too a considerable proportion of the trade catalogues is occupied by the books on offer from the biggest wholesalers, who in view of the constantly rising costs of logistics, are not eager to cooperate with small publishers of a low number of slow moving titles.

As a result of these typical features of the domestic publishing market, the disproportion in the size of turnover between the biggest publishers and all the rest remains at an almost unchanging level, where the former is ten times bigger than the latter.

INCOME FROM BOOK SALES

	2011	2012	2013	2014	2015
INCOME FROM BOOK SALES AT PUBLISHERS' MARKET PRICES (in zloty bn)	2.71	2.67	2.68	2.48	2.41
PERCENTAGE GROWTH	-8%	-1.5%	0.4%	-7.5%	-2.8%
INCOME IN € MLN	658	639	640	582	566

Rynek książki w Polsce 2016 by Biblioteka Analiz Sp. z o.o.

In 2015 the value of the Polish book market totalled 2.41 bn zloty (€ 566 mln) in wholesale prices (at which publishers sell books to their distributors). In comparison with 2014, when it totalled 2.48 bn zloty, market value fell by 2.8 per cent.

2015 brought another predicted fall in income. Further forecasts for the years ahead foresee a major reduction in income and a sharpening of competition between publishers.

The fall in sales in the publishing sector was caused by a combination of factors of various kinds, which are leading to gradual changes in the retail sales sector, where a persistent decline in bookstore sales has been occurring, while at the same time Internet sales have been rapidly growing in significance, but income from this sector is not equal to losses in the traditional sector.

Another factor that has had a measurable effect on the drop in market value were changes introduced by the Ministry of Education in the principles for the sale and use of school textbooks. In 2014 primary schools were equipped with a free, compulsory textbook for Class 1, devised and issued by the Ministry, which meant that both educational publishers and book distributors lost income in this sector. At the same time centralised financing was introduced for the purchase of exercise books and test books, and also foreign language textbooks.

In 2016 the Ministry of Education announced changes to come in the system for providing textbooks, first and foremost that it will cease to produce its own. Instead it will suggest a selection of textbooks available from the publishers, but the rules for these changes have yet to be publicly announced. This news has prompted some optimism among educational publishers, whose textbooks might be returning to the schools, though they will continue to be free of charge. However, this change will not reverse the negative impact on bookshops that were formerly largely maintained by textbook sales.

BOOK PRODUCTION

	2011	2012	2013	2014	2015
PUBLISHED TITLES	24,920	27,060	29,710	32,480	34,920
FIRST EDITIONS	12,180	13,410	15,580	18,870	21,130
PRINT-RUNS (in millions of copies)	122.4	107.9	112.4	105.1	97.7
AVERAGE PRINT-RUN (no of copies)	4,912	3,987	3,783	3,236	2,798

Rynek książki w Polsce 2016 by Biblioteka Analiz Sp. z o.o.

In 2015 there was a further fall in the average print-run, this time by 13.5 per cent, from 3,236 to 2,798 copies. The overall number of copies of printed publications was also significantly lower, at 97.7 mln, down from 105.1 mln (a drop of 7.0 per cent).

BELLES-LETTRES (number of titles)

	2012		2013		2014		2015	
	Adult	Children's	Adult	Children's	Adult	Children's	Adult	Children's
PUBLISHED TITLES	5,223	2,081	5,036	2,178	5,712	2,630	6,785	2,144
FIRST EDITIONS	4,495	1,841	4,658	2,092	5,245	2,533	6,253	2,060
RE-EDITIONS	728	240	378	86	467	97	542	84

Polish Publishing in Figures, National Library

ORIGINAL BOOKS AND TRANSLATIONS

	2012		2013		2014		2015	
	Original	Translated	Original	Translated	Original	Translated	Original	Translated
TOTAL	23,319	6,688	23,299	6,270	22,590	6,710	23,111	7,208
BELLES-LETTRES FOR ADULTS	2,944	2,249	2,859	2,078	3,167	2,418	3,574	3,045

Polish Publishing in Figures, National Library

INCOME FROM BOOK SALES BY CATEGORY (%)

	2011	2012	2013	2014	2015
MAINSTREAM LITERATURE	13.1	12.9	13.2	12.3	11.6
CHILDREN'S BOOKS	5.9	5.6	6.0	7.3	7.7
SCHOOL SET BOOKS	2.2	2.1	2.0	0.6	0.5
SCHOOL TEXTBOOKS	30.1	31.5	31.5	30.4	29.0
ACADEMIC AND PROFESSIONAL BOOKS	36.3	36.5	36.5	37.9	39.2
ILLUSTRATED BOOKS	4.3	3.9	3.9	4.6	5.0
RELIGIOUS BOOKS	5.8	4.5	4.1	3.8	3.9
OTHER (including musical scores and maps)	3.5	3.0	2.8	3.2	3.1

Polish Publishing in Figures, National Library

NUMBER OF COPIES SOLD

	2011	2012	2013	2014	2015
NUMBER OF COPIES SOLD (in millions of copies)	119.3	115.5	123.0	105.8	101.7

Rynek książki w Polsce 2016 by Biblioteka Analiz Sp. z o.o.

POLAND'S BIGGEST BOOK PUBLISHERS

PUBLISHER	INCOME FROM BOOK SALES IN 2014 (in złoty mln)	INCOME FROM BOOK SALES IN 2015 (in złoty mln)
1 NOWA ERA <i>nowaera.pl</i>	261.4	286.7
2 WYDAWNICTWA SZKOLNE I PEDAGOGICZNE <i>wsip.com.pl</i>	243.8	255.0
3 WOLTERS KLUWER POLSKA <i>wolterskluwer.pl</i>	195.4	215.2
4 PEARSON CENTRAL EUROPE <i>pearson.pl</i>	134.6	121.3
5 GRUPA EDUKACYJNA <i>grupaedukacyjna.pl</i>	94.5	99.5
6 WYDAWNICTWO OLESIEJUK <i>olesiejuk.pl</i>	94.4	98.0
7 SIW ZNAK <i>znak.com.pl</i>	75.3	77.0
8 MACMILLAN POLSKA <i>macmillan.pl</i>	52.0	54.0
9 C.H.BECK <i>beck.com.pl</i>	46.9	48.0
10 GRUPA PUBLICAT <i>publicat.pl</i>	34.3	39.5

Rynek książki w Polsce 2016 by Biblioteka Analiz Sp. z o.o.

In 2015 the market share of the five biggest publishers (Nowa Era, WSiP, Wolters Kluwer Polska, Pearson Central Europe and Grupa Edukacyjna) totalled 41 per cent, whereas a year earlier it was 37.9 per cent.

The number of people employed in publishing in 2015 totalled 4,870, which was 3 per cent fewer than in the previous year, when the total was 5,260.

The year 2015 was also a period in which many publishers evidently continued to widen their range of electronic publications and developed systems for selling them. Despite the fact that turnover from the sales of downloads does not yet exceed 3 per cent of the market, it is plain to see that publishers have recognised it as necessary and realistic in the long-term. The major obstacle in the way of rapid development in this sector of the market is the disparity in the levels of taxation on various forms of publication – printed books are subject to VAT of 5 per cent, while digital publications are subject to the basic rate of 23 per cent.

AVERAGE BOOK PRICE

The last few years have been a period of rising retail prices, the result not just of objective increases in production costs (printing, paper, logistics etc) but also stemming from a strong tendency to offer high discounts in retail sales, including the sale of new publications being issued for the first time too.

Over the past few years book prices have only risen minimally, and even dropped slightly in 2013, and in 2015 only rose by 0.7 per cent, yet many readers think of books as expensive. This impression is mainly based on the cover prices, which are artificially inflated because of the almost inevitable reductions that will very soon be made at the retail sales points. At the same time, the supply of so-called cheap books is immense (copies sold at a reduced price by the publishers or wholesalers).

RETAIL PRICE	2011	2012	2013	2014	2015
ZLOTYS	37.8	38.7	38.3	41.5	41.8
€	8.4	9.26	9.14	9.74	9.81

Rynek książki w Polsce 2016 by Biblioteka Analiz Sp. z o.o.

In 2014 publishers' and booksellers' organisations were jointly involved in taking action to introduce rules for uniform pricing of books. A draft Book Act was prepared, foreseeing the introduction of fixed prices for books, modelled on regulations that exist in France and Germany. The draft was put to the Sejm (the Polish parliament) in 2015, but failed to be approved. However, it is expected to be adopted during the current parliamentary term.

BOOK FAIRS

THE WARSAW BOOK FAIR / targi-ksiazki.waw.pl

More than 815 exhibitors from 25 countries took part in the seventh Warsaw Book Fair, organised in May 2016 and held at the National Stadium. It attracted more than 70,000 visitors. The guest of honour was Hungary, and the special guest was Barcelona and Catalan literature. This event also includes the "Academia" Academic and Scientific Book Fair. Despite the fact that the Warsaw Book Fair has only been held annually since 2010, Warsaw has a long tradition of book fairs, having regularly hosted the International Book Fair in Warsaw since 1956.

CRACOW INTERNATIONAL BOOK FAIR / targi.krakow.pl

The 19th Cracow Book Fair, held in 2015, confirmed the rising status of this event. It is now an essential fixture in the autumn calendar for all the significant Polish publishing houses. 700 exhibitors from 26 countries and 690 authors took part in the 2015 event, which attracted 68,000 visitors. Since 2014 the event has been held in a brand new venue, Expo Kraków, properly equipped for exhibition requirements, and has been renamed the Cracow International Book Fair.

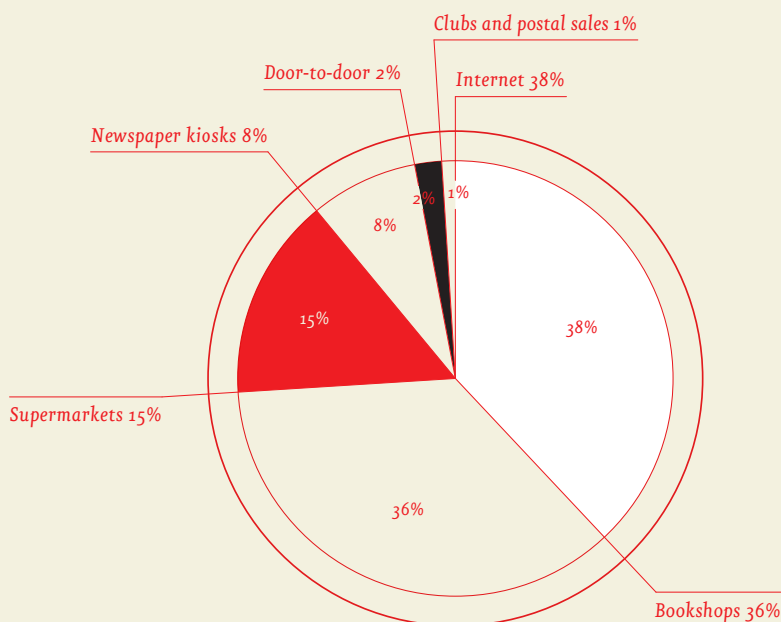
Specialist and regional fairs are also gaining importance, as are fairs at smaller venues, such as:

- Poznań Fair Meetings – Books for Children and Young Adults,
- Wrocław Academic Book Fair,
- Białystok Book Fair,
- Catholic Publishers' Book Fair in Warsaw,
- Katowice Book Fair,
- Poznań Academic Book Days,
- Historic Book Fair in Warsaw,
- Wrocław Promotion of Good Books,
- Interesting Book Salon in Łódź,
- Beautiful Book Festival organised in Rzeszów for the first time in 2016.

DISTRIBUTION

Wholesalers have a large, 50 per cent share of the market. The total number of wholesalers is falling, and approximately 175 firms are still active on the market, of which the biggest firms with national scope are: Azymut, FK Olesiejuk, Ateneum, Super Siódemka, Platon and Wikr.

DISTRIBUTION MARKET SHARE, 2015



Rynek książki w Polsce 2016 by Biblioteka Analiz Sp. z o.o.

There is dynamic growth in Internet sales, the value of which is rising above all at the cost of sales at physical outlets, especially independent bookstores, which since 2014 have been deprived of the opportunity to distribute a major part of their stock of school textbooks.

However, Internet sales are mainly driving competition on the basis of price, offering discounts on new publications equal to as much as 35-40 per cent of the retail price.

Stable sales are also being generated by newspaper kiosks and shops, which offer above all new books and best sellers. Sales in the supermarket sector are rising, above all thanks to the commercial activity of discount chains, and are driven by a combination of an attractive range of topics at lower prices than the mainstream, on average 25-35 per cent lower.

For comparison, according to research conducted by the National Library's Book and Readership Institute, books are bought from the outlets listed in the chart below.

WHERE DO POLES PURCHASE BOOKS? (% of book buyers)

	2010	2012	2014	2015
MULTIMEDIA STORE (E.G. EMPIK)	22	29	21	21
TRADITIONAL BOOKSHOP	58	55	49	48
SECOND-HAND BOOKSHOP	7	6	6	4
BOOK CLUBS	12	4	4	5
INTERNET BOOKSTORES	15	12	16	17
NEWSPAPER KIOSK OR SHOP	6	6	10	9
CUT-PRICE BOOKSTORE	6	6	9	9
SUPERMARKET	4	5	12	16
OTHER	8	4	2	2

National Library

TOP 10 BEST "CULTURE AND LEISURE" INTERNET STORES IN 2015, AS LISTED BY MONEY.PL

1. taniaksiazka.pl
2. empik.com
3. matras.pl
4. gandalf.com.pl
5. ravelo.pl
6. selkar.pl
7. bonito.pl
8. ksiegarnia.pwn.pl
9. aros.pl
10. eventim.pl

BOOKSTORES THAT PACKAGE AND DELIVER BOOKS ABROAD

- gandalf.com.pl
- empik.com
- helion.pl
- taniaksiazka.pl
- inBook.pl

BOOKSHOPS

The number of bookshops is steadily decreasing as a result of various factors. As well as a general decline of interest in books, economic factors such as high rents for premises and strong competition from large retail firms (not just bookstore chains but also supermarkets) are having a notable effect, as are the price wars initiated by the largest market players.

	2011	2012	2013	2014	2015
NUMBER OF BOOKSHOPS	2,370	2,250	2,140	2,050	1,930

Rynek książki w Polsce 2016 by Biblioteka Analiz Sp. z o.o.

In 2016 the Polish Book Chamber began a long-term project to develop a Nationwide Bookshops Database, financed by the Book Institute. By the end of August 2016, 1,550 bookshops had been registered with the database.

Wholesale discounts average approximately 42-55 per cent. Bookstore chains work at discounts ranging from 42-50 per cent, yet in some instances direct cooperation is burdened by extra costs. Independent bookshops work at a discount of 27-35 per cent in the case of so-called colour books, and 15-20 per cent for textbooks. Booksellers supplied directly by the publishers buy at a discount of up to 35-42 per cent (apart from large bookselling chains like Empik or Matras), on top of which the publisher may offer a higher discount in exchange for an increase in the sales of their books and greater commitment to promoting their titles.

MAIN BOOKSELLING CHAINS

EMPIK / empik.com

Poland's biggest bookselling chain, which by the end of 2015 had 222 stores, covering a total surface area of 92,039 square metres. The chain is carrying out a major renovation of its shops, where the company's complete range of goods includes more than 2 mln products (including books, CDs, DVDs, computer games, stationery, electronics such as e-readers and MP3 players, and household goods). The average number of books on offer is 70,000 titles, but Empik's gross receipts from book sales have totalled from 440-460 mln zloty in recent years.

MATRAS / matras.pl

This chain is involved in wholesale as well as retail sales. It owns over 210 bookshops in almost 80 cities throughout Poland, half of which are located in shopping malls. Their product range includes 150,000 titles. Since 2011 Matras has also been expanding its own internet bookstore, the proceeds from which already account for more than 8 per cent of the company's entire income. Matras.pl's customers have the choice of collecting their orders free of charge at the chain's physical bookstores. Since 2012 Matras has consistently conducted a systematic policy of special offers, selling a selection of books, often including new publications, at a 20-25 per cent discount.

In 2015 Matras achieved sales income totalling 265 mln zloty. In the same period the company opened 20 new bookshops. In 2016 it is developing its own modern warehousing infrastructure.

BOOKBOOK / bookbook.pl

BookBook bookstores are part of the nationwide chain established by an enterprise called Dom Książki, which includes 80 shops, and whose owner since November 2015 is a company called Porozumienie Kultura (established in June 2015). It is a joint venture between two individuals, six publishing houses (Czarna Owca, Helion, Prószyński Media, Publicat, Rebis and Zysk i S-ka) and the book wholesaler Super Siódemka. This is the first occasion on which a group of Polish publishers have joined ranks and taken over a chain of bookstores. The first BookBook shops have already opened in Białystok, Warsaw and some other cities, and by the end of 2016 all the bookshops in the Dom Książki chain will have gradually become BookBook stores.

ŚWIAT KSIĄŻKI / swiatksiazki.pl

This is a growing chain, which in 2015 increased by 19 bookstores, and now consists of 61 shops and an Internet bookstore. Five more bookshops are due to be opened soon. The owner of the chain is a company called Dressler, which in 2013 acquired 36 bookshops from Weltbild.

KSIAŻNICA POLSKA / ksiaznica.pl

This firm operates mainly in north-eastern Poland where it runs retail operations and owns 39 bookshops in 30 cities including Olsztyn, Gdańsk, Warsaw, Lublin and Poznań, as well as an Internet bookshop called Czytay.pl. The company performs 1.15 mln transactions annually and is visited by 3.5 mln customers. For several years the company has been developing a partnership programme aimed at independent bookshops, which in exchange for a percentage of income offers to modernise the shops, supplement their product range, guarantee their orders and support their marketing and promotion efforts. Gross receipts last year exceeded 32 mln zloty.

BOOKSZPAN / bookszpan.eu

Bookszpan is a new bookstore chain established jointly by three experienced booksellers and one publisher (Sonia Draga). The chain has not taken over any existing bookshops but has been setting up its own. So far there are 9, but by the end of 2016 the number is expected to increase by 5 or 6 new locations.

A new initiative in the bookselling sector is the establishment of Poland's first annual post-graduate bookselling course of study at a university level. It is organised by the Book Institute, the Polish Book Chamber and Warsaw University's Institute for Academic Information and Bibliology, as the "Polish Academy of Bookselling", and originated from a study trip to the Frankfurt Book Fair in 2015. In September 2016 the first 35 students completed the course.

INTERNET BOOK SALES

Internet book sales are one of a small number of distribution channels for printed books to have noted a steady rise in value in recent years. Internet bookshops offer not only new titles, but also a large selection of books from publishers' back lists, which are harder to find, and often not available in physical bookshops. Gross receipts from internet sales over the past year totalled 867 mln zloty.

ALLEGRO.PL

This is Poland's leading auction website. Many market analysts now regard the Allegro.pl service as the country's biggest internet bookseller too. However, its sales involve the primary market (new books) as well as the secondary one (used books). In 2015 6.67 mln books were sold via Allegro, worth a total value of 174 mln zloty. Customers show the biggest interest in publications from the following categories: belles-lettres, popular literature, non-fiction, academic and popular science books. Through its Ebooki.allegro.pl service, Allegro also sells e-books.

BONITO.PL

This is Poland's biggest internet bookstore, which has been in operation since 2006. It offers a range of 60,000 titles and processes 150,000 orders per month. It has the fastest growth in gross income, from 2 mln zloty in 2009 to 102 mln in 2015, and owes its leading position to an aggressive approach to discounts and logistics.

MERLIN.PL

Merlin.pl is one of the oldest Polish brands associated with Internet sales. For some years Merlin.pl was the leading internet retail bookseller, with about 40-45 per cent of its profit resulting from internet sales. In 2015 the company struggled with serious financial problems, which led to its collapse and the suspension of activity. In a different business arrangement, the brand Merlin.pl has been back in operation on the market since the beginning of 2016.

GANDALF.COM.PL

Since 2011 Gandalf.com.pl has been part of the Empik group. Gandalf is the market leader in internet sales of school textbooks. Since 2012 the company has also run a partnership programme to buy back textbooks from its customers, which are then sold through an original distribution platform. Apart from printed publications the shop also offers DVDs, CDs, language-learning programmes, e-books and audiobooks. At the start of 2016 the owner of the e-bookstore announced that it was for sale. The company makes an annual income from sales of about 30-35 mln zloty.

E-BOOKS

The value of the e-book market in 2015 totalled 62 mln zloty and grew by 10.7 per cent. The biggest e-material sellers are: Virtualo (which belongs to Empik), Platforma Dystrybucyjna Wydawnictw (meaning “Publishers’ Distribution Platform”), Woblink (which is part of the Znak group), Legimi, Publio.pl, and Empik.com.

There was a significant rise in the number of titles in the Polish language, including both titles under copyright and those in the public domain. At the turn of 2015 and 2016 the total number of Polish-language titles was estimated at 41,000, of which 55 per cent were commercial titles.

In keeping with rules in force within the European Union, the sale of electronic publications on the Internet continues to be subject to a basic VAT rate of 23 per cent. This leads to disparity in the taxation of various forms of the same content, because the rate of VAT on printed books is 5 per cent.

At present the strongest commitment to the development of the e-book market is being shown on the one hand by publishers, who are responsible for a continued increase in the number of attractive titles being brought onto the market, and on the other by digital book distributors, who are doing increasingly effective work to promote e-reading and are boosting the sales of electronic publications.

The central focus of contention within the industry is not on the pricing of e-books. Far more important, especially from the customer point of view, are the breadth and attractiveness of the range on offer, its availability, and the customer service offered by the store, including the payment systems available. Another area for competition are the costs of sales support, i.e. distributors’ margins, which on average run at about 30 per cent of the retail price of the digital edition.

The market aims to focus above all on finding effective models for selling electronic publications. The forms and tools used at present have generally been imported from the printed book market and adapted to the conditions of the digital trade. As a result it is typically not efficient or profitable enough in relation to the publishers’ expenditure.

A new feature in 2015 was the introduction of an e-reader available for one zloty on the basis of a subscription, providing access to a database of several thousand titles, offered by the firm Legimi. Since 2012 this platform has been developing a distribution model on the basis of subscriptions. This distribution is an alternative to transaction sales, through which the reader becomes the owner of the digital book. By contrast, the subscription model provides temporary access to the relevant title in exchange for a fixed payment (e.g. for 30 days).

AUDIOBOOKS

According to estimates, in 2015 the value of sales totalled 36.5 mln zloty, registering a sharp growth in value (by 25 per cent) more than in the previous year (29.2 mln zloty). The range of audiobooks on offer rose again in 2015, this time by 14.4 per cent, from 3,250 to 3,720 titles (not counting publications for learning foreign languages and foreign-language editions).

At the end of 2015 the average price of an audiobook slightly exceeded 35 zloty, regardless of the carrier.

On the scale of the entire market, the dominant share of income continues to be generated by sales of audiobooks on CDs, though the significance of online sales is growing. At present the proportions are about 60 per cent to 40 per cent in favour of items to be used on physical carriers.

The development of the range of audiobooks available has two typical features. In recent years, where the titles that are expected to have the biggest sales potential are concerned, the publishers have increasingly often chosen to issue an audiobook alongside the paper and electronic versions. On the other hand, some publishers and audiobook producers are putting an increased effort into building up their range by bringing classics of world literature onto the market.

However, the dynamic growth in audiobook production in the years 2014-2015 is mainly to do with a significant widening of the range available of books with greater commercial potential. The greatest advances in this area have been achieved by the leading distributor of audiobooks on CD, the Internet platform Audioteka. Since the beginning of 2015 this firm has been implementing a strategy of increasing its own operational and capital involvement in the production of audiobooks, co-financing recordings for several hundred titles per annum. Audioteka now offers an international range, including audiobooks in a dozen language versions (Spanish, French, German, Polish, Swedish, Czech, Slovak, Italian, Portuguese, Turkish, Lithuanian and Chinese).

AUDIOBOOK MARKET

	2011	2012	2013	2014	2015
VALUE OF SALES (in zloty mln)	23.1	29.0	26.9	29.2	36.5
NUMBER OF TITLES ON OFFER	1,960	2,350	2,730	3,250	3,720
NUMBER OF AUDIOBOOK PUBLISHERS	72	90	113	115	140
PERCENTAGE GROWTH (in number of titles)	17%	19.9%	16%	19%	25%

Rynek książki w Polsce 2016 by Biblioteka Analiz Sp. z o.o.

MAJOR INTERNATIONAL LITERARY FESTIVALS

NAME	PROFILE	CITY	WEBSITE
BIG BOOK FESTIVAL	fiction	Warsaw	bigbookfestival.pl
BRUNO SCHULZ FESTIVAL	fiction, essay	Wrocław	brunoschulz.dybook.pl
CHILDREN'S AND YOUNG ADULTS' LITERATURE FESTIVAL	children's and young adults' literature	Cracow, Warsaw, Gdańsk, Wrocław	fidd.pl
CONRAD FESTIVAL	fiction, essay	Cracow	conradfestival.pl
CRIME WRITING FESTIVAL	crime, mystery, thriller	Wrocław	festiwal.portalkryminalny.pl
FOUND IN TRANSLATION FESTIVAL	literary translation	Gdańsk	odnalezionewtlumaczeniu.pl
INTERNATIONAL FESTIVAL OF COMICS AND GAMES IN LODZ	comics	Łódź	komiksfestiwal.com
LITERACKI SOPOT FESTIVAL	focus country	Sopot	literackisopot.pl
MIŁOSZ FESTIVAL	poetry	Cracow	miloszfestival.pl

MAJOR LITERARY JOURNALS

NAME	FREQUENCY	PROFILE	WEBSITE
ARCANA	bimonthly	Ideas and culture	portal.arcana.pl
FRONDA LUX	quarterly	Ideas and culture	frondalux.pl
HA!ART	quarterly	Cultural magazine	ha.art.pl
KSIĄŻKI MAGAZYN DO CZYTANIA	quarterly	Literary magazine, book reviews	ksiazki.wyborcza.pl
KWARTALNIK ARTYSTYCZNY	quarterly	Polish and foreign literature	kwartalnik.art.pl
LITERATURA NA ŚWIECIE	monthly	Foreign literature in translation	literaturanaswiecie.art.pl
NOWA DEKADA KRAKOWSKA	bimonthly	Polish and foreign literature	nowadekada.pl
NOWE KSIĄŻKI	monthly	Book reviews of titles published in Polish	czasopisma-ik.pl
ODRA	monthly	Ideas and culture	okis.pl
RITA BAUM	quarterly	Cultural magazine	ritabaum.pl
TOPOS	bimonthly	Polish literature	topos.com.pl
TWÓRCZOŚĆ	monthly	Polish literature	www.czasopisma-ik.pl
ZESZYTY LITERACKIE	quarterly	Polish and foreign literature	zeszytyliterackie.pl
ZNAK	monthly	Ideas and culture	miesiecznik.znak.com.pl

TOP LITERARY PUBLISHERS

ALBATROS / wydawnictwoalbatros.com (135 new titles)

Founded in 2000, this company is known as a “bestseller factory”. It mainly publishes foreign bestselling authors such as Harlan Coben, Stephen King, Graham Masterton, Ken Follett, Mario Puzo, Frederick Forsyth, Ian McEwan and many others.

AMBER / wydawnictwoamber.pl (165 new titles)

This publishing house was established in 1989 as one of Poland’s first privately owned firms. It specialises in fiction (both popular and crime), especially in translation from the US and UK markets. It responds quickly to reading trends, and in recent years has become one of the main publishers firstly of vampire and dystopia books for young adults, and secondly of erotic books. Amber publishes authors including Veronica Roth in Polish.

CZARNE / czarne.com.pl (80 new titles)

Founded in 1996, Czarne publishes European prose and non-fiction and is a leading reportage and travel writing publisher. It specialises in publishing a wide range of documentary literature, prose, essays, memoirs, history and social science.

FOKSAL PUBLISHING GROUP / gwfoksal.pl (238 new titles)

This group was formed from the merger of three publishing houses: W.A.B., Buchmann and Wilga. Although its list includes many well-known foreign authors, it also publishes Polish authors (including Jacek Dehnel and Zygmunt Miłoszewski). W.A.B. has promoted most of the newer names in Polish literature.

MUZA / muza.com.pl (172 new titles)

Founded in 1989, this firm publishes fiction and essays, and is a major buyer of foreign rights. It publishes a large number of leading foreign authors including Roberto Bolaño, Haruki Murakami, Carlos Ruiz Zafón, Daniel Silva, Vladimir Nabokov and Arturo Pérez Reverte.

PRÓSZYŃSKI MEDIA / proszynski.pl (165 new titles)

This firm has been active since 1990 and has successfully launched a large number of new authors of popular Polish literature. It also publishes some of the best-known science fiction, crime fiction and non-fiction, as well as popular science books.

REBIS / rebis.com.pl (125 new titles)

This publishing firm has achieved success by continuously broadening its range. Fiction accounts for about 45 per cent of its output, but in recent years it has published an increasing amount of non-fiction, self-help books, popular science and history. Like the other publishers of fiction, it produces most of its books in extensive series.

SONIA DRAGA / soniadruga.pl (106 new titles)

This company has been on the publishing market since 2000. Its list mainly consists of a broad range of literary novels (novels of manners, historical fiction, historical romance, crime and thrillers), and it also publishes non-fiction. It has built its market position on the long-term success of the biggest best sellers of the past decade, including the novels of Dan Brown and E.L. James' erotic series.

ŚWIAT KSIĄŻKI / swiatksiazki.pl (101 new titles)

Founded in 1994 by the Bertelsmann media corporation, it was later incorporated into the German group Weltbild, and in February 2013 it was taken over by Wrocław-based publisher Bukowy Las. It publishes books by some of the most popular Polish authors (Hanna Krall, Manuela Gretkowska, Janusz Głowacki), but its entire list has a much wider range.

WYDAWNICTWO LITERACKIE / wydawnictwoliterackie.pl (95 new titles)

Founded in 1953, this company is connected with the international publishing firm Libella. It publishes many leading Polish authors and promotes new titles by foreign and Polish writers – Stanisław Lem, Witold Gombrowicz, Jacek Dukaj, Olga Tokarczuk, Ignacy Karpowicz. As well as serious literature it also publishes thrillers, crime novels and women's romantic fiction.

ZNAK PUBLISHING GROUP / wydawnictwoznak.pl (135 new titles)

Founded in 1959, this company publishes literary fiction and non-fiction as well as children's literature. It publishes some of Poland's most famous authors, including Czesław Miłosz, Wisława Szymborska, Wiesław Myśliwski, Paweł Huelle, Magdalena Tulli and Małgorzata Szejnert. It has several different imprints, including Znak Literanova (fiction), Znak Emotikon (children's books) and Znak Horyzont (history books). It has established a separate publishing house called Wydawnictwo Otwarte.

ZYSK I S-KA / zysk.com.pl (130 new titles)

This company makes about 80 per cent of its income from adult fiction. It also promotes Polish writers, including Małgorzata Kalicińska, Elżbieta Cherezińska and Wojciech Cejrowski. It is also one of the leading publishers of fantasy on the Polish market.

POLISH LITERATURE ABROAD

The tradition for translation of Polish literature into foreign languages goes back to the sixteenth century. In that era the works of Poland's Renaissance poets were translated. In the seventeenth and eighteenth centuries some classic Polish novels enjoyed popular success abroad.

Translations from classic Polish literature include the works of Henryk Sienkiewicz (4,654 whole books and 103 stories in anthologies), Adam Mickiewicz (599 and 240 respectively), Władysław Reymont (535 and 69 respectively), Józef Ignacy Kraszewski (324 and 43 respectively), Bolesław Prus (310 and 66 respectively), and Stanisław Ignacy Witkiewicz (124 and 42 respectively).

Of the modern authors, the most frequently translated include Stanisław Lem (1,249 translations of whole books and 112 stories in anthologies), Witold Gombrowicz (531 and 68 respectively), Czesław Miłosz (479 and 210 respectively), Ryszard Kapuściński (466), Andrzej Sapkowski (383), Janusz Korczak (343), Sławomir Mrożek (341 and 112 respectively), Wisława Szymborska (280 and 202 respectively), Jerzy Andrzejewski (225 and 70 respectively), Jarosław Iwaszkiewicz (215 and 247 respectively), Zbigniew Herbert (191 and 151 respectively), Tadeusz Różewicz (190 and 253 respectively), Bruno Schulz (175 and 53 respectively), Olga Tokarczuk (146 and 30 respectively), Tadeusz Konwicki (133), Andrzej Stasiuk (132 books and 42 stories in anthologies), Andrzej Szczypiorski (106), and Hanna Krall (100).

The satirical crime novels of Joanna Chmielewska (571 books) are extremely popular in Russia, where they achieve high sales figures.

The most popular authors by the number of languages into which their works have been translated are Janusz Korczak (49 languages), Czesław Miłosz (48), Wisława Szymborska (48), Tadeusz Różewicz (47), Jarosław Iwaszkiewicz (44), Zbigniew Herbert (42), Stanisław Lem (42), Sławomir Mrożek (41), Jerzy Andrzejewski (40), Ryszard Kapuściński (40), Witold Gombrowicz (39), Bruno Schulz (35), Olga Tokarczuk (34), Adam Zagajewski (33), Andrzej Stasiuk (29), Tadeusz Konwicki (28), Andrzej Szczypiorski (28), Andrzej Sapkowski (25), Paweł Huelle (23), Antoni Libera (22), and Marek Krajewski (21).

In the period from 2006 to 2015 the largest number of translations of Polish literature were into Russian (810), German (336) and English (312), followed by French (252), Spanish (250), Italian (236), and Czech (236).

FOREIGN LITERATURE IN POLAND

Foreign publications account for a large share of the market. In 2015, of a total of 33,454 published titles, translated books accounted for 21.5 per cent (7,208).

TRANSLATIONS PUBLISHED IN 2015

ORIGINAL LANGUAGE	TITLES	INCLUDING BELLES-LETTRES FOR ADULTS
ENGLISH	4,108	1,789
FRENCH	668	318
GERMAN	639	195
ITALIAN	289	42
SPANISH	205	60
SWEDISH	182	132
NORWEGIAN	145	130
JAPANESE	141	133
RUSSIAN	140	53

National Library

Literary texts occupy a special place among translations, accounting for more than half of all translations (53 per cent). By comparison, academic books only make up 10 per cent of all translations. The range of languages from which most translations into Polish are made is not surprising: 57 per cent are from English, 9 per cent from German, 9 per cent from French (including a relatively large number of books for children), 4 per cent from Italian, and 2.8 per cent from Spanish. A relatively large number (2 per cent) are from Norwegian (mainly family sagas), Japanese (mainly graphic novels), and Swedish (mainly crime fiction and children's books).

BESTSELLERS OF 2015

POLISH-LANGUAGE BESTSELLERS

TITLE	AUTHOR	PUBLISHER	N° OF COPIES SOLD
1. ŻYCIE NA PEŁNEJ PETARDZIE, CZYLI WIARA, POŁĘDWICA I MIŁOŚĆ (LIFE AT FULL THROTTLE; OR FAITH, TENDERLOIN, AND LOVE)	Jan Kaczkowski, Piotr Żyłka	WAM	122,000
2. OKULARNIK (FOUR-EYES)	Katarzyna Bonda	Muza	105,000
3. POCHŁANIACZ (GIRL AT MIDNIGHT)	Katarzyna Bonda	Muza	90,000
4. TYLKO MARTWI NIE KLAMIĄ (ONLY THE DEAD DON'T LIE)	Katarzyna Bonda	Muza	75,000
4. ZŁE PSY. W IMIĘ ZASAD (BAD COPS: IN THE NAME OF PRINCIPLES)	Patryk Vega	Wydawnictwo Otwarte	75,000
6. KSIĘGI JAKUBOWE (THE BOOKS OF JACOB)	Olga Tokarczuk	Wydawnictwo Literackie	70,000
7. CZAS POKAŻE (TIME WILL TELL)	Anna Ficner-Ogonowska	Znak	64,000
8. RESORTOWE DZIECI. SŁUŻBY (DEPARTMENTAL KIDS: SERVICES)	Dorota Kania, Jerzy Targalski, Maciej Marosz	Frona	62,000
9. WIEDŹMIN – SEZON BURZ (THE WITCHER: SEASON OF STORMS)	Andrzej Sapkowski	SuperNowa	59,000
10. KUBA. AUTOBIOGRAFIA (KUBA, THE AUTOBIOGRAPHY)	Małgorzata Domagalik, Jakub Błaszczkowski	Buchmann	54,000

Without doubt the biggest best seller of the past year has been a series of conversations by Artur Górski and Jarosław Sokołowski (known as “Masa”), collected in four volumes: *Masa o kobietach polskiej mafii* (Women of the Polish Mafia), *Masa o pieniądzach polskiej mafii* (Money of the Polish Mafia),

FOREIGN-LANGUAGE BESTSELLERS

TITLE	AUTHOR	TRANSLATOR	PUBLISHER	N° OF COPIES SOLD
1. GREY. PIĘCDZIESIĄT TWARZY GREYA O CZAMI CHRISTIANA (FIFTY SHADES OF GREY AS TOLD BY CHRISTIAN)	E.L. James	Katarzyna Petecka-Jurek, Paweł Korombel	Sonia Draga	327,000
2. CO NAS NIE ZABIJE (THE GIRL IN THE SPIDER'S WEB)	David Lagercrantz	Irena Muszalska and Maciej Muszalski	Czarna Owca	261,000
3. DZIEWCZYNA Z POCIĄGU (THE GIRL ON THE TRAIN)	Paula Hawkins	Jan Kraško	Świat Książki	212,000
4. POGROMCA LWÓW (THE ICE CHILD)	Camilla Läckberg	Inga Sawicka	Czarna Owca	153,000
5. BÓG NIGDY NIE MRUGA. 50 LEKCJI NA TRUDNIEJSZE CHWILE W ŻYCIU (GOD NEVER BLINKS: 50 LESSONS FOR LIFE'S LITTLE DETOURS)	Regina Brett	Olga Siara	Insignis	90,000
6. BAZAR ZŁYCH SNÓW (THE BAZAAR OF BAD DREAMS)	Stephen King	Tomasz Wilusz	Prószyński Media	85,000
7. HARRY POTTER I KAMIEŃ FILOZOFICZNY (HARRY POTTER AND THE PHILOSOPHER'S STONE)	J.K. Rowling	Andrzej Polkowski	Media Rodzina	80,000
8. WRÓC, JEŚLI PAMIĘTASZ (WHERE SHE WENT)	Gayle Forman	Hanna Pasierska	Nasza Księgarnia	79,000
9. ULEGŁOŚĆ (SUBMISSION)	Michel Houellebecq	Beata Geppert	W.A.B.	72,000
10. ZOSTAŃ, JEŚLI KOCHASZ (IF I STAY)	Gayle Forman	Hanna Pasierska	Nasza Księgarnia	66,000

Gazeta Wyborcza

Masa o bossach polskiej mafii (Polish Mafia Bosses) and Masa o porachunkach polskiej mafii (Gang Warfare within the Polish Mafia). Their joint sales totalled 850,000 copies.

LITERARY AWARDS

THE NIKE LITERARY AWARD is a prestigious prize for the best Polish book of the year. It involves a three-stage competition, where at the first stage the jury nominates 20 titles in May, at the second a short-list of seven finalists is announced in September, and then the winner is chosen from this group. The prize is usually awarded in October. The author of the winning book is given a NIKE statuette sculpted by Gustaw Zemła and a prize of 100,000 zlotys. First awarded in 1997, the NIKE has mainly been won by novels. It is only given to living authors.

Nike.org.pl

WINNERS:

2015 – *KSIĘGI JAKUBOWE* (The Books of Jacob) by Olga Tokarczuk

2014 – *ZAJEŹDZIMY KOBYŁĘ HISTORII. WYZNANIA POOBIJANEGO JEŹDŹCA*
(Riding the Mare of History to Ruin) by Karol Modzelewski

2013 – *CIEMNO, PRAWIE NOC* (Dark, Almost Night) by Joanna Bator

2012 – *KSIĘGA TWARZY* (Face Book) by Marek Bieńczyk

2011 – *PIÓROPUSZ* (Quill Feathers) by Marian Pilot

GDYNIA LITERARY PRIZE – annual award, initiated in 2006 by the Mayor of the city of Gdynia. Presented in four categories (novel or short story, poetry, essay, translation) to the best literary works published within the last year. The award is worth 50,000 zlotys.

nagrodaliterackagdynia.pl

2016

FICTION – *SKORUŃ* by Maciej Płaza

POETRY – *nice* by Barbara Klicka

ESSAY – *DROGA 816* (Route 816) by Michał Książek

TRANSLATION – Anna Wasilewska for *RĘKOPIS ZNALEZIONY W SARAGOSSIE*,
a new Polish translation of *The Manuscript Found in Saragossa*
by Jan Potocki

2015

FICTION – *ZAWSZE JEST DZISIAJ* (It's Always Today) by Michał Cichy

POETRY – *WYRAZY UZNANIA* (Words of Appreciation) by Piotr Janicki

ESSAY – *BOSKI BACH* (The Divine Bach) by Piotr Wierzbicki

TRANSLATION – Wiktor Dłuski for *MARTWE DUSZE*, a new Polish
translation of *Dead Souls* by Nikolai Gogol

2014

FICTION – *WIELE DEMONÓW* (Many Devils) by Jerzy Pilch

POETRY – *JEDEN* (One) by Marcin Świetlicki

ESSAY – *SALKI* (Little Rooms) by Wojciech Nowicki

TRANSLATION – *WDRAPALEM SIĘ NA PIEDESTAŁ. NOWA POEZJA ROSYJSKA*
(I Climbed Onto a Pedestal: New Russian Poetry) by Jerzy Czech

THE SILESIUS WROCLAW PRIZE FOR POETRY – an award for the best works of Polish poetry and their authors. The prize was founded by the Wrocław city administration, and since 2008 has been awarded annually in three categories, for the entire body of a poet's work, for the book of the year, and for the debut of the year.

silesius.wroclaw.pl

2016

ENTIRE BODY OF WORK – Julian Kornhauser

BOOK OF THE YEAR – *nice* by Barbara Klicka

DEBUT OF THE YEAR – *SIERPIEŃ* (August) by Aldona Kopkiewicz

2015

ENTIRE BODY OF WORK – Jacek Podsiadło

BOOK OF THE YEAR – *PRZEDMIAR ROBÓT* (Schedule of Works) by Marcin Sendeccki

DEBUT OF THE YEAR – *NAUKA O PTAKACH* (A Lesson About Birds) by Michał Książek

2014

ENTIRE BODY OF WORK – Darek Foks

BOOK OF THE YEAR – *W INNYCH OKOLICZNOŚCIACH* (In Other Circumstances)

by Mariusz Grzebański

DEBUT OF THE YEAR – *MOJA JEST TA ZIEMIA* (Mine Is This Land)

by Martyna Buliżańska

THE ANGELUS CENTRAL EUROPEAN LITERARY AWARD – this prize is given to the author of the best Central European work of fiction to be published in Polish each year. It is Poland's biggest literary prize, worth 150,000 zloty. In 2015 the prize was awarded to Ukrainian author Serhiy Zhadan for *Mesopotamia* and the prize for translation went to Michał Petryk and Adam Pomorski.

angelus.com.pl

THE KOŚCIELSKI FOUNDATION PRIZE has been awarded annually since 1962. Based in Geneva, the Kościelski Foundation is one of the oldest institutes of Polish culture. The prize is given to writers under the age of 40, for their entire output to date.

Recent winners: Maciej Płaza (2016), Szczepan Twardoch (2015), Krzysztof Siwczyk (2014), Krystyna Dąbrowska (2013), Andrzej Dybczak (2012).

koscielscy.pl

THE “POLITYKA” PASSPORT is a prize established in 1993 by the weekly newspaper *Polityka* for performers in six categories: literature, film, theatre, classical music, popular music and the visual arts. Since 2002 there has also been a special prize for achievements in disseminating Polish culture.

Recent winners in the literature category: Łukasz Orbitowski (2015), Zygmunt Miłoszewski (2014), Ziemowit Szczerek (2013), Szczepan Twardoch (2012), Mikołaj Łoziński (2011).

polityka.pl

THE JANUSZ A. ZAJDEL POLISH FANDOM PRIZE is an annual award for fantasy literature. The prize is awarded by fans of fantasy to the authors of the best Polish titles, in two categories, novels and short stories.

2015

NOVEL – *PAMIĘĆ WSZYSTKICH SŁÓW* (The Memory of All Words) by Robert M. Wegner

SHORT STORY – *MILCZENIE OWCY* (Silence of the Lamb) by Robert M. Wegner

2014

NOVEL – *FORTA* by Michał Cholewa

SHORT STORY – *SZTUKA POROZUMIENIA* (The Art of Understanding) by Anna Kańtoch

zajdel.fandom.art.pl

THE IBBY POLISH SECTION “BOOK OF THE YEAR” TITLE is awarded to the best Polish children’s books, for both their literary and artistic qualities. There are three categories: Best Writer, Best Illustrator and Best Promoter of Children’s Literature.

2015

BEST WRITER – Agnieszka Suchowierska for *MAT I ŚWIAT* (Matt and the World)

Małgorzata Warda for *5 SEKUND DO 10* (Five Seconds to 10)

BEST ILLUSTRATOR – Marianna Oklejak for *CUDA WIANKI. POLSKI FOLKLOR DLA MŁODSZYCH I STARSZYCH* (Miracles of Midsummer Night’s Eve: Polish Folklore for Young and Old)

Paweł Pawlak for *13 BAJEK Z KRÓLESTWA LAILONII*

(*Tales from the Kingdom of Lailonia*) by Leszek Kołakowski.

2014

BEST WRITER – Dorota Kassjonowicz for *CZEŚĆ, WILKI* (Hello, Wolves)

Anna Piwkowska for *FRANCISZKA*

BEST ILLUSTRATOR – Maria Ekier for *ZŁOTOUSTE ZERO W ZENICIE*

(*Zealous Zero at the Zenith*)

Marta Ignerska for the graphic design and illustrations in *KTÓRĘDY DO GWIAZD? OPowieść o ELŻBIECIE HEWELIUSZ, PIERWSZEJ KOBIECIE ASTRONOM* (Which Way to the Stars? The Story of Elisabeth Hevelius, the First Woman Astronomer)

with text by Anna Czerwińska-Rydel.

ibby.pl

READERSHIP

Research by the National Library's Book and Readership Institute shows a long-term negative trend in book reading and purchasing. However, last year's research indicated some stabilisation.

READERS / BUYERS (% of population)

	2008	2010	2012	2014	2015
READERS	38	44	39	41.7	37
BUYERS	23	23	30	27	26

National Library

HOW MANY BOOKS HAVE YOU READ OVER THE LAST 12 MONTHS? (% of population)

	2008	2010	2012	2014	2015
NON-READERS	62.2	56.0	60.8	58.0	63.0
READERS OF 1-6 BOOKS	24.8	31.1	26.5	27.0	28.0
READERS OF 7 OR MORE BOOKS	10.6	11.6	11.1	11.0	8.0

National Library

A report based on research conducted in 2015 concluded that "since 2008 the percentage of book readers in Poland has oscillated around a figure of two fifths. In the period from 1994 to 2004 it was closer to three fifths. So a distinct drop took place about a decade ago". The report also claims that: "as in previous years the variable that most strongly determines whether people read books or not is their level of education – the higher it is, the higher the proportion of readers. Readership is higher among women than among men," and also that: "in comparison with the year 2000, readership has now decreased most evidently among men and young people". And also: "the reading choices of those surveyed are characterised by limited variety. The most popular items are novels, especially romances, thrillers and fantasy."

In a report based on research conducted in 2014, attention is drawn to the steadily rising popularity of e-books, audiobooks, and unabridged texts read in electronic forms. E-books and audiobooks are now to be found in one in twelve home libraries. In addition, "almost one in three respondents (32 per cent) claimed to read full-length texts in electronic format (and thus not printed on paper), one in five (21 per cent) claimed to listen to audiobooks, and one in eight (12 per cent) claimed to read e-books.

SOURCES OF BOOKS

SOURCE OF BOOKS READ	PERCENTAGE OF READERS WHO NAMED A BOOK FROM THE GIVEN SOURCE (%)
PURCHASE (ALSO VIA INTERNET)	33.0
GIFT	15.0
HOME BOOK COLLECTION	30.0
BORROWED FROM FRIENDS OR FAMILY	34.0
SCHOOL LIBRARY	10.0
PUBLIC LIBRARY	17.0
OTHER LIBRARY	1.0
LEGAL DOWNLOAD FROM INTERNET	2.0
ILLEGAL DOWNLOAD FROM INTERNET	1.0

National Library

LIBRARIES

In 2014 there were 9,812 active libraries in Poland, including 8,094 public libraries (a decline of 1.0 per cent compared with 2013, when there were 8,112 public libraries) and 1,718 libraries of other kinds (academic, educational, professional, professional and literary, IT centres and academic associations). There are also over 20,400 active school libraries.

The book collections at the public libraries totalled 130,734,000 volumes, which means that for every 100 citizens there are 342 volumes. In 2014, 161,000 volumes were bought, i.e. 8.2 volumes per 100 citizens. Expenditure on book purchases for public libraries totalled 68.3 mln zloty and were 3.3 per cent lower than in the previous year, when they totalled 70.6 mln zloty.

The number of citizens using a single public library in 2014 totalled 6.303 mln, and was 2 per cent higher than in the previous year. The number of persons employed at public libraries totalled 23,515, including 16,074 trained librarians.

92.8 per cent of public libraries are equipped with computers, and 88.4 per cent provide readers with Internet access.

Since 2009, on the initiative of the Ministry of Culture the Biblioteka+ programme has been underway, which aims to transform district libraries into modern facilities providing access to knowledge and culture, as well as community centres, by building and modernising library buildings,

and also by providing Internet access at libraries, librarian training and the implementation of a national cataloguing system for MAK+ libraries. The programme is aimed at public libraries in rural communities, villages and towns. Since January 2014 programmes for libraries have been implemented as part of the National Programme for the Development of Readership. In 2010-2015, 7,885 librarians from all over Poland received training, and the MAK programme was installed at 2,010 libraries.

Since 2007, in cooperation with district public libraries, the Polish Book Institute has been running a Book Discussion Clubs programme. It is aimed at people who like to read and to talk about books, and to discover new authors and literary genres. The number of book clubs has grown successively from 299 in 2007 to 1,500 in 2016.

PUBLIC LIBRARY READERS *(per 1,000 of the population)*

2010	2011	2012	2013	2014
170	168	168	167	165

National Library

NUMBER OF LIBRARIES IN POLAND IN 2014

Total	Public	Academic	Educational	Professional	Professional and literary	IT centres	Academic associations
9,812	8,094	1,043	269	326	58	22	14

Stan bibliotek w Polsce 2014, National Library

PURCHASES FOR PUBLIC LIBRARIES *(number of volumes per 100 citizens)*

2010	2011	2012	2013	2014
7.1	7.2	7.8	7.6	8.2

Central Statistical Office

THE POLISH BOOK INSTITUTE

THE POLISH BOOK INSTITUTE is a national institution established by the Polish Ministry of Culture. It has been running in Kraków since January 2004.

The Institute's basic aims are to influence the reading public and to popularise books and reading within Poland, as well as to promote Polish literature worldwide. These aims are accomplished by:

- promoting the best Polish books and their authors;
- organising study visits for translators and foreign publishers;
- increasing the number of translations from Polish into foreign languages, with the help of the ©POLAND Translation Programme and Sample Translations ©POLAND;
- making information on Polish books and the Polish publishing market accessible to foreign consumers.

The Institute organises literary programmes to promote Polish books at international book fairs, appearances by Polish writers at literary festivals, and within the scope of programmes designed to promote Polish culture worldwide, it publishes catalogues of "New Books from Poland".

The Polish Book Institute is also the publisher of eleven major cultural journals covering mainly literature and theatre (*Akcent*, *Dialog*, *Literatura na świecie*, *Notatnik Teatralny*, *Novaya Polsha*, *Nowe Książki*, *Odra*, *Ruch Muzyczny*, *Teatr*, *Teatr Lalek*, and *Twórczość*).

SELECTED BOOK INSTITUTE PROGRAMMES

"KOLEGIUM TŁUMACZY" TRANSLATORS' PROGRAMME

Based in a new building on the grounds of the Book Institute in Kraków, this programme provides study visits for translators of Polish literature. During their residency, the translators are provided with suitable conditions for their work and assistance with their translations. They also conduct some classes for students at the Jagiellonian University.

THE TRANSATLANTIC PRIZE

The Transatlantic prize is awarded by the Institute to outstanding ambassadors of Polish literature abroad. Its aim is to promote Polish literature on the world market and to provide a focal point for translators of Polish literature and its promoters (publishers, literary critics, scholars and organisers of cultural events). The prize is awarded annually and is worth € 10,000. The winners since 2005 have been Henryk Bereska, Anders Bodegård, Albrecht Lempp, Ksenia Starosiel-ska, Biserka Rajčić, Pietro Marchesani, Vlasta Dvořáčková, Yi Lijun, Karol Lesman, Bill Johnston, Laurence Dyèvre and Constantin Geambașu.

©POLAND TRANSLATION PROGRAMME

Since 1999, the ©POLAND Translation Programme has provided over 1,800 grants for translations into 45 different languages published in 58 countries. The average grant was worth 10,000 zlotys (approx. € 2,500).

The ©Poland Translation Programme aims to promote Polish literature abroad. The Book Institute financially supports Polish and foreign publishers who would like to publish works of Polish literature outside of Poland in foreign-language translations.

The Book Institute can help cover the costs of publishing the following types of works:

- literature – fiction, poetry, and plays;
- works in the humanities, broadly conceived, whether older or contemporary (with particular regard for books devoted to the culture and literature of Poland);
- non-fiction (literary reportage, biographies, memoirs, essays)
- historical works (essays and popular history, but not specialist and academic works);
- literature for children and young adults;
- graphic novels.

The financial contribution of the Book Institute is designed to cover the following publication costs:

- up to 100% of the translation costs of a work from Polish into another language;
- up to 100% of the costs for the purchase of the copyright licenses;
- up to 50% of the printing costs – only for illustrated books for children and for graphic novels.

SAMPLE TRANSLATIONS ©POLAND

The purpose of this programme, aimed at translators of Polish literature, is to encourage them to present Polish books to foreign publishers.

The programme may cover up to 20 pages of the translation.

The translator must have published a minimum of one translation in book form before making an application.

Full information on both programmes, including a list of grants awarded to date and a funding application form can be found on the Polish Book Institute's website, bookinstitute.pl

For further information please contact:

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USEFUL LINKS

INSTYTUT KSIĄŻKI **THE POLISH BOOK INSTITUTE** bookinstitute.pl

A source of information on current events in Polish literature and more, presenting new and forthcoming publications and providing up-to-date reviews. It also includes short biographies of 200 contemporary Polish authors and information on more than 1,250 titles, including extracts, critical comment and publishers' contact details. Everything you need to know about Polish books, in Polish and English.



BIBLIOTEKA NARODOWA **THE NATIONAL LIBRARY** bn.org.pl

The main state library provides access to many large databases. There is an automatically updated electronic national bibliography arranged in five sections. More than half of the entire collection is now catalogued on-line, including all library acquisitions since 1994. The ISBN database includes information on all the registered publishing companies in Poland.

CYFROWA BIBLIOTEKA **NARODOWA POLONA** **POLONA NATIONAL** **DIGITAL LIBRARY** polona.pl

Polona was created for all libraries and Internet users. Its mission is to provide wide and easy access to the National Library's digital collections, including the most important works of literature and scientific materials, historical documents, journals, graphics, photography, musical scores and maps. The main aim is to present Poland's cultural heritage, its age-old traditions and achievements, and also to show the wide range of the National Library's collections.

**NARODOWY UNIWERSALNY
KATALOG CENTRALNY
THE NATIONAL UNIVERSAL
CENTRAL CATALOGUE – NUKAT**
nukat.edu.pl

NUKAT is the central catalogue for Poland's academic and scientific libraries. It aims to provide information on documents and where they are kept. More than 1,100 librarians from 81 libraries contribute to this extensive database, which at present totals more than two million descriptions of books, periodicals and e-books, as well as sound recordings, musical scores, cartographic and iconographic documents and films.

**POLSKA IZBA KSIĄŻKI
THE POLISH BOOK CHAMBER**
pik.org.pl

This organisation covers publishers, bookshops, book wholesalers, printers and all kinds of enterprise involved in the book market. At present it has 134 associated members.

CULTURE.PL
culture.pl

The Polish culture website, including information on major events in literature, music, film, theatre and other genres

**ELEKTRONICZNA BIBLIOTEKA
ELECTRONIC LIBRARY**
ebib.pl

The Polish Libraries' Association website – first stop for any librarian.

LUBIMY CZYTAĆ
lubimyczytac.pl

Poland's biggest Internet book service, visited by more than 2.5 mln users per month. Its reader community has evaluated 12.5 mln books and provided 1.2 mln reader reviews. The service promotes readership by combining the world of books with new technologies. As well as the web-based version, it offers mobile apps where users can post reviews, and which already have 250,000 users.

**STOWARZYSZENIE TŁUMACZY
LITERATURY
LITERARY TRANSLATORS
ASSOCIATION**
stl.org.pl

Founded in 2010, this is an association for literary translators. It promotes literature, reading, publishing and the Polish language. It cooperates with cultural institutes involved with literature, trains translators and runs post-graduate courses.

BIBLIOTEKA ANALIZ LTD.
biblioteka-analiz.pl
rynek-ksiazki.pl

Biblioteka Analiz is Poland's first paid service providing information about major aspects of the publishing and bookselling sectors. At present it runs the most comprehensive database of information on the Polish book market.

