

The Polish Book Market



There are more than 31,000 publishers registered in Poland. However, the market is highly concentrated. The 300 largest publishing firms still hold almost 98 per cent of it. Approximately 600-700 firms publish more than ten books per annum, and more than 300 achieved a turnover of over 1 million zlotys (€ 250,000), and approximately 160 achieved a turnover exceeding 2 million zlotys (€ 500,000) in 2010.

Market share in 2010 by size of publishing firm

	Number in group	Sales income within group	€ million	Market share in %
Large publishers annual income > € 4 millions	43	215	553.7	75.3
Medium-sized publishers annual income from € 200,000 to € 4 million	~270	670	167.5	22.8
Small publishers annual income < € 200,000, publishing at least two titles pa	~1,500	50	12.5	1.7
Irregular publishers producing occasional publications	~5,000	5	1.2	0.2

Rynek książki w Polsce 2011 by Biblioteka Analiz Sp. z o.o.

The Market

The book market in Poland seems still transparent and predictable. Investment has focused on the market for textbooks and publications aimed at professionals. The level of readership is also stable, and similar to the European Union average.

However 2010 was the last year in which there was a zero rate for VAT on books.

Following a so-called transition period from 1 January 2011, since 1 May a 5 percent VAT rate has applied in Poland. This rise caused an increase of about 10 percent in the retail price of books, and in the case of school textbooks it was as much as 15 to 20 percent. The confusion surrounding fiscal changes also had an effect on book sales in the first few months of 2011, and they may have decreased by as much as 25 percent compared with the same period in 2010.

There is still too little investment in bookselling. As a result, apart from Empik, the leading bookselling chain, Poland has no strong major bookshop chains. Most bookshops are privately owned, small family businesses. There are approximately 3,000 bookshops in Poland, which is decidedly too many. Wholesale discounts average approximately 50 per cent. Bookshops work at a discount of 30-35 per cent in the case of so-called colour books, and 25-28 per cent for textbooks. Booksellers supplied directly by the publishers buy at a discount of up to 35 per cent (apart from large bookselling chains like Empik).

Book production

	2006	2007	2008	2009	2010
Published titles	19,860	21,810	21,740	22,460	24,380
First editions	11,990	13,260	13,280	13,310	13,430
Print-runs (in millions of copies)	133.6	146.4	145.7	144.4	139.2
Average print-run (no of copies)	6,727	6,713	6,702	6,429	5,710

Rynek książki w Polsce 2011 by Biblioteka Analiz Sp. z o.o.

Belles-lettres, annual averages

	2007		2008		2009		2010	
	Adult	Children's	Adult	Children's	Adult	Children's	Adult	Children's
Published titles	3,679	1,103	4,316	1,262	4,185	1,699	4,708	1,482
Number of copies	19,537	8,269	19,107	8,162	15,621	9,249	20,280	7,515
Average print-run	5,310	7,500	4,427	6,467	3,756	5,443	4,307	5,070

Polish Publishing in Figures, National Library

Belles-lettres, number of titles

	2007		2008		2008		2010	
	Adult	Children's	Adult	Children's	Adult	Children's	Adult	Children's
First editions	3,209	1,191	3,679	1,144	3,532	1,226	3,886	1,034
Re-editions	700	234	637	118	653	157	822	124

Polish Publishing in Figures, National Library

Original books and translations (total)

	2007		2008		2009		2010	
	Original	Translated	Original	Translated	Original	Translated	Original	Translated
Published titles	16,579	6,697	21,005	7,243	20,149	7,979	20,095	7,245

Polish Publishing in Figures, National Library

Original books and translations (belles-lettres for adults)

	2007		2008		2009		2010	
	Original	Translated	Original	Translated	Original	Translated	Original	Translated
Published titles	2,146	1,659	2,915	3,020	2,972	2,912	2,482	2,206

Polish Publishing in Figures, National Library

Book Fairs

The Warsaw Book Fair

This book fair, organised by a group of publishers and exhibition firm Murator Expo, in 2010 was held in May, a week before The Warsaw International Book Fair. Its second edition brought together 621 exhibitors from Poland and abroad, and attracted almost 36,000 visitors. Thanks to the success of this book fair, Ars Polona, organiser of the Warsaw International Book Fair, decided to suspend its own event.

targi-ksiazki.waw.pl

Book Fair in Cracow

The fair has now been held annually for 14 years and has become an important fixture in the autumn schedule for all Poland's major publishers. 450 exhibitors from all over Poland took part in the 2010 event, which attracted more than 30,000 visitors.

targi.krakow.pl

Income from book sales by category, %

	2006	2007	2008	2009	2010
Mainstream literature	20.3	18.9	17.9	14.9	15.0
Children's books	8.2	8.2	8.4	7.9	7.5
School set books	2.6	2.5	2.4	2.3	2.2
School textbooks	28.7	24.9	23.9	27.1	27.5
Academic and professional books	22.8	26.7	29.7	32.9	33.3
Illustrated books	8.7	7.0	6.5	5.4	5.1
Religious books	3.8	6.4	6.0	5.6	5.8
Other (including musical scores and maps)	4.9	5.4	5.2	4.0	3.6

Income from book sales per annum

Year	Zlotys millions	€ millions	€ rate	Inflation rate %
2006	2,360	605	3.9	1.0
2007	2,570	680	3.8	2.5
2008	2,910	831	3.5	4.2
2009	2,860	662	4.3	3.5
2010	2,940	735	4.0	2.6

Number of copies sold (millions)

2006	2007	2008	2009	2010
129.9	140.4	147.1	144.4	139.2

Average book price

Over the past few years book prices have only risen minimally, yet many readers think of books as expensive. At the same time, the supply of so-called cheap books is immense (copies sold at a reduced price by the publishers or wholesalers). In the past few years the market for cheap publications has been increased by titles supplied as supplements with newspapers and sold-out bookshops. In 2011 book prices will increase noticeably – as a result of the 5% VAT rate being applied to books.

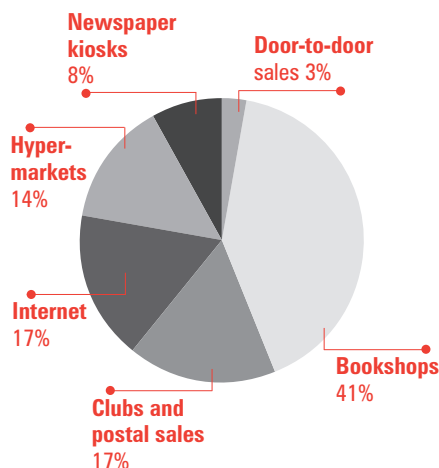
Average book price

Retail price	2006	2007	2008	2009	2010
Zlotys	30.20	30.50	31.90	32.50	34.30
€	7.70	8.06	9.11	7.52	8.57

Distribution

Wholesalers have a large, almost 50 per cent share of the market. In 2010 they achieved a 10 per cent growth in sales. In Poland there are few sales networks that function nationwide – Azymut, FK Jacek Olesiejuk, Platon and Wikr. The total number of wholesale book outlets is decreasing, and after a number of major bankruptcies, approximately 300 firms are still active on the market. The estimated total number of bookselling outlets is 2300, selling 38 per cent of all books.

Distribution market share



Main bookselling chains

Empik

Poland's largest bookselling chain, consisting of more than 150 shops in the biggest cities. It offers about 65,000 titles. In 2005 Empik launched Internet sales through a site called Empik.com (offering almost 2.2 million products including: books, music, film, games, magazines and stationery). In 2011 Empik acquired on-line bookstore Gandalf.com.pl and publishing houses: Buchmann, Wilga and W.A.B.

empik.com

Matras

This chain is involved in wholesale as well as retail sales. It owns over 100 bookshops in 70 cities throughout the country. In the 2011 company launched its on-line bookstore.

matras.pl

Dom Książki

Virtually the only retail book distributor in the period from 1950 to 1989. At present it consists of several separate, independent companies (Dom Książki Białostok, Gdański Dom Książki, Dom Książki Katowice) that own 130 bookshops with a total turnover comparable to that of Matras.

domksiazki.pl

Książnica Polska

This firm operates in north-eastern Poland where it runs retail operations and owns about 30 bookshops in 20 cities – Olsztyn, Gdańsk, Warszawa, Lublin, Poznań and many others.

ksiaznica.pl

Nova Duo

This firm operates in south-eastern Poland where it runs wholesale and retail operations and owns over 20 bookshops.

nova.rzeszow.pl

HDS

This firm has over 200 outlets, which sell books and operate under various trading names (InMedio, Relay, Virgin, Akapit), mainly at railway stations. Most of them offer from 200 to 500 titles.

hds.pl

Internet

More than 63 per cent of households now have access to the Internet, and as a result Internet sales are growing. For many years the largest Internet bookshop in Poland has been Merlin.pl with a turnover of 111 million zlotys (50-55 million zlotys from books). Its range of products consists of 100,000 books, 61,000 music CDs, 10,000 films on DVD/Blue-Ray and 3,600 computer games and programmes (also toys, beauty products, sport and photo accessories). Merlin.pl's competitors are Empik.com (approx. 45 million zlotys from books), Allegro.pl (the biggest auction website in Poland) and Gandalf.com.pl (approx. 17 million zlotys from books). In July 2010 Empik.com announced plans to acquire Merlin.pl by the end of 2010. Eventually, in August 2011 it acquired Gandalf.com.pl instead.

Internet bookshops offering mail-order services abroad

merlin.pl

empik.com

wysylkowa.pl

inbook.pl

gandalf.com.pl

Top Ten Literary Publishers

Publicat Group (532 titles)

This publishing firm has achieved success by continuously broadening its range. Fiction accounts for about 10 per cent of its output, but in recent years it has published an increasing amount of non-fiction, children's literature, cookery books, self-help books, popular science and history. Publicat's most successful novelist is Stephanie Meyer.

publicat.pl

Świat Książki (490 titles)

In 2010 this company owned the biggest mail-order book club (550,000 members) as well as a chain of 45 bookshops. It publishes books by some of the most popular Polish authors (Jerzy Pilch, Manuela Gretkowska, Janusz Głowacki, Michał Witkowski), but its entire list covers a broad range of titles. In 2011 Świat Książki was acquired by Weltbild.

swiatksiazki.pl

Prószyński Media (386 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 and crime writers.

proszynski.pl

Rebis (300 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.

rebis.com.pl

W.A.B. (298 titles)

Although its list includes many well-known foreign authors, it mainly publishes Polish writers (Maria Nurowska, Jacek Dehnel, Mariusz Czubaj). It has promoted most of the newer names in Polish literature. It has sold the translation rights to more than 300 books since 2000 to the German, French, Russian, UK and Central European markets, and has also sold the Polish rights for dozens of film and theatre adaptations. In 2011 W.A.B. was acquired by Empik.

wab.com.pl

Znak (298 titles)

Until 1989 this company mainly produced religious books by Catholic authors, but now it also publishes a number of leading literary writers and children's literature as well. Znak publishes some of Poland's most famous authors, including Czesław Miłosz, Wisława Szymborska, Ryszard Kapuściński, Józef Tischner, Paweł Huelle, Leszek Kołakowski and Małgorzata Szejnert. In 2005 it published the top selling book of the last ten years, *Memory and Identity* by Pope John Paul II, which sold over 1.3 million copies.

znak.com.pl

Muza (about 200 titles)

Founded in June 1989, this firm publishes fiction and essays, and is a major buyer of foreign rights. It includes two other imprints, Warszawskie Wydawnictwo Literackie ("Warsaw Literary Publisher") and Sport i Turystyka ("Sport and Tourism"), with their own editorial offices. In 1998 Muza was floated on the Warsaw Stock Exchange.

muza.com.pl

Zysk i S-ka (about 200 titles)

Most of this company's income comes from fiction for adults. It also promotes Polish writers, including Małgorzata Kalicińska – currently the most popular author of novels for women – and Wojciech Cejrowski – a popular travel writer and journalist. It is also one of the leading publishers of fantasy on the Polish market.

zysk.com.pl

Wydawnictwo Literackie (199 titles)

This firm publishes many leading Polish authors and promotes new titles by foreign and Polish writers – including Jacek Dukaj, Katarzyna Grochola, Dorota Terakowska, Janusz L. Wiśniewski, Jerzy Sosnowski and Władysław Bartoszewski. As well as serious literature it also publishes thrillers, crime novels and women's romantic fiction.

wydawnictwoliterackie.pl

Albatros (192 titles)

Founded in 2000, this company is known as a "bestseller factory". It mainly publishes foreign bestseller authors such as Harlan Coben, Dan Brown (in cooperation with Sonia Draga Publishing), Stephen King, Joseph Heller, Ken Follett, Mario Puzo, Frederick Forsyth, Ian McEwan, and many others.

wydawnictwoalbatros.krak.pl

Top ten publishers in 2010

WSiP Publishing Group	WSiP.com.pl
Wolters Kluwer Polska	WoltersKluwer.pl
Nowa Era	NowaEra.pl
PWN Publishing Group	PWN.pl
Reader's Digest	Digest.com.pl
Świat Książki	SwiatKsiazki.pl
Grupa Edukacyjna	MAC.pl
Pearson Central Europe	Longman.pl
Wiedza i Praktyka	WIP.pl
Znak	Znak.com.pl

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. Of the modern authors, the most frequently translated include Stanisław Lem (996 translations of whole books and 76 stories in anthologies), Witold Gombrowicz (352 and 43 respectively), Ryszard Kapuściński (299), Czesław Miłosz (285 and 117 respectively), Sławomir Mrożek (234 and 63 respectively), Wisława Szymborska (187 and 144 respectively), Janusz Korczak (141 and 24 respectively), Andrzej Sap-

kowski (144), Zbigniew Herbert (138 and 100 respectively), Tadeusz Różewicz (135 and 167 respectively), Jarosław Iwaszkiewicz (124 and 153 respectively), Bruno Schulz (108 and 32 respectively), Jerzy Andrzejewski (101 and 38 respectively), Andrzej Szczypiorski (98 and 9 respectively), Andrzej Stasiuk (85 and 27 respectively), Tadeusz Konwicki (84 and 8 respectively), Olga Tokarczuk (83 and 17 respectively) and Hanna Krall (65 and 13 respectively). The satirical crime novels of Joanna Chmielewska (392 books) are extremely popular in Russia, where they achieve high sales figures.

Translations from classic Polish literature include the works of Henryk Sienkiewicz (751 whole books and 57 stories in anthologies), Adam Mickiewicz (147 and 145 respectively), Bolesław Prus (140 and 34 respectively), Józef Ignacy Krasiński (86 and 27 respectively), Władysław Rey-

mont (85 and 36 respectively), and Stanisław Witkiewicz (84 and 35 respectively).

The most popular authors by the number of languages into which their works have been translated are Tadeusz Różewicz (49 languages), Czesław Miłosz (44), Stanisław Lem (41), Wisława Szymborska (42), Zbigniew Herbert (38), Ryszard Kapuściński (36), Sławomir Mrożek (37), Witold Gombrowicz (33), Bruno Schulz (31), Jarosław Iwaszkiewicz, (38), the Polish pope Karol Wojtyła (30), Janusz Korczak (31) and Jerzy Andrzejewski (29), Olga Tokarczuk (26), Tadeusz Konwicki (25), Andrzej Szczypiorski (23), Andrzej Stasiuk (24), Paweł Huelle (20) and Antoni Libera (20).

From 2000 to 2010 most translations of Polish literature have been into Russian (1167), German (966) and French (527), then English (452), Czech (333), Spanish (304), Lithuanian (272), Italian (253) and Hungarian (225) and Serbian (207).

Polish-language bestsellers 2010

Title	Author	Publisher	No of copies sold
1. Zielone drzwi ("The Green Door")	Katarzyna Grochola	Wydawnictwo Literackie	180,000
2. RockMann, czyli jak nie zostałem saksofonistą ("RockMann, or how I failed to become a saxophonist")	Wojciech Mann	Znak	130,467
3. Kapuściński non-fiction ("Kapuściński Non-Fiction")	Artur Domostawski	Świat Książki	118,294
4. Good night, Dżerzi ("Goodnight, Jerzy")	Janusz Głowacki	Świat Książki	93,546
5. Co z tym życiem? ("What About This Life?")	Kinga Rusin, Małgorzata Ohme	Muza	85,000
6. Hold Katyński ("Katyń: a Tribute")	praca zbiorowa	Biały Kruk	80,000
7. Byczki w Pomidorach ("Sprats in Tomato Sauce")	Joanna Chmielewska	Klin	64,000
8. Zupa z ryby fugu ("Fugu fish soup")	Monika Szwaja	Sol	54,000
9. Bóg. Życie i twórczość ("God: His Life and Work")	Szymon Hołownia	Znak	46,376

Andrzej Rostocki, *Bestsellers 2010, Rzeczpospolita*

Foreign Literature in Poland

Foreign publications account for a very large share of the market. In 2010, of a total of 27,340 published titles, translated books accounted for more than 26 per cent (7,245).

Published in 2010

Original language	Titles	Including belles-lettres for adults
English	3,779	1,361
German	684	87
French	483	122
Italian	277	40
Spanish	152	60
Russian	97	45
Swedish	113	45
Latin	45	2

Publishing Activity in Figures, National Library

Translated bestsellers 2010

Title	Author	Translator	Publisher	No of copies sold
1. Zaginiony symbol (<i>The Lost Symbol</i>)	Dan Brown	Zbigniew Kościuk	Sonia Draga / Albatros A. Kuryłowicz	350,000
2. Nie potrafię schudnąć (<i>The Dukan Diet</i>)	Pierre Dukan	Catherine Bekka Walewicz	Wydawnictwo Otwarte	267,559
3. Jedz, módl się, kochaj (<i>Eat, Pray, Love</i>)	Elizabeth Gilbert	Marta Jabłońska-Majchrzak	Dom Wydawniczy Rebis	168,250
4. Mężczyźni, którzy nienawidzą kobiet (<i>The Girl with the Dragon Tattoo</i>)	Stieg Larsson	Beata Walczak-Larsson	Czarna Owca	152,136
5. Dziewczyna, która igrała z ogniem (<i>The Girl Who Played with Fire</i>)	Stieg Larsson	Paulina Rosińska	Czarna Owca	115,723
6. Metoda doktora Dukana (<i>The Dukan Method</i>)	Pierre Dukan	Eliza Kasprzak-Kozikowska	Wydawnictwo Otwarte	114,250
7. Nie potrafię schudnąć. 350 nowych przepisów (<i>The Dukan Diet Recipe Book</i>)	Pierre Dukan	Eliza Kasprzak-Kozikowska	Wydawnictwo Otwarte	108,685
8. Książę mgły (<i>The Prince of Mist</i>)	Carlos Ruiz Zafón	Katarzyna Okrasko, Carlos Marrodán Casas	Muza	104,536
9. Nie potrafię schudnąć. Przepisy specjalnie dla Polaków (<i>The Dukan Diet Recipe Book for Poles</i>)	Pierre Dukan, Jarosław Urbaniuk	Eliza Kasprzak-Kozikowska	Wydawnictwo Otwarte	103,012
10. Walkirie (<i>The Valkyries</i>)	Paulo Coelho	Jarek Jeździkowski	Drzewo Babel	91,027

Andrzej Rostocki, "Bestsellers 2010", *Rzeczpospolita*

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 shortlist 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 1997, the NIKE has mainly been won by novels. It is only given to living authors.

nike.org.pl

Recent winners:

- 2010** *Nasza Klasa* ("Our Class") by Tadeusz Słobodzianek
- 2009** *Piosenka o zależnościach i uzależnieniach* ("A Song About Dependence and Addiction") by Eugeniusz Tkaczyszyn-Dycki
- 2008** *Bieguni* ("Runners") by Olga Tokarczuk
- 2007** *Traktat o łuskaniu fasoli* ("A Treatise On Shelling Beans") by Wiesław Myśliwski
- 2006** *Paw królowej* ("The Queen's Peacock") by Dorota Masłowska

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. In 2010 the winner was György Spiró of Hungary for *Messiahs* published in Poland by W.A.B.

angelus.com.pl

"Gdynia" Literary Award

This is an annual award, initiated in 2006 by the Mayor of the city of Gdynia. It is presented in three categories (novel or short story, poetry, essay) to the best literary works published within the last year (only first editions, in the Polish language). The award is worth 50,000 zlotys.

nagrodaliterackagdynia.pl

Recent winners:

2011

- Novel** *Obsoletki* ("Stillbirths") by Justyna Bargielska
- Poetry** *Pogłos* ("Echo") by Ewa Lipska
- Essay** *Samobójstwo jako doświadczenie wyobraźni* ("Suicide as an experience of the imagination") by Stefan Chwin
- Special Award** *Poems* by Andrzej Sosnowski

2010

- Novel** *Taksim* ("Taksim") by Andrzej Stasiuk
- Poetry** *Dwa fiaty* ("Two Fiats") by Justyna Bargielska
- Essay** *Ciała Sienkiewicza* ("Sienkiewicz's Bodies") by Ryszard Kosiółek
- Special Award** *Wyspa klucz* ("Key Island") by Małgorzata Szejnert

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. It was established through a bequest made by Monika Kościelska, widow of patron of the arts Władysław August Kościelski, who died in July 1959. The prize is given to writers under the age of 40, who are selected by a voluntary jury appointed by the Foundation's Council. Each writer is judged on his

entire output to date, with special focus on his or her most recent prose, poetry, and essays. Known as the "young writers' Nobel prize", the award is worth 7,500 Swiss francs. Recent winners: Marcin Kurek (2010), Tadeusz Dąbrowski (2009), Jacek Dukaj (2008), Mikołaj Łoziński (2007), Jolanta Stefko (2006).

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 plastic arts. Since 2002 there has also been a special prize for achievements in disseminating Polish culture. Recent winners in the literature category: Ignacy Karłowicz (2010), Piotr Paziński (2009), Sylwia Chutnik (2008), Michał Witkowski (2007), Jacek Dehnel (2006).

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. Recent winners: Anna Kańtoch, Robert Wegner, Rafał Kosik, Jacek Dukaj, Wit Szostak.

zajdel.fandom.art.pl

The IBBY Polish Section "Book of the Year" Competition

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. In 2010 the winners were: Maria Ewa Letki (Best Writer for *Zaczarowane historie*) ["Enchanted Stories"], Bajka), Marcin Szczygielski (Best Writer for *Omega*, Latarnik), Barbara Dubus (Best Illustrator for *Thekla i jej chłopakowy świat*, ["Thekla and Her Boy's World"], Wytwórnia), Monika Hanulak (Best Illustrator for *Pampilio*, Wytwórnia), and Barbara Gawryluk (Best Promoter of Children's Literature).

ibby.pl

Readership

The number of book readers had been stable for many years until 2008, when the National Library reported that only 38 per cent of Poles read at least one book per annum. In 2010 readership increased to 44 per cent, but the research methodology changed.

Polish reading preferences

Category	% of readers
Encyclopaedias, dictionaries, guides	9
Textbooks and "required reading"	4
Professional and specialist literature	11
Youth literature and children's books	9
Romance	19
Action and crime novels, thrillers	22
Non-fiction (letters and memoirs, biographies)	15
Science fiction, fantasy	10
Essays and commentaries	3
Spirituality, horoscopes, esoteric	1

National Library

What sort of books do Poles buy most?

Category	% of buyers
Encyclopaedias, dictionaries, guides	23
Textbooks and "required reading"	15
Professional and specialist literature	4
Youth literature and children's books	10
Romance	13
Action and crime novels, thrillers	9
Religious books	5
Non-fiction (letters and memoirs, biographies)	11
Science fiction, fantasy	8
Essays and commentaries	2

National Library

Readership, % of population

Year	% of readers	% of buyers
2002	56	37
2004	58	40
2006	50	33
2008	38	23
2010	44	no data available

National Library

Libraries

There are 8,392 public libraries in Poland (2009), though their total number has been decreasing since the early 1990s. Since 2004, the number of readers has also been decreasing.

Poland's higher education institutions have developed a network of computerised libraries. Ministry of Culture, Polish-American Freedom Foundation and The Bill and Melinda Gates Foundation and Telekomunikacja Polska have developed programmes giving access to the Internet and computer training for Polish public libraries located in small towns and villages.

Since 2009, on the initiative of The Ministry of Culture and National Heritage the Biblioteka+ programme has been underway, which covers architectural improvements for libraries, librarian training and the implementation of a national cataloguing system for MAK+ libraries.

Public library readers per 1,000 of the population

2005	2006	2007	2008	2009
192	184	178	171	172

National Library



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;
- educational activities designed to highlight the advantages to be gained from regular book reading;
- introducing Polish literature abroad;
- 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 Book 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", runs study and educational activities, and organises meetings and seminars for foreign publishers and translators of Polish literature.

From 1 April 2010 the Book Institute has been the publisher of nine major cultural journals covering mainly literature and theatre (Nowe Książki, Ruch Muzyczny, Teatr, Literatura na świecie, Nowaja Polska, Akcent, Odra, Twórczość, and Dialog).

Selected Polish Book Institute programmes:

"Kolegium Tłumaczy" Translators' Programme

Based in Cracow, this programme provides study visits for translators of Polish literature and is run jointly with the Jagiellonian University and the Villa Decius. 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. Eight candidates are accepted each year.

The Transatlantic Prize

The Transatlantic prize is awarded by the Book 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 Starosielska, Biserka Rajčić, Pietro Marchesani and Vlasta Dvořáčková.

"Biblioteka +" Programme for libraries

Since 2009, on the initiative of the Ministry of Culture and National Heritage the Biblioteka+ programme has been underway, which covers architectural improvements for libraries, librarian training and the implementation of a national cataloguing system for MAK+ libraries.



The Polish Book Institute

©POLAND Translation Programme

The Programme was established in 1999 and was modelled on similar programmes in other countries. Its aim is to increase the number of foreign translations of Polish literature by providing financial support to foreign publishers to pay for translation costs. The Programme is administered by The Polish Book Institute.

In the period from 1999 to 2010, the ©POLAND Translation Programme provided **1,187 grants worth a total of over 9,500,000 zlotys (approx € 2.4 million), for translations into 46 different languages. The average grant was worth 10,000 zlotys (approx € 2,500).**

Preference is given to works of fiction and non-fiction that fall within the humanities category.

The Programme may cover:

- Up to 100% of the costs of a translation from Polish into a foreign language
- Up to 100% of the costs of purchasing the publishing rights

To apply for these grants, foreign publishers need to present a copy of each of the following:

- a completed application form
- the rights purchase contract (or provisional contract)
- the translation contract (or provisional contract)
- current publishing agenda and details of the firm's activities
- translator's bibliography
- a brief note on reasons for choosing the title in question
- a precise costing and financing plan for the publication and information on how it is to be marketed

Sample Translations ©POLAND

The purpose of this programme, aimed at translators of Polish literature, is to promote Polish literature abroad by encouraging translators to present Polish books to foreign publishers.

The programme's rules are:

- Financing is given for the translation of up to 20 pages (1,800 characters per page)
- The translator submits an application, including:
 - a) his/her reasons for choosing the book in question;
 - b) his/her plan of action;
 - c) his/her bibliography;
 - d) an estimate of the translation costs (gross).

Conditions for applying to the programme:

- The translator must have published a minimum of one translation in book form before making an application;
- His/her proposed work must be the first translation of the book into the given language, and the sample must not have been published anywhere previously;
- The book must be a work of literature or essays, or other text within the field of the humanities dating from the past or present.

Please address applications for both programmes to The Polish Book Institute as follows:

Instytut Książki (The Polish Book Institute), ul. Szczepańska 1, PL 31-011 Kraków

e-mail: e.wojciechowska@bookinstitute.pl

phone: +48 12 426 79 12, 433 70 40, fax: +48 12 429 38 29

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

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 about 140 contemporary Polish authors and information on more than 600 titles, including extracts, critical comment and publishers' contact details. Everything you need to know about Polish books, in Polish, English and German.

Biblioteka Narodowa

The National Library

bn.org.pl

The main state library provides access to many large databases. An electronic national bibliography arranged in five sections is under preparation. 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. A special database includes bibliographical details of Polish books published outside 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.

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 240 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.info

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

Biblioteka Analiz Ltd.

Biblioteka-analiz.pl, Rynek-ksiazki.pl

Biblioteka Analiz concentrates all sorts of data about various sectors of the Polish book market. At present it is the only company in Poland with such a large collection of data on the Polish book market. It is also the largest and best known consulting firm operating in this branch. The site covers archival information about key players on the Polish book market.