

THE POLISH BOOK MARKET

By Kuba Frołow and Paweł Waszczyk / Biblioteka Analiz Sp. z o.o.

There are more than 26,700 publishers registered in Poland. However, the market is highly concentrated. The 200 largest publishing firms still hold almost 98 per cent of it. Approximately 350 firms publish more than ten books per annum, and more than 170 achieved a turnover of over 1 million zlotys (€ 300,000) in 2007.

Market share in 2007 by size of publishing firm

	Number in group	Sales income within group	€ million	Market share in %
Large publishers annual income > € 4 millions	41	1,845	473.1	78.2
Medium-sized publishers annual income from € 200,000 to € 4 million	~160	480	123.1	20.3
Small publishers annual income < € 200,000, publishing at least two titles pa	~1,500	30	7.7	1.3
Irregular publishers producing occasional publications	6,000 – 8,000.	5	1.3	0.2

"Rynek książki w Polsce 2008" by Biblioteka Analiz Sp. z o.o.

FREE MARKET

Growth in the publishing industry, combined with a favourable zero-per-cent VAT rate for books, means that western companies are showing rising investment interest in the Polish book market, which is enjoying stability. So far, 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.

The distribution sector is less stable. There is still too little investment in bookselling. As a result, apart from Empik, 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 28-30 per cent in the case of so-called colour books, and 22-25 per cent for textbooks. Booksellers supplied directly by the publishers buy at a discount of up to 30 per cent.

Book production

	2003	2004	2005	2006	2007
Published titles	22,430	20,830	20,410	19,860	21,810
First editions	12,390	11,650	12,040	11,990	13,260
Print-runs (in millions of copies)	133.6	138.5	141.5	133.6	146.4
Average print-run (no of copies)	5,956	6,649	6,933	6,727	6,713

"Rynek książki w Polsce 2008" by Biblioteka Analiz Sp. z o.o.

Belles-lettres, annual averages

	2003		2004		2005		2006		2007	
	Adult	Children's	Adult	Children's	Adult	Children's	Adult	Children's	Adult	Children's
Published titles	3,590	839	3,654	1,319	3,252	1,056	3,679	1,103	3,909	1,425
Number of copies	22,351	6,024	25,375	9,607	21,539	7,703	19,537	8,269	17,268	7,854
Average print-run	6,225	7,179	6,939	7,283	6,623	7,294	5,310	7,500	4,400	5,500

"Polish Publishing in Figures", National Library

Belles-lettres, number of titles

	2004		2005		2006		2007	
	Adult	Children's	Adult	Children's	Adult	Children's	Adult	Children's
First editions	2,787	739	2,572	676	3,090	914	3,209	1,191
Re-editions	867	239	680	161	589	189	700	234

"Polish Publishing in Figures", National Library

Original books and translations (total)

	2004		2005		2006		2007	
	Original	Translated	Original	Translated	Original	Translated	Original	Translated
Published titles	15,150	5,922	13,370	5,276	16,674	6,154	16,579	6,697

"Polish Publishing in Figures", National Library

Original books and translations (belles-lettres for adults)

	2004		2005		2006		2007	
	Original	Translated	Original	Translated	Original	Translated	Original	Translated
Published titles	1,833	1,807	1,631	1,603	2,089	1,478	2,146	1,659

"Polish Publishing in Figures", National Library

Income from book sales by category, %

	2003	2004	2005	2006	2007
Mainstream literature	17.9	18.8	20.5	20.3	18.9
Children's books	6.9	7.9	7.5	8.2	8.2
School set books	2.9	2.9	2.9	2.6	2.5
School textbooks	31.1	29.0	25.2	28.7	24.9
Academic and professional books	25.1	25.3	25.0	22.8	26.7
Illustrated books	6.9	6.8	6.5	8.7	7.0
Religious books	4.5	5.0	7.1	3.8	6.4
Other (including musical scores and maps)	4.5	4.3	5.3	4.9	5.4

Income from book sales per annum

Year	Zlotys millions	€ millions	€ rate	Inflation rate %
2003	2090	475	4.4	1.9
2004	2210	487	4.5	3.5
2005	2460	618	4.0	2.1
2006	2360	605	3.9	1.0
2007	2570	680	3.8	2.5

	2003	2004	2005	2006	2007
Number of copies sold (millions)	119.6	125.3	139.1	129.9	140.4

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.

Retail price	2003	2004	2005	2006	2007
Zlotys	29.10	29.20	29.30	30.20	30,50
€	6.60	6.50	7.30	7.70	8.06
Average monthly income	2003	2004	2005	2006	2007
Zlotys	2,201	2,289	2,380	2,477	2,691
€	501	505	593	632	712

TAX REFORM

In the future the market might undergo a major change. By the end of 2010 the zero per cent rate for VAT on books is likely to be suspended. In Poland the standard rate will be 22 per cent. However, publishers are hoping for a preferential rate, which is most likely to be 7 per cent (or even zero per cent, as at present).

Distribution

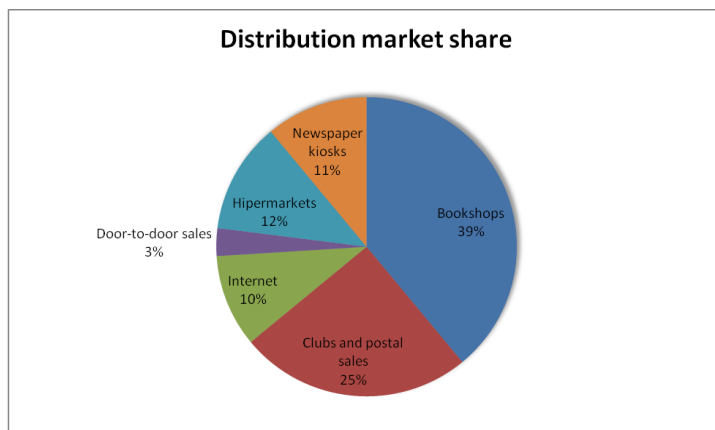
Wholesalers have a large, 43.6 per cent share of the market. In 2007 they achieved an 8.8 per cent growth in sales. In Poland there are four sales networks that function nationwide – Azymut, FK Jacek Olesiejuk, Wkra and Matras. The total number of wholesale book outlets is decreasing, and after a number of major bankruptcies, approximately 315 firms are still active on the market.

The estimated total number of bookselling outlets is 2,510, selling 39 per cent of all books.

Main bookselling chains

- **Empik:** Poland's largest bookselling chain, consisting of almost 100 shops in the biggest cities (44). It offers about 46,000 titles. In 2005 Empik resumed Internet sales through a site called empik.com (with over 2 millions products from such categories like: books, music, film, games, press and stationary. empik.com
- **Matras:** This chain is involved in wholesale as well as retail sales. It owns 111 bookshops in 72 cities throughout the country. 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 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 wholesale and retail operations and owns 20 bookshops. ksiaznica.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

Distribution market share



Internet

More than 38 per cent of households now have access to the Internet, and as a result Internet sales are growing. In 2006 Poland's largest Internet bookshop, Merlin.pl, was joined by two competitors, Empik.com and the American firm Amazon.com.

Internet bookshops offering mail-order services abroad

- merlin.pl
- empik.com
- mareno.pl
- vivid.pl
- wysylkowa.pl
- traffic-club.pl
- inbook.pl
- gandalf.com.pl
- lideria.pl

Book Fairs

The Warsaw International Book Fair – For the first few years Poland’s leading book fair was held in Poznań, but since 1958 it has been held in the capital. Nowadays it ranks as the foremost meeting place for publishers, writers and readers in Central and Eastern Europe. Traditionally held in May, each year the book fair features a “special guest”, focusing on the literature of a particular country (Germany in 2006, Ukraine in 2007 and Israel in 2008). In 2008 the event attracted more than 600 exhibitors from 30 countries.

arspolona.eactive.pl

Book Fair in Cracow – The fair has now been held annually for 12 years and has become an important fixture in the autumn schedule for all Poland’s major publishers. 438 exhibitors from all over Poland took part in the 2007 event.

targi.krakow.pl

TOP TEN PUBLISHERS IN 2007

- Wydawnictwa Szkolne i Pedagogiczne - wsip.com.pl/
- Reader's Digest - www.digest.com.pl/
- Wolters Kluwer Polska - wolterskluwer.pl
- Grupa PWN - pwn.pl
- Nowa Era - nowaera.com.pl
- Świat Książki/Bertelsmann Media - swiatksiazki.pl
- Wiedza i Praktyka - wip.pl
- Grupa Edukacyjna MAC - mac.pl
- Pearson Education - www.pearsoned.co.uk
- Publicat - publicat.eu

TOP TEN LITERARY PUBLISHERS

- **Świat Książki / Bertelsmann Media (554 titles)** – This company owns the biggest mail-order book club as well as a chain of bookshops. It publishes books by the most popular Polish authors (Manuela Gretkowska, Janusz Głowacki, Jerzy Pilch), but its entire list covers a broad range of titles. swiatksiazki.pl
- **Prószyński i S-ka (395 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
- **Muza (275 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. In 2008 Muza took a 50-per-cent share in Wilga, a publisher specialising in children’s books. www.muza.com.pl
- **Znak (258 titles)** – Until 1989 this company mainly produced religious books by Catholic authors, but now it also publishes a number of leading literary writers. Since 2002, each year Znak has occupied first place on the bestsellers’ list featured in “Magazyn Literacki KSIĄŻKI” (the leading journal for the bookselling industry) in terms of the number of titles listed. In 2005 it published the bestseller of the year, *Memory and Identity* by Pope John Paul II, which sold over 1.2 million copies. znak.com.pl
- **Rebis (244 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. www.rebis.com.pl
- **Amber (228 titles)** – Founded in 1989, this was one of Poland’s first private publishing companies. It achieved instant success by bringing world best-selling thrillers and science-fiction novels onto the Polish market. It owns rights to many US authors, and also publishes books that tie in with major film premieres. wydawnictwoamber.pl
- **Albatros (184 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. albatros.krak.pl
- **Wydawnictwo Literackie (172 titles)** – This firm publishes many leading Polish authors and promotes new titles by Polish and foreign writers. As well as serious literature it also publishes thrillers, crime novels and women’s romantic fiction. wydawnictwoliterackie.pl
- **W.A.B. (167 titles)** – This is one of the fastest growing publishing firms. Although its list includes many well-known foreign authors, it mainly publishes Polish writers. It has promoted most of the new names in Polish literature. It sells a lot of translation rights (to almost 250 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. wab.com.pl
- **Zysk i S-ka (149 titles)** – Most of this company’s income is from fiction for adults. It also promotes Polish writers. It is one of the leading publishers of fantasy on the Polish market either. www.zysk.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 (651 translations of whole books and 40 stories in anthologies), Witold Gombrowicz (272 and 30 respectively), Czesław Miłosz (242 and 100 respectively), Ryszard Kapuściński (240), Sławomir Mrożek (160 and 47 respectively), Wisława Szymborska (146 and 100 respectively), Zbigniew Herbert (95 and 69 respectively), Tadeusz Różewicz (84 and 100 respectively), Bruno Schulz (76 and 20 respectively), Tadeusz Konwicki (65 whole books and 4 stories in anthologies), Andrzej Stasiuk (56 books and 21 stories in anthologies) and Hanna Krall (52). The satirical crime novels of Joanna Chmielewska (373 whole books and 5 stories in anthologies) are extremely popular in Russia, where they achieve high sales figures.

Translations from classic Polish literature include the works of Henryk Sienkiewicz (504 whole books and 40 stories in anthologies), Adam Mickiewicz (107 and 99 respectively), Bolesław Prus (88 and 28 respectively), Józef Ignacy Kraszewski (60 and 27 respectively), Stanisław Witkiewicz (59 and 20 respectively) and Władysław Reymont (49 and 27 respectively).

The most popular authors by the number of languages into which their works have been translated are Stanisław Lem (37 languages), Wisława Szymborska (36), Czesław Miłosz (35), Tadeusz Różewicz (35), the Polish pope Karol Wojtyła (35), Ryszard Kapuściński (31), Witold Gombrowicz (27), Sławomir Mrożek (25), Olga Tokarczuk (22), Tadeusz Konwicki (21), Antoni Libera (21) and Andrzej Stasiuk (19).

In the past 25 years most translations of Polish literature have been into German (1539) and Russian (1196), French (636), then English (631), Czech (433), Spanish (391), Hungarian (294), Italian (292), Lithuanian (239), Serbian (230), Dutch (225), Bulgarian (196), Slovak (193), Romanian (160) and Swedish (134).

Polish-language bestsellers 2007

	Title	Author	Genre	Publisher	No of copies sold
1	<i>Świadectwo</i> <i>A Life with Karol</i>	Cardinal Stanisław Dziwisz	Biography	TBA Komunikacja Marketingowa	850,000
2	<i>Księża wobec bezpieczeństwa przykładzie archidiecezji krakowskiej</i> <i>Polish Priests and the Communist Secret Police</i>	Ks. Tadeusz Sakowicz-Zaleski	History	Znak	148,172
3	<i>Władysław Bartoszewski. Kim pan jest? Wywiad rzeka</i> <i>Władysław Bartoszewski: Who Are You? A Free-flow Interview</i>	Michał Komar	Biography/reportage	Świat Książki	87,444
4	<i>Kapuściński: nie ogarniam świata</i> <i>Kapuściński: I Can't Comprehend This World</i>	Witold Bereś, Krzysztof Burnetko	Biography/reportage	Świat Książki	84,455
5	<i>Talleyrand. Droga Mefistofelesa</i> <i>Talleyrand: The Way of Mephistopheles</i>	Waldemar Łysiak	Political fiction	Nobilis	70,380
6	<i>Salon 2. Alfabet szulerów. Część A-L</i> <i>Salon 2. The Cheat's Alphabet. Part 1, A-L</i>	Waldemar Łysiak	Political fiction	Nobilis	68,380
7	<i>Zapalniczka</i> <i>The Lighter</i>	Joanna Chmielewska	Fiction	Kobra Media	63,000
8	<i>Najgorszy</i> <i>The Worst</i>	Waldemar Łysiak	Fiction	Nobilis	56,770
9	<i>Kontaktowi, czyli szklarze bez kitu</i> <i>The Contact Men, or Glaziers Without Putty</i>	Grzegorz Miecugow, Tomasz Sianecki	Political fiction	Świat Książki	56,582
10	<i>Dom nad rozlewiskiem</i> <i>The House on the Floodplain</i>	Małgorzata Kalicińska	Fiction	Zysk i S-ka	52,029

Foreign Literature in Poland

Foreign publications account for a very large share of the market. In 2007, of a total of 24,640 published titles, translated books accounted for more than 21 per cent (5,197).

Translations published in 2007

Original language	Titles	Including belles-lettres for adults
English	3,423	1,120
German	790	108
French	438	108
Italian	310	35
Spanish	151	53
Russian	117	42
Swedish	77	37
Latin	50	3

"Publishing Activity in Figures", National Library

TRANSLATED BESTSELLERS 2007

	Author	Title	Translator	Publisher	No of copies sold
1	René Goscinny & Jean-Jacques Sempe	"Nicholas Again"	Barbara Grzegorzewska	Znak	172,543
2	Benedict XVI	"Jesus of Nazareth"	-	Wydawnictwo M	150,000
	Paulo Coelho	"The Witch of Portobello"	Michał Lipszyc	Drzewo Babel	144,800
3	Patrick Süskind	"Perfume: The Story of a Murder"	Małgorzata Łukasiewicz	Świat Książki	131,810
4	Carlos Ruiz Zafón	"The Shadow of the Wind"	Beata Fabjańska-Potapczuk, Carlos Marrodán Casas	Muza	80,000
5	Ildefonso Falcones	"Cathedral of the Sea"	Magdalena Płachta	Wydawnictwo Albatros Andrzej Kuryłowicz	70,000
6	Paulo Coelho	"Life: Selected Quotations"	-	Świat Książki	63,720
	J.R.R. Tolkien	"The Children of Húrin"	Agnieszka Sylwanowicz	Amber	63,280
7	Harlan Coben	"Promise Me"	Z.A. Królicki	Wydawnictwo Albatros Andrzej Kuryłowicz	57,400
8	Jeremy Clarkson	"And Another Thing: The World According to Clarkson" v. 2	Maria Brzozowska Tomasz Brzozowski	Insignis	53,542
9	Harlan Coben	"The Final Detail"	Andrzej Grabowski	Wydawnictwo Albatros Andrzej Kuryłowicz	51,700
10	Mario Vargas Llosa	"The Bad Girl"	Marzena Chrobak	Znak	49,215

Andrzej Rostocki, "Bestsellers 2007", "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.
www.gazeta.pl/nike

Winners:

2007 – *A Treatise On Shelling Beans* (“Traktat o łuskaniu fasoli”) by Wiesław Myśliwski

2006 – *The Queen’s Peacock* (“Paw królowej”) by Dorota Masłowska

2005 – *Driving to Babadag* (“Jadąc do Babadag”) by Andrzej Stasiuk

2004 – *Muck* (“Gnój”) by Wojciech Kuczok

2003 – *Sunset in Milanówek* (“Zachód słońca w Milanówku”) by Jarosław Marek Rymkiewicz

2002 – *In the Garden of Memory* (“W ogrodzie pamięci”) by Joanna Olczak-Ronikier

2001 – *The Mighty Angel* (“Pod Mocnym Aniołem”) by Jerzy Pilch

2000 – *Mother Leaves* (“Matka odchodzi”) by Tadeusz Różewicz

1999 – *Surgical Precision* (“Chirurgiczna precyzja”) by Stanisław Barańczak

1998 – *Roadside Dog* (“Piesek przydrożny”) by Czesław Miłosz

1997 – *The Horizon* (“Widnokrąg”) by Wiesław Myśliwski

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

nagrodaliterackagdynia.pl

2008

Novel – *The Angels’ Last Rally* (“Ostatni zlot aniołów”) by Marian Pankowski

Poetry – *Pensum* by Adam Wiedemann

Essey – *Tuwim’s Face* (“Twarz Tuwima”) by Piotr Matywiecki

2007

Novel – *A Treatise On Shelling Beans* (“Traktat o łuskaniu fasoli”) by Wiesław Myśliwski

Poetry – *Full Sea* (“Pełne morze”) by Wojciech Bonowicz

Essay – *A Plan for Trade in Kabardian Horses* (“Projekt handlu kabardyńskimi końmi”) by Krzysztof Środa

2006

Novel – *Lubiewo* by Michał Witkowski

Poetry – *The History of Polish Families* (“Dzieje rodzin polskich”) by Eugeniusz Tkacyszyn-Dycki

Essay – *Instead. On the work of Czesław Miłosz* (“Zamiast”) by Marek Zaleski

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 2007 the prize was awarded to Martin Pollack of Austria for *The Dead Man in the Bunker*, published in Poland by Czarne.

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. 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: Mikołaj Łoziński (2007), Jolanta Stefko (2006), Jacek Dehnel (2005), Tomasz Różycki (2004).

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: Michał Witkowski (2007), Jacek Dehnel (2006), Marek Krajewski (2005), Sławomir Shuty (2004), Wojciech Kuczok (2003).

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: Jacek Dukaj and Wit Szostak (2007), Maja Lidia Kossakowska, Jarosław Grzędowicz (2006), Jarosław Grzędowicz (2005), Jacek Dukaj, Anna Brzezińska (2004), Jacek Dukaj, Andrzej Ziemiański (2003), Andrzej Sapkowski, Andrzej Pilipiuk (2002). 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 2007 the winners were: Agnieszka Kuciak (Best Writer for *The Adventures of Murmurando the Cat*, Prószyński i S-ka), Barbara Kosmowska (Best Writer for *The Gilded Fish*, Stentor), Weronika Naszarkowska-Multanowska (Best Illustrator for *The Cat – An Essay by an Eight-Year-Old Girl dated 1938*, Muzeum Literatury), Grażka Lange (Best Illustrator for *The World is Strange*, Dwie Siostry), Café Szafé (Best Promoter of Children’s Literature). ibby.pl

Cogito – Founded in 2008 by Polish Radio and Polish Television for the author of the best literary work published within the last year (only first editions, in Polish). Andrzej Bieńkowski, Andrzej Mandalian, Piotr Matywiecki, Francesca Michalska, Małgorzata Szejnert, Olga Tokarczuk and Andrzej Zagajewski were nominated this year. At 150,000 zlotys, it is Poland’s biggest literary award.

nagrody-mediow-publicznych.pl

Readership

The number of book readers has remained at a stable level for many years, except in the early 1990s, when some previously unknown American bestsellers appeared on the market. At present, 50 per cent of Poles read at least one book per annum.

Readership

Year	% of readers	% of buyers
2002	56	37
2004	58	40
2006	50	33

National Library

WHAT SORT OF BOOKS DO POLES BUY MOST?

Category	% of buyers
Encyclopaedias, dictionaries, guides	29
Textbooks and “require readings”	15
Professional and specialist literature	15
Youth literature and children’s books	14
Romance	14
Action and crime novels, thrillers	14
Religious books	9
Non-fiction (letters and memoirs, biographies)	8
Science fiction, fantasy	5
Essays and commentaries	3
Spirituality, horoscopes, esoteric	2

National Library

POLISH READING PREFERENCES

Category	% of readers
Action and crime novels, thrillers	20
Textbooks and “require readings”	20
Romance	15
Encyclopaedias, dictionaries, guides	14
Professional and specialist literature	12
Non-fiction (letters and memoirs, biographies)	11
Youth literature and children’s books	10
SF, fantasy	8
Religious books	8
Essays, “commentaries”	3
Spirituality, horoscopes, esoteric	1

National Library

Libraries

There are 8,489 public libraries in Poland. Although their total number has been decreasing since the beginning of the 1990s. Lately, from 2004, the number of readers also has been decreasing.

Poland’s higher education institutions have developed a network of computerized libraries. Not long from now over a dozen “virtual” libraries will be in operation in Poland, using the Polish dLibra programming system.

Public library readers per 1,000 of the population

2003	2004	2005	2006	2007
198	197	192	184	178

The Book Institute

The Book Institute is a national institution established by the Polish Ministry of Culture. It has been up and 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:

- popularising 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 Translation ©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, organises meetings and seminars for foreign publishers and translators of Polish literature.

Selected Book Institute programmes:

"Kolegium Tłumaczy" Translators' Programme

Based in Kraków, 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 from 2005 were Henryk Bereska, Anders Bodegård, Albrecht Lempp and Ksenia Starosielska.

Four Seasons Book Festival

The Book Institute organises an annual international literary festival, which takes place in several cities simultaneously. It is divided into four parts:

- POETRY SEASON (February);
- POPLIT Popular Literature Festival (April): Science Fiction, fantasy, horror, children's and youth literature, cartoons;
- PROSE SEASON (October): contemporary Polish and world literature;
- FESTIVAL OF CRIME (November): crime novels and thrillers.

©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 Book Institute.

In the period from 1999 to mid-2007, the ©POLAND Translation Programme has provided **604 grants worth a total of 5,436,240 zlotys (approx € 1 million), for translations into 36 different languages. The average grant was worth 8,200 zlotys (approx € 2,000).**

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

The Programme may cover:

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

To apply for these grants, foreign publishers need to present five copies 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 1 translation in book form before making an application;
- His/her proposed work must be the first translation of the book into 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 Book Institute as follows:

Instytut Książki (The Book Institute)

ul. Szczepańska 1

PL 31-011 Kraków

E-mail: j.czudec@bookinstitute.pl

Tel: (+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 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. About 40 per cent 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"

www.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.

Portal 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. A year's subscription fee amounts 915 zlotys.