

THE
POLISH
BOOK
MARKET



THE MARKET

There are more than 31,000 publishers registered in Poland, though not more than 2000-2500 of them are active.

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 (€ 222,000), and approximately 160 achieved turnover exceeding 2 million zlotys (€ 444,000) in 2011. 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 2011 (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>	39	2,110	468.9	77.9
MEDIUM-SIZED PUBLISHERS <i>annual income from € 200,000 to € 4 million</i>	~ 240	545	121.1	20.1
SMALL PUBLISHERS <i>annual income < € 200,000, publishing at least two titles pa</i>	~1,500	50	11.1	1.8
IRREGULAR PUBLISHERS <i>producing occasional publications</i>	~4,000	5	1.1	0.2

Rynek książki w Polsce 2012 by Biblioteka Analiz Sp. z o.o.

In 2011 the value of the Polish book market totalled 2.71 bn zloty (658 mln Euros) in wholesale prices (at which publishers sell books to their distributors). In 2011 the value of this market fell by 7.8 per cent compared with the previous year, when it totalled 2.94 bn zloty.

The market fall in Poland is part of the global trend of declining interest in printed publications.

THE POLISH BOOK MARKET

	2007	2008	2009	2010	2011
INCOME FROM BOOK SALES AT PUBLISHERS' MARKET PRICES (in zloty mln)	2,600	2,910	2,860	2,940	2,710
PERCENTAGE GROWTH	9%	12%	-2%	3%	-8%
INCOME IN € MLN	688	829	662	735	658

Rynek książki w Polsce 2012 by Biblioteka Analiz Sp. z o.o.

Other identified reasons for the drop in the Polish book market in 2011 include first and foremost the introduction on 1 January 2011 of a 5 per cent VAT, when books were formerly zero-rated. This caused a rise of up to 10 per cent in the retail price of books, and in the case of textbooks it rose by as much as 15-20 per cent.

A new occurrence on the Polish market is the entry into the publishing sector of large distributors. For example, a company called Firma Księgarska Jacek Olesiejuk has established a separate publishing house, Olesiejuk Sp. z o.o., which has recorded dynamic annual growth, and in 2011 achieved an income from book sales totalling 66.3 million zloty.

BOOK PRODUCTION

YEAR	2007	2008	2009	2010	2011
PUBLISHED TITLES*	21,810	21,740	22,460	24,380	24,920
FIRST EDITIONS	13,260	13,280	13,310	13,430	12,180
PRINT-RUNS (in millions of copies)	146.4	145.7	144.4	139.2	122.4
PRINT-RUNS (in number of copies)	6,713	6,702	6,429	5,710	4,912

*Includes only the titles sold commercially.

Rynek książki w Polsce 2012 by Biblioteka Analiz Sp. z o.o.

In 2011 the number of new titles fell compared with the previous year, and the average print run also fell to 4,921 copies, i.e. 5 per cent less than in 2010. The total print run of books published in 2011 was 122.4 million copies, 14 per cent lower than the year before.

BELLES-LETTRES, ANNUAL AVERAGES

	2008		2009		2010		2011	
	Adult	Children's	Adult	Children's	Adult	Children's	Adult	Children's
PUBLISHED TITLES	4,316	1,262	4,185	1,699	4,708	1,482	5,089	1,890
NUMBER OF COPIES	19,107	8,162	15,621	9,249	20,280	7,515	22,275	9,854
AVERAGE PRINT-RUN	4,427	6,467	3,756	5,443	4,307	5,070	4,377	5,214

Polish Publishing in Figures, National Library

BELLES-LETTRES, NUMBER OF TITLES

	2008		2009		2010		2011	
	Adult	Children's	Adult	Children's	Adult	Children's	Adult	Children's
FIRST EDITIONS	3,679	1,144	3,532	1,226	3,886	1,034	4,354	1,529
RE-EDITIONS	637	118	653	473	822	448	735	361

Polish Publishing in Figures, National Library

ORIGINAL BOOKS AND TRANSLATIONS (total)

	2008		2009		2010		2011	
	Original	Translated	Original	Translated	Original	Translated	Original	Translated
PUBLISHED TITLES	21,005	7,243	20,149	7,979	20,095	7,245	21,268	8,094

Polish Publishing in Figures, National Library

ORIGINAL BOOKS AND TRANSLATIONS (belles-lettres for adults)

	2008		2009		2010		2011	
	Original	Translated	Original	Translated	Original	Translated	Original	Translated
PUBLISHED TITLES	2,915	3,020	2,972	2,912	2,482	2,206	2,626	2,444

Polish Publishing in Figures, National Library

INCOME FROM BOOK SALES BY CATEGORY (%)

	2007	2008	2009	2010	2011
MAINSTREAM LITERATURE	18.9	17.9	14.9	15.0	13.1
CHILDREN'S BOOKS	8.2	8.4	7.9	7.5	5.9
SCHOOL SET BOOKS	2.5	2.4	2.3	2.2	2.2
SCHOOL TEXTBOOKS	24.9	23.9	27.1	27.5	30.1
ACADEMIC AND PROFESSIONAL BOOKS	26.7	29.7	32.9	33.3	36.3
ILLUSTRATED BOOKS	7.0	6.5	5.4	5.1	4.3
RELIGIOUS BOOKS	6.4	6.0	5.6	5.8	4.6
OTHER <i>(including musical scores and maps)</i>	5.4	5.2	4.0	3.6	3.5

Rynek książki w Polsce 2012 by Biblioteka Analiz Sp. z o.o.

NUMBER OF COPIES SOLD

	2007	2008	2009	2010	2011
NUMBER OF COPIES SOLD <i>(in millions of copies)</i>	140.4	147.1	143.6	139.8	119.3

Rynek książki w Polsce 2012 by Biblioteka Analiz Sp. z o.o.

POLAND'S BIGGEST BOOK PUBLISHERS, 2011

PUBLISHER	INCOME FROM BOOK SALES IN 2011 (in zloty mln)	INCOME FROM BOOK SALES IN 2010 (in zloty mln)
1 WYDAWNICTWA SZKOLNE I PEDAGOGICZNE <i>wsip.com.pl</i>	226.6	225.0
2 NOWA ERA <i>nowaera.pl</i>	198.0	183.0
3 WOLTERS KLUWER POLSKA <i>wolterskluwer.pl</i>	181.3	186.2
4 GRUPA PWN <i>pwn.pl</i>	130.7	153.9
5 WELTBILD POLSKA <i>weltbild.pl</i>	112.0	115.4
6 GRUPA EDUKACYJNA MAC <i>mac.pl</i>	100.7	96.8
7 PEARSON CENTRAL EUROPE <i>pearson.pl</i>	93.3	86.1
8 READER'S DIGEST <i>digest.com.pl</i>	82.7	107.9
9 WIEDZA I PRAKTYKA <i>wip.pl</i>	68.7	75.4
10 WYDAWNICTWO OLESIEJUK <i>olesiejuk.pl</i>	66.3	59.0

Rynek książki w Polsce 2012 by Biblioteka Analiz Sp. z o.o.

The year 2011 was difficult for the publishing sector and brought a notable drop in income which affected the leading firms as well as the smaller ones, which had been growing dynamically in the years preceding.

In 2011 the market share of the five biggest publishers (WSiP, Nowa Era, Wolters Kluwer Polska, Grupa PWN and Weltbild Polska) totalled 31.3 per cent.

The number of people employed in publishing in 2011 totalled 5,960, which was 3 per cent lower than in the previous year.

The year 2011 was also a period in which many publishers evidently widened 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 1 per cent of the market, it is plain to see that publishers have recognised it as necessary and realistic in the long-term.

The issue of internet piracy remains a tricky problem, including the activities of services such as *chomikuj.pl* and ways of combating this procedure.

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, the average price of a book rose by over 10 per cent, in other words more than the rate of VAT, to 37.80 zloty, and the rise in the price of new titles was even higher.

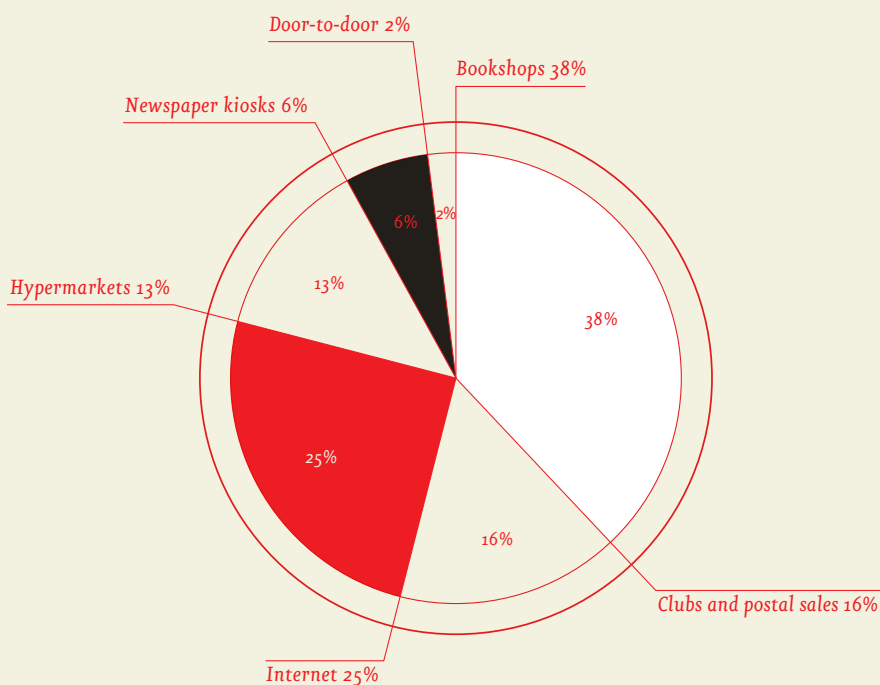
RETAIL PRICE	2007	2008	2009	2010	2011
ZLOTYS	30.5	31.9	32.5	34.3	37.8
€	8.06	9.11	7.52	8.57	8.4

Rynek książki w Polsce 2012 by Biblioteka Analiz Sp. z o.o.

DISTRIBUTION

Wholesalers have a large, almost 50 per cent share of the market. In 2011 the sales fell by 4.7 per cent. The total number of wholesalers is decreasing, and after a number of major bankruptcies, approximately 230 firms are still active on the market. In Poland there are few sales networks that function nationwide – Azymut, FK Jacek Olesiejuk, Platon and Wikr.

DISTRIBUTION MARKET SHARE, 2010



BOOKSHOPS

In 2011 there were over 2000 bookshops in operation in Poland. 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).

MAIN BOOKSELLING CHAINS

EMPIK / empik.com

Poland's largest bookselling chain, consisting of more than 182 shops in the biggest cities. It offers about 55,000 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 and Empik.com achieved a total income of 462 million zlotys for sale of books. In 2011, the capital group in which Empik operates acquired the on-line bookstore Gandalf.com.pl and publishing houses Buchmann, Wilga and W.A.B., as well as Virtualo, a distributor of electronic publications.

MATRAS / matras.pl

This chain is involved in wholesale as well as retail sales. It owns 133 bookshops in 89 cities throughout the country. In 2011 company launched its on-line bookstore which achieved a total income of 1.8 mln zloty.

DOM KSIĄŻKI / domksiazki.pl, dom-ksiazki.pl, domksiazki.bialystok.pl, domksiazki-gdansk.osdw.pl, domksiazki.katowice.pl

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 120 bookshops with a total turnover comparable to that of Matras.

KSIAŻNICA POLSKA / ksiaznica.pl

This firm operates mainly in north-eastern Poland where it runs retail operations and owns 26 bookshops in 18 cities – Olsztyn, Gdańsk as well as Warszawa, Lublin, Poznań and many others. It also runs a partnership programme aimed at individual bookshops, thanks to which they gain better terms of trade and security for deliveries.

NOVA DUO / nova.rzeszow.pl

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

HDS / hds.pl

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

THE INTERNET

In 2012 there were 550 e-shops in operation selling books and multimedia items. More than 74 per cent of households now have access to the Internet, and 83 per cent of Poles can access mobile Internet, as a result of which Internet sales are growing. Internet book sales remained at the same level as the previous year.

MERLIN.PL

For many years the largest Internet bookshop in Poland has been Merlin.pl with a turnover of 150 million zlotys in sales of books, films and multimedia, a rise of over 30 per cent compared with the previous year (approx. 90 million zlotys from books).

EMPIK.COM

Empik offers a wide range of books (175,000 titles) and other products at its chain of stores, which in 2011 achieved a total income of 146 mln zloty for sales of books, films and multimedia.

GANDALF.COM.PL

Since 2011 Gandalf has been part of the Empik Digital & Publishing Group. It is the leader in Internet sales of textbooks with an income of 24.6 mln zloty, a rise of over 20 per cent compared with the previous year.

ALLEGRO.PL

The biggest auction website in Poland, on which 5 million books were sold in 2011, 20 per cent more than in the previous year.

INTERNET BOOKSHOPS OFFERING MAIL-ORDER SERVICES ABROAD

- merlin.pl
- empik.com
- wysylkowa.pl
- inbook.pl
- gandalf.com.pl

E-BOOKS

The Polish market for e-books is still at the construction phase, although 2011 was a breakthrough year for the development of this market. Previously the PDF format had been prevalent, but now the basic format is EPUB, and also MOBI, which is dedicated to e-books and Kindle readers produced by Amazon. At present the technical preparation of files for sale is usually done by the sellers of electronic content, in other words shops such as: Nexto.pl, Virtualo (which belongs to the Empik group), Woblink (part of the Znak group), Legimi, eLibri and Bezkartek.pl.

The largest number of MOBI-format e-books are offered by: Wydawnictwo Literackie, W.A.B., Drzewo Babel and Grupa Helion, which has set up its

own platform, eBookpoint.pl, while Virtualo offers 300 top titles in Amazon format in its range. The following firms also offer their own files in Amazon format: Albatros, Czarna Owca, Czarne, Insignis, Fabryka Słów, G+J Książki, Nasza Księgarnia, Noir sur Blanc, Świat Książki, and Zysk and S-ka.

The e-reader market in Poland is estimated at about 100,000 items. The most popular brand, with about 50 per cent of the market share, are Kindle e-readers. In second place are those made by Onyx. Other makes to enjoy some popularity in Poland are Pocketbook and Iriver, and some Polish customers also privately import e-readers that are not sold in Poland, such as Sony, Kobo and Nook.

The number of tablets sold has also grown dynamically. Reading on a mobile phone is far less popular, although every fifth Polish Internet-user has a smartphone. As well as foreign apps, they can also use Polish ones produced by firms such as Woblink, Nexto, and Virtualo, all of which are linked to bookshops where the e-books can be bought directly.

It is estimated that in 2011 sales of classic e-books ended with a sum of 9-11 mln zloty.

AUDIOBOOKS

In 2011 the range of audiobooks on offer grew significantly, by 17 per cent. After gradually increasing in the preceding years, in 2011 the average price of an audiobook was 30 zlotys. The rise in the price of audiobooks is regarded as one of the reasons for the development of internet piracy and the dominant position of the chomikuj.pl service as a distributor of audiobooks files.

There has been a distinct growth in the market share of MP3 files, bought through the internet e-stores Audioteka.pl, Nexto.pl, Virtualo.pl and Audiobook.pl, also from Merlin and Empik.com.

The rate of VAT continues to be a problem. Since the start of 2011, at 23 per cent it is far higher than on printed books.

AUDIOBOOK MARKET

YEAR	2007	2008	2009	2010	2011
VALUE OF SALES (in zloty mln)	10.1	16.8	19.9	21.7	23.1
NUMBER OF TITLES ON OFFER	400	1,100	1,420	1,680	1,960
NUMBER OF AUDIOBOOK PUBLISHERS	23	31	43	55	72
PERCENTAGE GROWTH (in number of titles)	233%	175%	29%	18%	17%

TOP 10 LITERARY PUBLISHERS

ALBATROS (120 new 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, Tom Clancy and many others.

CZARNE / czarne.com.pl (47 new titles)

Founded in 1996, Czarne publishes contemporary Polish and central European fiction, essays and reportage. Its authors include: Jacek Hugo-Bader, Wojciech Tochman, Andrzej Stasiuk, Krzysztof Varga, Maciej Zaremba, Mariusz Szczygieł.

MUZA / muza.com.pl (101 new titles)

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

PRÓSZYŃSKI MEDIA / proszynski.pl (176 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, non-fiction and crime writers.

REBIS / rebis.com.pl (134 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.

W.A.B. / wab.com.pl (100 new titles)

Although its list includes many well-known foreign authors, it mainly publishes Polish writers (Joanna Bator, Jacek Dehnel, Mariusz Czuba). It has promoted most of the newer names in Polish literature. It has sold the foreign translation rights to more than 300 books since 2000, as well as the Polish rights for dozens of stage and screen adaptations. In 2011 W.A.B. was acquired by Empik.

WELTBILD/ŚWIAT KSIĄŻKI / swiatksiazki.pl (106 new titles)

This company owned the biggest mail-order book club (500,000 members) as well as a chain of 40 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 (formerly part of the Bertelsmann Group) was acquired by Weltbild.

WYDAWNICTWO LITERACKIE / wydawnictwoliterackie.pl (107 new titles)

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 – Jacek Dukaj, Katarzyna Grochola, Dorota Terakowska, Olga Tokarczuk, Ignacy Karpowicz. As well as serious literature it also publishes thrillers, crime novels and women’s romantic fiction.

ZNAK / znak.com.pl (191 new titles)

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, Józef Tischner, Paweł Huelle, Leszek Kołakowski and Małgorzata Szejnert.

ZYSK I S-KA / zysk.com.pl (166 new 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.

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 (1,019 translations of whole books and 77 stories in anthologies), Ryszard Kapuściński (365), Witold Gombrowicz (360 and 43 respectively), Czesław Miłosz (303 and 118 respectively), Sławomir Mrożek (239 and 67 respectively), Andrzej Sapkowski (200), Wisława Szymborska (195 and 146 respectively), Janusz Korczak (146 and 24 respectively), Zbigniew Herbert (144 and 100 respectively), Tadeusz Różewicz (139 and 167 respectively), Jarosław Iwaszkiewicz (124 and 154 respectively), Bruno Schulz (109 and 32 respectively), Jerzy Andrzejewski (101 and 38 respectively), Andrzej Szczypiorski (98 and 9 respectively), Andrzej Stasiuk (93 books and 29 stories in anthologies), Olga Tokarczuk (89 and 17 respectively), Tadeusz Konwicki (84 whole books and 8 stories in anthologies), and Hanna Krall (72 and 13 stories in anthologies). The satirical crime novels of Joanna Chmielewska (449 books) are extremely popular in Russia, where they achieve high sales figures.

Translations from classic Polish literature include the works of Henryk Sienkiewicz (783 whole books and 58 stories in anthologies), Adam Mickiewicz (152 and 146 respectively), Bolesław Prus (141 and 34 respectively), Władysław Reymont (91 and 36 respectively), Józef Ignacy Kraszewski (89 and 28 respectively), and Stanisław Witkiewicz (85 and 36 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), Wisława Szymborska (43), Stanisław Lem (42), Zbigniew Herbert (40), Sławomir Mrożek (38), Jarosław Iwaszkiewicz (38), Ryszard Kapuściński (36), Witold Gombrowicz (35), Janusz Korczak (34), Bruno Schulz (33), the Polish pope Karol Wojtyła (30) and Jerzy Andrzejewski (29), Olga Tokarczuk (28), Tadeusz Konwicki (25), Andrzej Stasiuk (25), Andrzej Szczypiorski (23), Paweł Huelle (20) and Antoni Libera (20).

In the period from 2000 to 2011 the largest number of translations of Polish literature were into Russian (1289), German (992) and French (557), followed by English (474), Czech (374), Spanish (349), Italian (322), Lithuanian (275), Hungarian (251) and Serbian (215).

FOREIGN LITERATURE

IN POLAND

Foreign publications account for a very large share of the market. In 2011, of a total of 31,515 published titles (including titles sold commercially and not for sale publications) translated books accounted for more than 26 per cent (8,094).

TRANSLATIONS PUBLISHED IN 2011

ORIGINAL LANGUAGE	TITLES	INCLUDING BELLES-LETTRES FOR ADULTS
ENGLISH	4,271	1,511
GERMAN	680	125
FRENCH	514	119
ITALIAN	314	42
SPANISH	193	65
RUSSIAN	156	60
SWEDISH	131	131

Polish Publishing in Figures, National Library

BOOK FAIRS

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

In 2012 this book fair, organised by a group of publishers and the exhibition firm Murator Expo, was held in May. Its third edition brought together 500 exhibitors from Poland and 19 other countries, and attracted almost 40,000 visitors. Despite the fact that the Warsaw Book Fair was only held for the third time this year, Warsaw has a long tradition of book fairs, fifty-five of which were held there from 1956 to 2010 as the International Book Fair in Warsaw.

BOOK FAIR IN CRACOW / targi.krakow.pl

This fair has now been held annually 15 times and has become an important fixture for all Poland's major publishers. 539 exhibitors from all over Poland took part in the 2011 event, which attracted more than 35,000 visitors.

BESTSELLERS OF 2011

FICTION

TITLE	AUTHOR	PUBLISHER
1. THE PRAGUE CEMETERY	Umberto Eco	Noir sur Blanc
2. A GAME OF THRONES	George R.R. Martin	Zysk i S-ka
3. THE GIRL WITH THE DRAGON TATTOO	Stieg Larsson	Czarna Owca
4. THE GIRL WHO PLAYED WITH FIRE	Stieg Larsson	Czarna Owca
5. THE GIRL WHO KICKED THE HORNET'S NEST	Stieg Larsson	Czarna Owca
6. ALEPH	Paulo Coelho	Drzewo Babel
7. CONCERTO TO THE MEMORY OF AN ANGEL	Eric-Emmanuel Schmitt	Znak
8. THE HIDDEN CHILD	Camilla Läckberg	Czarna Owca
9. CUKIERNIA POD AMOREM ("THE PATISSERIE AT THE SIGN OF EROS")	Małgorzata Gutowska-Adamczyk	Nasza Księgarnia
10. THE DROWNING	Camilla Läckberg	Czarna Owca

Gazeta Wyborcza

NON-FICTION

TITLE	AUTHOR	PUBLISHER
1. MARZENIA I TAJEMNICE ("DREAMS AND SECRETS")	Danuta Wałęsa	Wydawnictwo Literackie
2. KAŻDY SZCZYT MA SWÓJ CZUBASZEK ("EVERY PEAK HAS ITS TOP")	Artur Andrus and Maria Czubaszek	Prószyński i S-ka
3. BÓG, KASA I ROCK 'N' ROLL (GOD, MONEY AND ROCK 'N' ROLL")	Szymon Hołownia and Marcin Prokop	Znak
4. PODRÓŻE MAŁE I DUŻE, CZYLI JAK ZOSTALIŚMY ŚWIATOWCAMI ("JOURNEYS BIG AND SMALL, OR HOW WE BECAME MEN OF THE WORLD")	Wojciech Mann and Krzysztof Materna	Znak
5. STEVE JOBS	Walter Isaacson	Insignis
6. EAT, PRAY, LOVE	Elizabeth Gilbert	Rebis
7. PODRÓŻNIK WC ("WC THE TRAVELLER")	Wojciech Cejrowski	Bernardinum
8. MAKATKA ("TAPESTRY")	Katarzyna Grochola and Dorota Szelaągowska	Wydawnictwo Literackie
9. VILLAS. NIC PRZECIEŻ NIE MAM DO UKRYCIA ("VILLAS. I HAVE NOTHING TO HIDE")	Iza Michalewicz and Jerzy Danilewicz	Świat Książki
10. ZŁOTE ŻNIWA ("GOLDEN HARVESTS")	Jan Tomasz Gross and Irena Grudzińska-Gross	Znak

Gazeta Wyborcza

BOOKS FOR CHILDREN AND YOUNG PEOPLE

TITLE	AUTHOR	PUBLISHER
1. <i>THE MIDNIGHT PALACE</i>	Carlos Ruiz Zafón	Muza
2. <i>INHERITANCE</i>	Christopher Paolini	Mag
3. <i>THE WATCHER IN THE SHADOWS</i>	Carlos Ruiz Zafón	Muza
4. <i>POCZYTAJ MI, MAMO. KSIĘGA PIERWSZA</i> (“READ TO ME, MUM. FIRST VOLUME”)		Nasza Księgarnia
5. <i>BREAKING DAWN</i>	Stephenie Meyer	Wydawnictwo Dolnośląskie
6. <i>HUNTED (HOUSE OF NIGHT, BOOK 5)</i>	P. C. Cast and Kristin Cast	Książnica
7. <i>MONSTER HIGH</i>	Lisi Harrison	Bukowy Las
8. <i>THE PRINCE OF MIST</i>	Carlos Ruiz Zafón	Muza
9. <i>TWILIGHT</i>	Stephenie Meyer	Wydawnictwo Dolnośląskie
10. <i>ANNE OF GREEN GABLES</i>	Lucy Maud Montgomery	Wydawnictwo Literackie

Gazeta Wyborcza

In recent years the following publishers have issued the most bestsellers: Znak, Albatros, Wydawnictwo Literackie, Zysk i S-ka, Czarna Owca, Fabryka Słów, Muza, Rebis, Prószyński i S-ka, Otwarte, Insignis, and Nasza Księgarnia.

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

Nike.org.pl

WINNERS:

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

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 – *BIEGUNY* (“Runners”) by Olga Tokarczuk

2007 – *TRAKTAT O ŁUSKANIU FASOLI* (“A Treatise On Shelling Beans”) 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

2012

FICTION – *WŁOSKIE SZPILKI* (“Italian Pumps”), Magdalena Tulli

POETRY – *REZYDENCJA SURYKATEK* (“Meerkat Residence”), Marta Podgórnik

ESSAY – *OPIS KRAINY GOG* (“A Description of the Land of Gog”), Marian Sworzeń

SPECIAL AWARD – *SPOTKANIE Z ABLEM* (“An Encounter with Abel”), Mieczysław Porębski

2011

FICTION – *OBSOLETKI* (“Stillbirthlets”) 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* (“Poems”) by Andrzej Sosnowski

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 2011 the prize was awarded to Belarusian author Svetlana Alexiyevich for *War's Unwomanly Face* (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. The prize is given to writers under the age of 40, for their entire output to date. The award is worth 7,500 Swiss francs. **Recent winners:** Andrzej Franaszek (2011), Marcin Kurek (2010), Tadeusz Dąbrowski (2009), Jacek Dukaj (2008), Mikołaj Łoziński (2007).

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: Mikołaj Łoziński (2011), Ignacy Karpowicz (2010), Piotr Paziński (2009), Sylwia Chutnik (2008), Michał Witkowski (2007).

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: Maja Lidia Kossakowska for the novel *Grillbar Galaktyka* ("Grillbar Galaxy"), Jakub Ćwiek for the short story *Bajka o trybach i powrotach* ("A Tale About Modes and Returns") (2011), Jacek Dukaj for the novel *Król Bólu i pasikonik* ("The King of Pain and the Grasshopper"), and Anna Kańtoch for the short story *Duchy w maszynach* ("The Ghosts in the Machines") (2010).

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. **In 2011 the winners were:** Joanna Klara Teske for *Pies w Krainie Wędrującej Nocy* ("A Dog in the Land of Wandering Night"), Zofia Beszczyńska for *Jajko księżycy* ("The Moon's Egg"), Iwona Chmielewska for the text and illustrations in *Pamiętnik Blumki* ("Blumka's Diary") with graphic design by Dorota Nowacka, and Agata Dudek for the illustrations in *Wędrując po niebie z Janem Heweliuszem* ("Exploring the Sky with Johannes Hevelius") by Anna Czerwińska-Rydel designed by Małgorzata Frąckiewicz, and also Ewa Świerżewska (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. Conducted every two years, the next round of research is due to take place this year (2012).

READERSHIP

	2002	2004	2006	2008	2010
% OF READERS	56	58	50	38	44
% OF BUYERS	37	40	33	23	no data available

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

POLISH READING PREFERENCES

CATEGORY	% OF BUYERS
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
RELIGIOUS BOOKS	7
NON-FICTION (LETTERS AND MEMOIRS, BIOGRAPHIES)	15
SCIENCE FICTION, FANTASY	10
ESSAYS AND COMMENTARIES	3
SPIRITUALITY, HOROSCOPES, ESOTERIC	1

National Library

LIBRARIES

There are 8,342 public libraries in Poland (2010), though their total number has been decreasing since the early 1990s. Since 2004, the number of library users has also been decreasing.

In the past few years several programmes have been established that aim to improve the situation for public libraries, especially in small towns and in villages. These are described below.

Since 2009, on the initiative of the Ministry of Culture 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 programme is aimed at public libraries in rural communities, villages and towns of up to 15,000 inhabitants and is run by the Book Institute.

Since 2009 a Library Development Programme has been in operation which aims to strengthen the potential of public libraries in small places by supplying them with IT equipment, training for librarians, an improved library environment and promotion. The financing is coming from a grant given to the Polish-American Freedom Foundation (PAFF) by the Bill and Melinda Gates Foundation. The programme is being run by the Foundation for the Development of an Information Society, established by the PAFF.

The Ministry of Culture, the Ministry of Administration and Digitalisation, the Foundation for the Development of an Information Society and Orange Polska have developed a programme giving a free access to the Internet for all community public libraries.

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

2006	2007	2008	2009	2010
184	176	171	172	170

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 aims 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 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”.

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 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 since 2005 have been Henryk Bereska, Anders Bodegård, Albrecht Lempp, Ksenia Starsielska, Biserka Rajčić, Pietro Marchesani, Vlasta Dvořáčková and Yi Lijun.

©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.

Since 1999, the ©POLAND Translation Programme has provided 1,626 grants worth a total of over 13,000,000 zlotys (approx. € 3.2 million), for translations into 45 different languages. The average grant was worth 10,500 zlotys (approx. € 2,600).

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 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 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 Book Institute as follows:

**INSTYTUT KSIĄŻKI
(The Book Institute)**

ul. Szczepańska 1

PL 31-011 Kraków

E-mail: e.wojciechowska@bookinstitute.pl

Phone: +48 12 426 79 12, +48 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, 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 150 contemporary Polish authors and information on more than 900 titles, including extracts, critical comment and publishers' contact details. Everything you need to know about Polish books, in Polish, English, German, Hebrew and Russian.

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, 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 180 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.

