



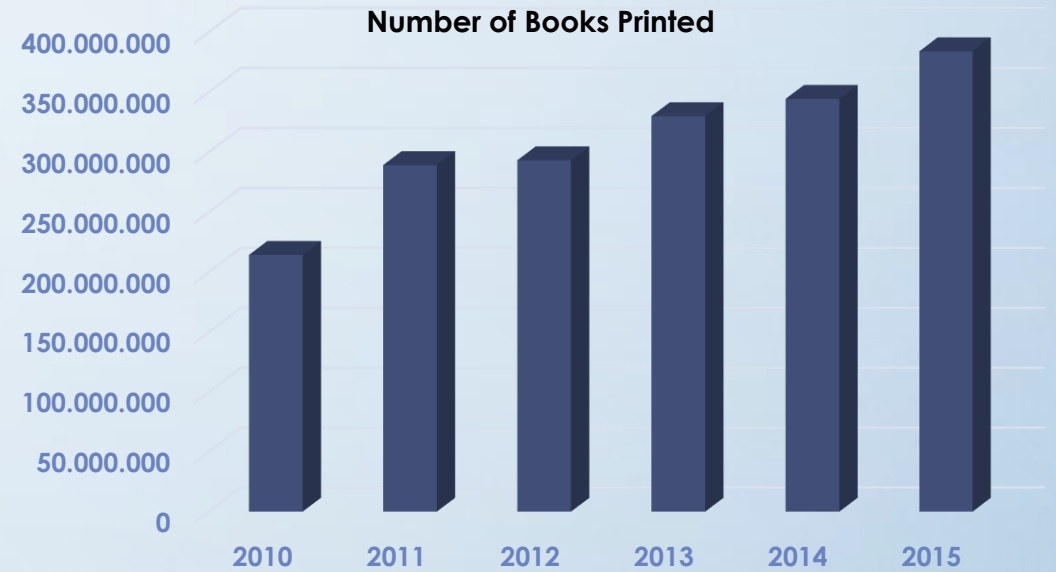
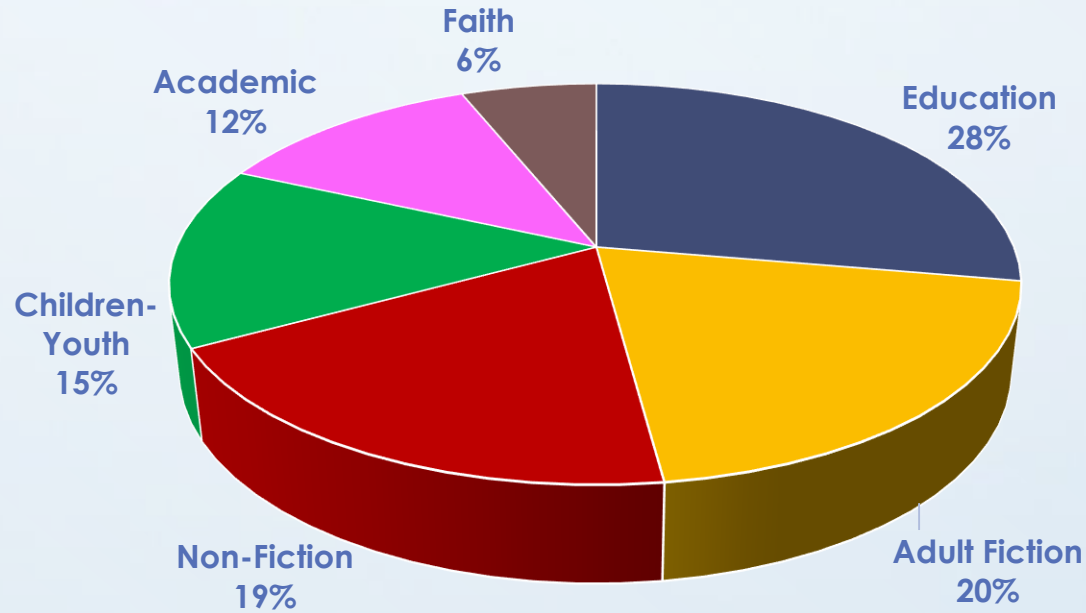
**MELCOM 2016**

**Market Situation - TURKEY**

# Turkish Publishing Sector in 2015

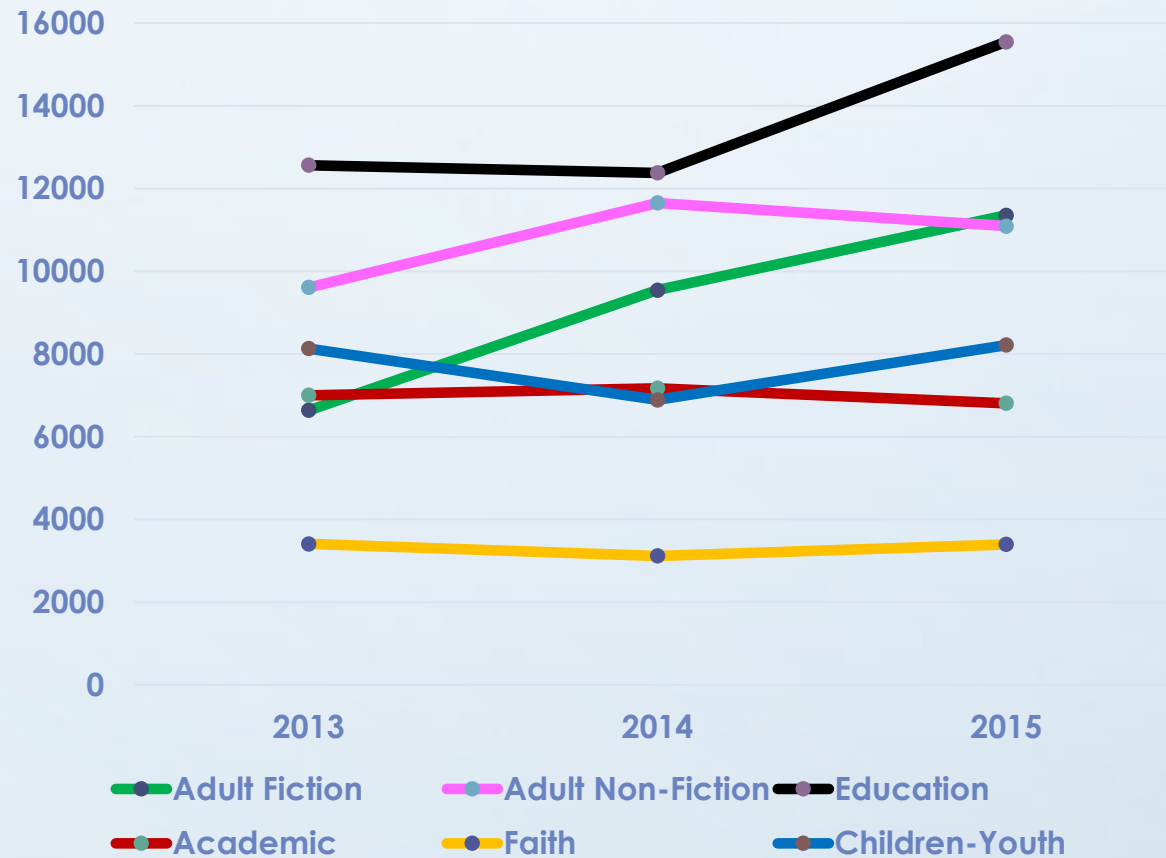
- ❑ The publishing industry grew by 11% in 2015
- ❑ 49.000 titles published, 384 million books printed (all-time high)
- ❑ There are currently about 2000 publishers
- ❑ 92% of books printed by private publishers

# Turkish Publishing Sector in 2015



# Turkish Publishing Sector in 2015

## Published Books by Subject



## E-Books



# Overview of the Market Structure

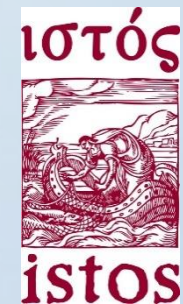
## PUBLISHERS

### 1. Ideological

- Ultrationalist / Kemalist
- Islamist / Conservative
- Leftist
- Kurdish

### 2. Non-Muslim Minority Publishers

- Gözlem (Jews)
- Aras (Armenians)
- Istos (Greeks)
- GDK (Assyrians)



# Overview of the Market Structure

## 3. Mainstream Publishers



## 4. Art / Museum Titles Publishers



# Overview of the Market Structure

## 5. Governmental Publications

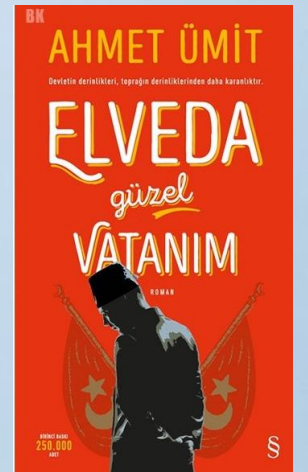
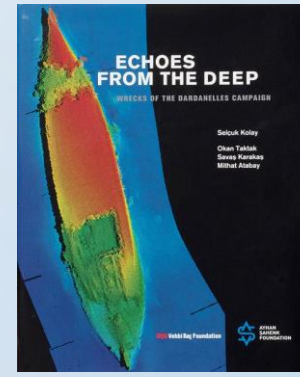
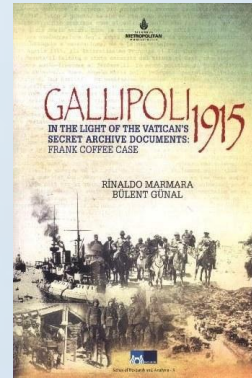
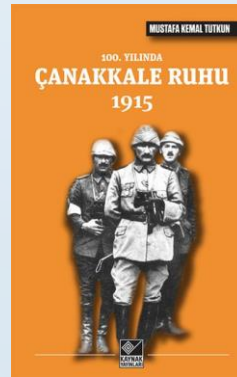
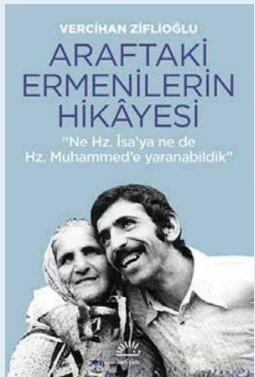


## 6. Self-Publishing Houses



# Highlights of 2015

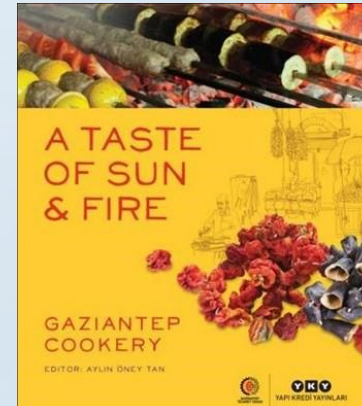
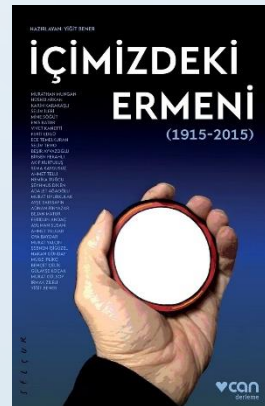
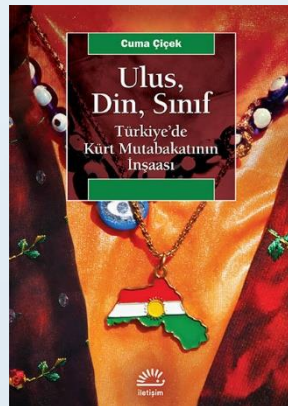
- ❑ Centenary of the Dardanelles War – we have catalogued 51 titles in 2014-2016.
- ❑ Centenary of the Armenian Genocide – we have catalogued 83 publications in 2015 versus 46 in 2014.
- ❑ Ahmet Ümit's new bestselling novel *Elveda Güzel Vatanım* appeared in November 2015. 300.000 copies sold.





# Most Popular Non-Fiction Subjects

- ❑ Ethnic Groups (mainly Kurds)
- ❑ Minorities
- ❑ Popular Ottoman History books
- ❑ Food culture
- ❑ Popular books on current politics



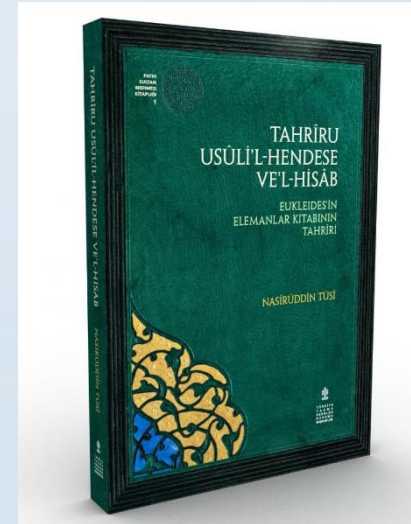
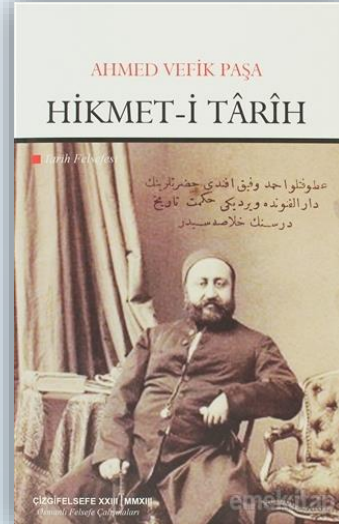
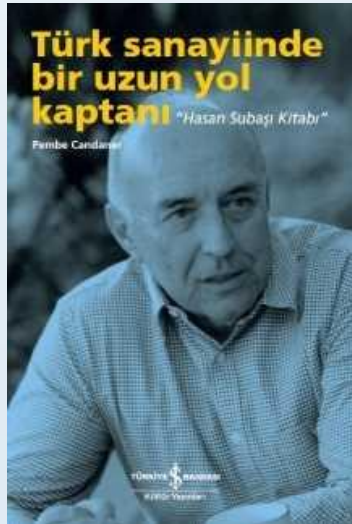
# New Trends

- Effects of popular TV series such as **Muhteşem Yüzyıl** and **Aşk-ı Memnu** (novel first published in 1923)
  - Increase in number of popular books on Ottoman history
  - Multiple publishers published multiple new editions of the *Aşk-ı Memnu* novel of Halid Ziya Uşaklıgil (1866-1945)
  - More novels of the same author have been published.



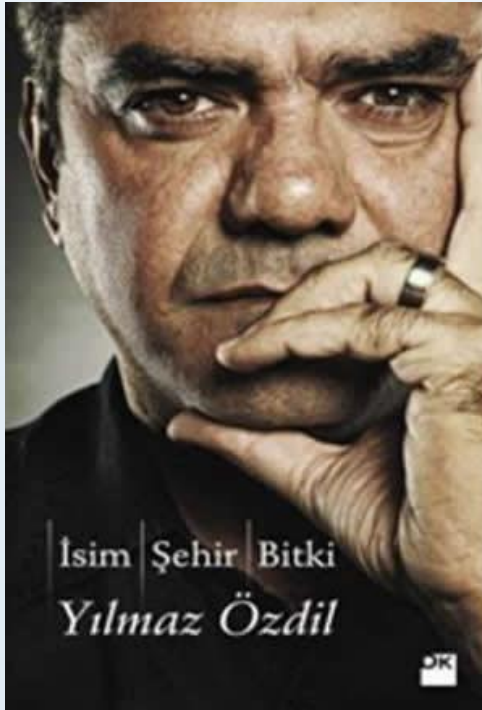
# New Trends

- ❑ Increase in number of autobiographical interviews (*nehir söyleşi*) = authorized biographies
- ❑ Critical editions and transliteration of Ottoman Turkish classics with Arabic script. Specially novels and Divans
- ❑ Transliteration, critical edition and facsimiles of Ottoman printed and manuscript works by the Turkish Manuscript Works Institution (Türkiye Yazma Eserler Kurumu)



# New Trends

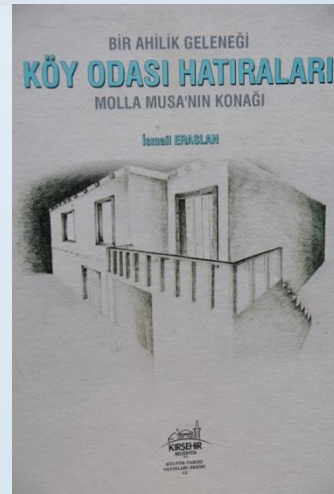
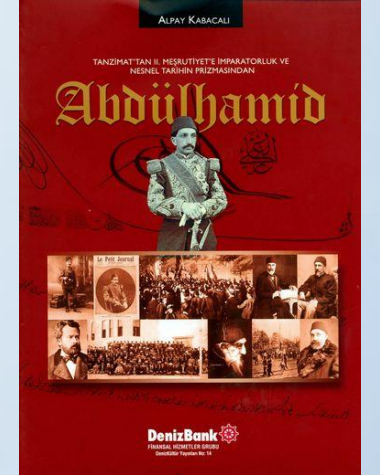
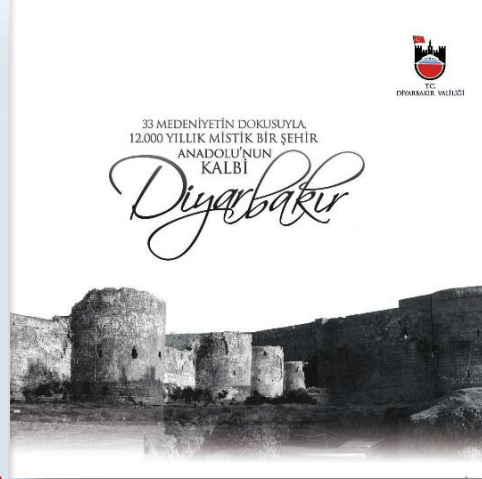
- ❑ Increase in number of new publishing houses
- ❑ More and more compilations of daily articles by popular columnists are published in book format.



# Commercially Non-Available Publications

## □ Publishers

- Government agencies
- Municipalities (1397)
- Provinces (81)
- Culture and Tourism Directorates of Provinces (81)
- Publishers of dissertations
- Universities
- NGO's
- Private people
- Private companies and banks



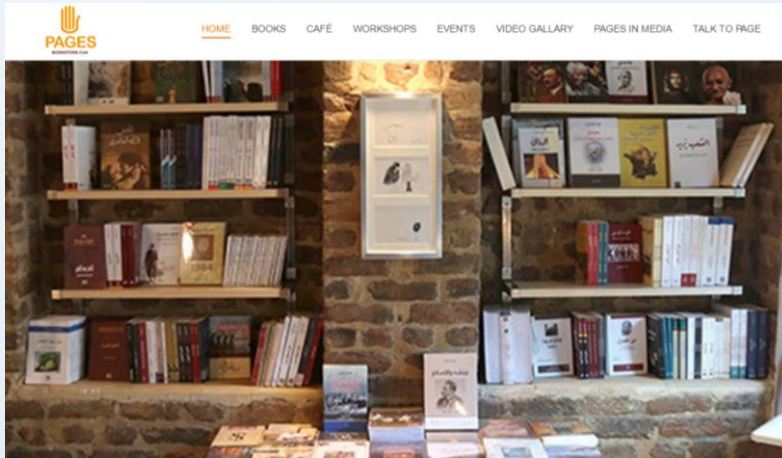
# Commercially Non-Available Publications

## □ Type of publications

- Festrict
- Congresses, symposium papers
- Food culture
- Local archaeology
- Local history
- Local folklore
- Local music
- Local linguistics
- Exhibition catalogs
- Biographies of local celebrities
- Local cultural heritage inventories (Kültür varlıkları)
- Transcription of demographic /archival registers

# Expected Developments

- ❑ Publications of more Arabic books and journals.
  - Already two bookstores opened by a Syrian and an Eritrean refugee selling exclusively Arabic books



- ❑ New Turkish journals on literature, history and social studies will appear
- ❑ Increase in number of art titles and exhibition catalogs
- ❑ Book fairs for Arabic language books

# Difficulties in Sourcing and Selecting

- ❑ Short run of books. Specially those published by faculty staff
- ❑ More text books by faculty staff making difficult to differentiate text books from scholarly works
- ❑ No visibility on commercially non-available publications
- ❑ Short run of exhibition catalogs



Thank You

