

TURKEY

Information on the economy and society

Area:	783,562 sq km
Situation:	3% of the land area lies in Europe (Eastern Thrace), 97% in Asia Minor (Anatolia)
Population:	75,176,000 (2012)
Population growth:	1.3% (2012), 1.5% (2011), 1.5% (2010)
Literacy rate:	91%
Gross domestic product:	USD 786.4 billion (2012)
Per capita GDP:	USD 10,504 (2012), USD 10,173 (2011)
GDP growth:	3.7% (2013), 2.2% (2012), 8.8% (2011)
Inflation rate:	6.8% (estimate 2013), 6.5% (2012), 10.5% (2011)
Unemployment:	9.3% (July 2013), 9.2% (2012)
Exports:	USD 152 billion (2012)
Imports:	USD 236 billion (2012)
Demographic structure:	25% of the population is younger than 25; c. 7.4% over 65.
Private Internet connections:	47% (2012)
Cell/smart phone use:	91% (2012)
Primary and secondary school pupils:	13.9 million (academic year 2012-2013)
Students in universities and colleges:	3.5 million

Information on the Turkish book market

New releases in 2012 (number of ISBN issued):	42,626
Number of printed copies (excluding schoolbooks):	239.26 million
Free schoolbooks:	187 million
Number of publishing houses:	1,811
Number of booksellers:	6,000
Number of distributors:	150

Market segments:

Schoolbooks, learning aids:	58%	Academic and specialist books:	3%
General interest titles:	34%	Imported books:	5%

Rights trade

The Turkish government's TEDA project promotes the translation of Turkish books into other languages. To date, almost 800 titles by 366 authors have received such support, above all for translations into German, Bulgarian, French, English and Arabic. www.tedaprojekt.com

On the whole, interest in Turkish authors is growing in Germany. So far, however, only 0.3% of all titles translated into German are taken from Turkish. Turkish publishers purchase many licences from foreign countries, foremost among them being the USA and the UK. German publishers, too, sell licenses in Turkey (173 in 2012).

Copyright protection laws

Existing laws: copyright law (Pirat Yasası), Berne Convention, Universal Copyright Convention

Internet piracy is a significant problem in Turkey. According to a survey by the country's largest Internet provider, TTNT, illegal downloads of videos and copyright protected materials accounts for almost 50% of Turkish users' Internet traffic.

The Turkish publishers' associations and a group of international publishers are working together with the relevant Turkish authorities on measures to prevent the sale of pirated book copies. In the last three years, the police have confiscated almost 24 million illegal copies.

Book fairs

Book fairs are held on an annual basis in all the large Turkish cities. The most important fair takes place in November in Istanbul, being organised jointly by TÜYAP the Turkish Publishers Association. According to the organisers, the fair in November 2013 attracted almost half a million visitors. Some 690 exhibitors took part, coming from 29 countries. These included Germany, whose collective stand was organised by the Frankfurt Book Fair.

Digital media

Almost 50% of households in Turkey have an Internet connection, and 41% of Turks use the Internet on mobile devices. Around a quarter of the users also purchase items online; of these, 15% buy magazines, newspapers and e-books.

The quantity of e-books is still very low in Turkey, with only around 7,000 titles available. Several publishers operate their own online shops. The company idefix.com, which played a pioneering role in online book sales, was recently bought out by Dogan Online (part of Dogan Holding Group which is active in various business areas). Meanwhile, Dogan Online is known to have signed a partnership agreement with Amazon, and market experts expect amazon.com.tr to launch soon.

Türk Telecom also has plans to sell e-books, and it is already working together with a number of publishers. Apple has had a presence in the Turkish market since 2011, and the company is expected to become a big player in the coming years.

Sources:

<http://www.turkstat.gov.tr>

<http://www.auswaertiges-amt.de>

Buch und Buchhandel in Zahlen 2013 (The Book and Book Trade in Numbers 2013), published by the German Publishers & Booksellers Association, Frankfurt am Main, July 2013

Book market study by the Turkish Publishers Association:

<http://turkyaybir.org.tr/publishing-in-turkey/research-statistics/486>