

Publishing Survey for Central and Eastern Europe and Central Asia, 1997
Center for Publishing Development, Open Society Institute, Budapest
Data as at: 1996

	VISEGRAD				BALKANS			BALTICS			EX-YUGO			CIS (non-Central Asia)					CENTRAL ASIA		
	Czech Rep.	Hungary	Poland	Slovakia	Albania	Bulgaria	Romania	Estonia	Latvia	Lithuania	Croatia	Slovenia	Yugoslavia	Armenia	Georgia	Moldova	Russia	Ukraine	Kazakstan	Kyrgyzstan	Mongolia
General																					
population	10.3m	10.5m	38.7m	5.3m	3.2m	8.4m	22.7m	1.5m	2.5m	3.7m	4.8m	2m	10.5m	3.7m	5.4m	4.3m	148m	52.1m	16.5m	4.5m	2.4m
GDP per capita (1995) (\$)	4 340	4 273	3 050	3 019	690	1 543	1 570	2 319	1 954	1 658	3 492	9 352	1 510	358	408	390	2 421	643	2 271	1 228	
Wages																					
monthly salary (\$)	250	280	290	221	100	109	75	185	146	150		920	155	20	20	45	160	80	105	30	30
monthly salary (\$) (source: Economist)	350	328	363	265	60	89 ('96)	145	237	179	172	385	995	123	22	60	33	168	80	91	39	
professor's monthly salary (\$)	475	290	400	194	220	12	125	385	145	160		2 240	336	32	35	51	150	154	200	60	70
translator's fee per author's sheets (\$)	185	95	105	100	120	2	30	80	71	110	10	478	70	100	125	135	145	57	50	120	80
Prices																					
academic book (\$)	5.6	11	6.5	6	3	2	5	7	9	2.5	50	23	17.5	2	6	3	3	4	2	2.5	3.6
newspaper (\$)	0.2	0.25	0.35	0.21	0.3	0.14	0.2	0.4	0.4	0.5	0.6	0.52	0.4	0.15	0.3	0.07	0.25	0.4	0.12	0.7	0.15
tax on books	5%	12%	0%	6%	12.5%	22%	0%	18%	18%	0%		5%	13%	20%	20%	20%	0%	20%	20%	20%	10%
Higher Education																					
no of students	148k	180k	680k	74k	17k	196k	676k		51k	49k	80k	51k	128k	53k	125k	58k	4543k	950k	250k	78k	45k
no of humanities students	34k	60k	130k	31k	4.6k	82k	128k		22k	20k		27k	39k	20k		24k	1600k		45k	42k	15k
no at teachers college	21k	25k			1 059				10.5k	10k		4 663	2 230	8 770	63k	4 510	503k	74k	16k	2 560	
Libraries																					
no. of libraries	6 169	2 000	9 558	10 800	48	3 748	2 883	604	969	1 511	250	60	905	1 289	2 553	1 556	35 000	21 800	7 000	1 002	400
state acquisitions budget (\$)	557 000	294 000		1.45m	40 000			4.9m	760 000	520 000		2.28m		0	0	66 891	3m	0	800 000	0	428
National Book Statistics																					
<i>no of titles published</i>																					
1996	11 000	8 835			670		6 000	2 600	1 456	3 642				250	495		34 500	6 014	1 200	258	162
1995		8 748	12 500	3 431	450		4 800		1 968	3 164		3 194	3 531	250		960	33 623	6 109	1 110	407	112
1994	10 310	9 383	11 200	3 481	365	5 925	3 700	2 291	1 677	2 885		2 906	2 799	260	350	806	30 390	4 752	1 140	328	105
1988	9 558	7 562	9 600 ('85)		233		4 000	1 970		2 028		2 089	6 846	650	1 772	729			2 300	578	
<i>national print run</i>																					
1996	40m	52m			1.01m		36m	8m	5.2m	14.9m			n/a	1.8m	0.74m	1.36m	450m	45m	20.5m	1.37m	1.3m
1995		63m			0.67m		33m		9.5m	14.1m		4m		2.47m		1.33m	446m	68m	13m	1.94m	1.01m
1994		70m	102m		0.73m	43m	48m	8.6m	10.8m	10.6m				1.75m	2.4m	0.84m	562m	52m	18.5m	1.88m	0.91m
1988		108m	246m ('85)		1.8m		18m			25.2m				9.29m	20m	17.2m			33.5m	8.95m	
1995 books per capita	3.9 ('96)	6	2.6 ('94)		0.21	5.1 ('94)	1.6	5.7 ('94)	3.8	3.8		2		0.7	0.4 ('94)	0.3	3	0.9	0.8	0.4	0.4
Publishers																					
no of registered publishers	2857	2200	6900	1520	120	1 500	2500	500	700	700	1785	915	1772	100	250	210	9000	802	218	22	11
no of publishers producing >10 titles		110	100	150	15	200	300	50	78	78	542	275	108	10	6	6	160	180	25	5	4
no of academic publishers		e30			7	20	25		21	21	45		31	7	2	6	35		15	5	1
dependence of leading academic publishers on:																					
state	indep	indep	indep	indep	indep	indep	indep	indep	indep	indep	indep	indep	indep	indep	high		partial	partial	high	high	partial
Soros support	indep	indep	partial	high	partial	partial	partial	partial	partial	partial	partial	partial	partial	indep	partial	high	indep	partial	partial	partial	partial
other donors	indep	indep	partial	high	partial	partial	partial	partial	partial	partial	partial	partial	partial	indep	partial	high	partial	partial	partial	partial	partial
Bookshops																					
no of bookshops	800	2 000	2 766	480		300	700	35	150	150	718	160	344	100	51	670	5 000	1321	200	13	11
of these private	na	99%	90%	100%		27%	6%		99%	33%	2%	100%	8%	60%	2	40%	50%	60%	20%	45%	73%
Academic Book Cost Breakdown																					
paper (%)	30%	25%	12.5%	12%	30%	39%	16%	30%	13%	25%	10%		7%	30%	10%	20%	15%	12%	10%	20%	23%
printing and binding (%)	10%	15%	12.5%	12%	25%	20%	11%	25%	25%	30%	20%		11%	25%	40%	17%	16%	29%	36%	35%	37%
fees & royalties to author (%)	6%	10%	8%	16%	10%	10%	13%	5%	10%	10%	8%		15%	5%	10%	10%	9%	5%	1%	5%	5%
publisher (%)	15%	10%	30%	16%	10%	2%	25%	10%	25%	10%	12%		37%	20%	20%	20%	20%	24%	30%	25%	10%
wholesaler/distributor (%)	1%	20%	10%	10%	10%	15%	15%	10%	10%	6%	20%		10%	10%	-	8%	15%	15%	-6%	10-15%	5%
bookshop (%)	35%	20%	25%	20%	15%	15%	20%	20%	25-30%	19%	30%		20%	10%	20%	25%	25%	15%	17%	5%	20%
State support (books)																					
1. Program name			<i>Books and Journals Dep.</i>	<i>Pro Slovakia</i>			<i>National Culture</i>	<i>Cultural Endowment</i>		<i>Authors & Children</i>		<i>Book Program</i>				<i>Didactic Book</i>	<i>Federal Publishing Support</i>	<i>National Minority</i>	<i>Support for State Publishing Houses</i>	<i>State Lang.</i>	<i>Soyom-bo</i>
institution/source	Min.Cult.	Book Fnd	Min.Cult.	Min.Cult.		Min.Cult.	Min.Cult.	spec fund	Min.Cult.	Min.Cult.		Min.Cult.				Min.Edu.	Publ. Cmtee	Min. If	government		
type of support	grant	subsidy	grant&subsidy	grant&loan		grants	grant	various	grant	grants		grants			subsidy	subsidy	subsidy	subsidy	subsidy	loan	1 grant
total sum (\$) 1996	100 000	804 320		1m		118 000	400 000	385 000	375 000	775 000		1.85m			1.3m	800 000	133 000	6 785 000	52 900	6 352	
2. Program name										<i>Textbook Prog Sec. Sch.</i>		<i>Monographs</i>				<i>Pushkin Project</i>			<i>Textbook</i>		
institution/source										Min. Edu.		Min.Science				France			Danida		
type of support										grants		subsidy				grants			grant		
total sum (\$) 1996										3.5m		270 000				700 000			131 000		none
Soros Foundation spending on Publishing Program - 1996																					
spending on publishing	43 000	600 000	168 000	150 000	184 000	118 000	721 000	113 000	328 000	915 000	250 000	312 900	475 000	70 000	173 000	357 600	45 000	353 000	675 000		
education part of total							20 000		95 000	702 700			20 000	none	152 000	267 000		320 000	560 000		
Title Grant Programs - Soros Foundation																					
% of costs covered by grant			35%			75%	25%	67%	70%	68%	20%	35%	60%	100%	70%		40%	100%	none		
average print run			1 600			2 600	4 500		1 000	2 700	1 500	750	750	1 500	3 000		1 300	1 500			
development time (months)			24			7-8	12	12-15	12-15	22	12-15	750	750	10	8-12		5	9			
average grant per copy (\$)			2.1			1.7	0.4		2.4	2.4	6.2	4.75	2.8		1.6		2.2				
average grant per author sheet (\$)			103			350	98		424	90	300	133			372		545				