

Turkish publishers are in a serious competition to buy the publishing rights of children's books that are best sellers around the world.

CHILDREN'S PUBLISHING IN TURKEY IN NUMBERS

MELIKE GÜNYÜZ *Editor in Chief of Erdem Publishing House and General Counsel of Turkish Literature Abroad*

The publishing industry in Turkey has caught a stable and rapid growth in Turkey, with the rate in children's publishing increasingly rising. Erdem Publishing Group Editor-in-Chief Melike Günyüz evaluated the children's publishing industry in Turkey.

How would you evaluate the children's publishing industry in Turkey?

The publishing industry in Turkey has been seamlessly continuing its growth in the last decade. While the rate of growth in the number of all new titles has doubled, the growth rate in children's and youth publications category is triple. A total of 10,043 new children's and youth books have been published in Turkey in 2017. In 2008, this figure was as low as 2,839. Turkey is a world integrated country in terms of translated children's books as well. Turkish publishers have been translating books from European languages since the 1850s and having books translated by closely following world children's literature. About 35 percent, in other words, 856 of the 2,499 children's books published in 2009 are translated children's books. Yet, while 2,319 of the 10,043 children's and youth books published in 2017 are translated books, this figure corresponds to a rate of 23 percent. This actually shows how rapid the country's national production is and how closely Turkey follows world children's literature. Meanwhile, English books take the lead in the languages the books are translated from. French and German books come second and third, respectively. According to TEDA data, Albanian, German and Persian are the languages Turkey translates to most. The distribution of children's books translated in 2017 according to languages is: English: 1863, French: 130, German: 122, Italian: 65, Spanish: 35, Persian: 21, Arabic: 16, Danish: 8, Greek: 7, Dutch: 6, Swedish: 5, Polish: 5, Korean: 4, Portuguese: 4, Russian: 4, Azerbaijani: 3, Czech: 3, Chinese: 3, Flemish: 3, Norwegian: 3, Circassian: 2, Indonesian: 2, Finnish: 2, Hungarian: 2, Japanese: 2, Latvian: 1, Hebrew: 1.

How do you see the future of children's and youth publications?

Turkish publishers today have a vision that cannot be compared to the vision a decade ago. They attend almost all of the fairs held around the world. Even though the majority of such participation appears as a national stand, publishers visit fairs at a personal level. They closely follow what world publishers are producing and no longer publish with the

Turkish reader in mind alone. Today, Turkish publishers have started to discuss how they may enter the Far Asia and Latin America markets, and which fairs and agencies will help them achieve this.

Also, organizations such as Turkish Literature Abroad (TURLA/YATEDAM) and TEDA pave the way as projects the public and nongovernmental organizations work together in to expand the horizon of Turkish publishing.

Meanwhile, Turkish publishers are in serious competition among themselves. They are competing particularly to buy the publishing rights of children's books that are bestsellers around the world.

The Turkish publishing sector, Istanbul in particular, is in efforts to bring participants to the Turkish fairs from abroad with the aim to show that it is a dynamic market.

A total of 10,043 new children's and youth books were published in Turkey in 2017.



Year	Total number of first edition books published	Number of children's and adolescent first edition books published	Rate (%)	Ratio of translated children's books to general children's books
2008	32,339	2,829	8.75	
2009	31,286	2,499	7.99	856 (35%)
2010	34,865	4,165	11.95	943 (23%)
2011	43,190	6,341	14.69	1,385 (22%)
2012	42,626	6,172	14.48	1,436 (24%)
2013	47,352	4,363	9.22	1,461 (34%)
2014	50,752	4,786	9.43	1,741 (37%)
2015	53,604	5,414	10.10	1,871 (35%)
2016	54,446	8,618	15.83	1,737 (21%)
2017	60,335	10,043	16.65	2,319 (23%)