

Small-Language Publishing in 2012

Trends, Highlights, and Surprises from Book Publishing in Languages with Fewer than 100 Million Speakers Worldwide

FAROE ISLANDS: 2012 was a year of collaboration for Faroese publishers: they banded together to develop **Vítta**, a common ebook platform, and to found **FarLit**, the first organization devoted to international promotion of Faroese literature.

— *Jenny Johannessen, FarLit*

ESTONIA: One of the biggest trends this year was declining interest in translated fiction, while the popularity of original Estonian nonfiction is on the rise.

— *Krista Kaer, Varrak Publishing House*

ICELAND: 2012's most successful souvenir was also a surprise #1 bestseller among native Icelanders. **Iceland: Small World** by **Sigurgeir Sigurjonsson** is an illustrated English-language gift book sold in a special paper "takeout" bag.

— *Kristján B. Jónasson, Icelandic Publishers Association*

TURKEY: When bestselling author **Ayşe Kulin** announced in November 2011 that her next trilogy would be about being gay in Turkey, the popular consensus was that she was committing career suicide. A year later, the first two novels in the trilogy have sold more than 500,000 copies and have been some of 2012's bestsellers, even in the most conservative parts of the country.

— *Barbaros Altug, Istanbul Copyright Agency*

SLOVENIA: The launch of the **iBookstore** in Slovenia didn't change much for local publishers since only a few hundred Slovenian titles exist as ebooks. The real digital threat is comes from abroad: English-language titles already make up 15% of the market, and the sudden availability of thousands of English ebooks could significantly impact Slovenian print sales.

— *Miha Kovač, Mladinska knjiga Publishing*

ROMANIA: Despite economic troubles, Romanian book sales rose in 2012, with particular growth in classics of world literature, both in translation and their original languages.

— *Sergiu Crupenschi, Univers Publishing*

GREECE: *On the Unhappiness of Being Greek*, a small book of aphorisms, has been an enduring bestseller in Greece since 1975. But with global attentions now focused on Greece's hardships, the title became one of 2012's hottest rights commodities among international publishers.

— *Evangelia Avloniti, Ersilia Literary Agency*

ISRAEL: As parliamentary battles rage over the proposed fixed price law, the book industry suffered more than in past years from ever-deeper discounting by the chains.

— *Ziv Lewis, Kinneret Zmora Dvir Publishing House*

