

The following questionnaire was used for conducting of the survey of [Georgian Book Publishers](#).

Georgian Book Publishers

Survey

Georgia, December 2012

The following survey is conducted in the frames of The Book Platform Project which is initiated by the Next Page Foundation (Sofia, Bulgaria) and is to study book markets and their actors in Georgia, Ukraine and Armenia. Funding for the project is provided as part of the Eastern Partnership Cultural Program. Activities are carried out in cooperation with local partner Georgian Publishers and Booksellers Association. Goal of the survey and broader project is to collect data about Georgian publishers, book distributors and bookstores and identify challenges they are facing in order to suggest ways of development of readership base and book market.

Confidential

Survey responses are confidential and individual responses will not be identified.

In case of any questions and need for more detailed information please, don't hesitate to contact Ms. Tamar Janashia.

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We appreciate your support in this matter. If you don't know the answer to a question please, leave it blank.

1. Name of the company and its legal status (NGO, Ltd etc.)

2. What is an approximate number of full and part time employees of your company (no free lance or short term employees)?

<5

6 - 10

11-20

21-50

> 51

> 100

3. What were your company's approximate total revenues during the last financial year?

< GEL 50,000

GEL 50,000 - 200,000

GEL 200,001 – 500,000

GEL 500,001 – 1,000,000

> GEL 1,000,001

4. Please, indicate how many percent of your company is:

Privately owned (domestic)

State owned

Privately owned (foreign capital)

Other

5. How many new editions (titles) does your company produce per year?

2012
2011
2010
2009
2008

6. How many re-editions per year does you company produce?

2012
2011
2010
2009
2008

7. What is the number of available titles ("books in print") from your publishing company at the moment?

8. What was an amount of total net sales (copies of books) of your company?

2012
2011
2010
2009
2008

9. Could you please, provide information about break down of your sales channels (%)?

Wholesalers
Book-stores
Other stores (supermarkets etc.)
Direct sales
Online (indicate the book stores)

10. Please, indicate your publishing priorities (please, tick the relevant one):

Fiction
Nonfiction
Books for children and young adults
Schoolbooks
Scientific books
Other (please, indicate)

11. Please, indicate number of published titles for the last two years by main categories:

	2012	2011
Fiction		
Nonfiction		
Books for children and young adults		
Schoolbooks		
Scientific books		
Other (please, indicate):		

12. Please, indicate the break-down of number of published copies for the last two years by main categories:

	2012	2011
Fiction		
Nonfiction		
Books for children and young adults		
Schoolbooks		
Scientific books		
Other (please, indicate):		

13. Please, indicate the break-down of a professional book calculation (by percent) for a book which sells for 10 Georgian Lari (app. 6.16 USD):

Author's royalties

Translation cost

Editorial

Production

Distribution (incl. marketing)

Publisher's overhead (office cost etc.)

Profit

14. Does your company have its own unit of distribution?

Yes

No

15. Does your company produce translated books?

Yes

No

16. How many translated titles per year do you produce?

2012

2011

2010

2009

2008

17. What is the distribution (number) of translated books per category for the last two years?

	2012	2011
Fiction:		
Nonfiction:		
Books for children and young adults:		
Schoolbooks:		
Scientific books:		
Other (please, indicate):		

18. What are the main languages your company translated the books from?

	2012	2011
English:		
Russian:		
German:		

French:		
Italian:		
Spanish:		
Other (indicate):		

19. How many titles per language did your company translate?

	2012	2011
English:		
Russian:		
German:		
French:		
Italian:		
Spanish:		
Other (indicate):		

20. Did you publish books translated from Georgian into other languages during the last two years?

Yes

No

21. What percentage of books do you print in Georgia?

22. Except for Georgia which are the countries you print your books in?

23. What are the main languages your company translated books into?

	2012	2011
English:		
Russian:		
German:		
French:		
Italian:		
Spanish:		
Other (indicate):		

24. How many titles did your company translate into the following languages during the last two years?

	2012	2011
English:		
Russian:		
German:		
French:		
Italian:		
Spanish:		
Other (indicate):		

25. Have you ever sold copyright of your production?

Yes

No

26. Which languages have you sold the copyright for?

	2012	2011
English:		

Russian:		
German:		
French:		
Italian:		
Spanish:		
Other (indicate):		

27. How many e-books did your company produce during the following years:

2012

2011

28. What was the distribution (number) of produced e-books per category for the last two years?

	2012	2011
Fiction:		
Nonfiction:		
Books for children and young adults:		
Schoolbooks:		
Scientific books:		
Other (please, indicate):		

29. How do you sell your e-books?

Company website

Local retailer of printed books

Local distributor

Global distributor (Amazon, ibooks, etc.)

30. How many e-books did you sell?

2012

2011

31. What is the format your company released e-books in?

PDF

ePub

Mobi

Other local or regional (Russian) formats

32. Does the challenge from piracy have an impact on your e-book strategy?

Yes

No

33. Are you planning to release e-books in 2013?

Yes

No

Thank you!