

Table 15: Publisher's costs and revenue

CRO	50	TAJ	22
ROM	34	ARM	21
LAT	32	SLK	20
UKR	29	POL	20
KYR	29	BOS	20
CZE	27	AZE	18
YUG	25	BUL	16
RUS	25	ALB	16
LIT	25	HUN	14
GEO	25	EST	10
average	23,8		

Percentage costs of general and marketing expenses as well as profit of the publisher in net retail price, VAT and sales tax included.

Happy Croatia. Unless the respondent has been misled, about half of the price of a book gets to the publisher, a nice chunk of which is profit. From many points of view Croatia and Estonia appear to be two comparable societies: if this is so, their extreme positions in this table need a lot of explanation.

Table 16: Distribution costs

SLK	40	CRO	25
POL	40	ALB	25
BOS	40	YUG	20
UKR	35	LIT	20
HUN	35	TAJ	19
EST	35	BUL	19
RUS	33	ARM	17
ROM	32	KYR	12
CZE	31	AZE	10
GEO	30	LAT	8
average	26,3		

Percentage of wholesale and retail discount in net retail price, VAT and sales tax included.

With the tax burden added, the booksellers in Albania, Kyrgyzstan and Azerbaijan get even less of their meagre share of the price of books.

Sales

The following section of the questionnaire relates to the amount of sales in 2000:

#	Item	Remark
14	Sales (\$)	Total turnover of book market in 2000, accumulated net sales (without VAT or sales tax), of all categories covered in Questions 15-18. In some countries the statistical offices, in others tax authorities, yet in others publishers' associations can give or estimate the answers to this and the following questions.
15	Domestic books (%)	Questions 15-18 cover sales structure, composition of total turnover (Line 14) in 2000. Question 15 refers to share of books published by publishers of your country.
16	Imported books (%)	Share of books published abroad. Note! This is different from Lines 5 and 8, (books published in your country, only written or printed abroad) which are both included in Line 4.
17	Textbooks (%)	Share of textbooks in total sales.
18	Other (%)	Share of other items (if any). Note that Questions 15-18 are about the book market in your country, therefore only items closely related to books, or further special categories of books should be mentioned here. Incomes of publishers from other commodities, e.g. periodicals, calendars, recorded music etc. should not be included. Second-hand book-shops should also be disregarded. Note also that your 4 answers to Questions 15-18 should add up to 100 %.
19	Digital books (%)	From Line 14: Share of income for "books" sold in digital (electronic) form (e.g. CD-ROM) within total turnover in 2000, in the four categories of Questions 15-18 taken together.
20	Exports (\$)	Turnover from exporting books in 2000. This is an addition to 14, sales inside your country.

Table 17: Amount and structure of book sales in 2000

	Sales, million \$	Domestic %	Imported %	Textbook %	Other %	Digital %	Export million \$
ALB	5,6	59,0	5,0	36,0	0,0	0,0	0,43
ARM	0,2	93,0	6,0	1,5	1,0	1,0	0,50
AZE	2,0	30,0	20,0	50,0	0,0	0,0	0,00
BOS	2,2	35,0	28,0	32,0	5,0		0,18
BUL	7,3	95,0	4,0	62,5		0,4	0,07
CRO				70,0			
CZE	100,0	90,0	10,0	15,0			30,00
EST	20,0	20,0	7,0	30,0	43,0		
GEO	20,0	5,0	15,0	80,0	0,0	0,0	0,00
HUN	143,1	59,7	7,5	27,8		5	21,86
KYR	1,4	11,0	67,0	19,0	3,0	3,0	0,00
LAT	77,1	78,0		34,1			
LIT	30,0	97,0	3,0	10,0			
MAC	1,2						0,11
POL	42,6	62,0	8,0	30,0		6,0	2,28
ROM	30,7	97,0	3,0	30,5			
RUS	625,0	59,0	10,0	30,0	1,0	1,0	115,00
SLK	32,5	67,1	32,9	32,9		0,0	
SLN	16,8						0,64
TAJ	1,2	53,0	45,0	2,0			
UKR	100,0	10,0	75,0	15,0		0,1	
YUG		45,0	5,0	50,0	0,0	0,0	

Table 18: Sales

RUS	625,0
HUN	143,1
CZE	100,0
UKR	100,0
LAT	77,1
POL	42,6
SLK	32,5
ROM	30,7
LIT	30,0
EST	20,0
GEO	20,0
SLN	16,8
BUL	7,3
ALB	5,6
BOS	2,2
AZE	2,0
KYR	1,4
TAJ	1,2
MAC	1,2
ARM	0,2

Total turnover of the book market in 2000, accumulated net sales (without VAT or sales tax), of all categories, in million US dollars.

Top seeded Russia produced a turnover that equals the total sum of the remaining 19 countries in the table.

The second position of Hungary is an embarrassment, especially the nearly 50% margin over Czechs and Ukraine, while Poland remaining below with 300% is simply against common sense (the ratio of new copies was about the same rate, in opposite order!). The Hungarian figure, nevertheless, has been double-checked, which raises doubts about the over-modest Polish estimate.

The approximation for Georgia apparently suffers from the opposite, being overcharged.

Table 19: Per capita sales

LAT	32,1
HUN	14,3
EST	14,3
CZE	9,7
SLN	8,4
LIT	8,1
SLK	6,0
RUS	4,3
GEO	3,9
UKR	2,0
ALB	1,6
ROM	1,4
POL	1,1
BUL	0,9
BOS	0,6
MAC	0,6
AZE	0,6
KYR	0,3
TAJ	0,2
ARM	0,05

Ranklist of countries by book sales per inhabitant in 2000, in US dollars.

The table confirms that data from a few countries must be put between brackets, e.g. Georgia and Poland.

The arithmetic mean is \$5,5 per capita. However, by dividing the total sum of 1,2 milliard dollars by the 333 million inhabitants in these 20 countries, we arrive at a more realistic figure of \$3,8: this is the amount the book sector collected from the average citizen. (Since the situation is observed from the point of view of the sector, net figures are used. In countries where VAT or other sales tax applies, the average per inhabitant is increased by those amounts.)

Table 20: Copies sold per capita

LAT	10,71
HUN	6,36
SLN	4,67
EST	2,86
RUS	2,36
SLK	2,15
LIT	1,40
CZE	0,78
BOS	0,59
ALB	0,49
GEO	0,43
AZE	0,32
ROM	0,22
MAC	0,15
UKR	0,15
BUL	0,08
TAJ	0,04
ARM	0,03

The short title of this table may be misleading. No data were collected about the number of copies sold. The table contains a composite index of the following data: per capita sales and average book price in 2000. The figures express the number of average priced new books that an average citizen could purchase. By the Latvian example: \$3 was reported as the average book price in 2000; the \$32,14 per capita sales equal 10,71 such copies. If all constituent figures are approximately right, the actual number of copies bought by each Latvian inhabitant should be around this high figure of ten.

Table 21: Foreign books

UKR	75,0
KYR	67,0
TAJ	45,0
SLK	32,9
BOS	28,0
AZE	20,0
GEO	15,0
CZE	10,0
RUS	10,0
POL	8,0
HUN	7,5
EST	7,0
ARM	6,0
ALB	5,0
YUG	5,0
BUL	4,0
LIT	3,0
ROM	3,0

Percentage of books published abroad within the sales of 2000. Those, who responded correctly, gave (or estimated) the share of books with another country's ISBN.

No matter how shocking they are, these figure seem realistic. Book markets in a number of ex-USSR countries are still dominated by books in Russian and from Russia.

The high figures of Slovakia and Czech Republic are also partly due to the survival of links between the twin markets of the defunct CSSR. Bosnia-Herzegovina is an important market for the neighbouring ex-Yugoslav republics.

The 10% given for Russia is more difficult to explain. If the estimate is correct, this figure is a proof of the massive efforts of this nation to absorb information and values from the outside world, especially the West.

Table 22: Digital books

POL	6,0
HUN	5,0
KYR	3,0
ARM	1,0
RUS	1,0
BUL	0,4
UKR	0,1

Share of income for "books" sold in digital (electronic) form (e.g. CD-ROM) within total turnover in 2000. Very few countries ventured to give some figure to this question. The familiar problem is that most of these books go in couples: a printed volume accompanied by a CD and vice versa. (Which is a familiar challenge to tax collectors in countries where the two carry different VAT rates.)

One cannot infer very much from these few figures. This table should serve as an invitation so that next time more exact data should flow in about more national markets. Without knowing the order of size, no strategy can be developed.

Table 23: Sales abroad

	Export million \$	Export within sales, %
CZE	30,00	30,0
RUS	115,00	18,4
HUN	21,86	15,2
BUL	0,90	12,2
MAC	0,11	8,8
BOS	0,18	7,8
ALB	0,43	7,6
POL	2,28	5,3
SLN	0,64	3,8
KYR	0,00	0,2
GEO	0,00	0,01

Turnover from exporting books in 2000.

Similarly to the previous -and a number of other- items of the survey, here, too, above all the absence of information has been registered. Both the Czech and Hungarian respondents admitted that no data existed about the value of sales of books with Czech and Hungarian ISBN (Bulgaria appears to be a similar case); the high figures in the table largely stand for printing export, which is closely registered by the statistical systems – in fact, this is not what the survey was after.

The 115 million dollars collected by Russian publishers (and printers?) complements the high rate of Russian books imported by countries in Table 21.