

# \* Poland: moving to ePublishing

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- \* First eBook: Olga Tokarczuk: *Dom dzienny, dom nocny* - August 2000
- \* First paid eBook: *Jak się nie dać ogłupić 46 krótkich kazań* - September 2000
- \* First distributor of eBooks: Tower Press - December 2000
- \* First internet novel: Krystyna Kofta: *Krótką historia Iwony Tramp* - September 2001



## \* History of eBooks in Poland

\*Wielkopolska Biblioteka Cyfrowa-

October 2002 (<http://www.wbc.poznan.pl/dlibra>)

\*Polska Biblioteka Internetowa (PBI) -

December 2002 (<http://www.pbi.edu.pl/index.html>)

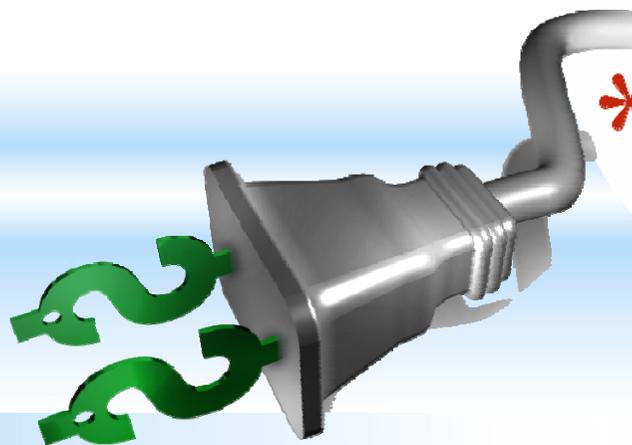
\*Wolne Lektury - September 2007

(<http://www.wolnelektury.pl/katalog/>)



## \*History of eBooks in Poland

- \* Value of Polish book market is around \$715 mil.
- \* 31.500 book titles were published in 2010
  
- \* By comparison eBook market was worth:
  - \* Just \$1.8 mil. (in 2010)...
  - \* ...and only around 6.000 titles were available
  - \* Some estimates say that 99% more eBooks are available illegally...

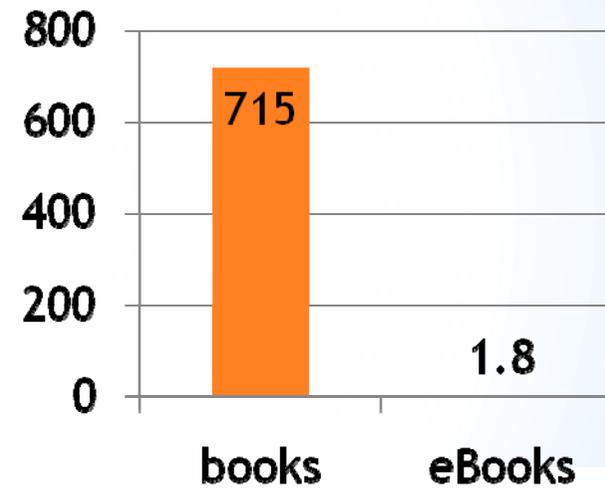


## \* Background

### Titles



### Value of Market [in millions \$]



**\* Statistics [2010]**

- \* There are between 10.000 and 30.000 ereaders and around 40.000 - 50.000 Ipad
- \* Therefore it can be estimated that there are no more than 100.000 potential readers [excluding readers using computers]
- \* It is clearly a niche market at the moment, but has enormous potential for growth



**\*Customer's base**

- \* In a recent poll around 30.000 people intended to buy ereader in 2011
- \* Around 120.000 wants to buy an Ipad
- \* The platform for growth develops very fast and by the end of 2011 can reach 250.000 active readers
- \* Which equals to growth by 150%. In just one year

\* **Growing  
base/platform**



- \* We can observe a growing number of publishers and eBooks:
- \* In 2009 there were only around 50 publishers and 500 titles available;
- \* In 2010: around 60 publishers and 5500 titles;
- \* In 2011: already around 100 publishers and landmark 10.000 titles should be reached soon.
- \* The numbers are constantly growing...

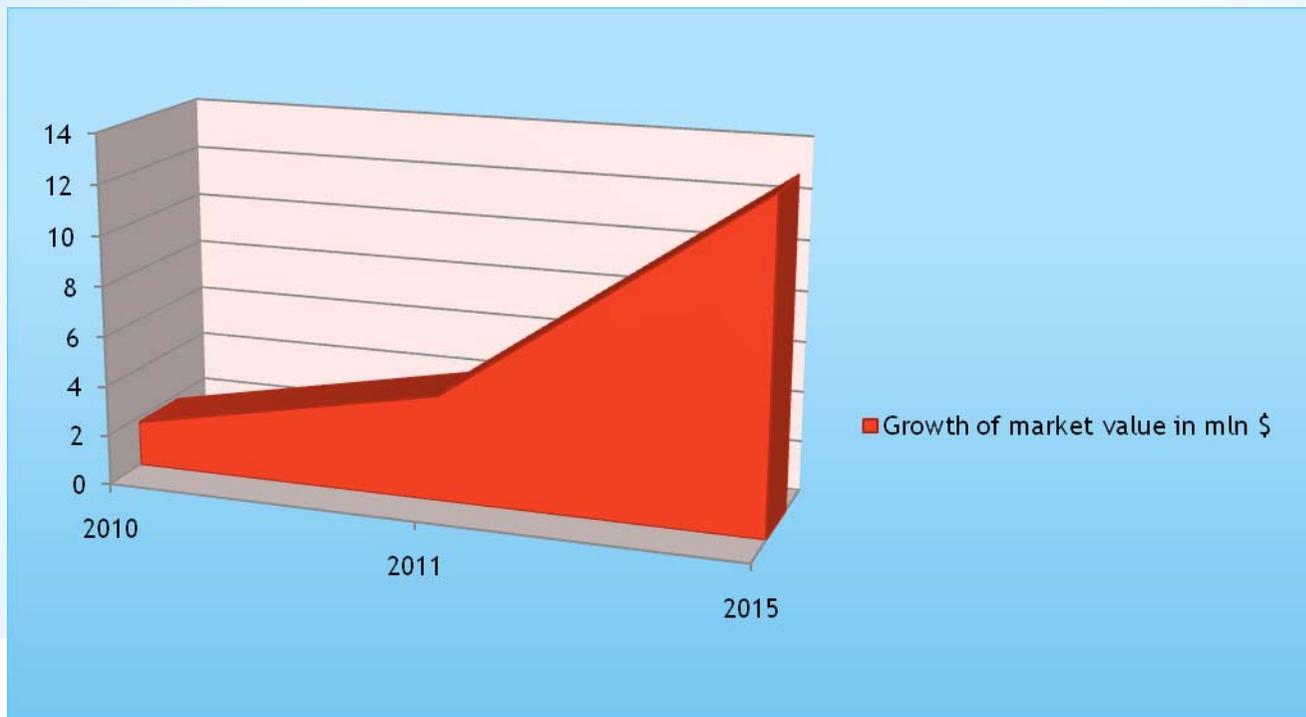


\* **Growing content**

- \* In 2010 eBook market was worth around \$1.8mil.
- \* In 2011 it is expected to reach between \$3.2 mil. and \$4.2mil.
- \* In 2015 it is expected to rise up to around \$13mil.
- \* So in five years time we can expect growth of about 700% compared to 2010



\* **Growing in value**



**\*Market growth**

## Main players:

- \* Nexto.pl
- \* Virtualo/Empik
- \* ibuk.pl
- \* Eclicto [?]
- \* Zixo.pl [?]
- \* Bezkartek.pl [?]

## Upcoming competitors?

- \* E-kiosk
- \* Weltbild...

**\* Main players**



- \* Customer base
- \* Number of ereaders
- \* Attitude of econtent distributors
  - Number of available AND attractive titles
  - Number of cooperating publishers
  - Clear and consistent message from distributors
- \* Attitude of publishers
- \* Attitude of authors

## \* Summary/analysis

\* Is the eBook revolution in Poland on the right track?



\* **Conclusion**