

PUBLISHING^{IN} TURKIYE



2024

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Countdowns Begins Anniversary of 10th **Istanbul Publishing Fellowship**

25-26-27 February 2025 Istanbul



Application Dates
4 November 2024
15 December 2024



At the Largest **Library in Europe**



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MUSTAFA KARAGÜLLÜOĞLU

THE CHAIRMAN OF ASSOCIATION OF PRESS AND PUBLICATIONS

Started in 2017, we are happy to meet you again with our TURLA/Turkish Literature Abroad project. We are excited to meet you again with our project, which we carry out as the Press and Publishing Association and supported by the Turkish Ministry of Culture and Tourism.

The TURLA is a project that we have initiated with the aim of introducing the Turkish publishing sector and literature to the world. With the project, we aim to share the developments in our publishing sector and current information with foreign sector partners. We also aim to introduce you to the publications we have carefully selected in the catalogs we have prepared in the categories of children's, fiction and non-fiction.

This year, we will come together with you, our esteemed industry partners, at Baku, Frankfurt, TÜYAP and Sharjah Book Fairs and we will aim to ensure that you can closely follow Turkey's publishing industry.

Follow us and discover the opportunities and innovations of publishing in Turkey.

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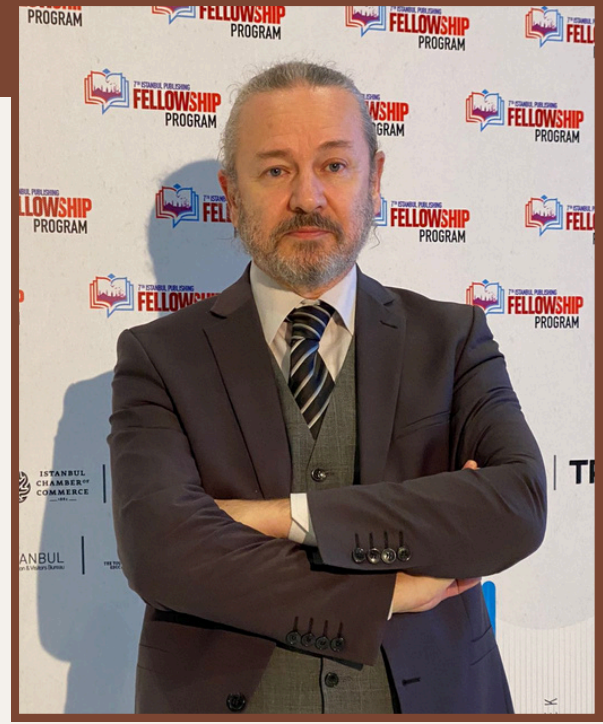
MEHMET BURHAN GENÇ

CHAIRMAN OF TURKISH PRESS AND PUBLISHERS COPYRIGHT & LICENSING SOCIETY (TBYM)

IN 2024, TURKISH PUBLISHING RATES

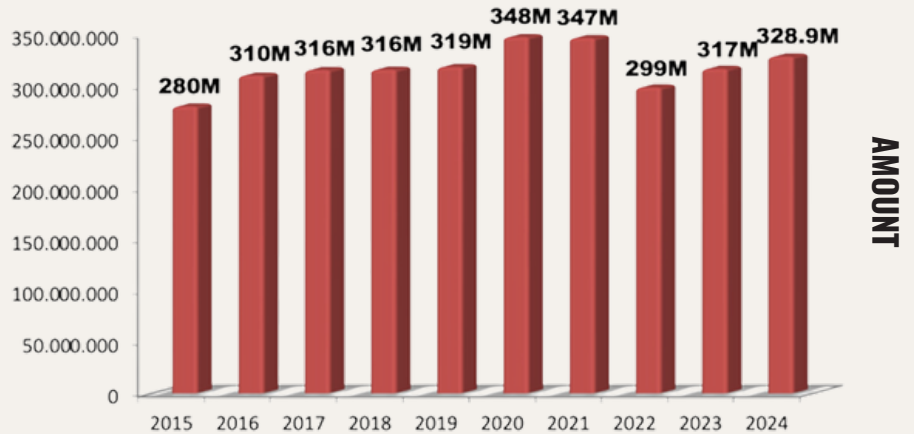
After the pandemic has seen economic turmoil all over the world. Many different countries are still struggling with the purchasing and production difficulties caused by high inflation. Although we, as a country, are also experiencing this global crisis closely, we have worked in cooperation with publishers, sub-sectors such as printing, distribution and professional associations to find and implement solutions in order to minimize the damage of the process to our sector. All these efforts will have borne fruit, as our sectoral development, which declined in 2022, has managed to create a growth curve in the last 3 years.

According to the annual and monthly reports published by YAYFED every year, while the number of books produced in the first nine months of 2023 was 317,035,691, this figure was 328,963,596 in the same months of 2024. In other words, compared to the first nine months of last year, book production in the January-September period this year grew by 4%.



When we look at the number of book productions according to previous years, it is seen that the publishing sector has achieved a steady growth trend in the last two years, following the downsizing caused by the economic crisis in 2022.

JANUARY - SEPTEMBER PERIOD



*The Number of Books Produced Between 2015-2024

In September 2024, according to the category distribution of the banderoles purchased by our publishers, Adult Culture Publications accounted for 8.9%, Adult Fiction Literature Publications for 11.6%, Children's Books for 10.5%, Youth Books for 1%, Faith Publications for 7.2%, Academic Publications for 2.6%, Imported Books for 1.1% and Educational Publications for 57.2%.

When we look at the categorical table; Adult Culture Publications in the January-September period of 2024 decreased by approximately 18.5% and Adult Fiction Literature Publications decreased by approximately 6% compared to the same period of the previous year. On the other hand, compared to the same period last year, Educational Publications increased by 12%, Academic Publications by 20%, and Children's and Youth Books by 13%. In the category of Religious Publications, there was a decline of approximately 8% compared to the previous year.

	2024 JANUARY - SEPTEMBER	2023 JANUARY - SEPTEMBER
ADULT CULTURE PUBLICATIONS	39.432.535	46.889.019
ADULT FICTION LITERATURE PUBLICATIONS	39.321.411	41.471.624
CHILDREN'S AND YOUTH BOOKS	43.858.186	38.873.006
EDUCATIONAL PUBLICATIONS	167.479.997	149.624.029
ACADEMIC PUBLICATIONS	7.182.763	5.967.077
RELIGIOUS PUBLICATIONS	27.126.139	29.272.117
TRANSLATED PUBLICATIONS	4.562.365	4.938.819
TOTAL AMOUNT	328.963.596	317.035.691

In conclusion, although different trends are observed in different categories, the overall picture proves that the publishing sector has been growing for the last three years and that the post-pandemic picture is getting better every year. At this point, we would like to thank all our colleagues who contribute to the development of the sector and continue to work patiently and enthusiastically.

In addition to all these, the economic size of the book market in Turkey reached \$2,750,000,000 as of 2023, and with this size, the Turkish book market is in the top ten among the world countries.

ŞEYMA ASKER

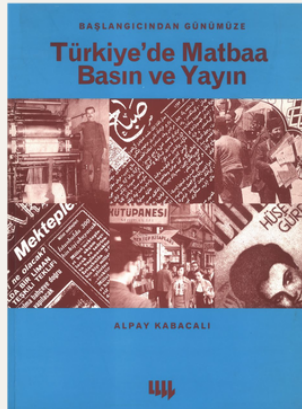
CORPORATE COMMUNICATION
COORDINATOR OF ERDEM PUBLISHING
GROUP

ACADEMIC STUDIES ON PUBLISHING IN TURKEY

The publishing sector in Turkey has historically gone through challenging processes and has undergone significant changes to reach its current structure. These changes have been documented both by the experiences of professionals in the sector and academic studies. **Marmara University Publishing Management Master's Program**, which is the center of academic studies in the field of publishing in Turkey, offers an important educational opportunity to the sector. The existence of this program, which is the only master's degree program in publishing in Turkey, enables the training of qualified specialists in the field and enables important academic research to be conducted on the sector. This program offers a comprehensive education for those who want to pursue a career in the publishing industry, while supporting sectoral development.

Important Books on the History of Publishing in Turkey

Alpay Kabacalı's **“Printing, Press and Publication in Turkey from the Beginning to the Present”** is one of the most important books on the history of publishing in Turkey and developments in the field of press and publication. Kabacalı examines in detail the development of press and publishing from the arrival of the printing press in the Ottoman Empire to the present day, the important turning points in the sector and the roles of the actors in this process. This book is an important reference for understanding the historical origins of publishing and the press and publishing traditions in Turkey.



In addition, the book **“The Memory of Publishing in Turkey - Oral History Interviews with Publishers”**, edited by Prof. Dr. Lütfü Sunar and Büşra Bulut, is also a valuable resource as it contains the testimonies of experienced names in the sector. This study, which documents the changes that publishers and editors have experienced in the sector and the development of publishing in Turkey in their own words, is important for understanding the development of publishing culture in Turkey.



Kübra Güran Yiğitbaşı's book **“Children's Publishing and Expansion”** is a guide to make Turkey's children's publishing more visible in the global arena. The book discusses how the original stories and characters of Turkish children's literature have appeared on international platforms and contains important data on the languages into which children's publishing in Turkey has been translated.

Academic Studies in the Field of Publishing

In recent years, academic studies on the publishing sector in Turkey have provided important data to better understand the dynamics and transformation of the sector. These studies are of **great importance for the history of publishing in Turkey in order to illuminate the past and shed light on the future.**

Esra Tanrıverdi İçik's master's thesis, **“Public Interventions in the Publishing Sector as a Branch of Cultural Industries”**, examines the role of the state and public institutions in the publishing sector and comprehensively analyzes their impact on the development of the sector. The volume and main characteristics of the publishing sector in Turkey are presented with data such as banderoles, ISBN, ISSN, employment, average book price, e-books, retail market size, library data and the policies towards the sector are discussed under the headings of privatization, national publishing congresses, development plans, intellectual property regulations and censorship.

Deniz Poyraz's master's study titled **“The Problems and Development of the Publishing Sector in the National Publishing Congresses”** addresses the difficulties faced by the actors in the sector and the approaches put forward for the solution of these problems in the national publishing congresses organized in Turkey. This graduate study evaluates the historical development and current situation of the sector.

Işıl Çobanlı Erdönmez's doctoral dissertation **“Book Publishing in the Context of Communication Sciences and the Transformation of Publishing Policies”** explores how publishing policies and sector dynamics in Turkey can be evaluated from the perspective of communication sciences and comprehensively addresses the transformations in book publishing.

Mehmet Erken's master's thesis **“The Transformation of Publishing in Turkey (1980-2015)”** is one of the most important studies in the field and is considered as one of the sources for the history of publishing in Turkey. It aims to explain the transformation of publishing in Turkey in 35 years with the help of Pierre Bourdieu's theoretical tools. It focuses on the structural transformations of publishing in Turkey after 1980, the structure of the Turkish publishing sector, the unique capital organization of this sector and the identification of areas of conflict. This thesis is an important reference work for understanding the changes in the publishing sector and developing strategic approaches to the sector.

Şeyma Asker's thesis on **“The Internationalization of Turkish Publishing: Guest of Honor at International Fairs”** analyzes the process of Turkey's opening up to international markets in the field of publishing and the strategies applied in this process. The study examines how Turkey is positioned in the international publishing market and its effects on foreign royalty sales through the concept of guest of honor at international fairs and details the globalization trends in the sector.

It is observed that the above-mentioned postgraduate studies have accelerated since 2010, and many articles and oral history studies related to the field of publishing have been discussed. In addition, the recent increase in the number of interviews and memoirs written by publishing house owners is also important in terms of recording the history of publishing in Turkey in the written literature.



AKIF PAMUK'S INTERVIEW WITH AFŞIN KUM



FROM BOOK TO SCREENPLAY: WHAT IS HAPPENING IN THE CULTURE INDUSTRY IN TURKEY?



PHD PROFESSOR (ASSOCIATE) HISTORY
EDUCATION DEPARTMENT, MARMARA UNIVERSITY
CONSULTANT, INTROTEMA COPYRIGHT AND
TRANSLATION AGENCY

THE FICTION
BOOK WRITER

In Turkey, the number of people who follow literature and read books regularly is only a few hundred thousand. The recognition provided by television reflects positively on book sales. As a result, it is inevitable that literature loses some of its purity.

Akif Pamuk: Your novels, *Sıcak Kafa* and *Kübra* have been adapted to TV series and presented to viewers. Is it difficult for a writer to take the decision to turn a novel or story into a screenplay? How did you feel?

Afşin Kum: At this point, the level of where you are in your career and how much your books are read play a decisive role. A widely read writer feels responsible not only for himself/herself and his/her work but also for his/her readers. The decision about adapting can be more difficult to make. For a writer like me, who has just been offered to adapt his first book, it is very unlikely to turn down the chance to reach many more people than s/he can reach with the book. On the other side, adaptation is also very concerning. The risk that a very special work, which you have produced with care and thought over every word, will be transformed into something unrecognisable by someone who understands it only half-way is very frightening.

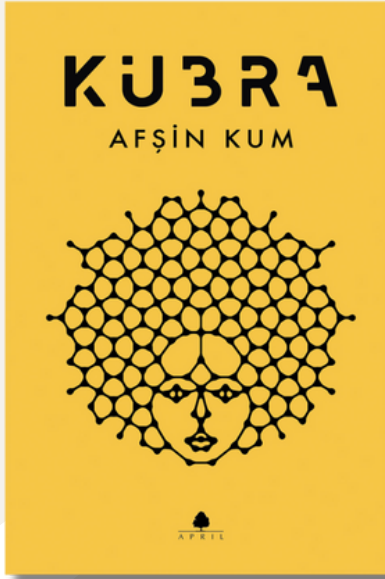
Akif Pamuk: The audience of your works was switching from readers to viewers. What have you experienced in this change process? What are the difficulties? What were the reactions you received from your readers?

Afşin Kum: My novels *Sıcak Kafa* and *Kübra* are indeed quite adaptable thanks to their topics and narration styles. Both of them express stories that are founded around a strong and authentic central idea, and that contain a considerable amount of visual elements.

Readers also believed that they would be well adapted to a movie. Therefore, the news that they would be adapted into a TV series aroused excitement and curiosity among readers. How satisfied they are with the result varies.

Akif Pamuk: During the adaptation of your books to the screen, did you rush to preserve their authenticities? What kind of communication was established with the author, publishing house and publisher during this process? How do the publishing and cinema-series sectors influence or support each other's creative processes when working together on a joint project?

Afşin Kum: Yes, in spite of my absence in the processes of scenario and production, I have made certain efforts for the accuracy of the adaptation as much as possible. However, I can't say my efforts were successful enough. Film-making sector in Turkey is decisive not to involve author and presshouse after obtaining copyrights. Especially, *Kübra's* production process was painful for me. The filmmakers have a tendency to strip the material of its originality and replace it with clichés, and you can't stop this in any way. They aim the average; and they are successfully doing it. There is no international success goal at all. It is almost impossible to produce very interesting, striking or unique works under these production conditions.



Akif Pamuk: We often hear criticism of a society moving away from books and reading. Should we understand the adaptation of literary works into different media as preserving the creativity of literature and inspiring other creative industries, or is literature becoming a commodity as it is consumed by popular culture?

Afşin Kum: The film-series industry cannot produce stories as interesting as works of literature. Novels are texts constructed by a single person who sets no limits for himself/herself and relies solely on his/her experience, knowledge and imagination. The scripts are refied by many people until they reach the production stage. Even if the idea at the beginning is interesting, the elements that make it interesting fade away until reaching to the set. Under these circumstances, this sector needs literature. It is true that adaptation rarely reflects the power and quality of literary work but on the other side it is unlikely for publishing sector to shrug your shoulder off in the face of adaptation requests. In Turkey, the number of people who follow literature and read books regularly is only a few hundred thousand. The recognition provided by television reflects positively on book sales. As a result, it is inevitable that literature loses some of its purity. A significant portion of those who buy and read *Sıcak Kafa* and *Kübra* are those who are curious about the book after watching the series. Therefore, while reading the book, they have the images of the series actors in their minds, they may

confuse the events in the series with those in the book, or they may read the book more carelessly because they think they already know the story.

Of course, an author does not want other things to mingle between the reader and the book. Adaptations inevitably deal a blow to the directness of the relationship between the author and the reader.

Akif Pamuk: How do you see the future of the relationship between publishing and production? How do you think this relationship is evolving or where do you think it should evolve to?

Afşin Kum: As far as I can observe now, it is difficult to speak of a permanent and fruitful relationship in Turkey now. For film sector, literature is nothing but a pool of stories. They want to pick up what they want and adapt it in accordance with their own desires. Sometimes, the result is good enough. However, we observe that exceptional successes occur when the author also gets involved. An author thinks about a story for years but writes very few of these thoughts. An author looks into an array of possibilities in storyline and excludes many of them justifiably. Benefitting from this experience could decorate the current work further. In the West, the importance of this co-operation is becoming increasingly clear. *Game of Thrones* is a typical example of this. There are examples in our country where the author participates in the production process and some of them are very successful, but it is not easy to say that the understanding of keeping the author away has changed.

COORDINATOR OF ISTANBUL PUBLISHING
FELLOWSHIP AND TURLA PROJECTS

ISTANBUL PUBLISHING FELLOWSHIP PROGRAM A CULTURAL BRIDGE BETWEEN PUBLISHERS

Istanbul has always been an important address that has served as a building block for the world of culture. The historical adventure of Istanbul has embraced many different nations to develop their cultural elements, thus enabling the formation of a unique cultural mosaic. In this context, literature and publishing have managed to become one of the main items to be mentioned in Istanbul's cultural richness. It has been home to countless writers, poets, illustrators and publishers.

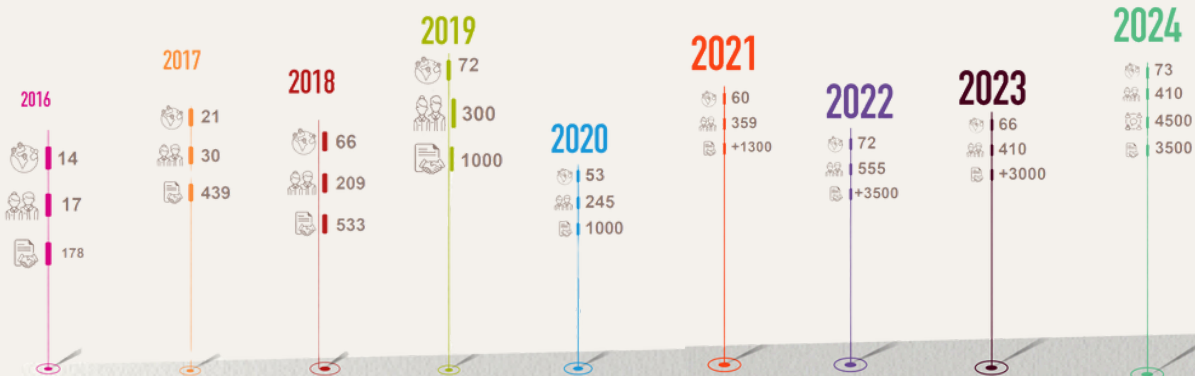
In addition to all these, we launched the Istanbul Publishing Fellowship project in 2016 as the Turkish Press and Publishers Copyright & Licensing Society (TBYM) with the aim of making Istanbul one of the brand cities of publishing culture. The program, which will be held for the 10th time next year, is supported by the Turkish Ministry of Culture and Tourism, Istanbul Chamber of Commerce, Press and Publishing Association, and Anadolu Agency.

During the three-day events, which takes place at the end of February every year, local and foreign publishers meet one-on-one and introduce their books to each other. In this way, they can work towards the publication of a work in different countries.



Now in its 9th year, the number of applications from publishers and sector representatives wishing to participate in this project is increasing every year. This increase can be observed not only in the number of participating publishers and agencies, but also in the number of participating countries.

While 17 publishers from 14 countries participated in the first program organized in 2016, this number increased to 245 publishers from 53 countries in the 5th year of the program, despite the pandemic conditions that affected the whole world. The Istanbul Publishing Fellowship program, organized in 2024, received over 1000 applications from 93 countries. As a result of the evaluation, the 9th program was held with the participation of 410 publishers from 73 countries. The participants held over 4500 bilateral meetings and as a result of these meetings, more than 3500 preliminary royalty agreements were signed. In other words, 3500 different works were made available to readers in different languages.



In addition, two new processes were introduced to the project after 2021. One of them was the organization of Focus Country events. As of 2021, one country is designated as a focus country every year, and seminars and events have started to be organized on topics such as the publishing sector of this selected country, the main issues that the sector focuses on, and the general trends of the reader. In addition, the dynamics of publishing in Turkey are specially introduced to the participants of the focus country and the participants are familiarized with the publishing sector in Turkey. In addition, the participants are familiarized with our country's publishing sector by specially introducing the dynamics of publishing in Turkey.



Since 2021, Hungary, Azerbaijan, Uzbekistan and Mexico have been hosted as focus countries, and cooperation in the field of broadcasting with these countries has been supported and developed. The interest shown by the countries announced as focus countries in the program in the following years has increased with each passing year. This shows that the focus country events have successfully introduced the Turkish publishing market and the potential and quality of Turkish works to the participants of the relevant country. In this way, it is possible to maintain long-term relations with the focus country.



We have eliminated distances thanks to the ease of online participation. Another innovation was the introduction of online participation in order not to disrupt the developments in the publishing sector during the pandemic that has affected the world and to help the sector to overcome the process with minimal damage. Thanks to the online participant type option, publishing house and copyright agency representatives can organize online meetings with other online participants as well as with representatives physically attending the event in Istanbul. In this way, they have the opportunity to have international meetings and exchange royalties while minimizing the cost of transportation and accommodation.



The next program will take place on 25-26-27 February in the immersive historical setting of the Rami Library in Istanbul. The application period is from November 4 to December 15, 2024.

ALİ ÇELİK

DIRECTOR OF RAMI LIBRARY

FROM BARRACKS TO LIBRARY: THE SHORT STORY OF RAMI LIBRARY

The Rami Barracks, which dates back to the mid-18th century, was reopened as the Rami Library, Turkey's and Istanbul's window to knowledge, after restoration, renovation and reconstruction works in accordance with the original.



With over 250 years of history, the idea of reconstructing the Rami Barracks as a library is based on the 'Istanbul 2010 European Capital of Culture' activities. The Rami Barracks restoration, renovation and reconstruction project, which was initiated in 2014 with the intensive efforts of the Republic of Turkey Ministry of Culture and Tourism, was carried out in 3 stages under the supervision of the Istanbul Directorate of Surveying and Monuments and was completed in 2023.



With the landscaping works carried out in the courtyard in the center of the rectangular barracks, a new green area that will give Istanbul a breath of fresh air has been provided. The mosque in the barracks, which had been vandalized, was repaired and reopened for use. **Covering an area of 220 acres, with an indoor area of 36 thousand m2 and a courtyard of 51 thousand m2, the Rami Library stands out as one of the largest library complexes in Istanbul and one of the few in Europe.**



With the evaluations made, the original structures of the barracks were preserved, and the original structure of the barracks was preserved by rebuilding the damaged sections with natural materials and special techniques in accordance with the original.



The Library aims to become one of the focal points of Istanbul's science, art and cultural life with its “Living Library” concept.

In addition, it hosts many events and organizations with its study areas, children's activity areas, seminar and conference halls, and exhibition areas.



WHAT IS TEDA?

TEDA is a grant program intended to foster the publication of Turkish literature as well as works about Turkish art and culture in languages other than Turkish. Run by the Republic of Türkiye's Ministry of Culture and Tourism, it is a subvention program for translation and publication, providing incentives to publishers abroad who wish to publish Turkish literature and works on Turkish art and culture in foreign languages.

The TEDA Program, which began in 2005, allows foreign readers to access Turkish literature, and as well as the opportunity to read about Türkiye's vast cultural wealth, in their own respective languages. In this way the Program increases the visibility of books by Turkish authors in the global book market.

The TEDA Program, which is run by the Ministry of Culture, provides funding for applications approved by the TEDA Advisory and Evaluation Committee, with the aim of fostering greater circulation of Turkish literature worldwide.



Evaluation Criteria

The TEDA Advisory and Evaluation Committee also takes into account the following criteria when evaluating applications:

- The literary nature of the work
- If the publisher has received a TEDA grant in the past, whether or not the publisher has successfully met its obligations regarding previously funded works.
- Level of translator's experience.
- The publisher's distribution and promotion strategy.

Application deadlines:

Applications are accepted year-round. Applications submitted to the Ministry are evaluated by the TEDA Advisory and Evaluation Committee, which convenes at least twice a year.

Only publishers located outside of Türkiye may apply to project.



Which Documents Must Be Submitted to Apply?

The original, wet-signed, wet-stamped application form. (The application form can be downloaded in English or Turkish at www.tedaproject.gov.tr. After it has been filled out, signed, and stamped, it must be sent to our postal address via either express mail or courier.)

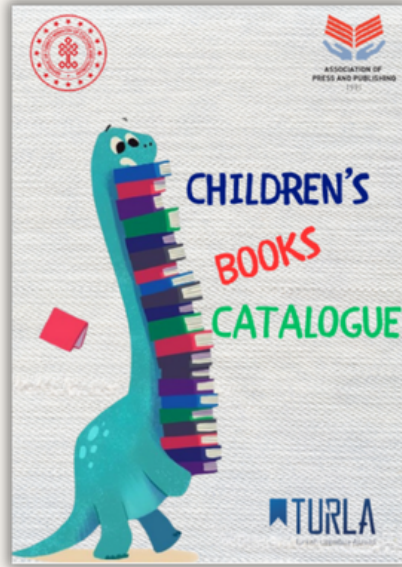
- Documentation provided by the applicant's own country, proving that the applicant is an active publisher in the respective country.
- Contract proving that the copyright owner has granted the publisher permission to publish the work in question.
- Contract with the translator.
- A copy of the Turkish edition of the work to be translated.
- A physical or electronic copy of the publisher's catalog.
- Translator's CV.



**to get more information
please visit the website**



You can review the catalogs
by scanning the Qr codes.



Contact us for detailed information
info@turlameetings.com

10th anniversary of Istanbul Publishing Fellowship



**25-26-27
February 2025**



What Do We Provide ?

Applications to the program are evaluated by the Board of Evaluation of Turkish Press and Publishers Copyright & Licensing Society every year. As a result of the evaluation committee's review, the applications are divided into 3 separate groups.

Golden Support Package

- Plane ticket (Round Trip / Economy Class)
- 4 nights' accommodation
- Airport-hotel transfer
- Breakfasts and lunches are provided throughout the program
- Participation in seminars and business meetings
- Translation support during meetings

Silver Support Package

- 4 nights' accommodation
- Airport-hotel transfer
- Breakfasts and lunches are provided throughout the program
- Participation in seminars and business meetings
- Translation support during meetings

Bronze Support Package

- Airport-hotel transfer
- Lunches are provided throughout the program
- Participation in seminars and business meetings
- Translation support

