Greece

1. Economic data

Area: 131,957 km²
Population: 11.3 m (1.1.2009)
Illiteracy: unknown
Gross Domestic Product (billion euros):
  2005: 192.3
  2006: 213.2
  2007: 228.2
  2008: 242.9
GDP per capita (in euros):
  2005: 17,320
  2006: 18,640
  2007: 20,558
  2008: 21,688
GDP sources 2008 (%):
  Commerce, hospitality industry, transport and communication (33.2 %)
  Real estate, finances (19.9 %)
  Industry/energy (13.6 %)
  Construction (6.1 %)
  Agriculture & fisheries (3.2 %)
  Other 34 %
GDP expenditure 2008 (%):
  Private consumption 69.1 %
  Government expenditure 16.2 %
  Gross investments 14.7 %
Rate of inflation:
  2005: 3.5 %
  2006: 3.3 %
  2007: 3.0 %
  2008: 4.2 %
  2009: 1.2% (estimated)
2010: 1.4% (forecast)

Unemployment:
2005: 9.8 %
2006: 8.9 %
2007: 8.3 %
2008: 7.7 %
2009: 9.0 % (estimated)
2010: 1.4 % (forecast)

(Sources: OECD, Organisation for Economic Co-Operation and Development, and bfai - Bundesagentur für Außenwirtschaft)

The biggest cities are Athens with a population of around four million, and Thessaloniki with about one million inhabitants. About seven million Greeks live abroad, above all in Australia, the USA and Germany. In the nineties, Greece became a destination for immigrants from Asia, Eastern Europe, Africa and the Balkan countries. (Source: BIEF (Bureau International de l’Édition Française): “L’édition en Grèce”, study by Karen Politis, Département Etudes, January 2007)

2. Book production data

Sales
Total sales by Greek publishing companies 2004: 569.7 million euros (estimate of the National Book Centre EKEBI).

Title production/New publications per annum
After the boom of the nineties, when the number of published titles more than doubled, the Greek book market now registers approx. 9,500 titles per annum.

2005: 8,692
2006: 9,730
2007: 9,834
2008: 9,579
Of these, 2,254 titles were in the category humanities and social sciences in 2008. (Source: BIBLIONET, updated in May 2009)
Fixed book prices
Fixed prices for the book trade came into force in Greece in 1998. Publishing companies are obliged to set a retail price on which booksellers are permitted to give a limited discount of up to 10% in a period of two years after publication date, or can add a surcharge of up to 5%.

Average book price
Average retail price of Greek paperbacks (in euros):
2005: 16.00
2006: 16.15
2007: 16.76
2008: 17.13

Greece has been part of the eurozone since January 2002.

VAT
VAT is charged at 4.5% on books, in comparison to 9% and 19% on other products.

Copyright laws
Universal Copyright Convention (since 1962)
Bern Convention (since 1975)

Reading habits

<table>
<thead>
<tr>
<th>Table 1 : Reading habits by gender</th>
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<tbody>
<tr>
<td>Readers in total</td>
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<tr>
<td>No books</td>
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<tr>
<td>&quot;Practical&quot; books only (leisure, hobby and do-it-yourself manuals)</td>
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<tr>
<td>Job/career-related literature</td>
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</tbody>
</table>
"Practical" books (leisure, hobby, etc.) and job/career-related literature | 2.40 % | 3.50 % | 1.30 %
---|---|---|---
Not many books (1-9 a year) | 25.40 % | 22.10 % | 28.40 %
More than 9 books a year | 8.60 % | 6.60 % | 10.30 %
Total | 100 % | 100 % | 100 %

(Source: National Book Centre EKEBI, Book Monitoring Unit, *2nd Greek Survey on Reading Behaviour, 2004*)

**Rights & licences**

Rights/licences acquired from German companies by Greek companies: 2003: 103, 1.5 % of all rights/licences sold abroad
2004: 120, 1.7 %
2005: 150, 2 %
2006: 214, 2.4 %
2007: 306, 2.9 %
2008: 126, 1.7 %

(Source: *Buch und Buchhandel in Zahlen 2009*, published by Börsenverein des Deutschen Buchhandels e. V.)

Rights/licences acquired from German companies by Greek companies in 2008 by subject group:
Fiction: 19 (2007: 26)
Non-fiction: 26 (2007: 114)
Academic & STM: 36 (2007: 68)
Other: 2 (2006: 12)

**Total 2008: 130 rights/licences (corresponding to 1.7 % of German rights/licences issued to other countries)**

(Source: Rights & licence survey carried out by the Börsenverein des Deutschen Buchhandels e. V. in *Buch und Buchhandel in Zahlen 2009*)

Rights/licences for fiction translations from Greek into German sold to German companies in 2008:
9 translations (9.8 % all translations) - by comparison: translations from British English: 956 (63.6 % of all translations).

(Source: *Buch und Buchhandel in Zahlen 2009*, published by Börsenverein des Deutschen Buchhandels e. V., Frankfurt am Main)
In 2005 Greece came ninth in the ranking of original languages for translations into German. As from 2006, Greece is no longer listed as only ten places are recorded.
(Source: Deutsche Nationalbibliografie, VLB 2007)

Number of translated titles
Translations of foreign-language titles account for a significant market share in Greece at more than 40 %.
2004: 3,508 translated titles (market share 40.5 %)
2005: 3,644 translated titles (market share 41.8 %)
2006: 4,252 translated titles (market share 43.7 %)
2007: 4,017 translated titles (market share 40.9 %)
2008: 3,991 translated titles (market share 41.7 %)

Original languages of translated titles in 2008:
German ranked 4th in 2008 in the listing of original languages for translations into Greek.
  1. English: 2,059 titles (51.6 %)
  2. French: 460 titles (11.5 %)
  3. Italian: 268 titles (6.7 %)
  4. German: 196 titles (4.9 %)

Exports/Imports
Countries of origin for book imports in 2008:
  1. UK (34 %)
  2. Italy (14.6 %)
  3. Israel (13.4 %)
  4. Germany (13 %)

Number of publishing companies
841 publishing companies were active on the market in 2008 (2007: 798), compared to 374 in 1990.
The industry is highly centralised: 82 % of publishing companies are based in Athens, 11 % in Thessaloniki and 7 % elsewhere around the country. 23 % of publishing companies publish 81 % of total book production.
Most Greek publishing houses were set up after the end of the military dictatorship in 1974. They are family businesses named after their founders. The majority are independent. There is virtually no agglomeration process.

The 10 leading Greek publishing companies 2008
1. Patakis (346 titles)
2. Modern Times (343 titles)
3. Lambrakis Press (268 titles)
4. Minoas (211 titles)
5. Metaichmio (204 titles)
6. Livanis (193 titles)
7. Savalas (191 titles)
8. Kastaniotis (185 titles)
9. Kedros (180 titles)
10. Psichogios (146 titles)

Two publishing companies that were included in this list the previous year are Ellinika Grammata (2007: 295 titles) and A.N. Sakkoulas (2007: 226 titles), but as they are still among the large publishing companies in Greece, they should be mentioned here.

The 3 leading Greek fiction publishing companies 2008:
1. Livanis
2. Lambrakis
3. Kastaniotis

The 3 leading Greek children’s book publishers 2008:
1. Modern Times
2. Minoas
3. Patakis

The 3 leading Greek publishers of social sciences and the humanities 2008:
1. A. N. Sakkoulas
2. Sakkoulas S.A.
3. Nomiki Vivliothiki
The 3 leading Greek science publishing companies 2008:
1. Paschalidis P.C.
2. Klidarithmos
3. Parisianou

Number of Greek publishing companies by individual size categories

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<tr>
<th></th>
<th>2005</th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
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<tbody>
<tr>
<td>Large publishing</td>
<td></td>
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<tr>
<td>companies with more</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>than 80 titles</td>
<td>20</td>
<td>19</td>
<td>21</td>
<td>22</td>
</tr>
<tr>
<td>published per annum</td>
<td>36.5 %*</td>
<td>36.9 %*</td>
<td>38 %*</td>
<td>37.9 %*</td>
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<tr>
<td>Mid-size publishing</td>
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<td></td>
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<tr>
<td>companies with 10-80</td>
<td>161</td>
<td>166</td>
<td>163</td>
<td>169</td>
</tr>
<tr>
<td>titles published</td>
<td>43.5 %*</td>
<td>43.2 %*</td>
<td>43 %*</td>
<td>44 %*</td>
</tr>
<tr>
<td>per annum</td>
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<tr>
<td>Small publishing</td>
<td></td>
<td></td>
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<tr>
<td>companies with fewer</td>
<td>618</td>
<td>636</td>
<td>614</td>
<td>650</td>
</tr>
<tr>
<td>than 10 titles</td>
<td>19 %*</td>
<td>18.7%*</td>
<td>17.9 %*</td>
<td>16.9 %*</td>
</tr>
<tr>
<td>published per annum</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TOTAL</td>
<td>799</td>
<td>821</td>
<td>798</td>
<td>841</td>
</tr>
</tbody>
</table>

*: share of total title production

Number of bookshops
There are 2,000 bookshops and 3,500 other sales outlets, including magazine retailers and supermarkets.
The majority are in Athens (50 %) and in other big towns. The first bigger chain bookstores have developed over the past ten years.

The major chainstores:
1. Papasotiriou
2. Eleftheroudakis
3. Ianos
4. Protoporia
5. Kosmos-Floras
6. Leader Books
7. Hellenic Distribution Agency / Newsstand
8. FNAC
9. Public

Sales figures by sales outlet are not available.

**National Book Centre**
EKEBI, National Book Centre of Greece
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P.O. Box 27016
117 42 Athens, Greece
Phone: +30 210 92 00 300
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www.ekebi.gr
President: Takis Theodoropoulos
Director: Catherine Velissaris

**Publishers and Booksellers Association**
The Greek Federation of Publishers and Booksellers is a member of the International Publishers Association (IPA), the Federation of European Publishers (FEP) and the European Booksellers Federation (EBF).

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www.poev.gr
President: Annie Ragia
Director: Georgios Stefanou

**Book fair**
The International Thessaloniki Book Fair is open to the public; the sale of books is permitted. It is held every year in April or May. The seventh Thessaloniki Book Fair is scheduled for 22 – 25 April 2010.

**Organisers**
The International Thessaloniki Book Fair is organised by the National Book Centre of Greece in cooperation with HELEXPO S.A., the Hellenic Federation of Publishers and Booksellers, and the city of Thessaloniki, and has the Greek ministry of culture as its patron.
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Sources
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EKEBI, National Book Centre of Greece, Book Monitoring Unit: 2nd Greek Survey on Reading Behaviour, 2004
Rights and licence survey of the Börsenverein des Deutschen Buchhandels e. V. 2006 and 2007
OECD, Organisation for Economic Co-Operation and Development
Thessaloniki Book Fair, www.thessalonikibookfair.com

As at February 2010