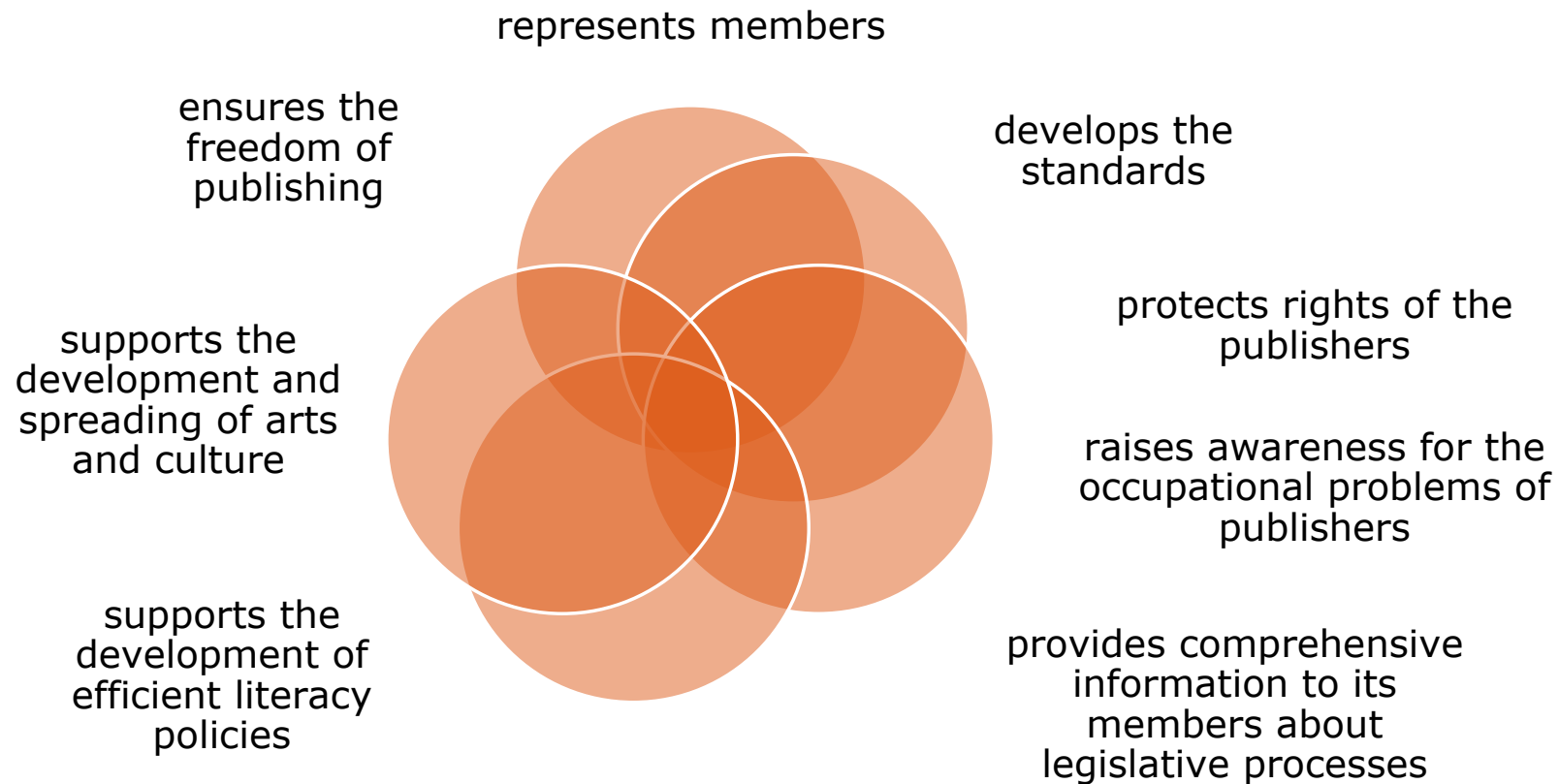




30th Year

SUPPLY CHAIN IN TURKEY POTENTIALS AND POSSIBILITIES

Turkish Publishers Association



PUBLISHING MARKET 2014

Number of publishers	1732
Number of selling points	6000
Number of distribution companies	145
Number of new titles (2014)	50.752
Number of books produced (2014)	344.405.399
Number of textbooks	216.698.371
Total number of books produced	561.103.770
More info on www.turkyaybir.org.tr	

BOOKSTORE DATABASE

5.851 Bookstores

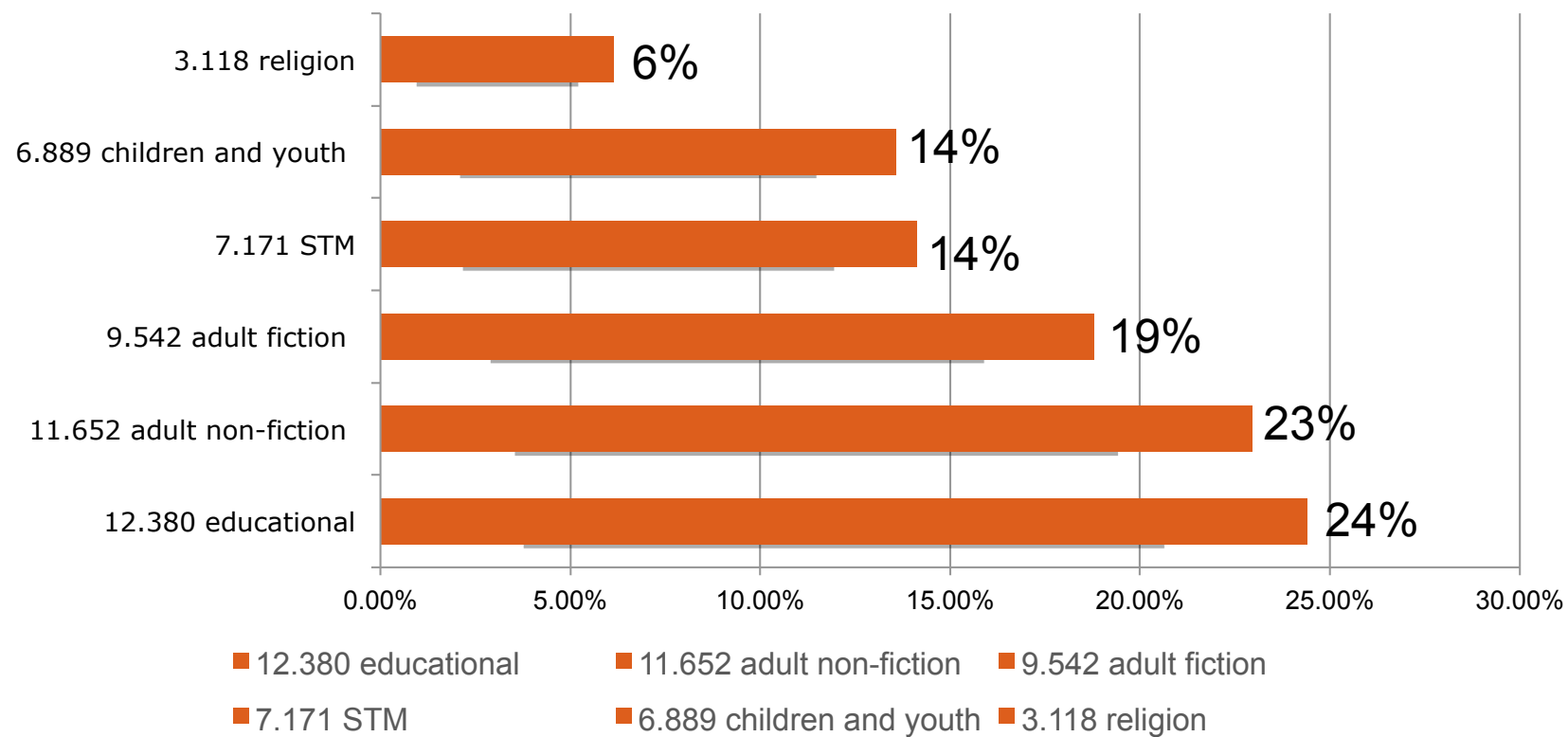
Available	4.137	71%
N/A	1.714	29%

Categories	Unit
1.Adult fiction	643
2.STM	490
3.Educational	594
4.Children and Youth	597
5.Religion	181
6.Import	111
7.All	295

Sell only books	Number
Yes	831
No	547

ISBN

The number of new titles in 2014 50,752



BANDROLE

- **Serialised holographic sticker on each copy to prove authenticity**


- **Adult fiction**
- **Adult non-fiction**
- **Children and youth**
- **Educational**
- **STM**
- **Religion**

Bandrole helps us to

- Evaluate number of production
- Fight against piracy

THEMA

WHAT DO WE NEED?

- Updates & Translation
 - Adaptation (e.g. Atatürk books, Islamic books)
 - ISBN and bandrole data are collected by different bodies, no integration.
 - Identifiers for royalties
 - Both *Thema* and ONIX should be accepted by bookstores, distributors and the publishers.
- 

SUPPLY CHAIN

Best practices or a local system?





TURKISH PUBLISHERS ASSOCIATION

30th Year

<http://turkyaybir.org.tr/>

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