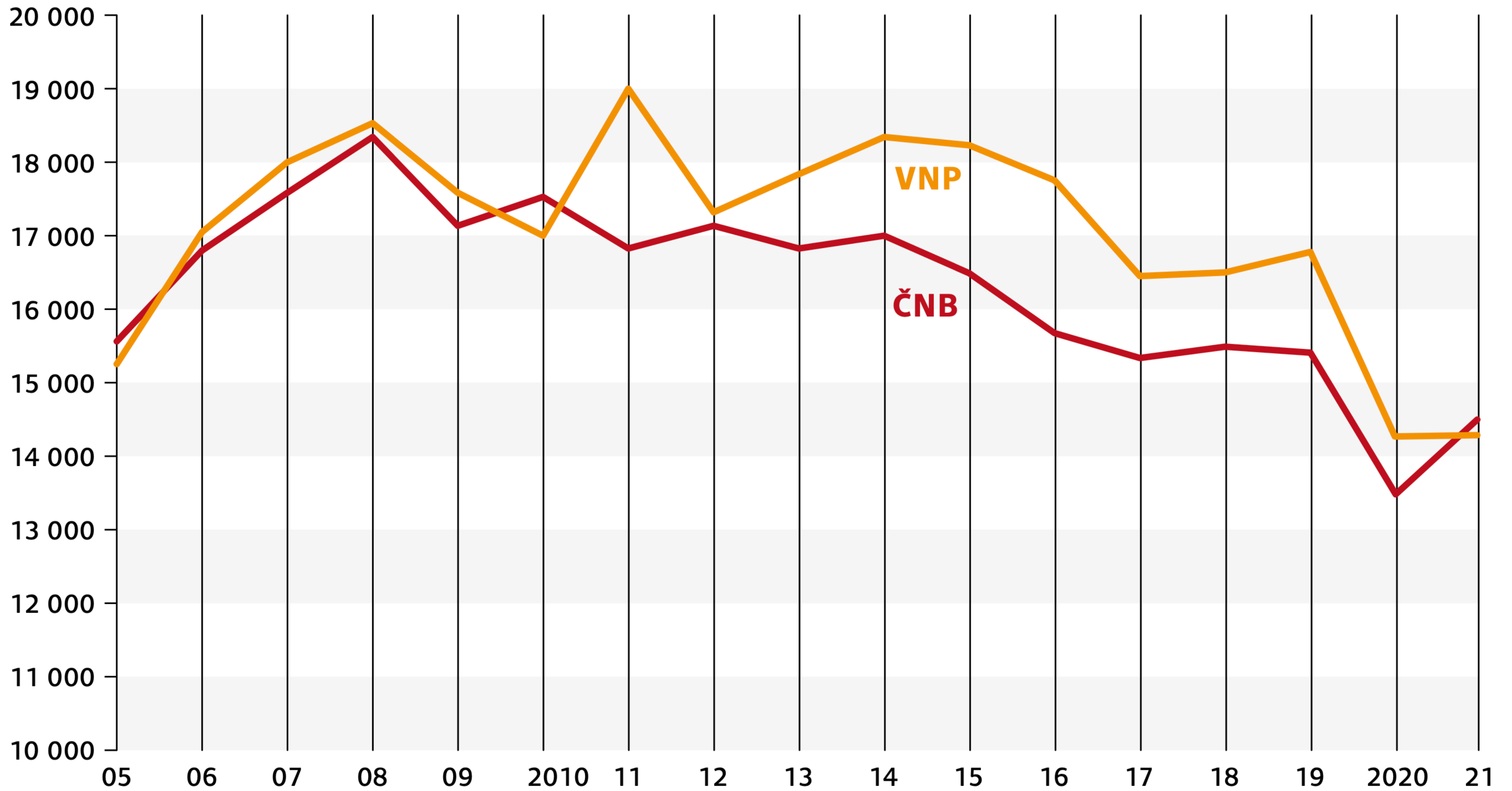
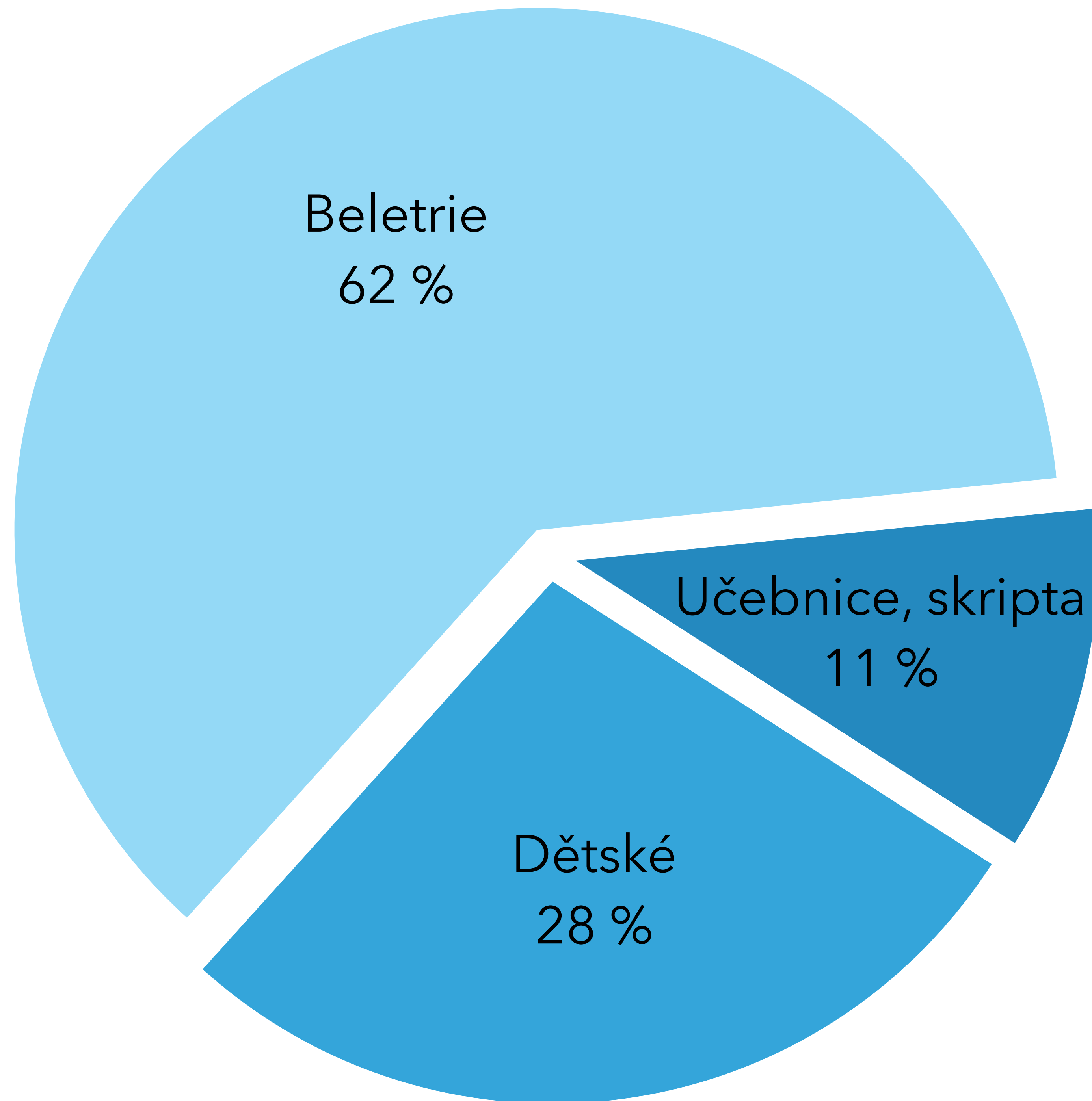


# situace na knižním trhu

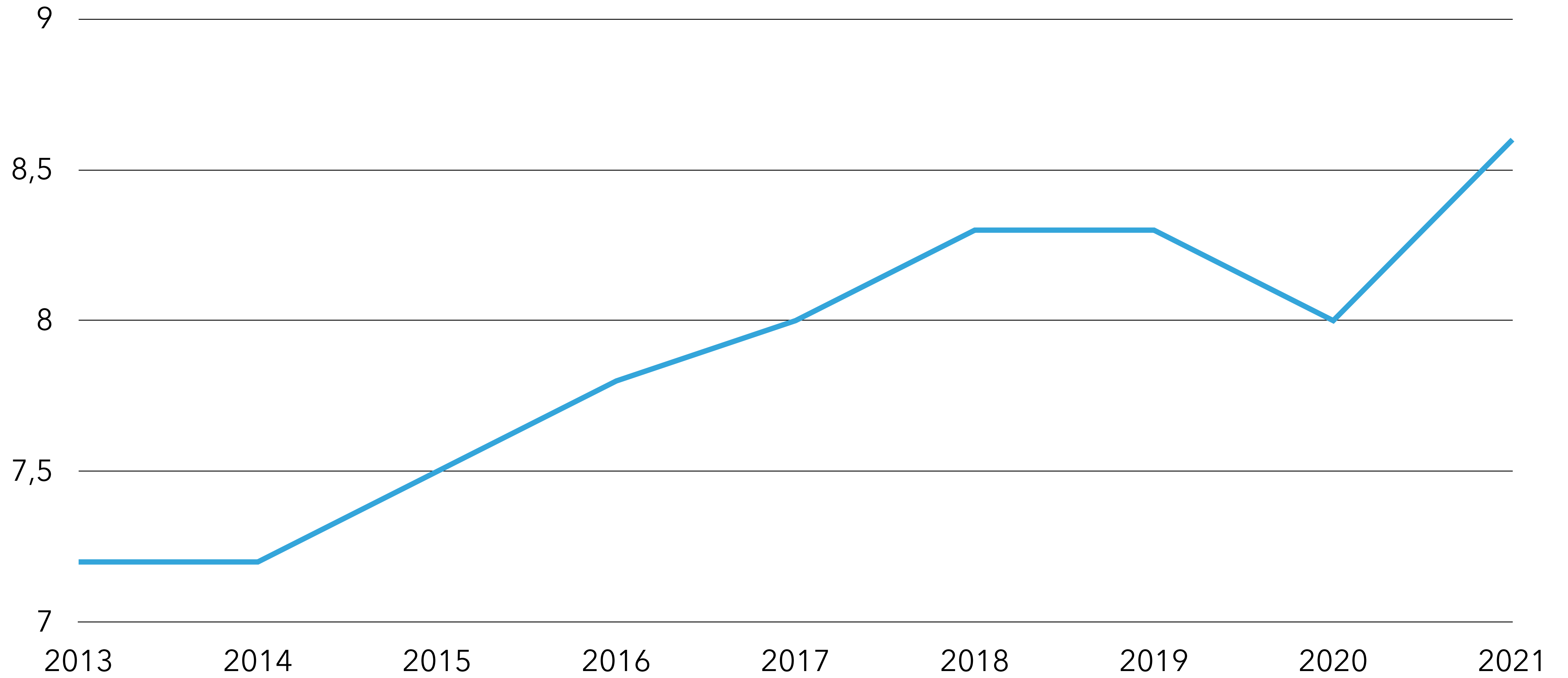
Knižní kultura a praxe

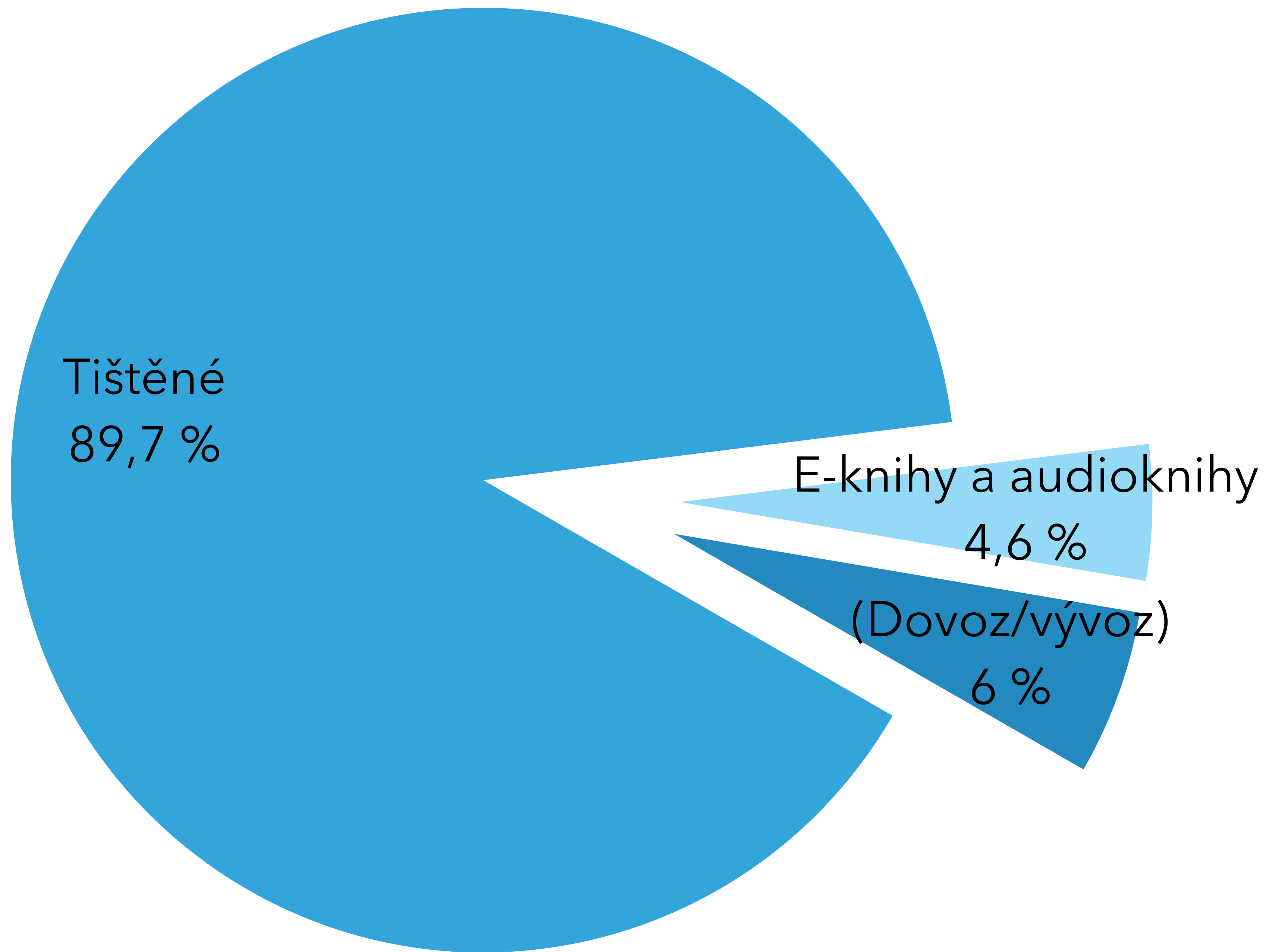
kde jsme



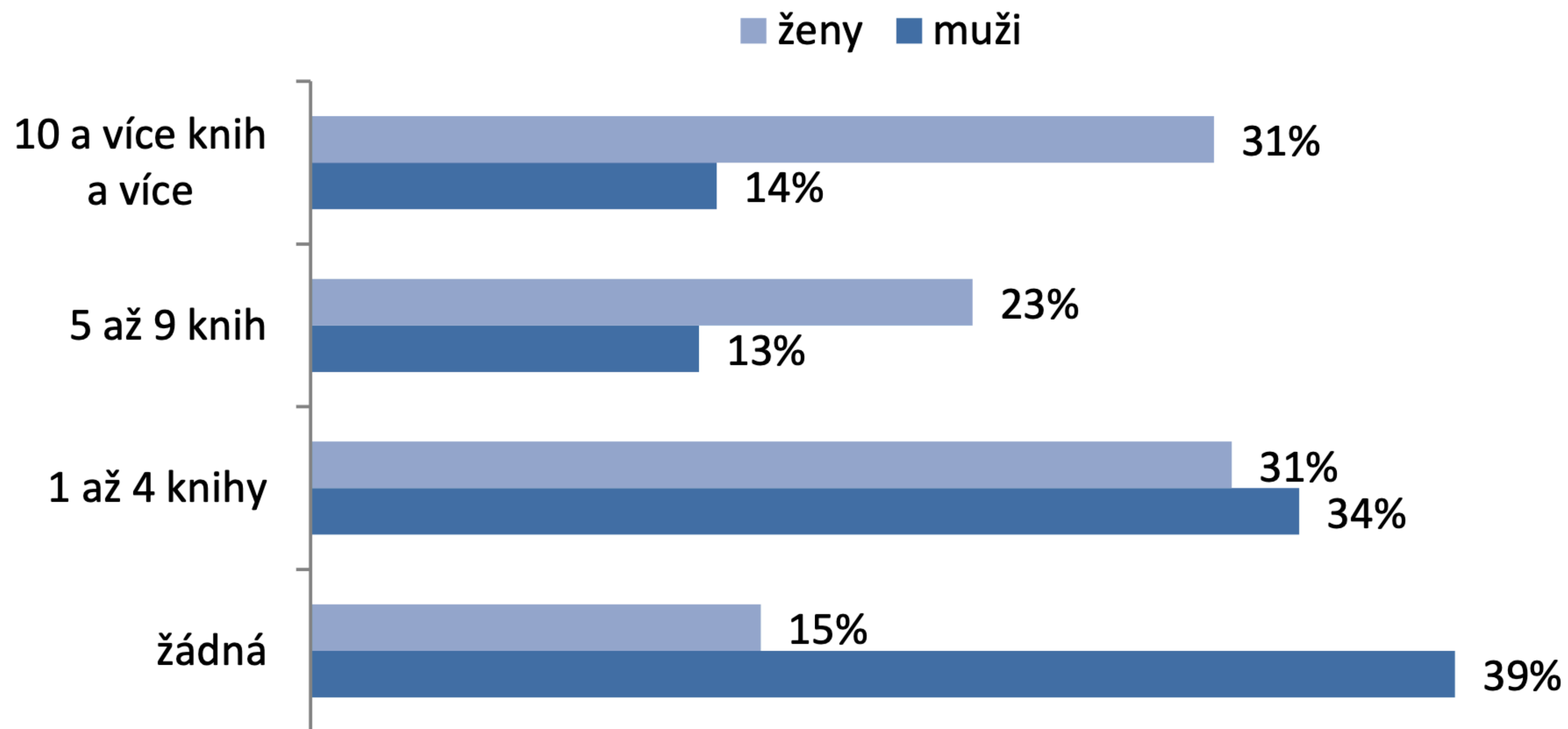






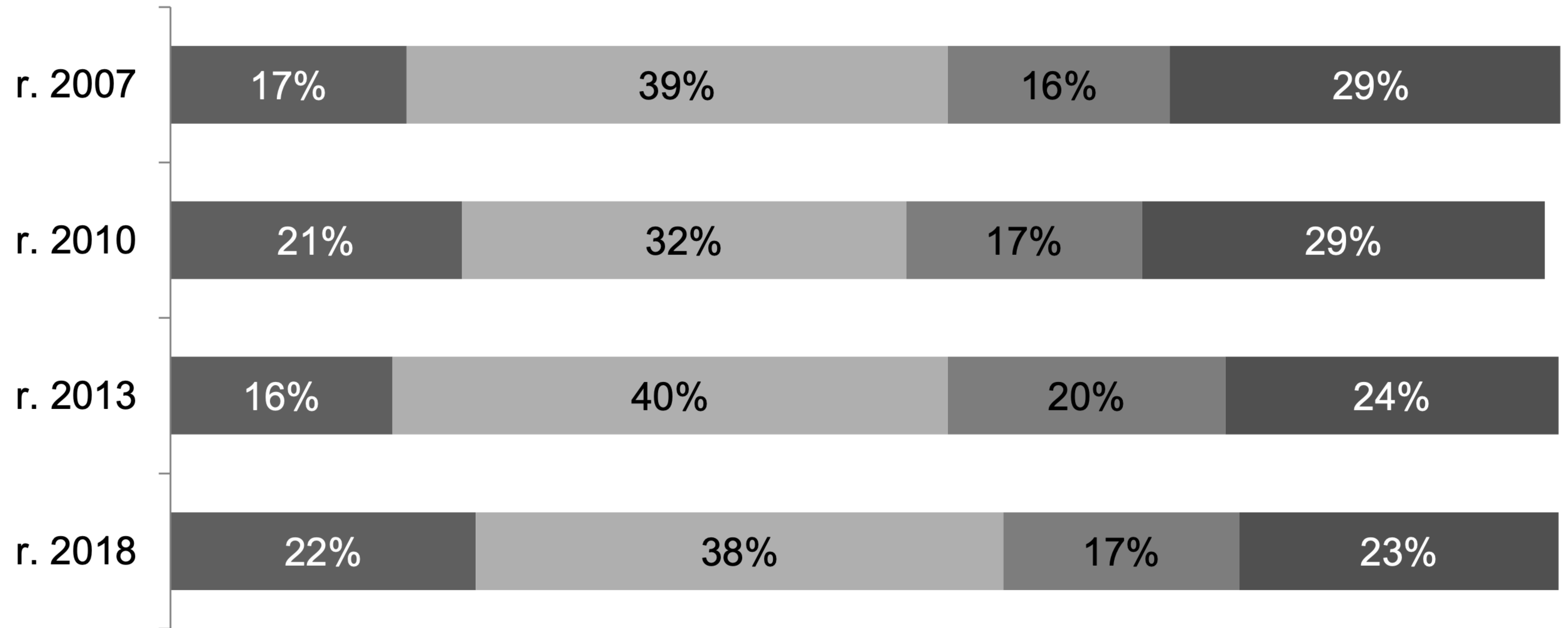


**Graf 14** Počet přečtených knih v roce 2016 podle pohlaví (podíl těch, co přečtou daný počet knih v populaci 18-69 let)



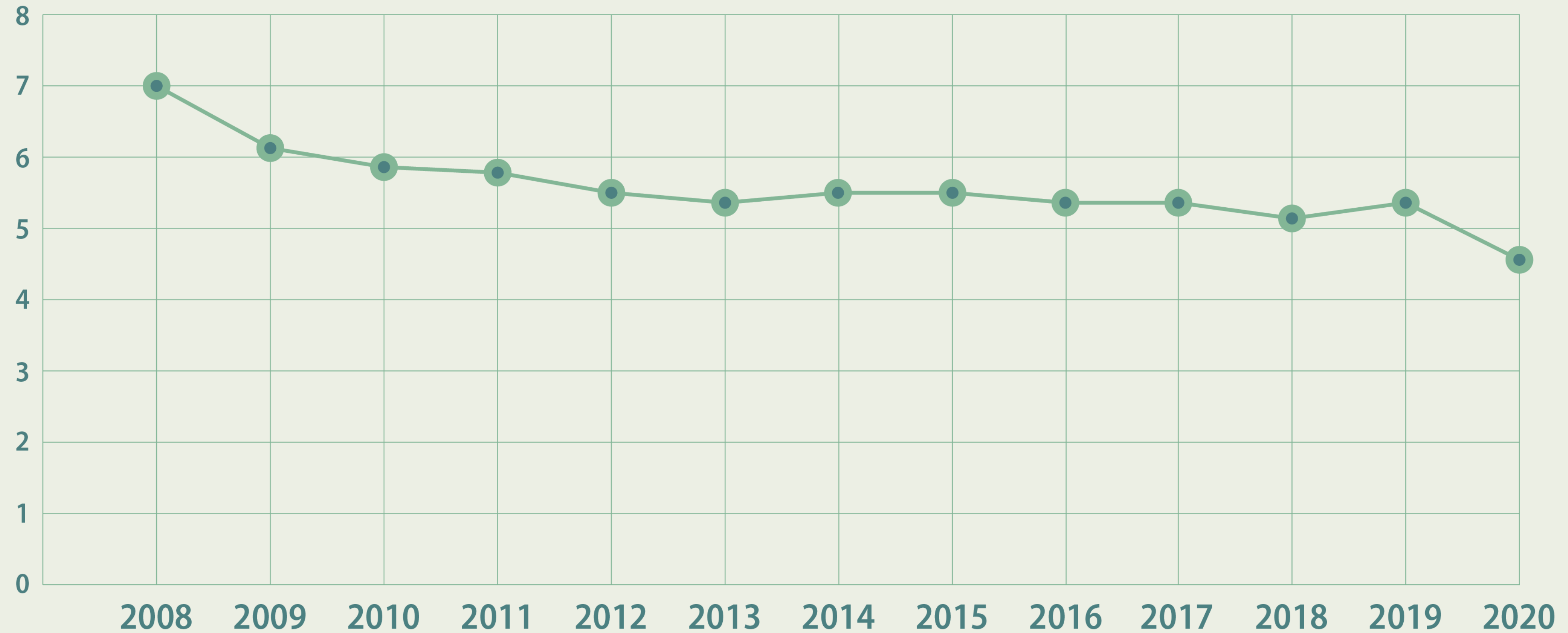
Zdroj: Vzdělávání dospělých v České republice, ČSÚ

- nečtenář (0 knih)
- čt. sporadický (1-6 knih)
- čt. pravidelný (7-12 knih)
- čt. častý (13 a více knih)

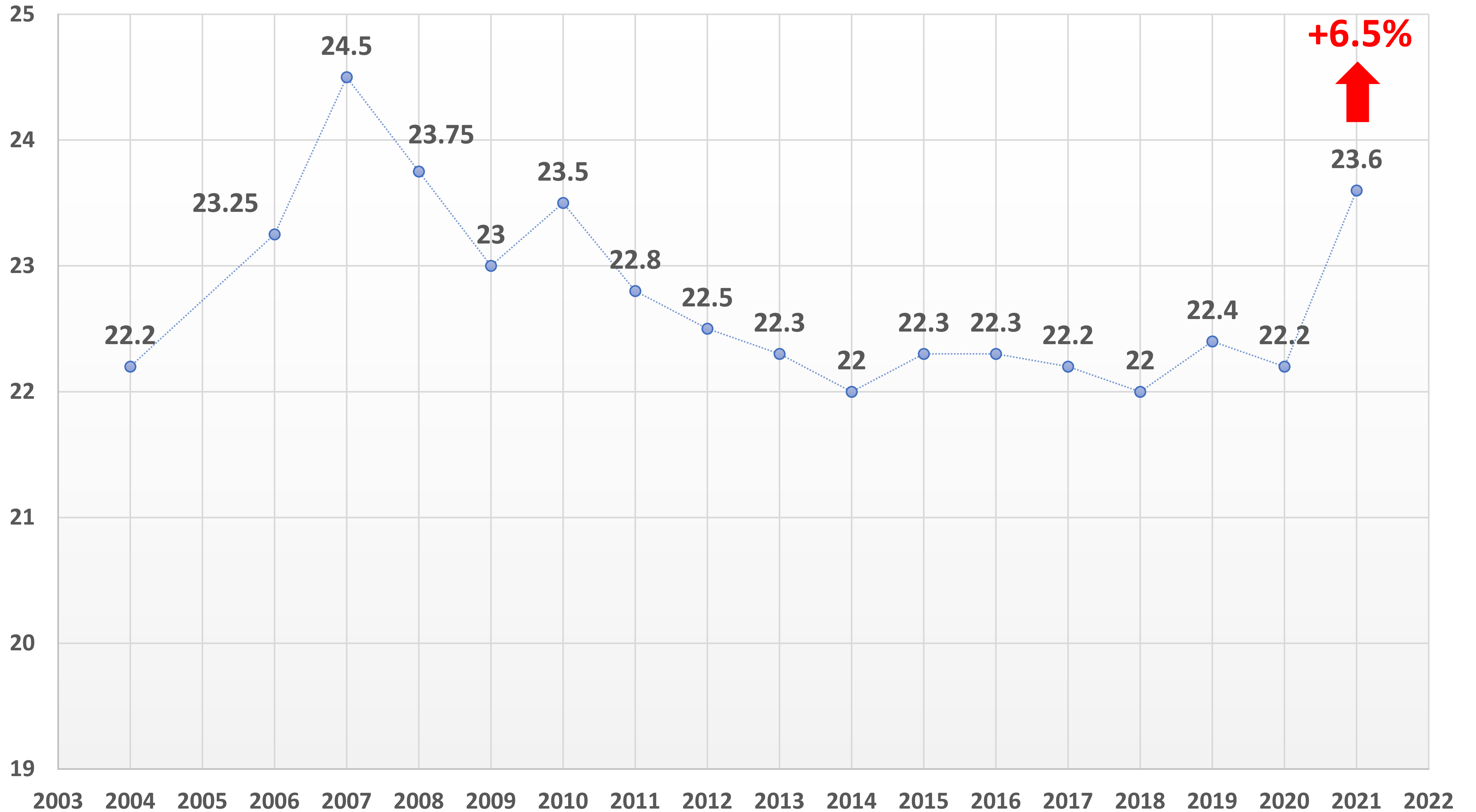


báze: všichni

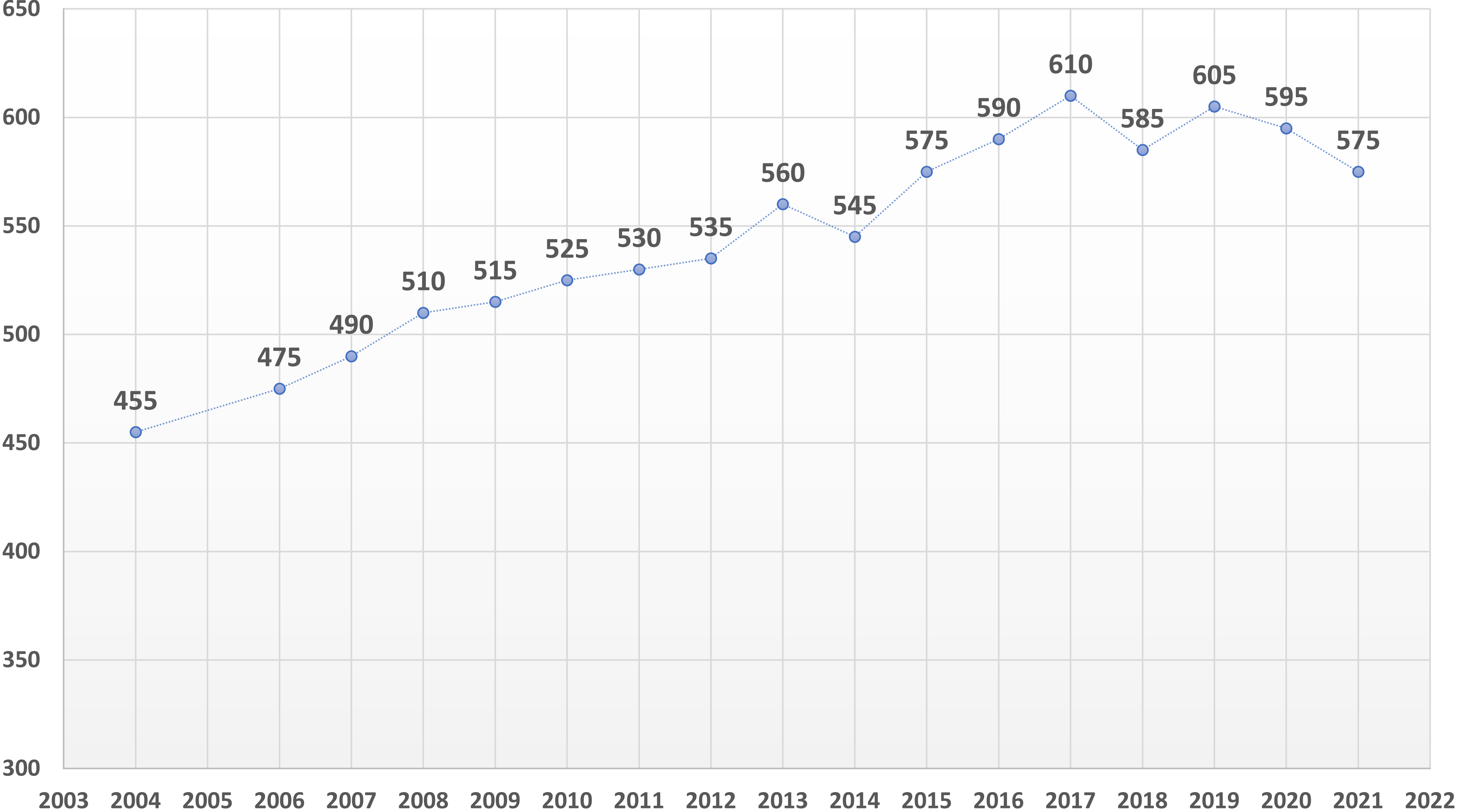
# Sold production of printed books in the EU (€, billion)



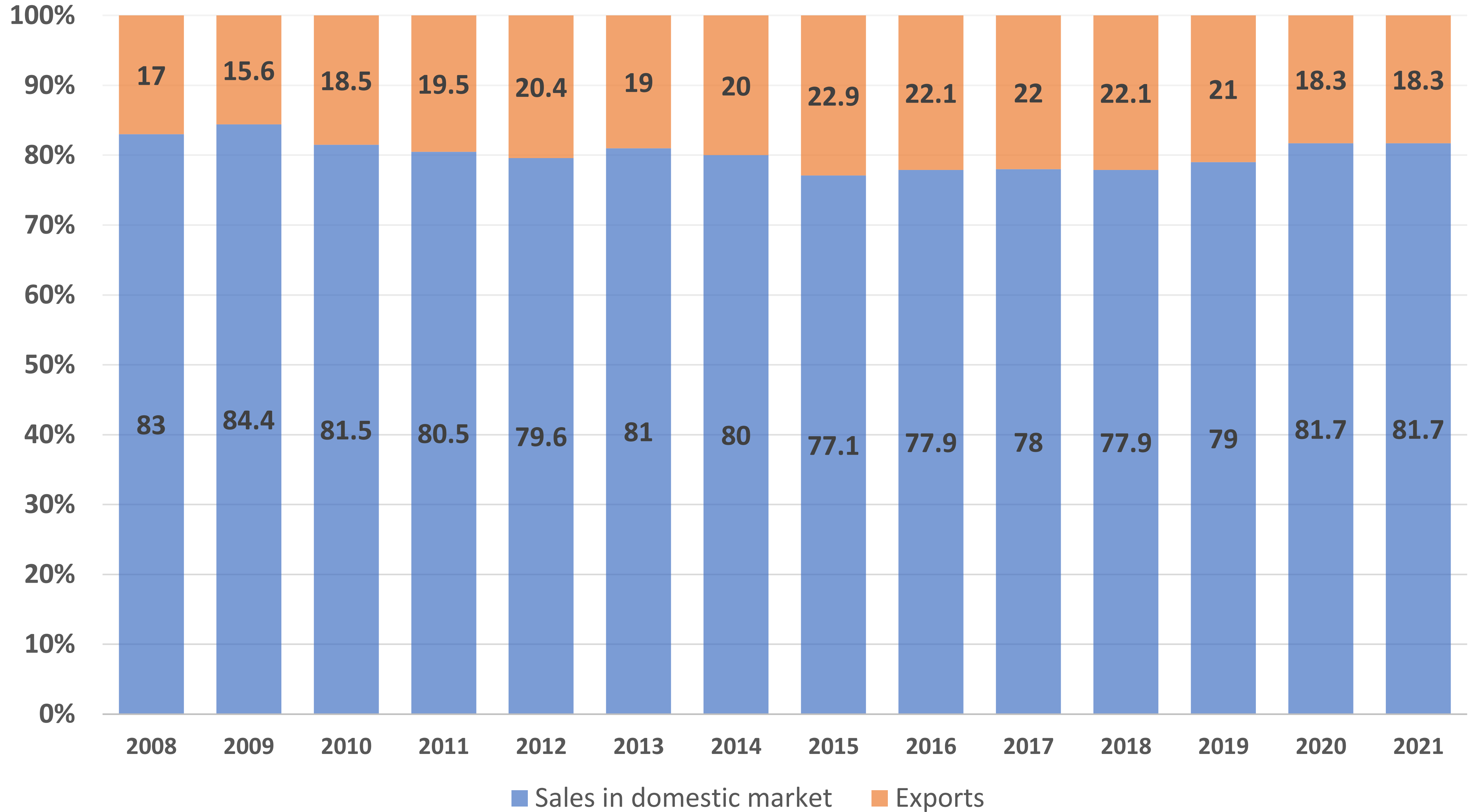
# Net publishers' turnover (bln eur) 2004-2021



# New titles ('000) 2004-2021

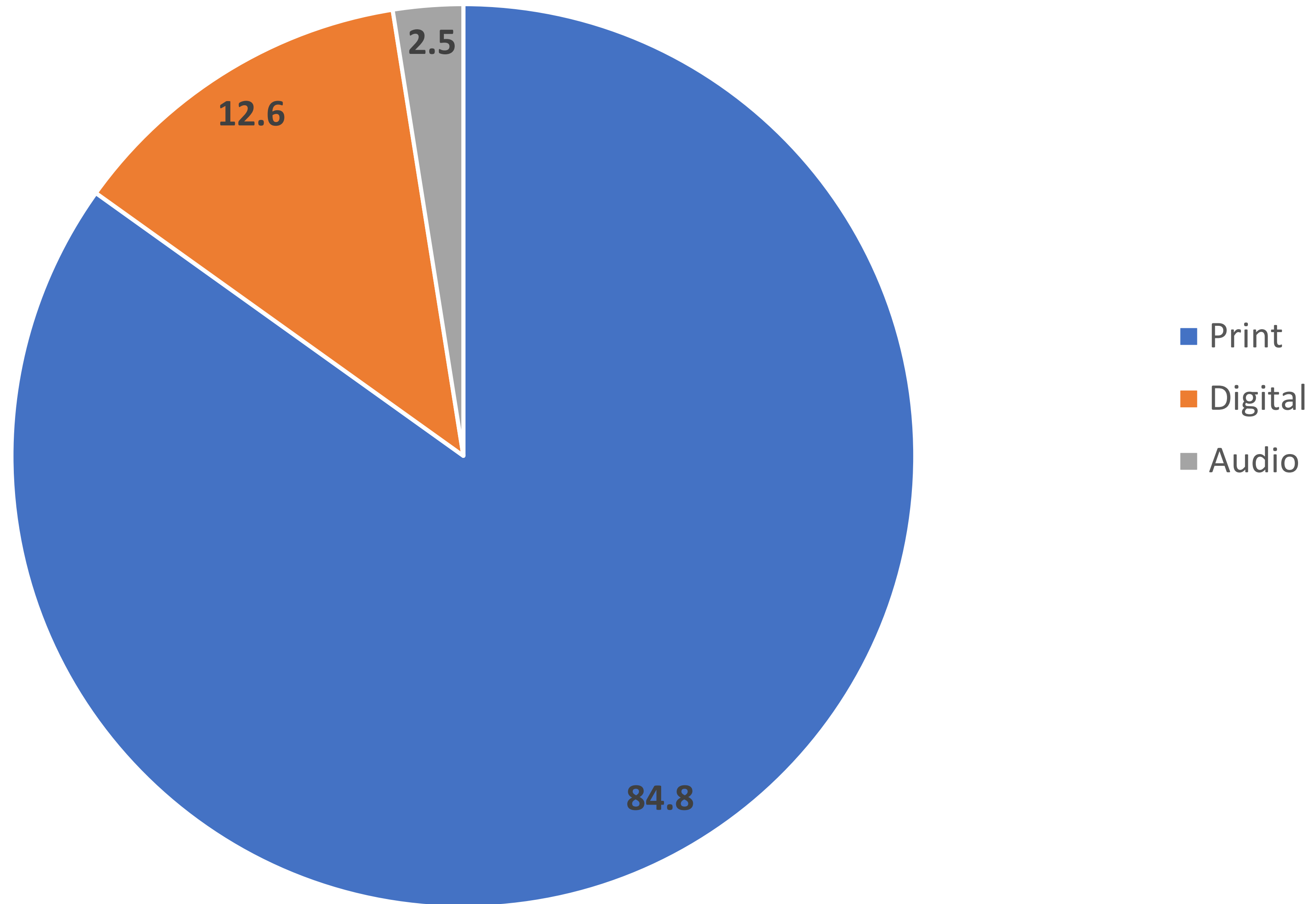


# Turnover by destination (%) 2008-2021



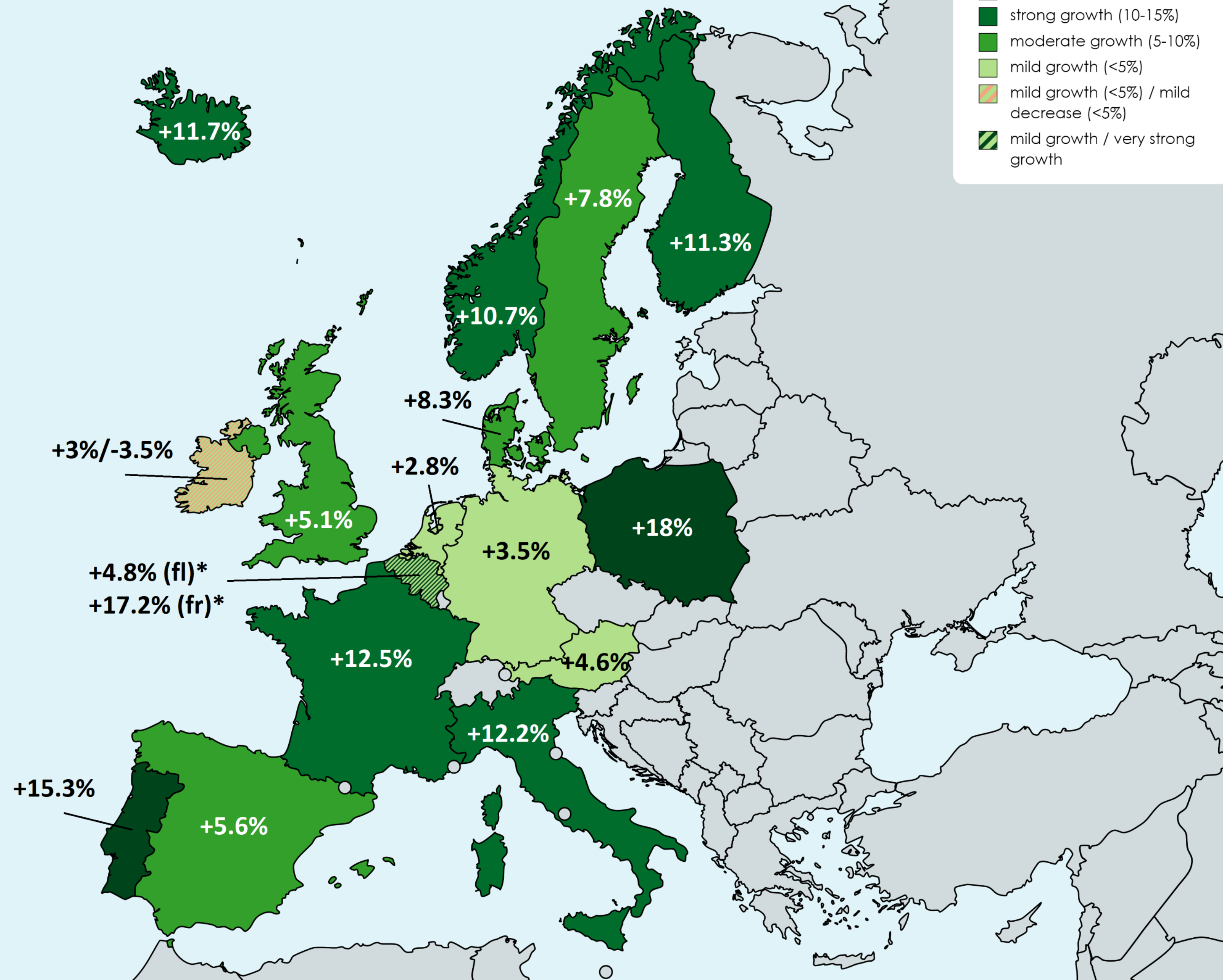


# Turnover by format (%) 2021



# The book market in 2021

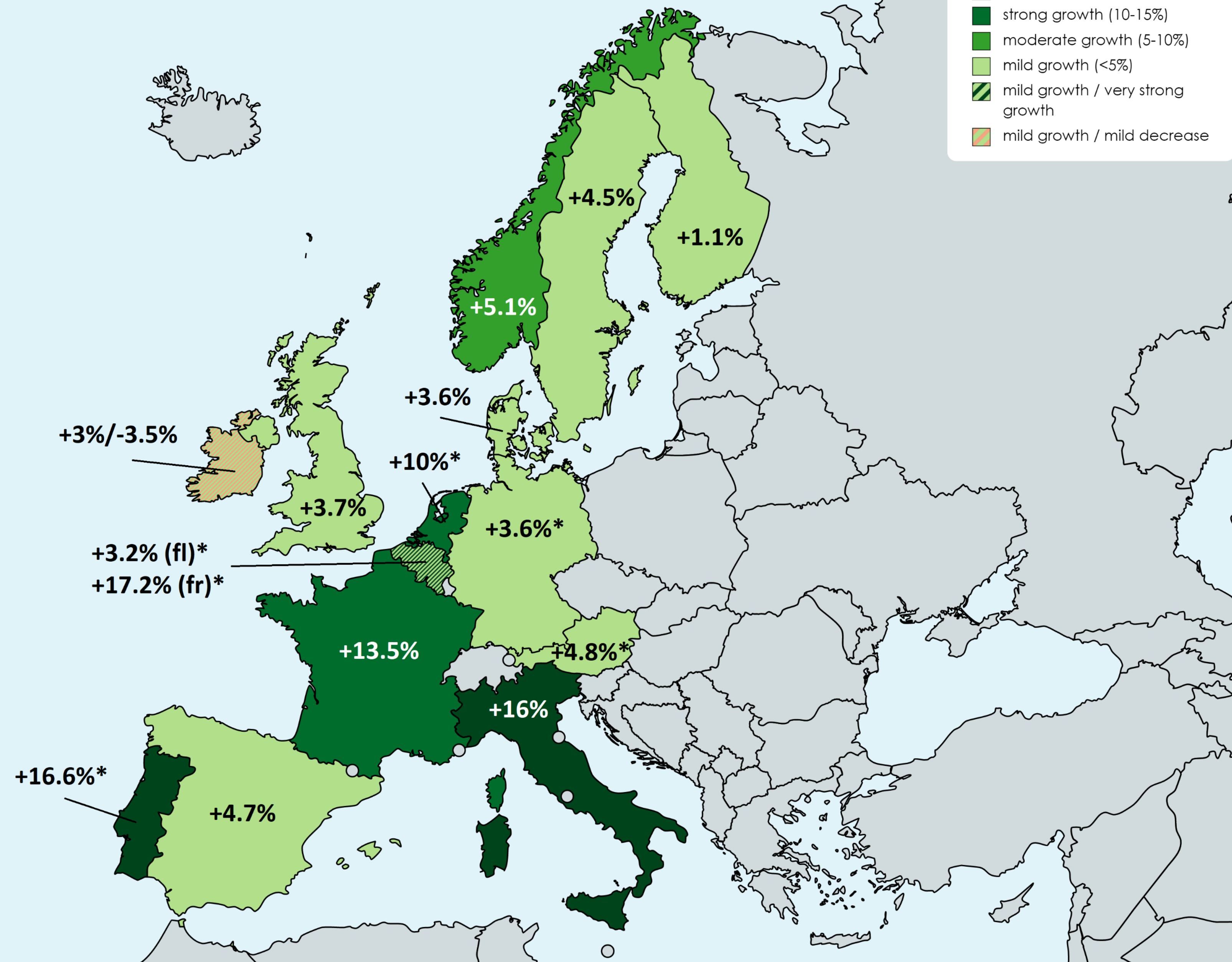
(total turnover, all categories/trade\*, change vs 2020)





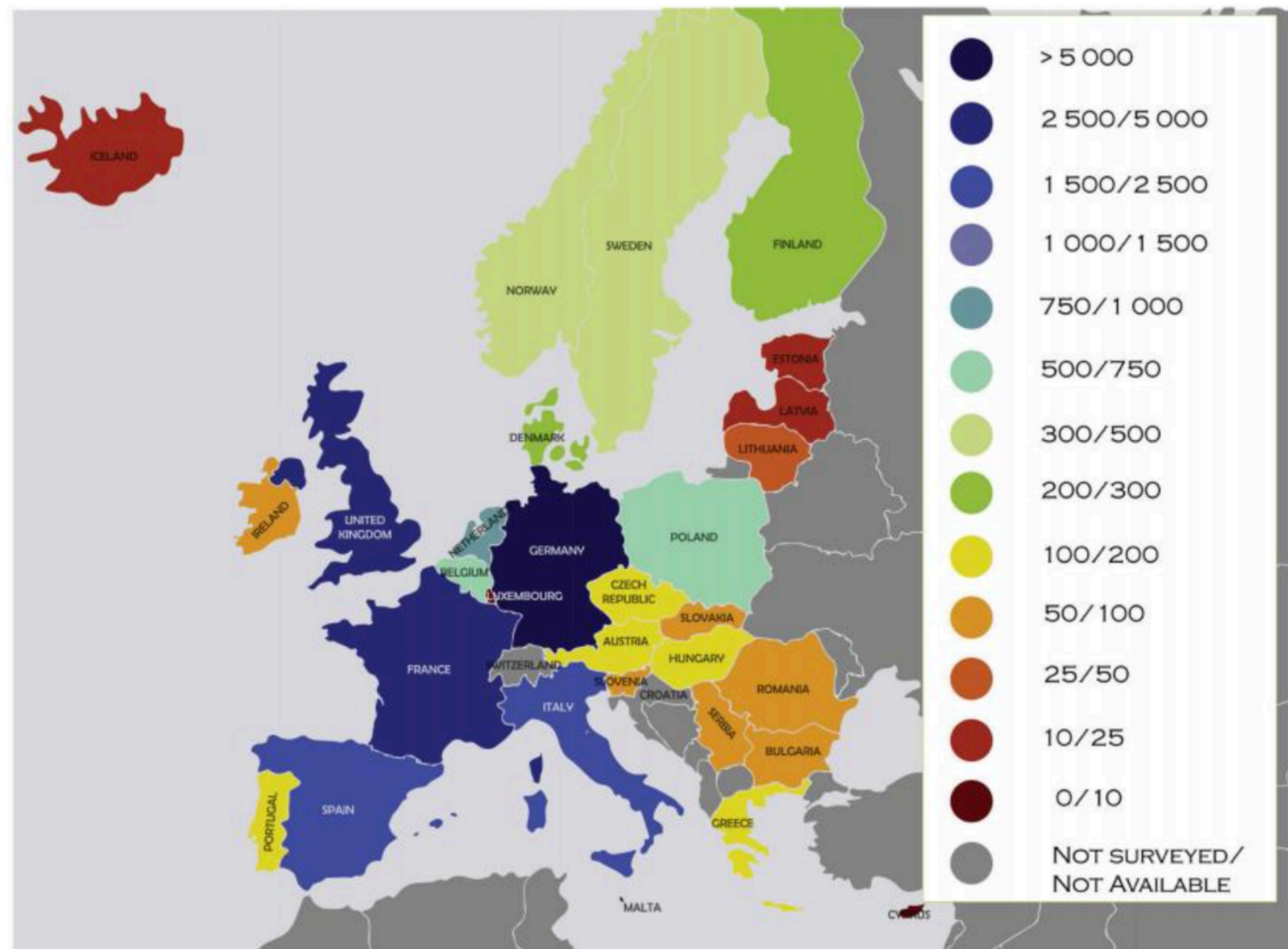
# The book market in 2021

(print book sales, all categories/trade\*, change vs 2020)





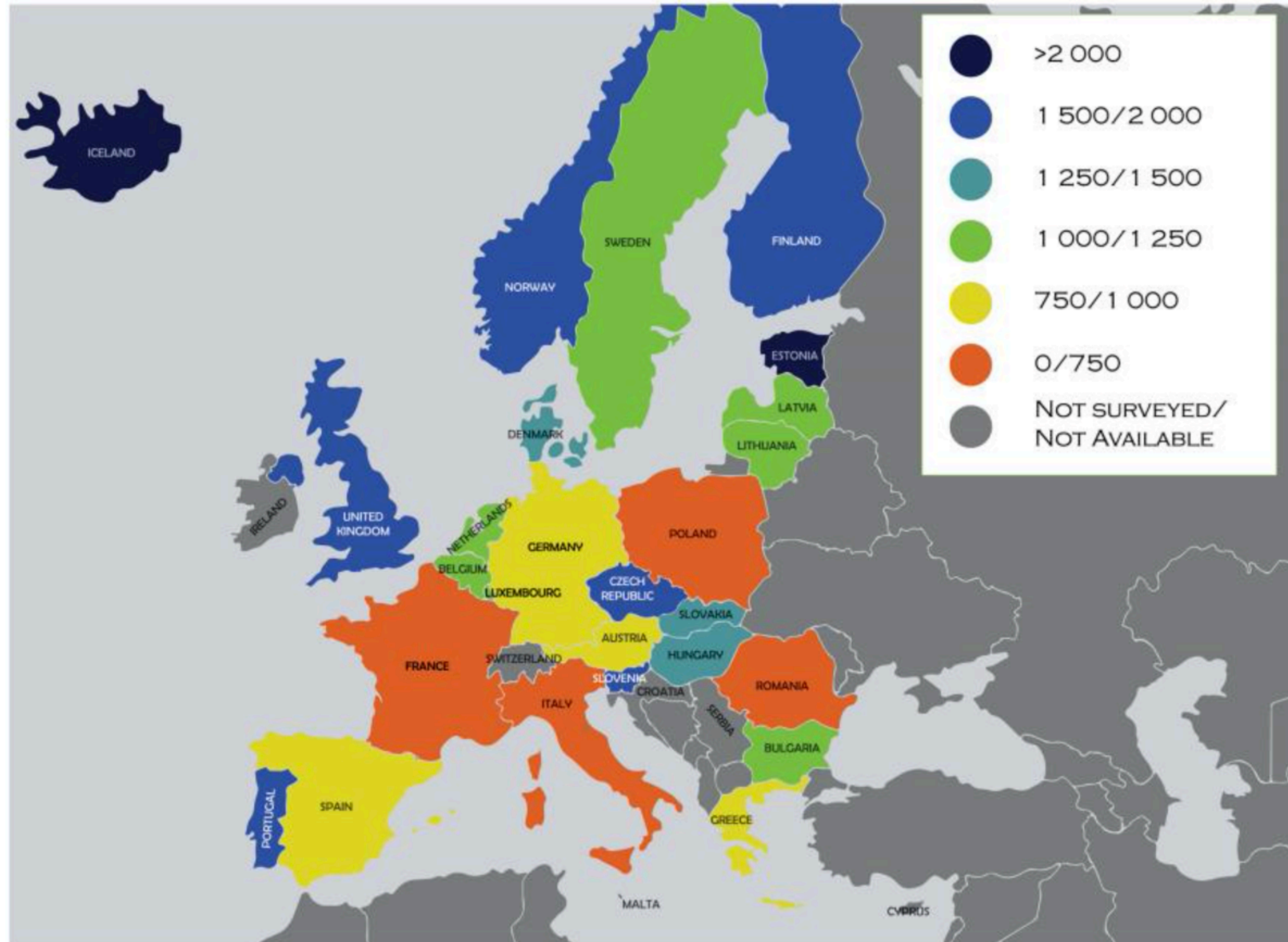
## Publishers' net turnover from book sales per country in the EU + EEA and EU candidates, 2015 (€ million)



Source: FEP survey

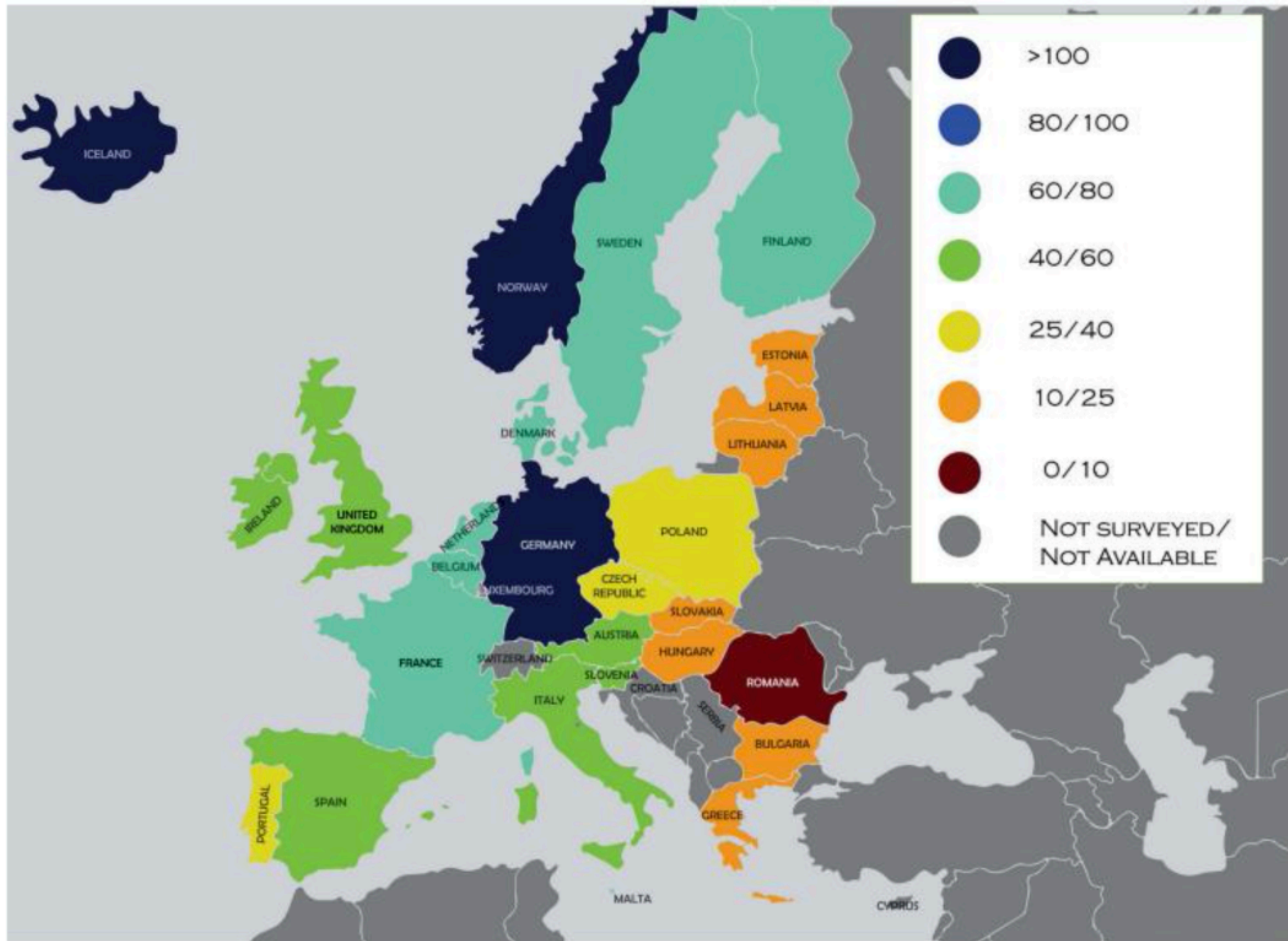


## New titles published per country in the EU + EEA per million inhabitants, 2010-2015



Source: FEP survey, National Statistics Offices (elaboration by FEP)





Source: FEP survey (elaboration by FEP)

**knižní trh překonal  
covid,  
papírovou krizi,  
ale co teď?**

ptejte se



rozdělení sil

**malý**

**Fra, Lipnik, Rubato, Kher, Verzone, Wo-men...**

**Knihex**

**Tabook**

**Svět knihy**

**střední**

**Dauphin, Akropolis, Triáda, Paseka, Torst**

**velký**

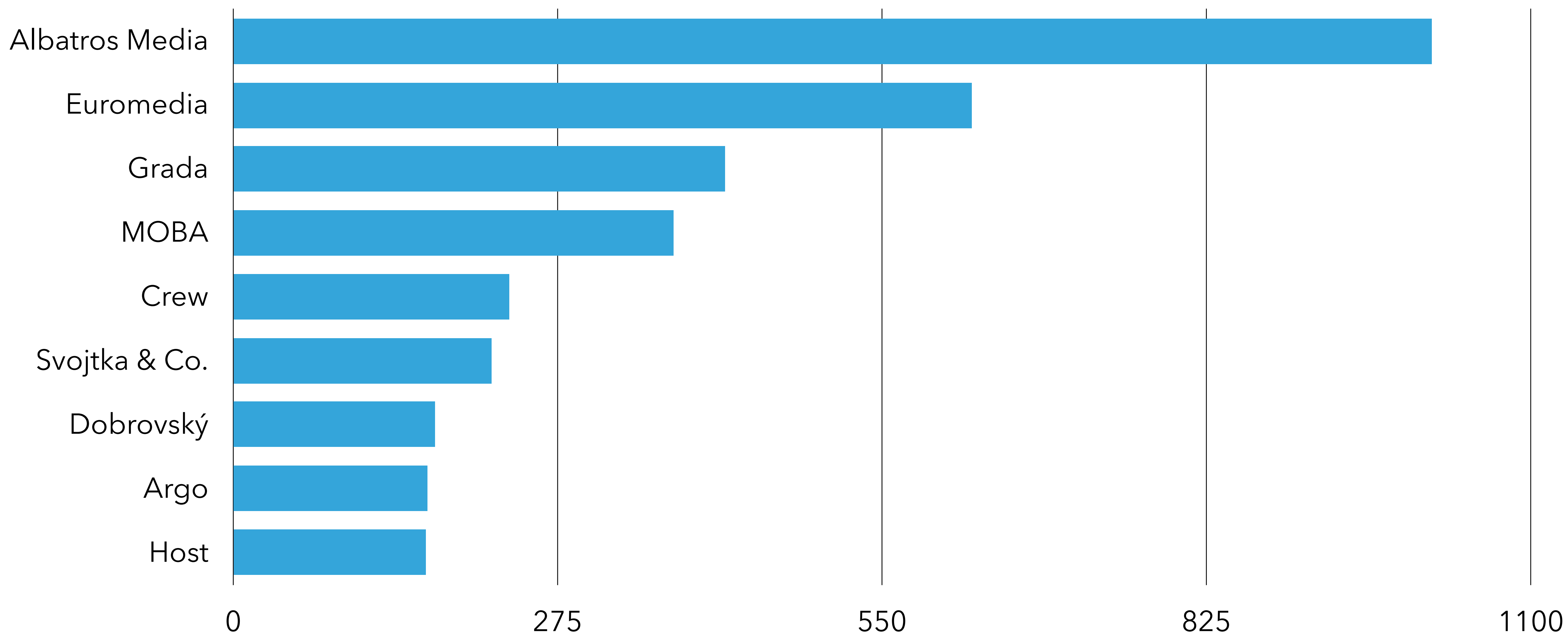
**Argo, Host, Grada**



**korporace**

**Albatros, Euromedia**

# top 10 nakladatelů v roce 2021



**institucionální**

**univerzity, vysoké školy, akademie, církve**

**distribuce**

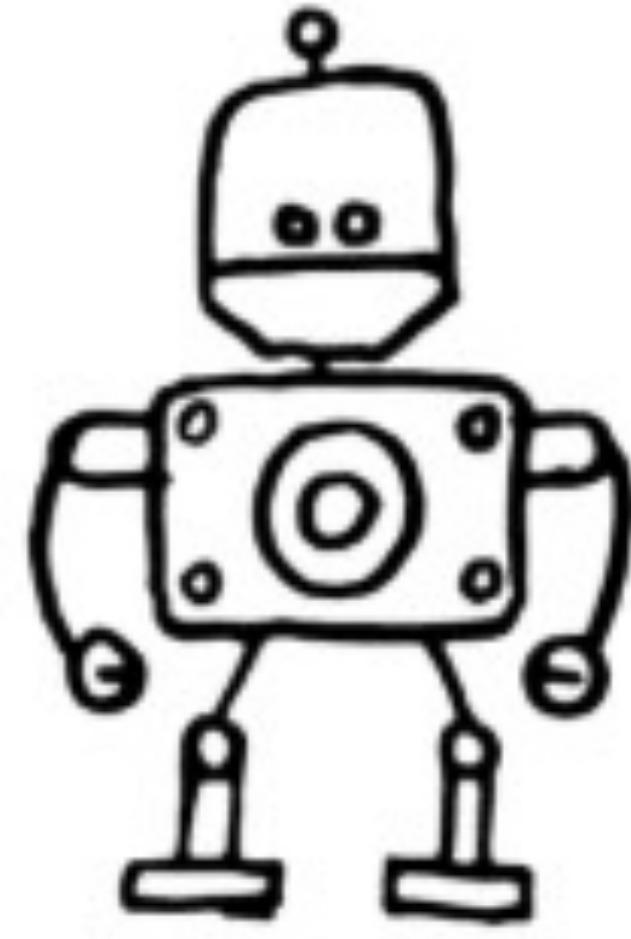
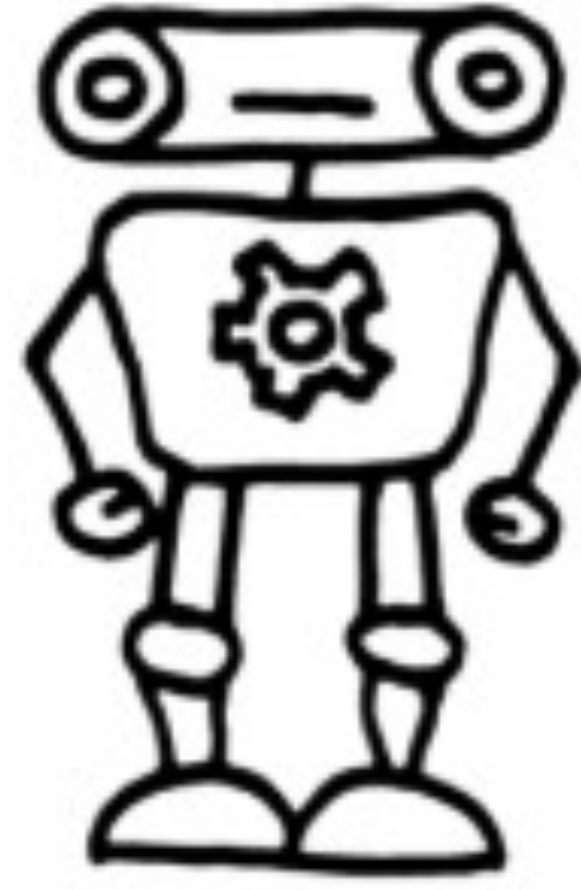
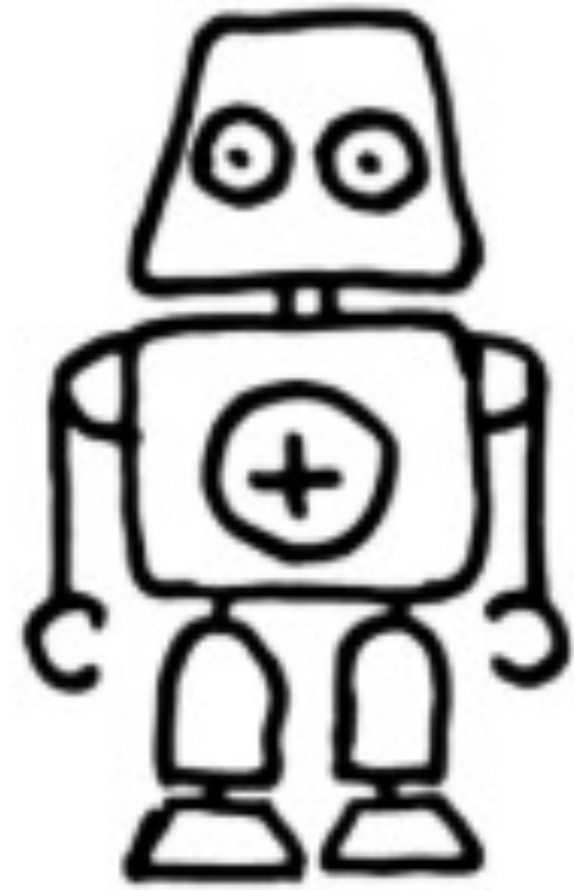
**cizí zboží**

**Euromedia, Pemic, Kosmas**

**nakladatelé s distribucí**

**Albatros, Euromedia, Grada,  
Dobrovský, Levné knihy**





**knihobot.cz**

amazon

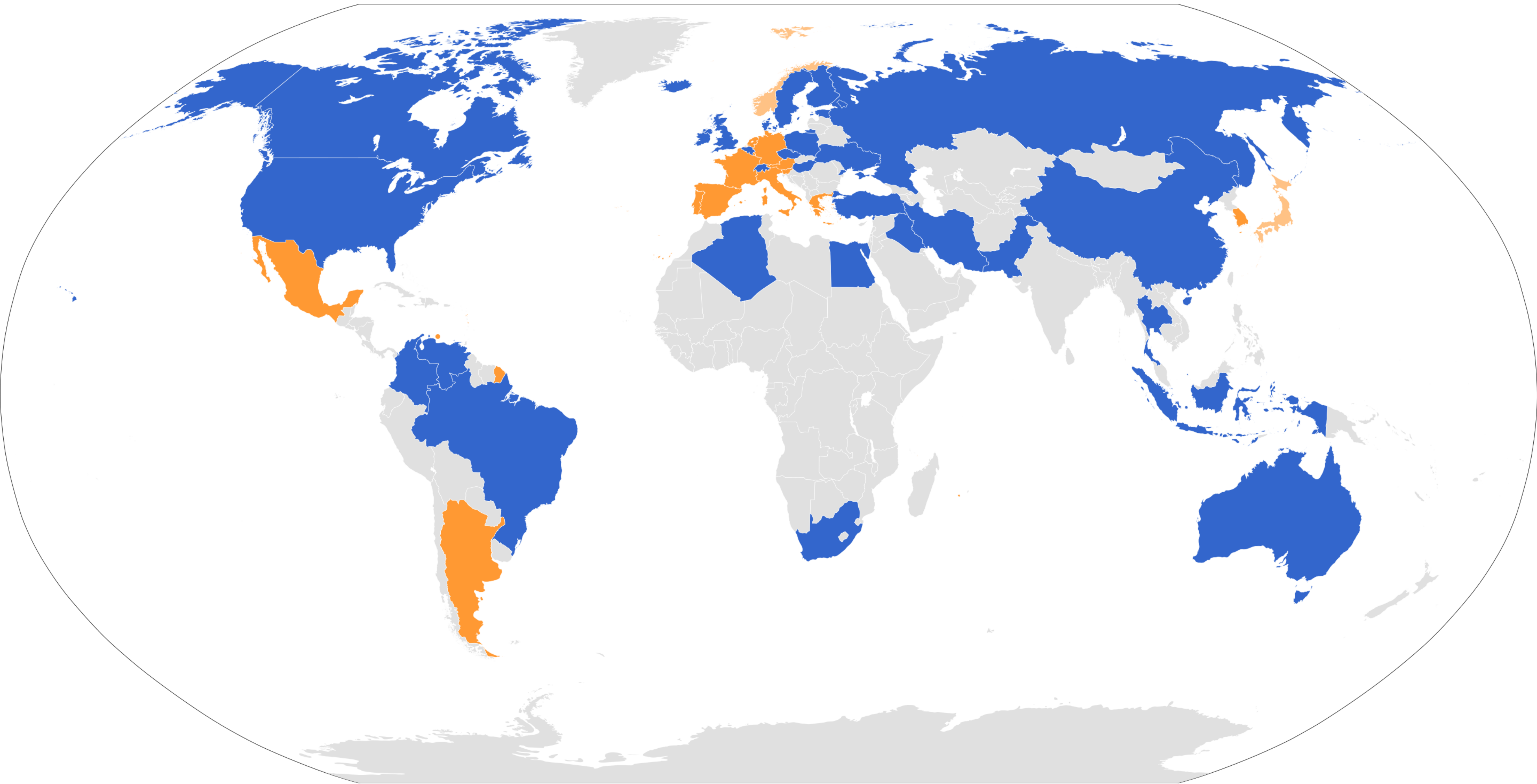


ptejte se

**pouze u nás**

**volné  
maloobchodní ceny knih  
pevné**

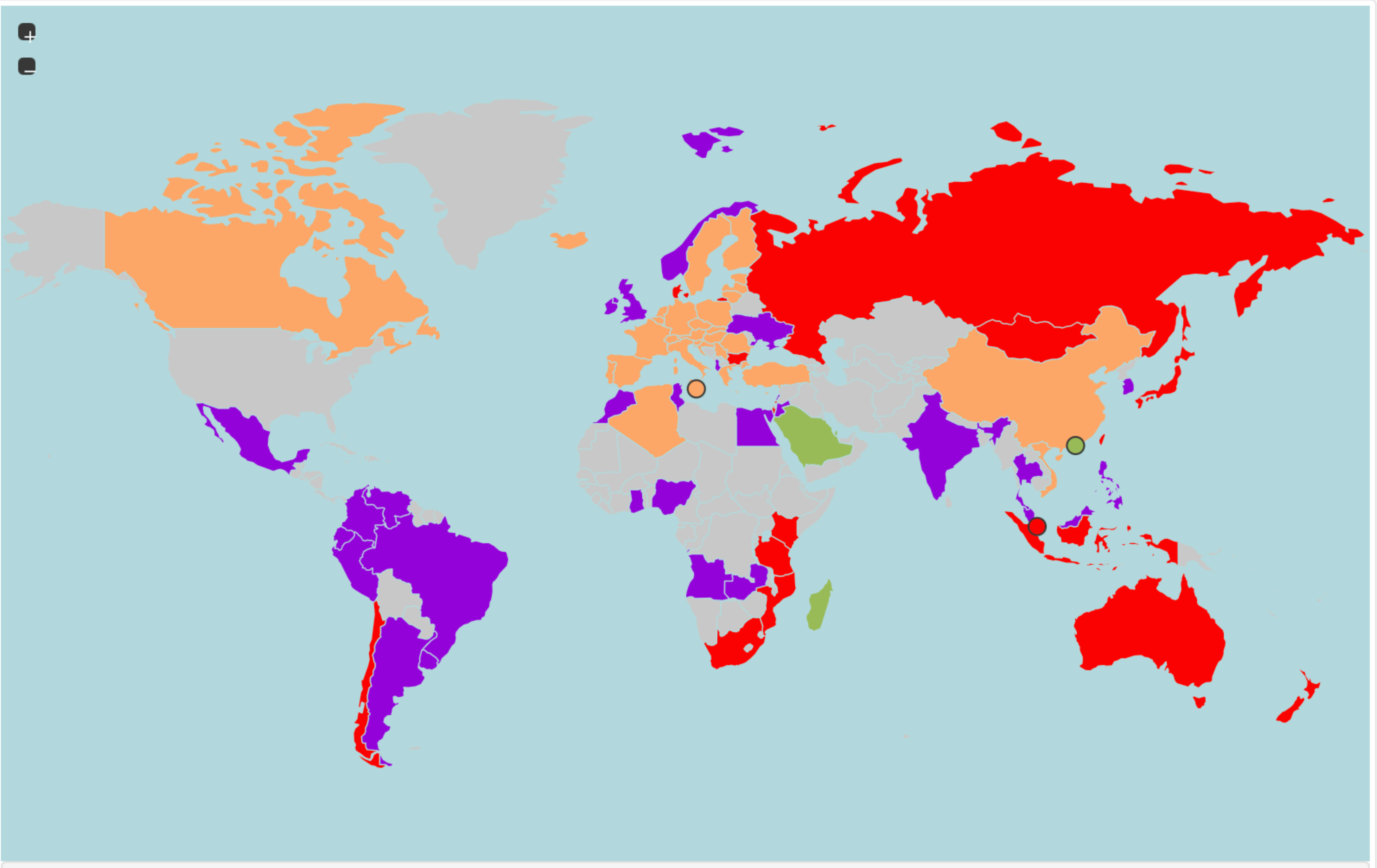
**maloobchodní ceny knih**  
**pevné**



**volné  
maloobchodní ceny knih**



**daň z přidané hodnoty**



## PROLOGUE



Everyone my age remembers where they were and what they were doing when they first heard about the contest. I was sitting in my hideout watching cartoons when the news bulletin broke in on my video feed, announcing that James Halliday had died during the night.

I'd heard of Halliday, of course. Everyone had. He was the videogame designer responsible for creating the OASIS, a massively multiplayer online game that had gradually evolved into the globally networked virtual reality most of humanity now used on a daily basis. The unprecedented success of the OASIS had made Halliday one of the wealthiest people in the world.

At first, I couldn't understand why the media was making such a big deal of the billionaire's death. After all, the people of Planet Earth had other concerns.

kindle

**ceny**

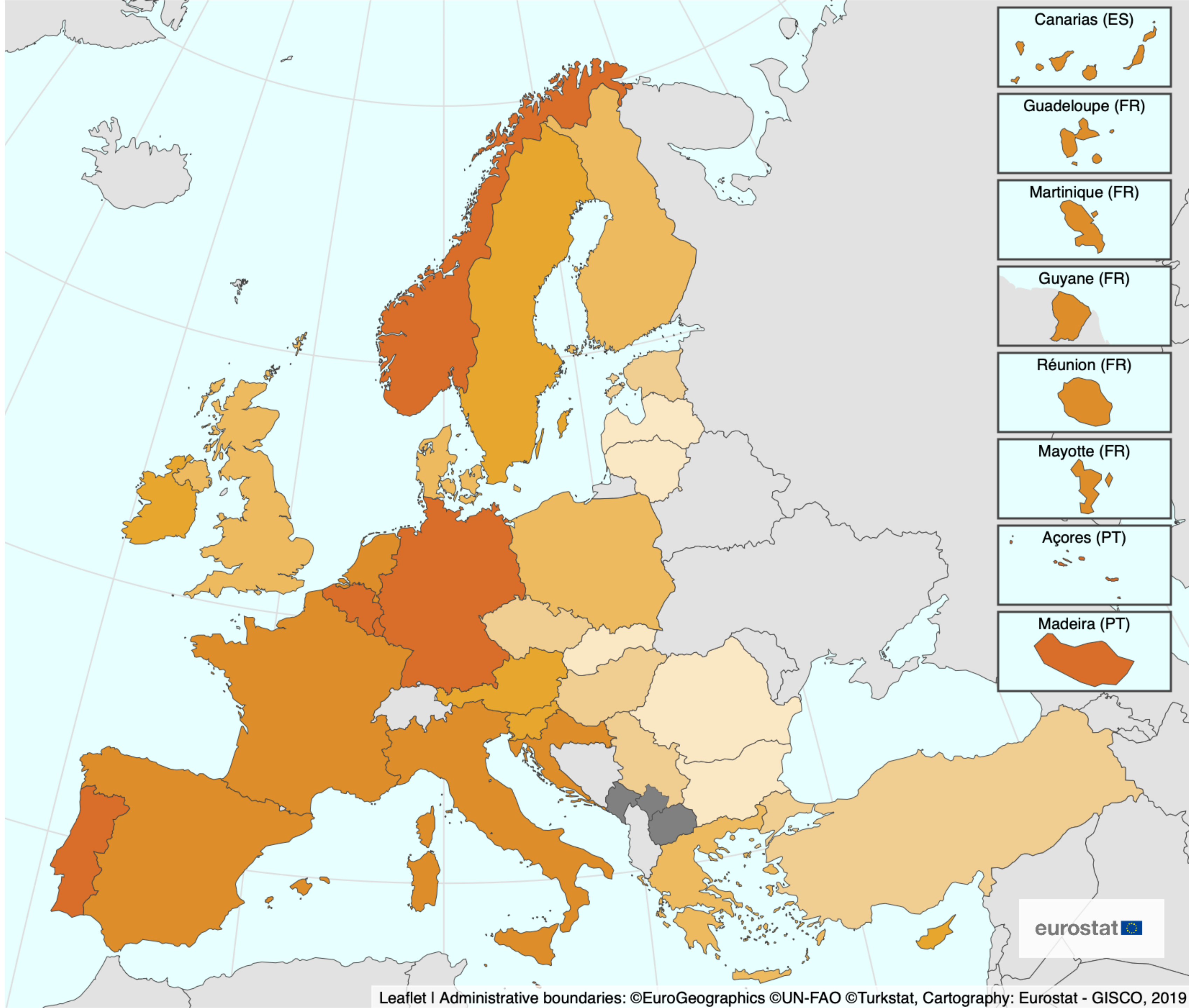
# Price development in the EU (*index, 2015=100*)

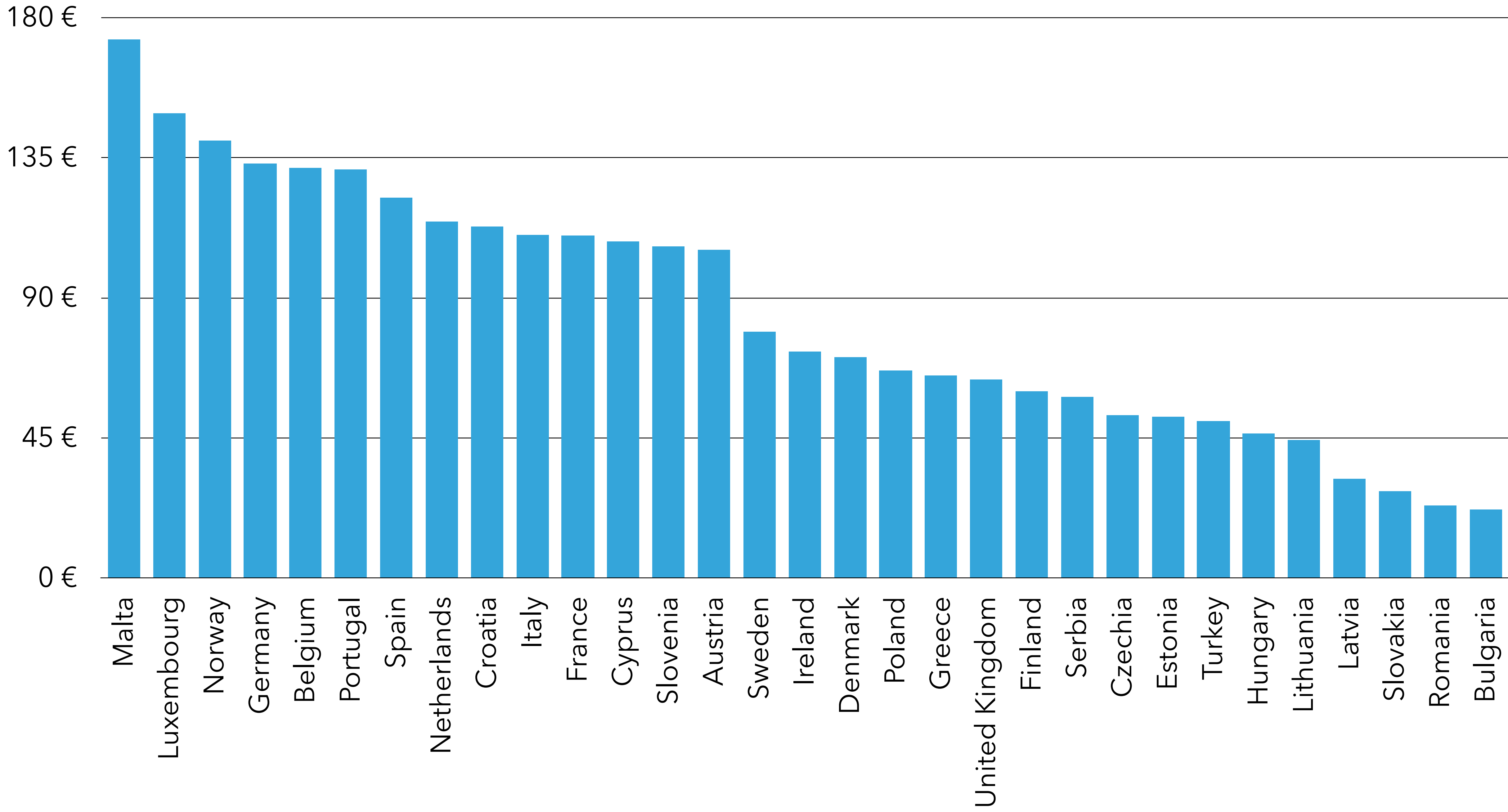


All products

Books

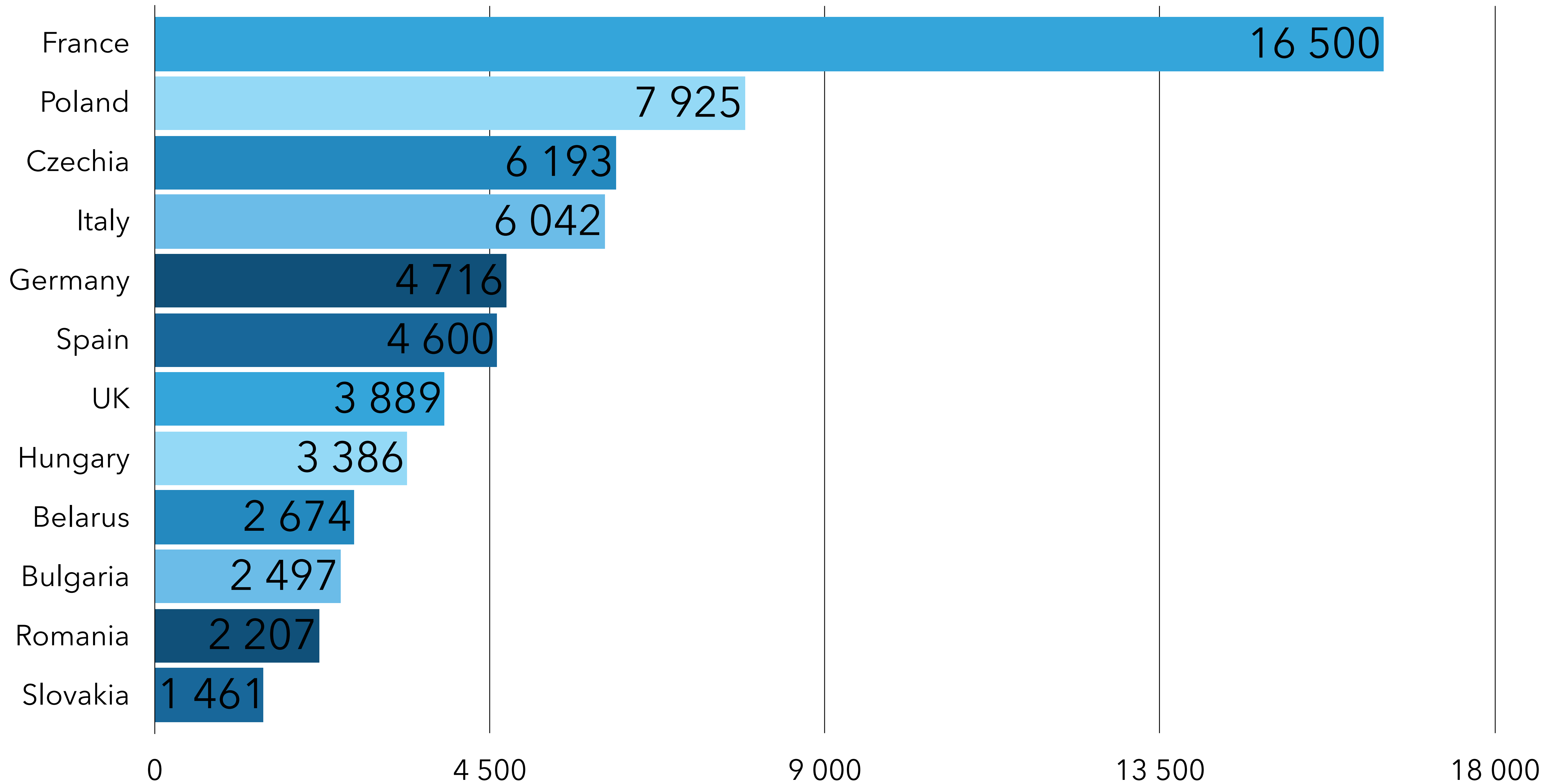






**knihovny**





## LIBRARIES IN THE CZECH REPUBLIC



There are  
**1.4 MILLION REGISTERED USERS**  
in public libraries



There are  
**22.1 MILLION LIBRARY VISITS**  
in Czech Republic  
per year



**89%**  
of them offer  
internet access



There are  
**76,000 eBOOK LOANS**  
in Czech libraries  
each year



There are  
**53 MILLION BOOK LOANS**  
in Czech libraries  
each year



**1.1 MILLION**  
people attended  
educational  
activities at the  
public library

ptejte se

**stát a profesionálové**

**Stát**

**Ministerstvo kultury  
České literární centrum**

**nakladatelé a knihkupci**

**Svaz českých knihkupců a nakladatelů**

**Cech nakladatelů**

**Knihex -> Amanak**

**autoři**

**Asociace spisovatelů, Obec spisovatelů  
Obec překladatelů, Překladaťelé severu**

ptejte se



co číst k tématu

**Zpráva o českém knižním trhu SČKN  
Eurostat & Český statistický úřad  
Publikace vydané  
European Writers' Council,  
European Publishers Council,  
Federation of European publishers**

**Ondřej Lipár**

ondrej.lipar@gmail.com

