

WHO CARES WHO READ?

Triin Soone

Estonian Children's Literature Centre



Surveys

- children's reading habits and interest in books have changed
- reading is more a school obligation, not a leisure activity
- reading a long text from book is too difficult
- television and internet easier to access

Childrens' reading is standing on three pillars:

- the quality and selection of new children literature
- accessibility of children's books
- promotion of reading



Estonia

- population 1,3 million people
- 400 thousands live in Tallinn
- estonian is mother tongue of one million people
- high migration, 50 000 live in Finland

Publishing

- more than 4000 new titles per year
- for children nearly 600 books
- 1/3 originals, 2/3 translations
- 70 authors who published a new children book last year
- big number of newcomers - 25





Creative competitions

The Knee-High Book Competition

- picture books for toddlers
- partner publisher Päike ja Pilv
- takes place since 2006

The children's story competition

- stories for children ages 5 until 9
- partners publisher Tänapäev and magazine Täheke
- takes place since 2004

Competition for young-adult books

- partner publisher Tänapäev
- takes place since 2000



Main problems

- Books becoming more exclusive - small market, high price
- only 23 bookstores in 9 larger cities (there are 47 cities and 182 parishes in Estonia)
- good libraries network, but small number of copies
- few e-books for children
- books and children don't meet



Gift book for newborns



Book trolleys



Recognition sign





Public libraries service to children

	READERS	VISITS	LOANS
2014	92 964	1 553 532	1 302 535
2013	92 490	1 534 425	1 302 257

Thank you!

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