

Diversity Report 2018

Exposé – Executive Summary

The Diversity Report 2018 will map flows of literary translation of fiction, and its position on the book markets, across Europe. Building on earlier editions in 2008, 2009, 2010 and 2016, the Diversity Report focuses on a wide strand of authors, and how their works travel across different languages, and are received by readers across the board. It aims at providing a realistic understanding of balances between original languages, and receiving markets, by highlighting multiple case studies about successes and challenges, diverse author profiles, the role of independent versus corporate publishing companies, and by comparing available funding schemes across countries, analyzing both their concept and approach, and the resulting achievements.

The Diversity Report 2018 will organize a rich body of original research, using the proven methodology of its earlier iterations, along four lines of analysis:

- An analysis of the top tier of international bestselling writers, across 8 major European markets (UK, DE, FR, NL, FR, SP, IT, SE), based on a title data base covering over a decade of book market history;
- A comparative check, by author and translated titles, of over 250 translated mid-list writers, in around one dozen European book markets and languages, portraying trends and patterns as expressed through different author profiles, styles and thematic approaches of the charted works of fiction;
- A comparative systematic check on reader preferences in at least 5 markets (UK, DE, FR, SP, IT – and additional markets provided that respective data can be made available), by format (print/ebook/audio), self-published versus publisher released works, gender of authors, and type of publishing company;
- A collection of case studies on dedicated funding schemes, and the impact of selected awards on translations.

With confirmed seed funding from Slovenia and Austria, stakeholders in additional countries are now approached to trigger a broad collaborative effort.

With the resulting network of supporting partners, the aim of this novel model is to extend the community supporting the project not just financially, but also with their expertise and knowhow, to widen the scope of research by adding more authors, and data sources.

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Previous Diversity Reports can be downloaded at www.wischenbart.com/diversity

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