

Users' Survey 2016 – 2017

international publishers

A user satisfaction survey among publishers of Dutch and Frisian literature abroad

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Summary

The Dutch Foundation For Literature has the task of supporting writers and translators, and of promoting Dutch literature abroad. It invests in the quality and diversity of literature through grants for writers, translators, publishers and festivals, and contributes to the production and distribution of Dutch and Frisian literature at home and abroad. With the support of the Dutch Ministry of Education, Culture and Science, it aims to promote a thriving literary climate, embedded in literary history and attuned to the latest developments in the publishing industry.

International publishers and other literary organizations abroad

In early 2018 the Dutch Foundation for Literature commissioned research into its users' assessment of its working methods and activities. As well as writers, translators, publishers, festivals and magazines in the Netherlands, international publishers of Dutch literary work in translation and the translators involved were questioned, as were literary festivals all over the world, especially organizations in the German language area with which the Foundation collaborated to make a success of 'This is what we share: The Netherlands and Flanders, Guest of Honour at the Frankfurt Book Fair 2016'.

This section of the report includes the findings of the questionnaire sent to publishers of Dutch and Frisian literature in translation and other literary organizations abroad. Answers to the questionnaire were received from 330 foreign publishers, a response of 30 per cent, considerably more than in 2014 (22%).

More than three quarters of the publishers published one or more Dutch titles in translation in 2016–2017; over a quarter published more than three—with German, Italian, Chinese and Spanish publishers heading the list. A majority of the publishers (74%) stated when asked that information and/or advice from the Foundation had influenced their decision to publish a Dutch title.

Familiarity

More than three quarters of foreign publishers (78%) were familiar with the brochures and publications put out by the Foundation. Its newsletter and Highlights, the special digital newsletter sent out with the catalogues, are also reasonably well known. More than a third of the publishers knew about the translations database, but this varied greatly by language area: 60 per cent of Eastern European publishers as against only 11 per cent of the French. More than 70 per cent of foreign publishers had visited the website www.letterenfonds.nl over the past six months, 10 per cent more than four years ago.

For publishers and/or other literary organizations abroad, four subsidy schemes are of relevance. Almost all publishers (95%) knew about the translation grants, the subsidies for translations from Dutch and Frisian; among publishers in Africa there was less familiarity with them (43%) than in other regions of the world. More than half also knew about contributions to travel costs for Dutch writers who take part in literary events elsewhere, almost half about publication subsidies for illustrated children's books and almost a third about grants to enable translators to stay at the Amsterdam Translators' House. Among literature houses and literary festivals abroad, both the contributions to travelling expenses (62%) and the translation grants (66%) are well known.

Knowledge about programmes and activities organized by the Foundation to promote Dutch and Frisian literature abroad was variable. Its presence at international book fairs was known about by 73 per cent of publishers, especially by the medium to large publishing houses among them. At country level, knowledge was greatest in the UK (83%), Germany (82%) and the US (81%).

Large-scale events concerning Dutch literature are organized in one priority country after another, and as a result, knowledge about them varies greatly by region (just as it did four years ago). That the Netherlands and Flanders were guest of honour at the Frankfurt Book Fair in 2016 was known to 60 per cent of publishers overall, and to almost all German publishers (94%). The large-scale events organized by the Foundation were particularly well known in France (Les Phares du Nord 2018-2019) and Brazil (Café Amsterdam, autumn 2015).

Importance

Without exception, all the foreign publishers regarded all the tasks of the Dutch Foundation for Literature in the field of promotion of Dutch and Frisian literature abroad as highly important. They regarded subsidizing translations from the Dutch and Frisian as the most important task (4.7 on a scale of 1 to 5, on average). In the case of almost three quarters of publishers who have published at least one Dutch title over the past few years, information and/or advice from the Foundation influenced their decision to publish a Dutch title. Publishers who were familiar with the other subsidies on offer underlined the importance of those subsidies too (from 4.3 to 4.5). Publishers in South America in particular attached great importance to the travel subsidies for Dutch authors. The publishers who knew about the Foundation's other programmes and activities also found them important (4.2 to 4.5 on average), above all the presence of the Foundation at international book fairs and the prizes for translators of Dutch literature.

Appreciation and satisfaction

Regarding the general provision of information by the Foundation, more than 90 per cent of foreign respondents expressed satisfaction, with an average of 4.5 on a scale of 1 to 5. A very small number of publishers (2%) were not satisfied. The website received an overall score of 4.1. Publishers in Germany, Spain and the United States were particularly positive (4.3). As in the previous survey, the quality of the information and the information about subsidies were valued most of all.

The services provided by the Foundation scored very highly (4.6), matching the previous assessment. Foreign publishers were particularly positive (4.6) about the quality of the information and advice they received from Foundation staff about Dutch literature in all genres. They found the staff to be professional (4.6), efficient (4.6) and service-oriented (4.5). Publishers in Germany gave a very high average score of 4.9 for the service aspect.

Of the subsidies that are relevant to foreign publishers, translation grants gave the highest degree of satisfaction (4.4 on average). Of the publishers asked, more than 70 per cent applied for a translation subsidy in 2016–2017 and more than nine out of ten of them received it. In contrast to

four years ago, applications are made online, which met with approval: 90 per cent of applicants were satisfied or very satisfied with the digital application form, those in Northern and Eastern Europe even more so (4.6 and 4.5) than publishers in South America (3.9). Moreover, 86 per cent confirmed that they were able to estimate the amount of subsidy they could expect. Satisfaction with travel grants was 4.2 on average, with production subsidies for illustrated work 3.9 on average and with grants for a stay at the Translators' House 3.8.

Around 60 per cent of publishers and festivals are satisfied with the Foundation's programmes and activities and just 3 per cent dissatisfied. Many publishers and other organizations (more than a third) gave a neutral answer, probably because they are not familiar with many of the programmes. This is also indicated by the comments given. Furthermore, there is a clear positive connection between familiarity and satisfaction and the Foundation's recent promotion policy in priority countries like Brazil (2015), Germany (2016) and France (2018).

The results in relation to the satisfaction of foreign publishers with the subsidies and programmes are generally comparable to those of the 2014 survey. Although the group of applicants and respondents has grown considerably, the level has remained high.

We can also conclude that the appreciation and translation of Dutch literature requires the Foundation's permanent attention and the ongoing provision of information tailored to the target language.

Responsibility for Research

In early 2018 research bureau IVA Onderwijs carried out research on behalf of the Dutch Foundation for Literature into satisfaction with the Foundation among its users. The questionnaire was focused on three distinct target groups: applicants within the Netherlands (writers, translators, publishers, festivals and magazines), translators of Dutch literature, and international publishers. This report concerns the responses from foreign publishers, and from literary festivals, literature houses and other literary organizations abroad, including applicants for a travel grant (in 2016 and 2017) and organizations in the German language area with which the Foundation collaborated in 2016 in the many activities organized that year in Germany, and to a lesser extent in Austria, in connection with the programme 'This is what we share: The Netherlands and Flanders, Guest of Honour at the Frankfurt Book Fair 2016'.

The survey looked at the degree of familiarity with and appreciation of communication by the Foundation, from the provision of information via the website and newsletters to contact with staff members. Comparable questions (about the degree of familiarity and appreciation) were asked about the various subsidies available and about a series of programmes and activities by the Foundation. Further questions concerned the importance attached by foreign publishers to the Foundation's subsidies and activities and, more generally, how they see the role of the Foundation within the international book business.

Response

In early 2018 a total of 1,152 publishers, editors and organizations were invited by email to participate in the Foundation's users' survey, a considerable increase compared to the number approached for the 2014 survey. A total of 330 publishers took part in the survey, a response of almost 30 per cent. In 2014 the figure was 22 per cent.

Those who responded were based in diverse world regions, as figure 1 shows. The largest group was from Europe, especially Western and Eastern Europe. The respondents are a good reflection of the total population of publishers.

To gain an impression of the type of literary publishing house they represent, the publishers were asked to indicate the genres in which they are active, the number of literary titles they published on average per year in 2016 – 2017, translated or otherwise, and whether they published Dutch titles in those years. They were also asked whether they had applied for translation subsidies from the Foundation and whether these were granted. Based on the number of 'works of literature' published per year and the percentage of translated titles among them, the publishers were divided up by type.

Fiction and non-fiction are the genres most often published, both of them by almost 90 per cent of the publishers. The proportion of non-fiction remained just as high as in 2014 and the importance of all other genres has risen, sometimes considerably. Almost all types of publishing house have shown growth in this respect, but particularly publishers who publish relatively little translated literature (<50%).

Figure 1: Region where publisher is based (total = 330)

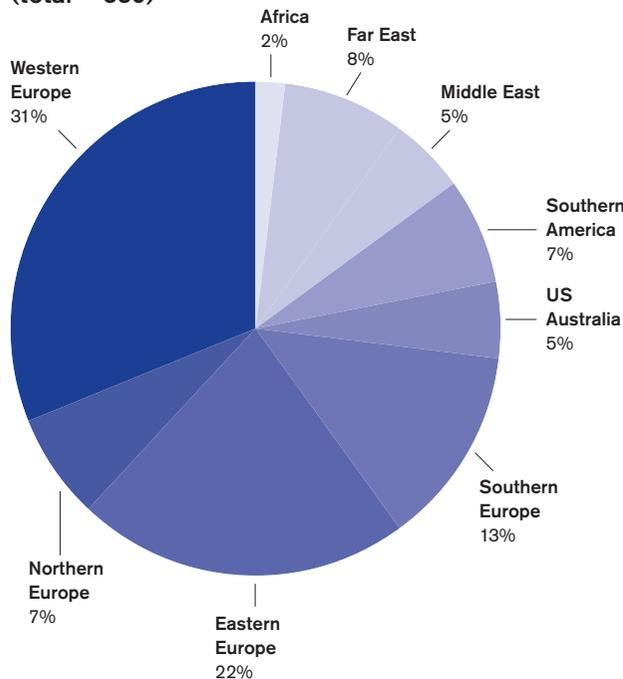
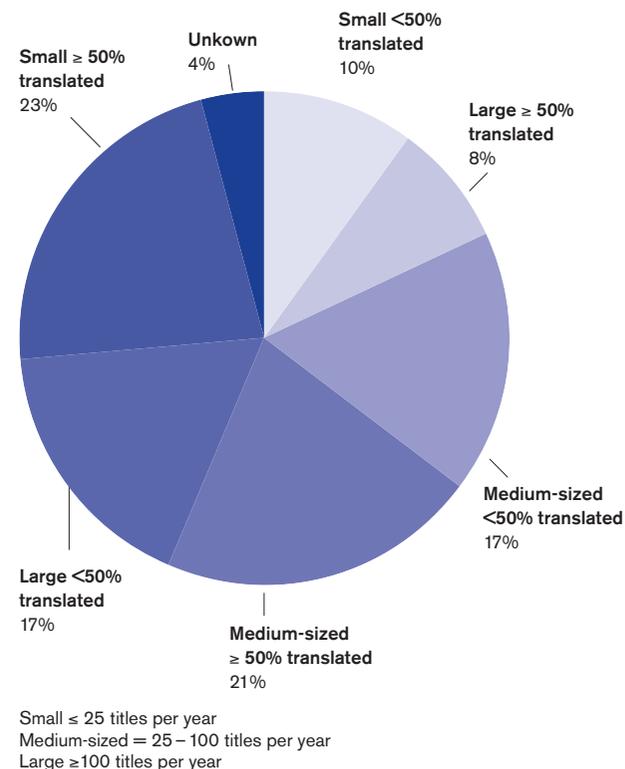


Figure 2: Type of publisher (total = 312)



The Far East (China) in particular had a relatively large number of publishing houses that publish more than 100 titles a year. Almost 90 per cent of the publishing houses there published more than twenty-five titles in translation annually. Almost 80 per cent of publishing houses indicated that they had published one or more Dutch titles in translation in 2016–2017. More than a quarter had published three Dutch titles or more, with German publishers heading the list, followed by Italian, Chinese and Spanish publishers.

Table 1: Type of title by type of publisher¹

	Total	Small		Medium		Big	
		<50% translated	≥ 50% translated	<50% translated	≥ 50% translated	<50% translated	≥ 50% translated
Genre	%	%	%	%	%	%	%
Fiction	87	77	97	89	93	89	96
Non-fiction	87	75	84	95	96	92	96
Children's books, young adult literature	67	70	52	74	83	62	79
Poetry	55	72	51	58	64	56	59
Commercial and/or crime fiction	49	33	19	45	59	63	77
Graphic novels/cartoons	38	47	28	29	53	39	50

Table 2a: Type of title by country where publisher is located

Country	N	Fiction	Non-fiction	Children's books, young adult literature	Poetry	Commercial and/or crime fiction	Graphic novels/cartoons
		%	%	%	%	%	%
Germany	51	79	75	50	48	39	24
France	28	68	81	60	29	27	40
Spain	18	86	100	58	64	50	50
United Kingdom	18	81	80	40	40	50	0
Italy	19	92	82	82	60	60	57
USA	16	80	81	0	54	9	9
Turkey	10	100	86	57	40	50	50
Brazil	9	88	100	100	80	67	75
China	8	100	100	100	67	60	100
Total	330	87	87	67	55	49	38

¹ The survey asked publishers which of these genres applied in their case. As they could indicate more than one, the total percentage adds up to more than 100%. The survey also asked publishers to provide an estimate of the number of titles and translated titles they published annually, and the number of Dutch titles published in 2016 and 2017.

Of the publishers asked, more than 70 per cent said that in the years 2016–2017 they applied for a translation grant, and more than 90 per cent of those were in receipt of one. In percentage terms, China, Germany, Turkey and Spain were the best represented among applicants. Publishers based in the United States made the fewest applications in 2016–2017 in percentage terms. The percentage of publishers that received a translation grant did not differ between the various world regions or the countries included in table 2b.

Almost 90 per cent of the publishers were satisfied or very satisfied with the application form. Publishers based in Northern or Eastern Europe were the most satisfied (4.6 and 4.5), and publishers in South America the least (3.9).

The level of subsidy they could expect was clear to 90 per cent of applicants, especially in the United States and Brazil.

Table 2b: Number of titles published, translated titles and titles by Dutch authors per year, ranked according to country where publisher is located

	N	Number of titles per year			Translated titles per year			Titles by Dutch authors in 2016–2017			
		<25	25–100	≥ 100	<10	10–25	≥ 25	0	1	2	≥ 3
Country		%	%	%	%	%	%	%	%	%	%
Germany	48	50	33	17	40	33	27	15	31	8	46
France	28	25	32	43	26	25	39	33	37	11	19
Spain	18	33	39	28	33	22	44	22	44	6	28
United Kingdom	16	38	50	13	63	25	13	44	38	0	19
Italy	16	50	25	25	25	50	25	13	25	25	38
USA	16	50	19	31	75	13	13	56	31	6	6
Turkey	8	75	13	13	38	50	13	38	25	25	13
Brazil	8	38	50	13	29	29	43	38	25	25	13
China	7	0	29	71	0	14	86	14	43	14	29
Total	312	36	39	25	35	29	36	22	34	17	27

Information Provision and Communication

More than 90 per cent of publishers said they were satisfied or very satisfied with the general provision of information by the Foundation, with a high average of 4.5 on a scale where 1 is very dissatisfied and 5 very satisfied. A very small percentage (2%) were dissatisfied. More than 70 per cent of publishers had visited the website www.letterenfonds.nl over the past six months, an increase of more than 10 percentage points compared to the previous survey four years ago.

The website was given an overall score of 4.1 (on a scale of 1 to 5), and publishers in Germany, Spain and the United States were particularly positive (4.3). As in the previous survey, the quality of the information and the information about subsidies were most appreciated of all. Information about Dutch writers was given an average of 4.2. Knowledge of the translations database varied by region. In Eastern Europe almost 60 per cent knew about it, in France 11 per cent. On average more than a third of the publishers (compared to 44% in 2014) knew about the database and they gave it a score of 4.1.

Publishers are familiar above all with the catalogues and promotional brochures produced by the Foundation (78%). Also reasonably well known as a source of information are the newsletter and Highlights, the digital newsletter with the catalogues.

The number of social media channels, and familiarity with them, has increased since 2014. Around a third of the publishers know about the Facebook pages, a growth of more than 10 percentage points. The specialist website Schwob.nl was familiar to around one in six publishers, just as it was four years ago, and their satisfaction with it was also unchanged at 3.9.

The various forms of information provision were positively evaluated, ranging from a score of 3.8 for the Twitter accounts to 4.4 for the catalogues and publications. Publishers in the Far East gave the catalogues and publications a lower score (3.6).

Table 3: Familiarity and satisfaction per type of information per type of publisher

	Totaal		Small				Medium				Big			
			<50% translated		≥ 50% translated		<50% translated		≥ 50% translated		<50% translated		≥ 50% translated	
	%	S	%	S	%	S	%	S	%	S	%	S	%	S
Our catalogues and publications	78	4,4	63	4,5	76	4,4	85	4,3	83	4,5	83	4,3	73	4,2
Newsletter	63	4,2	50	4,3	65	4,4	55	4,2	71	4,3	75	4,1	62	4,1
Highlights newsletter	56	4,1	50	4,1	51	4,2	60	4,0	58	4,1	69	3,9	54	4,2
Translations database (www.vertalingendatabase.nl)	35	4,1	28	4,0	36	4,2	28	3,9	41	4,1	35	4,1	31	4,3
Facebook pages	32	3,9	31	5,0	35	3,8	25	3,9	33	4,2	25	3,6	42	4,5
Dutch poetry in translation on websites	18	4,1	31	4,0	14	4,2	15	4,6	18	4,4	13	3,0	12	4,3
Schwob.nl	15	3,9	3	3,7	18	3,9	17	4,3	18	3,9	17	3,8	8	3,9
Twitter accounts	14	3,8	16	4,0	14	4,0	8	3,8	15	3,9	12	3,5	15	3,8
Instagram	12	3,9	16	3,8	14	4,0	4	4,5	11	4,3	12	3,7	12	3,3

%=Percentage familiar with type of information

S=Average satisfaction (scale 1=very dissatisfied, 2=dissatisfied, 3=neutral, 4=satisfied, 5=very satisfied)

The Highlights newsletter scored 4.2 and publishers were also satisfied with the translations database (4.1) and the new general newsletter (4.1). The degree of satisfaction was comparable to four years ago.

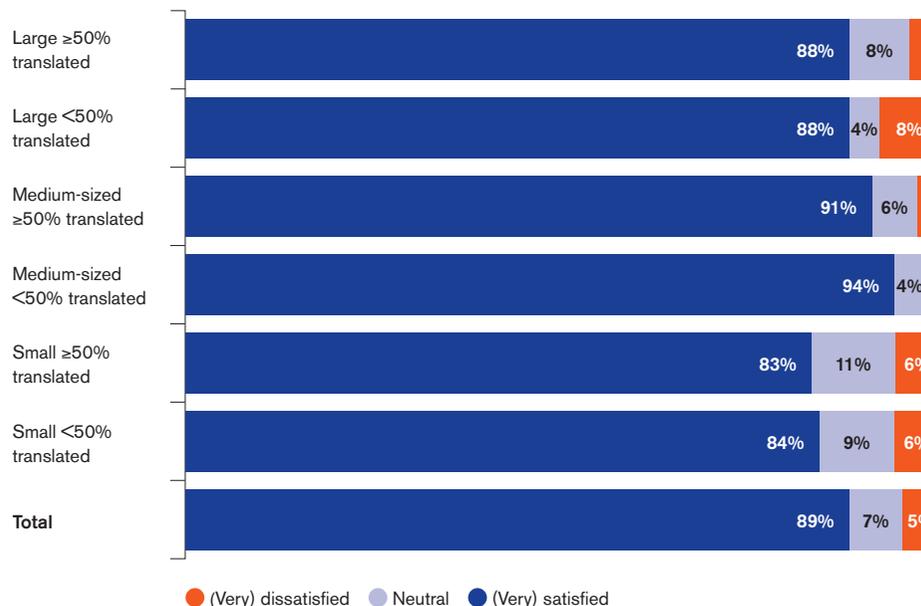
Almost nine out of ten of the publishers were satisfied or very satisfied with the Foundation's communication and service provision in general (fig. 3), giving it an average score of 4.4. Publishers in Germany and Spain were the most satisfied (4.7).

The provision of services by the Foundation scored very highly (4.6), at exactly the same level as before. Foreign publishers surveyed were equally satisfied (4.6) with the quality of advice and information provided directly by the staff. Publishers in Germany gave an average score of 4.9 in these three categories (verbal communication and correspondence with staff; advice provided by staff).

To the question as to whether information and/or advice by the Foundation influenced the decision to publish a Dutch title, almost three quarters of respondents who had published at least one Dutch title over the past couple of years answered in the affirmative. In Turkey the percentage was 100, and other countries giving an above average percentage were China (88%), Italy, the UK, Brazil and the US (75%).

Publishers are clearly very satisfied with their contact with staff at the Dutch Foundation for Literature. On a scale of 1 (strongly disagree) to 5 (strongly agree), staff were seen as professional (4.6), service oriented (4.5) and efficient (4.6). Publishers in the Far East were the least positive about these aspects (4.1), while publishers in Germany (4.8), Southern Europe (4.7) and South America (4.7) valued their contact with staff members most highly.

Figure 3: General satisfaction with services provided by staff of the Foundation



What could be improved in our information and communication?

“I would like to be able to save the application form in my computer as well after filling it online. So that I have it for future records.”

“Communication on the time needed to deal with a file sent to your office could be improved.”

“It is a bit unclear when it comes to books where author and illustrator are from different countries – the Netherlands and Belgium. When should one apply for grants from Netherlands/Belgium.”

“I would really appreciate regular News Alerts & Newsletter in English – not just via social media which is hit and miss and irregular.”

“Direct mail with specific information on new titles as well as important international sales from previous years.”

“The success of Dutch Literature abroad may be publicized more effectively in the foundation's media.”

“I think communication should be more personal. Each publisher is different to the other.”

“We have been very pleased with our interaction with staff”

“We are very satisfied with the support and service provided by the foundation! Thank you very much!”

“It's perfect as it is. :)”

“When I compare the Dutch Foundation with other international organisations, I think it is one of the best.”

“Nothing at all, exemplary people working for an exemplary organization.”

“Almost nothing; yours is the model service globally to which all other nations aspire.”

In terms of the promotion and distribution of Dutch and Frisian literature, what could be improved in the subsidies provided by the Dutch Foundation?

“Increase the subsidies.”

“I'm sure everyone wishes they were larger!”

“An increase beyond 75% of translation costs would be wonderful, but may not be practical.”

“A portion of the subsidy could be given at the start of the project and the rest on publication, instead of all the grant on publication.”

“We would love the option of having an awarded translation subsidy payable directly to the translator, especially when the translator lives in the Netherlands or Europe. The cost of wiring money back and forth with fluctuations in the exchange rate hurts the value of the translation subsidy.”

“You only offer grants for international travel to and from the country to visited. However in the case of Canada and the United States, often the in-country travels cost more than the international airline ticket.”

“Traveling costs, costs to stay.”

“Maybe bigger subsidies for Literature Festivals and international publishers which give special, long-year attention to Dutch literature.”

“Good sample translations are the most helpful thing we can receive and most often result in our decision to translate a book into English.”

“The book-related subsidies work fine, I think. What could definitely be improved is the efforts to foster a new generation of translators from the Dutch into ‘minor’ languages.”

“I think what you are doing now is already very good and effective.”

“The Dutch subsidies are the best I know in the world.”

“Thank you for a nice cooperation.”

Subsidies

In a general sense more than 85 per cent of respondents were satisfied or very satisfied with subsidies from the Foundation, with only 2 per cent dissatisfied. German publishers valued them the most highly (4.5), those in Turkey the least (3.8).

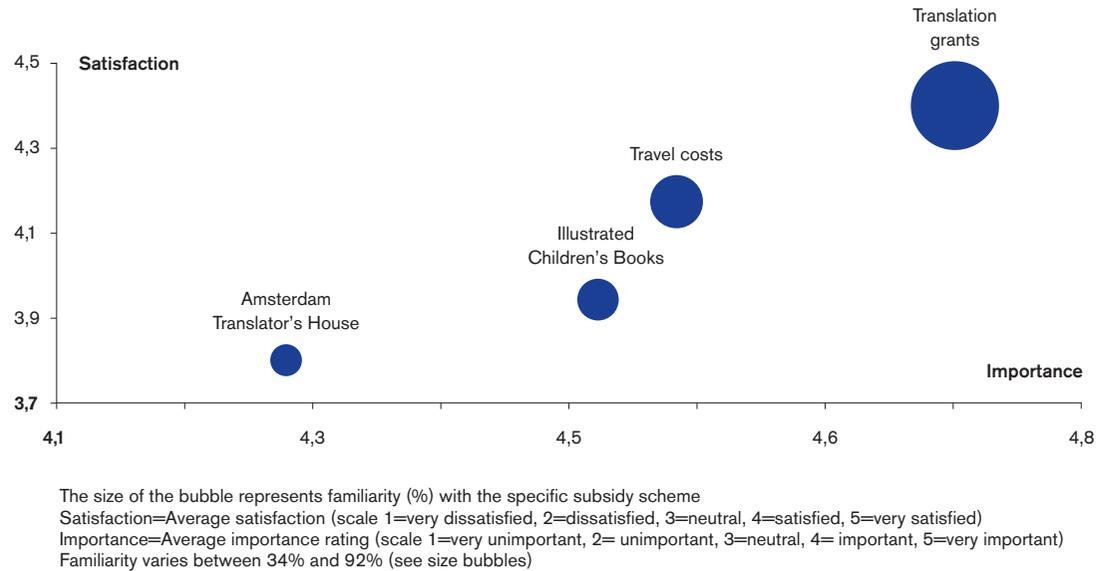
Publishers were asked about their familiarity with the four subsidies that are relevant abroad, the degree to which they find a given subsidy important and their degree of satisfaction with each subsidy. Almost 95 per cent of the publishers and two thirds of the festivals were familiar with translation grants for international publishers, and publishers in various regions of the world gave a similar response, with Africa as the exception (43%). Figure 4 shows that the translation grants were also given the highest score for degree of importance (4.7) and degree of satisfaction (4.4).

The other forms of subsidy are rather less well known. More than half of the publishers and festivals knew about the travel grants for Dutch authors to participate in international public and promotional events, and for residencies abroad, while 45 per cent of the publishers and about 30 per cent of the festivals knew about grants for the publication of illustrated works and more than a third knew about the grants for residencies at the Amsterdam Translators' House for translators of Dutch literature.

The importance of these three subsidies is recognized by the publishers who are familiar with them, with scores of between 4.3 and 4.5. The travel grants for Dutch authors were seen as important in South America (Brazil) in particular (4.9), least of all in Northern Europe (3.9).

Literature houses and literary festivals abroad were often familiar with both the contributions to travelling expenses (62%) and the translation grants (66%). Satisfaction with the travel grants was rated at an average of 4.2. There were slightly lower scores for grants for the publication of illustrated works (3.9) and grants for residencies at the Amsterdam Translators' House for translators of Dutch literature (3.8). Satisfaction with the various subsidies differed hardly at all by type of publisher or the countries in which they are located, and was broad comparable to the 2014 survey.

Figure 4: Familiarity, importance and satisfaction per subsidy scheme



Programmes and Activities

Aside from the various grants it offers, the Foundation organizes many activities and programmes. Some of these represent an essential aspect of the promotion of Dutch literature abroad, while other programmes stimulate activities in specific policy areas or are focused on the development of expertise among translators.

In a general sense 61 per cent of the publishers and festivals are satisfied with the programmes and activities of the Foundation (fig. 5). More than a third are neutral, probably because they are unfamiliar with many of the programmes. This interpretation was indeed given in the open comments box provided. Only 3 per cent are dissatisfied.

Among publishers in Northern Europe, the Far East, the Middle East and Africa in particular, general satisfaction with the Foundation's programmes and activities was rather lower, while familiarity with the programmes was no different from that of publishers in other regions of the world.

The survey then posed more detailed questions about familiarity with and the importance attached to nine of the Foundation's programmes and activities. Familiarity with them varied. The publishers who were familiar with the programmes found them important, giving them scores of between 4.2 and 4.5 (table 4).

Representation of the Foundation at international book fairs was the best known (73%), especially among medium-sized and large publishers. This programme, along with the translation prizes for translators of Dutch literature, was regarded as the most important (4.5).

The programme 'This is what we share: Flanders and the Netherlands, Guest of Honour at the Frankfurt Book Fair 2016' was also fairly well known among publishers (60%), especially among the larger publishers and those in Western Europe (Germany 94%). In South America and Africa familiarity was lowest (35% and 43% respectively), but publishers there gave this programme an above average score for its importance (4.5 and 4.7 respectively).

Figure 5: General satisfaction with services provided by staff of the Foundation

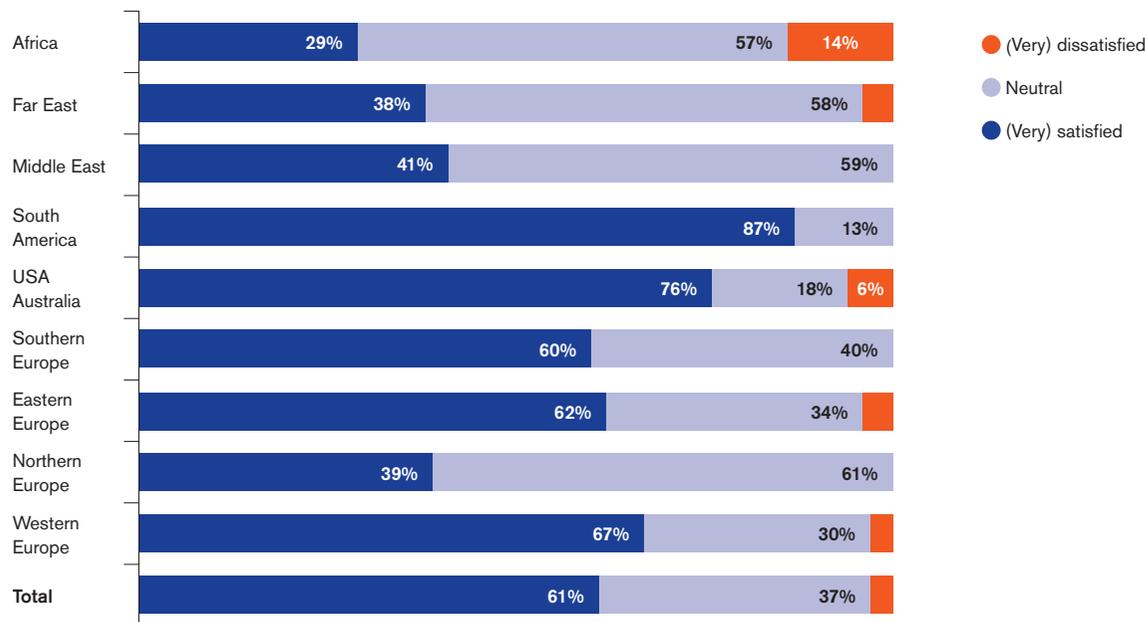


Table 4: Familiarity and importance per programme

	%	I
Representation of the Foundation at international book fairs	73	4.5
This is what we share: Flanders and the Netherlands, Guest of Honour at the Frankfurt Book Fair 2016	60	4.2
Translation awards for translators of Dutch literature	50	4.5
Advice on Dutch and Frisian translators	42	4.4
Amsterdam Fellowship (fiction and non-fiction) and the individual Visitors' Programme	32	4.4
Follow-up programme in Germany in 2017 – 2018: This is what we share	25	4.2
The organization of workshops, courses and other types of education for translators working from Dutch or Frisian	23	4.4
Amsterdam writers' residency for international authors	21	4.2
Other major literary events abroad, such as Café Amsterdam and Phares du Nord	16	4.4

%=Percentage familiar with activity / programme

I=Average importance rating (scale 1=very unimportant ... 5=very important)

In terms of the promotion and distribution of Dutch and Frisian literature, what could be improved in our programmes and activities?

"I think you are doing very well but we in Vietnam, we have not yet had information about these activities because we have not yet consulted enough information on your web. With this questionnaire, I think we will be better informed."

"Maybe choose an author to highlight (for instance each month) that would appear on the primary page of the site."

"We would like to see larger subsidies for publication and more chances for publisher to visit Holland to see author and publishers."

"More events like Café Amsterdam."

"More qualified literary translators."

"More writers in residence."

"I find the *10 Books from Holland* are an ideal way to introduce some highlights. Speaking for publishers, you do a lot."

"You have well thought out programs and activities."

"Nothing, the organization provides exemplary work and are leaders in their field internationally."

Do you have any remarks or comments?

"Could there be a way of providing something special for small independent foreign publishers?"

"Organising international exchanges and/or expert meetings for the book industry would be a great idea. Raising the amount of the grants for translators from Dutch—also. But in general terms: thank you for everything you do!"

"You have one of the most professional and most efficient grant systems in Europe that you can be really proud of."

"We were very impressed to experience and learn about Dutch literature through our interaction with poets and publishers on our visit to Holland."

"Great personalities, great team!"

"I have worked with the Foundation for twenty years and have always enjoyed and benefited from our relationship."

"I have been the only one on our side pushing for Dutch titles. We had trouble with finding suitable translators: some struggled even with the children's picture books. What I have most valued about the tie with the Letterenfonds has been your moral encouragement and suggestions."

"Don't change anything!"

"Dutch Foundation for Literature is doing an excellent work in supporting their writers and translators, something that do not happen here in African countries. Keep up the good work."

"Cooperation with your foundation for us is one of the most positive collaborations with such foundations in the world, and we have collaborated with more than 20 foundations."

The Dutch Foundation for Literature in the International Literary World

Lastly the publishers were asked to evaluate a number of tasks undertaken by the Foundation within the international literary book industry (table 5). Without exception, all the tasks in table 5 were regarded as of great importance, with scores ranging from 4.2 to 4.6. There were no significant differences by type of publisher (in contrast to 2014 when publishers of $\geq 50\%$ translations gave a higher score than those of $<50\%$ translations).

As in 2014, publishers regarded providing foreign publishers with translation grants for Dutch and Frisian literature as the Foundation's most important task. This was particularly true of publishers in the United States and least so of those in Africa.

Promoting Dutch and Frisian literature abroad is regarded as important above all in Eastern Europe, the US and South America, and least important in the Far East (China).

The Dutch Foundation for Literature's tasks are generally perceived as important or very important (4.3 on average on a scale of 1 to 5), particularly by publishers in Eastern Europe and South America (4.4).

Table 5: Importance of tasks of the Dutch Foundation for Literature by type of publisher

	Totaal	Small		Medium		Big	
		<50% translated	$\geq 50\%$ translated	<50% translated	$\geq 50\%$ translated	<50% translated	$\geq 50\%$ translated
Providing foreign publishers with translation grants for Dutch and Frisian literature	4.6	4.6	4.7	4.6	4.7	4.5	4.7
Promoting Dutch and Frisian literature abroad	4.4	4.4	4.5	4.4	4.5	4.3	4.3
Organizing international exchanges and/or expert meetings for the book industry	4.3	4.3	4.3	4.1	4.3	4.3	4.5
Organizing literary events abroad and supporting international exchanges	4.3	4.3	4.4	4.2	4.4	4.3	4.4
Promoting Dutch translations of foreign literature into Dutch	4.2	4.4	4.2	4.0	4.2	4.1	4.3
Organizing education for translators working from Dutch	4.2	4.2	4.3	3.9	4.2	4.2	4.4
Scale 'Importance Tasks Dutch Foundation for Literature'	4.3	4.4	4.4	4.2	4.4	4.3	4.4

Average importance rating (scale 1=very unimportant ... 5=very important)

Appendix: Overview of countries in which the publishers are based

	Country	N
Western Europe	Germany	51
	France	28
	UK	18
	Belgium	2
	Switzerland	2
	Netherlands	1
	Austria	1
Northern Europe	Sweden	7
	Norway	6
	Finland	4
	Denmark	3
	Iceland	3
Southern Europe	Italy	19
	Spain	18
	Greece	5
	Portugal	1

	Country	N
Eastern Europe	Hungary	9
	Slovenia	8
	Poland	7
	Czech Republic	7
	Croatia	6
	Russia	5
	Bulgaria	4
	Estonia	4
	Serbia	4
	Ukraine	4
	Albania	2
	Lithuania	2
	Macedonia	2
	Romania	2
	Slovakia	2
	Bosnia	1
Latvia	1	
Moldova	1	
	US	16
	Australia	1

	Country	N
South America	Brazil	9
	Colombia	9
	Argentina	2
	Mexico	1
	Peru	1
	Uruguay	1
Middle East	Turkey	10
	Egypt	2
	Israel	2
	Iran	1
	Lebanon	1
	United Arab Emirates	1
Far East	China	8
	Indonesia	4
	Japan	4
	Vietnam	3
	South Korea	3
	Nepal	1
	Pakistan	1
	Taiwan	1
	Thailand	1
Africa	Kenya	1
	South Africa	6

Samenvatting

Buitenlandse uitgevers en andere literaire organisaties in het buitenland

Begin 2018 heeft het Letterenfonds onderzoek laten doen naar het oordeel van gebruikers over zijn werkwijze en activiteiten. Naast schrijvers, vertalers, uitgevers, festivals en tijdschriften in Nederland werden ook buitenlandse uitgevers van Nederlandse en Friese literatuur in vertaling en de vertalers daarvan bevroegd, alsmede literaire festivals in het buitenland, in het bijzonder organisaties in het Duitse taalgebied waarmee is samengewerkt in het kader van het Nederlands-Vlaamse gastlandschap op de Frankfurter Buchmesse 2016.

Dit deelrapport bevat de bevindingen van de enquête onder buitenlandse uitgevers van vertaalde Nederlandse en Friese literatuur en andere buitenlandse literaire organisaties. Er werkten 330 buitenlandse uitgevers aan de enquête mee: een respons van 30 procent—aanzienlijk meer dan in 2014 (22%).

Ruim driekwart van de uitgevers gaf in 2016–2017 één of meer Nederlandse titels in vertaling uit; daarvan publiceerde ruim een kwart drie of meer Nederlandse titels in vertaling—de Duitse, Italiaanse, Chinese en Spaanse uitgeverijen liepen daarbij voorop. Desgevraagd gaf het merendeel van de uitgevers (74%) aan dat de informatie en/of het advies van het Letterenfonds van invloed was geweest in het besluit om een Nederlandse titel uit te geven.

Bekendheid

Ruim driekwart van de buitenlandse uitgevers (78%) kent de brochures en publicaties van het Letterenfonds. Ook de nieuwsbrief van het fonds en *Highlights*, de nieuwsbrief waarmee de brochures breder worden gedeeld, zijn redelijk bekend. De vertalingendatabase is bekend bij ruim een derde van de uitgevers, maar dat varieert sterk met het taalgebied: 60 procent van de Oost-Europese uitgevers tegen slechts 11 procent van de Franse. Ruim 70 procent van de buitenlandse uitgevers bezocht het afgelopen half jaar de website www.letterenfonds.nl, dat is 10 procent meer dan vier jaar geleden.

Voor uitgevers en/of andere literaire organisaties in het buitenland zijn vier subsidieregelingen van het fonds relevant. Bijna alle uitgevers (95%) kennen de subsidies voor vertalingen uit het Nederlands en Fries; onder uitgevers in Afrika zijn deze minder bekend (43%) dan bij uitgevers in andere wereldregio's. Ruim de helft kent ook de bijdragen in de reiskosten voor Nederlandse schrijvers die deelnemen aan literaire evenementen elders, bijna de helft de subsidies voor geïllustreerde (kinder)boeken, en bijna een derde de beurzen voor een verblijf van vertalers in het Vertalershuis Amsterdam. Onder literatuurhuizen en literaire festivals in het buitenland zijn zowel de bijdragen in de reiskosten (62%) als de translation grants (66%) goed bekend.

De bekendheid van programma's en activiteiten van het fonds ter promotie van de Nederlandse en Friese literatuur in het buitenland varieert. De vertegenwoordiging van het fonds op internationale boekenbeurzen is bekend bij 73 procent van de uitgevers, vooral bij de middelgrote en grote uitgevers. Op land-niveau is de bekendheid het grootst in de UK (83%), Duitsland (82%) en de USA (81%).

Grootschalige evenementen rondom Nederlandse literatuur worden door het fonds steeds in andere prioriteitslanden georganiseerd, de bekendheid hiervan wisselt daarom (net als vier jaar geleden) sterk per regio. Het gastlandschap van Nederland en Vlaanderen op de Frankfurter Buchmesse 2016 is bekend bij 60 procent van de uitgevers overall, en bij vrijwel alle Duitse uitgevers (94%). De grootschalige evenementen die door het fonds zijn georganiseerd zijn opvallend bekend in Frankrijk (Les Phares du Nord) en Brazilië (Café Amsterdam, najaar 2015).

Belang

Buitenlandse uitgevers vinden alle taken van het Letterenfonds op het gebied van de promotie van Nederlandse en Friese literatuur in het buitenland zonder uitzondering van groot belang. Ze beschouwen de subsidiëring van vertalingen uit het Nederlands en Fries als de meest belangrijke taak (4,7 gemiddeld). Voor bijna driekwart van de uitgevers die in de laatste jaren ten minste één Nederlandse titel publiceerden was informatie en/of advies van het fonds van invloed op het besluit om een Nederlandse titel uit te geven. Uitgevers die bekend zijn met de relevante andere subsidies onderschrijven ook het belang van deze subsidies (van 4,3

tot 4,5). Vooral uitgevers in Zuid-Amerika hechten eveneens veel belang aan de reisbeurzen voor Nederlandse auteurs. De uitgevers die andere programma's en activiteiten van het fonds kennen, vinden die ook belangrijk (4,2 tot 4,5 gemiddeld), de aanwezigheid van het fonds op internationale boekenbeurzen en de prijzen voor vertalers van Nederlandse literatuur het meest.

Waardering en tevredenheid

Over de algehele informatievoorziening van het Letterenfonds is ruim 90 procent van de buitenlandse respondenten tevreden: gemiddeld 4,5 op een schaal van 1 to 5. Een zeer klein aantal uitgevers (2%) is niet tevreden. De website wordt overall beoordeeld met een 4,1. Vooral uitgevers in Duitsland, Spanje en de Verenigde Staten waarderen de website positief (4,3). Net als in het vorige onderzoek wordt de kwaliteit van de informatie en de informatie over subsidies het hoogst gewaardeerd.

De dienstverlening van het Letterenfonds scoort zeer goed (4,6) en is daarmee op niveau gebleven. De bevroegde buitenlandse uitgevers waren evenzeer te spreken (4,6) over de kwaliteit van de informatie en adviezen over Nederlandse literatuur in alle genres die zij van fondsmedewerkers kregen. Ze vinden de medewerkers deskundig (4,6), servicegericht (4,5) en efficiënt (4,6). Uitgevers in Duitsland beoordelen de dienstverlening gemiddeld zelfs met een 4,9 (op een schaal van vijf).

Van de subsidies die relevant zijn voor buitenlandse uitgevers scoren de vertaalsubsidies de hoogste mate van tevredenheid (gemiddeld 4,4). Van de ondervraagde uitgevers vroeg ruim 70 procent in 2016–2017 een vertaalsubsidie aan en ruim negen op de tien aanvragers ontvingen deze subsidie. Anders dan vier jaar geleden worden deze nu online aangevraagd. Dit bevalt: 90 procent van de aanvragers is (zeer) tevreden over het digitale aanvraagformulier: uitgevers in Noord- en Oost-Europa nog meer (4,6 en 4,5) dan uitgevers in Zuid-Amerika (3,9). Bovendien onderschrijft 86 procent inzicht te hebben in de hoogte van het subsidiebedrag dat verwacht kan worden. De tevredenheid over de reiskosten buitenland is gemiddeld 4,2, over de subsidies voor geïllustreerde kinder- en jeugdboeken gemiddeld 3,9 en over de beurzen voor het Vertalershuis Amsterdam 3,8.

Over de programma's en activiteiten is circa 60 procent van de uitgevers en de festivals tevreden, en slechts 3 procent ontevreden. Veel uitgevers en andere organisaties (ruim een derde) gaven een neutraal antwoord, waarschijnlijk omdat ze een groot deel van deze programma's niet kennen.

De resultaten met betrekking tot de tevredenheid van buitenlandse uitgevers over de subsidies en programma's zijn in grote lijn vergelijkbaar met die van het gebruikersonderzoek in 2014. Alhoewel de groep aanvragers/respondenten aanzienlijk is gegroeid, is het niveau op grote lijnen gelijk gebleven.

Daarnaast kan geconcludeerd worden dat de waardering voor en vertaling van de Nederlandse literatuur een permanente doeltaalgerichte informatievoorziening en aandacht vereisen. Er is een duidelijk positief verband tussen bekendheid en tevredenheid enerzijds en het recente promotiebeleid van het fonds in prioriteitslanden als Brazilië (2015), Duitsland (2016) en Frankrijk (2018) anderzijds.

Colophon

A survey among publishers of Dutch and Frisian literature abroad

(This is one out of three surveys. Please find an English summary of the survey among translators of Dutch and Frisian literature in the Dutch report on our website.)

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