

How subsidies inform publishers' decisions on translated literature in smaller European countries

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This paper explores the impact of diverse translation support schemes on the decision-making processes of literary fiction publishers in smaller European countries, namely Czech Republic, Netherlands, Norway, Slovenia and Sweden.

The latter half of the 20th century saw profound changes in publishing of translated literature. English gradually became the dominant source language of translations published in Europe and beyond. At the same time, numerous support schemes were established to support translations from smaller European languages. The trend has been especially profound since the early 1990s. While the various national and international support schemes operate from different perspectives, with different goals and priorities, this paper will investigate how publishers use these schemes in practice.

Acquisition editors (or staff with similar responsibility) are the key gatekeepers of translated literature. They design publishing catalogues and make the key acquisition decisions, sometimes with sales or marketing department, depending on the size of the publishing house. How publishers and acquisition editors in smaller European countries choose fiction for translation from other non-English literatures? What role do subsidies play in their decision-making?

This paper will present preliminary results of a comparative analysis of five European book markets (Czech, Dutch, Norwegian, Slovenian, Swedish) including over 50 in-depth interviews with publishers and acquisition editors in these countries, uncovering *inter alia* the growing dependence on various support schemes across all sectors of literary fiction publishing.