



PRESS RELEASE



book
PLATFORM

Public Presentation and Discussion of The Readership Study in Georgia

**Based on the outcomes of a survey conducted by Experto Ltd Consulting and Marketing
Research company**

The Book Platform project and the Georgian Publishers and Booksellers Association invite you to a public presentation and discussion on the Readership Study in Georgia. The event will take place

on May 31, 2014

at 15:00h

at the Book store “Book City”

21, Melikishvili Street, Tbilisi

For the first time ever, there is a comprehensive study of readership and reading habits in Georgia, second edition with additional commentary and policy recommendations by Paata Papava. The objective of the research was to study the habits, beliefs, attitudes and preferences of book readers and buyers: what type of book are they interested in, how often do they buy/read books, where do they read books and where do they buy them, what factors influence the selection process, what is the share of income spent annually on books, what is the choice between electronic and hard copy books, translated and original, etc.

Opening by: Salome Maghlakelidze

Moderated by: Paata Papava

The text of the studies is available at <http://bookplatform.org/en/activities/17-readership-ge.html>

More follows

THE BOOK PLATFORM PROJECT assists in developing skills, in building international networks and in creating smart policies for creating an environment for a healthy, sustainable and open book culture in three countries of the EU Neighborhood Policy - Armenia, Georgia and Ukraine. It is a project of [Next Page Foundation](#) in cooperation with Armenian Literature Foundation (Armenia), National Publishers Association (Armenia), Georgian Book Publishers Association (Georgia), and Publishers Forum-Lviv (Ukraine), and is supported by the Eastern Partnership Culture Programme of the EU.

For more information, please, contact:

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The European Commission is the EU's executive body.

“The European Union is made up of 28 Member States who have decided to gradually link together their know-how, resources and destinies. Together, during a period of enlargement of 50 years, they have built a zone of stability, democracy and sustainable development whilst maintaining cultural diversity, tolerance and individual freedoms. The European Union is committed to sharing its achievements and its values with countries and peoples beyond its borders”.