

Editorial

This issue of *Libellarium* brings out papers based on presentations at the Publishing trends and contexts conference that took place in Pula, Croatia, on December 6-7, 2013.

The conference has gathered a group of experts from prominent European universities from Sweden, Scotland, Lithuania, Poland, Slovenia and Croatia. Together with *The e-books research project* managed by the Universities of Gothenburg and Borås (<http://projectebooks.wordpress.com/>) and *International Book Science Conference* organized by Vilnius University (<http://www.ibsc.kf.vu.lt/>) this new conference reflects both the rising interest in modern publishing on smaller European markets and reinforcement of ties between publishing as dynamic and progressive industry and scientific research of its trends and contexts. Two crucial questions were: what is the value of publishing contents on small markets compared to big ones, and what successful business models best fit to the small language markets. Most of speakers, needless to say, observed these questions in regard to new technologies and phenomena of e-publishing and e-books.

The conference, on one hand, crystallized out many similarities of small markets, but on the other showed great distinctions in overall acceptance and infrastructural support for e-content development. Among many conclusions which stem from the presentations and discussions, three are of particular importance. Firstly, small market has many faces. Markets are shaped by local and global cultural and intellectual heritage, by tradition of publishing and reading practices, by multifaceted political and economic processes, by scope, infrastructure, modes of reception of books and so on. E-books are not meeting ideal, naive readers, but markets which are already formed by numerous past and present developments. Secondly, small market is always bilingual, if not multilingual. E-books accessible in national languages, most often via national platforms, are minority regarding the books in English available from global distributors. Finally, although the conference approached the small markets in comparative perspective, results are not always easily comparable since different countries are approached with different methodologies. Thus, a common instrument, such as questionnaire for different participants involved in book business that would be simultaneously applied in different countries along with the same methodology of collecting and analysing data would greatly contribute to better understanding of publishing practices and book reception at diversified European small markets.