Growth of China’s Publishing Industry

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I’d like to introduce my university to all of you before my talk.

- Name: Nanjing University
- Founded: 1902.
Before 1949, it was named “The Centre University”, top 1 Chinese university in ROC(1912-1949).

In 1952, The Centre University was merged with “University of Nanking” (Jinlin Daxue), and changed the name to Nanjing University.
Now, The Nanjing University is a very famous one in China, around the top 5.

One of the universities of Project 985 which government to invest the money to accelerate the universities as a world class Universities in China.
3 Campuses:

- Gulou, Old campus, main campus
- Pukou, Second,
- Xianlin, new campus, and will be the main campus.
Gulou

Publishing House, State-owned,

1978: only 105 publishing houses.

2015: 582 Publishing Houses.

More than 20,000 private book studios.

(Not a publishing house)

Controlled by the ISBN.

Made a false ISBN; Bought a ISBN; Cooperated with State-owned publishing
2. The outputs of publishing (2013)

582 publishing houses published 4,444,277 titles (including: New release 2,559,811 titles)

In 1978, only 1,498,711 titles, including New release 1,188,811 titles,

Printed copies: 8.3 billion in 2013,

3.774 billion in 1978

Population, 1.3 billion,

6.38 copies/ per person in 2013

3.7 copies/ per person in 1978
Many good books.


Academic books, each discipline has many good books.

Fiction, Mo Yan, Su Tong, etc.

10 Chinese writer in the list of Nobel Price.
3. Physical Bookstores and Online Bookstores increased

2013: Bookstores: 172447,
Xinhua Bookstores (state-owned), 9255
Big online Bookstore:
Amazon.cn/ Dangdang.com/ Jingdong.cn
It was very difficult to buy a book in 1978
4. The gap between the copyright imported and exported became small.

Copyrights trade in 2013:

- Imported: 18167
- Exported: 10401

Imported ➔ Exported

Gap became small
5. The emergence of big Publishing Group:
- China Publishing Group (BJ)
- Phoenix Publishing Group (JS)
- Centure Publishing Groupe (SH)
- China South Publishing group (Hu’nan)
- ChineseAll Publishing Company (Private, BJ), (Anyone, Anytime, Anywhere, Anyway, Anything)
2015年全球出版企业50强排名日前发布，中国4家出版企业榜上有名，分别是凤凰出版传媒集团、中南出版传媒集团、中国出版集团、中国教育出版传媒集团。

入榜的4家中国出版集团中有两家跻身10强，凤凰出版传媒集团位列第六，中南出版传媒集团位列第七，中国出版集团、中国教育出版传媒集团分列第十五位和第二十一位。

《全球出版企业排名报告》诞生于2007年，由法国《图书周刊》发起，由中国百道网、英国《书商》杂志、德国《图书商报》、美国《出版商周刊》、巴西《出版新闻》联合发布。
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6, Digital Publishing
Progress fastly.
图 1 2011 年我国 18—70 周岁国民不同数字化阅读方式的接触率
Mainly existing problems in publishing industry in China.

1. In China, ebook publishing is still in a chaotic stage.

A complete chain of digital publishing industry contains content providers, network operators, platform providers and terminal providers. However, every link wants to monopolize the entire industry chain, making it become more disordered.
If you do digital publishing, you will die;
If you don’t want to do digital publishing, you are waiting for die.
2. Copyright issues

In terms of publishing, content is the most important resource. If the content cannot be well-protected, the publishing industry will face halt in developing.

Copyright of e-books is equally important. Due to the lack of awareness of intellectual property rights protection, people can download e-books everywhere on website in China. Some of the newly-published books are immediately released on the Internet.
Obviously, if the digital piracy can't be stopped, the industry is hard to develop. On the sharing platform such as Baidu Library, The Network of Verycd and Sina, people can get contents in electronic version freely. According to my investigation, an important reason of buying the pirated products is their low price and convenience. If users can easily receive free electronic versions, they are not possible to buy e-books.
At the same time, some manufacturers of e-books offer free resources in order to entice buyers, which resulting in copyright issues. The accusation of Hannov about their infringement from Zhonghua Publishing House in 2010 is a classic case in copyright dispute. Zhonghua Publishing House figures that Hannov E-book collects the punctuated text of *Twenty-Four Histories* and *History of Qing Dynasty*, whose copyright are owned by them.
Without permission, Hanvon Technology collects the unauthorized works whose copyright are owned by Chinese Publishing House, which violates the right of authorship, reproduction, distribution, remuneration and other rights of the work. HanWang Technology should stop publishing
HanWang E-book D20 Version of Chinese Classics, whose contents involve the punctuated texts owned by the accuser. They have to publish a statement of apology to the accuser on China Press and Publication Journal and compensate 912,000 yuan to them for economic losses and pay 13,780 yuan for reasonable expenses in litigation. However, HanWang Technology argues that they get the copyright of National Collection from the Net of Chinese Classics. Although Hanvon wins, Chinese Publishing House will continue their appeal. This case helps to protect the rights of traditional publishers, but also sounds the alarm for e-book publishers.
3. Reading habit

- Most people do not read books.
- Smartphone reading
- Ebook reader reading

Reading Society reconstruction

Ancient China saying: If you read, you will richer; If you read, you may marry a beautiful girl.
4. ebook Price issue

The price of e-books is a hot debating issue. The pricing pattern of e-books has to follow certain rules. At present, many publishers think that e-book is sold as an attached-product, most of the profits are still get by traditional books. With the increasing popularity of e-books, this thought will lead to low prices of e-books in the future. Let's take *The End of the Empire* for example, the printing edition of the book is published by Fudan University Press, priced at 28 yuan.
But in Hanvon book store, it sells at the price of eight yuan, 28.6% of the former, less than 1/3. Shanxi Normal University Press has just published *Wind Song - Liqun Wang's lecture about the Emperor Liu Bang* in March 2011, the price of the paper book is 26 yuan, Jingdong Online Bookstore sells at a discount of 35% in 16.90 yuan. However, users can not only pre-read the electronic version of this book on Fanshu.com, they can buy it with 1 yuan, just like giving the book away.
5. The regulatory about quality of the content

The serious mistakes about contents in books is a prominent problem in recent years. In order to deal with the falling of the quality of publications, General Administration of Press and Publication carried out *Management Regulations About Quality of Books* in 1997, and pushed out the new version in December 2004. It raises requirements for books published by presses approved by the state. The quality of books includes four terms--content, editing, design and printing. The books are divided into two grades--the qualified and unqualified.
If the book is qualified in all of the four terms—content, editing, design, printing, it is qualified; but if it isn't qualified in either of the four terms, it is unqualified. If the content of the book is in line with Article 26 and Article 27 of the *Regulations on Publication Administration*, its contents are qualified. If the book goes against with them, its contents are unqualified. If the error rate in a book is below 1/10000, the editing is qualified. If the error rate goes above 1/10000, the editing is unqualified.
As a newly-emerged industry, the poor quality of editing in e-books is the biggest problem. Because most e-books are transformed by scanning technology with optical recognition system, they can't be guaranteed in the quality of editing. If e-books are not included in the book quality regulatory system, it's the behavior to entrap readers.
Chinese Publishing after New Millennium (Nanjing University, 2013; Taiwai Songbo, 2014)
Thank You
And
Welcome you visit Nanjing University.