Growth of Digital Publishing in China

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Brown University, August 14, 2015
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* Development path of digital publishing
* Characteristics of the development
* Driving forces
* Successes and challenges
* Possible trends

* Intend to explore...
* 668 million Internet users, penetration rate: 48.8% (2015)
* 1,293 million mobile phone users, penetration rate: 91% (2015)
* 594 million mobile Internet users, 88.9% of the total Internet users (2015)
* Transition of the publishing industry:
  * Structure: state-owned to mixed ownership
  * Management: tight government control to less tight
  * Format: print to digital

* Background
* Digital publishing” was first officially used in July 2005 at the First Chinese Digital Publishing Exposition in Beijing

* Digital publishing: “a new publishing method that edits and processes content by using digital technology, and distributes digital content through networking. Its main characteristics are digital content production, digital publishing process management, digital product format, and networked distributing channels.”

* By the definition, digital publishing in China includes: e-book, e-journal, e-newspaper, online music, online game, online anime, smartphone publishing, and Internet advertising
* Pre-2005: various electronic publishing, desk-to-publishing, networking publishing, web publishing, Internet publishing...

* 2005-2009: Initial take-off

* 2010-2014: Growth in scale and quality
  * Total revenue generated by digital publishing in 2014: 254 billion yuan, ten times of it in 2005
  * Top three sectors were Internet advertising, online games, and smartphone publishing, respectively 110, 71.84 and 57.96 billion yuan
  * E-books, e-journals and e-newspapers, totally 6.175 billion yuan, only 2.43% of the total revenue
* Development speed appears leap-forward
* Entertainment-type publishing has been ahead of serious/academic publishing
* New media publishing has been far ahead of the transition of traditional publishing
* Smartphone publishing is at a leading position
* Traditional publishing is blending with new media publishing
* Separate players in the process -- content provider, digital publisher/converter/aggregator, platform provider, network carrier -- are merging into one entity
* High penetration rate of Internet users and mobile phone users
* Support of advancement in information technology
* Enhanced guidance from the central government, regulations and policies, improved legal environment
* Government investment in R&D, and in digital publishing parks (14 parks in 2014)
* More mature market and readership
* As a later comer, China is getting ahead of others
* Rich digital publishing products contribute to education and research in China as well overseas
* New media publishing changes people’s life style
* More publications/knowledge has been produced, distributed and stored
* Online literature flourishes due to the development of mobile phone use
* Persistent piracy problem
* Further improved legal environment needed
* Lack of successful and sustainable business model for digital publishing
* Lack of digital publishing professionals
* Lack of technical standards for digital publishing
* Publishing in traditional meaning - books, journals and newspapers - lags behind when transiting to digital publishing
* Continuing blending of traditional and new media publishing
* Continuing interaction of different digital publishing formats
* Mobile digital publishing will develop in full dimension
* Pay-for-reading will become an acceptable norm
* Further development of digital educational products
Comments welcome!