2017

China Book & Digital Publishing Market Analysis

Beijing OpenBook CEO: Jiang Yanping

CEO: James Bryant
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China Book Publishing Summary
Overall Retail Market Growth

- Revenue Growth of **12.3%**

**Market Revenue Growth (Billion)**

- 2015: 62.4
- 2016: 70.1
-2.23% Physical bookstore scale basically stable
30.13% online bookstore growth
12.3% Whole retail market growth

2011-2016 physical bookstore sales status

2011-2016 online bookstore sales status
Active Titles in 2016

1,750,000

Active Titles

4.31%↑

year-on-year growth rate

210,000

New titles introduced in 2016
Books on sale are growing fastest in Online Bookstores

<table>
<thead>
<tr>
<th>Year</th>
<th>Physical Bookstores</th>
<th>Online Bookstores</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>1.14</td>
<td>0.98</td>
</tr>
<tr>
<td>2012</td>
<td>1.25</td>
<td>1.23</td>
</tr>
<tr>
<td>2013</td>
<td>1.27</td>
<td>1.35</td>
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<tr>
<td>2014</td>
<td>1.32</td>
<td>1.45</td>
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<tr>
<td>2015</td>
<td>1.36</td>
<td></td>
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<tr>
<td>2016</td>
<td>1.37</td>
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</table>
Science and Art Show Negative Growth

The Art genre show negative growth due to the coloring best seller in 2015.

The Science genre show negative growth due to “A Brief History of Time” in 2015.

2016 Sale Growth Compare to 2015 (Retailing market)
Children and Social Science are the Two Giants in Nominal Sale

Revenue Breakdown

- Children: 23.51%
- Social Science: 23.09%
- Language: 6.82%
- Science: 7.57%
- Literature: 13.28%
- Educational: 15.91%
- Art: 3.89%
- Life: 3.95%
- Biography: 1.42%
- Other: 0.58%

Active Sale Title Type

- Social Science: 24.44%
- Children: 13.89%
- Science: 18.28%
- Educational: 16.65%
- Literature: 8.42%
- Life: 4.55%
- Language: 5.41%
- Art: 6.25%
- Biography: 1.74%
- Other: 0.36%
Average number of books read each year

Total of per capita books

- 4.98 (2010)
- 5.77 (2011)
- 6.74 (2012)
- 7.25 (2013)
- 7.78 (2014)
- 7.84 (2015)
- 7.86 (2016)

The number of per capita paper books

- 4.25 (2010)
- 4.35 (2011)
- 4.39 (2012)
- 4.77 (2013)
- 4.56 (2014)
- 4.58 (2015)
- 4.65 (2016)

The number of per capita e-books

- 0.73 (2010)
- 1.42 (2011)
- 2.35 (2012)
- 2.48 (2013)
- 3.22 (2014)
- 3.26 (2015)
- 3.21 (2016)

Data source: China News Press Research Institute National Reading Survey
# Bestselling Printed Books

## top sellers (Jan.2017-Apr.2017)

<table>
<thead>
<tr>
<th>No.</th>
<th>书名 Title</th>
<th>作者 Author</th>
<th>No.</th>
<th>书名 Title</th>
<th>作者 Author</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>东野圭吾作品.解忧杂货店 Dispel melancholy grocery store</td>
<td>东野圭吾 Higashino Keigo</td>
<td>11</td>
<td>红岩 Hongyan</td>
<td>罗广斌,杨益言 Luo Guangbin</td>
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<tr>
<td>2</td>
<td>东野圭吾作品.白夜行 Journey Under the Midnight Sun</td>
<td>东野圭吾 Higashino Keigo</td>
<td>12</td>
<td>人类简史:从动物到上帝 Sapiens: A Brief History of Humankind</td>
<td>尤瓦尔·赫拉利 Yuval Noah Harari</td>
</tr>
<tr>
<td>3</td>
<td>追风筝的人 Kite Runner</td>
<td>卡勒德·胡赛尼 Khaled Hosseini</td>
<td>13</td>
<td>从你的全世界路过:让所有人心动的故事 I belonged to you</td>
<td>张嘉佳 Zhang Jiajia</td>
</tr>
<tr>
<td>4</td>
<td>摆渡人 Ferryman</td>
<td>克莱儿·麦克福尔 Claire Mcfall</td>
<td>14</td>
<td>小猪佩奇(限量珍藏版)(套装10本书+1张DVD) Peppa Pig</td>
<td>英国快乐瓢虫出版公司 Ladybird</td>
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<tr>
<td>5</td>
<td>人民的名义 In The Name of People</td>
<td>周梅森 Zhou Meisen</td>
<td>15</td>
<td>巴学园系列.窗边的小豆豆 Totto-Chan:The Little Girl at the Window</td>
<td>黑柳彻子 Kuroyanagi Tetsuko</td>
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<tr>
<td>6</td>
<td>未来简史:从智人到神人 Homo Deus: A Brief History of Tomorrow</td>
<td>尤瓦尔·赫拉利 Yuval Noah Harari</td>
<td>16</td>
<td>好吗好的 Goodwill</td>
<td>大冰 Da Bing</td>
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<tr>
<td>7</td>
<td>东野圭吾作品.嫌疑人X的献身 The Devotion of Suspect X</td>
<td>东野圭吾 Higashino Keigo</td>
<td>17</td>
<td>平凡的世界(共三部) Ordinary World</td>
<td>路遥 Lu Yao</td>
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<tr>
<td>8</td>
<td>活着 To Live: A Novel</td>
<td>余华 Yu Hua</td>
<td>18</td>
<td>中英文版儿童情绪管理与性格培养绘本.妈妈我能行 Mom, I can do it</td>
<td>胡媛媛 Hu Yuanyuan</td>
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<td>9</td>
<td>天才在左 疯子在右(完整版) Genius on the Left, Lunatic on the Right</td>
<td>高铭 Gao Ming</td>
<td>19</td>
<td>中英文版儿童情绪管理与性格培养绘本.做最棒的自己 Do my best</td>
<td>胡媛媛 Hu Yuanyuan</td>
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<tr>
<td>10</td>
<td>我们仨 Us Three</td>
<td>杨绛 Yang Jiang</td>
<td>20</td>
<td>中英文版儿童情绪管理与性格培养绘本.勇敢做自己 I am brave</td>
<td>胡媛媛 Hu Yuanyuan</td>
</tr>
</tbody>
</table>
China Digital Publishing Summary
China Will Be the World's Largest Digital Market by 2018

Digital B2C market revenue forecast (e.g. e-commerce, e-travel and digital media)

- EU5*  - United States  - China

2016:
- EU5*: $434b
- United States: $400b
- China: $400b

2017:
- EU5*: $454b
- United States: $434b
- China: $434b

2018:
- EU5*: $474b
- United States: $464b
- China: $504b

2019:
- EU5*: $494b
- United States: $524b
- China: $534b

* Germany, France, UK, Italy, Spain

Source: Statista Digital Economy Compass
Today, China has over 731 million Internet users.
## China Digital Publishing Revenue Growth

### Yearly Market Revenue Growth

<table>
<thead>
<tr>
<th>Year</th>
<th>Market Revenue (Billion)</th>
<th>Growth (%)</th>
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<tbody>
<tr>
<td>2011</td>
<td>6.9</td>
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<td>2014</td>
<td>19.3</td>
<td></td>
</tr>
<tr>
<td>2015</td>
<td>36.5</td>
<td>89%</td>
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</table>

- Yearly Market revenue growth reached **89%** in 2015.

### Chart: China digital publishing revenue (Billion)

- The chart visualizes the growth in China's digital publishing revenue from 2011 to 2015, with a significant increase in 2015.
Online education, Online music and E-book have developed into the big three of the digital publishing industry

The Big Three in 2015

- Online education: 49%
- Online music: 15%
- E-book: 13%
Most sectors of digital publishing is on the rise, digital newspaper and blog market weakening. Online education outperformance in 2015.

数据来源：中国新闻出版研究院发布的《“—”中国数字出版产业年度报告》
03
China Digital Publishing - Highlights
1. Copyright protection is gaining ground

PC pay loss of 4.32 billion yuan

piracy
(Iresearch data in 2014)

mobile end pay loss of 3.45 billion yuan

In 2016, the 12th China (Shenzhen) international cultural industry fair, more than 20 undertaking units of "digital copyright protection technology research and development project", with China academy of press and publication, to sign a letter of intent for digital copyright protection technology services.
2. Mobile Reading

- 95% of people with mobile phones use them to access the Internet.
- Up 5% to 2015, and the proportion of mobile Internet users rising further.
In 2016, Chinese nationals per capita weekly Internet time is 26.4 hours, with 2015 basically flat.
Two largest Categories of Mobile Reading

usage rate of mobile users in 2016

82.2%
43.7%

user number in 2016 (million)

571
304

Mobile network literature  Mobile network news

user number in 2016 (million)
In mobile reading contact group, the most popular type of eBooks for "urban romance", followed by "classical literature", accounted for 23.5%, 17.2% respectively.
In 2016, mobile reading contact groups per capita cost is **16.95** yuan, has risen from 11.19 yuan in 2015.

Among them, 74.8% of mobile phone readers have never paid.
3. Network Literature

The origin and development of China network literature

**Beginning** 1998
- Rascal CAI "The First Close Contact" open the era of China network literature

**Developing**
- ChineseAll established, network literature awards to appear

**Upsurge**
- Qidian established, more websites provide writing platform for authors

**Overflow**
- Business model appear
  - Qidian: VIP readings pay
  - Tianya: BBS to provide garden for works published, gathered flow

**Maturity**
- Clouldary established, into copyright operation, integrated the Chinese interactive entertainment industry and cultural creative industry
- ‘dushu.qq’ begin pan-entertainment industry layout

**The first year of IP outbreak**
- ChineseAll login the Shenzhen stock exchange
- ‘dushu.qq’ and Clouldary, set up China Reading group
- ‘aliwx’ established
- iReader established

**Pan-entertainment industry outburst**
- ‘book.baidu’ create literature industrial chain.
- ‘dushu.qq’ acquiring Clouldary

2002
- 2003
- 2008
- 2013
- 2014
- 2015
- 2016
With the rapid development of network literature market, 2016 network literature market, is expected to reach 9 billion yuan, up 28.6% year-on-year.

Internet giants compete to distribute network literature market, hope that through product adaptation of network literature, expand into the film and television works, mobile game, anime, etc.
China Network Literature User Scale

In 2016, the network literature user scale up to **333 million**, an increase of 36.45 million year on year, accounting for 45.6% of the overall netizens.
Fragmentary Content Consumption is Becoming a Trend

- Busy lifestyles combined with being “always connected” has resulted in evolving preferences to engage in reading for shorter durations of time.
- Emerging step by step with this are fragmentary payment business models.
4. Audio reading is developing rapidly

China audio reading market volume (RMB)
- In 2016: 2.2 billion
- Expect: 4.2 billion

China mobile audio APP user total scale
- In 2016: 210 million, 16.7%
Potential: the users of audio books are broad

- Monthly active users: 100 million
- Female: 55.1%
- High school degree or above: 87.1%
- Age of 14 to 45: 92.9%
- Willing to pay: 65.3%

- Nearly 70% of the digital reading users used audio books.
- Use more than 10 times monthly: 24.2%
- Especially for the scene, such as driving a car, cleaning the house.
China Discovery Solutions
# The Accidental American: Immigration and Citizenship in the Age of Globalization

**Author:** Sen, Rinku, Mamdouh, Fekkak

In this no-holds-barred nonfiction narrative, activist, organizer, and immigration expert Rinku Sen reveals the racial and cultural conflicts embedded in the current immigration debate and explodes the myth that those living in both sending and receiving countries can enjoy the economic benefits of immigration while keeping their cultures static.

**Publisher:** Berrett-Koehler Publishers

**Category:** Social Science / Emigration & Immigration

**ISBN:** 9781609943080

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### Keywords

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<td>act, agreement, americans, association, bill, border, business, campaign, center, child, citizen, city, class, community, congress, country, debate, department, discrimination, economy, effect, employer, europe, family, fatima, food, fund, globalization, group, health, home, house, id, identity, immigrant, immigration, industry, italy, job, krikorian, labor, law, legalization, life, mamdouh, mexico, morocco, movement, national, organization, owner, policy, power, process, program, project, reform, restaurant, rights, roc, saru, school, security, september, service, state, status, trade, union, united, war, windows, work, worker, world, work</td>
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Discovery Solutions – Translated Keywords

Trajectory’s Interesting Facts and Data Visualizations

Keywords
- Nouns
- Verbs
- Adjectives
- Adverbs
- Brands
- People
- Places
- Things
- SAT Words
- Trajectory China 300
- TOEFL Words
- IELTS Words
- Sentiment
- Intensity
- Recommendations

Chinese

ID 世界 业主 业务 中心 九月 健康 克里科里安 全球化 公民 动力 劳动 工

工作 工程 意大利 成为 战争 房子 马洛哥 改革 政策 效果 服务 权利

欧洲 法 刺激 法蒂玛 状态 生活 社区 移民 窗 类 纽约 组 组织 经济 美

国人 联合的 联想 联盟 行业 计划 贸易 般分 辩论 边界 过程 运动 部门 雇主

食品 餐厅 马姆杜 鹏
Discovery Solutions – Contextual Recommendations

Trajectory's Recommended Book Titles

Dream Chasers
Similarity Index: 71
Tirman, John
Category: Social Science / Emigration & Immigration

Becoming American: Why Immigration Is Good for Our Nation's Future
Similarity Index: 65
Ghadar, Fariborz
Category: Social Science / Emigration & Immigration

Guarding the Golden Door
Similarity Index: 66
Roger Daniels
Category: History / United States / General • Social Science / Emigration & Immigration

Men and Women We Want
Similarity Index: 55
Petit, Jeannette D.
Category: Social Science / Emigration & Immigration

Transnational Social Work Practice
Similarity Index: 53
Negi, Nalini Junko
Category: Social Science / Emigration & Immigration

Contesting Citizenship
Similarity Index: 52
McNevin, Anne
Category: Social Science / Emigration & Immigration
Thank you!

Yanping Jiang  jyp@openbookdata.com.cn  James Bryant  bryant@trajectory.com