

# C HINA

中国图书商报 CBBR

FRANKFURT SPECIAL

## BOOK BUSINESS REPORT

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FRIDAY OCT 11 / 2011



### Exclusive Research: Copyrights of Children's Books in Spotlight of BIBF 2011

2011BIBF 版贸最热童书



During Beijing International Book Fair 2011 (BIBF), China Book Business Report has handed out questionnaires among publishers from 60 different countries in the world. The research mainly focuses on the routine of digital publishing & distribution profitability of e-publishing, the categories of international copyrights deals publishers are dealing, the proportion of e-publishing and traditional publishing, partners and forms of cooperation and the interests of finding writers in China. 84 valued samples were received. The report covers publishers from North America, Europe and Asia, and involves with variety of fields.

According to the research, international publishers have been carrying out very extensive cooperation in China. Some of them even have more than 150 partners in China. It shows that China's market holds great importance from international publishers.

For the categories of copyrights deals they are dealing with Chinese publishers, 44.05% are children's books. Followed by non-fictions, educational books, fictions, youth reads, STM and business readings, and the percentages are 40.48%, 39.29%, 33.33%, 30.95%, 26.19% and 26.19%. There are individual exhibitors optimistic about the architecture and historical books.

Worth to notice, there are 22.37% of foreign publishers start to work with writers in China. For the forms of cooperation with Chinese publishers, 67.86% of responses are dealing with copyright business and publishers dealing the physical books trade are 40.48%, 27.38% are co-publishing with Chinese publishers.

Only 4.76% of companies have their own e-readers, and 60.71% responds working with Kindle, Nook or other e-book readers as content carriers. About 28.57% foreign publishers have business in mobile reading market and 46.43% are online publishing. There are 86% of total revenue are made by digital products in Elsevier China Science & Technology Co., and 72% in Wolters Kluwer. Digital copyright issue is still the main problems which limits the development of digital publishing.

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