Inspire Traditional Resources & Promote Diversity of Publication

------- China Online Publication Review

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Peking University Library

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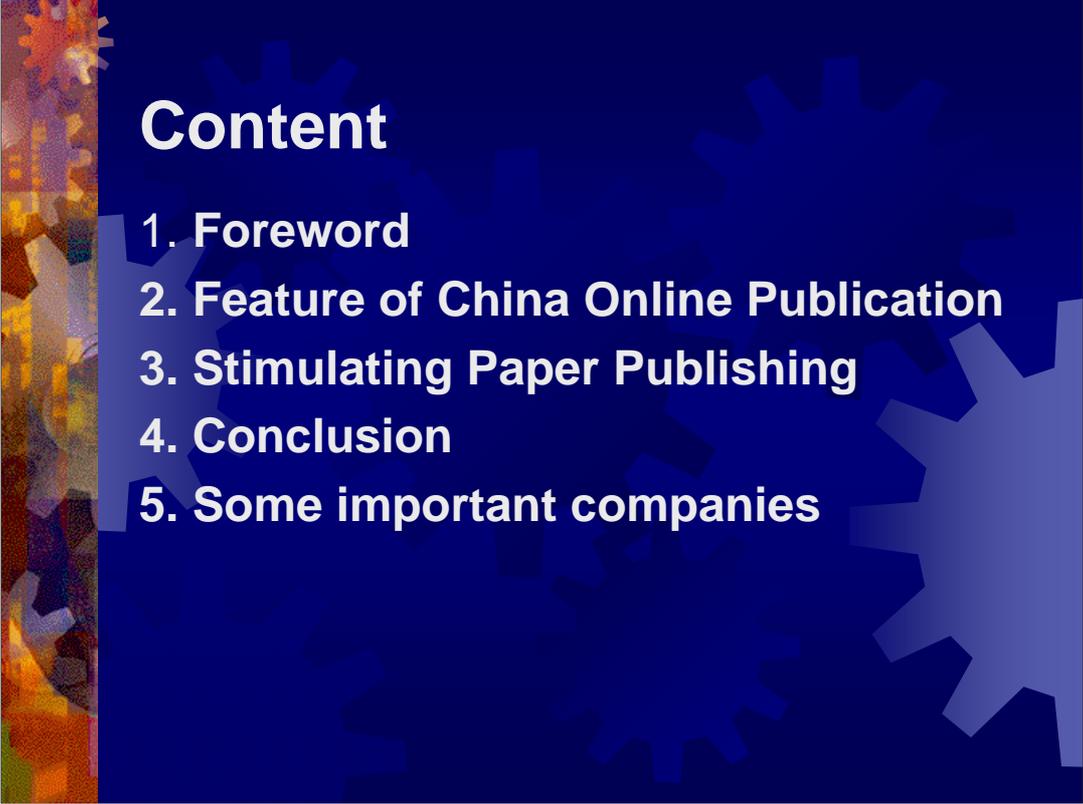
Content

1. Foreword

- **Trend of informationalization**
- **China online publication**
  - increase of 70% each year

In the trend of informationalization evoked by computer and telecommunication technology, Internet has penetrated every field in our society, which featured open, multiple, rapid and interactive. In China, online publication has achieved an increase of 70% above each year, and its industry structure is much different from traditional publication. The online publishing has become one of application areas in internet information service and important part in newly content industry.

1. Foreword

· Research and surveys on online publication industry conducted by General Administration of Press & Publication of PRC (GAPP) in Beijing, Shanghai, Guangzhou and Chengdu

· The group as "Internet Publication Actuality and Management Strategy Research in Beijing Area"

· The group formed by Beijing Press & Publication Bureau and Beijing Press Institute

In the continuous research process to online publication industry conducted by General Administration of Press & Publication of PRC(GAPP), Beijing Press & Publication Bureau and Beijing Press Institute formed a research group named as 'Internet Publication Actuality and Management Strategy Research in Beijing Area'. The group conducted researches and surveys in Beijing, Shanghai, Guangzhou and Chengdu, which logically based on "Internet Publication Management Temporary Regulations" implemented by GAPP and Ministry of Information Industry in August, 2002. Some basic understanding and new cognitions about online publication features in Beijing area and development trend in whole country have achieved in the research.
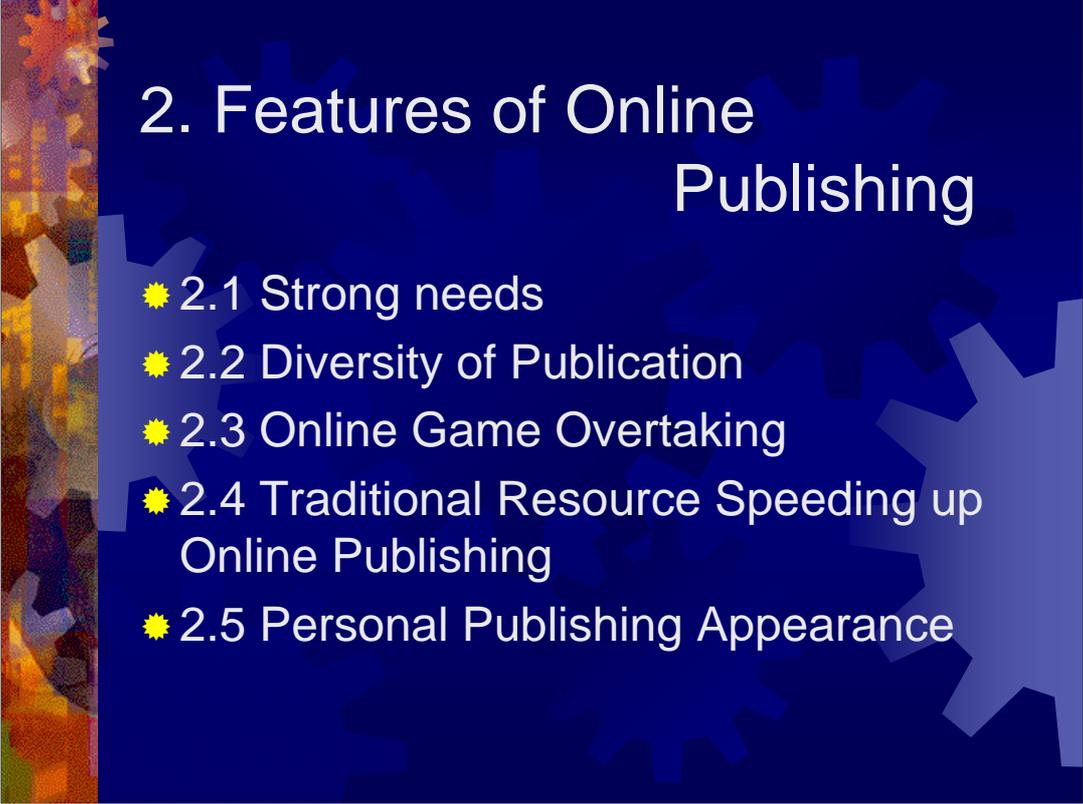
2. Features of Online Publishing

* 2.1 Strong needs
* 2.2 Diversity of Publication
* 2.3 Online Game Overtaking
* 2.4 Traditional Resource Speeding up Online Publishing
* 2.5 Personal Publishing Appearance

2.1 Strong needs

- ☀ 79.5 billions on-line users since the end of 2003 in China
- ☀ One of nine on-line users coming from China.
- ☀ 5.96 billions website and 30.89 billions computer on the net.
- ☀ 10% Chinese information on the net around the world,

According to some materials, there are 79.5 billions on-line users since the end of 2003 in China, which is No.2 in the world. Globally, there are one of nine on-line users coming from China. In China, there are 5.96 billions website and 30.89 billions computer on the net. There are 10% Chinese information on the net around the world, which after Britain, Japan, German. There are 12.2% users who visit Chinese website among global users, which ranked No.2 in the world.
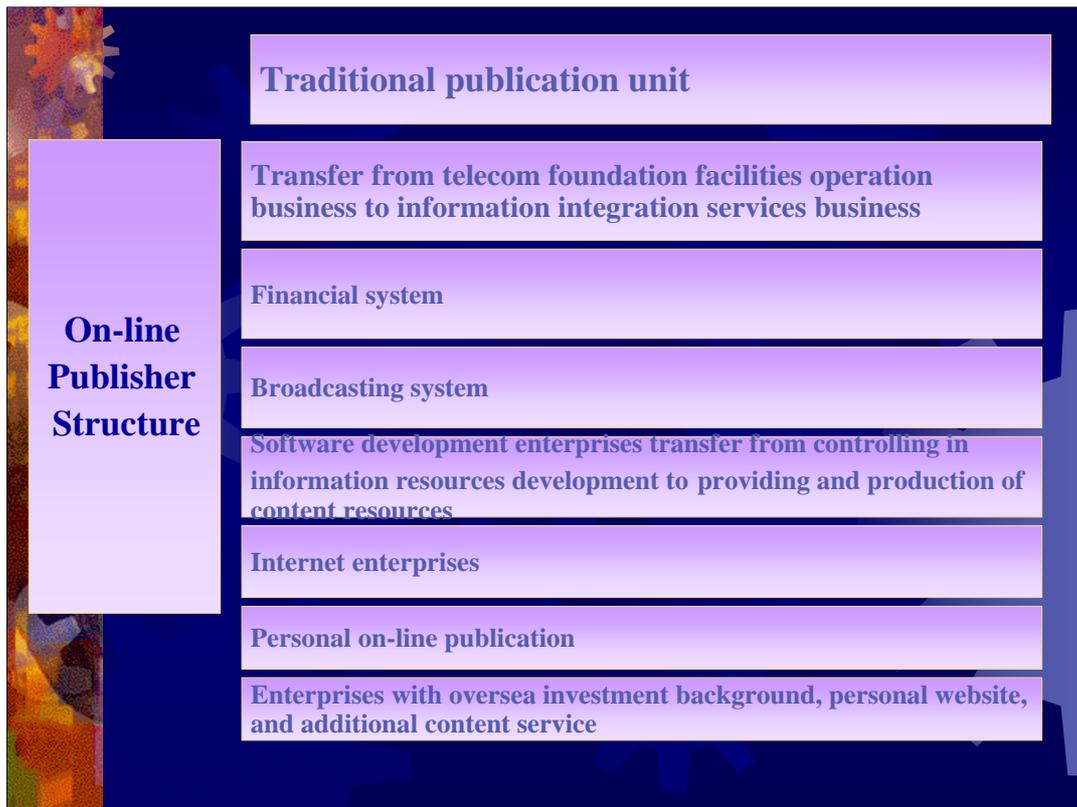
2.1 Strong needs

Why search internet:

* the No.1 survey answer is to

    -search information on the net,

    -buy books/magazines and

    -wish to enhance books/magazines services.

Table 1 CNNIC Statistics of Online Publication demands

Time	Search info on the net	Frequently search ebook	Ebook couldn't meet the demands	Purchased books	Hope to enhance books &magazine services
1999.7	95				
2000.1	56.8	52.0	30		
2000.7	57.97	38.04	25.52		
2001.1	56.11	45.99	35.17	45.05	46.70
2001.7	68.84	45.99	39.34	58.33	50.92
2002.1	42.9	32.8	29.1	58.7	51.5
2002.7	46.1	37.4	36.3	58	51.6
2003.1	47.6	35.6	37.7	69	37.0
2003.7	53.1	32.6	38.9	67.7	39.4
2004.1	46.2	28.8	31.1	61.7	38.7

On-line Publisher Structure

Traditional publication unit

Transfer from telecom foundation facilities operation business to information integration services business

Financial system

Broadcasting system

Software development enterprises transfer from controlling in information resources development to providing and production of content resources

Internet enterprises

Personal on-line publication

Enterprises with oversea investment background, personal website, and additional content service

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Traditional publication unit (including press, newspaper, magazine, video products) march into on-line publication with their original media resources Transfer from telecom foundation facilities operation business to information integration services business, including information service, Internet service provider, sound info service, ASP and Internet integrated info services

Transfer from telecom foundation facilities operation business to information integration services business, including information service, Internet service provider, sound info service, ASP and Internet integrated info services

Financial system engages in on-line bank and industry info release business via its abundant

client resources and inter-bank communication technology and information platform

Broadcasting system combines program production and on-line interactive to develop on-line

entertainment publication on the benefit of video resources and increasing wire users

Software development enterprises transfer from controlling in information resources development

to providing and production of content resources

Internet enterprises (including website, specialty vertical website) provides all kinds of integrated
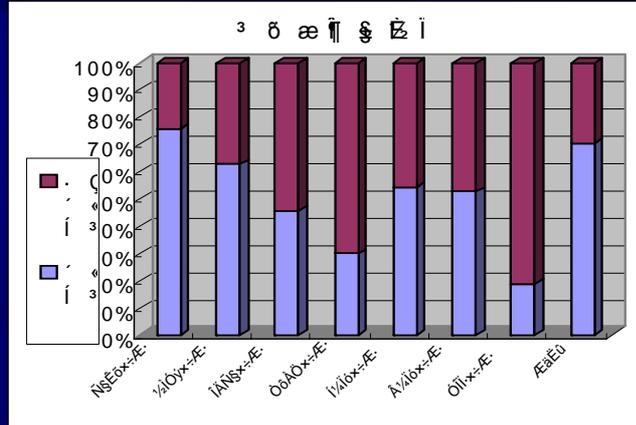
information services, including participating on-line publication process

Internet enterprises (including website, specialty vertical website) provides all kinds of integrated

information services, including participating on-line publication process

Personal on-line publication develops fast and becomes hot area which deserve attention and

2.2 Diversity of Publication

Types of Publication

2.3 Online Game Overtaking

Single PC/Console Game
(Single user)

→

On-line Single PC Game
(Limited users)

→

Mass On-line Game
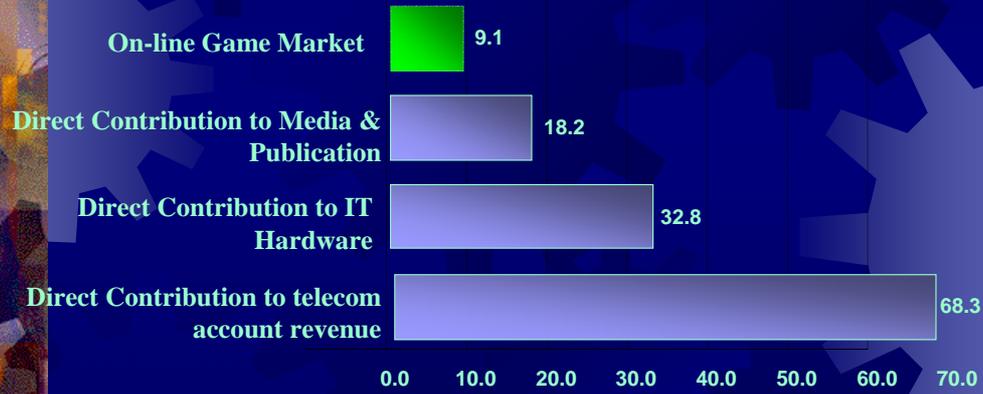(thousands users at the same time)

Multimedia technology development

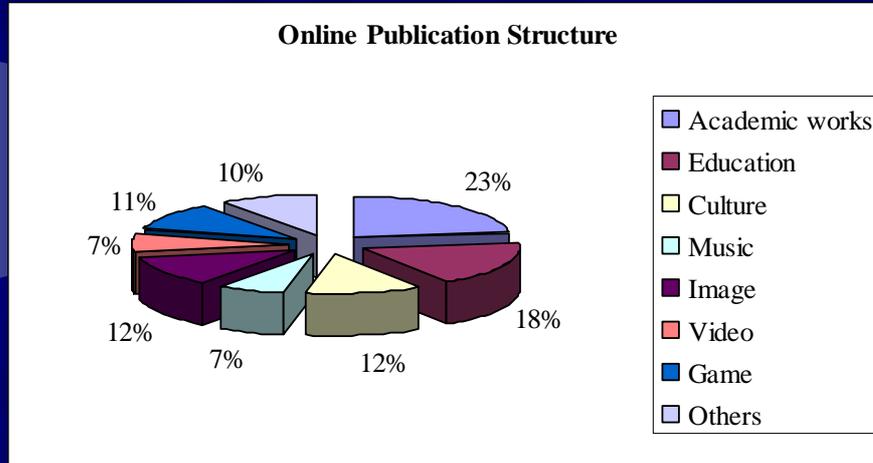Combination of Internet and multimedia technology

1995   1996   1997   1998   1999   2000   2001   2002   2003

2.3 Online Game Overtaking

2002' China On-line Game's Pull Effect to relative industry

Category	Value
On-line Game Market	9.1
Direct Contribution to Media & Publication	18.2
Direct Contribution to IT Hardware	32.8
Direct Contribution to telecom account revenue	68.3

0.0 10.0 20.0 30.0 40.0 50.0 60.0 70.0

2.4 Paper Resource Speeding up Online Publishing

Online Publication Structure

2.4 Paper Resource Speeding up Online Publishing

Online Publication Advantage

There are 58 million,about 30 billion words,academic literatures be published online. the ratio between the nature science and humanities&social science is 3.5 to 6.5.

90% academic literature have been published online.

There are two Major online publication forms; one is Digital Library, another is Academic Literature Publishing.

Online Publication is easy browsing and reading; Easy transmission and easy retrieval.

From 1996 to 2002, 90% academic literature have been published online.

In 2003, there are 6,000 titles be published online.

Academic Literature On-line Publication Distribution

No.	Type of content	On-line publication number (million pieces)	Equal to articles (million pieces)
1	Magazine	23.75	23.75
2	Newspaper	4.45	4.45
3	Books	2.33	23.3
4	Conference article	1.56	3.5
5	Doctor & Master Paper	0.5	2.5
6	Internet Information	1	1
Total		33.6	58

- Notes:
  - The statistics in the table come from major operational institutes and a certain repeat may exist.
  - One book equals to 10 articles, one Doctor & Master papers equals to 5 articles.
- Reference: "Reality and development trend of Internet production in China", GAPP, *Media*, vol.2, 2004
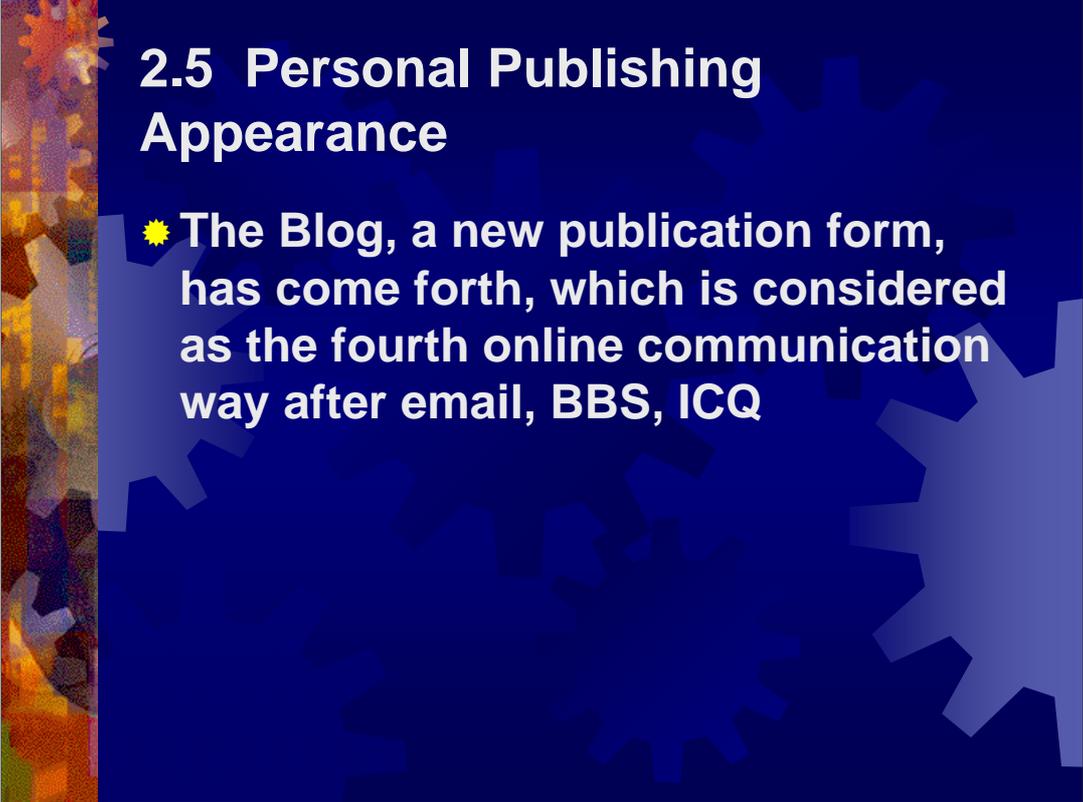
2.5 Personal Publishing Appearance

- The Blog, a new publication form, has come forth, which is considered as the fourth online communication way after email, BBS, ICQ

Supply and Demand

- ☀ **Summary**
  - ✹ **The Chinese internet content still need to be developed more.**
  - ✹ **In recent four years, there are over 80% presses starting to online publishing and some technology companies being breeding this market.**
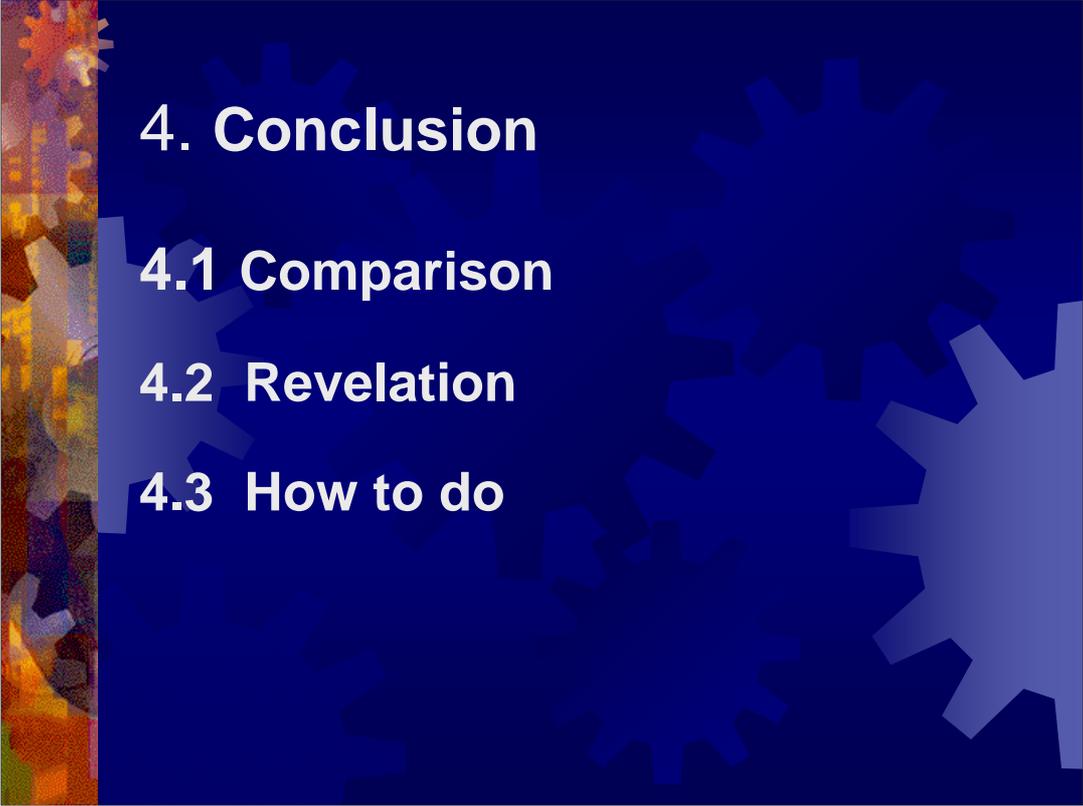
4. Conclusion

4.1 Comparison

4.2 Revelation

4.3 How to do

4.1 Comparison

- Academic Literature Online Publishing (image/text online publishing)
- Online Games multimedia online publishing)

In 2002, the incoming of Academic Literature online publication has reached RMB 15 million, and In 2003, it has reached RMB 24 million, which is the second only less than online game.

4.1 Comparison

Comparison with the CD publication and Online Publication
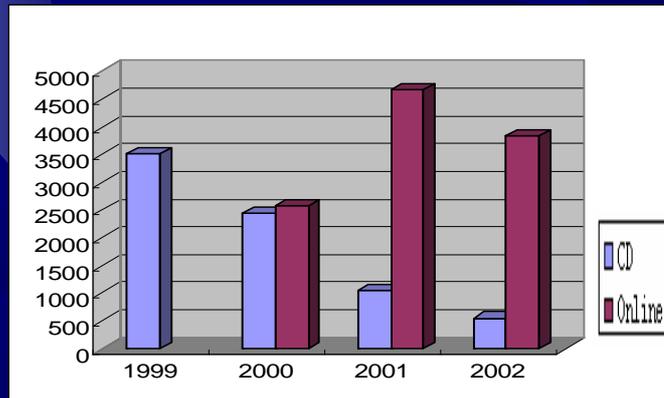
Through the industry of Academic Literature online publication, plenty of Information are integrated, Digital libraries based on knowledge and service are constructed, and national knowledge infrastructure has been build.

4.2 Revelation

- As a result, Online Publication is not only the distribution of content, but also to construct a complex industry, which includes some vital parts such as Author, Press, Content Processor, Content Integrator, Technology Provider, Telecom Infrastructure, Content Seller, Information Service Provider.

4.3 How to do

- We expect an organizer in online publication industry, who has the ability and responsibility to organize online publishing of eBook.

   -- core technology for online publishing

   - creditable in China publishing industry.

   - provides the Integrated Portal for online publication.

Beijing Founder Electronics CO., LTD.

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- **Thank You !!**