



China Digital Publishing Industry Report, 2013 - 2014

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As an emerging publishing industry, digital publishing is characterized by digitization of content production, management process and product form as well as networked communication channels.

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With the rapid evolution of the Internet and digital technology in recent years, China digital publishing industry has entered a fast development stage. In 2002-2012, the revenue herein presented a CAGR of 61.6%. In 2013, bolstered by favorable policies, MPR and big data, the total revenue of China digital publishing industry exceeded RMB260 billion and is expected to reach RMB350 billion in 2014.

Meanwhile, Chinese digital publishing products are enriched, including Internet-based e-books, digital newspapers, digital publications based on mobile phones and other mobile terminals. In 2012, China's Internet journals, e-books (including original network publications) and digital newspaper (excluding mobile newspaper) generated the cumulative revenue of RMB5.773 billion, while mobile publishing created as high as RMB48.65 billion.

In addition, the traditional publishing sector begins to turn to digital publishing. In 2013, China introduced the first batch of 70 digital publishing transformation demonstration institutions, a stimulus for digital transition of the publishing industry. In 2014, the transformation demonstration will continue to be the focus of the industry.

The concentration capability of China's digital publishing is growing. In 2008, China established the first digital publishing industry base - Shanghai Zhangjiang National Digital Publishing Base, followed by the bases in Chongqing, Hangzhou, Hubei and Hunan. By the end of 2013, China had already founded 12 national digital publishing industry bases located in six regions except Northeast China.

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