
Publishing in China: an overview

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OUTLINE

- Focus on Chinese publishing historically and planning reform
- Diversity of provinces as a context
- Demographics of publishing and collecting
- Drivers behind digital development in China
- Reform Context
- Future Directions and observations



Steve O'Connell, Chinese Publishing
September 2009

Great Wall

- Great Wall as a metaphor
 - As a defender against the hordes
 - Largest internet user population
- Publishing Control in China
 - On again, off again e.g. Blogs, Access
 - Power of the ISBN, or ISSN
 - Issued by Gapp (General Administration of Press and Publication)
- Great Wall as a form of arbitrage stretching through the internet

Rich History and understanding of publishing

- First Western-style presses into Shanghai in 1876
 - Mao once organised a printer's workers' union
- Acknowledge Chinese publishing earlier
 - Estimated 253,435 titles under Han; 126,649 titles under Qing
- Impact of the Shanghai-based printing and publishing system
- Great Wall metaphor dividing publishing between Control and Enterprise

A SOCIAL HISTORY OF
THE CHINESE BOOK

Books and Literati Culture in Late Imperial China

Joseph P. McDermott



University of
Chicago
Press

谷騰堡在上海：中國印資業的發展——一八七六一一九三七年

Gutenberg
in Shanghai

Chinese Print Capitalism,
1876-1937



Christopher A. Reed

China Publishing

- Changing publishing environments in China
 - Influence of economic agreements in opening up markets for competition
 - Who owns Chinese publishing?
 - Future Groupings of Chinese publishing
 - What will 'opening' mean?
- Impact of neighbouring markets for 'Greater China'.. but different rules
 - Taiwan, Macau, Hong Kong

Number of Books Published in China (By Province)

People's Republic of China (PRC)



Number of Books Published in China (By Province)

	Province	Number of Books Published (2007)
Top 3	Shanghai	16935
	Jiangsu	10735
	Zhejiang	6810
	Beijing	4916
Bottom 3	Qinghai	422
	Ningxia	372
	Tibet	371
Median		3407

Source : National Bureau of Statistics of China – China Statistical Yearbook 2008 <http://www.stats.gov.cn/enGliSH/>

Number of Books Published in China (By Province)

	Province	Number of Books Published (2007)	Population (2007)	Number of books published per 1m persons
Top 3	Shanghai	16935	18,580,000	911
	Jiangsu	10735	76,250,000	140
	Zhejiang	6810	50,600,000	134

Source : Number of books published : National Bureau of Statistics of China – China Statistical Yearbook 2008

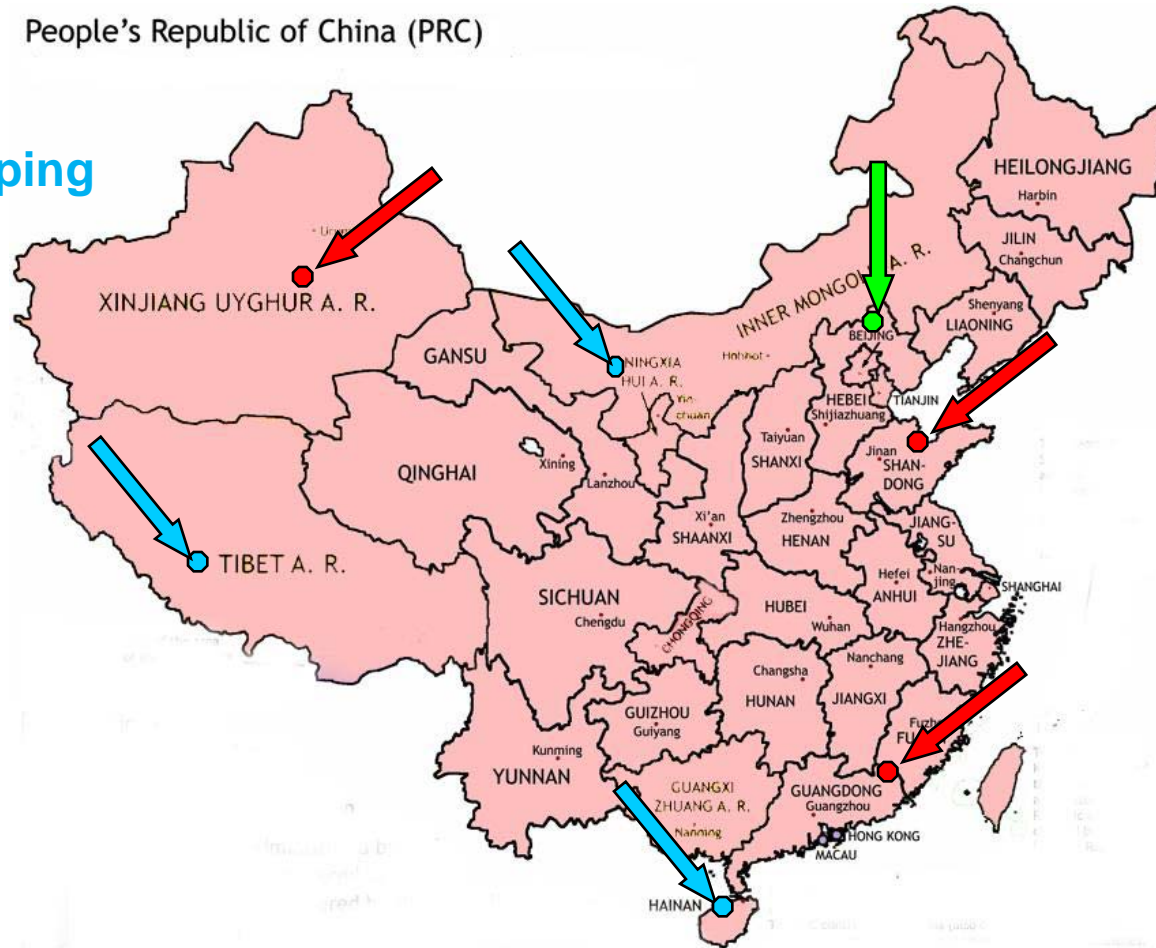
<http://www.stats.gov.cn/enGLISH/>

Source : Population : National Bureau of Statistics of China. (2008). *China population and employment statistics yearbook 2008*. Beijing: China Statistics Press.

Number of Newspapers Published in China (By Province)

People's Republic of China (PRC)

BLUE:
Bottom Grouping



RED:
Top Grouping

Number of Newspapers Published in China (By Province)

	Province	Number of Newspapers Published (2007)
Top 3	Guangdong	101
	Xinjiang	100
	Shandong	85
	Shanghai	74
	Jiangsu	80
	Zhejiang	70
	Beijing	35
Bottom 3	Tibet	23
	Hainan	16
	Ningxia	15
Median		55

Source : National Bureau of Statistics of China – China Statistical Yearbook 2008 <http://www.stats.gov.cn/enGLISH/>

Number of Newspapers Published in China (By Province)

	Province	Number of Newspapers Published (2007)	Population (2007)	Number of newspapers published per 1m persons
Top 3	Guangdong	101	94,490,000	1.06
	Xinjiang	100	20,950,000	4.77
	Shandong	85	93,670,000	0.91
	Shanghai	74	18,580,000	3.98
	Jiangsu	80	76,250,000	1.04
	Zhejiang	70	50,600,000	1.38

Source : Population : National Bureau of Statistics of China. (2008). *China population and employment statistics yearbook 2008*. Beijing: China Statistics Press.

Raw number Trends?

- Shanghai, Jiangsu and Zhejiang very strong in Book and Magazine publishing
 - Yangtze River Delta .. High Population areas
- Guangdong, Xinjiang strong in Newspaper publishing but not per capita
 - Pearl River Delta and Far West
- Ningxia and Tibet are Lowest rankings in all communications
 - Population an impact

Population drivers

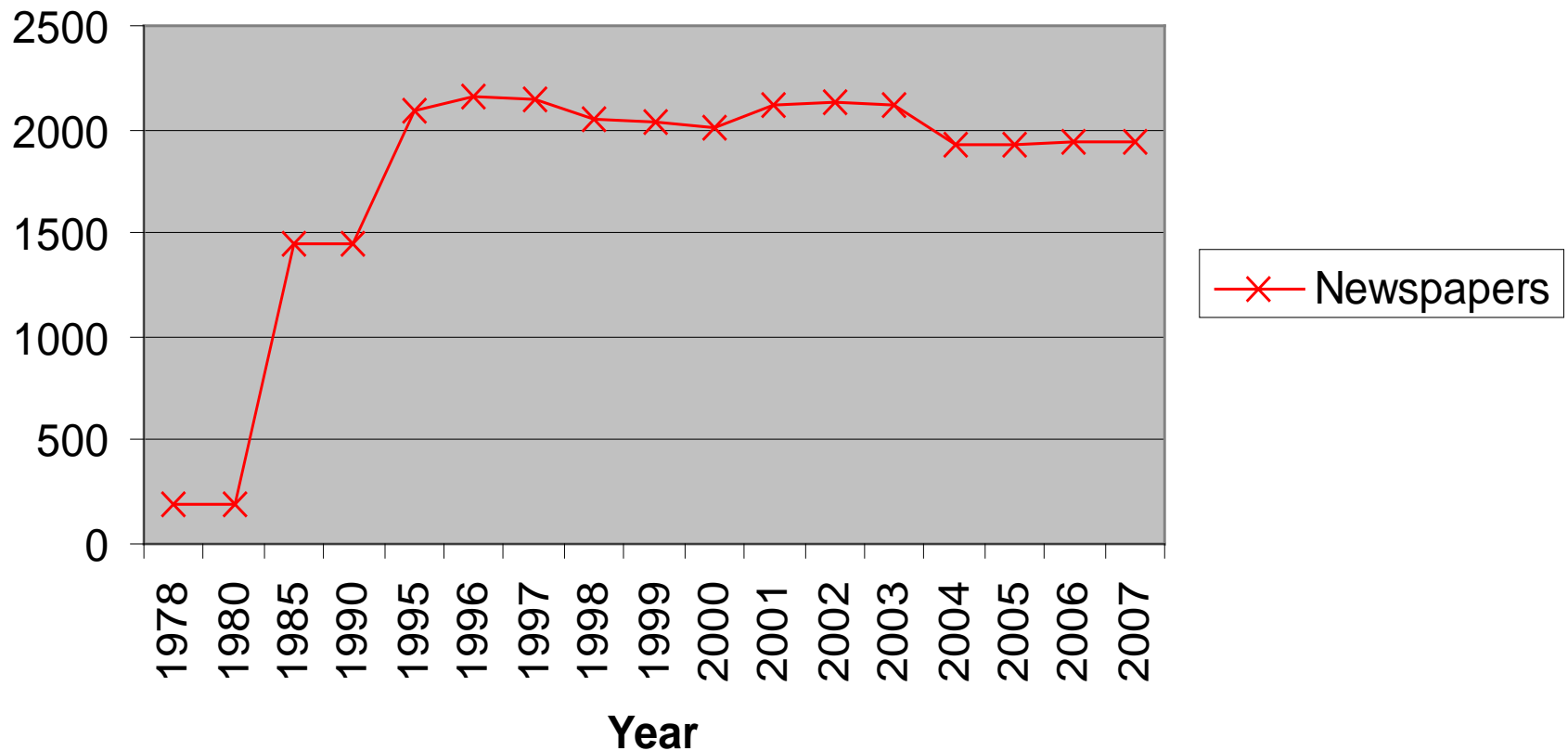
- Strongest official producers are in the Yantze River Delta
- Strongest Newspaper producers are Xinjiang and Shanghai by a strong margin
- Clearly the intellectual production area is in the area Shanghai/Jiangsu/Zhejiang
- Statistics are distorted by the absence of unofficial private publishers data

New Reform

■ Publishing in China

- ❑ 579 Book Publishing Houses
- ❑ Unofficial estimates of private publishing houses at 10,000 (around 50% around Beijing)
- ❑ 2007 Total revenues of 125.18 billion RMB less than many European major publishers
- ❑ Average print run of 5,000
- ❑ Each ISBN or ISSN costs between 15,000 and 50,000 RMB
- ❑ To be re-structured into 6 or 7 Larger units
- ❑ Private equity to 49%
- ❑ By Contrast 31,821 publishers and 2653 internet publishers in the USA

Number of Newspapers Published in China (By Year)



Source : National Bureau of Statistics of China <http://www.stats.gov.cn/enGliSH/>

Publishing in China

People's Republic of China (PRC)



Publishing in China

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Publishing in China

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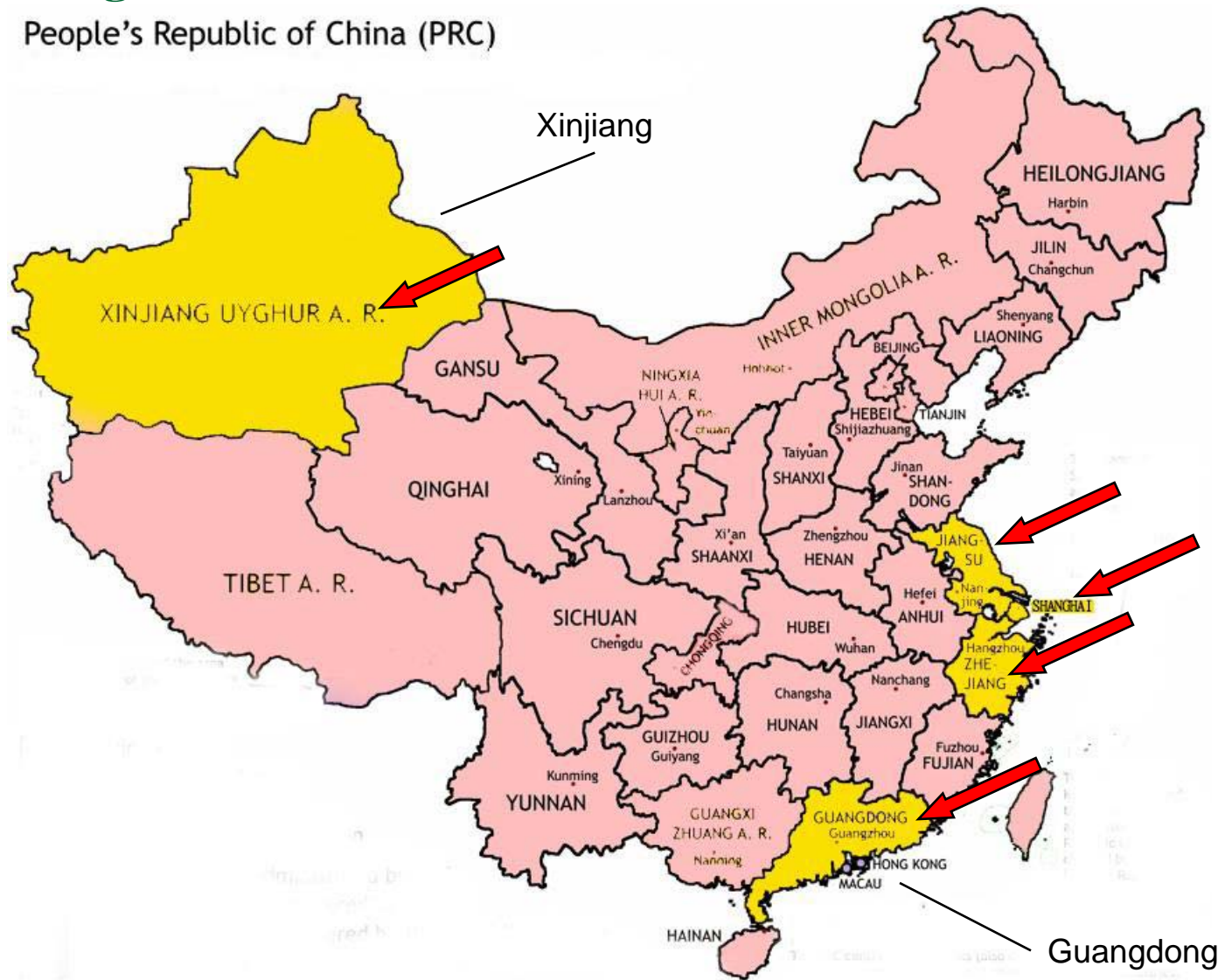
Publishing in China

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Publishing in China

People's Republic of China (PRC)



Newspaper Publishing in China (Top 3)

Province	Population (1995)		Han Nationality	Other Nationality	% of Han Nationality among Population
Guangdong	70,516,300		70,054,500	461,800	99.35%
Xinjiang	17,056,700		6,781,300	10,275,400	39.76%
Shandong	89,625,200		89,190,200	435,000	99.51%

Source : 國家統計局人口統計司 (Ed.) (1995). *中國人口統計年鑒* = *China population statistics yearbook*. Beijing: China Statistics Press. p.68.

Tracking changes

- Orderly and disorderly change
- Growth in late '80's and early '90's of media
 - Cultural Revolution 1966-1976
 - Tiananamen 1989 June 4
- Even slower growth of ETDs slightly later
- Impact points
 - Reliability of data?
 - Official but no access to unofficial data
 - Other social and ethnic influences and changes

There are Universities and there are....

- In 2007 there were 2321 Higher Education institutions (or, 1908 Regular HEI's) in China
- Project 211
 - 107 Universities
 - Commenced 1995
- Project 985
 - 39 Universities
 - Commenced May 1998

Project 985 Universities

No.	Provinces	No. of Institution
1	Beijing	8
2	Shanghai	4
3	Shanxi	3
4	Hunan	3
5	Tianjin	2
6	Hubei	2
7	Liaoning	2
8	Jiangsu	2
9	Shandong	2
10	Guangdong	2
11	Sichuan	2
12	Chongqing	1
13	Jinan	1
14	Heilongjiang	1
15	Zhejiang	1
16	Anhui	1
17	Fujian	1
18	Gansu	1
Total		39

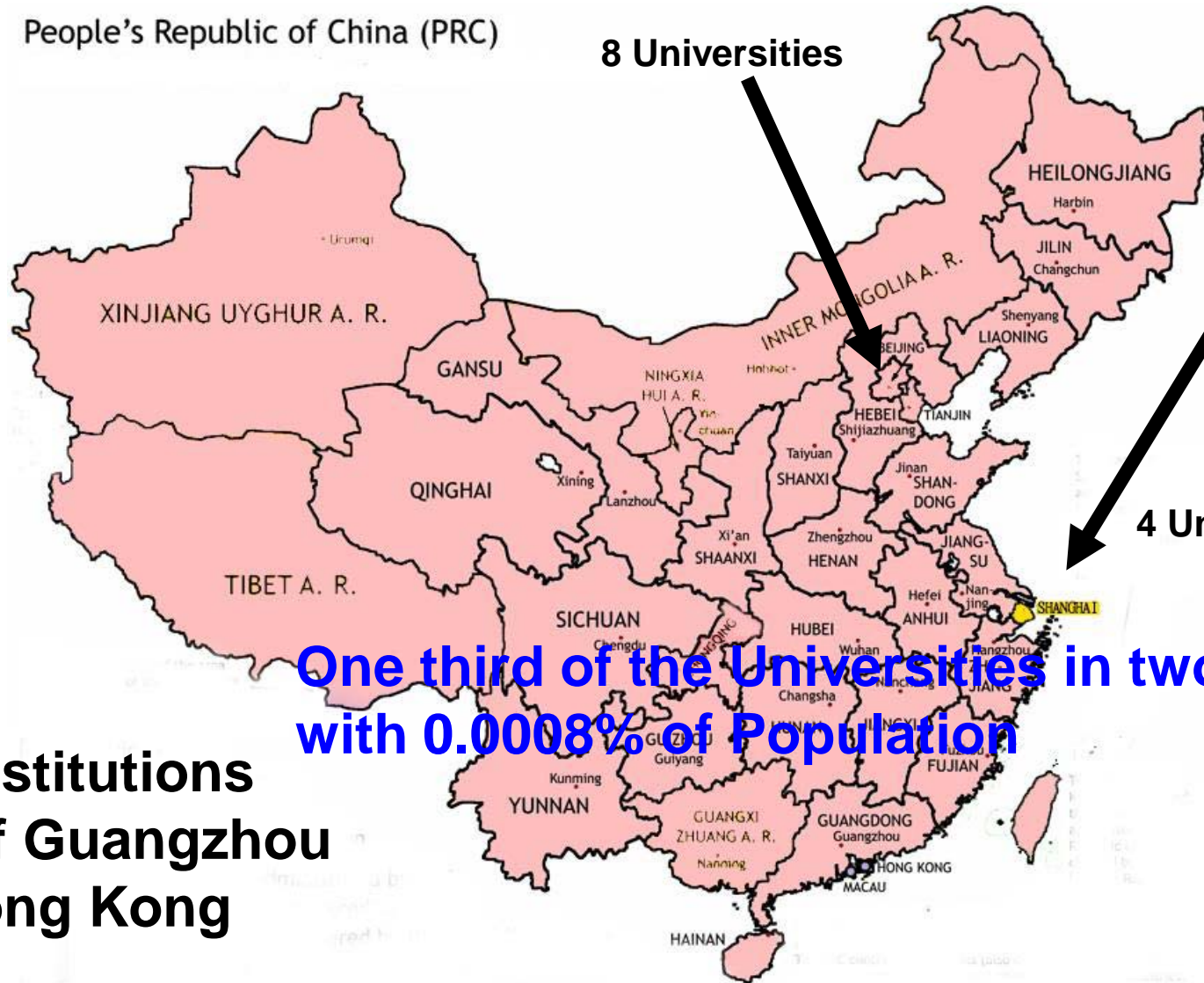
Nine institutions west of
Guangzhou and Hong Kong

Statistics of research students in China

	Degrees Awarded (授予学位数)	
	2006	2007
Doctor's Degrees (博士)	33,305	39,592
Master's Degree (硕士)	214,488	268,154
Total number of Postgraduates (研究生)	247,793	307,746

'985' Universities in China

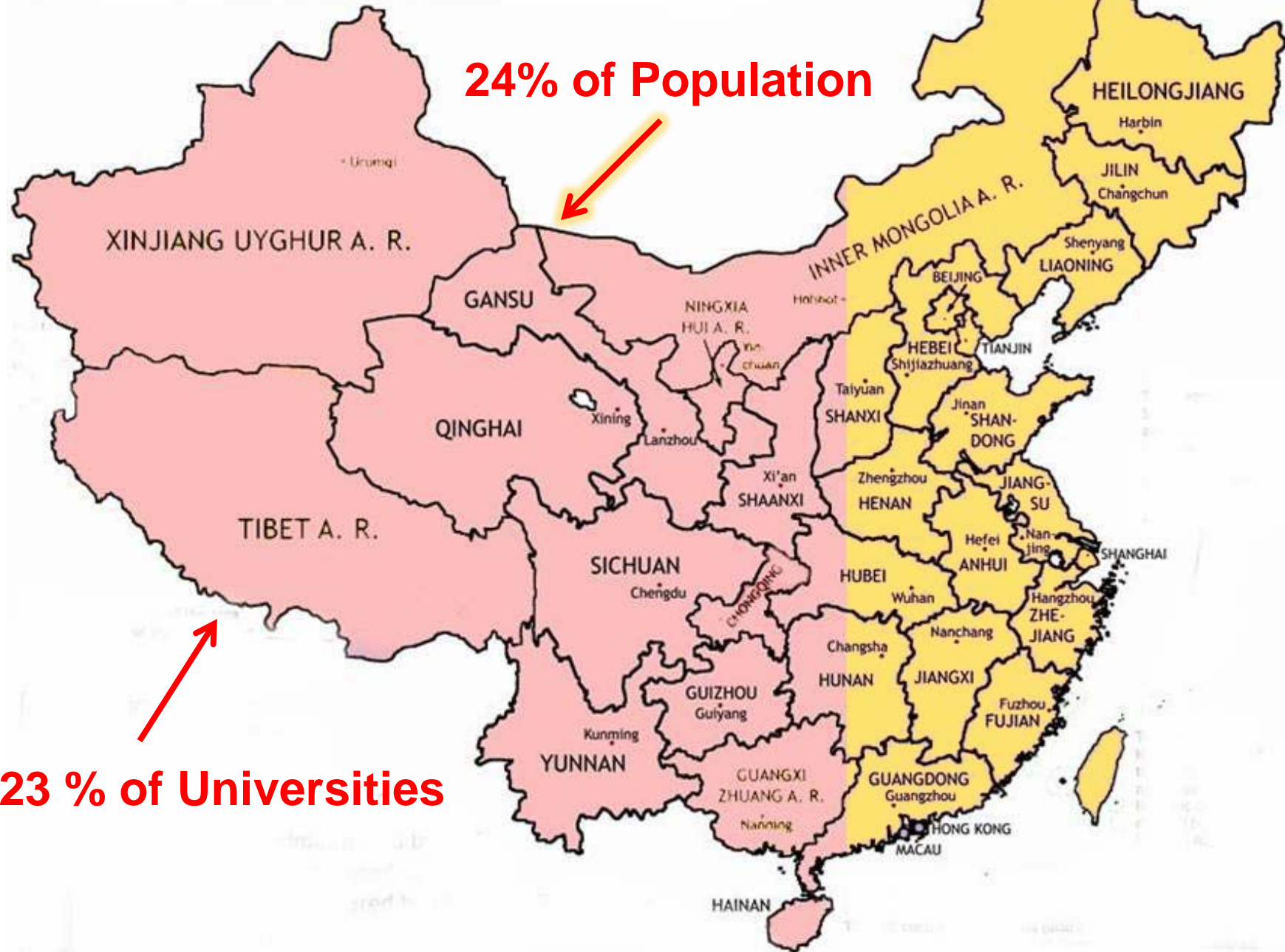
People's Republic of China (PRC)



Nine institutions west of Guangzhou and Hong Kong

People's Republic of China (PRC)

24% of Population



23 % of Universities



Beyond the Great Wall

- IR's in China are not strong at all; not likely to be
- Role of CALIS and University Libraries important
- Publishing reform in China will see amalgamation of publishers and rising foreign investment
- Seeking reform (and control?) of ISBN's and ISSN's
- Digital Aggregators will grow and collecting across region increasing
- Impact on wider publishing environment promises change but ...

Promises much....

“As long as officials are still appointed by the Administrator (GAPP), policies are drafted by officials whose major concern is to avoid making political mistakes rather than radical changes, we cannot expect much”

Dong Xiuyu, Veteran Publisher



謝謝大家!
Xiexie Dajia