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Vibrant and Prosperous Children's Market in China

— A Snapshot of Children's Market 2022-2023

Children's Book Market in China in 2022

Four New Trends Witnessed in Children's Distribution and Marketing Fields

Children's Publishers Discussing Rights Trade

Chinese Children's Publishers Launch Books that Go Viral

Children's Publishers Provide Interactive Experience with New Technology and New Scenes

Notable Children's Literature Writers in China on Their New Works and Reflections

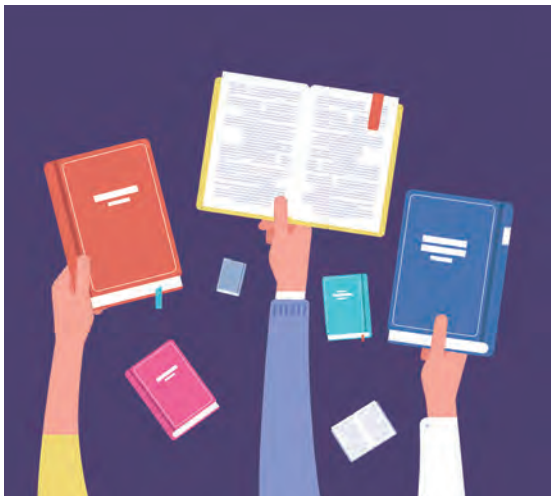
Selected Children's Books from China



Children's Book Market in China in 2022



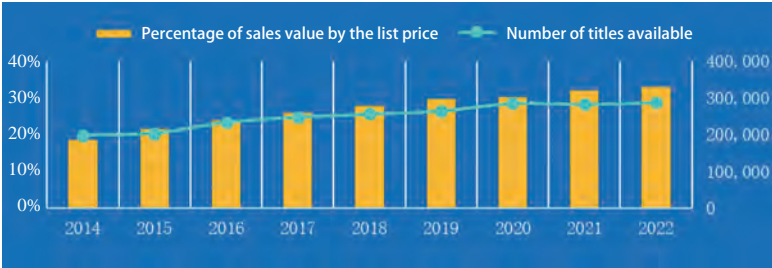
Data from Beijing OpenBook. OpenBook takes its data from over 18,000 bookstores, which includes over 4,800 physical bookstores and 13,000 etailers like traditional e-commerce platforms, content-centered platforms, video-based platforms, etc., covering 80% of the total market value.



Children's book market in figures



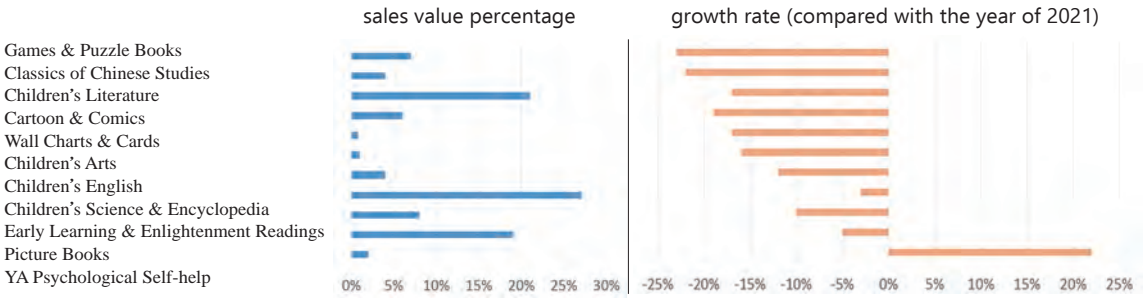
Children's market change in nine years



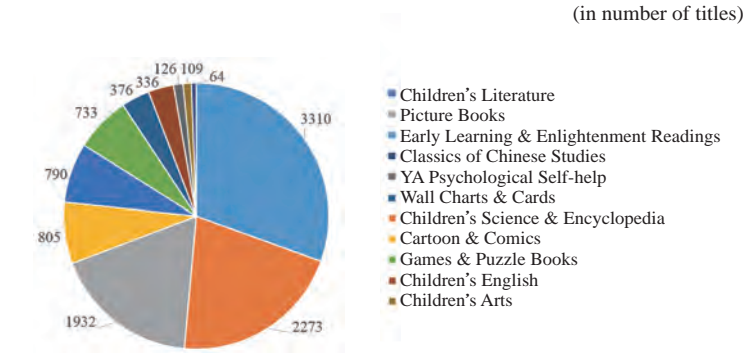
Share of turnover and number of titles by sales channel

Sales channel	Percentage of sales revenue (RMB)	Percentage of sales value by the list price (RMB)	Total number of titles	Number of new titles
Retail	25.25	28.62	328,548	19,518
Physical Bookstores	12.76	12.80	25,920	17,151
Online bookstores	29.15	32.05	28,209	16,633

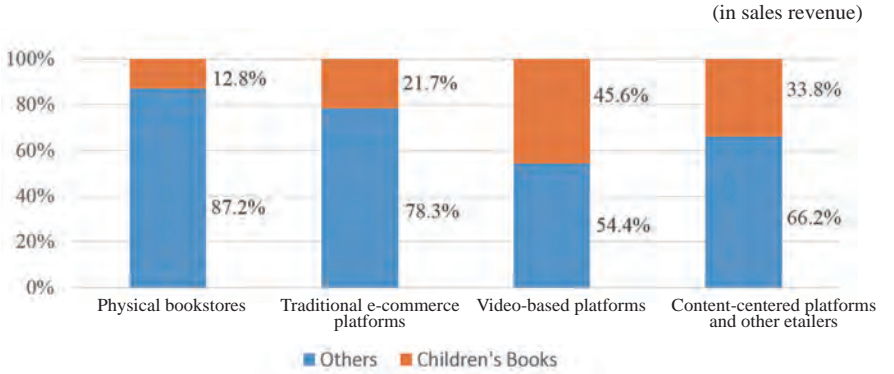
For different niche categories across retail market



Market share of the golden categories (means the top 60% categories in sales volume) in children's market



Share of children's books by sales channel



Niche Market / Which are the most popular categories?

Niche categories	TOP 100	TOP 500	TOP 1000
Early Learning & Enlightenment Readings	13	36	64
Wall Charts & Cards	6	10	12
Children's English	1	8	21
Classics of Chinese Studies	2	24	43
Cartoon & Comics	3	33	57
Children's Science & Encyclopedia	11	115	183
Children's Literature	23	135	334
Children's Arts	1	2	4
Games & Puzzle Books	10	19	47
YA Psychological Self-help	3	3	9
Picture Books	27	115	226

Number of titles on sale in niche market across retail market

Niche categories	Number of titles available	Number of titles available (compared with 2021)
Early Learning & Enlightenment Readings	22,707	-226
Wall Charts & Cards	3,739	-267
Children's English	12,052	+232
Classics of Chinese Studies	10,278	+280
Cartoon & Comics	24,408	+350
Children's Science & Encyclopedia	63,957	+4,848
Children's Literature	98,888	+2,245
Children's Arts	12,250	-485
Games & Puzzle Books	27,248	-607
YA Psychological Self-help	5,713	+1
Picture Books	47,308	+3,095

In recent years, due to the epidemic situation and other factors, domestic book channels have been changed quickly. The increase of channel diversity brings great challenges to publishers, especially children's publishers, which have always been active in market competition. Generally speaking, the passive sales state based on e-commerce platforms in the past has gradually changed to the active state of integrating content platforms and new fan bases. The distribution and marketing channels of children's books have shown new characteristics and trends.

Four New Trends Witnessed in Children's Distribution and Marketing Fields

By Sun Jue

Trend 1: The decentralization of traditional e-commerce platforms.

In recent years, retail channels have changed, and the "decentralization" of e-commerce platforms is obvious. The channels changed from offline to online, and the potential customers of traditional online channels are divided by more social platforms. In China's book industry, Dangdang is one of the giant platforms. At present, the hidden worries of this platform include the increasingly high cost of attracting customers, and it does not have advantages in all fields. Jingdong is based on logistics infrastructure, and featured by self-management, which also leads to the marginal category and the product variety is not rich. On January 10th, 2023, Jingdong Book and Dangdang signed a strategic cooperation agreement in Beijing. The official flagship store of Dangdang was put into full operation in Jingdong, ending the "absolute" competition between the two platforms for more than a decade and aiming to attract more customers together.

As an important e-commerce platform in children's books sales channel in recent years, Tmall has also experienced fluctuations in attracting customers. But for publishers, this platform can intervene the most autonomously, and the degree of intervention is the deepest and the effect is the most obvious. Its key advantage is the obvious sales attributes, Tmall is a relatively stable sales channel at present. Of course, the Tmall platform also has disadvantages and hidden concerns, that is, the reliance on search. However, in the current content-driven market, over-reliance on search will put publishers in trouble. At present, internet celebrities can quickly attract users through content, and take the opportunity to advertise the products. Over-reliance on search will lead to the platform's unsatisfactory performance when there is a lack of external demands.

According to the data from Beijing OpenBook in 2022, traditional e-commerce represented by Tmall, Jingdong and Dangdang has showed negative growth, and only short video e-commerce had a year-on-year growth rate of 42.86%. The e-commerce form of livestreaming is booming, and short video live broadcast has gradually become the main channel for online sales of children's books. Children's books accounted for 45.61% in the sales revenue of short video channels and 21.7% in platform e-commerce. At present, traditional e-commerce companies have also begun to use short video to advertise products (cooperating with platform celebrities, livestreaming in certain platforms or Tmall stores, donating books on Weibo, etc.) for attracting potential customers and increasing the popularity of the brand. These companies utilized livestreaming marketing on the self-

broadcasting platforms to strengthen the real-time interaction with readers.

Trend 2: Reconstructing omni-channel resources according to the characteristics of each category.

In the new media environment, it is more important for children's publishers to grasp the right of potential customers' distribution than the right of production. This requires the cooperation between channels, and after good external exposure, it is passed on to internal digestion. For example, there are a lot of anonymous customers (referring to customers who have been offered default services through various channels, without shopping guides and maintenance) on Tmall, and they will make decisions according to products' factors such as sales volume and the reviews. It generates both demand and sales, and the conversion rate is very high. When publishers launch products on TikTok and other platforms, they need to expose them on Tmall too, so as to attract anonymous customers and form internal and external cooperation.

The more important change is that the marketing strategy of relying solely on the customers of traditional e-commerce platforms is iterating and needs to be linked with other channels. For example, after the new book has attracted some attention on content-centered platforms such as Xiaohongshu or other social media ones, publishers should communicate with channels in time to undertake sales that have been recommended but not purchased. When TikTok, Kuaishou and other short-video platforms sell goods via livestreaming, traditional e-commerce will arrange the topics and single items on the platform page to increase exposure. In addition to holding offline activities on campus or in bookstores, online product promotion should also be carried out to increase the brand influence of books.

In 2022, a few months before the new book *Treasure Hunt in Inner Mongolia* (《内蒙古寻宝记》) of 21st Century Publishing House (21st CPG) came out, the editorial team published several serials and articles on hot topics on their social media accounts. In the first month after the book came out, *Treasure Hunt in China* series held several livestreaming events on major online platforms, actively promoting online sales and provided readers with relevant service and deeply interpreted the connotation of the series. At the same time, 21st CPG completed the distribution of new books in thousands of online and offline stores through traditional channels. Until now, 21st CPG have established long-term strategic cooperation with the top anchors of major platforms, and will continue to expose its key book brands to attract consumers.

(Continued on 04)

Selected Children's Books from China (Literature)



Song of Dolphins

《海豚之歌》

Shen Shixi, Zhejiang Juvenile & Children's Publishing House, 9787559728586

Based on the spiritual communication between the dolphin and autistic child, Xiao Shitou (Little Rock), the author records the warm healing times between people and animals, and praises the priceless friendship.



Echoes of the Secret Realm

《秘境回声》

Deng Xi, Elephant Press, 9787571114367

Starting from the protection of Hainan gibbon, the author integrates the vivid and interesting plots into the exploration and science popularization.



Little Girl Sending Rose

《送玫瑰的小女孩》

Huang Chunhua, Anhui Children's Publishing House, 9787570714551

The novel tells heartwarming healing story between an introverted girl Pan Xiaolu and an old man Gao Ruojun, who lives alone. Combined with the description of Guilin's unique landscape, this book is like a surreal classical oil painting.



Me in the Mask

《戴面具的我》

Chang Xingang, Tomorrow Publishing House, 9787570813049

The author unfolds the story around "intergenerational conflict" and "family estrangement", thoroughly presenting the anguish and depression of a group of children who are not understood by adults.



Strange Office

《奇异事务所》

Yang Zixi, Zhejiang Children's Publishing House, 978759727091

This is a set of fantasy detective series of children's novels, which tells the story of a strange office hiding in a noisy corner of the city to solve all kinds of "incredible" mysteries.

(Continued on 04)

(Continued from 03)

Four New Trends Witnessed in Children's Distribution and Marketing Fields

Trend 3: Selling in advance, and creating top-selling products with users.

In recent years, the rise of Xiaohongshu is also the manifestation of the Internet's decentralization. So far, there are more than 30,000 brands on Xiaohongshu, with over 200 million active users per month. The daily notes (contents published by bloggers on Xiaohongshu) have been exposed more than 8 billion times. For brands, whether it is product promotion, top-selling product incubation, or wide-publicity creation, Xiaohongshu has become an important platform for marketing. Through sharing, consumers have expressed their experience and interacted with other users. These real voices and interactions are important indicators of selling in advance.

By social platforms, publishers can create and incubate products that are truly loved by users. Xiaohongshu simultaneously connects consumers, brands, creators and users, empowering consumers to participate in content co-creation, empowering brands to promote the innovation of product customization, and empowering creators to monetize the flow of KOL and KOC. Through accurate personalized recommendation, Xiaohongshu can achieve efficient matching of "people-goods-field". Social platforms are seizing the minds of users and becoming incubators for top-selling products.

Busy Busy Town by Jieli Publishing House (Jieli) is a case that represents the top-selling product created by Xiaohongshu and users, and reversely drives the books' publishing. In March 2022, Xiaohongshu had 670,000 views under the hashtag of "Big Discovery in Panoramic Vision" (the former title of the book), and about 6 million views on the topic of the same name by October. The editor Hai Mengxue from one branch of Jieli timely captured the hot topic and quickly signed the copyright. The editor continued to expose this set of books on Xiaohongshu and launched the "Online Supervisor" activity. A large number of celebrities on Xiaohongshu have started to post videos of recommendation. According to the characteristics of the product, Jieli has formulated the corresponding channel strategy: the first wave of pre-sale was targeted at Xiaohongshu's potential customers. The second wave was on official account communities and Pinduoduo. The third wave was omni-channel distribution, including Dangdang, Jingdong and Tmall.

Trend 4: New distributors rising and publishers building private fan base.

At the moment when customer distribution is increasingly decentralized, new media distributors also distinguished itself. In particular, the e-commerce livestreaming platform has incubated a large number of online distributors. If celebrities with small and medium-sized fan bases do not have special supply services but want to get goods for zero-cost livestreaming, they must rely on online distributors, such as Jinlian Zhongchu and Medbook. Community distributor is an event-based platform, and its advantage lies in a large number of subordinates, but its disadvantage is its inability to accurately control each supply chain. New e-commerce companies, such as Pinduoduo and Kuaituantuan, are focusing on the sinking

market. Publishers need to specify intended use when selecting, split categories and put the appropriate ones on the corresponding platforms. There are also concerns for publishers who wish to settle in Pinduoduo. For example, the per customer transaction is too low and service indicators are too strict. Therefore, they need to maintain a good attitude and abide by the rules of different platforms. From the perspective of overall fan-base fission, Wechat official accounts, TikTok's celebrities, Xiaohongshu's bloggers, and Kuaituantuan's organizers all have a share and enjoy the fan base. Kuaituantuan and WeChat's Group Note are in essence the reach of private fan base and their private fan base is really sticky. At present, the trend of "private base + distribution fission" is becoming more and more obvious.

For example, Jieli accelerates the channel construction of Kuaituantuan in 2022 and builds private domain traffic fan bases. First, they registered official accounts. Second, they develop and support the leader of large groups to adapt to channel price attributes. They also customize goods for leaders like Yijia and Chen Yanjia. Another example is China Children's Press and Publishing Group (CCPPG). CCPPG takes "Zhongshao Reading" as the starting point, utilizes the mode of "traditional distribution + new retail direct sales" to trigger the market, carries out integrated marketing through omni-channel resources, and builds private fan bases. In more than a year, "Zhongshao Reading" account has released nearly 500 short videos, gained more than 8 million views, accumulated more than 300,000 fans, built a number of its own fan communities, and improved the product and brand awareness of CCPPG. In terms of livestreaming, CCPPG has conducted more than 300 times livestreaming up to now, lasting more than 800 hours, which not only expanded the distribution channels of children's books, but also gained a good reputation.

In general, the children's publishers currently need to systematically sort out and rebuild omni-channel resources according to their own product categories: new books, bestsellers, long-selling books and unsalable books. Publishers should combine the situations with the characteristics of new media channels. For example, new books often need to cover as many platforms as possible, including crowdfunding, reading promotion platforms, WeChat official accounts, Tou Tiao, Weibo, TikTok, Xiaohongshu video channel, Kuaituantuan, Wechat business and e-commerce platforms. The main battlefields of long-selling books and bestsellers are not WeChat official accounts, but TikTok, Kuaituantuan and Xiaohongshu. Unsalable books can focus on the community and Kuaituantuan. It should be noted that TikTok celebrities often break the price when book prices are controllable, so it is necessary to negotiate strategically. Backlist books which publishers still hold rights can be operated as new books. Publishers should sort out their inventory in time, especially the copyright, so as to match the products and the celebrities, to systematically integrate the tools and the products, and to comprehensively use different new media tools according to different categories. In addition, the brand activities of physical bookstores are still one of the important means of maintaining customers.

(Continued from 03)



Letters to Xiao Mantou 《写给小馒头的信》

Li Zhe, New Century Publishing House, 97875583498

This book selects more than 30 letters written by Li Zhe, the planner of *Young Storytellers* (《少年讲书人》), to his daughter Xiao Mantou, covering topics such as reading, writing, storytelling, self-confidence and optimism. Every letter is full of Li Zhe's deep love for his daughter.



The Song of Jingwei 《精卫之歌》

Zhou Jing, 21st Century Publishing Group, 9787556870820

The work is based on the China folklore story *Jingwei Reclaiming the Sea* (《精卫填海》). With the delicate tone and poetic expression, the author depicts a story of the mythical era.



Little Sue and I 《我和小素》

Huang Chunhua, Anhui Juvenile & Children's Publishing House, 9787570707683

Through a young girl's eyes, this story presents the richly textured social life in the city of Wuhan during the pandemic.



The Boy Who Rode the Waves 《乘风破浪的男孩》

Zhao Ling, Jiangsu Phoenix Juvenile & Children's Publishing House, 9787558420955

The story begins with the ten-year-old boy Qin Haixin, who was born with fear for the sea. While he gradually developed a sense of belonging in the navy, and began to appreciate the greatness of the naval soldiers in his father's generation.



I Am Hua Mulan 《我是花木兰》

Qin Wenjun (author), Yu Rong (illustrator), China Children's Press & Publication Group, 9787514826852

The story is narrated from the perspective of a young girl in our contemporary society. One night, the girl had a dream in which she met Hua Mulan...

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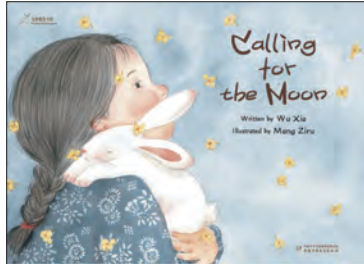
Nowadays, more and more original children's books in China are translated and published overseas, winning international awards and attracting wide attention. This is inseparable from publishing institutions' innovation in content planning and mechanism mode, such as inviting domestic and foreign writers and illustrators to jointly create children's books, setting up overseas branches or acquiring overseas children's book publishing companies, launching awards on children's books and focusing on specific market by building regional platforms. Of course, it is also inseparable from the long-term efforts of children's publishers to promote rights trade, thus enabling more children's books to enter overseas markets. How did Chinese children's book publishers make new breakthroughs in trade under the epidemic? We tell a few stories about the extraordinary experiences of children's book publishers.

Children's Publishers Discussing Rights Trade

By Qu Jingfan



Liu Qiao



Sino-foreign writers cooperating online to create picture books

■ **Liu Qiao** (Director of International Cooperation Department of China Children's Press and Publication Group Co., Ltd.)

As early as 2013, CCPPG has started the journey of joint creation by Chinese and foreign writers and illustrators, and successively launched picture books such as *Feather* (《羽毛》), *Across the River* (《河对岸》), and *Billie's Factory* (《比利的工厂》), which achieved a high level of multilingual rights deal.

After that, CCPPG started the internationalization route of original topic selection, and invited Erin Hunter, the author of the world's best-selling animal novel *Warriors*, to create the animal fantasy novel *Bamboo Kingdom* (《熊猫勇士》) with Chinese characteristics. In order to help the author better understand the story of pandas, we invited the main creative team from London to travel to the Giant Panda Research Center in Sichuan province, and first published to the world after the completion of the creation. Under the combined force of the strong brand power and copyright distribution channel of CCPPG and the team of Erin Hunter, *Bamboo Kingdom* has realized the authorization of 10 languages and international animation adaptation rights. In the future, CCPPG will continue to cooperate with overseas partners to strengthen the international development of original titles.

Since the epidemic, offline communication channels have been impeded, and multi-media launch such as e-books and audio books has become increasingly active. On the basis of the rights export library (including 1,500 kinds of books), CCPPG has produced English book information and sold the rights of electronic, video, audio and interactive animation versions of all kinds of books in many languages. In 2022, a number of picture books won international awards and received positive reviews from overseas book review media such as *Kirkus Reviews*.

In the post-epidemic era, CCPPG expanded the channels of rights export while consolidating the existing cooperation, using online platforms such as international book fairs and international forums to promote rights trade. For example, it established contact with a TOP 3 Russian publishing house through the online rights discussion event of Bologna Children's Book Fair, introducing many children's literature works to the publishing house, and maintaining close communication with the press through video conferences and other means. CCPPG finally sold many works to the press, such as the fantasy bestseller series *Super Express Family* (《神秘的快递家族》), the science fiction series *Adoraki* (《阿多拉基》), Chinese classical style novel series *White Fish* (《白鱼记》) and many other works. CCPPG also established contact during BIBF period with the Singapore branch of Storytel, a Swedish audio book company, exporting the audio book rights of *Purple Mist Mystery series* (《紫雾谜》). This series of audio books has been launched in the official website of Storytel and has been welcomed by international audiences.

At this year's Bologna Children's Book Fair, CCPPG will attend online and offline to establish contact with overseas publishers. Before the exhibition, CCPPG selected Yao Li, the illustrator of *Reading Shan Hai Jing with Children: Gods of Mountains and Rivers* (《陪孩子读山海经: 山川神灵》), to participate in the Bologna Illustrators Exhibition, and applied for the Best Children's Book Award for four of its works to enhance the overseas influence of the new generation of illustrators. During the exhibition, CCPPG will connect with many overseas publishing houses online, and explore new rights partners offline through professional promotion by on-site volunteers and follow-up implementation after the exhibition.



Yang Ding'an



Creating famous masterpieces and building a promotion platform

■ **Yang Ding'an** (Director of Copyright Department of 21st Century Publishing Group)

The Gale (《大风》) is a picture book published by 21st Century Publishing Group (21st CPG) in 2021, which was jointly created by Nobel Prize winner Mo Yan and international illustration prize winner Zhu Chengliang.

As soon as the Chinese version went on the market, we recommended it to overseas publishers and agencies we had cooperated with, and soon sold the Swedish rights. Vombat Forlag in Sweden bought the rights in consideration of the popularity of the author and illustrator of the book, and they also contacted Chen Anna as the translator, a sinologist who has translated many of Mo Yan's works.

After the new book was published in Sweden, Vombat Forlag sent free copies to radio stations, newspapers, magazines, libraries and other institutions for recommendation. Expressen, Sweden's largest evening newspaper, published a book review, which led to the sale of more than 1,000 copies of the book.

Chun-Liang YEH, the publisher of Hongfei Cultures based in France, has published many works of Zhu Chengliang. He also bought the French rights of *The Gale*. He adjusted slightly the cover of the French version and the text according to the French narrative rhythm. *The Gale* was also showcased in the BRAW Amazing Bookshelf at the Bologna Children's Book Fair in 2022.

Creating masterpieces by famous authors has become an important criterion for 21st CPG to carry out international cooperation and launch overseas editions. Over the years, we have gathered a group of excellent translators in many languages, paving the way for accurately conveying the content of our works.

We also actively held publicity activities at international book fairs to create a favorable market environment for introducing rights to overseas publishers. We invited the famous children's literature writer Cao Wenxuan and the illustrator Yu Rong to jointly create the picture book *Summer* (《夏天》), and sold the English rights at the 2018 Bologna Children's Book Fair. After the publication of the English version, we invited Yu Rong to participate in the 2019 American Book Fair. Macmillan Children's Publishing Group, publisher of the English version, held a series of activities such as book signing and meeting at the fair, so that *Summer* quickly became a hot book in the market, driving the rights sold in other languages.

After the outbreak of the epidemic, 21st CPG actively participated in the online activities of the International Book Exhibition, introduced original books to overseas publishing houses, and sent new books' information to them by mail. In addition, 21st CPG promoted multi-language rights through the self-built platform like Panda Books or rights agency.

Panda Books is a wholly-owned subsidiary of 21st CPG in Croatia set in 2021; it has become an important platform to enter overseas markets. Panda Books hired experienced managers and editors locally to publish localized children's books, and participated in international book fairs in the neighboring countries with the help of the geographical advantage of Croatia which linked Europe and Asia, so as to spread these Chinese stories to other European countries and generate wider impact.

(Continued on 06)

(Continued from 05)

Sold picture books rights in three ways

■ **Dong Qiuxiang** (Director of Foreign Rights Department of Jieli Publishing House)



In 2022, the picture book *The Yulu Linen* (《雨露麻》) published by Jieli Publishing House (Jieli) sold rights to the United States, France and Italy. *The Yulu Linen* was co-authored by Cao Wenxuan, winner of the 2016 Hans Christian Andersen Award, and Suzy Lee, winner of the 2022 Hans Christian Andersen Award. Since its publication, it has continuously attracted bids from overseas publishing houses, becoming a Chinese children's book masterpiece that attracted international attention in the past two years. It has successively won the Special Mention Award for Bologna Ragazzi Award 2021 and Suzy Lee won the Illustrator Award of the 2022 Hans Christian Andersen Award, demonstrating the brand strength of Chinese publishers in global children's book industry.

The creation of this sino-foreign cooperative picture book originated from the idea of Bai Bing, the editor-in-chief of Jieli in 2015. At the Shanghai International Children's Book Fair, he invited Yu Zhiying, the editor-in-chief of Korean Bear Books, who came to Shanghai to participate in the fair. The two sides agreed that Cao Wenxuan as the author and Suzy Lee as the illustrator would jointly complete the picture book. In the following five years, the two sides continued to

communicate and polish the text, translation, illustration style and the storyboard, and finally launched the Chinese and Korean versions in 2020. Jieli then sold the rights of Spanish, Portuguese, French, English, Italian and Japanese versions.

There were many reasons why *The Yulu Linen* could achieve multilingual rights export and won many international awards. First of all, this book was the cooperation of two world-class masters, whose creations were innovative and unique. The excellent texts and brilliant illustrations ensured the high quality of this book. This was the prerequisite for being welcomed by the international publishing market.

Secondly, the creation of this book used the common literary and visual language of human beings. This picture book told the story of Yu Lu, a talented girl, who loved painting, overcoming many difficulties and completing her self-portrait. It encouraged children to stick to their dreams and work hard for them. It is suitable for young readers from any country, society and family background, so it is favored by multinational publishing houses and therefore, Jieli successfully signed rights contracts with these publishing houses.

Thirdly, Jieli has seized the best period of copyright promotion to recommend personalized bibliographies. After the publication of the new book, Jieli and the Korean Publishing House have carried out key publicity and promotion in their respective markets, regularly communicated and shared the latest promotion results, and jointly helped rights sold overseas. Jieli also wrote targeted recommendations for different regions and attracted the attention of many American publishing houses.

Finally, Jieli has been putting efforts in promoting overseas communication and international publicity. With the increasing influence of *The Yulu Linen* worldwide, Jieli boosted international publicity, updated the detailed information in time, and sent it to all foreign publishing houses with which Jieli has conducted key cooperation. It then achieved good results in France, Italy and Japan. Among them, a French publishing house won the rights of the French version through three rounds of bidding, and an Italian publishing house has signed the rights of the Italian version. At the beginning of 2023, a Japanese publishing house sent a quotation. The English version, Italian version and Japanese version will be launched this year.



Wu Xiaohong



How we promote our children's books overseas

■ **Wu Xiaohong** (Director of Foreign Rights Department of Phoenix Juvenile and Children's Publishing Ltd)

Creating international products through international solicitation has become a latest way for Phoenix Juvenile and Children's Publishing Ltd. (PJCP). Since 2016, President Wang Yongbo proposed to organize overseas authors to create novels for Children according to our requirement. Excellent writers from all over the world were invited to write their own stories of childhood and growth, and in 2017 *Beautiful Childhood Stories of Growing Up* was weaved into form. At present, famous writers from Italy, Hungary and New Zealand were invited to participate in the creation. PJCP has published three works, among which the copyrights of the Italian story *The 14-year-old Travel* (《十四岁的旅行》) and the Hungarian story *Petofi Street 8* (《裴多菲街8号》) have been exported to Vietnam and Malaysia, generating an important impact on overseas markets. As soon as the New

Zealand story *Eleven* (《十一岁》) was published, it won unanimous praise from the experts and scholars, and was selected into many book lists of important media in 2022, accumulating high-quality resources for the future rights to "go out".

PJCP has attached great importance to strengthening overseas channel expansion and cultural exchanges based on original quality books. The English version of Huang Beijia's masterpiece *I Want to Be Good* (《我要做好孩子》) (published by New Classic Press in 2021) invited famous British translator Nicky Harman to translate. The work has presented the school and family life of primary school graduates, which was full of distinctive characteristics of the times and the life. After the English version came out, it was rated as "Excellent Translation of Children's Literature" by the American Children's Literature Association. Xinhua Net and BookBrunch website in Britain reported the new book from the perspectives of book content, its circulation, publishers and translators. PJCP organized Huang Beijia to participate in the Kingston Book Festival of Jamaica by video. During the event, the book was publicized on the website of Kingston Book Festival. PJCP presented the sample book *I Want to Be Good* to the school libraries in Cornwall, Middlesex and Surrey. Up to now, the copyrights of this book has been sold to 10 countries including France, Switzerland, South Korea, Vietnam, India, Britain and Pakistan, etc.

In addition, as a part of the famous works project of Jiangsu Literature, another representative work of PJCP's Huang Beijia, *Flight of the Bumblebee* (《野蜂飞舞》), was exported to Balesier Press. In 2022, PJCP held the online session "Literature and Music in Harmony-Reading Session of the English Version of Huang Beijia's *Flight of the Bumblebee*", which shared the artistic conception and atmosphere created by music, and highlighted the gentle beauty behind the grand narrative of the work and the empathic feelings of patriotism through the sharing of the writer's and the translator's feelings, the way that young readers read the English version of the book on the spot and professional teachers performed the classic music in the book. This has paved the way efficiently for the overseas promotion of the book in the future.

During the Bologna Book Fair, PJCP will continue to strengthen cooperation with international counterparts, copyrights agencies and well-known authors, and constantly promote original quality products to go overseas. At the same time, PJCP will strengthen overseas marketing and promotion work in the later period, and realize the efficient spread of children's books overseas.



中国外文局
中国国际传播集团
China International Communications Group

Monkey King Series (32 Stories)



Blossom Press

Written by Wu Cheng'en. Adapted by Firethorn. Illustrated by Lu Xinsen. Yan Dingxian, et al. Translate by Li Chaoyuan.
Price: 761.6 RMB

The "Monkey King Series" is based on the classic stories from the "Journey to the West". With Monkey King as the first protagonist, it covers the whole stories from birth of the Monkey King to receiving the holy scriptures. More than thirty distinguished artists, including Lu Xinsen and Yan Dingxian, drew for the series with more than 2,000 illustrations. This series is translated and revised by experienced Chinese and English experts. With the contents, designs and other gifts, it is a classical Chinese literature collection of great value.

Bilingual Picture Books of Classical Essays Series



New World Press

Written by Lu Xun, Zhu Ziqing, et al. Illustrated by Zhang Dajun, Xu Yiwen, et al.
Price: 158.4 RMB

The "Bilingual Picture Books of Classical Essays" series selects works of famous modern Chinese writers, presenting Chinese literary classics in the form of Chinese-English picture books. Currently the series has published Lu Xun's *From Baicao Garden to Sanwei School*, *Kite* and Zhu Ziqing's *The Moon and the Lotus Pond*. Books of this series have illustrations with distinctive Chinese characteristics and are full of the charm of classic Chinese literature.

Chinese Children's Publishers Launch Books that Go Viral

By Zhang Xinyu

There is no shortcut to the marketing of children's books. In such a fierce competition, were there one mistake in the topic selection, planning and marketing, the books would be overwhelmed in tens of thousands of books. China Children's Press and Publication Group (CCPPG) builds its own livestreaming e-commerce fan base, Jieli Publishing House (Jieli) cooperates with environmental protection organizations to build the brand of "Green Peacock", Foreign Language Teaching and Research Press (FLTRP) activates double-line communication with teachers and parents. What achievements have Chinese children's publishers made recently in the creation of original books and innovative marketing ideas and practices?

Planning: IP building and transboundary cooperation

Different from traditional marketing, Chinese children's publishers have taken different approaches to establish brand awareness and carry out transboundary cooperation. Focusing on the content of children's books, the teams have tried to build IP and explore transboundary cooperation at different levels and in different fields.

Hunan Juvenile and Children's Publishing House created the "Stupid Wolf (笨狼)" IP, jointly launched transboundary marketing with KFC, initiated the "Stupid Wolf Reading Restaurant", and took the animal stars in the story into KFC restaurants. Co-marketing activities have fascinated hundreds of media coverage and attention, and attracted tens of millions of exposures on Weibo, Xiaohongshu, TikTok and other We-media platforms. *The Stupid Wolf's Comic Edition* (《笨狼的故事·漫画版》) of *Stupid Wolf* series has sold 5,000 sets and sales revenue reached 1.49 million RMB since the launch of 3 months ago.

Shanghai Juvenile and Children's Publishing House (SJCPH) created a three-dimensional IP of "One Hundred Thousand Whys" (《十万个为什么》). On June 1st, 2022, SJCPH cooperated with TikTok to jointly launch the speech livestreaming event of the "One Hundred Thousand Whys-TikTok Encyclopedia Wonderful Night". Ten experts and scholars from different arenas were invited to give lectures on popular science, covering areas of aerospace, materials, biology, physics, animals and plants, etc. Within 30 minutes after the livestreaming began, the number of instant viewers exceeded 10 million, and the whole event lasted for 5.5 hours, with a total of 160 million viewers and 50,000 ones posted comments, creating the highest number of live viewers in TikTok in the first half of 2022. As a result, the sales revenue of books related to *One Hundred Thousand Whys* series also doubled in 2022.

The book *Green Peacock: Where is My Home* (《绿孔雀: 我的家在哪里》) from Jieli told the story of China's native peacocks on the topic of protecting China's biodiversity. Jieli carried out transboundary cooperation and co-marketing activity with the environmental protection organization Friends of Nature. They appeared in the "Creating Together, For Everything (为万物, 齐创造)" activity held by the Apple Flagship Store, and also entered the National Wildlife Museum. The marketing team of this book also held a "Green Peacock Picture Book Exhibition" tour in C&F Bookstore, Muji Bookstore, Shanghai Children's Library, etc. During the tour, readers'



Jieli invited painter Yang Siqing and Zhao Xuechao, a nature education tutor from Yunnan Wildlife Park, to share knowledge about green peacock protection with children at the exhibition site in Kunming.

activities such as reading sharing and painting were held.

Breaking the deadlock: taking advantage of the fan base

Short video e-commerce has become the first choice for book marketing. Statistics from the Beijing OpenBook showed that in 2022, short video e-commerce channels accounted for 45.61% in the children's book retail market. Confronting the entire short video e-commerce market, it is essential to find a suitable internet celebrity for activating the fan base.

The series *5 Minutes to Know the Hilarious History of the Ancients* (《5分钟爆笑古人》) launched by Petroleum Industry Press also made full use of online channels to help break the deadlock of marketing. Several WeChat bloggers with millions of fans such as "Booklist" (Shu Dan) and "Wan Xiaodao" have advertised for this book and related tweets have been read for more than one hundred thousand times. *5 Minutes to Know the Hilarious History of the Ancients in the Tang Dynasty* has occupied the first place in the Jingdong Children's Book List for three consecutive weeks. At the same time, the editorial team also took advantage of the short video e-commerce celebrity, they cooperated with Wang Fang to sell the book through livestreaming event, pushing the sales volume to nearly 40,000 in the past six months.

In addition to the cooperation with KOL, finding channels with large fan bases and developing new fields are also the strategies of children's publishing houses to break the deadlock of current marketing. CCPPG found its own fan base in TikTok, opening up a new sales situation. CCPPG registered an independent account for livestreaming "Zhongshao Reading", and the long-lost *General History Story of China* (《中国通史故事》) and *The History of the Battles* (《战役王中王》) suddenly became top-selling books through the livestreaming. And *Utopia-Zhang Qiusheng: China Children's Original Literature* series ("理想国·张秋生·中国儿童文学原创馆"系列) were sold out in several seconds. By October 2022, this account has published nearly 500 short videos, with over 8 million views, and accumulated more than 300,000 fans. At the same time, CCPPG operated several fan communities and started 300 live streamings, with the sales revenue reaching 30 million RMB in TikTok's e-stores. CCPPG also cooperated with internet celebrities to build up the momentum, making *Warrior*, which has not been sold well since its launch, become a phenomenal book with tens of millions of sales revenue.

Communication: activating interpersonal communication

The series *The Culture of China* ("中国的文化"), published by Shandong Pictorial Publishing House and distributed by Guomai Culture Company, used interpersonal communication to pave the way for later capitalization. Guomai Culture studied KOL and potential users' channel scenes through market research, and then selected relevant scenes such as WeChat official account, WeChat group and online community to continue to publicize. In 2022, from January to April, Guomai Culture focused on WeChat official account, and in mid-April, Guomai Culture turned to community marketing, and joined 30 WeChat groups of moms in Haidian district to share the book on World Book Day, leading to explosive discussions in the communities. Within four months, this team has accumulated various potential users by interpersonal communication. *The Culture of China* has achieved a total sales revenue of 5.9 million yuan within only four and a half months, which is the highest one among the new children's books of Guomai in the first half of 2022.

FLTRP also utilized interpersonal communication to publicize "*Lisheng English Reading*" ("丽声英语阅读"). The marketing team took the BtoB route, operating more than 400 Lisheng English reading teaching communities, and providing courseware, teaching cases and designs for teachers to get through the source users. They also took the BtoC route, operating more than 200 parents' communities, conducting activities like "Lisheng English Picture Book" co-reading camp and "English Reader" activities to constantly attracting parents and students. The related teams of FLTRP maintained the connection with users through community operation and brand activities, and continuously stimulated interpersonal communication among users, and used the double lines of teachers and parents to continuously publicize. The series of *Lisheng English Reading* achieved a net sales revenue of 200 million RMB in 2022.

The marketing case that utilized interpersonal communication also included the *Science Detective Events* (《科学侦探事件簿》) of CITIC Press Group. This book's editing team used the fever of "script murder" to plan related children's activities. Purchasers who buy one copy or one set of the books were given one opportunity to try "script murder". Combining fun games with high-quality books, this team has created product effect and the basis of fission, activating users' spontaneous communication, and forming brand effect. This plan directly promoted the capitalization of *Science Detective Events*, and immediately did reprints one week after the first print run.

The importance of "people" has been more conspicuous in the marketing strategy of children's books recently. The transboundary cooperation of domestic original children's books seeks to break the deadlock, reach out to new user groups and achieve growth. They open up a new marketing situation by taking advantage of the large market of fan base and e-commerce anchors. They also find out the connection between people, trying to activate interpersonal communication and boosting the word-of-mouth and communication chain. Chinese children's publishers have achieved a breakthrough in attracting more fans of original children's books by opening up the communication of "people".



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BE FILLED WITH
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Children's Publishers Provide Interactive Experience with New Technology and New Scenes

By Jin Yixin

Nowadays, by scanning the QR code with your mobile phone, readers can instantly load the selected books with both audio and video through Wechat's Mini Program. The immersive children's books with audio explanations and interactive exercises to consolidate the learning process, have attracted the attention of children and parents.

With the popularity of smart terminals such as mobile phones, tablet computers and wearable devices, new technologies such as VR, AR, 5G and Metaverse begin to integrate into children's books. China's publishers are innovating children's publishing with more diversified book categories, displaying forms and communication methods to cultivate and stimulate children's reading interest.

FLTRP: Developing digital courses and lectures based on print books

In recent years, China's fundamental education policy has changed, with the aim of reducing homework and extra-curricular training for students in compulsory education. This encourages schools at all levels to strengthen their after-school service systems. Many places in China are also piloting the integration of "aesthetic education into the high school entrance exam", aiming at cultivating teenagers' aesthetic literacy.

Under such circumstances, Foreign Language Teaching and Research Press (FLTRP) and Zhongtu Yunchuang Intelligent Technology (Beijing) Company (ZTYC) have jointly developed an online course named "Wukong Classroom: Introducing Famous Paintings to Children" for children aged 6-15. This course, based on the *Smart Cookie Art Museum: Introducing Famous Paintings for Children* series (《聪明豆·艺术馆: 给孩子的名画启蒙》), explores the "clothes, food, housing, transportation and leisure" of ancient Chinese people through famous paintings.

The managing director of FLTRP Children's Division Xu Haifeng expresses that print books and online courses are different in carriers, so the transformation of content requires re-creation. The development of the derived course is a heavy task while time is limited. Firstly, FLTRP and the book authors jointly plan a detailed course framework, then ZTYC writes the course script and produces video animations. FLTRP simultaneously reviews the text and audio or video content in stages and batches.

It is not easy to step out of the "comfort zone" of traditional print book publishing. Xu Haifeng admits that developing online courses based on children's books has encountered many difficulties. The first problem is content selection. The *Smart Cookie* series has 5 volumes, each of which is relatively independent and the content is slightly complex. In order to develop the derivative course in 30 sections, the development team is facing the problem of how to select the book content. After several rounds of discussions, over 50 well-known works are finally selected from more than 300 famous Chinese paintings to make the online course. The second problem is the continuity of each section. Simple



Publishers developed online courses and VR-related products based on their titles.

explanation is unsystematic and difficult to catch children's attention. Therefore, the team decides to introduce the popular image "Monkey King" to run throughout the animation course. This image is friendly and full of curiosity, so it narrows the psychological distance between the course and the children and stimulates their learning enthusiasm. The third challenge is the editors' reading, revising and graph-text conversion. Since derivative course integrates more knowledge into the animation, it is necessary to invest a large amount of time in content review. The editors must be knowledgeable enough to find the hidden errors. In addition, it is difficult to obtain high-definition images of some famous paintings, so it is necessary to redraw the characters in the paintings before they can be applied to the animation.

After overcoming a series of problems, the course has finally been launched on several platforms like U Learning of FLTRP, Xiao'e-tech, etc. The course soon won the "Innovation Award" in 2022, FLTRP is planning to start large-scale promotion for primary and secondary schools nationwide in the spring of 2023.

Based on the actual needs of Chinese families and with the aim of solving the problem that parents can't effectively help their children read English levelled readers, FLTRP has launched a Wechat Mini Program of English levelled readers which integrates original audio, animation, video lectures, interactive exercises, vocabulary reading, dubbing, and grading, etc. into print books. Xu Haifeng said that FLTRP is looking forward to further cooperation with overseas publishers to develop digital content on children's books, especially digital courses and digital lectures.

CFP: Unlocking the immersive reading scene of Gen Z

As the world's first comprehensive work on agriculture and handicraft production, *Tiangong Kaiwu* introduced in detail how ancient agriculture and handicraft production in China were realized. The book *Tiangong Kaiwu: An Encyclopedia of Ancient Chinese Science and Technology for Children* launched by Children's Fun Publishing (CFP) has won many famous book awards in China. On the basis of high-quality books, CFP further cooperated with ZTYC to create multiple products' display based on 5G technology, including VR movies, VR gift boxes and digital collections, aiming at utilizing modern technology to empower and reshape the ancient Chinese technology in *Tiangong*

Kaiwu, so as to bring children a more diversified and 3D way of reading, helping them explore ancient people's wisdom in fun. The 3,000 sets of gift boxes were sold out in only four hours. The general manager of CFP Shi Yan revealed that in 2023, CFP will continue to develop new digital collections. In Shi Yan's view, Chinese teenagers and children are the aboriginals of the Internet era. Their reading needs are therefore interactive, immersive and personalized. This requires publishers to focus on the experience of reading scenes.

However, from the perspective of product development, there is a big gap between the publishing process of VR digital products and traditional print books. "This is simply the difference between publishing books and shooting movies," Shi Yan joked. VR is a panoramic display, it is necessary to consider the development of the plots, the advancement of the lens, and how to use camera language to show a flat story.

From topic selection to product launching, the whole project has gone through more than one year, and CFP's development team has higher requirements for details. For example, the selection and test of VR glasses should comprehensively consider many requirements such as high definition, safety, being suitable for children to wear and associated with books. Besides, the activation codes must be printed for technical encryption to ensure the issue of legitimate books. The print book's content and VR film must be respectively reviewed and revised for three times.

In recent years, CFP has focused on combining new technology with book content on the base of reading scenes and readers' needs. In the next few years, CFP hopes to consolidate integrated publishing from three aspects. The first one is the integration of publishing, technology and education. CFP is supposed to actively explore educational solutions based on family scenes, produce graded reading materials in Chinese and English, improve the quality of audio and video courses and create a diversified educational product system. The second point is popular science reading. CFP is suggested to display the contents of popular science books more stereoscopically and enhances readability through new technologies such as VR, AR, 5G and artificial intelligence. Thirdly, CFP will actively explore new ways of immersive reading(or metaverse reading). Shi Yan believes that the coexistence of text reading and real scene reading in the metaverse will become a trend for future development.

In cooperation with overseas children's book agencies, Shi Yan hopes to strengthen mutual communication, "bringing in" the high-quality foreign published books, and at the same time drive more "lightweight" audio books and 5G reading that satisfy the reading habits of Gen Z to "go global". CFP also hopes to conduct in-depth discussions or project cooperation with publishers around the world on issues such as the environment, protection of the rights and interests of autistic children, and the reading service for children with dyslexia.

Notable Children's Literature Writers in China on Their New Works and Reflections

Some of the children's literature writers in China talk about their new writing plan, inspiration and perception in 2023.

By Zheng Yang



Xu Guixiang



Liu Haiqi



Bao'erji Yuanye



Tang Sulan



Yin Jianling



Peng Xuejun



Guo Jiangyan



Yu Lei

Xu Guixiang

In 2023, my novel *Distant Signal* (《遥远的信号》) will be published by Daylight Publishing House. When the Wenchuan Earthquake broke out in 2008, I traveled around the earthquake zone to interview several hundred teachers, who protected students with their own bodies. This new book revealed the great love of the world and the bravery of ordinary people when disaster stricken.

Children's growth and education are important issues for the whole country. As a writer, I want to convey the positive energy of kindness, beauty and truth to children through my works, and promote strong and heroic characters. In recent years, I have made it a goal to go back to my children and tell good stories to them. Only by mobilizing one's own memories of childhood and adolescence, concentrating on studying children's behavioral psychology, and forging the language expression of innocence, can one write a relatively pure children's literature.

Liu Haiqi

In 2023, I will publish a fairy tale *Promise* (《诺言》), which is a story about scarecrows fulfilling their promises.

My novels are all about things I am familiar with, and so are the fairy tales. My stories are all about familiar backgrounds and people. Story clues all have the shadows of people and things I am familiar with, mostly written about things I have experienced. I've got colorful experiences in my childhood, which constitute the resources for my writing. When I narrate stories to the children, I also tell them to go to nature, to learn to deal with people and to play with everyone. Only in this way can we produce stories and become a person with stories. People with stories are often interesting, interesting people have high emotional intelligence, and thus, will develop well in the future.

For children, it is good to read some stories that have not been read and experience a little fresh taste. I will continue to tell my own stories.

Bao'erji Yuanye

I will publish the fantasy novel *Emerald Land* (《翡翠地》) (published by Hunan Children's Publishing House), which tells the story of two Mongolian teenagers holding a flora and fauna in their hands to identify animals and plants in Hailasu grassland. As Hailasu grassland is the hometown of these animals and plants, they jump out of books and rush to the distance. Two Mongolian teenagers then embark on a fantastic journey.

Personally, I pay more attention to the simplicity and humor of writing. My readers are born to pursue

happiness and everything interesting. I hope that children can gain a better understanding of everything in the world through laughter and love nature more. In my writing, I ask myself to be mindful of the compactness of the plot and the cleanliness of the language, and carry forward the truth, goodness and beauty.

Tang Sulan

I will publish the fairy tale *Looking for Lin Musen Bookstore* (《寻找林木森书店》), *Stupid Wolf* series, *Stupid Wolf and the Big Bad Wolf* (《笨狼和大灰狼》), and a collection of scripts adapted from the *Stupid Wolf* series which are suitable for children to perform. In addition, we create 20 short plays for children to perform week by week during a semester.

I am inspired by the children's love for my works, and I am more determined to create stories for them. At the same time, I will also push myself harder to write works that are worthy of children's time, energy and love. I have been talking to children in an equal manner in my works. I understand their troubles, and I have never forgotten that I was once a child. I will keep writing in the future.

Yin Jianling

I will release two new books in 2023. One is the novel *Sail* (《帆》) (published by Changjiang Literature and Art Press). The novel has two timelines: the present and a hundred years ago, with New Zealand and China as the background, reflecting the legendary life and spiritual trajectory of several generations of women or girls, and also trying to explore and pursue the life topic of the roots of our country and ourselves.

The other is the essay *The Taste of Childhood* (《童年之味》), published by the Daylight Publishing House). This book has collected several warm stories that have been preparing for a long time. This book is not only about the taste of food in childhood, but also the taste of time, of people, of life and of hometown. If my works have won some readers' love, the most important reason is probably my "sincerity" and my heartfelt "respect" for children.

Peng Xuejun

My first book published in 2023 was *Qingmuta* (《青木塔》). Qingmuta is a small village embedded in the mountains in western Hunan. In 2020, I taught in Qingmuta Primary School and learned the stories of three teachers here. At the beginning of 2022, Shanghai was shut down for almost three months. In order to make myself really calm down, I opened the diary I wrote at that time and read it, then began to write *Qingmuta*. This is the story of two generations

of teachers, the mother and the daughter. They both taught in a place called Qingmuta. This experience gave their youth a different color. They educated and accompanied the children, and at the same time fulfilled themselves.

During my writing, what I consider most is how to tell the story well. In a word, all thoughts, emotions and poetic splendor are hidden in the story. When the story is told well, young readers love to read it, and everything is in it.

Guo Jiangyan

My novel *Bright Days* (《明亮的日子》), which I have been preparing for many years, will be published in 2023. The protagonist Gao Ru'ai lives in a small town. Although having suffered pains, she is like a sunflower, absorbing the power of sunshine from her family and friends, healing the people around her with her courage and happiness.

Children like interesting stories, especially stories that are close to their lives, with which they can resonate. As a primary school teacher who has dealt with children for more than 30 years, I really enjoy being with children. This pleasant experience gives me more enthusiasm and inspiration for my creation and makes my writing as close as possible to their lives and hearts.

Recently, I am writing a set of storybooks for children aged 7-9. I linked my work with the subject Chinese, so that they could find what they have seen or are familiar with in the story. It could arouse the interest of students who lack enthusiasm in reading or have difficulties in learning.

Yu Lei

I will publish several books in 2023. The first type is children's growing-up novels, such as *My Chinese Zodiac is Fish* (《我的属相是鱼》) (published by Beijing Children's Publishing House), and the theme is about swimming. The second type is fairy tales, such as two new books of *Yunnan New Fairy Tale* series, and the fairy tale co-writing with my daughter, *Mysterious Footprints of Camp* (《营地神秘脚印》) (published by Chenguang Publishing House), which is set in a real farm.

I am a university teacher, and I often go to primary and secondary schools, spending many time with children to better understand their growth problems. Therefore, I will consciously depict children's efforts and persistence in the predicament in my writing. I hope that while telling interesting stories, I can also let them have a deeper understanding of the world, experience the protagonist's attitude and actions in the face of setbacks and pressures, and increase their courage and strength when facing difficulties.



Children's Literature in Guangdong-Hong Kong-Macao Greater Bay Area

The series tells stories about the Dragon Boat Festival, different birds and kapok trees in the Greater Bay Area.

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Festival of Light and Lanterns

This book can lead young readers to enjoy the Lantern Festival in Thailand.

ISBN: 978-7-5583-3127-5

Copyright sold: Arabic



The Chrysanthemum Fairy

This is an original story picture book based on a folk tale about Double Ninth Festival and the Chrysanthemum Fairy.

ISBN: 978-7-5583-3123-7

Copyright sold: Arabic and English

(Continued from 04)

Selected Children's Books from China

Granny's New Year's Eve

《奶奶的除夕夜》

Tang Yaming (author), (Japan) Susumu Kinoshita (illustrator), Zhejiang Juvenile & Children's Publishing House, 9787559726070

This moving family story is about a granny and a grandpa living in a little mountain village. After a lifetime of hard work, the two old folks are finally able to rest and keep each other's company. Granny longs for the New Year's Eve, which would allow her to see everyone again. She begins busying herself with preparations far in advance, but her son has made no solid plans. Will her wish come true? It reveals the thoughts of an old person living alone, and teaches us what love means for the previous generation.

My Dear Queen Ant

《多年蚁后》

Sun Huifen, Jieli Publishing House, 9787544872652

A lonely young boy named Tongtong makes friend with an ant, and this friend is not just any ant – she is an ant queen! Tongtong's friendship with the ant queen teaches him to be courageous and open-hearted, and this friendship eventually dispels his loneliness. This book tells a story of a queen ant, a cicada and a child living together under a crabapple tree, in a way that affirms the beauty and wonder of life.

Bronze and Sunflower

《青铜葵花》

Cao Wenxuan, Daylight Publishing House, 9787501609413

This tale is written by Cao Wenxuan, best-selling Chinese author and 2016 recipient of the prestigious Hans Christian Andersen Award. As its name suggests, Bronze is a silent boy and Sunflower is a warm and optimistic girl. The tragic drowning of Sunflower's father left her an orphan. Bronze's family, the poorest in the village, adopted her and thus she became Bronze's sibling. Bronze and Sunflower became intimate friends and always spend time together. The story shows how love and loyalty triumph over poverty in graceful poetic language.

The Moose Of Ewenki

《鄂温克的驼鹿》

Gerelchimeg Blackcrane (author), Jiu Er (illustrator), Jieli Publishing House, 9787544870429

This book was listed as a winner for 2020 IBBY Honour prize and 2020 Aesop Accolade Prize. It is composed by nature writer Blackcrane and new generation artist Jiu Er, the first Chinese female artist being selected in the IBBY Honour List. People in Ewenki reside in the forest of Great Khingan Mountains, mainly living on hunting and raising reindeers. On a hunting trip, the old hunter Glisk killed a female moose. Suddenly, a small moose with scarlet fur walked out of the bushes and followed Glisk to the camp...

Little Monkey King's Journey

《小悟空历险记》

Jian Li (Author, Illustrator), Shanghai Press and Publishing Development Co., 9781602209817

Long long ago, an old magic stone suddenly cracked open and a little Monkey was born. He was very naughty and playful. When he was playing on a tree one day, he fell down. The Monkey King tried to save the Little Monkey, but got himself seriously injured. To save the Monkey King, Little Monkey had to journey across the ocean in search of the panacea. With help from the Immortal Turtle, the Phoenix and Dragon King, Little Monkey became powerful. Could he find his way home to save the Monkey King?



Ming's Adventure With the Terracotta Army

《小明与兵马俑》

Jian Li, Shanghai Press and Publishing Development Co., 9781602209831

This beautifully illustrated multicultural children's book tells a story about China's most famous archaeological site—the terracotta warriors of Xi'an. When a special exhibition of terracotta warriors comes to town, Ming and his mother go to see them at the museum. To remember this exciting event, Ming's mother buys him a little figurine of a General to be kept in his room at home. But at midnight, Ming wakes up and finds the General figurine alive. Through this book, readers can find out more about Ming's adventures with his new friends!

I Want to be Good

《我要做好孩子》

Huang Beijia, Phoenix Juvenile & Children's Publishing Ltd., 9787556043590

Jin Ling is a sixth-grader. Although she performs just so so at school, she is a smart, kind-hearted, and honest girl. In order to be a "good kid" and live up to the expectations of her parents and teachers, she has made many efforts. Meantime, she has made many "protests" to retain her innocence and naivety. In the end, she and her classmates walk confidently to take part in the entrance examination. The novel artistically presents the school and family life of a primary school graduate. It is full of life and reveals distinct characteristics of the time.

Tree Boy

《树孩》

Zhao Lihong, Changjiang Literature & Art Publishing House, 9787570222551

Tree Boy is a bildungsroman that concerns the theme of nature and life. In the animistic world that the author creates, there lives an innocent boxwood tree. Unfortunately, a destructive wildfire befell which incinerated the tree trunk. After the fire ceased, an accomplished sculptor found the root of the boxwood tree intact and carved it into the shape of a boy. Hence our tree boy came into being. Since then, the tree boy embarked on an adventure in the world. As a fantasy story crafted by marvelous imagination, elegant language, and tender feelings, *Tree Boy* is truly a wonder-ful ode to humanity and nature, and a philosophical prose about eternity.

The Legend of Hua Mulan

《中国故事 花木兰》

Aide Children Workshop, Henan Fine Arts Publishing House, 9787540147228

This classic Chinese story happened around 1,500 years ago and has inspired generations. The girl Hua Mulan was worried about her father, who was too old to endure the hardship of war. Eventually, Mulan decided to disguise herself as a man in order to join the army in lieu of her father. Only when her former friends in the army came visiting her one day, did they find out that she was in fact a girl.

Tales of China

《中国好故事》

Melinda Lilly Thompson, East China Normal University Publishing House, 9787567592919

Relying on the world-renowned Lexile Framework for Reading, this series narrates traditional Chinese stories in authentic English and vivid writing style. There are 16 volumes in this series, composed of traditional Chinese idioms, legends and ancient stories which are able to arouse children's interest in reading.

(Continued on 13)

(Continued from 12)

Selected Children's Books from China

Children's Science & Encyclopedia Books

The White Rabbit from the Moon

《月亮里的白兔》

Jian Li, Shanghai Press and Publishing Development Co., 9781938368868

In this beautifully illustrated fable, the White Rabbit must save the city from the pandemic that is raging among its residents. With no known cure for the illness that besets them, the citizens of the capital are suffering. However, when the White Rabbit comes down from the Moon Palace to help, nobody believes that she truly has the answer to their problems.

Fantastic Beasts in the Shan Hai Jing

《山海经里的神奇动物》

Wuse Shenshi, Guangxi Normal University Press, 978755950102

This is China's first set of books that divides the animals in Shan Hai Jing into six categories including fur, scales, Kun, feather, Yu and Yan. It represents 170 kinds of magical animals and is close to the zoos in reality. Through visiting the zoos, this book imparts vivid and interesting knowledge of natural history.

Mendeleev is Busy: Chemical Enlightenment for Children

《门捷列夫很忙：给孩子的化学启蒙》

Li Jinwei (author), Qi Jiumi (illustrator), Foreign Language Teaching and Research Press, 9787521339611

The book is adapted from a same-named documentary jointly recorded by CCTV-9 Science and Education Channel and Chinese Chemical Society. The book is based on the periodic table of elements, leading children to explore the origin of all things in the form of interesting pictures and texts, opening the door to the micro-world, and stimulating children's curiosity and thirst for knowledge.

Explore! Science!-Picture Books for Children's Scientific Enlightenment

《探索吧！科学！》

Bing Bo et al. (author), Zhou Jianming et al. (illustrator), Education Science Press, 9787519129927

This series selects 10 classic fairy tales of scientific enlightenment, uses vivid language, and presents scientific stories with original drawings by many famous illustrators. Interesting scientific knowledge with fun games enables children to learn from playing. The picture books vividly show the mysteries of nature with high-definition science videos, and introduce all-round scientific phenomena happening around children.

Cultivating Children's Computational Thinking

《少儿计算思维养成记》

Bao Ruoning et al. (editor), Zhang Guoqiang(reviser), China Machine Press, 978711702481

This book faithfully records the process of three scientists from the Institute of Computing Technology of Chinese Academy of Sciences organizing parent-child classes to train six children to build computational thinking. It summarizes their learning notes, reflections, design ideas and programming procedures.

Observing Architecture from North to South

《从北到南看建筑》

Liu Tianhua, Daylight Publishing House, 9787501617777

The book comprehensively introduces the architectural types



such as palace temple altar, Buddhist temple, etc. The author organically integrates architectural knowledge with China's traditional aesthetics, history, geography, classical literature and other knowledge, leading readers to travel around China's land in simple and beautiful language, touring between historical space and architectural space.

Archives of National Treasures for Children

《给孩子的国宝档案》

Hu Lijia, Children's Fun Publishing Company & Posts and Telecom Press, 9787115582355

This set of books uses 80 national treasures to create an encyclopedia of Chinese civilization. It constructs panoramic historical scenes, combines with immersive experience and unique perspective, helping children fall in love with history, accumulating Chinese vocabulary, and expanding their horizons.

Beautiful China: An Encyclopedia of Aesthetic Education for Children

《好看的中国：给孩子的美育百科大书》

Wen Ting(author), Yuzhi Culture(illustrator), Publishing House of Electronics Industry, 9787121433429

By collecting China's color culture, this book introduces nearly 70 China's traditional colors and 180 exquisite hand-painted pictures. With the help of 120 representative things, nearly 50 classic literature, calligraphy and paintings as well as nearly 20 selected ancient poems, this book presents the beautiful traditional colors to children through daily things, showing the treasures of traditional culture to children through the time tunnel.

The Diary of a Young Elephant

《小象日记》

Su Xiaoqian, Fujian Juvenile and Children's Publishing House, 9787539576756

This story is based on the recent real event in which a herd of Asian elephants traveled across most of Yunnan Province. In the book, this event narrated in the form of a diary that is written by a young elephant who is following the footsteps of his grandmother, mother and aunt as they go lumbering north. This is the first children's book in China that tells the story of the Yunnan herd. The narration is accompanied by educational facts about the lives of Asian elephants, and is a joint work by an author of popular science and a front-line elephant conservation team.

Dunhuang on the Silk Road: A Child's Picture Book of History

《丝绸之路上的敦煌：儿童历史文化百科绘本》

Dunhuang Academy, Posts & Telecom Press, 9787115573841

Based on the themes of history, art, life, and the silk road, these books bring young readers into the dazzling world of Dunhuang culture. The images in the book come from the high-resolution mural photos collected by Dunhuang Research Academy. When young readers finally get to visit Dunhuang themselves, they will already have so many Dunhuang stories of their own!

Secrets of Chinese Music

《八音的秘密》

Zou Di, Daylight Publishing House, 9787501616817

This is a picture book about Chinese musical instruments. In ancient China, musical instruments were divided into eight categories. Telling a story between a boy and his grandpa, this book imparts the knowledge about Chinese musical instruments and the secrets of those instruments.

(Continued on 14)

(Continued from 13)

Selected Children's Books from China

The Short Trunks' Journey

《短鼻家族旅行记》

Sunshine Orange Studio, Yunnan Education Publishing House, 978755992168

In the form of a picture book, this book presents the round trip journey of a group of wild elephants from the south to the north of the Yunnan province, China. The story is told from the perspective of the protagonist, Yun Xiaoxiang, who is a family member of the Yunnan wild Asian elephants, known colloquially as "the short-trunk family".

Picture Books

The Food in Our Plates

《盘中餐》

Yu Hongcheng, China Children's Press & Publication Group, 9787514828825

Set in the Yuanyang rice terraces of Yunnan Province (which is a UNESCO World Heritage Site), this story presents China's traditional way of agriculture which is based on rice-paddy, and the farming culture of the local ethnic minorities. As machines gradually replaces manual labor, it is important for those who live in modern society to understand our past, for children to know where the food in their plates come from, and for all of us to value the hard work of farmers.

The Giant Panda Brothers Pingping and An'an

《平平和安安 大熊猫兄弟的团聚故事》

Fang Shengguo (author), Wang Wei(illustrator), Shanghai Scientific & Technological Publishers, 9787543983533

The author of this book, professor Fang Shengguo, discovered that the Qinling panda is the ancestor of modern giant pandas, this book explores the different characteristics of the two subspecies through the story of Pinging and An'an, who are two lovely giant pandas living in China. In the book, the presentation of the giant panda's interesting behavior is combined with realistic Chinese folk customs, thus not only providing scientific knowledge about pandas, but also giving readers an appreciation of Chinese culture.

A Pear Falling into the Water

《一个梨子掉下水》

Ma Penghao, East China Normal University Press, 9787576032031

This book is the original debut picture book of Ma Penghao, the winner of the 7th Feng Zikai Chinese Children's Picture Book Award. This book uses simple stories to guide children to know the world and themselves, creates vivid reading feelings through a delicate tone and appropriate blank spaces.

Little Sister's Big Pumpkin

《妹妹的大南瓜》

Jiu Er, Dandelion Children's Library &Guizhou People's Publishing House, 978722174642

The author Jiu Er creates new pictures and plots for the 10-year reprint picture book with affection and nostalgia, putting beautiful flower patches on the story with four pages of text to present a more wonderful and complete "big pumpkin".

Growing-Up Books

Hilarious Economics on Campus

《校园爆笑经济学》

Cai Xiaobei, Dail Jun(author), Xu Yiming(illustrator), Dolphin Books, 9787511060075

Through 28 hilarious campus stories, this set of books tells a series



of stories that are close to students' daily life. By living examples like dividing ice-cream, changing cards and constructing a football team, Mr. Q explains 28 core concepts of economics to students, such as scarcity, opportunity cost and price.

Run! The Eighth Day

《快逃！星期天》

Peng Yi(author), Tian Yu(illustrator), Jieli Publishing House, 9787544876391

This book includes hilarious kindergarten stories, fantastic and magical adventures, aiming at helping children gain courage, release emotions and better adapt to group life. This series focuses on hot issues in kindergarten life, empowering children and helping them build confidence and a sense of independence.

Different Toilet

《不一样的马桶》

Li Shan(author), Wang Dong(illustrator), Beijing Publishing House, 9787200166767

This is a picture book with rich imagination. The author tells the young readers a hilarious story about the toilet with humorous language and interesting dynamic pictures. The full text runs through a variety of imaginative toilet designs, taking children to wander in the imaginary world.

Comics & Puzzle Books

The 24 Solar Terms

《我们的二十四节气》

Youyoutong, Anhui Science and Technology Publishing House, 9787533783709

The system of the Twenty-four Solar Terms is a product of the ancient Chinese people's observations and analyses of the natural world. It represents the great wisdom and creativity of our ancestors, and provides a vantage point for understanding Chinese traditional culture. Organized according to the four seasons, this book provides a complete explanation of each solar term with illustrations that bring additional entertainment and dimensionality to its presentation. This lively introduction will help children attain a full appreciation of the origins of the solar terms, and how the change of time throughout the year is reflected in everything including agricultural scenes, sky & weather, and the plants & animals.

New Year's Day: 360-degree Interactive Pop-up Book

《过年啦360度互动立体书》

Dolphin Science Museum, Changjiang Children's Publishing Group, 9787572132865

This book is an original 360-degree immersive New Year toy book with interactive three-dimensional scenes, including New Year story, flip book, three new year three-dimensional scenes, audio companion reading and New Year gift package. Among the three interactive three-dimensional scenes, young readers will experience the immersive, shocking, festive and lively New Year scenes in combination with the audio theater effect.

Idiom Maze

《成语迷宫》

Zhang Yuhuan (author), Mei Yu (illustrator), The Oriental Press, 9787520724432

How to present idioms in a form that children prefer and would like to learn actively? This set of books combines idioms with scientific knowledge and games, making children interested in idioms through image learning, and thus, helping them learn actively.

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化学工业出版社有限公司
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Go above, Deep Space Exploration of Moon and Mars



Authors: Lian Jie, Zhu Yongquan, Gu Luyan

This pop-up book about deep space exploration is specially created by a group of Chinese space scientists. And it is highly recommended by the China Space Foundation and the CAS Aerospace Flight Technology Center. Through reading this book, children will learn to carry out project-based learning under the guidance of scientists, and unravel the mysteries of building a lunar base and migrating to Mars with scientific thinking. Most importantly, they are encouraged to dream big dreams and think tall.

In addition to an ingenuity on the cover, a video course and maps of Mars and Moon are offered to readers along with this book.

Yuanmingyuan Imperial Garden

Author: Yuanmingyuan Institute

This pop-up book fully shows the beauty of Yuanmingyuan, or the Old Summer Palace, with plenty of illustrations in traditional Chinese style. An ingenious three-dimensional design enables this book to restore the original appearance of this magnificent garden, and some spectacular historical scenes. Just click some ingenuities, little readers are about to read the interesting stories that once took place in the garden, and absorb scientific and cultural knowledge at the same time. The brilliant design of this book is sure to stimulate children's curiosity about Yuanmingyuan, once the "Garden of All Gardens", and motivate them to visit this place for themselves.



Ten Hours Reveal the World Ladder Book



Author: Paycandy Children's Book

This set of flip-flap books is for children aged 3-6. All of these books are the keys to "unlock the secrets" across the world. As the protagonists travel back to the past, they will guide readers to see every aspect of the world in different periods, showing unique cultural heritages and regional features, and telling stories about legendary figures and well-known historical events. The biological evolution on Earth that lasts 4.6 billion years is about to unfold bit by bit. All the reading materials are graded and arranged from easy to difficult, and all the illustrations are lifelike and unforgettable.

Contact: Gang Wu wugang_cip@qq.com Lisa Liang liangyulan_cip@163.com



希望出版社

Giving positive energy, a better understanding of Chinese culture and warm life to children — From Hope Publishing House



Jin Zhu Ma Mi and Little Zhaxi



Zhang Guimei and Her Children



The Walking School



My Father and Mother



Music Picture Book of Yi Ping



Li Ji Killing the Snake
The Peach Blossom Springs



China Welfare Institute Publishing House Co., Ltd



Great China me and my hometown-Jinshan Peasant paintings book 5 Volumes

Written by Wang Yimei
Illustrated by Lu Yongzhong, Cao Jing, etc.
Format: 889mm*1194mm
Pages: 36p/ per title
Price: 39.80 RMB/ per title
Pub Date: Apr. 2021



Tooth, Tooth, Throw It onto the Roof

Written and Illustrated by Liu Xun
Format: 889mm*1194mm
Pages: 38p
Price: 39.80 RMB
Pub Date: Aug. 2014



Home for Chinese New Year

Written by Wei Jie
Illustrated by Xu Can
Format: 889mm*1194mm
Pages: 36p
Price: 39.80 RMB
Pub Date: Mar. 2014



Hands: Yours, Theirs and Mine

Written by Liu Ben
Illustrated by He Qian
Format: 889mm*1194mm
Pages: 32p
Price: 39.80 RMB
Pub Date: Nov. 2017



Little Rabbit's Questions

Written and Illustrated by Gan Dayong
Format: 889mm*1194mm
Pages: 40p
Price: 32.80 RMB
Pub Date: Dec. 2017



One Hundred Rabbits Want to Sing Aloud

Written by Liu Baofa
Illustrated by Deng Zhengqi
Format: 889mm*1194mm
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The Cat Who Like Using Tools and The One Who Does Not

Written by Cai Dongqing,
Illustrated by Yu Yin
Format: 889mm*1194mm
Pages: 32p
Price: 15.00 RMB
Pub Date: May 2017



Mum Rabbit's Hut

Written and Illustrated by Gan Dayong
Format: 889mm*1194mm
Pages: 40p
Price: 12.00 RMB
Pub Date: Oct. 2022



Little Rabbit's Wishes

Written and Illustrated by Gan Dayong
Format: 889mm*1194mm
Pages: 40p
Price: 12.00 RMB
Pub Date: Jan. 2023

China Publishing and Media Journal

(formerly named as China Book Business Report)

China Publishing and Media Journal (CPMJ) reports the latest moves about publishing groups and institutions, distribution groups, brick-and-mortar bookstores, online bookstores, and educational & cultural companies in China, analyzes the industry trends and market developments about Chinese books, magazines, print and digital publishing events and provides stories and insights of Chinese cultural figures by interviews.

CHINA PUBLISHING & MEDIA JOURNAL

中国出版传媒商报

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《习近平走进百姓家》出版发行

新华社北京1月10日电 由中央文献出版社出版的《习近平走进百姓家》一书，近日由中央文献出版社出版发行。党的十八大以来，习近平总书记坚持以人民为中心的发展思想，始终把人民放在心中最高位置，把人民对美好生活的向往作为奋斗目标，注重从群众中来、到群众中去，引领新时代中国发展取得历史性成就。《习近平走进百姓家》通过32篇采访手记，生动讲述了习近平总书记考察调研期间，推开一座座百姓家门，同生旦旦、情真意切，讲述政策背后的感人故事，生动刻画了“人民领袖走进人民、人民领袖人民爱”的感人场景，展现了习近平总书记“我姓张，不姓李”的赤子情怀，有助于读者了解习近平总书记深入实际、深入群众、深入基层、深入一线的工作作风和为民情怀。

【新华视点】

2021年我国网文海外市场营收近30亿元

中国出版传媒商报1月8日专电 由中国出版传媒商报、中国音像与数字出版协会出版委员会、中国音像与数字出版协会数字出版工作委员会、中国图书进出口(集团)有限公司联合主办，阅文集团、阅文国际、阅文海外出版(北京)有限公司联合承办的“2021中国网络文学海外市场发展论坛”日前在北京举行。论坛围绕网络文学海外市场发展目标，聚焦网络文学“走出去”这一新时代主题，总结成功经验，分享成功案例，共谋网络文学海外市场发展之路。

中国出版传媒商报1月8日专电 中国音像与数字出版协会出版委员会、中国音像与数字出版协会数字出版工作委员会、中国图书进出口(集团)有限公司联合主办，阅文集团、阅文国际、阅文海外出版(北京)有限公司联合承办的“2021中国网络文学海外市场发展论坛”日前在北京举行。论坛围绕网络文学海外市场发展目标，聚焦网络文学“走出去”这一新时代主题，总结成功经验，分享成功案例，共谋网络文学海外市场发展之路。

国家新闻出版署印发《国家印刷示范企业管理办法》

中国出版传媒商报1月8日专电 国家新闻出版署近日印发《国家印刷示范企业管理办法》，旨在规范印刷企业生产经营活动，提升印刷企业生产管理水平，推动印刷行业高质量发展。

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电商平台 直播电商 渠道细分

【中国出版传媒商报记者 王双庆】

“牵手”的本质
随着短视频平台崛起，出版机构纷纷入驻短视频平台，通过短视频平台进行图书推广和销售。当当网作为传统图书电商平台，也在积极探索新的销售渠道。当当网入驻京东，标志着图书电商平台之间的竞争日益激烈。当当网入驻京东后，将依托京东强大的物流体系和用户基础，进一步提升其市场竞争力。同时，当当网也将通过直播电商等形式，加强与读者的互动，提升用户体验。

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中国出版传媒商报1月8日专电 商务印书馆近日上线防伪溯源系统，旨在提升图书防伪能力，保障消费者权益。该系统通过区块链技术，实现图书从生产到销售的全流程溯源，有效防止盗版和假冒行为。商务印书馆表示，将进一步加强与相关部门的合作，共同打击盗版行为，维护市场秩序。

细说中国图书电商20余年发展脉络

【王少波】
中国图书电商市场经历了20余年的发展，从最初的线下书店到如今的线上电商平台，经历了翻天覆地的变化。中国图书电商市场的发展，离不开国家政策的支持和消费者需求的变化。随着互联网的普及和物流体系的完善，中国图书电商市场呈现出蓬勃发展的态势。未来，中国图书电商市场将继续保持高速增长，为消费者提供更加便捷、优质的购物体验。

国家图书馆联合39家单位 累计发布古籍数字资源13万部(件)

中国出版传媒商报1月8日专电 国家图书馆近日联合39家单位，累计发布古籍数字资源13万部(件)。此次发布的古籍数字资源，涵盖了经史子集各个门类，为学术界和广大读者提供了丰富的数字资源。国家图书馆表示，将继续加大古籍数字化工作力度，推动中华优秀传统文化的传承和弘扬。

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《习近平走进百姓家》

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中国出版传媒商报

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