STUDY GOAL AND OBJECTIVES
This report provides the industry executives with strategically significant competitor information, analysis, insight and projection on the competitive pattern and key companies in the industry, crucial to the development and implementation of effective business, marketing and R&D programs.

REPORT OBJECTIVES
◆ To establish a comprehensive, factual, annually updated and cost-effective information base on market size, competition patterns, market segments, goals and strategies of the leading players in the market, reviews and forecasts.
◆ To assist potential market entrants in evaluating prospective acquisition and joint venture candidates.
◆ To complement the organizations’ internal competitor information gathering efforts with strategic analysis, data interpretation and insight.
◆ To suggest for concerned investors in line with the current development of this industry as well as the development tendency.
◆ To help company to succeed in a competitive market, and

METHODOLOGY
Both primary and secondary research methodologies were used in preparing this study. Initially, a comprehensive and exhaustive search of the literature on this industry was conducted. These sources included related books and journals, trade literature, marketing literature, other product/promotional literature, annual reports, security analyst reports, and other publications. Subsequently, telephone interviews or email correspondence was conducted with marketing executives etc. Other sources included related magazines, academics, and consulting companies.

INFORMATION SOURCES
The primary information sources include Company Reports, and National Bureau of Statistics of China etc.
Abstract

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

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

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

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

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

※ Domestic and international environments of China digital publishing industry;
※ Status quo and development trends of China’s digital publishing (industrial scale, main bases, major companies, etc.);
※ Status quo of major Chinese digital publishing products (e-books, digital newspaper, Internet periodicals, mobile publishing, online games, etc.) and key enterprises;
※ China’s major digital publishing provinces and cities, including Beijing, Shanghai, Guangdong, Jiangsu and others;
※ Summary and forecast for China digital publishing industry.
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1.1.2 Product Form
1.2 Digital Publishing VS Traditional Publishing
1.3 Industry Chain

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