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### **Abstract**

Library collection development, rural library collection development, publishing and distribution, and nationwide reading initiatives urgently require new, comprehensive, and accurate Chinese available book catalogs. Based on the State Administration of Press, Publication, Radio, Film and Television as the platform construction entity, this article systematically introduces strategies for constructing the Chinese available book catalog platform, including platform function design and platform catalog quality control, with the aim of establishing a genuine Chinese available book catalog platform at an early date, optimizing the publishing and distribution market, and facilitating the dissemination of advanced culture.

### **Full Text**

#### **On the Strategies for Constructing a Chinese Offer Booklist Platform**

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**Abstract** Library collection development, rural book house construction, publishing and distribution, and nationwide reading initiatives urgently require a new, comprehensive, and accurate Chinese Offer Booklist. This article proposes

strategies for constructing a Chinese Offer Booklist Platform, with the State Administration of Press, Publication, Radio, Film and Television serving as the primary implementing body. The paper systematically outlines platform design strategies, including functional architecture and bibliographic quality control mechanisms, aiming to facilitate the timely establishment of a truly functional Chinese Offer Booklist Service Platform that will optimize the publishing and distribution market while promoting the dissemination of advanced culture.

**[Keywords]** Chinese Offer Booklist Service Platform; book publishing; book distribution; collection development; mass reading

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As of 2014, China had 3,194 provincial, prefecture-level, and county-level administrative divisions [1]. By the same year, the country operated 209,900 kindergartens, 254,000 compulsory education schools, 25,700 high schools, 11,900 secondary vocational schools, 2,824 higher education institutions, and 155,200 private schools (including 728 private colleges) [2]. Nearly all of these regions and institutions maintain libraries or reading rooms. By the end of 2012, over 600,000 rural book houses had been established nationwide [3], complemented by more than 8,000 specialized scientific libraries [4]. The total number of libraries and reading rooms across China exceeds 1.3 million. However, quality control in book procurement for these institutions remains exceptionally challenging. Library procurement bidding processes typically award contracts to the lowest bidder, causing books from prestigious publishers—though higher in quality—to be increasingly excluded from available booklists by winning library vendors due to their higher prices [5]. Meanwhile, book variety coverage on websites operated by publishers, Amazon China, Dangdang, Xinhua Bookstore, and Taobao remains very limited and largely unsuitable for library acquisition purposes.

On the other hand, national reading surveys indicate that in 2014, book reading rates among Chinese adults and minors reached 58.0% and 76.6% respectively, representing increases of 0.2 and 0.5 percentage points from 2013 [6]. In 2013, national book publication totaled 444,000 titles, an increase of 30,000 from 2012, including 256,000 new titles [7]. Yet by year-end 2013, Xinhua Bookstore systems and publisher-owned distribution units held inventories of 6.519 billion copies (sheets, issues, or boxes) valued at 96.44 billion RMB, marking a 16.42% increase from the previous year [8].

Clearly, as a crucial hub in the publishing and distribution chain, libraries have seen their function in disseminating advanced culture severely constrained by poor bibliographic information flow, contributing substantially to publishing waste. In 2015, the author published “Chinese Offer Booklist: Which Way Forward?” [9], which systematically analyzed why construction by distributors or third-party entities was unfeasible and explicitly identified the State Administration of Press, Publication, Radio, Film and Television (hereinafter “the

State Administration” ) as the only viable implementing body. This paper now discusses strategies for constructing the Chinese Offer Booklist Platform for consideration by peers in the field.

## 1. State Administration Project Guarantee

The State Administration should designate “Chinese Offer Booklist Platform Construction” as a key project in its 13th Five-Year Development Plan, with the Department of Publishing Management—responsible for ISBN and ISSN administration—taking the lead. Implementation should be carried out by the ISBN Center, CIP Information Center, and National Library of Publications (these three departments could be merged into a “Publishing Information Management Center” ). A project working group should be established to conduct research and feasibility studies, focusing on top-level design, future-oriented planning, and the development of institutional mechanisms, regulatory systems, and methodological frameworks, while ensuring support through funding, institutional, and policy measures.

## 2. Functional Design of the Chinese Offer Booklist Platform

As a critical medium in the publishing and distribution supply chain, the platform must address key requirements from publishers, distributors, libraries, and other stakeholders.

### 2.1 Meeting Publisher Needs

Publishers require a platform to promptly and conveniently disseminate information about their published books to the public, while also obtaining data analytics to support editorial decision-making and publishing operations. Therefore, the platform must feature convenient data entry functions, including both single-record input and batch import via Excel spreadsheets. It should also provide big data analytics for book publishing and automatic CIP data generation capabilities.

### 2.2 Meeting Library Needs

With over 1.3 million libraries serving as key institutional customers and primary users of the Chinese Offer Booklist, fulfilling their bibliographic needs is crucial for cultural dissemination. First, the platform must satisfy library acquisition requirements by providing rich bibliographic fields, including ISBN, title, author, publisher, price, edition, format, binding, page count, classification number, target audience, table of contents, abstract, keywords, print run, and contact information for exclusive distribution. Second, it must accommodate batch processing needs for library acquisition data, particularly by allowing retrieval based on various criteria (such as classification, publisher, publication date,

target audience, etc.) and enabling batch download in Excel or ISO formats with user-selected fields. Since most libraries employ patron-driven acquisition models, the platform should provide reader recommendation functionality and feature enhanced book information display, such as cover images and chapter previews.

### **2.3 Meeting Third-Party Platform Integration Needs**

Once operational, the Chinese Offer Booklist Platform will inevitably become the primary search destination for libraries, readers, and the general public seeking books. Since users ultimately wish to obtain the books they find, the platform must provide open APIs to third-party settlement platforms (such as Alipay and major banks), sales platforms (such as Xinhua Bookstore, Amazon, and Dangdang), and library service platforms. This will enable users to conveniently enjoy true “availability”—locating any book and immediately identifying online vendors or libraries that can provide it.

### **2.4 Meeting Government Market Supervision Needs**

Through the platform, the government can monitor national book publishing, distribution, and cultural dissemination in real time. The platform should also incorporate an online reporting function to collect information on counterfeit books, low-quality publications (with excessive typographical errors or poor printing), and illegal materials (containing pornographic, cult, or reactionary content), enabling timely corrections and law enforcement to purify the publishing market and promote socialist core values.

## **3. Bibliographic Quality Control**

### **3.1 Ensuring “Newness” of Bibliographic Data**

The ISBN Center should only issue ISBN numbers after verifying that required pre-publication bibliographic information is retrieved from the Chinese Offer Booklist Platform. The CIP Center should be responsible for timely review of pre-publication bibliographic data and bear quality control responsibility. Upon approval, the book’s CIP data should be automatically generated and transmitted without delaying publication. This ensures that bibliographic information for each book is released to the public at the earliest possible moment, with publishers even able to announce planned publications in advance.

### **3.2 Ensuring “Comprehensiveness” of Bibliographic Data**

The primary condition for a “Chinese Offer Booklist” is that it comprises a “Chinese Bibliography”—a complete catalog of all books published in China. The ISBN issuance process ensures comprehensive entry of all new publications, while requiring publishers to retroactively catalog previously published works.

A bibliographic sharing mechanism should be established to include Chinese-language publications from Hong Kong, Macao, Taiwan, and overseas Chinese communities. Library vendors' definition of "unavailable" typically refers to publisher unavailability (exclusive distribution, out-of-stock, out-of-print, etc.). With access to the complete "Chinese Bibliography," libraries can develop quality acquisition lists for vendors and verify refusal-to-supply claims through direct communication with publishers, supplementing acquisitions through Xinhua groups or online bookstores when publishers are out of stock. Thus, the "Chinese Bibliography" is most critical for libraries.

### 3.3 Ensuring "Accuracy" of Bibliographic Data

To guarantee data quality, and with assistance from the Chinese Library Association and National Library, a group of libraries with strong classification capabilities should be selected as "Commissioned Chinese Book Classification Units" to provide paid services. Publishers should designate a quality responsible person for each book's bibliographic data, with the CIP data printing: "Subject terms and classification number responsible person: XX; other field quality responsible person: XXX" to establish accountability and incentive.

Reward and penalty policies should be implemented to hold publishers accountable for the authenticity and accuracy of data for each ISBN application. Upon receiving deposit copies, the National Library of Publications should compare physical books with platform data. Inconsistencies indicating post-ISBN changes to publication data—particularly in title, author, price, page count, or print run—should result in fines or reductions in future ISBN allocations for the publisher.

## Conclusion

Mass reading, library procurement, publisher marketing, and government regulation all urgently require a Chinese Offer Booklist. Constructing this platform benefits contemporary society and future generations. The State Administration of Press, Publication, Radio, Film and Television, which controls all ISBN issuance in mainland China, bears an undeniable historical responsibility and possesses unique advantages. Once established, the platform will fundamentally transform the publishing landscape, eliminating such problems as ISBN trading, counterfeit and shoddy publications, inflated pricing, and library vendors blocking prestigious publishers' titles. Libraries will achieve higher-quality procurement, and the dissemination of advanced culture will become more convenient and effective.

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