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Analysis of Post-Print in the Digital Transformation of Traditional Publishing Houses

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Abstract

Traditional publishing houses have been significantly impacted in the information age, as the conventional paper book format can no longer satisfy the public's demand for information access. Particularly with the widespread penetration of e-books, mobile phones, and other digital devices into people's daily lives, the demand for digital content has increased substantially, necessitating that publishing houses transform toward digitalization. Through digital transformation, traditional publishing houses can not only expand their audience reach but also enrich their content offerings and enhance their industry prominence. Consequently, against the backdrop of informatization, the digital development of traditional publishing houses has become an inevitable trend.

Full Text

Analysis of Digital Transformation and Development in Traditional Publishing Houses

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Abstract: In the information age, traditional publishing houses have been significantly impacted, as the conventional paper-based book format can no longer meet public demand for information access. With e-books and mobile devices permeating daily life, the demand for digital content has grown even stronger, making digital transformation imperative for publishers. By undergoing digital transformation, traditional publishers can not only expand their audience reach but also enrich their content offerings and enhance their industry visibility. Therefore, against the backdrop of informatization, digital development has become an inevitable trend for traditional publishing houses.

Keywords: Traditional publishing houses; Digitalization; Publishing transformation; Digital editing; Emerging technologies

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Industry development and transformation not only pose challenges to publishing houses but also create new opportunities. Publishing industry regulatory authorities have explicitly called for digital development in the sector, with emerging technologies serving as the driving force for transformation to advance structural adjustment and model shifts. In this context, a critical question emerges: how should traditional publishing houses confront these challenges, seize opportunities proactively, and achieve transformation through network technologies? Publishers must actively adapt to the information age, identify suitable development paths, and construct a new information-based publishing model.

1.1 Digitalization Provides Increasingly Rich Content for Traditional Publishing

In the era of big data, the public can be both consumers and providers of digital resources. As network technology continues to develop, big data's advantages in storage and transmission speed can further enrich publishing content and enhance industry diversity. Traditional publishing must achieve effective breakthroughs in content to attract broader audiences [1].

1.2 Digitalization Optimizes Publishing Procedures

Compared with traditional publishing, digital publishing procedures are more advanced, particularly in handling fragmented and implicit information. Using big data technology to disseminate publishing knowledge requires not only resource integration but also digital content reorganization. By refining fragmented information, publishers can ensure resource accuracy and enhance value.

1.3 Digitalization Offers Significant Convenience for Traditional Publishing

First, digital publishing content provides greater convenience in transmission and storage. Traditional paper-based publishing involves numerous physical pages that are cumbersome to carry. In the information age, all content can be stored and transmitted using hard drives, enabling easy portability.

Second, digital technology offers convenient reading channels for audiences. After digital transformation, the public can read publications through mobile terminals and other devices while also downloading content autonomously, better meeting reading demands.

Third, digitalization facilitates content extraction and utilization for audiences. Traditional publishing requires page-by-page searching and recording to access additional resources, resulting in relatively low efficiency. Digital methods enable content extraction through copying, scanning, and other forms, making information access far more convenient [2].

1.4 Digital Publishing Advances the Commercialization of Traditional Publishing

Fragmented reading and smart speakers have become popular products in the current consumer market, allowing audiences to access information through voice recognition and other intelligent technologies, thereby creating new information acquisition channels. Furthermore, digital publishing can significantly reduce editorial workload, improve proofreading quality, and optimize publishing workflows. Consequently, it can transform traditional publishing and has gained widespread recognition among publishers.

2.1 Digital Publishing Technology Becomes Increasingly Popular and Developed

Against the backdrop of media convergence, digital publishing models have undergone fundamental transformation, shifting from traditional editing, printing, and distribution to integration, consolidation, and dissemination. Using digital means for information structuring and related processing enables comprehensive integration of publishing unit content and coordinated cooperation among relevant departments, allowing for more targeted content processing. With network technology support and new media promotion, publishers can overcome previous limitations of paper-only dissemination and flexibly utilize computers and other terminals for information propagation [3].

2.2 Digital Dissemination Channels Become Increasingly Diversified

In an era of continuous network resource and information technology development, paper book publishing channels are increasingly narrow and lack cost advantages compared with e-books. Therefore, digital publishing content can achieve continuous optimization with information technology support, and dissemination channels have become more diverse.

For example, previously published essays could only be read in paper books, but digital methods enable audiences to read flexibly through various terminals such as mobile phones and computers, enriching content dissemination channels. Readers can utilize fragmented time for reading autonomously while gaining novel reading experiences.

2.3 Publishing Content Becomes Increasingly Digitalized

Traditional publishing houses can no longer meet public information acquisition demands, especially as computer terminals and other information devices become widely popularized. The demand for digital publishing content is greater, and publishing content urgently requires digital transformation. In an industry environment where emerging and traditional publishing integrate and develop, internal competition is fierce. The publishing format that aligns with the pace of technological development will become the future direction of the industry.

2.4 The Commercialization of Digital Publishing Gradually Strengthens

Fragmented reading has propelled the audiobook market into a common information acquisition format for audiences, increasing the application frequency of speech synthesis and other technologies. Publishers can use language tools to rapidly convert text into audio information resources, opening new information dissemination paths. Additionally, higher efficiency in editing, proofreading, and distribution enhances commercial value, earning greater recognition from publishers.

3.1 Building an Appropriate Strategic Cooperation Framework

Under the collaborative development background of publishing houses and content technology institutions, publishers must form new cooperation models to support new business and completion models. Publishers should combine their development directions and characteristics to establish cooperative relationships and strategic agreements with internet enterprises that possess significant industry influence, cutting-edge technologies, and intersections with the publishing industry. Such agreements can provide new services and marketing formats for the digital transformation of traditional publishing, creating novel industry models with network resource participation [4].

Internet enterprises must also demonstrate proactive cooperation initiative. First, the publishing industry serves as an important platform for enterprises to achieve industry applications, with platforms like Baidu Wenku establishing closer cooperative relationships with publishing. Second, enterprises themselves lack advantages in direct topic selection and planning resources, but cooperation with publishers can significantly reduce time and experience costs. Finally, network information dissemination has direct connections with knowledge dissemination, offering higher integration efficiency. However, during specific cooperation periods, it is essential to recognize publishers' deficiencies in technology and capital. Therefore, the urgent problem lies in determining measures to protect publishing resources while maintaining smooth cooperation with enterprises. Even if a scientific framework agreement cannot be constructed in the short term, specific projects such as building technology platforms or cooperating on specific products can be launched to achieve advancement.

Through cooperation, both parties can form more stable, mutually trusting relationships, making subsequent strategic cooperation easier to establish.

3.2 Capturing the Product Characteristics of Knowledge Services

Digital transformation in publishing enhances service capabilities from a new technological level, gaining competitive advantages in technology and content within industry competition. Through detailed analysis, knowledge service products must possess the following characteristics to occupy an active position in the increasingly competitive publishing industry [5].

3.2.1 Multi-Dimensional Dissemination From the perspective of information dissemination breadth, paper book print quantities have upper limits, restricting the number of purchasers. With information technology participation, knowledge dissemination scope gradually expands without temporal or spatial constraints. More high-quality resources can be processed through different technologies and pushed to broader audiences. Consequently, audiences can engage in fragmented learning through various information channels such as computers and public accounts, while publishers can provide corresponding knowledge products based on different audience needs, significantly improving knowledge dissemination speed and scope.

3.2.2 Customized Dissemination Customized dissemination refers to providing products in different forms and depths based on user needs, reflecting the core competitive advantage of knowledge services. Paper books can disseminate information to the public but cannot offer personalized services to meet individual reader needs. In the digital era, a single book can be configured with multiple reading solutions such as courseware, resource databases, and background documents, allowing readers to choose different product types according to their needs. This approach increases knowledge dissemination precision and comprehensively optimizes knowledge service quality.

3.2.3 Paper-Digital Integrated Dissemination Paper books will not completely disappear in the information age but require focused integration and development. Previous viewpoints suggested that digital books would accelerate the demise of paper books, but practice has shown this prediction has not materialized. The main reason is that paper books offer a superior reading experience, facilitating deep and systematic reading more effectively than e-books. Therefore, digital dissemination cannot completely replace traditional reading formats but can only enrich them through multi-dimensional and customized approaches. Digital transformation does not mean abandoning paper books entirely but rather integrating them under certain conditions to achieve higher-quality information dissemination effects [6]. Analysis of these service product characteristics reveals that the core of knowledge dissemination remains unchanged, with changes occurring only in form and medium. Traditional paper-based knowledge content must remain the core element after transformation, as

content has always been and will continue to be the immutable core of publishing in the digital age.

3.3 Clarifying Social Division of Labor and Rationally Setting Internal Institutions

The digital publishing architecture comprises technology, platforms, and operations. The technology component primarily addresses platform construction, system integration, operation and maintenance, management, and resource production. The content component involves classifying and organizing high-quality knowledge, digitizing it, and ultimately producing knowledge products. Platforms mainly release and apply knowledge products, while operations focus on marketing promotion and maintenance. This classification demonstrates that future digital publishing will result from the comprehensive effect of division of labor and integration among multiple institutions—relying solely on publishers themselves would make completing all publishing tasks difficult.

Successful future digital publishing implementation depends on coordinated cooperation among these components. From a workflow perspective, the sequence of technology, content, platform, and operations is more rational. In this relationship, content producers serve as the core of digital publishing industry development, providing higher-quality product types. Publishing house editors must not only understand publishing knowledge but also possess solid professional expertise, master high-quality publishing resources, and occupy the core position in publishing. Therefore, during digital transformation, publishers must continuously leverage their traditional functional advantages, maintain core positions in the digital age, actively construct upstream-downstream organizational relationships, coordinate resources rationally, and distribute benefits.

Publishers must continuously optimize organizational structures and management mechanisms according to digital transformation needs. Product innovation requires support from organizational structures and human resources. Therefore, emphasis should be placed on optimizing organizational structures, constructing new processes and supporting institutions that meet digital publishing requirements, refining human resource structures, and increasing the proportion of digital editors within editorial departments. Additionally, scientific systems must be established to encourage editors to participate extensively in digital content planning and production. Particular attention should be paid to avoiding the establishment of overly large and comprehensive production departments. In traditional publishing, editorial and distribution departments held important positions, allowing all production processes to be completed within the publishing house. However, the digital age emphasizes the importance of division of labor, and except for content, other components are not advantageous business types for publishers. Some argue that these components should be incorporated into the internal structure of publishing houses to enhance initiative and avoid future development constraints. However, practical operational results show that building technology teams tends toward software company opera-

tional forms, which differ significantly from publishing house business models and involve higher management and maintenance costs. In the initial stages of digital transformation, this creates an imbalance between revenue and investment. Consequently, under certain results-oriented management standards, subsequent resource investment after transformation is directly affected, significantly reducing transformation efficiency. To address these issues scientifically, methods such as technology shareholding and establishing new joint ventures can be used to achieve effective transitions for different development stages, seeking balance between actual needs and independent production [7].

3.4 Market Promotion Strategies for Publisher Digital Products

In the digital publishing era, to stimulate reader purchase desire, increase sales, and promote economic benefits, publishers must comprehensively utilize various promotional methods to boost sales volume, which has become an important business strategy for publishing enterprises. Publishing companies must scientifically integrate and comprehensively apply advertising, public relations, and promotional activities to increase sales, expand market share, and achieve higher social and economic benefits, thereby highlighting digital publishing advantages.

3.4.1 Advertising Promotion Advertising promotion is ubiquitous in contemporary life. Interaction forms with customers include lectures and reader salons. Although “flash sale” activities may not generate higher profits, they can become influential and compelling promotional tools when costs are controllable, increasing attention to publishing enterprise websites and products. Celebrity effects can be leveraged for lectures introducing book backgrounds, expanding promotional scope. Fan-based promotion enhances friend participation, cultivating book audiences more precisely, improving book reputation, and gaining greater market attention [8].

3.4.2 Sales Promotion Sales promotion refers to short-term promotional methods used by publishing enterprises to encourage users to purchase more products within a short timeframe, thereby substantially increasing sales. Common forms include discounts, gift giveaways, and VIP memberships. Successful campaigns such as “Double Eleven” utilize this promotion model. Publishing enterprises can employ novel methods like group buying and provide services such as trial reading to break through traditional model limitations and achieve higher market share. WeChat Reading currently represents this promotion model.

3.4.3 Public Relations Public relations involves transmitting enterprise-related information to the public through third parties to optimize corporate image. Publishing enterprises can actively promote their image and publications through exhibitions, competitions, and other events. Additionally, they can leverage their expertise to organize various conferences, provide professional

training for industry teachers, and conduct publicity through diverse media resources to enhance customer loyalty [9].

3.4.4 Website Promotion This promotion method employs network platforms for marketing, specifically through search engine registration and precision marketing. Search engine registration involves promoting product information on influential engines like Baidu to attract user attention, expand promotional scope, increase influence, and ultimately boost sales. Link building involves publishing enterprises applying for links from complementary business sites, allowing users to enter product promotion pages through clicks, extending online browsing time, maintaining closer communication with customers, and winning trust and loyalty. Precision marketing analyzes user behavior to accumulate substantial data for platforms, accurately grasping individual user needs to recommend better-matched book information, achieving precise information push and providing personalized services, thereby increasing sales and gaining greater user recognition.

Through this analysis, to enhance the efficiency of traditional publishing house transformation, targeted and improved transformation plans should be formulated in conjunction with digital methods to promote digital development and lay foundations for transformation. It is hoped that this analysis can further improve publishers' practical capabilities.

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Note: Figure translations are in progress. See original paper for figures.

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