Analysis of Innovation Models and Prospects for Post-Prints in the Digital Publishing Industry

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Abstract

Digital publishing emphasizes digitalized forms of publishing, reading, and consumption. Through internet-mediated communication, it establishes online dissemination methods, reforms traditional printing and publishing models, and forms a complete resource service system. The comprehensive development of 5G technology also provides technical support for the digital publishing industry. However, the current efforts in innovation, management, service construction, and system maintenance of most service platforms are inadequate, failing to meet the innovative characteristics of digital publishing and potentially affecting information interaction efficiency. It is therefore essential to conduct industrial innovation from multiple perspectives. This article focuses on analyzing the innovation requirements and future prospects of the digital publishing industry.

Full Text

Preamble

Analysis of Digital Publishing Industry Innovation Models and Prospects

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Abstract: Digital publishing emphasizes digitalized forms of publication, reading, and consumption. It creates online dissemination methods through internet-mediated communication, reforms traditional printing and publishing formats, and establishes a complete resource service system. The comprehensive development of 5G technology has also provided technical support for the digital publishing industry. However, most current service platforms exhibit inadequacies in innovation, management, service construction, and system maintenance, failing to meet the innovative characteristics of digital publishing and potentially

affecting information interaction efficiency. Therefore, multi-dimensional industrial innovation is imperative. This article focuses on analyzing the innovation requirements and future prospects of the digital publishing industry.

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1.3 Capturing Readers' Attention

The effective establishment of digital publishing industries can gradually capture the attention of broader audience groups by analyzing user data and considering corresponding operational and promotional strategies. Content and service innovation should be developed based on the consumption demands of different user segments for publications. Service portals built upon big data can integrate massive information resources for users and configure reliable operational mechanisms based on existing information resources, thereby enhancing audience acceptance of publications.

1. Characteristics of the Digital Publishing Industry

Digital publishing represents an integrated industrial form encompassing advertising, publishing, sales, and resource sharing. It can merge commercial technology content, economic construction requirements, and publishing control formats to create reliable information transmission methods by combining information, knowledge, creative materials, and market characteristics stored in big data [1]. The digital publishing process involves management, production, economic circulation, and consumption forms all manifested in "digital" formats. It employs diversified information symbols to integrate information elements, knowledge elements, and cultural elements, presenting pure information content through distinctive display methods via internet carriers. During this process, information systems can obtain designated editorial information through IE browsers, wireless communications, and related service controls, then digitize the involved production and management materials using digital control formats. Alternatively, designated information can be uploaded to literature databases using scanners, such as the official websites of paper newspapers and CNKI databases. Uploading text and image materials to websites and displaying them through digital publishing formats helps highlight three-dimensional information dissemination forms.

1.2 Creative Value of Core Materials

The digital publishing process requires integrating specific creative content and consolidating distinctive creative wisdom based on information and knowledge publication requirements. It should then reorganize the gathered information resources according to creative requirements. This approach not only transforms the control and creation requirements of traditional digital publishing but also revolutionizes the transformation direction of materials by integrating extensive resources. For instance, it requires creators, producers, and information acquirers to master this characteristic resource acquisition method. A digital publishing model based on IT services can change the supply and service requirements of traditional paper printing, classify literature according to the needs of different platforms, and establish specialized service formats in conjunction with IT technology service providers to construct a diversified business service framework. Therefore, innovating the industrial landscape of digital publishing, improving service product audiences, and providing necessary promotion can make people more willing to accept products such as electronic magazines, electronic newspapers, and online maps. Configuring control solutions that meet application requirements can highlight the characteristics of copy materials, database materials, and publication materials [2]. Additionally, publishers can utilize artificial intelligence (AI) technology to tag image and text content, thereby enhancing the industry' s innovative value according to project-driven requirements.

2.1 Industry Revenue

Although the digital publishing industry has a relatively short development history, it generates substantial revenue from esports and online publishing, particularly from online games. From a macro perspective, Riot Games' League of Legends (Season 5) serves as a strong representative case, having gained widespread public recognition and generating relatively high project profits. However, beyond gaming and mobile online publishing, traditional newspapers and electronic newspapers faced difficulties in 2015. Moreover, practitioners in these publishing sectors had relatively low overall income, making it difficult to conduct necessary promotion in a short timeframe and naturally failing to gain public recognition. Consequently, the comprehensive development potential for electronic journals and magazines is considered broad [3].

2.2 User Groups

In 2015, the main traffic distribution of China' s digital publishing industry focused on online music (QQ Music, Kugou Music) and internet gaming, with strong growth trends among entertainment-focused users. Simultaneously, user numbers on Renren and Weibo gradually increased, though corresponding user usage weights experienced some decline due to duplicate registrations by some users or incomplete public acceptance of online-centric digital publishing formats.

2.3 Industry Operations

Electronic books represent the main force in digital publishing. Platforms such as Duxiu Resources, Chaoxing Digital, and Guoyan Data have extensively 收录 well-known electronic books, with Chaoxing Digital experiencing particularly rapid development in recent years and demonstrating advantages in online resource processing. Enterprise development is directly related to the growth of the digital industry. The most representative cases include the continuous output of works by authors like Tangjia Sanshao and Tiancan Toudou, with related internet original management platforms and mechanisms gradually improving, providing a theoretical foundation for industrial development. In digital industry innovation management, technicians should innovate according to product service requirements, market demands, and industrial integration needs, creating an innovative control system for service systems to promptly meet user demands for digital publishing. This requires establishing core technology layers, product promotion channels, service management systems, and control terminals to promote healthy industrial development. Therefore, in innovative services, terminal service organizations should establish emerging technology service groups to provide momentum for industrial development. For instance, services for papers and magazine products should revolve around the inclusion requirements of three major service websites—CNKI, Wanfang, and VIP—conducting searches at designated locations and combining the industrial models of knowledge elements and information interaction modes constructed by each website. In service innovation, websites can jointly establish high-quality subservice platforms, such as academic misconduct detection websites and Baidu Scholar, configuring reliable value-added services, management services, and personalized service projects [5].

3.1 Principles for Constructing Digital Publishing Industry Innovation Models

In digital publishing industry innovation, the specific manifestation forms of the industry should be scientifically planned. Based on the operational and development requirements of traditional publishing industries, targeted management models should be integrated to provide continuous and effective technological innovation, promoting the transformation and progress of traditional publishing industries through digital formats. Additionally, internet-based publishing models founded on digitalization should be transformed and innovated to integrate information resources from traditional publishing industries and implement necessary reforms, thereby highlighting the application advantages of digital technology. Therefore, in construction, staff should explore publishing methods such as original online literature, online educational publications, online maps, electronic music, comics and animation, and original MOBA games to make the main service platform more intelligent. Under the influence of 5G technology, reading formats such as audio reading, radio dramas, and electronic books have also undergone changes, enabling people to find published works by

well-known authors on both PC and App terminals. This necessitates comprehensive tracking and optimization of digital publishing marketing services. For example, constructing an industrial chain model centered on supply, technology development, marketing, product promotion, and operations can enable the industrial service system to have broader application value [4]. In the integration and configuration of multi-element products, staff should utilize big data to collect basic user needs, conduct vertical summarization and innovation of industrial dynamics according to product market requirements, and enable published products to integrate technological elements, cultural current affairs, and communication information. In multi-industry integration and innovation, staff can reorganize industrial information using a service interaction format that integrates services, management, and application, thereby creating a synergistic service innovation form.

3.2 Innovation Elements of the Digital Industry

In digital industry innovation management, technicians should innovate according to product service requirements, market demands, and industrial integration needs, creating an innovative control system for service systems to promptly meet user demands for digital publishing. This requires establishing core technology layers, product promotion channels, service management systems, and control terminals to promote healthy industrial development. Therefore, in innovative services, terminal service organizations should establish emerging technology service groups to provide momentum for industrial development. For example, services for papers and magazine products should revolve around the inclusion requirements of three major service websites—CNKI, Wanfang, and VIP—conducting searches at designated locations and combining the industrial models of knowledge elements and information interaction modes constructed by each website. In service innovation, websites can jointly establish high-quality subservice platforms, such as academic misconduct detection websites and Baidu Scholar, configuring reliable value-added services, management services, and personalized service projects [5].

3.3 Configuring a Content-Union-Based Innovative Service System

Implementing reliable information and content management mechanisms in traditional publishing service institutions can innovate the involved services. By establishing scientific control systems according to different project service and supply requirements, traditional publishing service institutions can transform their functions into "suppliers." In content optimization, the existing organizational structure should be innovated to guide necessary adjustments to enterprise operational service requirements, ensuring financial support for content management, operation, and innovation processes. Additionally, digital publishing service practitioners should learn online text layout and editing methods, such as using Founder typesetting software for digital journal layout and inno-

vating according to different articles' layout and content requirements [6]. In project innovation, suppliers should understand the organizational and control requirements of innovative services, conducting reform and innovation according to articles' service, technology, and organizational innovation needs to highlight the promotional value of digital publishing services. Furthermore, in the construction of emerging cultural industries, staff should improve digital publishing upgrade services, actively create a scientific social atmosphere, and require management departments to conduct necessary innovation and coordination to provide reliable guidance for system innovation.

3.4 Knowledge Value-Added Service-Led Model

In knowledge value-added service-led innovation, an IT-based representative approach should be established to integrate advantageous information resource services, provide necessary digital and service innovation, and create a differentiated service control format. Therefore, in content resource integration, practitioners should understand the connotation of knowledge value-added services, recognize the differential service data required by different groups, and provide integrated innovation control to achieve product and technological innovation [7]. From the perspective of current social development, staff should clarify the "Internet +" concept, understand various policy contents, input indicators, and service weights of technological investment, while integrating internet characteristics to develop scientific and technological investment, enabling reliable service data to be obtained on the basis of "cloud services." By incorporating reform ideas into service innovation and combining relevant management regulations and service requirements, public attention can be enhanced with big data support [8].

3.5 Content Product-Led Innovation

Innovating the content on mobile terminal devices and highlighting the advantages of terminal technology products requires secondary optimization of the involved data encoding to improve data service quality. Therefore, in product content-led optimization, server data storage capacity should be expanded, and innovation should be conducted according to different systems' control and application requirements to create an integrated service format combining broadcast dramas, online literature, and audiobooks, strengthening the application management of original electronic book development systems and configuring online-centric original electronic book content. Therefore, in terminal content optimization, service products centered on e-readers should be developed, such as iReader Plus, JDRead, Ximalaya FM, and Lazy Person' s Audiobook, configuring internal-to-external product items to build a healthy market service environment. By continuously improving App-based reading software and integrating characteristic reading product formats, the attractiveness of digital publishing products can be gradually enhanced. For example, in optimizing mobile App product service terminals, diversified database systems can be con-

figured to collect e-readers related to technology, lifestyle, education, parenting, esports, and current affairs, thereby strengthening product competitiveness [9].

4.2 Digital Resource Sharing Services

From the perspective of digital publishing and product operations, demonstrating multi-platform service advantages and integrating 5G technology and virtual reality technology-based digital publishing formats can build reliable "express services" with support from E-readers, video, and image services, thereby highlighting the operational quality of service platforms. Therefore, to demonstrate the advantages of various databases, service systems, and content platforms, representative service items should be configured to create a data-integrated publishing platform. These platforms can use big data for keyword screening and information retrieval, integrating and identifying resource categories, resource data, and market forms preferred by each user based on the involved publishing platforms. After conducting necessary and reliable resource coordination using such data, the service value of published content can be demonstrated. For example, Tencent Animation has currently created a software format centered on comics and videos, so new technology control requirements can be used to provide necessary transformation support for involved publishing information, enhancing the publishing service value centered on "Internet +" [10].

5G information technology features fast information transmission speeds and data interaction characteristics, necessitating attention to protecting the copyright information of original resources, including publication rights and usage rights. Necessary creation, protection, and copyright optimization services should be provided, while integrating information resources in reliable control coordination and providing necessary sharing integration to eliminate the impact of work copyright leakage. Additionally, since copyright protection is extremely important, management personnel should integrate information resources and provide necessary sharing integration to eliminate the impact of work copyright leakage [12]. In product communication optimization, technicians should emphasize service and control of economic income, establishing operational mechanisms based on related advertising, network information content, and literature dissemination requirements to protect work service copyrights. When users upload literature materials, big data should be used to search for similar fragments, and warnings should be issued immediately if certain thresholds are exceeded. During the query process, digital service systems should be used for resource sharing, and necessary review systems should be combined to increase product income. Once authors resolve copyright concerns, the profits of both authors and publishers naturally increase.

Conclusion

In summary, in the innovative development of the digital publishing industry, management personnel should improve basic operational platforms and establish

reliable service content and projects according to platform control and construction requirements. Using the "Internet +" format for technological innovation can highlight the advantages of technology integration and management control. Additionally, staff should determine innovative management forms, selecting reasonable and reliable publishing formats and digital control formats to improve industrial economic benefits.

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