

Post-Print Manifestations of Mobile Internet's Impact on Digital Publishing Development

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Abstract

Against the backdrop of continuous mobile internet development, the “Internet Plus” initiative has provided new perspectives for advancing the digital publishing industry. Compared with traditional publishing, digital publishing better aligns with modern cognitive habits in both content and conceptual frameworks. Therefore, the publishing industry should proactively leverage mobile internet to construct new digital publishing business forms, approaching this transformation from multiple dimensions—including philosophy, talent, technology, and institutional frameworks—to drive innovation and transformation. This article examines the construction of new digital publishing business forms through mobile internet, identifies existing challenges within the current publishing industry, explores corresponding development strategies, and thereby elucidates the profound impact of mobile internet on digital publishing development.

Full Text

The Impact of Mobile Internet on Digital Publishing Development

Abstract: Against the backdrop of continuous mobile internet development, the “Internet Plus” initiative offers new perspectives for the digital publishing industry's evolution. Compared to traditional publishing, digital publishing aligns more closely with modern audiences' cognitive habits in both content and concept. Consequently, the publishing industry should proactively embrace mobile internet to construct new digital publishing formats, driving innovation and transformation from multiple dimensions including philosophy, talent, technology, and institutional frameworks. This article examines how mobile internet facilitates the construction of new digital publishing formats, investigates relevant development strategies by analyzing current challenges in the publishing sector, and thereby demonstrates the profound impact of mobile internet on digital publishing development.

Keywords: mobile internet; digital publishing; problems; relevant strategies

1. The Construction of New Digital Publishing Formats by Mobile Internet

Digital publishing is not merely a simple addition of digital technology to traditional publishing, but rather a comprehensive digital transformation from publishing philosophy to operational models. In the mobile internet era, digital publishing has emerged as a new business format with increasingly evident development trends. Specifically, compared to traditional publishing, the new digital publishing format manifests in three key aspects:

First, **media convergence**. The proliferation of mobile smart devices has made media integration more convenient, freeing users from computer limitations and enabling them to access digital publishing services anytime and anywhere. For instance, users can listen to music via streaming apps, read e-books through reading platforms, and watch TV series or movies on video platforms. The convergence of different publishing forms on a single media platform maximally satisfies diverse user service demands.

Second, **model innovation**. Supported by mobile internet, operators can utilize media platforms to create collaborative spaces for editors and authors to jointly compile and manage publishing content. This ensures communication among all elements in the publishing chain, not only reducing costs and improving operational efficiency but also guaranteeing publication quality. Additionally, the **fan effect** enables digital operators to leverage big data analytics to understand fan preferences and develop publishing plans and marketing strategies accordingly, converting fan engagement into consumer behavior and thereby enhancing digital publishing's economic benefits.

According to industry data, China's digital publishing industry generated total revenue of 572.085 billion yuan in 2016, representing a 29.9% increase from 2015. Internet journals, e-books, digital newspapers, blogs, online music, web animation, mobile publishing, online education, and internet advertising constitute the main revenue streams. This demonstrates that digital publishing holds clear advantages in both scale and variety, with mobile internet technology being more fully utilized in constructing these new business formats.

2. Challenges Facing Digital Publishing Development in the Mobile Internet Era

In the mobile internet era, traditional publishing is gradually declining while digital publishing flourishes—a trend clearly reflected in shifting reading preferences, as more readers choose electronic books, significantly impacting physical

book publishing and brick-and-mortar bookstores. However, despite its vigorous growth, digital publishing faces several prominent challenges:

First, **a mature digital publishing philosophy has yet to form.** Currently, China's digital publishing development follows two primary models: one involves spin-offs from traditional publishing houses that lack in-depth analysis of digital publishing and suffer from formalistic content design, negatively affecting user experience; the other comprises digital publishing platforms established by new capital investments, which, while leveraging digital operational models, excessively cater to users, compromising their developmental autonomy and even falling into operational difficulties due to market orientation.

Second, **there is a scarcity of high-quality digital publishing talent.** The mobile internet era demands compound talents for digital publishing, and the industry faces an expanding talent gap. From the perspective of current industry needs, professionals must possess not only solid editorial skills but also sensitivity to digital operations, courage to innovate business models, and proficiency in utilizing new media. The lack of high-quality talent has become a "bottleneck" constraining digital publishing development.

Third, **copyright protection industry standards remain in the exploratory stage.** Digital publishing implies information sharing, but the boundaries of information sharing are closely related to copyright protection. Currently, many digital publishing platforms lack copyright protection awareness and respect for authors and rights holders, even exploiting legal loopholes. This has deteriorated China's copyright protection environment and affected the creative enthusiasm of original authors.

3. Strategies for Digital Publishing Development in the Mobile Internet Era

To achieve healthy and sustainable development, China's digital publishing industry should create a favorable environment for new business format construction from the perspectives of industry philosophy, talent cultivation, and institutional development.

3.1 Establishing Digital Publishing Thinking

Digital publishing thinking in the mobile internet era encompasses four dimensions:

User thinking: As previously analyzed regarding the "fan effect," publishers should analyze user characteristics represented by fans. Rather than simple catering, they should achieve thought leadership from an innovation perspective, providing targeted publishing content for users with different characteristics to ensure alignment between digital publishing and user needs.

Product thinking: Regardless of traditional or digital publishing, product quality remains the core of industry competitiveness. For digital publishing development, publishers should thoroughly analyze the current information explosion environment, treat quality as the key metric for publishing, innovate content design according to user needs to meet the requirements of the “image-reading era,” and enhance user participation and experience in product design through online-offline interaction.

Platform thinking: Publishers should emphasize media convergence, achieve compatibility of different publishing forms on mobile smart devices, build knowledge resource database systems, and utilize intelligent service platforms to ensure interaction between publishing content and users.

Holistic thinking: Digital publishers should conduct holistic planning for all stages of a publication’s lifecycle. For instance, throughout a book’s publication process—from topic selection to market entry—decisions should be data-driven to avoid blindness in publishing processes, ensuring that books can gain first-mover advantage and marketing traction upon launch to attract user attention and achieve expected publishing outcomes.

3.2 Cultivating High-Quality Digital Publishing Talent

The mobile internet era demands even stronger compound professionals for digital publishing, requiring comprehensive talent cultivation from editing to marketing to provide innovation momentum. This necessitates coordination across multiple dimensions:

First, the publishing industry should strengthen the cultivation of existing talent by clarifying the competency framework for digital publishing professionals in the mobile internet era. Through collaboration with digital publishing platforms and information technology enterprises, the industry can promote the development of employees’ digital innovation thinking and enhance their ability to utilize new media.

Second, universities should adjust their curricula according to the realities of digital publishing development. By cooperating with digital publishing enterprises, they can provide favorable environments for enhancing students’ professional competencies.

Third, publishing professionals should focus on self-development, actively engage in digital publishing, promptly address their professional shortcomings, and improve their adaptability to the digital publishing environment.

3.3 Promoting the Improvement of Supporting Management Systems

To address the current “chaotic” copyright protection issues in digital publishing and combat online piracy—ensuring that original works receive due respect and compensation—relevant authorities should employ macro-regulatory measures to formulate supporting management systems. This would promote the

standardization, institutionalization, and legalization of digital publishing. Specific measures include establishing strict digital copyright protection systems, strengthening supervision of the cultural market, and imposing severe penalties on enterprises and individuals infringing upon copyright. Additionally, introducing industry standards for digital publishing would allow the market to gain new development space within a regulated environment.

In conclusion, as an emerging industry built upon internet technology development, digital publishing undoubtedly possesses vast development space and optimistic prospects. Particularly in the mobile internet era, the proliferation of smart devices has intensified public demand for digital publishing. Therefore, against the “Internet Plus” backdrop, the publishing industry should proactively abandon traditional utilitarian publishing tendencies, adopt a long-term perspective, and prioritize content as the core guarantee of digital publishing quality. By providing superior publications in this information explosion era, the industry can enrich people’s online lives, which not only demonstrates digital publishing’s service function but also provides broader space for its healthy development in the mobile internet era.

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