

Analysis of Digital Publishing Development Models Based on Mass Reading (Post-print)

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Abstract

Against the backdrop of digital technology development, the digital publishing industry has witnessed rapid proliferation. An examination of China's digital publishing industry development in recent years reveals that it has maintained robust growth momentum, establishing itself as a significant direction for the publishing industry's evolution. Notably, certain deficiencies persist in China's digital publishing development, impeding the industry's healthy and stable growth, let alone satisfying public reading demands, thereby necessitating effective improvement strategies. This study will provide a brief overview of the primary models of China's digital publishing development, analyze existing problems from a public reading perspective, and propose clear recommendations for future development.

Full Text

Analysis of Digital Publishing Development Models from the Perspective of Mass Reading

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Abstract

Against the backdrop of digital technology development, the digital publishing industry has mushroomed rapidly. An examination of China's digital publishing industry in recent years reveals sustained vigorous growth momentum, es-

establishing it as a crucial direction for the publishing sector. Notably, certain deficiencies persist in China's digital publishing development, affecting the industry's healthy and stable growth, let alone meeting mass reading demands, necessitating effective improvement strategies. This study briefly introduces the main forms of digital publishing development models in China, analyzes existing problems in digital publishing development from a mass reading perspective, and clarifies development recommendations.

Introduction

As a focal point of attention in China's current publishing industry, digital publishing previously remained largely at the "observation" stage, whereas now most enterprises are rushing in to secure a position in the fiercely competitive publishing market. However, due to China's late start in digital publishing development, it still lags behind many developed countries. How to further advance the development of the digital publishing industry has become a primary issue for China's publishing sector. Therefore, this study's examination of digital publishing development models from a mass reading perspective holds significant importance.

1.1 Traditional Digital Publishing Model

The traditional digital publishing model emphasizes the introduction of digital technology in content creation, processing, and editing, eliminating the need for paper printing. Common manifestations of this model include: First, leveraging platform service providers and telecom operators to launch digital reading products. Examples such as "Mobile Newspaper" and "G3 Book City" represent this platform-leveraging approach. Alternatively, network publishing, electronic publishing, and audio-visual publishing can be integrated through digital technology to form a full-media digital publishing model that meets mass reading demands. Second, construction of push platforms. The "Dajia Mobile Publishing Platform" exemplifies this approach, integrating digital publishing content and enabling a complete series of production, management, and distribution processes. Third, mobile reading application models. This model emphasizes providing publications through mobile apps, allowing the public to access reading materials via search [1].

1.2 New Media Digital Publishing Model

Although traditional publishing enterprises continuously introduce digital technology, they still tend toward conventional publishing. New media digital publishing focuses entirely on digital publishing operations, covering content processing, publication, and distribution. A detailed analysis of new media digital publishing development models reveals three forms: First, reader technology. With the development and application of various smart devices, each establishes its own content platform, providing magazines, newspapers, and books to

users through mobile reading terminals. Second, digital publishing technology providers. Founder Apabi Technology Limited Company, for instance, offers digital publishing systems encompassing multiple technical aspects, providing relevant technical solutions for professional databases, digital museums, digital newspapers, and e-books, meeting the digital publishing technology needs of libraries, telecom operators, and publishing houses. Third, online literature publishing. This model has developed rapidly, with well-known original literature websites such as Hongxiu.com and Qidian.com. Popular film and television dramas like *To Youth*, *Love on a Summer Night*, and *Empresses in the Palace* were all adapted from works on these original literature websites before reaching mass audiences.

1.3 Mobile Publishing Model

Mobile publishing can be defined as the processing and production of text, video, audio, and images into digital products released on mobile reading terminals such as tablets and smartphones to satisfy user reading and downloading needs. Currently, China's mobile publishing development is dominated by mobile reading application developers and telecom operator enterprises, achieving satisfactory results [2].

2. Misconceptions in Digital Publishing Development Models from a Mass Reading Perspective

2.1 Industry Chain Expansion Misconception

In recent years, China's digital publishing industry has achieved considerable success, with various development models continuously breaking through based on mass reading demands. However, numerous misconceptions exist. Regarding industry chain expansion, China's digital publishing development exhibits blind expansion and copycat models with unsatisfactory results. For example, many Chinese internet companies emulated Amazon's Kindle launch but failed to gain public recognition. This situation arises because Kindle's success was built on Amazon's years of user accumulation and channel development, which domestic internet enterprises lack. Consequently, they demonstrate deficiencies in both industry chain integration approaches and profit models.

2.2 Digital Publishing Industry Cognition Misconception

From the overall perspective of China's digital publishing industry development, some original literature websites tend to attract the public through low-profit, high-volume strategies while being reluctant to provide premium book resources to distributors at low prices. Over time, the digital publications accessible to the public contain less quality content, gradually diminishing user appeal. This environment creates a vicious cycle for digital publishing development: content providers' excellent resources remain unmarketized, platform operators

lack sufficient resources for platform support, and mass reading demands go unmet.

2.3 Terminal Device Cognition Misconception

The cognition misconception regarding terminal devices primarily involves confusing terminal device characteristics with digital publishing features. For instance, in reading or browsing, subjective evaluations are limited to whether mobile terminals facilitate convenient browsing and downloading, potentially neglecting the cultural and professional aspects of books. This parallels the case of music CDs and newspapers: however advantageous a CD may be, music merely uses it as a carrier without being attached to it. Similarly, news is presented through paper, whose value remains solely as a carrier—what people need is the actual news or music. Therefore, from a mass reading perspective, the focus should be on reading content rather than being confined to reading terminals [3].

3. Development Recommendations from a Mass Reading Perspective

3.1 Industry Chain Integration

The failure to integrate the industry chain represents a major problem in China's current digital publishing development. For example, digital publishing content platform construction and terminal reader development are disconnected, with both terminal manufacturers and content providers “operating independently” while neglecting cooperation with other service providers, making industry chain construction or accurate positioning within the entire chain impossible. To address this issue, industry chain integration is required to maximize cooperation between platform operators and content providers, with service providers offering technical support. This approach effectively controls the “internal consumption” of resources among parties, enables content providers to continuously break through in developing and updating content resources, allows platform resources to strive for technical support and public recognition, and strengthens service providers technologically [4].

3.2 Improvement of Digital Publishing Copyright Laws and Related Systems

Digital publishing development requires corresponding legal safeguards, such as the Regulations on the Protection of the Right of Communication through Information Networks and the Regulations on Publishing Administration, which must be continuously improved to standardize the digital publishing market. Simultaneously, accelerating publishing system reform should be considered, such as constructing digital publishing bases and integrating resources to steer the entire industry toward intensive operations and clustered development models.

Additionally, attention should be paid to establishing a standardized management system, primarily reflected in metadata, e-book formats, content classification, and basic publishing terminology. Such a standardized management system enhances the normative nature of digital publishing.

3.3 Cultivation of Interdisciplinary Talent

Digital publishing development demands interdisciplinary talent for support, primarily manifested in professionals with digital editing and publishing expertise, digital product R&D personnel, and relevant operations management talent. Digital publishing enterprises should conduct training programs to strengthen digital publishing professional knowledge, forming an integrated publishing structure that combines editorial, technical, operations management, and marketing professional teams, thereby accelerating digital publishing enterprise development [5].

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