

Waka

E-BOOK MARKET REPORT

QUARTER IV/2018 - I/2019

DEVELOPMENT
OF THE **E-BOOK**
SELF PUBLISHING

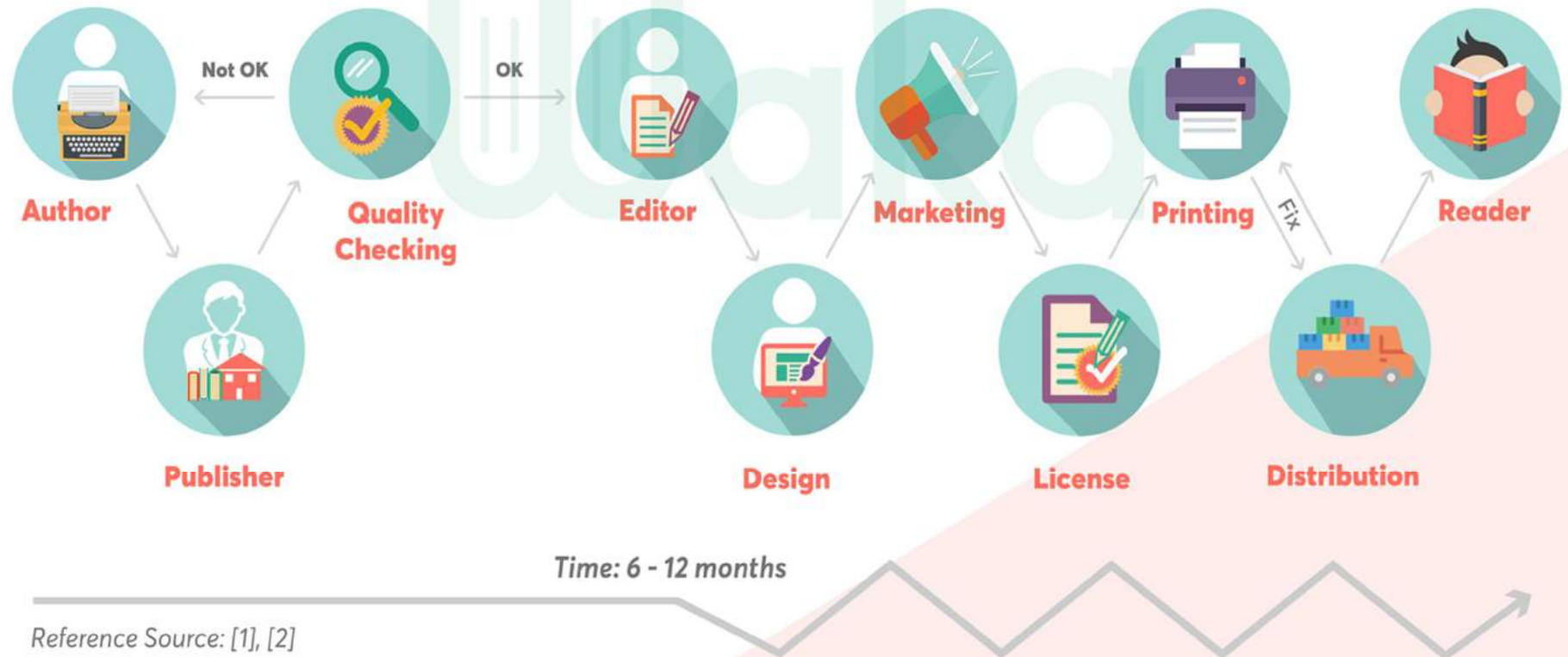


CONTENT

- 1. The Worldwide E-self-publishing model**
- 2. E-self-publishing in China**
- 3. E-self-publishing in Vietnam**
- 4. Recommendations to develop the market of
E-self-publishing in Vietnam**

OVERVIEW OF THE E-SELF-PUBLISHING MODEL

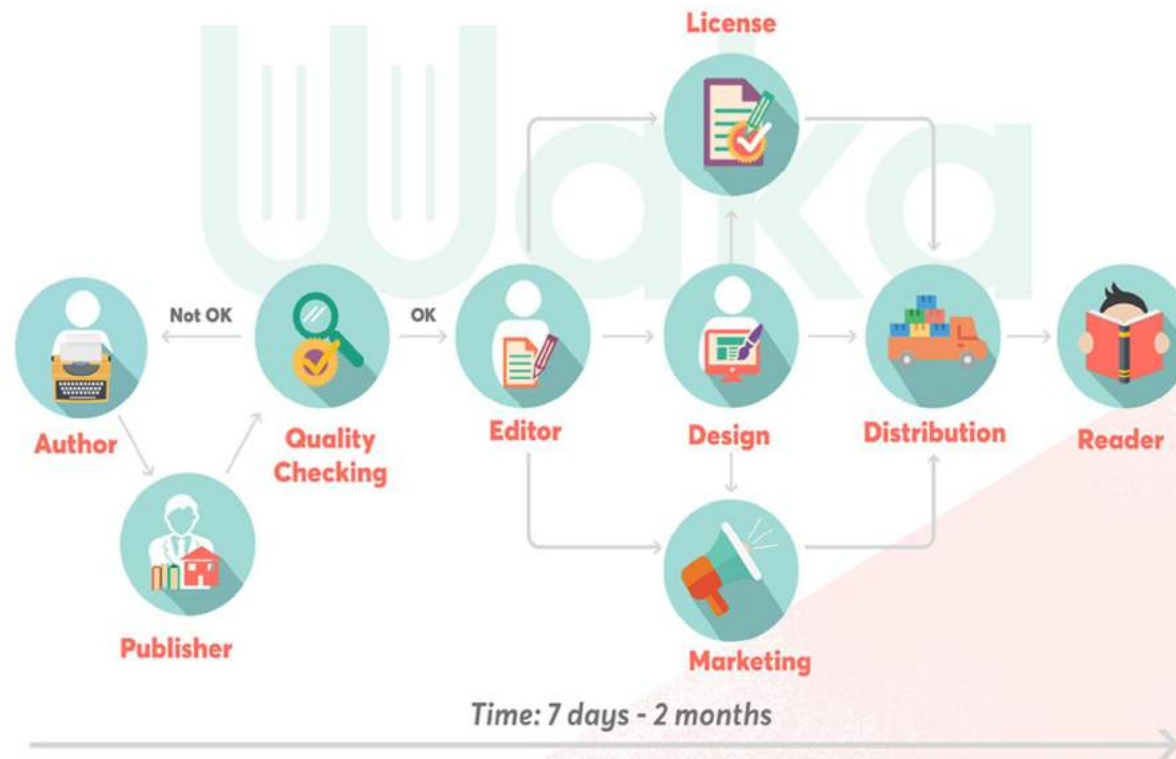
TRADITIONAL PUBLISHING MODEL



OVERVIEW OF THE E-SELF-PUBLISHING MODEL

E-SELF-PUBLISHING MODEL

The time for books to reach readers of the self-publishing electronic model is **52 times** faster than the traditional publishing model



Reference Source: [1], [2]

OVERVIEW OF THE E-SELF-PUBLISHING MODEL

Traditional publishing model



In the traditional publishing model, the author receives 10 - 15% of revenue, while this figure is 50 - 70% in the e-self-publishing model.

E-self-publishing model

With the e-self-publishing model, cost for owning a book is low due to most of costs such as printing, releasing has been cut by the e-book distribution system.

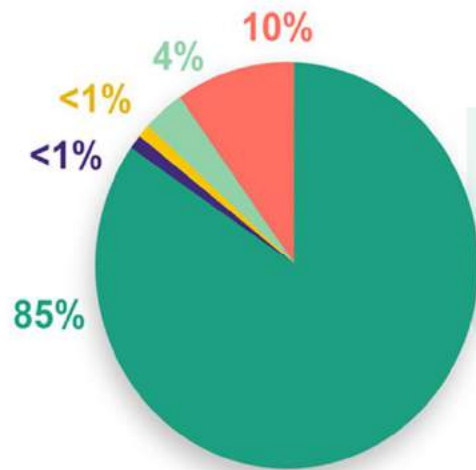


Reference Source: [1], [2]

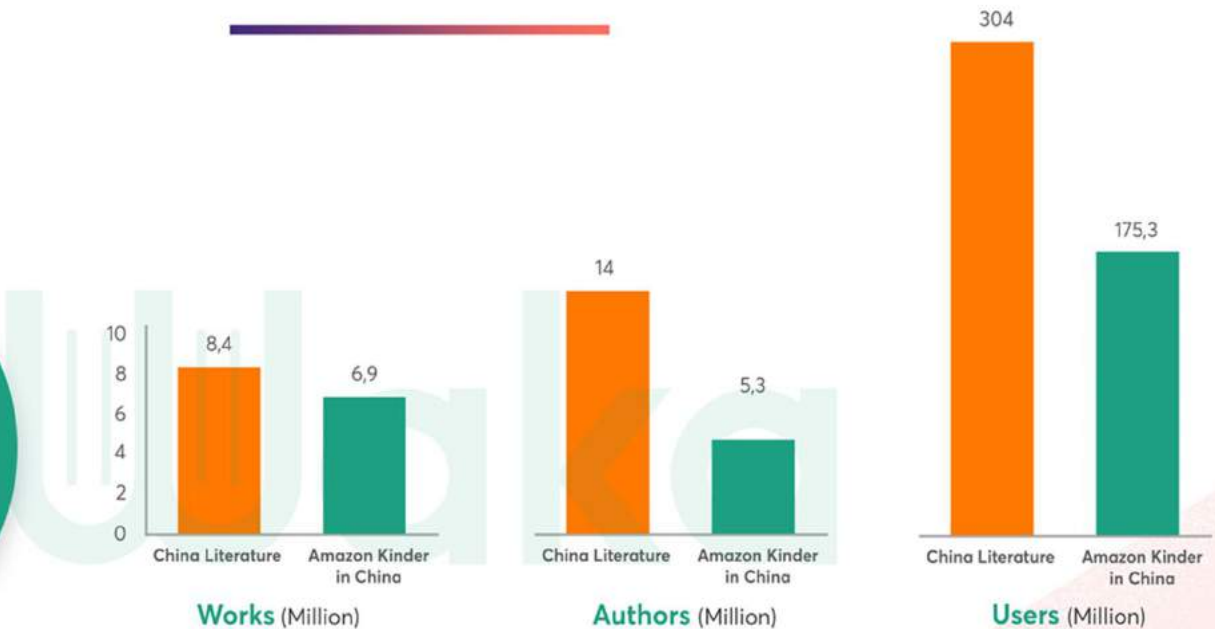
DEVELOPMENT
OF THE **E-BOOK**
SELF PUBLISHING

THE WORLDWIDE E-SELF-PUBLISHING MODEL

THE WORLD'S SELF-PUBLISHED E-BOOK PLATFORMS



- Amazon - 85%
- Apple Books - 10%
- Barnes & Noble - 4%
- Kobo - 1%
- others - 1%



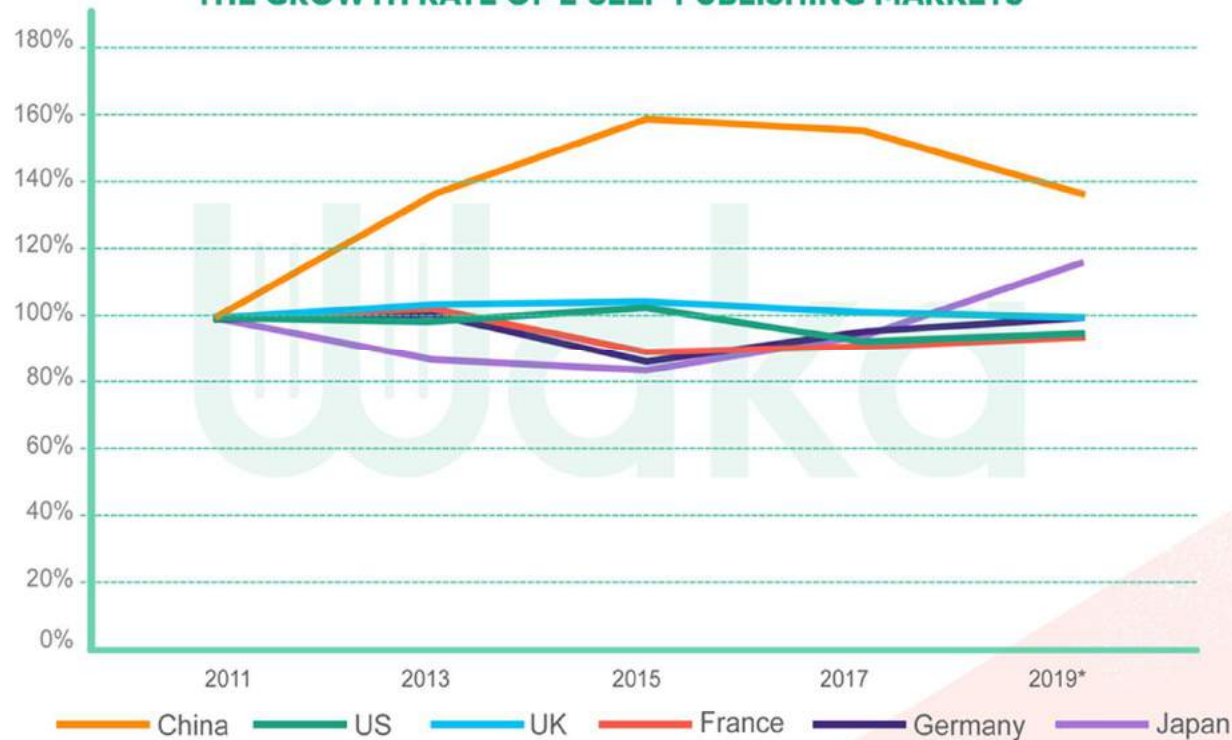
- Amazon is the largest self-publishing platform, far ahead of other competitors such as Apple, Barnes & Noble ... in the field of e- self-publishing [3].

- China - the world's most populous market has surpassed the US to become the world's largest e-commerce market since 2013. Shanda Literature - now is China Literature - is the largest e-self-publishing platform in China [4].

Reference Source: [3], [4]

THE DEVELOPMENT OF E-SELF -PUBLISHING MODELS BY COUNTRIES

THE GROWTH RATE OF E-SELF-PUBLISHING MARKETS

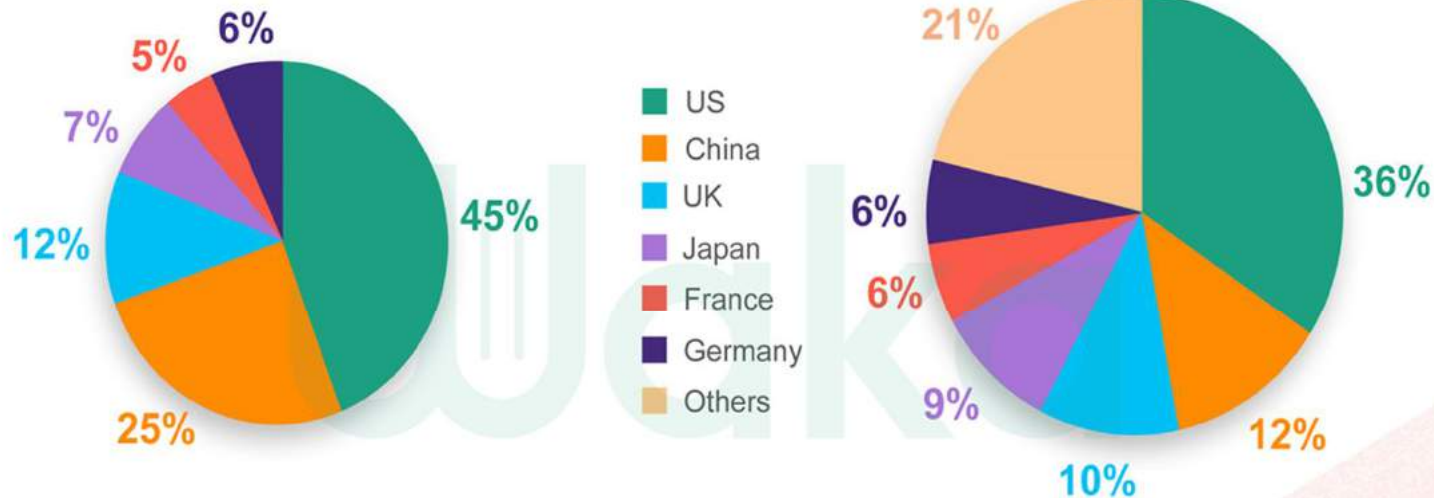


In the period of 2010 - 2018, while self-publishing markets in Europe and America entered a stable growth period after a long time of implementation, the potential of self-publishing market in Asia is always maintain fast and strong growth

Reference Source: [5]

REVENUE OF E-BOOK SELF-PUBLISHED BY COUNTRIES

THE GROWTH RATE OF E-SELF-PUBLISHING MARKETS



E-book Revenue (2015) (USD billion)

US	2994,6	Japan	499,1
China	1696,94	France	299,46
UK	399,28	Germany	798,56

E-book Revenue (2018) (USD billion)

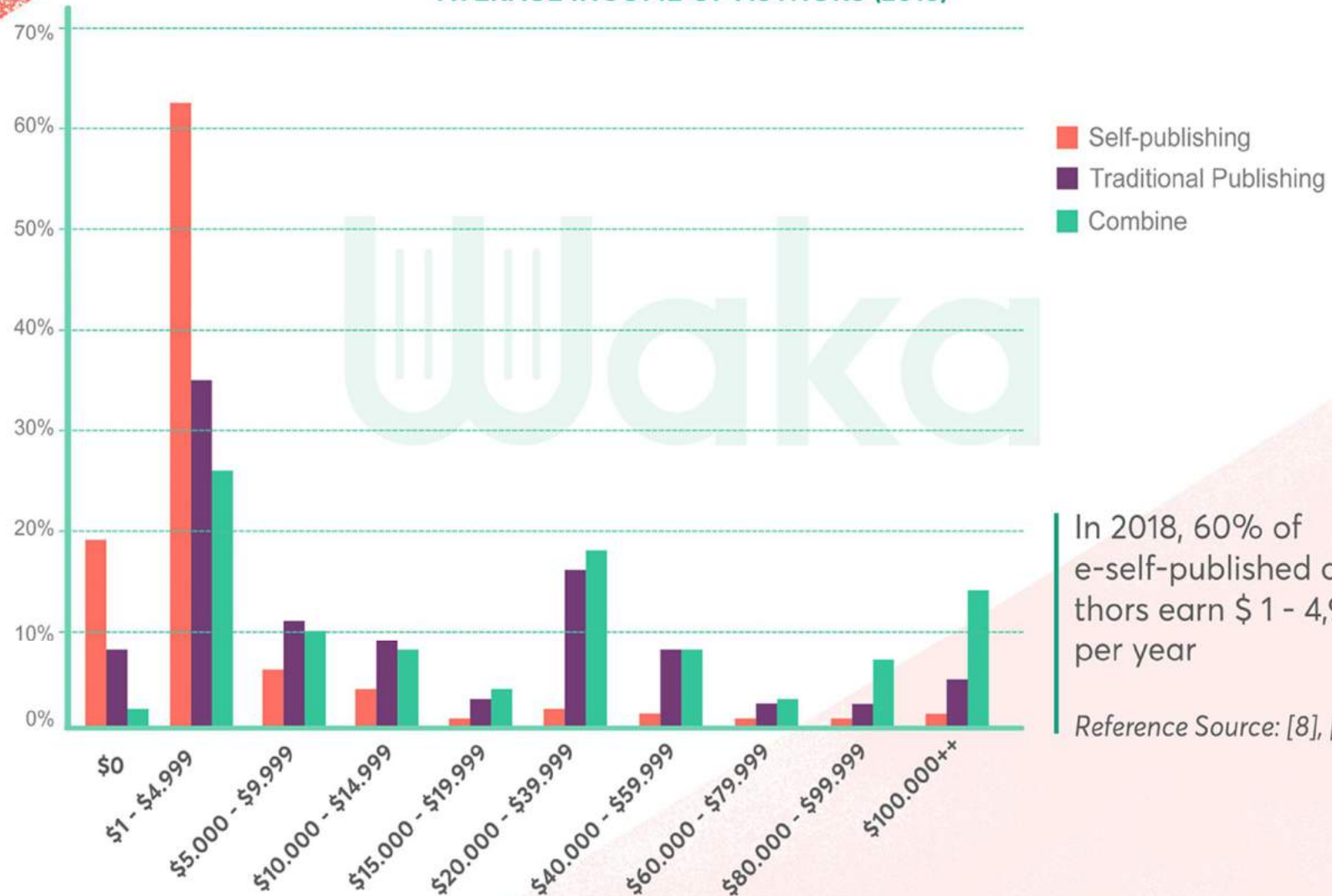
US	4787	Japan	1183
China	1650	France	832
UK	1258	Germany	789

- TOP 6 largest e-self-publishing markets of the world include: US, China, UK, Japan, France and Germany
- It is forecasted that by 2019, US self-publishing revenue will be up to 5,487 USD billion, accounting for 40% of the world e-self-publishing revenue.

Reference Source: [6], [7]

INCOME OF E-SELF-PUBLISHING AUTHORS

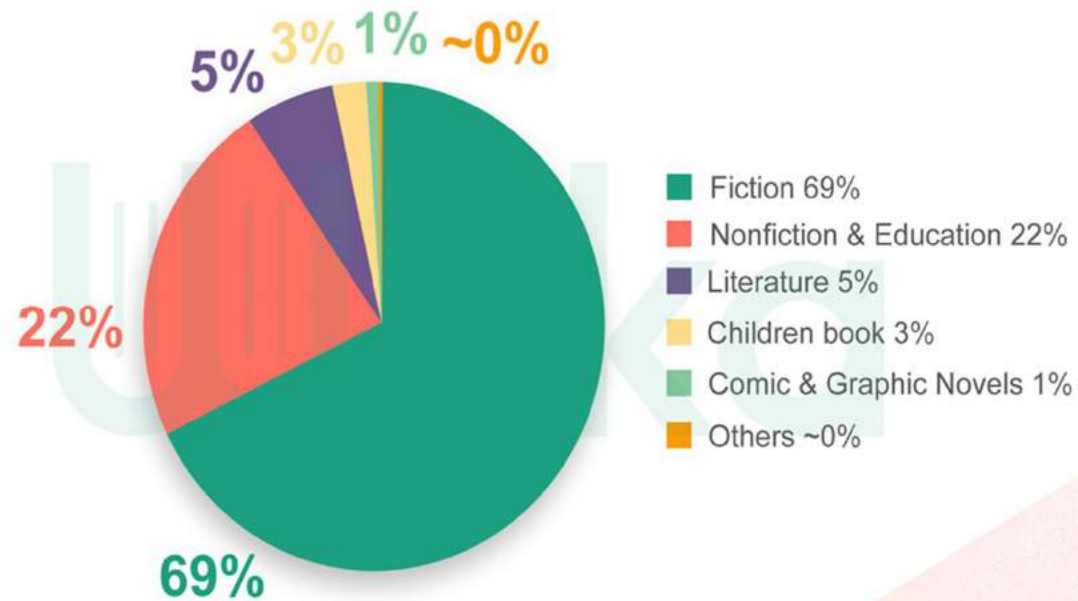
AVERAGE INCOME OF AUTHORS (2018)



In 2018, 60% of e-self-published authors earn \$ 1 - 4,999 per year

Reference Source: [8], [9]

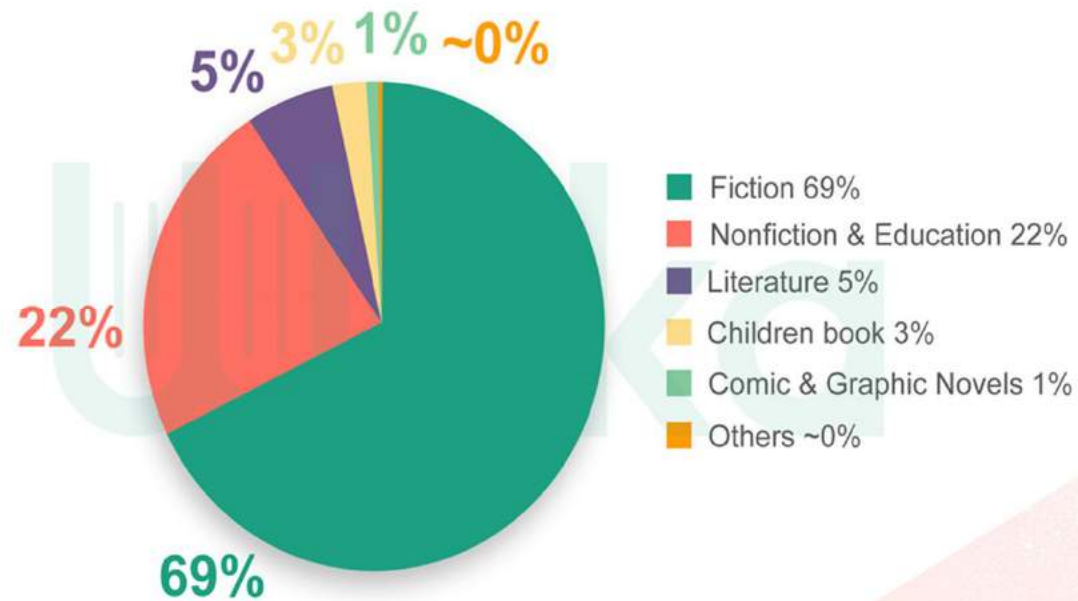
CATEGORY OF E-SELF-PUBLISHING



Fiction is the most popular genre in the market of e-publishing when accounting for more than 69% of e-self-published content.

Reference Source: [6]

CATEGORY OF E-SELF-PUBLISHING



Fiction is the most popular genre in the market of e-publishing when accounting for more than 69% of e-self-published content.

Reference Source: [6]

DEVELOPMENT
OF THE **E-BOOK**
SELF PUBLISHING

E-SELF-PUBLISHING IN CHINA

READING HABIT IN CHINA



Population
1.419.601.940 people



Use internet
820.000.000 people



Use mobile internet
98%



Use e-book
84%

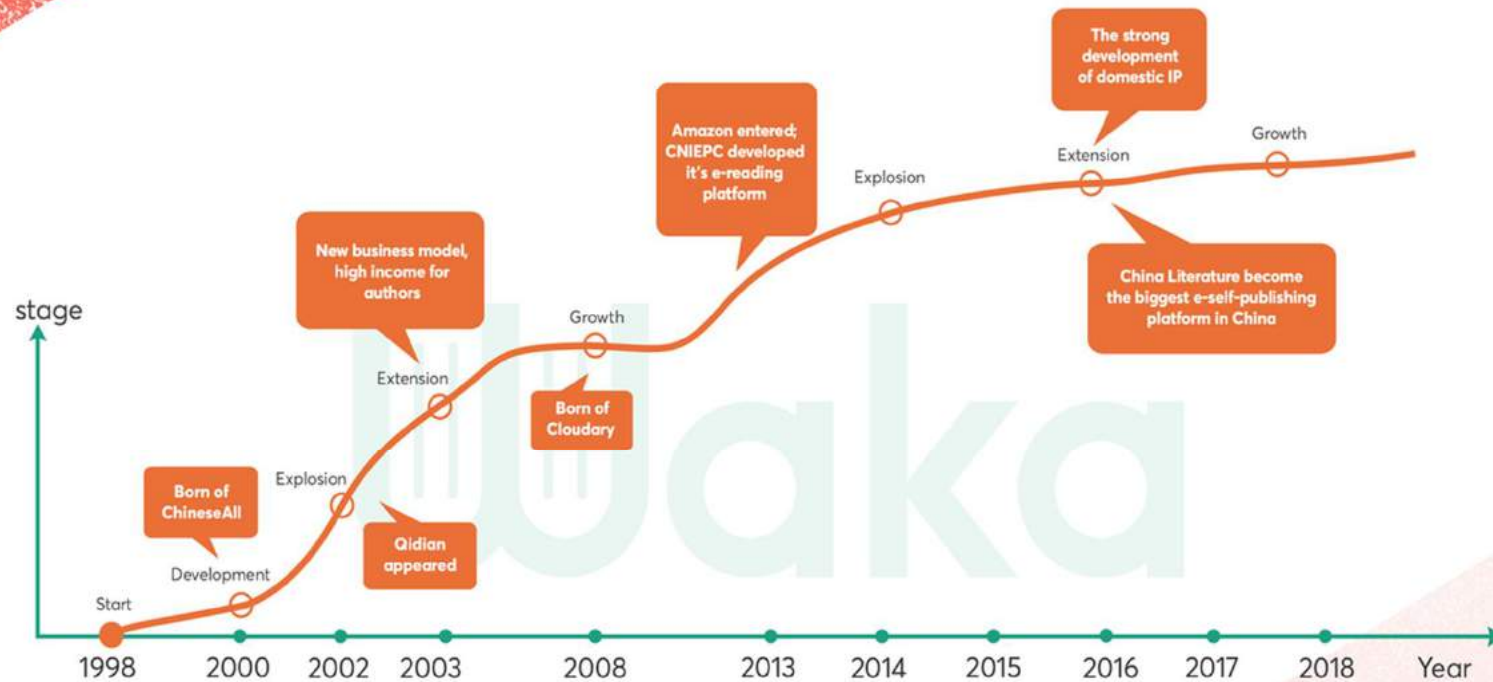


> 80%

- China is the world's largest market with more than 1.4 billion people, including 820 million internet users
- Mobile internet users reached 98%, of which 84% regularly read e-books
- Chinese readers like reading regularly (more than 80% of the population reads over 30p / day)

Reference Source: [4], [7], [12]

HISTORY OF E-SELF-PUBLISHING IN CHINA



- E-self-publishing in China began in the 2000s with the creation of domestic literary writers
- The e-self-publishing market in China only really exploded since 2013:
 - + June 2013: Amazon entered the Chinese market
 - + July 2013: Cloudary (Shanda) transferred priority from developing international self-publishing market to domestic market
 - + August 2013: CNIIEPC (China Publishing Group) launched its own e-reading platform, allowing international authors to enter the Chinese market.

Reference Source: [5], [14]

THE DEVELOPMENT OF E-SELF-PUBLISHING IN CHINA

Contents of e-self-publishing in China are very diverse:

- E-book
- Comic online
- Online education
- E-Newspaper
- Blog
- Music
- Journal



E-book



Comic online



Online education



E-Newspaper



Blog



Music



Journal

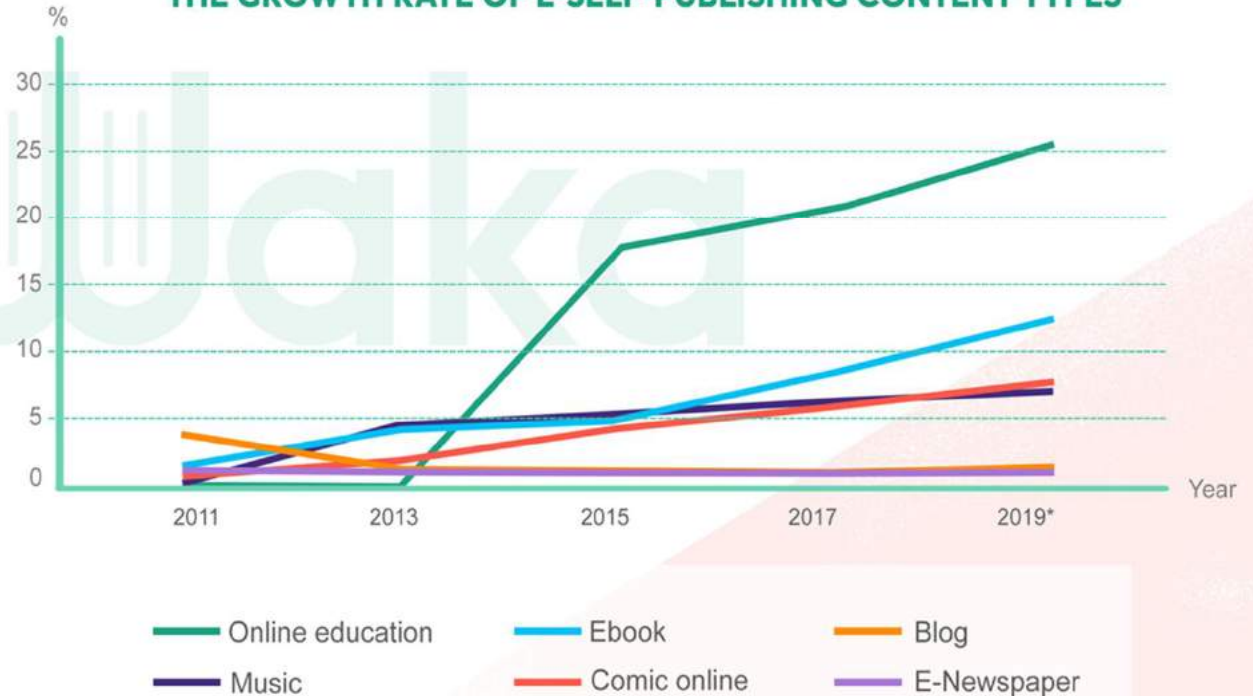
Reference Source: [14]

THE DEVELOPMENT OF E-SELF-PUBLISHING IN CHINA

- E-books and online comics always keep the growth speed fast and continuous, the market for electronic self-publishing in Vietnam has the same trend.
- The content of online education is an electronic self-published content that has appeared since 2015 but has a very fast growth rate

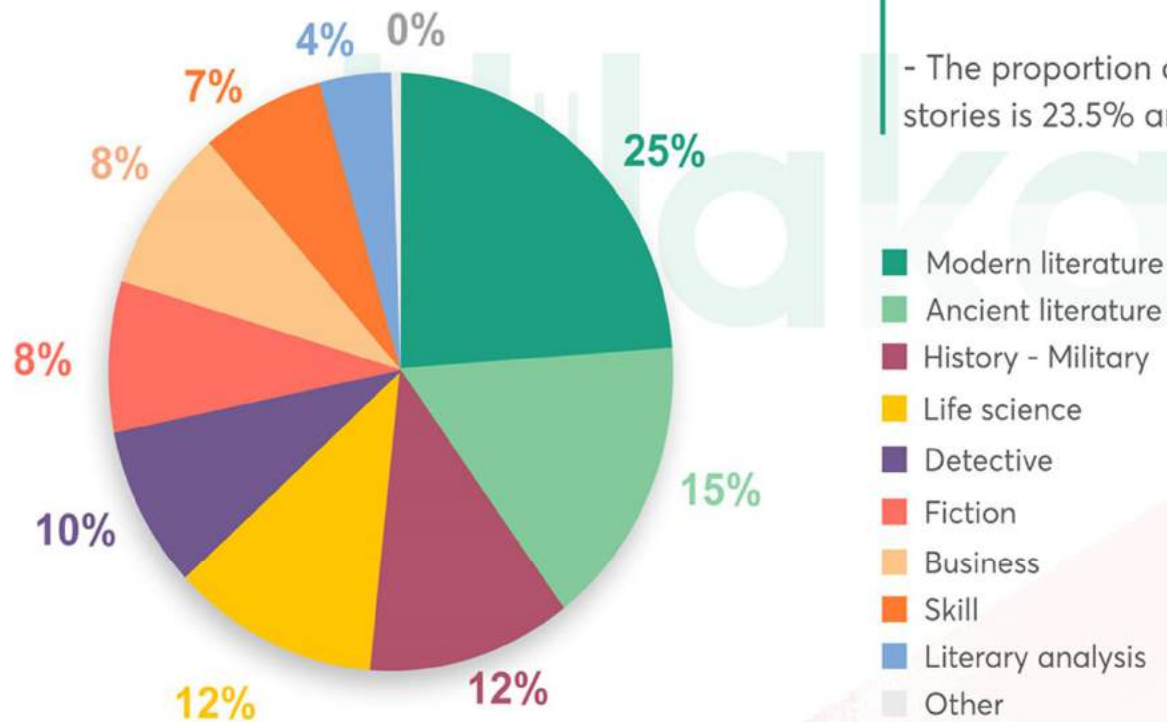
Reference Source: [14]

THE GROWTH RATE OF E-SELF-PUBLISHING CONTENT TYPES



CATEGORY OF E-SELF-PUBLISHING IN CHINA

CATEGORY OF CHINESE E-SELF-PUBLISHING (2018)



- Literature is the most popular e-self-publishing content in China at 57.5%.

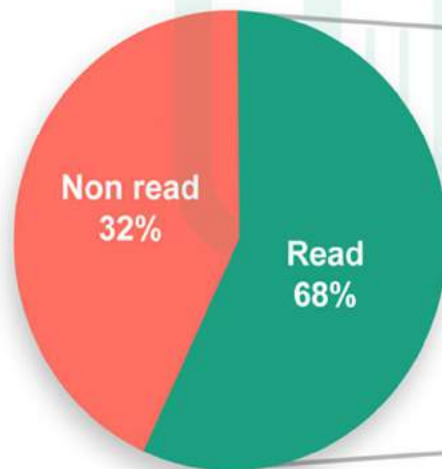
- The proportion of modern and ancient stories is 23.5% and 17.2%.

- Modern literature
- Ancient literature
- History - Military
- Life science
- Detective
- Fiction
- Business
- Skill
- Literary analysis
- Other

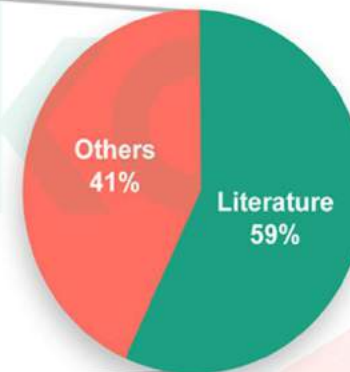
Reference Source: [14]

E-SELF-PUBLISHING READING HABIT IN CHINA

RATE OF SELF-PUBLISHING E-READERS
IN CHINA (2018)



RATE OF PEOPLE READING E-SELF-PUBLISHING
CONTENT IN CHINA (2018)



Similar to the content structure, the percentage of users reading Literature accounts for 59% of users reading e-self-publishing content

Reference Source: [15], [16]

E-SELF-PUBLISHING PLATFORMS IN CHINA

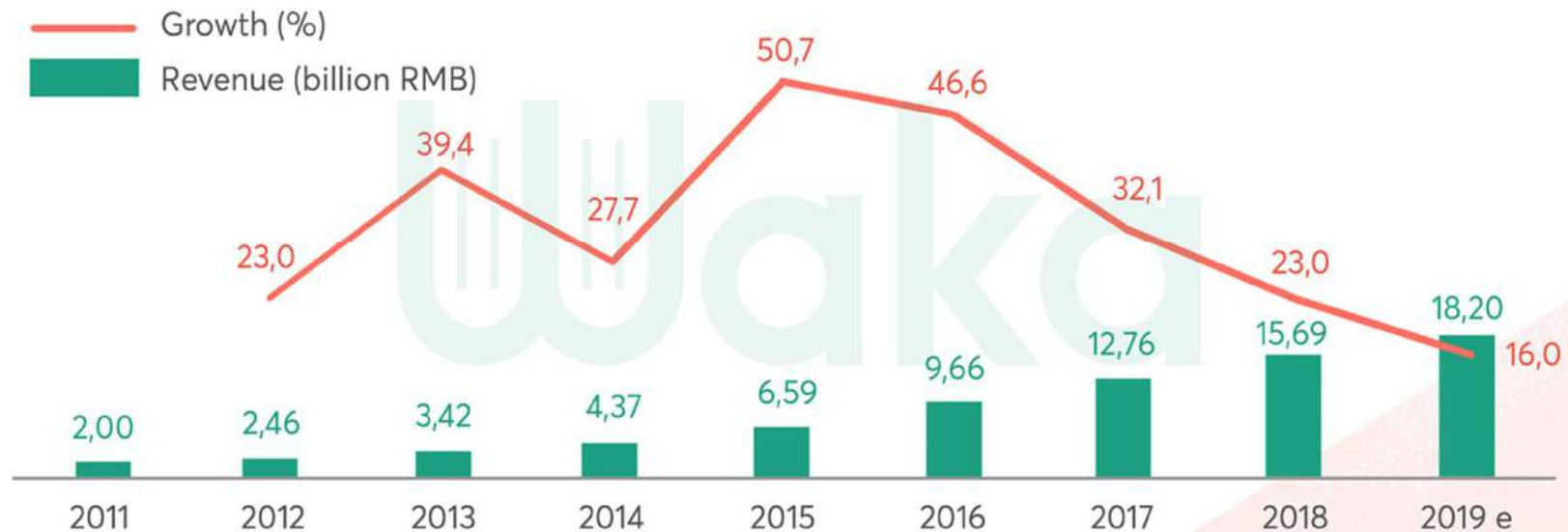
CHINA E-SELF-PUBLISHING MARKET SHARE



Reference Source: [17]

REVENUE OF E-SELF-PUBLISHING IN CHINA

REVENUE OF CHINA' LITERATURE CONTENT

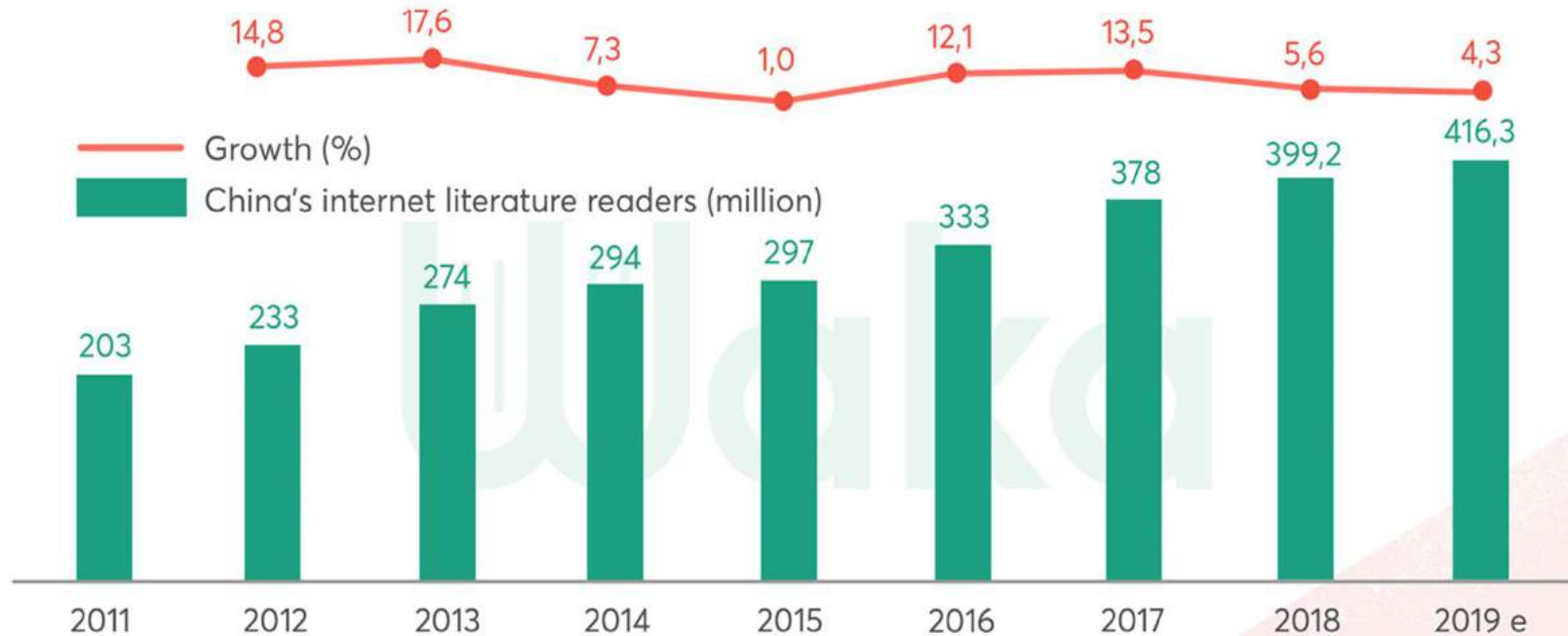


The market of e-self-publishing literature content of China has continuously grown over the years, especially in the period of 2015 - 2016 with the explosion of high-quality content IPs making customers willing to pay as well as China's content protection policies

Reference Source: [18]

THE DEVELOPMENT OF READERS READING E-SELF-PUBLISHING CONTENT IN CHINA

CHINA'S INTERNET LITERATURE READERS 2011 - 2019

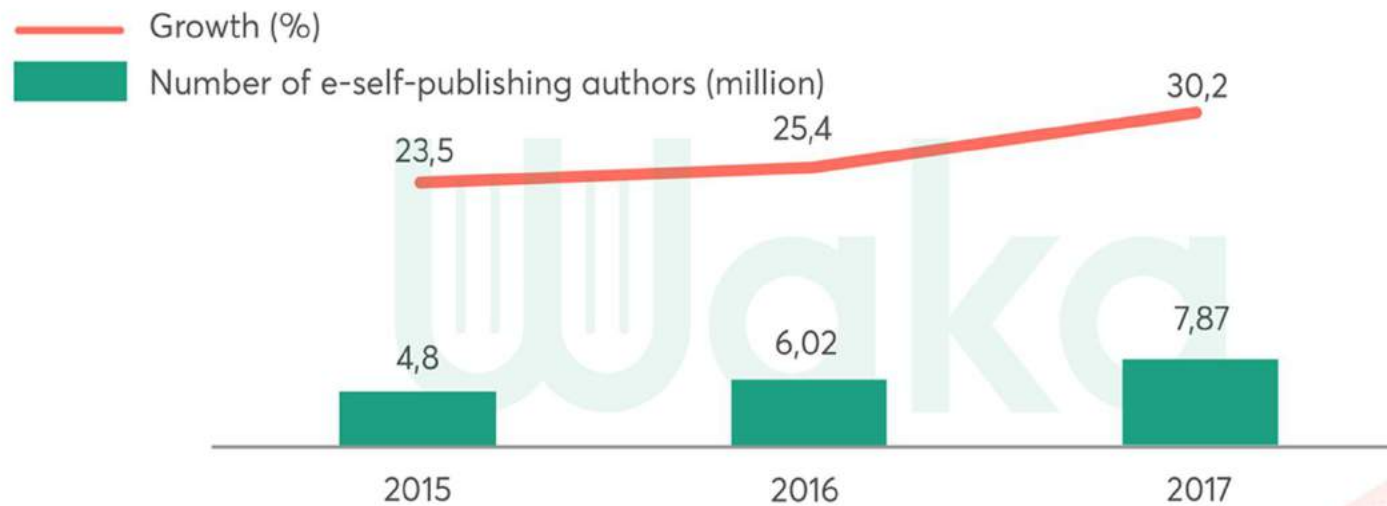


- The number of readers reading e-self-publishing literature rapidly grows over the years, along with the explosion of internet users, the number and duration of reading on mobile devices is increasing.
- The quantity of readers reading e-self-publishing literature content reached 380 million people in 2017 with the growth rate expected to slow down due to the decrease in new high-quality IP and China is entering an era of slow growth and gradual saturation

Reference Source: [18]

NUMBER OF AUTHORS IN CHINA

NUMBER OF E-SELF-PUBLISHING AUTHORS IN CHINA (2015 - 2017)



The number of Chinese authors entering e-self-publishing market has rapidly increased over the years. In 2017, China Literature has 6.9 million authors (accounting for 88% of Chinese authors) with over 10.1 million works on this platform. In particular, Qidian is the TOP 1 e-publishing platform for male and Yunqi as the TOP 1 for female authors.

Reference Source: [18]

TOP 10 LITERATURE WEBSITES FOR AUTHOR IN CHINA

CHINA'S INTERNET LITERATURE WEBSITES IN TERMS OF NUMBER
OF WORKS UPGRADED BY VIP WRITERS IN 2017

1	Qidian.com	6	Tadu.com
2	Yunqi.qq.com Chuangshi.qq.com	7	Hongxiu.com
3	Qdmm.com	8	17k.com
4	Jiwx.net	9	Myhuayu.com
5	Zongheng.com	10	Xxsy.com

- Qidian.com is the Website which has the largest number of VIP authors in China
- 5 of 10 websites are owned by China Literature Group (Yuewen)

Reference Source: [18]

INCOME OF E-SELF-PUBLISHING AUTHORS IN CHINA

Name	Age	Income (RMB)	Income (USD)	The Most Famous Work
Tang Jia San Shao (唐家三少)	36	18.373.494	2.587.816	Douluo Dalu
Tian Can Tu Dou (Heavenly Silkworm Potato) / 天蚕土豆	28	9.036.145	1.272.696	Wu Dong Qian Kun
Wo Chi Xi Hong Shi (I Eat Tomatoes) / 我吃西红柿	30	7.530.120	1.060.580	Stellar Transformation
Yue Guan (Moon Gate) / 月关	45	7.228.916	1.018.157	Embroidered Guard Walking In The Night
Ku Lou Jing Ling (Skeleton Elf) / 骷髅精灵	36	6.927.711	975.733	Holy Hall
Tian Shi Ao Si Ka (Angel Oscar) / 天使奥斯卡	41	6.777.108	954.522	Magnificent Tang
Meng Ru Shen Ji (Ecstatic Dream Machine) / 梦入神机	33	4.066.265	572.713	Dragonmark
Chen Dong (辰东)	36	3.915.663	551.501	Perfect World
Liu Xia Hui (柳下挥)	29	3.765.060	530.290	Inverted Dragon Scale
Gao Lou Da Sha (Skyscraper) / 高楼大厦	37	3.162.651	445.443	Unparalleled Heavenly Lord

- In general, a famous Chinese author can earn 10,000RMB (1,500USD / month)
- The average age of China's top 100 most popular e-self-publishing authors is 37 - the youngest writer is only 26 years old

Reference Source: [18], [19]

AGE OF CHINESE AUTHORS BY POPULARITY

Age	Level	20 - 25	26 - 30	31 - 35	Còn lại
New	★	37.2%	23.0%	18.7%	21.0%
Emerging	★★★★	28.1%	31.2%	19.7%	21.1%
Famous	★★★★★	19.1%	35.0%	25.6%	20.3%

Emerging and Famous authors in China have an average age of 26-30 years

On average, a new author will take 3-5 years to become an emerging author and 5-7 years to become a famous author

Reference Source: [18]

DEVELOPMENT
OF THE **E-BOOK**
SELF PUBLISHING

POTENTIAL FOR E-SELF-PUBLISHING MARKET IN VIETNAM

GREAT POTENTIAL IN DEVELOPING E-SELF-PUBLISHING IN VIETNAM

Population



96.96 million
Urban **36%**

Mobile Subscription



143.3 million
Vs Population **148%**

Internet users



64.00 million

Using Internet Everyday



94%

- Vietnam is a potential market for eCommerce activities with huge population, the proportion of urban population accounts for 36% [20].
- The rate Internet users is high and expected to increase to 75% by 2023. This index increases by 7-8% / year, similar to the period 2010 - 2012 - before the boom period of e-self-publishing market in China [3]

Reference Source: [7], [20]

GREAT POTENTIAL IN DEVELOPING E-SELF-PUBLISHING IN VIETNAM



- Vietnam has a high proportion of adults who can read ~ 95%
- The proportion of students - accounts for 10% of the nation's population

Reference Source: [21]

GREAT POTENTIAL IN DEVELOPING E-SELF-PUBLISHING IN VIETNAM

Rate of students reading
in freetime



59%

Rate of adult reading
in freetime



56,8%

Reading
>30 min/day

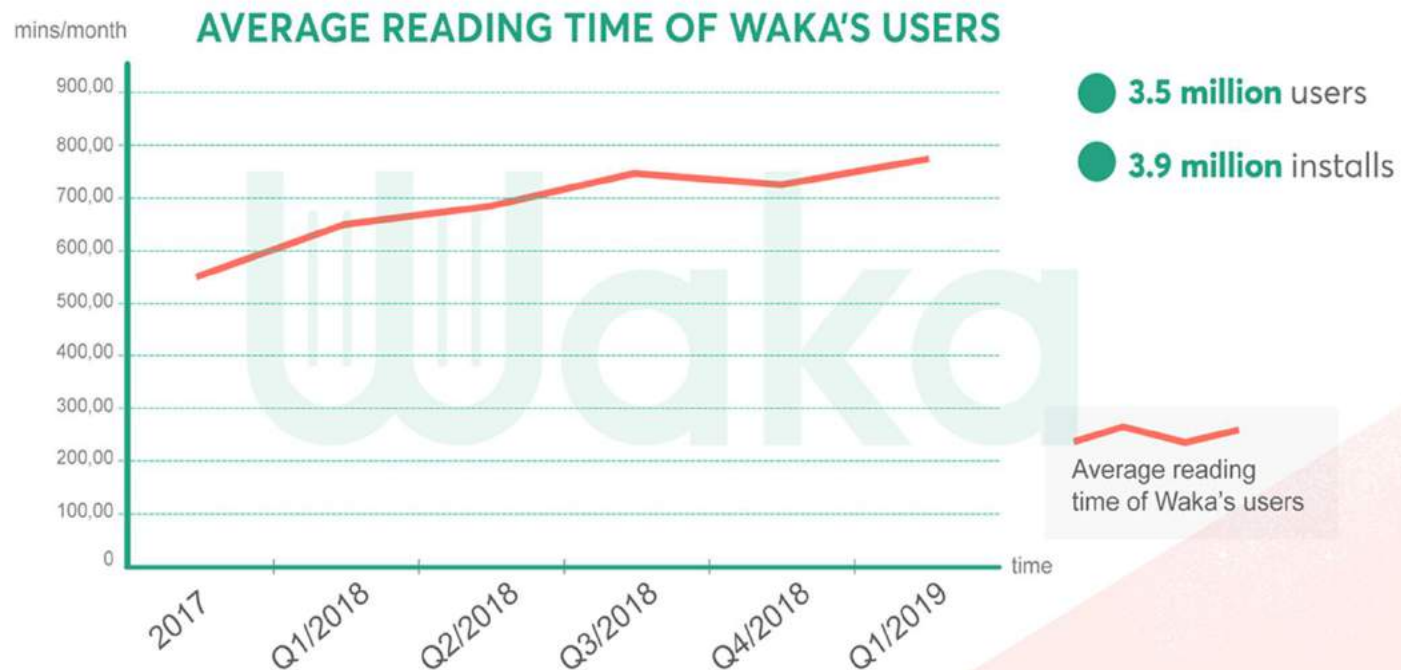


25%

Reading culture in Vietnam is initially formed. The reading habits of Vietnamese people are diverse and are increasingly being improved

Reference Source: [22]

GREAT POTENTIAL IN DEVELOPING E-SELF-PUBLISHING IN VIETNAM

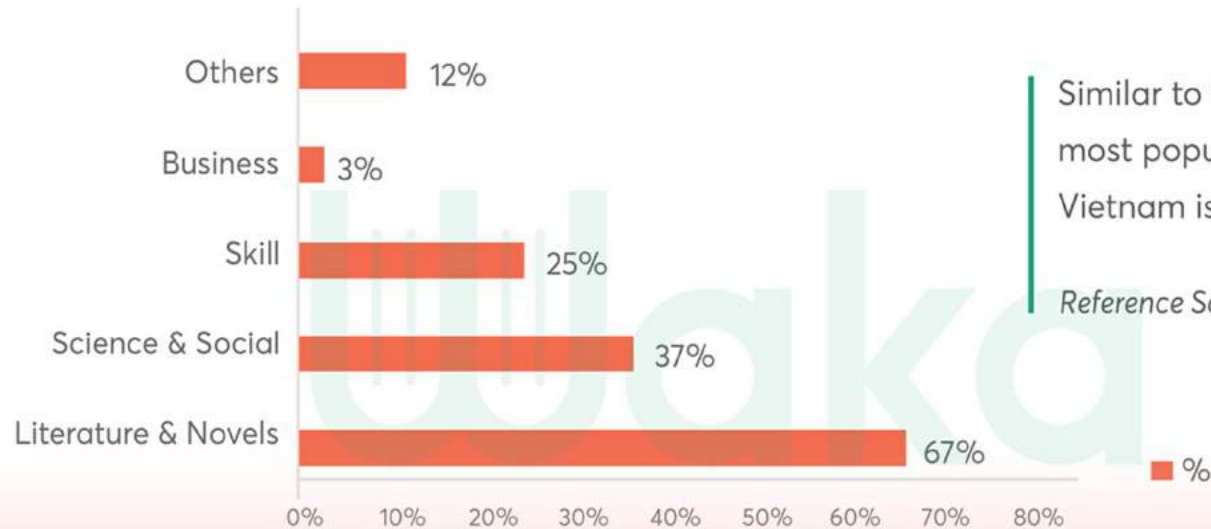


- Waka.vn is the biggest e-book platform in Vietnam with more than 3.5 million users
- The average reading time of Waka's users constantly increased and reached ~ 30 mins/person / day - similar to the reading habits of Chinese readers

Reference Source: [23]

GREAT POTENTIAL IN DEVELOPING E-SELF-PUBLISHING IN VIETNAM

MOST POPULAR BOOK CATEGORIES IN VIETNAM



MOST POPULAR CATEGORIES OF LITERATURE IN VIETNAM



42%
Horror



36%
Detective



26%
Fantasy



25%
Romance



22%
History



20%
Ancient



15%
Poetry



12%
Adventure

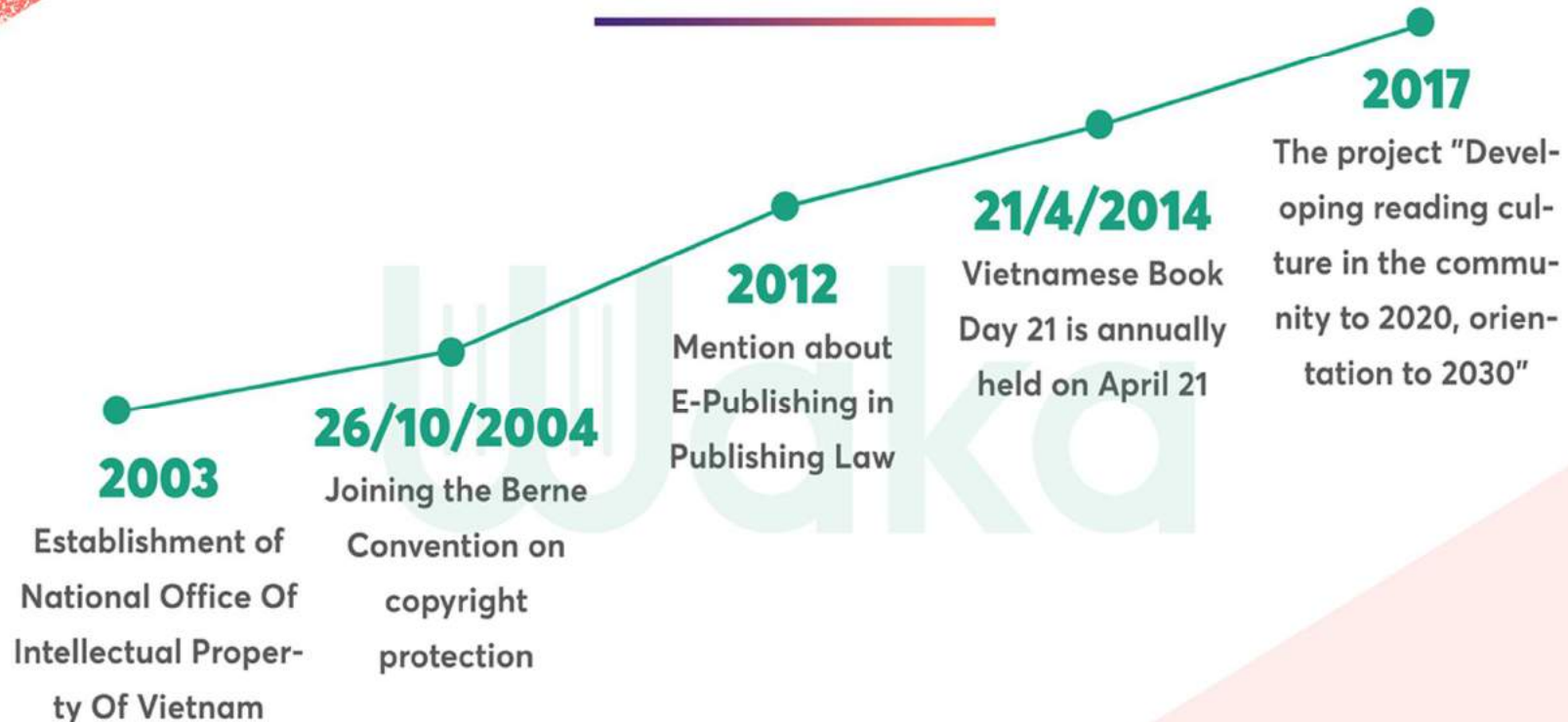


11%
Modern



2%
Comic

THE GOVERNMENT CARES ABOUT COPYRIGHT AND DEVELOPS READING CULTURE



Similar to China, Vietnamese Government issued many policies to encourage and develop Reading culture and protection copyright

Reference Source: [22]

MANY OPPORTUNITIES FOR COMPOSING AND PUBLISHING FOR VIETNAMESE AUTHORS

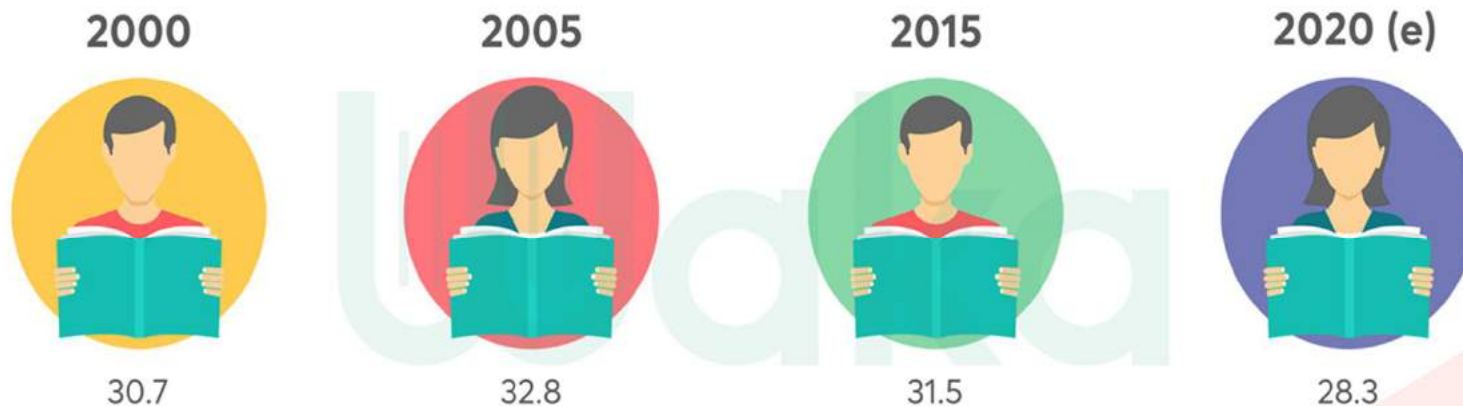


- Before 2014, writing activities in Vietnam were spontaneously, mainly for the purpose of community sharing, not e-self-publishing electronic activities.
- Since 2014, with the appearance of e-publishing platforms, authors have been able to publish and obtain revenue from their own works instead of sharing free as previous period.

Reference Source: [25]

MANY OPPORTUNITIES FOR COMPOSING AND PUBLISHING FOR VIETNAMESE AUTHORS

AVERAGE AGE OF VIETNAMESE AUTHORS



Similar to the average age of Chinese authors, the average age of young Vietnamese authors when participating in composing and publishing is increasingly rejuvenating and approximating the age of emerging and famous authors in China

Reference Source: [25]

MANY OPPORTUNITIES FOR COMPOSING AND PUBLISHING FOR VIETNAMESE AUTHORS



Many competitions have been organized to attract talented writers but most of them are small and medium contests, in short time (6 months - 1 year).

Reference Source: [25]

THE APPEARANCE OF E-PLATFORMS, E-ISSUERS IN VIETNAMESE E-SELF-PUBLISHING



Google Play
Books

Waka

BOOK
THÀNH VIÊN NHÀ XUẤT BẢN TRÉ



iBooks

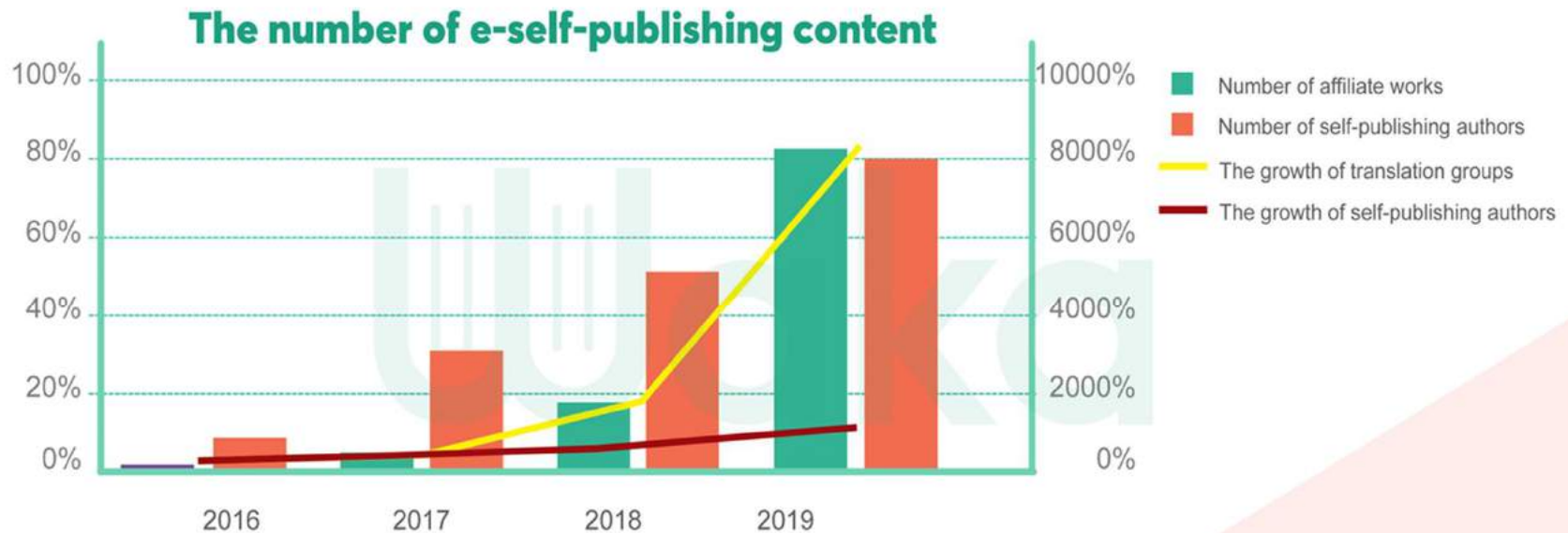


VINABOOK READER

Since 2012, many e-reading applications have exploded in Vietnamese e-book market with the participation of many e-issuers helping authors have many opportunities to bring his works to readers

Reference Source: [26]

THE APPEARANCE OF E-PLATFORMS, E-ISSUERS IN VIETNAMESE E-SELF-PUBLISHING



- Since 2017, Waka has implemented 2 self-publishing models and has achieved rapidly growth in the number of works and translation groups:
- Project "Group 4.0": Creative model of works by author group, specializing in literature self-publishing on Waka
- Project Affiliate: Hybrid model - Waka buys copyright, Freelancer team translates content,, owns their translation and self-publishing on Waka

Reference Source: [25]

DEVELOPMENT
OF THE **E-BOOK**
SELF PUBLISHING

BARRIERS IN DEVELOPING E-SELF-PUBLISHING IN VIETNAM

HUMAN RESOURCES FOR E-PUBLISHING ARE NOT SUFFICIENT IN QUANTITY AND QUALITY

Number of employees working
in publishing industry



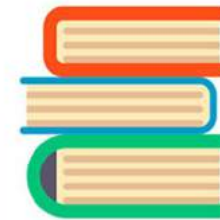
5.497 people

Number of Editors



1.233 people

Number of books pub-
lished

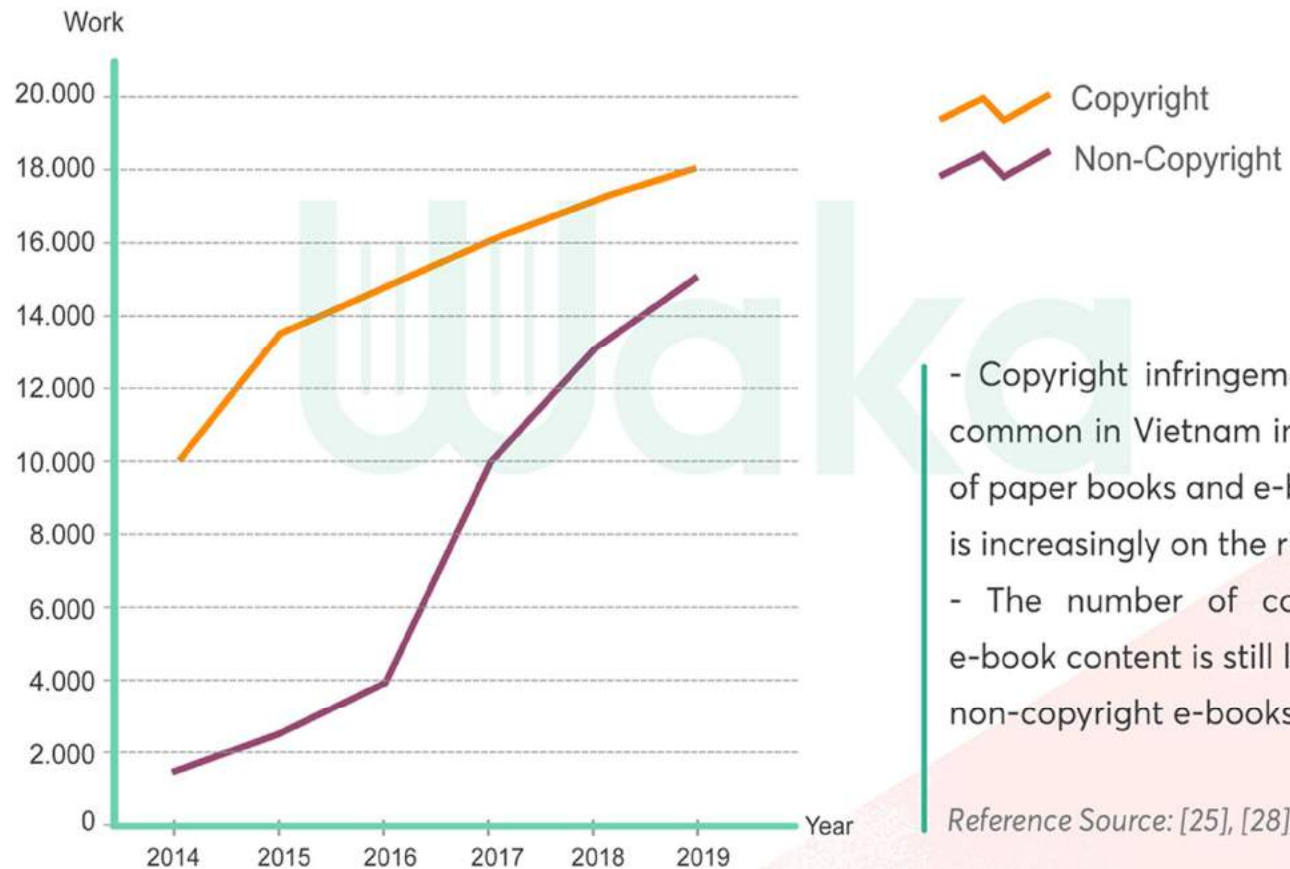


31.000++ books

- According to 2018 statistics, Vietnam has 1,233 editors in the publishing field, this indicator is small compared to the number of 31,000 ++ books published.
- The capacity of the current Editorial Team does not meet the requirements of e-publishing

Reference Source: [27]

COPYRIGHT INFRINGEMENT IS STILL COMPLICATED



- Copyright infringement is still common in Vietnam in the form of paper books and e-books and is increasingly on the rise.
- The number of copyrighted e-book content is still lower than non-copyright e-books

Reference Source: [25], [28], [29]

REGULATIONS ON THE E-BOOKS MARKET ARE INCOMPLETE

- The process of licensing e-publications takes a long time (1-3 months) while in developed countries, the author only takes a few days to bring his work to the public. This situation makes the competitiveness of Vietnamese e-self-publishing weaker than other cross-border applications
- Penalties for sanctioning violations are still light and inadequate: 15 - 35 million VND
- The ineffective management of the e-commerce market also directly affects the development of a healthy and efficient e-publishing industry in Vietnam.



Reference Source: [31]

DEVELOPMENT
OF THE **E-BOOK**
SELF PUBLISHING

**RECOMMENDATIONS TO
DEVELOP THE E-SELF-PUBLISHING
MARKET IN VIETNAM**

VIETNAMESE AUTHORS NEED TO CHANGE FROM AWARENESS TO ACTION

In order to bring works to more and more readers, Vietnamese authors need:

- Capture the market's reading trend to create content suitable for readers such as Literature, Fantasy...
- Select the appropriate self-publishing platforms to bring works to audience quickly
- Choose the suitable direction and method of communication to marketing their creations
- Expanding the scope of composition, not only e-book, but also Audiobook, Comics, Content of Online Education ...



VIETNAMESE AUTHORS NEED TO CHANGE FROM AWARENESS TO ACTION

Self-awareness of copyright to protect works:

- Proactively declare ownership of their products through copyright registration right after launching
- Select reliable publishing platforms that can protect copyrighted works before posting
- Authorize to handle copyright infringement for reliable publishing organizations, units, and platforms to protect copyright



CONSTRUCTION OF INFRASTRUCTURE AND TRAINING HUMAN RESOURCES TO DEVELOP E-PUBLISHING

- E-publishing requires modern IT infrastructure. Publishers need to prepare conditions and capabilities to gradually shift to digital publishing
- Develop and innovate training programs to build quality human resources, sufficient in quantity to meet the needs of not only the publishing industry but also the e-publishing field.



BUILDING A LEGAL ENVIRONMENT SUITABLE FOR E-PUBLISHING ACTIVITIES

Publishing activities in the field of cultural ideology, which have specific characteristics, so it requires appropriate regulations and mechanisms to promote the development of e-publishing.

- Develop a more complete and coherent legal system for managing e-publishing activities
- Apply high technology in censorship and licensing to shorten publishing procedures
- Cooperate with professional and modern self-publishing platforms, to encourage e-self-publishing development
- Develop a specialized management team, capable of meeting the requirements of the new era, especially in the prevention of high-tech crime and cyber security



POLICIES AND REGULATIONS TO MINIMIZE COPYRIGHT INFRINGEMENT

- Complete and supplement terms of handling copyright violations
- The ministries, departments and branches of State management on publishing should actively accompany the authors and businesses in the enforcement and protection of copyright.
- Use modern technology to block or remove programs and websites that violate copyright from the Internet as well as block revenues from advertisements of individuals and organizations posting and sharing illegal eBooks

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