

Customers prefer bestselling writers and original children's books for online shopping

当当京东2018上半年畅销书榜单分析

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Currently, DangDang and JD.com have taken over 70% of online book retail share in China. Looking from the book ranking data of the first half of this year that these two e-commerce giants released, we can get to know about Chinese customers' main preferences on shopping books online.

The first half of 2018 ranking released by Dangdang which occupies 1/3 of the online book retail market considerate comprehensively factors such as book quality, on-shelf time, book review, sales and net income; and categorizes distinct rankings for children's books, new books, and bestsellers etc. We can see from these rankings that there's a loyal reader group and there're three kinds of writers that drive readers to buy as soon as they release new fictions: bestseller writers, YA literature writers from the 1990s and writers with good reputation. Now that China has issued the two-child policy, along with the certain growth in middle-class and parent's attention in home education, these factors all lead to the continuous good sales in science encyclopedia. Same eye-catching as good quality children's books imported from Europe, USA and Japan, in China there're many original children's books on history, culture and ancient poems that are becoming the new arising star in the market.

Classic bestselling writers are sought after by fans

From Dangdang's new arrival fiction ranking, it's not difficult to find that once million-sales writers comes out with a new book, soon there will be loyal fans purchasing. Taking Dabing as an example, as the top one of the "Best-selling Writer of the Year" ranking chart, his new book in 2018 *You Are Bad* (《你坏》) sold over 118 thousand copies within 30 minutes for the pre-sale event during Dangdang's June 18 period, and after 5 days the sales reached over 300 thousands, which breaks the record of new book sales on Dangdang. Zhang Haochen, a YA literature writer from the 1990s, whose new book *Listen To You* (《听你的》) and the new book *Life Is Long, Why Bother Panic* (《余生很长,何必慌张》) by Lin Xi who has millions of followers on WeChat are ranked as 1st and 3rd on Dangdang YA literature chart. Besides, well known writers like Yu Hua and Hosseini, their classic works *To Live* and *The Kite Runner* remain sales of 1 million copies for continuous 5 years.

Science encyclopedia keeps the trend

Looking at Dangdang's new children's book chart, we can see that science encyclopedia have taken half of it. The books on the list covers classic reading materials for children aged 0-12 years old. In addition to the world famous *The Magic School Bus*, there are books that are suitable for parents and younger kids to read together. Although books imported from Europe, America and Japan account for the majority, on the list there're still 3 original books from China, which draws much attention. On June 1st, International Children's Day, *Children's Historical Encyclopedia Picture Book* by National Museum of China had a hot debut and took the 2nd place on the chart. The first children's literary picture book that combine with maps *Ancient Poetry Hidden in Maps* ranked 4th.

Whether it is to help children go into the museums and fall in love with historical relics, or to make chil-

dren feel the charm of traditional Chinese culture, both percentage of catetory and the net income of Chinese original picture books have increased, marking the rise of authentic power of children's picture books. Those original children's books that matches the trend and contains traditional cultural emotions will be more and more recognized by readers.

Original children's books and fictions show potential

In the first half of 2018, among the list of Top10 bestsellers chart on JD.com, children's books are mainly composed of Zhang Youjun's *Little Piggy Snoring* (《小猪唏里呼噜》), Yang Hongying's *Smily Cat's Diary* (《笑猫日记》), Cao Wenxuan's *Grass House* (《草房子》), and the king of animal fictions Shen Shixi's *Wolf King's Dream* (《狼王梦》) and other famous Chinese classics, as well as *Charlotte's Net*, *Totto-Chan: The Little Girl at the Window*, hand-sketched edition of *Camela*, classics by Roald Dahl and other new editions of foreign classics. Besides, there're Yangyang Rabbit Children's Books *Our Festivals: Paint Chinese Traditional Festivals for Children*, picture book *It's Okay to Make Mistakes in the Classroom* imported from Japan on the chart. For many parents, it's their daily job to help kids learn about Chinese traditional culture through reading. Children's books become hits not only because the content fits young readers' taste, but also because of the Internet influencers' promotion. For instance, *It's Okay to Make Mistakes in the Classroom* is a Japanese bestselling picture book for over ten years, the content of which corresponds with the elementary new comers (1st-2nd grades) who has emotional tendencies towards adapting new school life. After Qingdao Publishing House published the Chinese edition, with the promotion of WeChat influencer San Chuan Ling, this book is welcomed by families that has new schoolers.

On the literature chart, bestselling works include Yu Hua's *To Live*, Liu Cixin's trilogy *Three-Body Problem*, *Walking Alone: Jia Pingwa's Loner World* and the new icon of the new media era Cai Chongda's essays *No More Than Skins and Six Records of a Floating Life*. Imported novels such as *Miracles of the Namiya General Store*, *Ferryman* and *The Moon and Sixpence* have also appeared on the Top10 literary chart. After being included in the reading list of Chinese textbooks, *Red Star Shines on China* sold 3 million copies and quickly got on the chart.

On the lifestyle chart, parenting books like *I Love You Just Right, My First Grade Child*, *How To Say Things Children Will Listen*, *How To Listen So That Children Will Say*, *A Good Mom Is Better Than A Good Teacher: An Education Expert's 16-year Diary on Teaching A Child*, *When I Meet Someone: Mother-Child Relationship Determines All Relationships To A Child*, *300 Details Of A Great Mom Raising A Boy Without Beating And Scolding*, are all ranked, many of which sold over millions copies, showing parents' special attention on child education.

On the social science chart, recommended by well-known actress Gao Yuanyuan, the book of China's first interview notes of psychiatric patient *Genius on the Left, Lunatic on the Right* was ranked. Curated by new writer Chen Lei who has 3 millions fans, *Illustrated Chinese History in 30 Minutes* was also on the chart. This comic book interprets the Chinese history over 3 thousand years in an easy and humorous way.

As for the ranking of management and encouragement sector, there are some great works such as Wu Xiaobo's *Enterprise History*, *Will Huawei be the Next to Fall?*, *Effective Managers*, *Influence*, and books that can help readers adjust their emotions like *So-called High EQ is Knowing How to Speak*, *Mini Knowledge: To Solve Your 7 Kinds of Life Anxieties*, *Meeting Your Unknown Self*.
(translated by Chen Huiyi)

How publishing houses reverse the situation?

2018上半年:上市书企如何实现逆转?

■Mei Yuan

Till the end of August, 21 Chinese listed publishing companies including China Publishing & Media Holdings Co.(CPMH, also called CPGC), China Science Publishing, Jiangsu Phoenix Publishing & Media Corporation, China South Publishing&Media Group, ChineseAll Digital, Thinkindom Media Group, IReader Technology Company, Astro-Century Education, etc., have released their semi-annual report. It can be seen from the report that the main operating indicators such as net assets, revenue and net profit of listed companies still maintain a small increase, but the growth rate continues to decrease. With the overall economic situation descending, some traditional publishing companies face slow transformation and lack of innovation, the main reason of which is that proportion of revenues from digital and diversified products at some traditional publishing companies is still not high.

However, the representative of traditional publishing, CPGC and the digital publishing representative, ChineseAll Digital, have experienced relatively strong growth, showing possibilities for publishing industry to reverse the trend.

In the first half of 2018, the net assets of these 21 listed publishing companies totaled 117.30 billion yuan, increasing 11.14% year-on-year; operating income totaled 50.793 billion yuan, increasing 4.50% year-on-year; net profit totaled 6.431 billion yuan, increasing 3.18% year-on-year. Net assets increased by more than double digits mainly due to the fact that since the second half of 2017, CPGC, IReader Technology, Shandong Publishing and Astro-Century Education listed in Shanghai and Shenzhen. After excluding the listing factors, the net asset growth rate was 6.67%.
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