

Six categories heat up with the market demand

6大图书细分市场趋热

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Parenting: influencers become the biggest gainers 亲子家教书: 大V出书忙



In recent years, especially since 2019, the book market has seen word-of-mouth titles dominating the best-selling chart. As a result, the number of books written by parenting influencers has increased dramatically. Hunan Education Press's *Mommy Always Has a Way: Zhang Dandan's Early Education Enlightenment* sold 70,000 copies in one month after it went on sale in early November 2019. Hubei Dolphin Media has an even more special angle to the content of its product line. Rather than based entirely on the topics of parenting and family relationship, it uses the influence of WeChat subscription account founder Ivy

Dad, who has a million followers online, to magnify its voice on the sub-topic of education. The publisher's *Ivy Dad's Conversation with Artist* series include content co-developed with piano and violin educator Takahashi Masako, aesthetic education expert for children Su Qinghua and many others, and many of books from this series entered and stayed on the best-selling chart.

Publishers cut into home education subject from the adult book market. In the last two years, publishers who have moved from the adult book market to parenting and home education have been targeting opinion leaders in the field. In addition to its large fan base, whether its experience can be systematically restructured and tested by the market is also the focus point when publishers polish their

products. In 2019, the private publishing company X-iron brilliantly utilize the model they are known for in the field of adult publishing in their new endeavor into the new category of parenting. Their excavation of top influencers spares no effort, and the company's *Your Parent-child Relationship is Worth Tens of Millions* is the book version of children education influencer Rice Cake Mom Li Danyang's (who has 26 million followers) parenting experience. Although the effect of co-developing with influencers is obvious, but in the end whether it can become a bestseller depends on the quality of the book itself. In the past two years, publishers whose main publication line is children's education chose a more niche market, and dig deeper into the category of financial intelligence education.

which is responsible for the development of books from scratch, the topic ranges from youth, crime and suspense, realism, history, fantasy and so on. The form at of books published was extended from printed books to a variety of others including ebooks, audiobooks, comics, video games, online films, online dramas, traditional films and TV series. The outcome is the intellectual property of tens of distinctive works of diverse styles. Beijing X-Iron Publishing Company also set up an IP publication center which is responsible for the development and publication of original IP. In its three years of establishment, the department has achieved double- or even triple-digit annual growth.

Film and TV adapted books: composite operation across multiple industries 影视IP书: 多业态复合运营

Under the background of the internet economy, both old and young writers are facing new challenges. One phenomenon that cannot be ignored is that the publishing industry is prone to be passive and delayed in the discovery and training of young talented writers. It usually lacks the effective mechanism to recognize and understand them. At the same time, constrained by the popularity of the subject, content and genre, the factors that can determine whether a book can become a bestseller are rather complicated. As a result, it is difficult for young writers' works to exert their maximum value in a timely and effective manner.

Reconstruct publishing process around IP operation. The good news is, in the past two years, in the composite operation of film and TV adapted books, some publishers have realized the importance of re-establishing the organizational structure. From the redesign of the publishing process to the product development, it is not only important for the development of film and television IP to be connectively considered with traditional book development, but also it needs some independent operating space of its own. Publishers include Zhejiang Literature and Art Publishing House, Changjiang Literature and Art Publishing House Beijing Center, as well as private publishing companies such as Boji new media, Phoenix Publishing Company and X-Iron are good examples of this. In August 2018, the Fong Hong Publishing Company set up an IP center,

is worth noting that in the selection process of works, the IP Center considers the literary nature of the work itself and forms quantitative standards around the theme, originality, character, contrast, structure, plot, logic, conflict, style, rhythm and other dimensions of the story. In addition to the content itself, the IP Center carefully analyzes the operability of derivative development of works, assessing the volume of stories, production difficulties, and censorship risks. Based on different types of text, using different criteria, the IP Center fully refers to the current situation of Chinese literature market and franchise market in their hatch of the product.

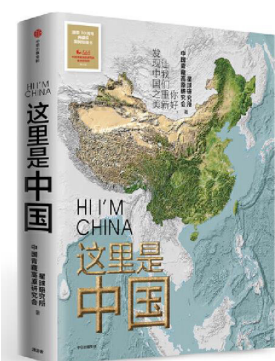
When it comes to the book-based film adaption, *Better Days* (directed by Zeng Guoxiang, screenwritten by Xu Yuezhen) featuring Golden Horse Award winner Zhou Dongyu and Yi Yangqianxi of the TF Boys is a must-mentioned film. The film was adapted from *Junior You, So Beautiful* written by Jiu Yuexi, and was immediately a hit after its release. On the occasion of the film's release, Beijing Baima Time Culture Development Company launched a new illustrated collection of the book. In order to better achieve the "book-film linkage", the publishing company customized a number of film-related t-shirt to be sold along with the book and connected the fans of both the book and the film.

Support the creative power of the new generation. Young writers who were born after 1995 (often called "post-95" in China) are undoubtedly the hope of the future literary and IP market. On the basis of continually paying attention to the young and middle-aged writers of Chinese literary circle, Fong Hong IP Center vigorously support outstanding post-95 young authors, through the "Young Writers Training Program" and dig for more talented ones. According to the reality of different writers, they help writers and their works achieve rapid and diversified exposure, and created the IP of the writers and their works, to achieve win-win cooperation between writers and publishers. It

is an original imprint that Beijing Joint Publishing Company paid great attention in recent years. It is committed to discover titles that are both informative and interesting, and has a special interest in works that can offer interdisciplinary interpretations of the world. In 2019, the Zhongqing Lion imprint coordinated with educational and cultural institutions in order to jump into the circle, expand its influence, and attract more like-minds. This is becoming a three-dimensional path actively explored by popular science publishers. The compounding of adult science publishing of design, readability and experientiality has more obviously become a trend in the past two years. Yilin Press, Chemical Industry Press and Electronic Industry Publishing House all have their signature books in the adult popular science market.



Popular science for adults: integrates knowledge with art 成人科普: 整合博物+艺术元素



Compared with the generally depressed adult book market, popular science for adults, though rather niche, has become a relatively bright part in the adult book sector in recent years. CITIC Press's *This Is China* was reprinted seven times that year, becoming a dark horse in the adult popular science

book market for the past two years. The book is the first full-landscape Chinese geography book in the category of adult popular science.

The in-depth development of the brand has become the consensus of leading publishers of adult popular science books. The *Nature Watch*

Series run by the Commercial Press for many years has launched *Illustrated Book of the Fishes on Market* and *Souvenirs Entomologiques of the City*. The market response was very positive. Famous for being 'small but beautiful', private publishing company Unread has always a quite nuanced taste on its selection of popular science titles. Because of the unique packaging and marketing strategies, the sales figure for "niche" popular science books are also quite good. In addition, Unread also continue its tradition of having "long names" for their books, and the names are quaintly amusing. HinaBook, known for its good taste on production selection and development, has continued to maintain its good taste in the category of adult popular science.

There are a few more other new publishers whose performances in the segment of the adult popular science are astonishing. Among them, United Bass

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