

## Analysis of the Digital Publishing in University Press\*

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**Abstract** At present, the University Press's digital publishing is still in the shallow operation, and there exists many problems. In this paper, the authors take the case of digital publishing, to show the concept of digital publishing and some misunderstand of digital publishing thoughts to analyze digital publishing's difficulties and solutions in university press, and this article point out only reformation (establishing a modern enterprise system) can solve the problems.

**Key words** Digital publishing; Internet; University press

### 1 Introduction

The rapid development of Internet and new technologies are being integrated (IT, Internet and communications technology) and the new economy (knowledge economy and digital economy), as new technologies and a barometer of economic development. Many scholars predict that the next few years, 50% of all publications will only exist as digital form. If it comes true, the entire publishing industry will get greater change as same as it in the past few years. Publication carrier changes surprised the world.

### 2 The Concept of Digital Publishing

Digital Publishing is a very broad concept, which refers to the binary digital technology in publishing activities related to copyright, faxing, payment platform and specific service mode, which not only refers to direct online editing and publishing content, also refers to the traditional print version of the digital stuff, or the traditional things on the web called digital publishing. The true digital publishing is a specific common method with the multi-dimension technique on the base of traditional resources, including the cell phone ring tones, Internet journals, e-books, online databases, multimedia courseware, mobile phones and other forms reported in the publication process, the information carrier, user experience and so on, are different from traditional publishing methods, showing its advantages. Digital publishing represents the development direction of future publication absolutely!

Based on the above, more and more publishers in university press are focusing on the business of digital publishing.

### 3 Misunderstanding of Digital Publishing

Since the digital publishing is a new thing, it has not formed a standard publishing process and pattern, so most of university press in China have not clear concept of digital publishing, even they operated the digital publishing for a long time, and there are lots of misunderstanding.

Misunderstanding 1: Using digital technology in publishing is digital publishing. Using digital technology in publishing is the process that the contents of the traditional publication express by digital technology, but digital publishing is the dissemination of the contents of the full process to complete the digital means to achieve, which is, the entire digital publishing process is not always identical in the operation of the traditional means of publication. Many publishers believe that originally the book's text-to-computer is the digital publishing, of course, similar to the encyclopedia of the same available for inspection in the online publication of this type really is a digital publishing, but I think this paper quality version of the projector there is no difference, maybe just search more convenient, but this does not represent the direction of development of digital publishing, this is only a simple change in carrier.

Misunderstanding 2: Digital publications are accessories. Currently, Founder, Chinese on-line and other non-traditional publishing companies, integrate the country's 500 publishing houses, more than 120000 of library resources, accounted for 90% of the domestic e-book market. Traditional publishers in the huge number of traditional publishing market share China accounts for only a small part of sales compared to paper books, sales of digital publishing is almost negligible. In this case, many university

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press think that the digital publishing in terms of an option for their own, that the digital publishing business, just self-published books part of the paper publications, accessories, do not have the individual ability to produce effective .

Misunderstanding 3: University press can operate digital publishing according to the traditional publishing model. How to deal with various partners in the relationship? How to solve the complex of the digital publishing process? How to cross each other to gain a place associated with operation? Digital Publishing have utterly different model from traditional publishing industrial. University Press did not encountered such complex issues previously. University press mainly engaged in paper-based materials and the publication of scholarly monographs, follow the mode of operation has been a long time is fixed, do not have the appropriate mode of operation in digital publishing. University press published mostly limited to the traditional profit models, often according to the traditional paper publications, digital publishing operation mode operation, onto the wrong track.

Misunderstanding 4: Using traditional publishing channels to sale the digital publishing products. In order to get profits the smooth selling channel are necessary. But to build a smooth channel for the products in their own profession need a long-term effort. Although the content of digital publishing products is similar to traditional books, but its sales channels are still different. University press need to establish new channels to sell digital products, but traditional publishers have tended to favor the possibility of using existing channels of smooth launch of new product sales, obviously, this idea and mode of operation does not work. The facts show that to reverse the channel of university press inherent sense is not easy task. I have been worked together with the Hubei Provincial Department of Education Information Center experts to develop automation textbooks with multimedia courseware, but many problems arise in the sale. University press publications are mostly in accordance with the uniform discount for selling, digital publishing products are unique publications, and its price can not survive in this system. Many procurement departments can purchase paper books, but can not purchase digital publications. As the publication of wholesale performance, digital publications are more prominent than the personality, unable to adapt to the traditional model of purchase and sale. Digital publications require a new marketing model. Paper publications are mostly purchased by the distribution of school materials division, teaching materials shall be recognized as a school and social spending. But for multimedia courseware (digital publications), many schools did not have this expenditure, expenditure on software costs are very small, similar to the people assemble the computers, no one will spend the much money to buy software. Many schools also exist such a phenomenon, and no extra money to buy digital publications, in addition to e-Library (such as China cnki, this is a masterpiece of technology operators rather than university press). Digital publications of university press have non-mature marketing channels, and the expenditure of funds is a big problem, this is also the issues that the publisher of many involved in digital publishing and scholars do not take into account. This is not a technical problem, but the sales channel problem.

Misunderstanding 5: The same group of consumers. Although the consumer groups of digital publishing have great overlap with consumer groups of traditional books, but readers who like digital publishing have many differences with consumer of paper products. This difference is not only in the reader age , more important difference is that revolutionary change in the way of reading. Digital reading habits, digital living, digital environment ... all these are very novel for the reader. To face this change, some consumers may stick to the habit of reading paper books, consume paper books; but at the same time, many readers will be accustomed to using computers use digital publications. Paper publications, digital publications, consumer groups and consumer groups are not the same. I participate in research and development of digital publications face similar problems. Many teachers over the age of 40 do not agree with this form of publication, they may be fans of paper publications, but when face the developing products in accordance with the original paper publication, they choose to resist, not to accept.

#### **4 University Press's Problems**

Although university press has made some breakthroughs in digital publishing, but there are still lots of problems. The main problems are:

(1) University press is still lack of adequate research and understanding to digital publishing.

The publisher of Traditional Publishing's awareness to digital technology is still lags behind. They still hold the attitude of watching and waiting. Many presses have invested in digital publishing, but failed. Many publishers are pursuing the trend, instead of doing some real research and development for

it.

(2) University press accumulate large amounts of information, lack of technology and capital inputs grafting, leading to knowledge resources using a single, or even wasted. Each press has accumulated a wealth of information resources, knowledge base, but did not come out on the development of technical means, let alone value-added applications. Although the university press would like to put new technology development, but lack of financial support channel, nor the sources of investment. Although some press invest a lot, such as Higher Education Press and Transportation Press investment millions Yuan to digital publications, but failed. Generally speaking, University press lacks of new publishing technologies, sustained investment. They can't sustainable development.

(3) Digital Publishing industry standard, data and information exchange format standard are not formed.

The number of standard of digital publishing are now very large, such as China cnki, Founder, Chongqing VIP ... these digital publishing companies have their own information format, not digital conversion. These types of data format, the dominant companies are occupying their own market, not on the figures from the publication of a unified format. And they develop their own standards, can not be reconciled.

(4) Copyright problem is serious. University press digital publishing copyrights that faced two problems: First, the contract between publishing house and author has not ruled the internet commutative rights exactly.

In October 2001 the "PRC Copyright Law" re-enactment, have the "Right of Communication through Information Network" this statement, in 2001, before the book publishing contract, there is no right of information network dissemination of the provisions, so strictly speaking, books published before 2001, if made into e-books, will result in infringement on the author. Second, serious network, some network operators do not obtain copyright protection for original works under the right of legitimate communication, reproduction and transformation of the original works vigorously, publicly profits, seriously infringed upon the legitimate rights and interests of publishers. Digital Publishing copyright can not be effectively protected, publishers and authors of their copyright products on the network can be guaranteed misgivings.

(5) Technical issues

Related to computer technology, digital publishing and networking technologies, complex technical issues which require special team to solve, the system needs maintenance, software needs to be developed, and in these regard technology providers (such as Peking University Founder), network operators (such as Sina ), communications operators (e.g. China Mobile) dominate. The production of digital publications, anti-piracy, digital publications, technical standards, read the software..., even some deep-pocketed publishers, are also unable to address the issue. Because of this, traditional publishers in business negotiations are at a disadvantage. Technology providers lowering their prices for the general revenue account, while the publishers receive royalties on sales revenue are set aside for the share of the publisher's profit is running out. E-books, journals, databases, mobile phone ... the publication of such figures more than the profits generated by technology holders away, the traditional book publishing houses are in a passive position.

(6) Profit patterns

Publishing books, readers to buy, this kind of behavior has lasted thousands of years as a social habit. After the author's book published, editors processed by way of paper publication or purchase of units sold to readers, publishers of income, or the purchase of units by the reader to get paid. This is the traditional paper-based publishing model. Its profitable way: a paper published in the legal status of the Press, with paper as the carrier, to bookstores, booksellers, direct marketing channels such as the circulation, publication and sale of paper-based publication, published by the purchase of the user to the desired pay-for-profit material process that has become familiar pattern. But in the digital publishing era, publishers have yet to find a profit model of digital publishing, digital publishing is now thriving and publishers have little to do, or the profit generated by the digital publishing publishers do not enjoy the basic, fundamental in making lose money shouted the model.

There are still many stumbling block in digital publishing of university press, such as the reform issue, the lack of legal system, the cost is too high, marketing ... so many. If the University Press can not find the right strategy and position, would not have made a breakthrough.

## **5 The Method of Implementation of Digital Publishing in University Press**

(1) Digital infrastructure

Comprehensive development and utilization of the same content, creativity and other intellectual resources to develop a variety of products to increase value to their products open up new market space. For example pay attention to the original paper book layout file retention and conversion, do the basic work of digital publishing, access to more digital resources.

(2) Actively improve the content of the digital level, occupy high ground by the content industry

Publication is the cultural industries based on the content, from publishing point of view, whether traditional publishing or digital publishing, who has mastered the content, grasps the initiative in competition. In the development of long-term, university press accumulation of rich content resources, these resources currently available at the degree level, and can not adapt to the development of multimedia development. To continue to maintain the leading position, we must increase the digital level of enterprise, establish digital asset management system, and improve the digital workflow. Based on the existing digital content resources, we should develop the multimedia content. It is obvious that most of the digital publications are transferred to the text screen from the paper, most of the changes only carrier. In my opinion, this is easy to search, and did not improve quality. The expression of digital publishing contents should be a qualitative upgrading; the original words can not express or not express a clear theory, the concept of the way through multi-media performance. Digital publications are no longer the same as paper publications only map、text and cover, including maps、text、audio、visual and dynamic (painting). Multimedia display method is the characteristics of digital publications, rather than the simple number, it will be flat text into binary code reflected on the screen. University press should use their ownership advantages in content to spend more effort, beyond the several technical operators, this is the road to profitability with breakthrough.

(3) Actively carry out digital publishing practice

Copyright issue is one of the major bottlenecks in the development of digital publishing. University of publishers of books in collaboration with the paper and copyright protection are mature, stable business model, but the face of the arrival of digital publishing trend, part of the University Press of digital rights awareness is not strong, the signing of the publishing contract, is still confined to paper-based version of the exclusive requirements of copyright at the expense of the digital copyright fight. In this regard, the University Press need to pay attention to it. I participate in the development of multimedia courseware on the face of the piracy problem, tried a variety of ways, but still can not stop. Long way to go digital copyright protection, it really is not empty talk. Whether it is to prevent copying, set a password, they can not prevent piracy. Even huge companies like Microsoft can not completely stop piracy, as the University Press, the more powerless. Piracy has been unable to overcome the problem of digital publishing, digital publishing is the biggest constraining factor.

(4) To develop cross-media publishing

University Press, the face of the development trend of digital publishing, should take the initiative to adjust their position to the transition from traditional paper-based publications, publications + provider of digital content service providers. By publishing e-books, increased data services, etc. full use of its content integration advantages, actively respond to the impact of digital publishing, no longer just limited to photo media business, the initiative for change, positive transformation, the formation of cross-media publishing system. Can take advantage of the advantages of books and other traditional media and digital media advantages of traditional paper at the books, CD-ROM, the Internet and other digital media tied together, a theme of work in different media forms, to increase the value of publications, more Good to meet the needs of readers. Hollywood is now a model of cross-media publishing, such as Harry Potter, a film, books, games, animation, pictures ... .. almost all of the publishing, so to form a whole, to meet different consumer needs.

(5) University Press, to play the role of content providers gradually

Germinating in the new industries as the digital publishing industry chain is gradually formed. Although the new publication form has been emerged, it is not in contradiction with the traditional publishing. Because in the publishing industry, content is always the source. Digital publishing original alone clearly can not meet the requirements of readers, which gradually reveals the digital publication dependent on traditional publishing. The face of the upcoming digital publishing, traditional publishers will invariably gradually assume the role of content providers. University Press will provide a continuous digital publishing mature and rich text, map content, provide content to digital publishing, while free to surf in both paper and digital platforms.

(6) Establishing a modern enterprise system

The traditional publishing industry is characterized by: ① Scattered layout, arrange the publishing

resource according to administrative averagely. Every Ministry has their publishing house, all the people of each province, education, science and technology, and several other publishers. As the administrative division, local protection, they all do not strong. ② The capital strength of the weak, the development of entirely by self-accumulation. ③ Press has a policy constraints, the scope of their book and journal of the only journal, published a book of only a book can only do networks, running the newspaper can not do television. The basic law of information dissemination is information dissemination through a variety of ways, communication carriers and spread. Fragmentation of existing publishing industry seriously, regional monopolies, channels, poor, scattered resources and management. This case is not digital publishing; publishers of business must be no longer confined to paper, the initiative for change, positive transformation, the formation of cross-media publishing system. Through mergers and acquisitions, integrate the content resources, integration of different media, and the formation of trans-regional, cross-media co-publishing media group formed. Acquisition or merger, reorganization, establishing a modern enterprise system, this is the book publishing's road to digital publishing.

## 6 Conclusion

In short, with the development of digital publishing, various problems have appeared. Such as copyright environment, awareness of concepts, the industrial chain, business models, technical standards and other issues which affect university press to modern publishing business. Establishing a modern enterprise system is the fundamental solution.

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