

## On Obstacle and Future of Web Publishing

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**Abstract:** This article introduced the concept and forms of network communication, analyzed the status of Web Publishing and the problem of Book Press for Web Publishing. It is concluded that Book Press will be better for Web Publishing only through mergers and acquisitions, making up media group of trans-region and cross-media. This is also the road of publication for future development.

**Key words:** Web Publishing; Book Press; Cross-media

### 1 Introduction

At present, although paper printing holds a dominant position in the publishing industry, with the development of computer and network technology, traditional publishing industry is bearing the influence of network in publication concept, production structure, mode of operation, and many other aspects. As the advantages of editing, publishing, distribution and reading integration, Web Publishing shows good momentum of development. No matter what the attitude that Book Press against Web Publishing is, Web Publishing has impacted on the traditional publishing industry which is facing the unprecedented challenges. According to the concept of Web Publishing, the forms of Web Publishing, the development of China's Web Publishing, Book Press embarrassed in the web publishing era, and Book Press, how to develop Web Publishing, this Article analyzes the Obstacle to the development and future of Web Publishing in the press.

Broadly speaking, the information, knowledge, ideas, etc. spreading on the Internet in any form with text, images, sound and other code can be called Web Publishing.<sup>[2]</sup> This definition is of broader extension, including E-books, network journals, network newspaper, network radio, network television, network audio-video, etc. even network software. In this definition, the subject of Web Publishing is diversity, namely, traditional media, Internet technology companies, entertainment groups, government agencies and individuals all can become online publishers<sup>[1]</sup>.

Narrowly speaking, Web Publishing is a behavior that digital publications are published and sold by the organization eligible for legal publication, and it works through Internet as a carrier and distribution channels. The publishers edit, design, process, market and publicize the materials provided by the authors, and then sell them to online readers. It involves E-books, network journals, network audio-visual and other areas of the network.

Early July 2002, General Administration of Press and Publication (GAPP) and Ministry of Information Industry (MII) jointly issued the "Administration of Internet Publishing Tentative Provisions" which would be implemented on August 1, 2002, in which, the Internet Publishing (Web Publishing) is defined as follows: Internet Publishing is the online communication behavior that the Internet information service providers will publish the work selected and edited by their own or others created, on the Internet or sent to the client via the Internet for public view, read, use or download. The works include formally published books, newspapers, periodicals, audio-visual products and electronic publications and other publications or the works published in other media, and after editing of literature, art, natural science, social science, engineering and other aspects of work.

### 2 The Forms of Web Publishing

To the forms of Web Publishing, there are many classifications by the scholars, such as: Xu Lifang thought that there are four forms: (1) Subject discusses type: BBS, Newspaper and the Mailing List; (2) Regular or irregular type (Network press): communications, E-newspapers, E-journals and E-magazines; (3) Database type: including general online databases and digital full-text databases; (4) Comprehensive type: web site, web pages and home page.<sup>[3]</sup>

Huang Kefang thought that there are five forms: (1) Database type; (2) E-mail type; (3) Site type; (4) Platform type; (5) Interactive type.<sup>[4]</sup>

Du Chunfei thought that there are three forms: (1) Using personal computers to read online or download; (2) Printing on-demand; (3) E-book.

Deng Wanming thought that there are two forms: (1) The traditional publishing industry publication extension on the Internet platform. E-newspapers, audio books and E-books, E-magazines, network television, network radio, online video, and animation. Published in traditional media in the network to try and do not impact on the traditional tangibles published, Web Publishing and traditional publishing are mutually reinforcing and complementary relationship between the short and long. (2) Published form of the publishing industry innovation afforded by the Internet.

Database, POD, original E-books of network, news and comprehensive content sites, digital libraries, online games, online tutorials, and multimedia content packages. [5] The views upon are different, scholars also have different standards based on a classification of web publishing. As the paper focuses on web publishing and book press, so the writer believe that in the current Web Publishing, there are three main forms: (1) Publish information on the website, readers can only read but cannot download; (2) The information produced documents to the form of an e-mail sent to subscribers on a regular basis; (3) Set the download service on the web, readers according to their preferences, from the article page will be free or paid download to a personal computer or reader.

### 3. The Development of China's Web Publishing<sup>[6]</sup>

(1) The scale of development for Publishing Website

2006, GAPP 50 Internet publishing agencies' inspection data show that, its total assets is more than 5.8 billion yuan, and total liabilities is nearly 1.4 billion yuan.

(2) The scale of development for Internet Journal

As of 2006, China Academic Journal contains 6,990 kinds of periodicals, CNKI contains 7,582 kinds of periodicals (excluding science class and the yearbook class). VIP Information contains a total of 400 types of Chinese-language newspapers, more than 8200 kinds of Chinese periodicals, foreign periodicals 5,000. To October 2006, VIP's literature has a total of 16 million, adding about 2.4 million per year, and with more than 2,000 regular clients. In economic terms, the Internet publication of traditional journal publishing and knowledge of the Internet situation, Tsinghua Tong fang's sales in 2005 was 1.4 billion yuan, the profit was 0.26 million yuan, overseas sales reached 3,200 million. Down over the years, it has accumulated a 1.9 billion worth of assets rolling. In 2005, WanFang Data's turnover was nearly 2 billion yuan. VIP Science and Technology Information Co., Ltd, his operation in recent years also had been getting better since 2003, the annual sales had already in excess of 20 million yuan, nearly 30 million yuan, and the profit was 100 million yuan.

(3) The scale of development for E-book

As of December 31, 2005, the types of E-book in China had reached more than 21, becoming the world's first. Currently, more than 160 presses publish E-books simultaneously. As of the end of 2006, the Chinese E-books revenues will reach 1.5 billion yuan, of which Founder E-book income will reach 50 million yuan.

(4) The scale of development for Online Game

In 2005, the number of Online Game users reached 26.34 million, while the subscribers was 13.51 million. The actual sales revenue of Chinese online game market in 2005 was 37.7 billion yuan.

(5) The scale of mobile publishing industry

In 2005, 20% of the domestic mobile phone users became users of ring tones, the ring tones business income would reach 2.5 to 30 billion yuan.

(6) The scale of digital printing industry

In 2005, there were 182,717 types of printing enterprises in China; annual printing turnover was about 1,500 billion yuan, which accounts for 7% digital printing market share. In 2005, using on-demand printing technology to carry out on-demand publishing business units nearly be less than 10 all over the country.

Given the above, the authors believe that: (1) As Web Publishing, there is no equilibrium, uncertainty, intensive development pattern will emerge a group of "super network of publishers" while the network will increase the price of publication. (2) The cycle of Web publishing will become shorter and shorter, copyright protection will become a priority. (3) Community Web Publishing will become a new trend, community-based in line with industry development interests.

### 4 Book Publishing Embarrassed in the Web Publishing Era

Seen from the Web Publishing status, although the Web Publishing developed very rapidly and won great hopes, publishers have to admit that most Book Press just get involved in the field of E-book

publishing while in which technology provider is still the dominant. Founder, Chinese and other non-traditional publishing units had digitally integrated about 500 Book Presses across the country, and more than 120 million books resources, which accounted for over 90% of the E-book market. What the traditional Book Press shared in web publishing accounted for only a small part in the huge market. Facing the web publishing, traditional Book Press has the following issues:

(1) Copyright issues

For Book Press, Web Publishing faced two problems in the copyright:

First, there was not a clear agreement to the web copyright (Information Network Transmission Right) in the Book Publishing Contract which signed by publishers and authors previously. there was no statement of “Information Network Transmission Right” until the “Copyright Law of the people’s republic of China ” re-enacted in October 2001. So, strictly speaking, if the book published before 2001 is made into E-book, there must be a copyright infringement to the author.<sup>[7]</sup> Second, the piracy on network is very serious. Some network operators wantonly copy and convert the original works, and blatantly profiteer under the situation without copyright protection for original works of the legitimate right of communication, which seriously undermined the legitimate rights and interests for the Press. As the copyright of Web publishing can’t be effectively protected, Press and the authors doubt whether the copyright of their own products on the network can be guaranteed.

(2) Technical issues

Web Publishing related to the computer technology and network technology, in which the complex technical issues need a special team to deal with, the system needs to maintenance, and software needs to develop, while in this respect technology providers (such as the Founder), network operators (such as Sina), telecom operators (such as China Mobile) are still the dominant. Web Publications, anti-piracy and network technical standards publications, Reading software...any of the technical problems are enough to make publishers scratching their heads, even if some ostentatious Press are also unable to deal with the issue. Because of this, traditional Book Press are often disadvantaged in business negotiations. Technology providers usually account for 60% of sales revenue; the Press have to give part of the sales revenue to the authors for royalties, and the profits of press left few. E-books, online journals, databases, mobile newspapers ... the profit generated by such online publications has been taken away by technology holders, and then the traditional book press has been entirely in a passive position.

(3) Profit model issues

Traditionally, the indeed of “print—publish—distribute—sale” as the traditional paper-based publishing model has continued for thousands of years and become a social habit.. The profit model is to follow: the Press with eligible for legal paper published publication, published and sold the paper publication, as required by the user to purchase pay-profit publication process that has become a familiar pattern. But in the web publishing era, Press have not found the profitability of web publishing model; the Web Publishing now is thriving but little to the Press, namely the Press does not enjoy the profits generated from web publishing.

(4)The industrial chain issues

In the industry chain of Web Publishing, technology providers as upstream, grabbed most of the profits, while the traditional press gained less. In the middle stream of the industrial chain, Network operators, which has a big similarity of data cleansing, and the waste is relatively large. In the downstream industry chain, E-books, digital journals, whose marketing is over-reliance on institutional consumers, have not yet contributed to the autonomy of the general reader consumption. Traditional press have not yet found its right location and role in the industrial chain.

(5) Issues of its own resources

Traditional press are basically smallish enterprises and public institutions with fewer people, fewer assets, and do not have the human resources, property and material resources for large-scale Web Publishing.

Web Publishing and Paper Publishing are entirely two concepts, therefore the resources published in the paper mode is not suited to Web Publishing. In addition, while traditional press have a lot of content resources after years of accumulation, these resources are just in two forms——maps and text, relatively simple.

(6) Issues of social environment

Currently, the powers of network monitoring and publication administration department are not clear. Web Publishing is not a single technology or academic product. a the manage department of web publishing is very critical, such as copyright owned by General Administration of Press and Publication, technology owned by Ministry of Information Industry, health and safety of the network owned by

Ministry of Public Security, and some Internet cafes owned by the Ministry of Culture permission, the management authority is rather dispersed. Besides, the special laws and regulations of Web Publishing is imperfect; with the development of the web publishing industry, the traditional laws and regulations, based on which the traditional publishing industry established and developed, have clearly not been suitable for managing and regulating the behavior of web publishing. There are some "dead corner "of regulatory for Web Publishing.<sup>[8]</sup>

## 5 How does Book Publishing Develop Web Publishing

Traditional press have to do a good job of Web Publishing, in addition to the support of national policies, laws and regulations of the sound, the reserves of human resources, capital investment, other than the construction of network infrastructure, in fact, what need more is their own change.

Traditional Publishing Industry is characterized by:

(1) As the layout is scattered, it's necessary to deploy publishing resources evenly according to government levels. Each Ministries and commissions has one press, and each province has the People, Education, Technology, and several other presses. Due to administrative division and local protection, every one develops neither big nor strong.

(2)As capital strength is weak, the development of traditional publishing industry relies entirely on self-accumulation.

(3) Press has a policy constraint on their scope of publication. The basic rule of information dissemination is that information spreads through a variety of ways, and communication carriers. Severe fragmentation of existing publishing industry, regional monopolies, poor access, resources, and decentralized operation are typical problems.<sup>[9]</sup>

In this case, the Web Publishing can't run well. Press can no longer confine their business to paper media; initiative changing, positive transformation, and formatting a cross-media publishing system turn to be urgent. Through mergers and acquisitions, integrate the content resources, integrate different media, and set up the trans-regional, cross-media co-publishing media group. Merger or acquisition turns out to be the only way of Book Press for Web Publishing.

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