

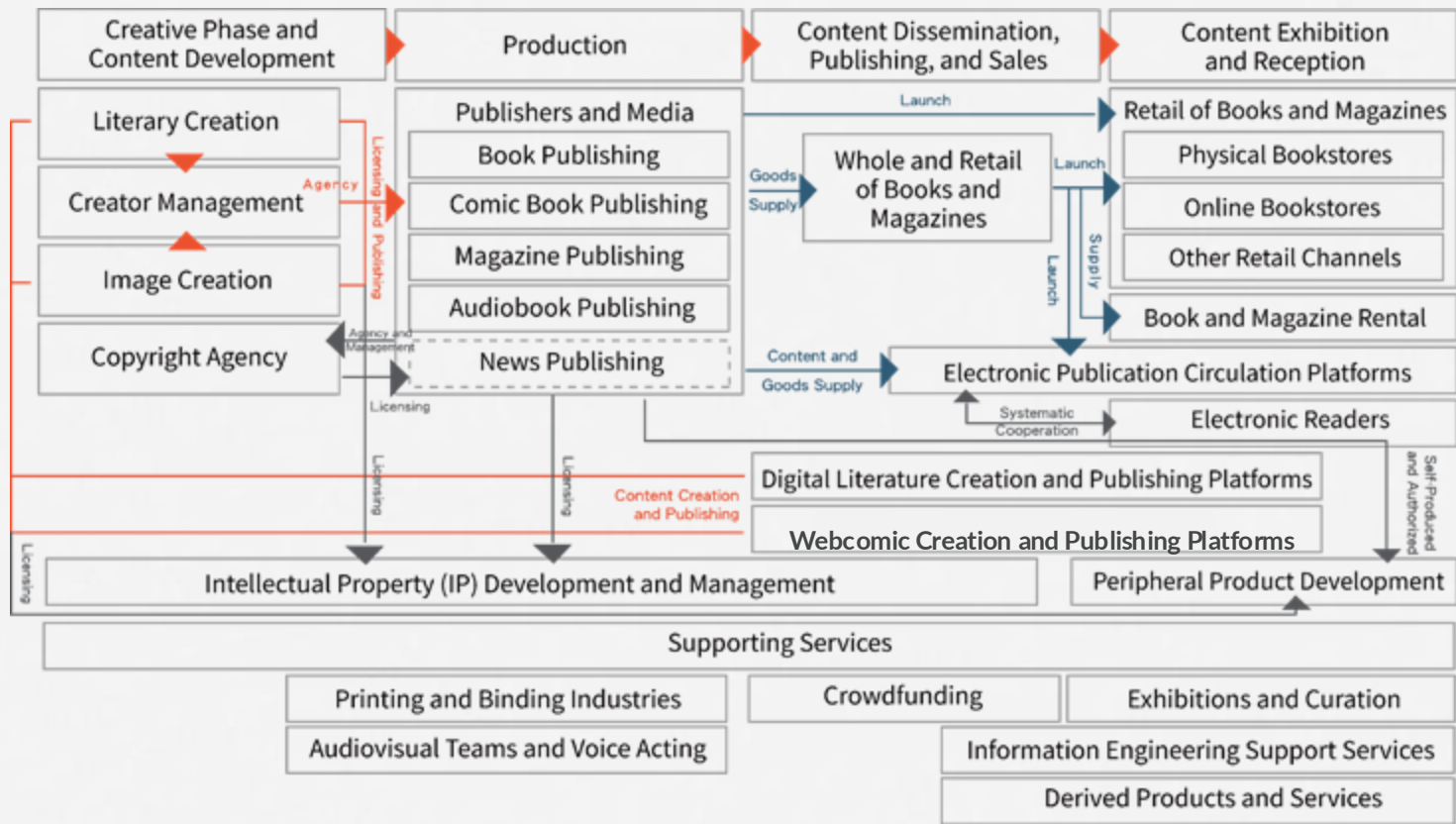
2022

Key Data of Publishing Industry in Taiwan II

Book Distribution Channels, Digital Publishing Platforms, Character Brand Licensing Industries



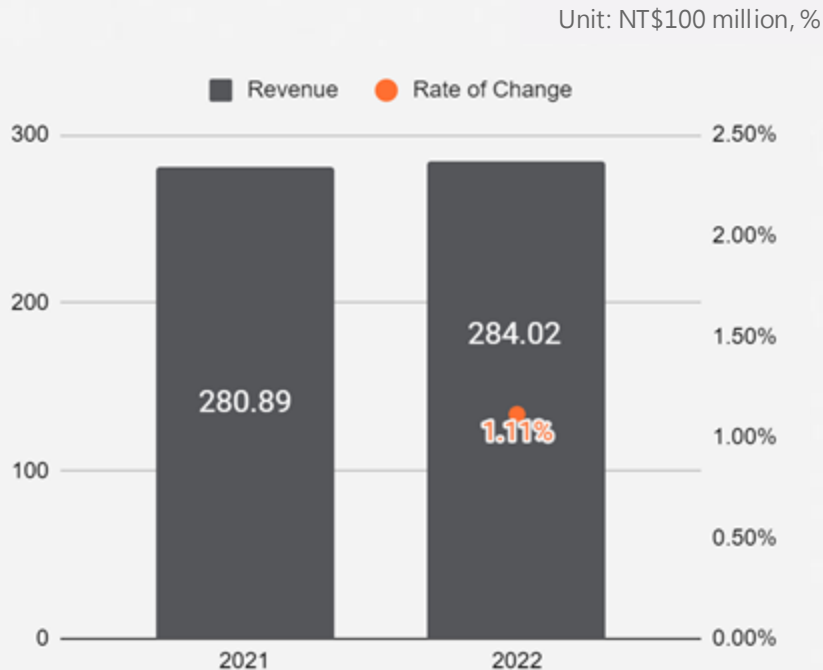
Publishing Industry Map



Source: Organized by this survey

Total Revenue of Book Distribution Industry in 2022

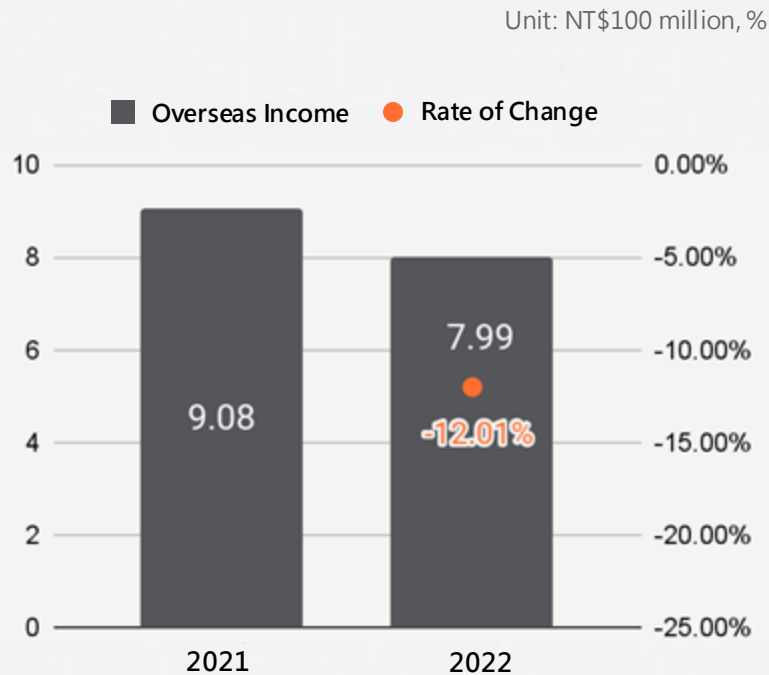
- A total of 628 bookstores were surveyed, including 277 regional bookstores, 36 chain/franchise stores, 239 independent bookstores, 8 pure online bookstores, and 68 second-hand bookstores.
- The bookstore industry is multifaceted. For the purpose of monitoring book sales, large stationery chain stores and comprehensive wholesale channels that predominantly sell electronics were excluded in 2021 and 2022.



Source: Organized by this survey

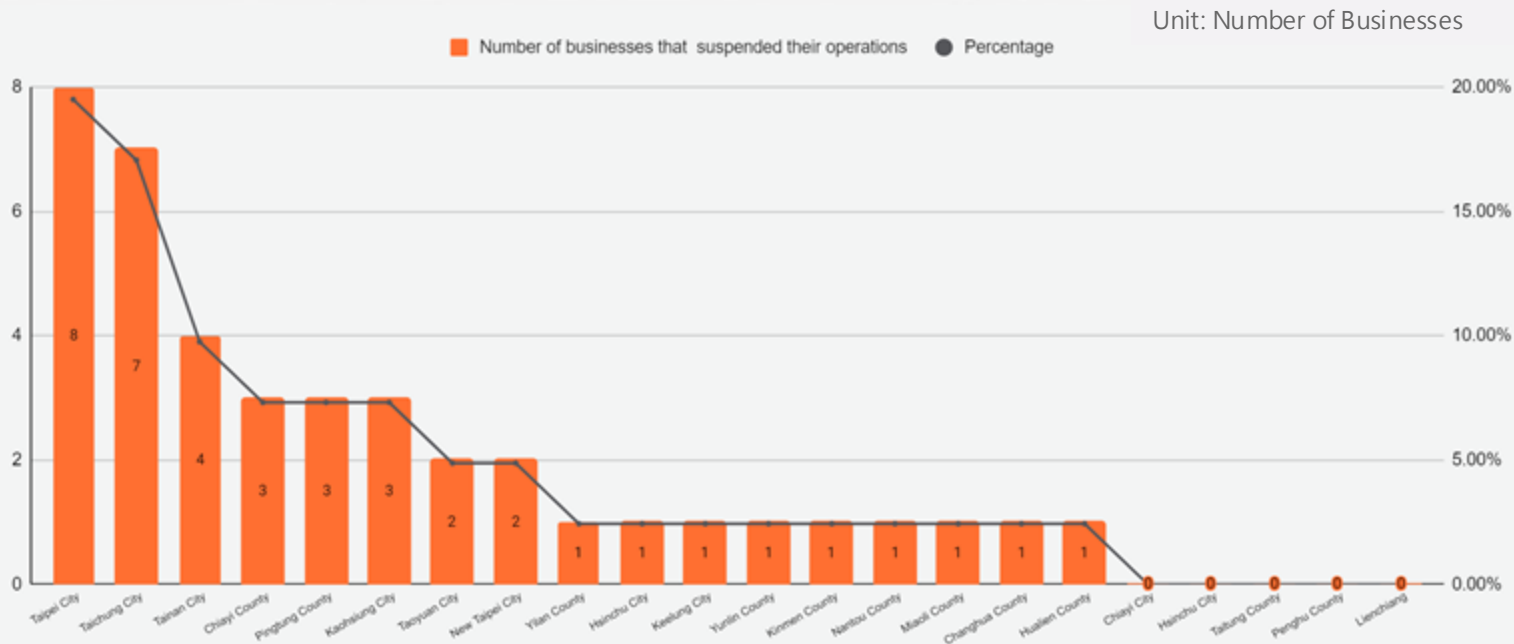
Overseas Income of Book Distribution Industry in 2022

- The bookstore industry is multifaceted. For the purpose of monitoring book sales, Momo Online Bookstore and PChome were excluded from the list of online bookstores in 2021-2022. Large stationery chain stores and comprehensive wholesale channels that predominantly sell electronics were excluded from the list of chain bookstores.



Source: Organized by this survey.

Operating Status of Independent, Regional, Used Bookstores in 2022

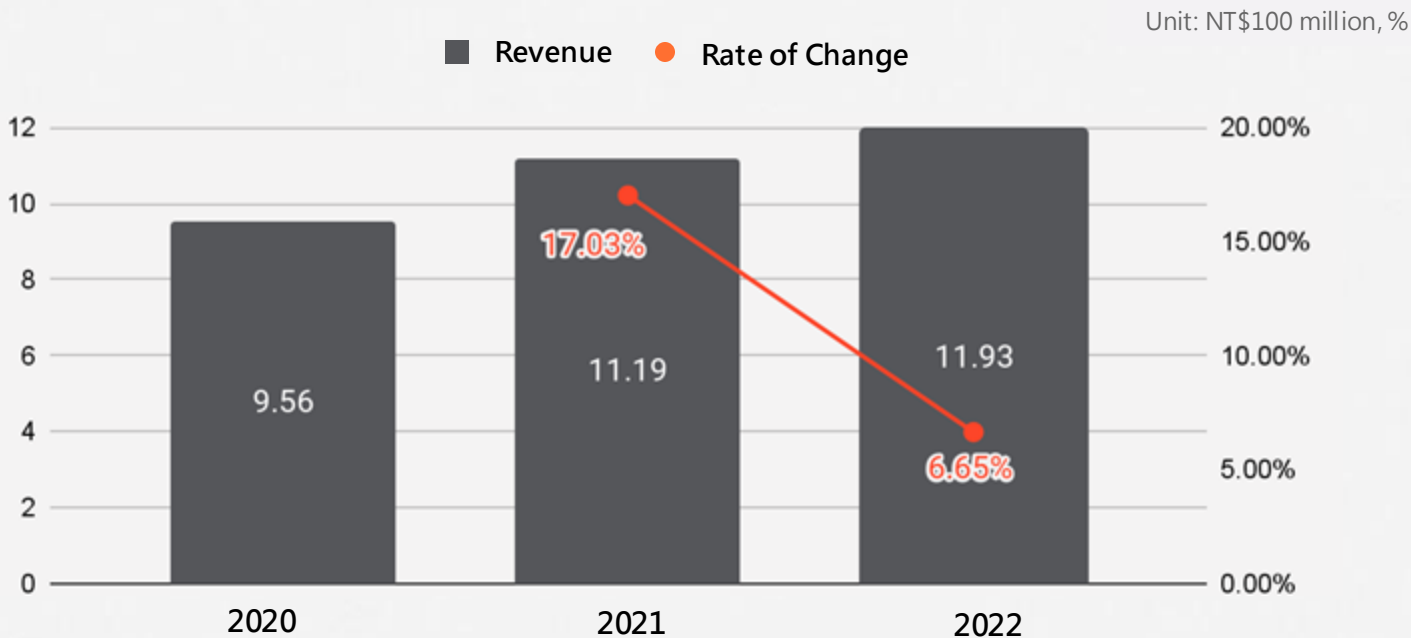


Note: This chart depicts the distribution of the number of standalone, used, and independent bookstores that ceased operations by county/city in 2022.

Source: Organized by this survey

Year	2020	2021	2022
Number of businesses that ceased to operate	92	86	41
Total number of businesses	602	591	584

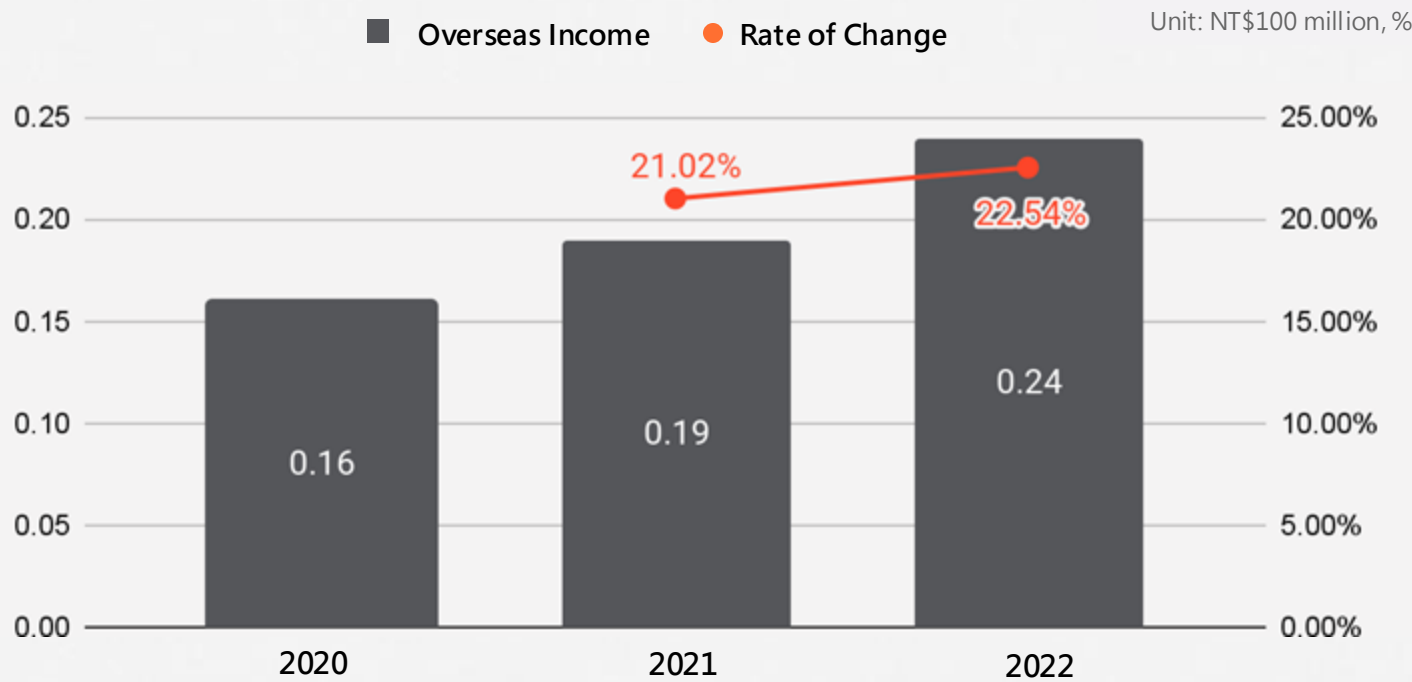
Total Revenue of Digital Publishing Distribution and Reading Platform Industry in 2022



Note: This survey of the digital publishing distribution and reading platform industry primarily focuses on domestic companies and does not include foreign digital platform companies, such as Google eBook platform and Apple digital reading platform.
Source: Organized by this survey



Overseas Income of Digital Publishing Distribution and Reading Platform Industry in 2022

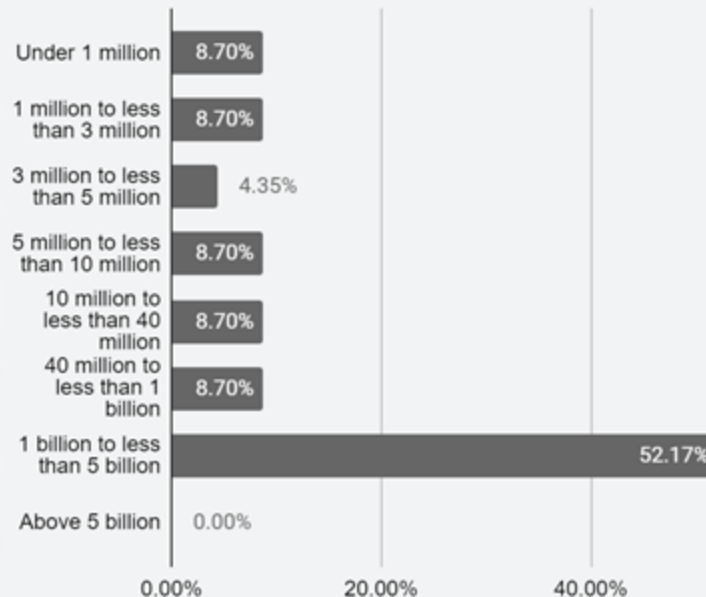
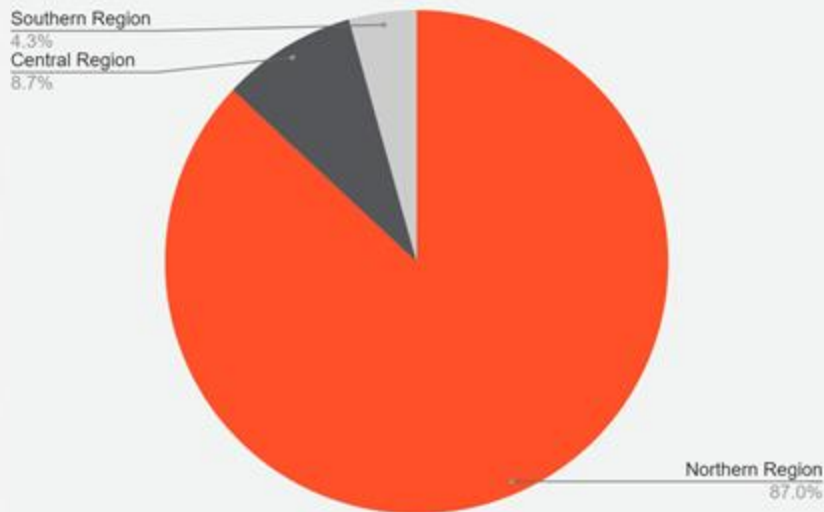


Source: Organized by this survey



Capital Scale of Digital Publishing Platforms in 2022

Unit: NT\$100 million, %

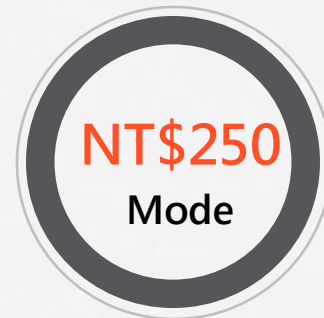
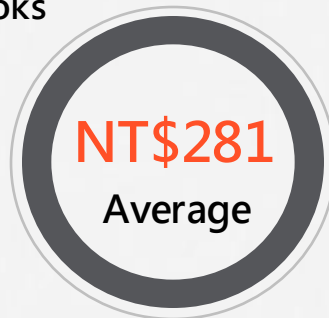


Source: Organized by this survey.

Retail Price of Ebooks and Audiobooks in 2022

- Over the past two years, the quantity of ebooks available for purchase increased substantially, with a wide range of price points. Consequently, year-over-year comparisons ought to be read with caution.

Ebooks



- There are many genres of audiobooks as well as a range of pricing structures; certain titles are only available as audiobooks and have no prior printed editions.
- In 2022, audiobooks were approximately 1.28 times more expensive than printed books and 1.63 times more expensive than ebooks.

Audiobooks



The price of ebooks was the amount that customers actually paid (excluding other discounts such as membership benefits) at the time the product was being sold or promoted on the ebook reading platform.

Source: Inventory compiled from digital publishing platforms.

Number of ISBN Registrations for Ebooks in 2022 (Excluding Digital Comics)

- In 2022, the number of ebooks available on various platforms was 16,569 (+20.56%), with nearly 4,300 books lacking ISBN (mostly photo books).
- 78.83% of the ebooks on the shelves were in traditional Chinese, followed by 18.64% in Japanese, which were mostly photo books.
- The average retail price was \$281NTD (NT\$413 for computer science books and NT\$162 for light novels).
- The price of ebooks was approximately 0.66 times the price of printed books.

Unit: %

Languages of Ebooks Published in 2022



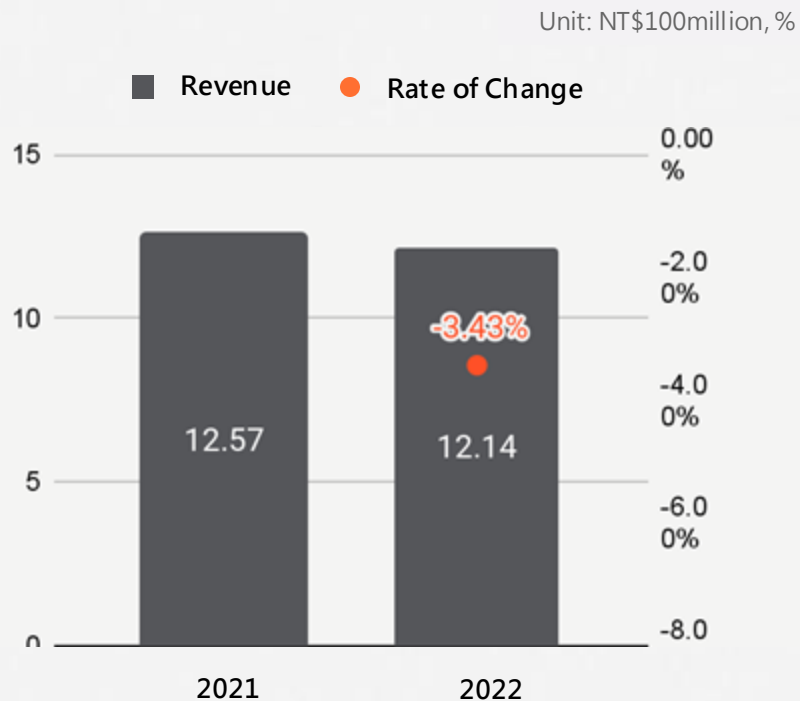
Notes:

- This survey counted the ebooks that were published on major reading platforms in 2022, which may include newly published ebooks and digitized older books.
- The price of ebooks shown was the selling price or promotional price listed on ebook reading platforms during the survey period. The prices shown were the prices paid by consumers (excluding other discounts, such as membership benefits).

Source: Organized by this survey

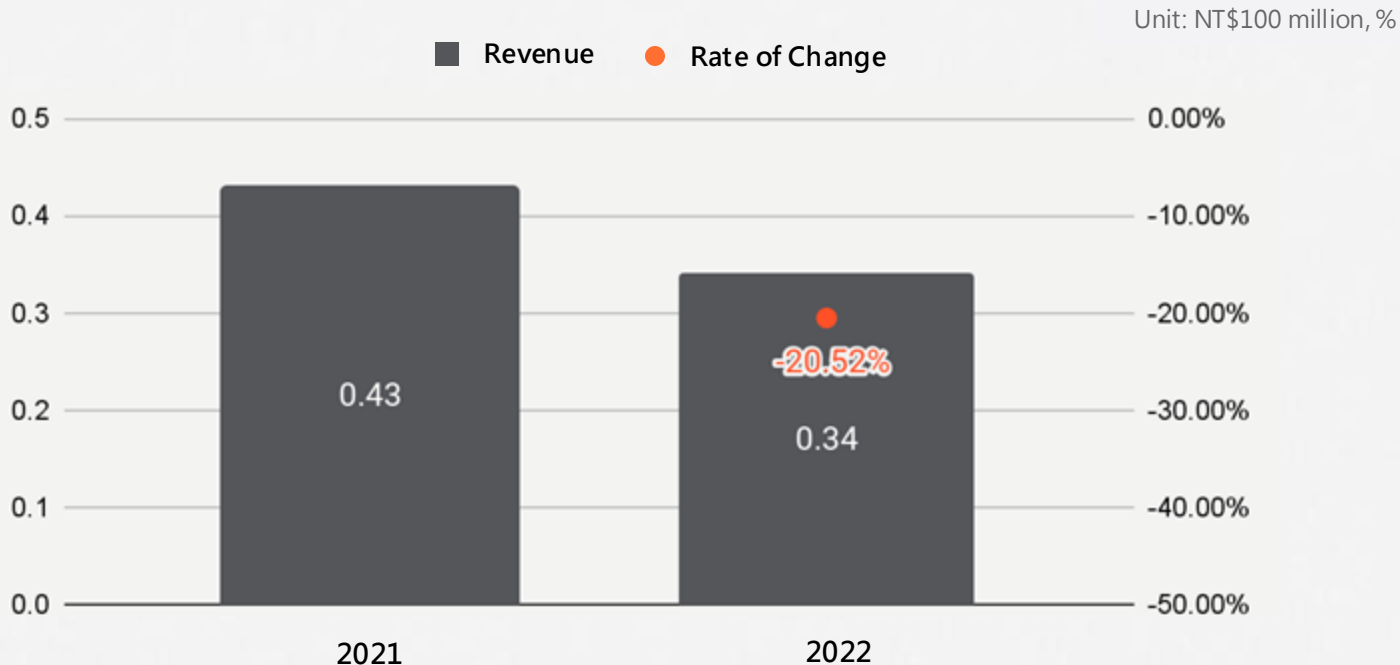
Revenue of Character Brand (IP) Licensing Industry in 2022

- The survey targets included 199 businesses engaged in character brand creation, character brand (IP) development, and character brand (IP) licensing in Taiwan. The survey sample for 2021 and 2022 included new additions such as Dapili Integrated Marketing Co., Ltd., a well-known IP licensing and brokerage company in Taiwan.



Source: Organized by this survey

Overseas Income of Character Brand (IP) Licensing Industry in 2022



Source: Organized by this survey

Note: The statistical population for 2021 and 2022 was enlarged to include businesses like Dapili Integrated Marketing Co., Ltd., which runs well-known IP licensing agencies in Taiwan. Large-scale operators specializing in overseas IP brokerage were not included.



Capital Scale of Character Brand (IP) Businesses

Capital Scale of Character Brand (IP) Industry Operators in 2022, Categorized by Chief Operations

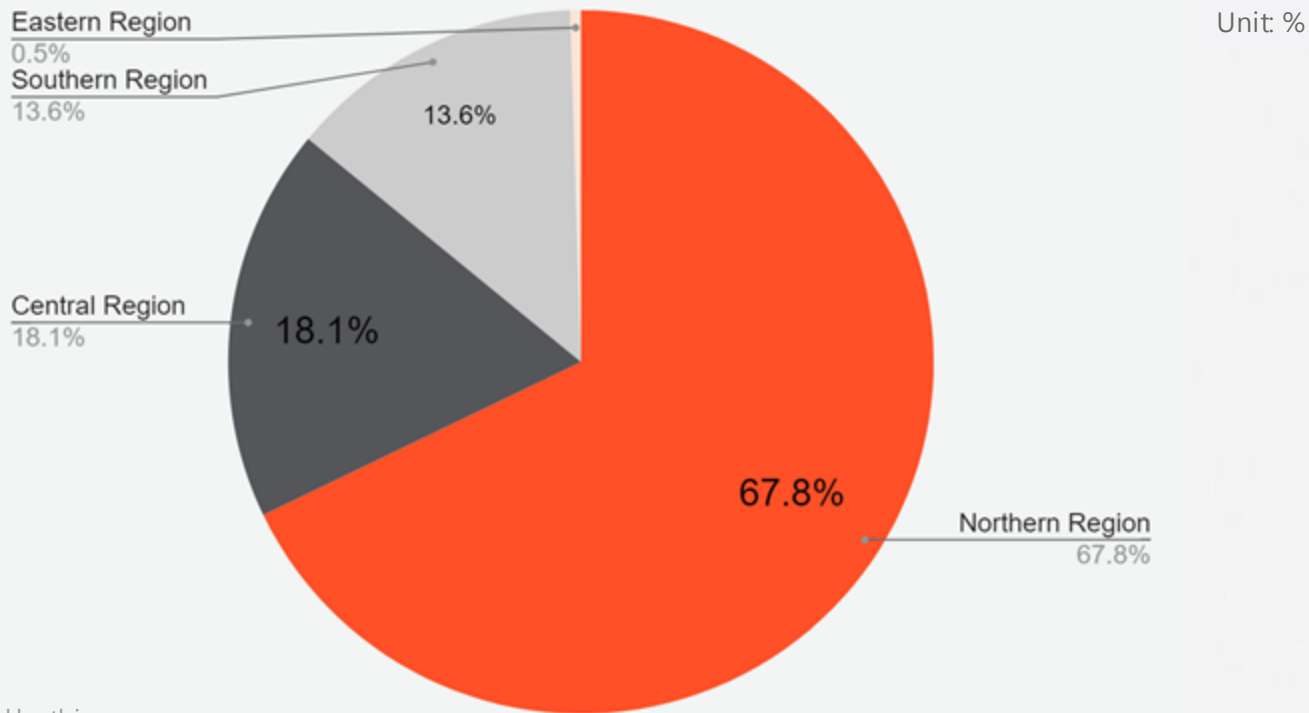
Unit: %

Chief Operation	Character Brand Creation	Management and Brokerage	Character Brand Design, Development, and Licensing	Retail Application
Above 5 billion	-	-	-	1.89%
1 billion to less than 5 billion	-	2.17%	-	3.77%
40 million to less than 1 billion	-	2.17%	7.14%	5.66%
10 million to less than 40 million	8.33%	15.22%	-	16.98%
5 million to less than 10 million	2.78%	23.91%	14.29%	15.09%
3 million to less than 5 million	1.39%	10.87%	7.14%	7.55%
1 million to less than 3 million	18.06%	32.61%	28.57%	22.64%
Under 1 million	69.44%	13.04%	42.86%	26.42%
Total	100%	100%	100%	100%

Source: Inventory compiled from business registration records.



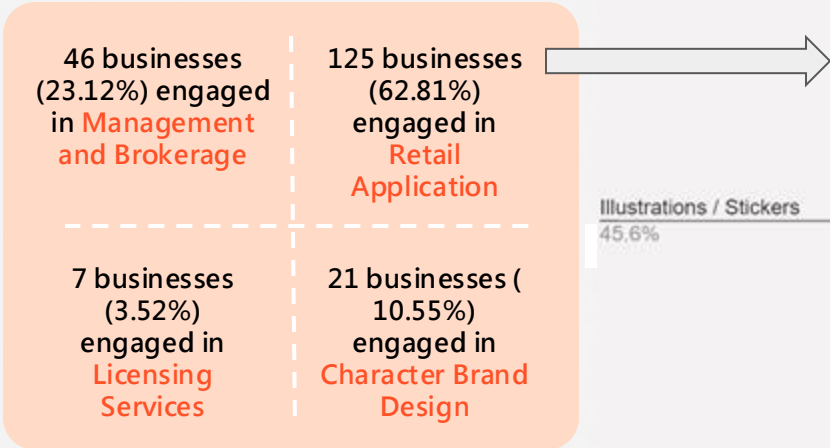
Regional Distribution of Character Brand (IP) Licensing Businesses in 2022



Source: Organized by this survey

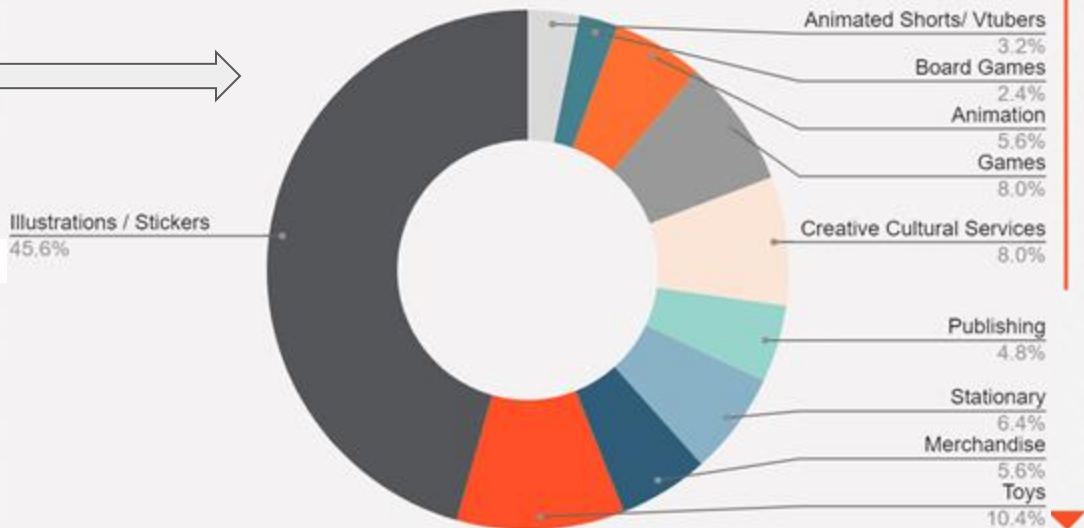


Types of Character Brand (IP) Application in 2022



Types of Retail Application of Character Brands

Unit: %



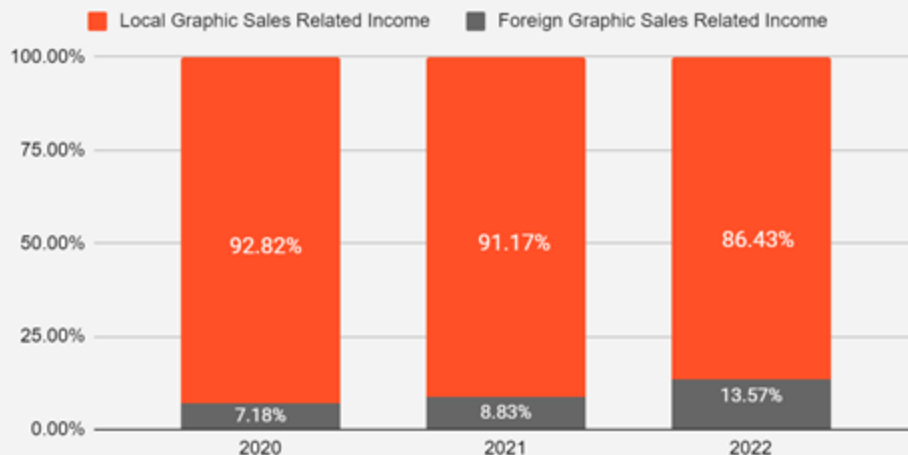
Source: Organized by this survey.

Overview of Domestic and Foreign Revenues of Character Brand (IP) Licensing Industry in 2022

- Compared to the previous two years, the proportion of revenue from overseas markets increased to 14.45%. In addition, based on the sources of income for various character brands, related income made from foreign character brands also increased by 13.57% in 2022. This growth was likely attributed to the post-pandemic resumption of international in-person exhibitions, the restoration of various overseas collaborations, as well as the introduction and licensing of foreign works.

Changes in revenue from sales of local and foreign graphics for the character brand development, application, and brokerage operators in Taiwan from 2020 to 2022

Unit: %



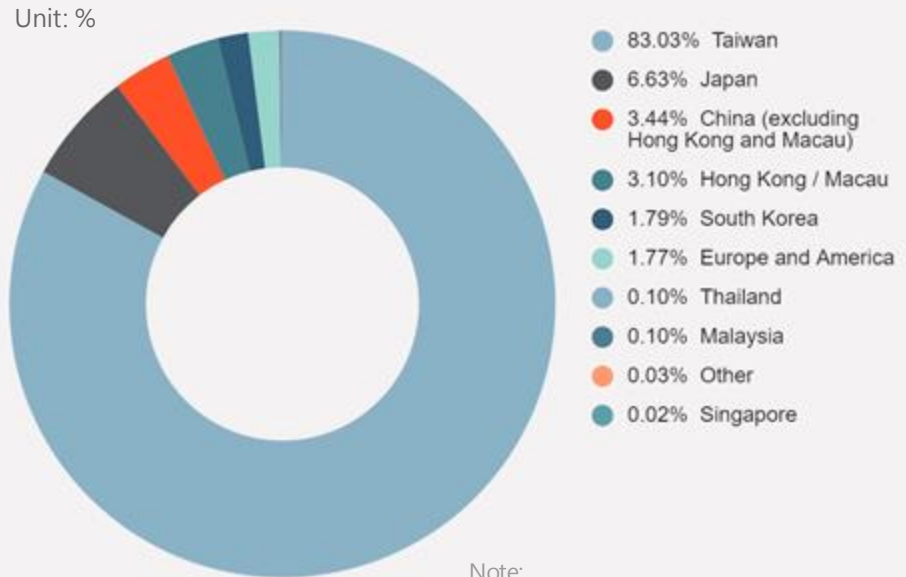
Note: N=57 for 2020; N=41 for 2021; N=.63 for 2022.
Source: Organized by this survey

Foreign Licensing of Character Brands (IP) in 2022

- Licensing revenue were mostly generated locally in Taiwan (83.03%), an increase of 0.84 percentage points compared to 2021. Regarding foreign licensing countries/regions, the top three sources of licensing revenue were Japan (6.63%), China (excluding Hong Kong and Macau, 3.44%), and Hong Kong/Macau (3.10%).

Source: Organized by this survey

Distribution of Recipient Countries of Character Brand Licenses in 2022



Note:
● Multiple selections were allowed.
● N=62 for 2022.

Trends in Book Distribution Channels, Digital Publishing Platforms, and Character Brands (IP) Licensing Industries in 2022

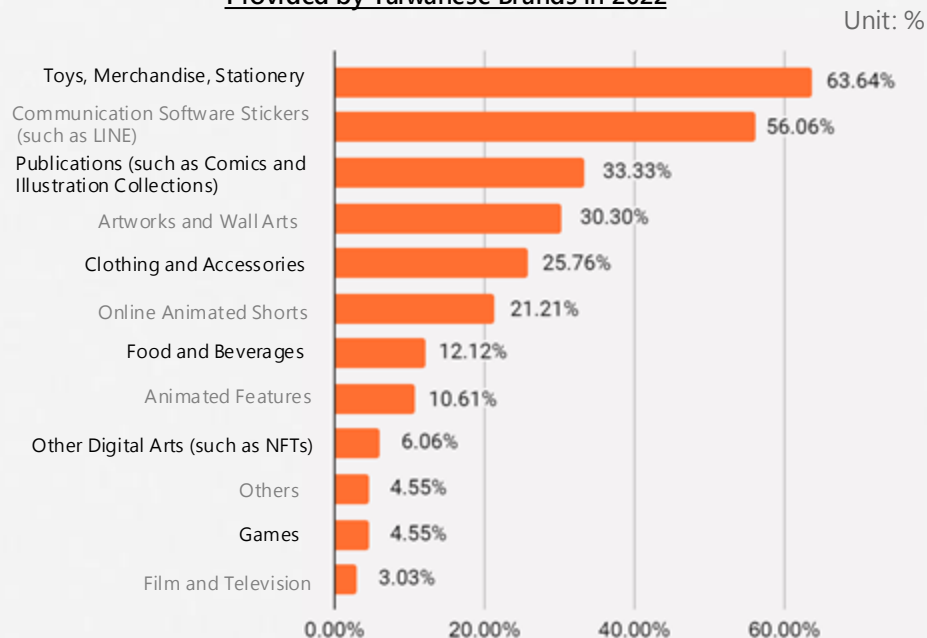
- In 2022, the sales revenue of book distribution channels from paperback books (including comics) was approximately NT\$17.722 billion, a decrease of 6.49% compared to NT\$18.952 billion in 2021. Despite the decline in revenue from book sales, bookstore operators actively diversified their income sources, resulting in an increase in overall revenue, reaching NT\$28.402 billion.
- In 2022, apart from independent and regional bookstores, there were no new entrants in the book distribution industry. The majority of the industry's changes were due to single bookstores joining, merging, or exiting chain systems, as well as closures. The number of closures of independent, new, and used bookstores in 2022 decreased compared to the previous two years.
- In 2022, the digital publishing and reading platform industry generated NT\$1.193 billion, up 6.65%. Overseas revenue reached NT\$0.024 billion, showing a growth of 22.54%.
- In 2022, the character brand licensing industry generated NT\$1.214 billion in revenue, with an export value of NT\$0.034 billion. The primary focus of the industry was on retail applications (i.e., derived products), with the highest proportion allocated to the illustration/sticker sector. Sales of stickers on communication software platforms constituted the main source of revenue.



2022 Cross-Sector Character Brand (IP) Licensing: Products and Services

- In 2022, the most common types of products from cross-sector character brand licensing reported by industry participants were "toys, merchandise, stationery" (63.64%), "communication software stickers (such as LINE)" (56.06%), and "publications (such as comics and art collections)" (33.33%). Competition for well-known IP characters and higher production costs for animated content limited other types of cross-sector products, leading to fewer cases of cross-sector collaborations between industry players.

Distribution of Cross-Sector Licensed Products and Services Provided by Taiwanese Brands in 2022



Note:

- Multiple selections were allowed.
- N=66 for 2022.

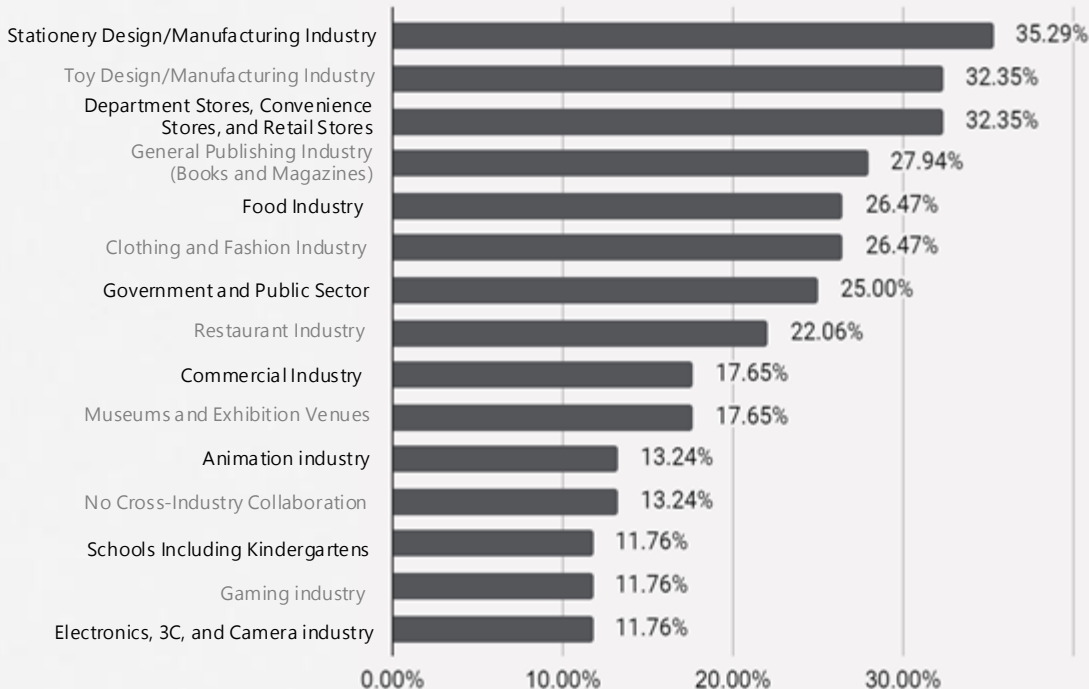
Source: Organized by this survey

Cross-Industry Collaborators of the Character Brand (IP) Industry in 2022

- Stationery design/manufacturing (35.29%), toy design/manufacturing (32.35%), department stores, convenience stores, and retail stores (32.35%) were common collaborators. Collaborations with the government and public sectors accounted for about a quarter of the partnerships.
- In 2022, there were also a few instances of individual businesses collaborating with the supplementary education industry, medical institutions and pharmacies, and the transportation industry.

Top 20 Cross-Industry Collaborators of Taiwan's Character Brand Licensing Industry in 2022 (by ratio)

Unit: %



Note:

- Multiple selections were allowed.
- N=68 for 2022.

Source: Organized by this survey

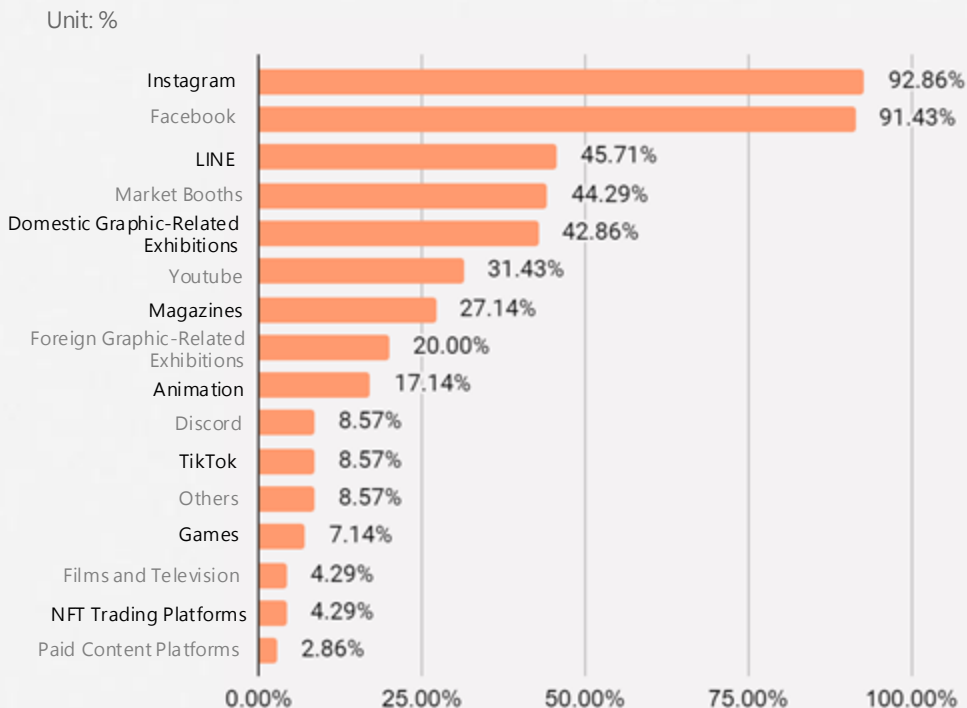
Platforms Used to Debut Character Brands (IP)

- Most industry players (92.86%) used Instagram as their primary platform for debuting character brands (an increase of 1.75 percentage points compared to 2021). Instagram has since surpassed Facebook to become the most commonly used platform. Following Instagram are Facebook (91.43%), the communication software LINE (45.71%), market booths (44.29%), and domestic graphic-related exhibitions (42.86%).

- Following the trend of physical activities resuming after the lifting of pandemic restrictions, industry players have also increased their participation in physical events. For example, compared to 2021, the percentage of businesses gaining exposure through market booths has increased by 10.95 percentage points.

Note:
• Multiple selections were allowed.
• N=70 for 2022.
Source: Organized by this survey

Platforms Used to Debut Character Brands for Taiwan's Character Brand Development, Application, and Brokerage Industry Operators in 2022



Scope of Sales and Distribution Channels for Publications

- The sales and distribution channels for publications presented in this survey include a variety of book retailers, such as regional bookstores, independent bookstores, used bookstores, pure online bookstores, and chain/franchise bookstores, while excluding stationery retailers and large-scale general wholesale businesses.
- As for the digital publishing platform industry, this survey includes digital publishing and sales platforms, digital reading platforms, as well as platforms for digital content creation and brokerage.
- This survey covers the character brand licensing industry, which includes character brand creators, character brand developers, and character brand brokerage operators.

