



1. Research Overview

- Title: 2017 Publishing Industry Research (Including Copyright Export Statistics)
- Legal Basis: Article 16-4 of the Publishing Industry Promotion Act ("Publishing Industry Research and Statistics")
- Objective: The purpose of this 2017 Publishing Industry Research is to establish and evaluate various policies, establish management plans, stimulate academic and institutional research activities, and provide basic statistics to general media and content consumers by analyzing the status and scale of businesses engaged in the publishing industry.

2. Research Design

- Effective Date: 2016. 12. 31.
- Research Period: 2016. 1. 1 - 2016. 12. 31.
- Analysis Period: 2017. 7 - 2017. 11
- Research Content: The topics covered in the research questionnaire include basic business information, general status, organizational status, distribution status, business indices and forecast, and miscellaneous comments.
- Research Method: Research conducted by researchers via telephone call, fax, e-mail (web), and subject-facing interview using a structured tabular research questionnaire.

3. Research Agency

- Principal Organizations: Ministry of Culture, Sports, and Tourism; Publication Industry Promotion Agency of Korea
- Executive Organization: Publication Industry Promotion Agency of Korea
- Cooperating Organizations: Korean Publishers Association; Korea Publishers Society; Korea Federation of Bookstore Association
- Research Organization: Korea Research Center Co., Ltd.

Section 2 Population Analysis

The 2017 Publishing Industry Research consisted of population research for identifying key points, including the activities of businesses (revenue, number of employees, main publishing sector), and factual research for analyzing survey responses provided by confirmed businesses from statistical populations.

1. Statistical Population Definitions

The primary objective of the 2017 Publishing Industry Research was to identify the characteristics and basic status of all businesses in the publishing sector, via a census of approximately 50,000 nominal publishers, 6,000 distributors, and 4,000 e-book businesses, to conduct future scientific research.

- A list of statistical populations was organized and analyzed in stages for the purposes of this research.
 - Preliminary Population: Businesses in publishing excluding duplicates
 - Target Population: Confirmed closed (temporarily/permanently) businesses in publishing
 - Research Population: Businesses with revenue as of 2016
- The methods of organization for and sizes of statistical populations are as follows:

Table 1 Statistical Populations and Factual Survey Respondents (Unit: Number of businesses)

Category		Preliminary Population	Target Population	Research Population	Factual Survey Respondents
Publishers		47,972	5,403	3,497	1,019
Distributors	Wholesalers & Exclusive Distributors	820	646	336	203
	Offline Bookstores	5,003	2,510	1,820	839
	Online Bookstores	661	245	156	50
E-Book Businesses	E-Book Distributors	534	31	28	13
	E-Book Publishers*	4,968	3,791	618*	311
Total		59,958	12,626	6,455	2,435
Criteria		Excluding duplicate businesses	Excluding closed and unreachable businesses (including participation refusal)	Businesses from target population with revenue in 2016	2016 factual survey respondents

* Of the 3,497 publishers in the research population, 534 companies also engage in the e-book business, and 84 companies produce e-books.

2. Research Population Analysis

1) Publishers

Looking at the distribution of 3,497 publishers in the research population by region, 75.3% are concentrated in Seoul and Gyeonggi Province (57.5% and 17.8%, respectively), and companies with fewer than five employees constitute 76.9% of the total number (1 to 2 employees: 54.9%; 3 to 4 employees: 22.0%).

Table 2 Regional Distribution of Publishers

(Unit: Number of businesses)

Region	Seoul	Six Metropolitan Cities	Sejong	Nine Provinces									Total
				Gyeonggi Province	Gangwon Province	North Chungcheong Province	North Chungcheong Province	North Jeolla Province	North Jeolla Province	North Gyeongsang Province	North Gyeongsang Province	Jeju Province	
Number of Publishers	2,007	474	4	620	53	48	30	57	47	48	66	35	3,489
Ratio	57.5	13.6	0.1	17.8	1.5	1.4	0.9	1.6	1.3	1.4	1.9	1.0	100.0

* Based on survey respondents from the research population.

Table 3 Distribution of Employees in Publisher Research Population

(Unit: Number of businesses)

Category	Seoul	Six Metropolitan Cities	Sejong	Nine Provinces									Total	Ratio
				Gyeonggi Province	Gangwon Province	North Chungcheong Province	North Chungcheong Province	North Jeolla Province	North Jeolla Province	North Gyeongsang Province	North Gyeongsang Province	Jeju Province		
1 - 2	961	259	2	304	33	27	16	28	26	23	37	16	1,732	54.9
3 - 4	399	97	1	113	8	10	6	15	13	10	12	10	694	22.0
5 - 9	247	56	1	65	3	3	3	7	1	7	10	2	405	12.8
10 - 49	161	16	0	55	1	1	0	1	1	0	2	0	238	7.5
50 - 99	35	3	0	12	0	0	1	0	0	0	0	2	53	1.7
≥ 100	28	2	0	5	0	0	0	0	0	0	0	0	35	1.1
Total	1,831	433	4	554	45	41	26	51	41	40	61	30	3,157	100.0

* Based on survey respondents from the research population.

(2) Offline Bookstores

Looking at the regional distribution of 1,820 offline bookstores, including chain/franchise bookstores (1,891 businesses in the research population, including major chains/franchises such as Kyobo Book Centre, Youngpoong Bookstore, and Bandi & Luni's), Seoul accounts for 19.3% of the bookstores, followed by Gyeonggi Province at 15.5%, Busan at 8.2%, and Daegu at 7.2%.

Table 4 Offline Bookstore Research Population by Region/Type
(Including Chains/Franchises) (Unit: Number of businesses)

Category		General Bookstore	Specialist Bookstore	Total	Ratio
Seoul		225	77	302	19.3
Six Metropolitan Cities	Busan	93	36	129	8.2
	Daegu	86	27	113	7.2
	Incheon	40	18	58	3.7
	Gwangju	53	20	73	4.7
	Daejeon	74	19	93	5.9
	Ulsan	35	9	44	2.8
Subtotal		381	129	510	32.6
Sejong		3	3	6	0.4
Nine Provinces	Gyeonggi Province	189	54	243	15.5
	Gangwon Province	36	8	44	2.8
	North Chungcheong Province	46	14	60	3.8
	South Chungcheong Province	33	18	51	3.3
	North Jeolla Province	66	26	92	5.9
	South Jeolla Province	48	12	60	3.8
	North Gyeongsang Province	58	19	77	4.9
	South Gyeongsang Province	78	14	92	5.9
	Jeju Province	22	5	27	1.7
Subtotal		576	170	746	47.7
Total		1,185	379	1,564	100.0
Ratio		75.8	24.2		

* Based on offline bookstore survey respondents from the research population.

Section 3

Publishing Industry Research Summary

1. Publishers

Category	Sub-Category	Results
General	Business Type	Dedicated publisher: 70.4%; Sideline publisher: 16.7%; Affiliate publisher: 6.6%; Other: 6.4%
	Company Type	Private business: 68.4%; Joint-stock company: 24.9%; Foundation: 3.7%; Corporate personhood: 2.4%; Other: 0.6%
	Main Field	General/single: 63.2%; Academic/professional/examination: 18.6%; Textbook/reference: 7.6%; Children's: 7.2%; Other: 3.4%
	Personnel	<ul style="list-style-type: none"> - By field: General/single: 53.9%; Academic/professional/examination: 19.2%; Children's: 6.9% - Fluctuation: Indistinguishable: 84.2%; Decreased: 9.5%; Increased: 6.3% - New hires: None: 79.2%; Hired: 20.8%
	New Publications	<ul style="list-style-type: none"> - Of an average of 20.2 new publications, 5.0 (24.8%) are translated - New books with two or more impressions: 36.0% - Online bookstore: 22.8%; Large bookstore: 21.1%; Wholesale & exclusive distribution: 17.5%; Publisher direct: 14.9%; Agency: 9.6%; Sm/med bookstore: 6.9%
Operations	Transactions & Distribution	<ul style="list-style-type: none"> - Consignment ratio: 68.6% - offline distribution; 60.2% - online distribution - Return rate: Average of 19.4% - Number of first copies delivered: 706.7 units in 2015 → 669.7 units in 2017 - Distribution: Sale: 65.8%; Stock/inventory: 28.9%; Disposal: 5.4%
	Benefits	<ul style="list-style-type: none"> - Four Major Public Insurance: 80.9% - Paid annual leave: 63.7% - Overtime pay/benefits: 35.0% - Pension plan: 65.3% - Labor contract: 62.3% - Sexual harassment/assault prevention training: 31.6%
	Revenue	<ul style="list-style-type: none"> - Fluctuation: Indistinguishable: 52.9%; Decreased: 32.0%; Increased: 15.1% - Revenue breakdown by field: General/single: 54.7%; Academic/professional/examination: 20.3%; Children's: 7.5%; Other: 7.3%; Textbook/reference: 6.4%
	Expenditures	<ul style="list-style-type: none"> - Annual expenditure: Average of ¥1.568 billion - Expenditure breakdown: Production: 32.4%; Labor: 22.6%; Operational: 12.4%; Editing: 11.2%; Royalties/compensation: 9.3%; Other: 8.2%; Marketing: 4.0%
	Revenue Breakdown	Online bookstore: 22.8%; Large bookstore: 21.1%; Wholesale & exclusive distribution: 17.5%; Publisher direct: 14.9%; Agency: 9.6%; Sm/med bookstore: 6.9%
Environments & Systems	Used Books	<ul style="list-style-type: none"> - Distribution impact: Neutral: 54.3%; Negative: 27.3%; Positive: 18.4% - Reading/literacy stimulation impact: Neutral: 56.1%; Positive: 29.2%; Negative: 14.6%
	Commercial Publications for Public Institutions	<ul style="list-style-type: none"> - Impact on publishing industry: Neutral: 50.3%; Negative: 40.8%; Positive: 8.8% - Social reputation: Neutral: 59.8%; Negative: 30.9%; Positive: 9.3% - Social contribution: Neutral: 60.1%; Negative: 25.9%; Positive: 14.0%
	Standard Publishing Contract	<ul style="list-style-type: none"> - Awareness: Aware: 56.1%; Unaware: 43.9% - Utilization: Some provisions: 35.5%; All provisions: 33.3%; Personalized contract: 31.2%
	Needed Industry Improvements	Distribution informatization & environmental improvements: 22.1%; Author discovery/development: 20.0%; Increased cost of library book purchases: 16.9%; Bargaining power & supply rate: 10.5%; Marketing stimulation: 10.4%; Expert cultivation & education stimulation: 5.3%; Digitization/informatization: 3.4%
	Elements Required for Industry Progress	Industry infrastructure: 38.6%; Policy funding: 20.8%; Support business diversification: 13.7%; Policy R&D: 10.4%; Publishing-friendly legal system: 8.4%; Publishing funding: 5.2%; New growth engine: 2.8%

2. Wholesalers & Exclusive Distributors

Category	Sub-Category	Results
General	Company Type	Private business: 88.7%; Corporation: 11.3%
	Wholesale/ Retail	Both: 50.2%; Dedicated wholesale: 49.8%
	Warehouse	Average of 479.7 m ² ; Capacity: 430,000 units; Utilization: 66.6%
	Main Field	Elem/JH/HS reference/study material: 68.0%; General/single: 16.7%; Children's: 7.9%; Specialized: 5.4%; College textbook/exam: 2.0%
	Personnel	- Average number of total employees & logistical employees: 5.5 persons; 2.6 persons - Fluctuation: Indistinguishable 76.8%; Decreased: 18.7%; Increased: 4.4% - New hires: None: 78.3%; Hired: 21.7%
Operations	Revenue Breakdown	- By new/old publications: New: 57.8%; Old: 42.2% - By field: Reference: 54.1%; General/single: 16.9%; Children's: 11.8%; Other: 9.8%; Study material: 7.4%
	Operating & Net Profit	- Average operating profit: ₩212 million; Average operating profit ratio: 14.1% - Average net profit: ₩109 million; Average net profit ratio: 8.0%
	Expenditures	- Annual expenditure: Average of ₩2.374 billion - Expenditure breakdown: Publication purchases: 65.9%; Labor: 14.5%; Other: 8.1%; Rent/lease: 6.6%; Non-publication purchases: 3.0%; Advertising/PR: 2.0%
Products & Transactions	Product Breakdown	Reference/study material: 58.3%; General/single: 16.8%; Children's: 13.2%; Other: 7.2%; College textbook/exam: 4.5%
	Number of Clients	Average of 191.2 (Publisher: 98.6; Bookstore: 54.0; Vendor: 24.9; Exclusive distributor: 8.2; Wholesale: 5.6)
	Transaction Breakdown	- Purchases from publishers: College textbook/exam: 71.4%; Reference: 69.3%; General/single: 67.0%; Children's: 65.8% - Deliveries to bookstores: College textbook/exam: 76.5%; Reference: 76.0%; General/single: 75.3%; Children's: 75.0% - Return rate: College textbook/exam: 39.1%; Reference: 35.1%; General/single: 32.8%; Children's: 31.5% - Return period: College textbook/exam: 7.1 months; Reference: 7.1 months; Children's: 6.9 months; General/single: 5.7 months

3. Offline Bookstores

Category	Sub-Category	Results
General	Bookstore Type	Comprehensive: 53.2%; Elem/JH/HS education/reference: 28.2%; Religious: 11.0%; College textbook/exam: 4.5%
	Company Type	Private business: 91.2%; Corporation: 8.8%
	Location	School zone: 45.2%; Commercial zone: 22.2%; Residential zone: 18.1%; Near private academy: 5.6%
	Store Area	- Average of 337.2 m ² - Sales floor ratio: 79.9%; Of this figure, 33.1% is attributed to endcaps and prominent displays
	Personnel	- Average number of employees: 3.7 (Full-time: 91.4%; Part-time/temporary: 8.6%) - Fluctuation: Indistinguishable: 85.1%; Decrease: 12.9%; Increased: 2.0%
Operations	Revenue Breakdown	- Book sales: 85.6%; Other (stationery, etc.): 14.4% - By new/old publications: New: 64.9%; Old: 35.1% - By field: Elem/JH/HS reference: 44.9%; General/single: 23.7%; Other: 12.8%; Children's: 9.5%; College textbook/exam: 9.0% - Best/steady seller: 32.6%
	Operating & Net Profit	- Average operating profit: ¥108 million; Operating profit ratio: 23.4% - Average net profit: ¥54 million; Net profit ratio: 13.8%
	Expenditures	- Annual expenditure: Average of ¥728 million - Expenditure breakdown: Publication purchases: 61.2%; Rent/lease: 11.2%; Labor: 9.5%; Non-publication purchases: 9.3%; Advertising/PR: 0.9%
Products & Transactions	Products & Transactions	Elem/JH/HS reference: 43.4%; General/single: 25.5%; Other: 12.9%; Children's: 9.6%; College textbook/exam: 8.6%
	Types/Numbers of New Publications	Average of 5,490.4 new publications stocked; Average of 124.5 copies per new publication
	Monthly Average Orders and Returns	Monthly average orders: 4,485.9; Monthly average returns: 915.9
Customers	Visitors & Purchase Rates	- Average weekday visitors: 165.8; Average weekend visitors: 204.5 - Visitor purchase conversion rate: 66.2%
	Customer Base	- Women: 56.5%; Men 43.5% - 10s: 36.2%; 20s: 18.3%; 40s: 15.8%; 30s: 15.4%
	Purchase Quantity & Expense	Average number of books per purchase per person: 1.8 units; Average per-purchase expense: ¥20,799.6
Transactions & Distribution	Number of Clients	- Supplier: 81.7 (Publisher direct: 62.6; Exclusive distributor: 12.4; Wholesale: 6.6) - Buyer: 19.9
	Purchase Breakdown	- General/single: Exclusive distributor: 71.9%; Wholesaler: 69.9%; Publisher direct: 66.6% - College textbook/exam: Wholesaler: 76.8%; Publisher direct: 76.7%; Exclusive distributor: 76.5% - Elem/JH/HS reference: Wholesaler: 72.9%; Exclusive distributor: 72.7%; Publisher direct: 71.2% - Children's (single & collection): Exclusive distributor: 68.2%; Wholesaler: 67.9%; Publisher direct: 66.1%
	Return Rate and Period	- Return rate: Elem/JH/HS reference: 33.2%; College textbook/exam: 31.5%; General/single: 28.7%; Children's: 27.1% - Return period: Children's: 7.8 months; Elem/JH/HS reference: 7.1 months; College textbook/exam: 6.9 months; General/single: 6.4 months

4. Online Bookstores

Category	Sub-Category	Results
General	Bookstore Type	Comprehensive: 32.7%; Specialized field: 24.5%; Religious: 14.3%; College textbook/exam: 12.2%; Children's: 12.2%; Elem/JH/HS education/reference: 4.1%
	Company Type	Private business: 53.1%; Corporation: 46.9%
	Warehouse	Average of 1,790.4 m ² ; Capacity: 752,000 units; Utilization: 55.8%
	Concurrent Offline Store Operations	Yes: 63.3%; No (no store): 36.7%
	E-Book Sales	No: 79.6%; Yes: 20.4%
	Used Book Sales	No: 77.6%; Yes: 22.4%
Operations	Personnel	- Average number of employees: 14.6 (Full-time: 86.2%; Part-time/temporary: 13.8%) - Fluctuation: Indistinguishable 77.6%; Decreased: 16.3%; Increased: 6.1%
	Revenue Breakdown	- Book sales: 83.6%; Other (stationery, etc.): 16.4% - By new/old publications: Old: 51.2%; New: 48.8% - By field: General/single: 30.1%; College textbook/exam: 24.9%; Other: 24.6%; Children's: 13.6%; Elem/JH/HS reference: 6.9% - Used books: 9.5% - Best/steady seller: 37.2%
	Operating & Net Profit	- Average operating profit: ¥375 million; Average operating profit ratio: 17.1% - Average net profit: ¥143 million; Average net profit ratio: 17.9%
	Expenditures	- Annual expenditure: Average of ¥3.568 billion - Expenditure breakdown: Publication purchases: 47.4%; Labor: 18.8%; Rent/lease: 11.6%; Non-publication purchases: 9.1%; Other: 8.3%; Advertising/PR: 4.9%
Products & Transactions	Product Breakdown	General/single: 31.2%; Other: 30.2%; College textbook/exam: 17.2%; Children's: 14.8%; Elem/JH/HS reference: 6.5%
	Types/Numbers of New Publications	Average of 8,687.7 new publications stocked; Average of 84.4 copies per new publication
Customers	Visitors & Purchase Rates	- Average daily bookstore website visitors: 10,202.8; Purchase rate: 18.0% - Average daily bookstore mobile app visitors: 9,255.5; Purchase rate: 12.9%
	Customer Base	- Women: 53.7%; Men 46.3% - 30s: 28.9%; 20s: 23.5%; 40s: 24.4%; 50s: 14.4%
	Purchase Quantity & Expense	Average number of books per purchase per person: 3.4 units; Average per-purchase expense: ¥41,994.8
Transactions & Distribution	Number of Clients	- Supplier: 424.3 (Publisher direct: 384.1; Exclusive distributor: 27.6; Wholesale: 12.7) - Buyer: 52.6
	Purchase Breakdown	- General/single: Publisher direct: 70.0%; Other: 75.9% - College textbook/exam: Publisher direct: 72.8%; Other: 82.2% - Elem/JH/HS reference: Publisher direct: 70.9%; Other: 76.3% - Children's (single & collection): Publisher direct: 68.3%; Other: 69.8%
	Return Rate and Period	- Return rate: Elem/JH/HS reference: 27.3%; College textbook/exam: 27.1%; Children's: 17.8%; General/single: 15.2% - Return period: Children's: 9.0 months; College textbook/exam: 8.4 months; Elem/JH/HS reference: 8.0 months; General/single: 4.9 months

5. E-Book Publishers

Category	Sub-Category	Results
General	Business Type	Paper-book-based publisher: 68.8%; One-person publisher (self-publishing): 19.0%; Digital-based publisher 12.2%
	Company Type	Private business: 69.5%; Corporation: 30.5%
	Scope of Business (Duplicate Responses)	E-publication distribution: 51.4%; Multimedia e-publication production: 39.5%; Digital business: 20.3%; Database publication (knowledge/academic): 5.1%
	Main Field	General: 75.2%; Multimedia e-publication: 8.0%; Fantasy/chivalry/Sci-Fi/mystery: 4.8%; Comic: 4.5%; Other: 3.9%; Romance: 3.5%
	Personnel	- Average number of employees 1.6 (Full-time: 0.5; Part-time/temporary: 1.1) - Fluctuation: Indistinguishable: 92.9%; Increased: 5.1%; Decreased: 1.9%
	Active Authors	Average of 21.9 (Paid (non-exclusive): 55.0%; Free: 28.0%; Staff: 17.0%)
Operations	Number of Clients	Average of 8.2 (B2C: 5.9; B2B: 2.3)
	Revenue Breakdown Revenue Breakdown	- Average revenue of ¥78 million - By field: General: 79.5%; Genre fiction: 8.2%; Other: 7.4%; Comic: 4.9% - By type: Text e-book: 90.5%; E-book with interactive/multimedia elements: 5.3%; Other: 3.9%; Audiobook: 0.4% - By distribution channel: B2C: 70.7%; B2B: 29.3% * B2B: Online bookstore website: 35.0%; Dedicated e-book website: 26.5%; Master content provider (MCP): 3.3%; Global platform: 2.6%
Production	Web Novel & Mobile App Revenue	- Web novel revenue: No: 83.3%; Yes: 16.7% - Mobile app revenue: No: 78.8%; Yes: 21.2%
	New Publication & Cumulative Production	- Average e-book productions in 2016: 72.4 - Average paper-book-to-e-book conversion ratio in 2016: 59.0% - Cumulative average e-book issuance: 127.9
	Production Breakdown	- By field: General: 79.0%; Genre fiction: 9.0%; Magazine/other: 7.7%; Comic: 4.4% - By type: Text e-book: 90.9%; E-book with interactive/multimedia elements: 5.5%; Other: 3.4%; Audiobook: 0.3% - By agent: External (inc. distributor): 54.0%; Internal: 46.0%
	E-Books & Paper Books	- E-book substitution effect: Neutral: 41.5%; Positive: 32.8%; Negative: 25.7% - Reasonable price (vs. paper book): 62.2% of paper books

6. E-Book Distributors

Category	Sub-Category	Results
General	Main Field	General (exc. genre fiction): 23.1%; Romance: 23.1%; Multimedia e-publication: 23.1%; Fantasy/chivalry/Sci-Fi/mystery: 15.4%; Comic (inc. web comic): 15.4%
	Personnel	<ul style="list-style-type: none"> - Average number of employees: 26.3 (Full-time: 22.1; Part-time/temporary: 4.1) - Fluctuation: Increased: 50.0%; Indistinguishable: 41.7%; Decreased: 8.3% - New hires: Hired: 69.2%; None: 30.8%
	Number of Clients	Publisher: 580.9, B2BC (profit split after inter-site transaction): 7.4; Other: 5.0
Operations	Revenue Breakdown	<ul style="list-style-type: none"> - By field: Genre fiction 37.8%; General: 34.0%; Comic: 19.6%; Magazine/other: 8.6% - By type: Text e-book: 83.0%; E-book with interactive/multimedia elements: 8.5%; Other: 8.4%; Audiobook: 0.1% - By channel: B2C (consumer): 67.2%; B2B (org/group): 25.1%; B2BC (profit split after inter-site transaction): 7.7%
	Web Novel & Mobile App Revenue	<ul style="list-style-type: none"> - Web novel revenue: Yes: 53.8%; No: 46.2% - Mobile app revenue: No: 76.9%; Yes: 23.1%
Services	Types/Numbers of Services	<ul style="list-style-type: none"> - Average number of e-book services in 2016: 184,320 - Average number of web novel services of web novel distributors: 85,508.3; Average number of paid web novel sales: 5,870.0
	Production Breakdown by Field Production Breakdown	General: 34.9%; Genre fiction (romance, fantasy, chivalry, etc.): 32.8%; Comic: 21.0%; Magazine/other: 11.4%
	Sales	<ul style="list-style-type: none"> - Monthly average sales: ₩88,652,500 - Monthly average downloads: 23,748,765.2 - Monthly average buyers: 24,945 - Annual average sales volume: Single volume: 182,683.3 units; Flat rate: 27,833.3 units; Series: 8,583.3 units
Customers	Members	<ul style="list-style-type: none"> - Cumulative average number of members: 676,6710.4 - New members in 2016: 82,505.0; Paid-purchase members in 2016: 83,428.9 - Women: 52.9%; Men: 47.1% - 30s: 28.1%; 20s: 25.4%; 40s: 22.8%; 50s: 10.5%; 10s: 10.2%; 60s+: 3.0%

Section 4 Domestic Publishing Industry Scale

This 2017 Publishing Industry Research estimated the sizes of various subsets of South Korea's publishing industry, from publishers and distributors (wholesalers, exclusive distributors, offline bookstores, and online bookstores) to e-book businesses (e-book publishers and e-book distributors).

- In the case of e-book distributors, telecommunications companies and web portals, the key players, did not respond to the survey and were therefore excluded from the results. This was also the case for the previous year's report, 2016 Publishing Industry Research (based on 2015 data).
- Unlike the previous year, which did not include revenue size estimates for e-book publishers, the 2017 Publishing Industry Research includes comparative year-over-year data for the subsector.

Publisher size was estimated based on businesses responding to the factual survey, and distributor and e-book business sizes were estimated based on the research population.

South Korea's domestic publishing industry recorded ₩7.813 trillion in revenue for 2016, up 2.0% YoY. The number of employees increased to 41,2774, up 1.1% YoY.

- Publisher revenue, which accounts for the largest portion of the industry, declined by 1.6% from the previous year. However, revenue growth in online businesses (online bookstores, e-book distributors, etc.) led to an overall increase for the entire publishing industry.
- The number of employees increased by 0.7% YoY for publishers, and employment increased overall in the industry excluding wholesalers & exclusive distributors.

Table 5 YoY Comparison of Revenue and Employee Sizes in the Domestic Publishing Industry

(Unit: ₩1 million, %, number of employees)

Category		Revenue Size				Employee Size			
		2015 Revenue	2016		YoY	2015 Employees	2016		YoY
			Revenue	Ratio			Employees	Ratio	
Publishers		4,027,849	3,963,403	50.7	-1.6	28,483	28,682	67.1	0.7
Distributors	Wholesalers & Exclusive Distributors	872,087	839,664	10.8	-3.7	2,917	2,823	6.6	-3.2
	Offline Bookstores	1,380,101	1,384,241	17.7	0.3	6,290	6,328	14.8	0.6
	Online Bookstores	1,183,836	1,369,698	17.5	15.7	3,002	3,086	7.2	2.8
E-Book Businesses	E-Book Distributors	125,823	172,437	2.1	37.0	498	680	1.6	36.5
Subtotal		7,589,696	7,729,443	98.9	1.8	41,190	41,599	97.3	1.0
E-Book	E-Book	70,941	83,569	1.1	17.8	1,136	1,175	2.7	3.5

Businesses	Publishers								
Total		7,660,637	7,813,012	100.0	2.0	42,326	42,774	100.0	1.1

1. Publishers

The size of the publisher subsector was estimated via revenue and employee data based on a factual survey of the statistical population. Revenue and employee-related organizational information was estimated based on survey responses after analyzing the statistical population to identify and classify the main field of publishing, revenue, and employee count.

Because paper book and e-book markets are treated separately, the publisher subsector size was based only on paper book market data.

Based on a research population of 3,497 businesses and 1,019 factual survey respondents, the publisher subsector's revenue and employee count recorded approximately ₩3.963 trillion and 28,682, respectively, for 2016.

- Looking at revenue distribution by primary publication type, study worksheets accounted for the majority at 57.4%, followed by textbooks and reference books at 27.7%, general and single-issue books at 7.4%, children's books at 3.8%, academic/professional books at 2.0%, and collections at 1.6%.
- Looking at employee distribution by primary publication type, study worksheets once again accounted for the majority at 55.3%, followed by textbooks and reference books at 24.3%, general and single-issue books at 12.4%, academic and professional books at 3.7%, children's books at 3.5%, and collections at 0.8%.

Table 6 **2016 Publisher Revenue and Employee Size**

(Unit: Number of employees,
₩1 million, %)

Category (Primary Publication)	Research Population	Number of Respondents	Revenue Size		Employee Size	
			Revenue	Ratio	Employees	Ratio
General/Single	2,173	644	292,862	7.4	3,569	12.4
Academic/Professional	708	190	79,444	2.0	1,062	3.7
Textbooks/Reference	266	77	1,098,989	27.7	6,959	24.3
Children's	101	27	152,335	3.8	999	3.5
Study Worksheets	176	73	2,276,941	57.4	15,867	55.3
Collection	18	8	62,832	1.7	226	0.8
Total	3,497	1,019	3,963,403	100.0	28,483	100.0

Looking at the distribution of 28,682 employees by employment type, full-time employees accounted for 91.6% (26,263), and part-time/temporary employees accounted for 8.4% (2,419).

Table 7 Employees in Publisher Subsector by Employment Type

(Unit: ₩1 million, %, number of employees)

Category	Full-Time			Part-Time/Temporary			Total		
	2015	2016	Ratio	2015	2016	Ratio	2015	2016	Ratio
Men	13,119	12,553	43.8	631	795	2.8	13,750	13,348	46.5
Women	13,857	13,710	47.8	876	1,624	5.7	14,733	15,334	53.5
Total	26,976	26,263	91.6	1,507	2,419	8.4	28,483	28,682	100.0

Converting 2016 publisher sales volume figures into average per-employee revenue by primary publication, the each employee generated an average of approximately ₩138.2 billion.

Table 8 2016 Average Per-Employee Revenue by Primary Publication

(Unit: ₩1 million, number of employees)

Category	Revenue Size	Employee Size	Average Per-Employee Revenue
General/Single	292,862	3,569	82.1
Academic/Professional	79,444	1,062	74.8
Textbooks/Reference	1,098,989	6,959	157.9
Children's	152,335	999	152.5
Study Worksheets	2,276,941	15,867	143.5
Collection	62,832	226	278.0
Total	3,963,403	28,682	138.2

Comparing 2016's publisher survey results with the previous year, the research population, number of survey respondents, and revenue size all decreased by 1.9%, 7.1%, and 1.6%, respectively, while the number of employees increased by 0.7%.

Table 9 YoY Comparison of Publisher Subsector

(Unit: ₩1 million, %, number of employees)

Category	Research Population	Number of Respondents	Revenue Size	Employee Size
2015	3,563	1,097	4,027,849	28,483
2016	3,497	1,019	3,963,403	28,682
YoY	-1.9	-7.1	-1.6	0.7

2. Distributors

Based on a research population of 2,321 businesses and 1,092 factual survey respondents, the distributor subsector's revenue and employee count recorded approximately ₩3.594 trillion and 12,237, respectively, for 2016.

- Looking at the revenue distribution, offline bookstores accounted for 38.5% (₩1.384 trillion) of the total, while online bookstores accounted for 38.1% and wholesalers and exclusive distributors accounted for 23.4%.
- Looking at the employee distribution, offline bookstores, online bookstores, and wholesalers and exclusive distributors accounted for 51.7%, 25.2%, and 23.1% of the total, respectively.

Table 10 Revenue and Employee Sizes in the Distributor Subsector (Unit: ₩1 million, %, number of employees)

Category	Research Population	Revenue Size		Employee Size	
		Amount	Ratio	Number of Employees	Ratio
Wholesalers & Exclusive Distributors	336	839,664	23.4	2,823	23.1
Offline Bookstores	1,820	1,384,241	38.5	6,328	51.7
Online Bookstores	165	1,369,698	38.1	3,086	25.2
Total	2,321	3,593,603	100.0	12,237	100.0

Comparing 2016's distributor survey results with the previous year, the research population increased by 4.8%, and the revenue and number of employees increased by 4.6% and 0.2%, respectively.

Table 11 YoY Comparison of Distributor Subsector (Unit: ₩1 million, %, number of employees)

Category	Research Population			Revenue Size			Employee Size		
	2015	2016	YoY	2015	2016	YoY	2015	2016	YoY
Wholesalers & Exclusive Distributors	316	336	6.3	872,087	839,664	-3.7	2,917	2,823	-3.2
Offline Bookstores	1,754	1,820	3.8	1,380,101	1,384,241	0.3	6,290	6,328	0.6
Online Bookstores	144	165	14.5	1,183,836	1,369,698	15.7	3,002	3,086	2.8
Total	2,214	2,321	4.8	3,436,024	3,593,603	4.6	12,209	12,237	0.2

3. E-Book Businesses

Based on a research population of 617 businesses and 324 factual survey respondents, the e-book business subsector's revenue and employee count recorded approximately ₩256 billion and 1,855, respectively, for 2016. However, telecommunications companies and web portals, the key players in the e-book business, did not respond to the survey and were therefore excluded from the results.

- Looking at the revenue distribution, e-book distributors accounted for 67.4% of the total at ₩172.4 billion. When looking at the data in detail, the revenue share for genre-fiction-oriented distributors was the largest at 54.9%.
- Looking at the employee distribution, e-book publishers accounted for the largest share of the total at 63.3%, or 1,175 employees.

Table 12 Revenue and Employee Sizes in the E-Book Business Subsector (Unit: ₩1 million, %, number of employees)

Category	Research Population	Revenue Size		Employee Size	
		Amount	Ratio	Number of Employees	Ratio
E-Book Publishers	591	83,569	32.6	1,175	63.3
Total	26	172,437	67.4	680	36.7
E-Book Distributors	Genre Fiction	18	94,629	584	85.9
	General	5	40,598	61	9.0
	Web Novel	3	37,210	35	5.1
Total	2,321	256,006	100.0	1,855	100.0

Comparing 2016's e-book business survey results with the previous year, the research population increased by 2.3%, and the revenue and number of employees increased by 30.1% and 13.5%, respectively.

Table 13 YoY Comparison of E-Book Business Subsector (Unit: ₩1 million, %, number of employees)

Category	Research Population			Revenue Size			Employee Size		
	2015	2016	YoY	2015	2016	YoY	2015	2016	YoY
E-Book Publishers	582	591	1.5	70,941	83,569	17.8	1,136	1,175	3.5
E-Book Distributors	21	26	23.8	125,823	172,437	37.0	498	680	36.5
Total	603	617	2.3	196,764	256,006	30.1	1,634	1,855	13.5