

발간등록번호

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2018 Publication Industry Factual Survey



한국출판문화산업진흥원
Korea Publishing Industry Promotion Agency of Korea

Chapter 1 Outline

○ Survey Outline

- Title: 2018 Publication Industry Factual Survey (including Copyright Export Statistics Survey)
- Legal Basis: Article 16.4 “Factual Surveying and Statistical Surveying of the Publication and Culture Industry” of the Publication Industry Promotion Agency of Korea (KPIPA)
- Objective: The objective of this survey is to identify the current status of businesses engaging in publishing, estimate their business scale, develop and evaluate various policies related to the publication industry, thereby providing fundamental data to support the planning and evaluation of policies related to publication industry, companies’ business planning, and the research by academics and research institutions.

○ Survey Period and Survey Method

- Base Date: December 31, 2017
- Target Period: January 1 – December 31, 2017
- Survey Period: June – December 2018
- Survey Items: Basic business information, general status, organization status, distribution status, business index and prospects, miscellaneous comments
- Survey Method: The surveyor uses a structured survey sheet for collecting information by phone, fax, e-mail and offline interviews

○ Surveying Body

- Supervisor: Ministry of Culture, Sports and Tourism & Publication Industry Promotion Agency of Korea (KPIPA)
- Executor: Publication Industry Promotion Agency of Korea (KPIPA)
- Partners: Korean Publishers Association, Korea Publishers Society, Korea Foundation of Bookstore Association
- Conductor: Metrix Corporation

Chapter 2 Subject Group and Estimation

The “2018 Publication Industry Factual Survey” consists of a Subject Group survey identifying key survey items (sales, employees, and key publication field), including whether the business is active prior to starting the this Survey, and a Factual Survey that analyzes the response data collected through the distribution of questionnaires to the Subject Group.

1. Definition of the Subject Group

The primary objective of the “2018 Publication Industry Factual Survey” is to implement a full-scale survey of nearly 50,000 publishers, 7,000 book distributors and 5,000 e-book companies to identify the overall characteristics of businesses and general status to allow scientific sample surveying for the future.

The subjects of Subject Group were compiled and analyzed, according to the following stages, ①, ②, and ③.

- ① “Preliminary Subject Group” – List of businesses registered in the publication industry (including a list of publishers registered with the Ministry of Culture, Sports and Tourism, etc.) excluding overlapping registrations.
- ② “Target Subject Group” – List of businesses in the publication industry after confirming suspension/closing.
- ③ “Survey Subject Group” – List of businesses with sales records as of 2017.

Table 1 Status of Survey Target Group (confirmed)

(Unit: EA)

Classification		Preliminary Subject Group	Target Subject Group	Survey Subject Group
Publisher		49,531	5,776	3,473
Distributor	Wholesale Exclusive Distributor	1,289	1,030	301
	Online Bookstore	710	253	164
	Offline Bookstore	4,933	2,397	1,661
e-book Business	e-book Distributor	572	77	27
	e-book Publisher	5,011	3,849	928
Total		62,046	13,382	6,554
Standard		Check overlapping	Suspension/Closing, Out-of-service phone number, etc. (incl. refusal) excluded	Business with sales record as of 2017

2. Subject Group Analysis

1) Publisher

In terms of the regional distribution of the 3,473 businesses in the Survey Subject Group, 58.7 % of businesses were operating in Seoul, and 15.4 % were in Gyeonggi-do. Also, 14.8 % of the publishers were operating in the six metropolitan cities of Korea, which did not match that of Gyeonggi-do.

Table 2 Distribution of Survey Subject Group by Region (Unit: EA, %)

Region	Seoul	Six Metropolitan cities	Sejong-si	Nine Provinces									Total
				Gyeonggi-do	Gangwon-do	Chungcheongbuk-do	Chungcheongnam-do	Jeollabuk-do	Jeollanam-do	Gyeongsangbuk-do	Gyeongsangnam-do	Jeju Island	
Number of publishers	2,040	512	13	534	55	42	44	51	45	39	64	34	3,473
Share	58.7	14.8	0.4	15.4	1.6	1.2	1.3	1.5	1.3	1.1	1.8	1.0	100.0

In terms of the number of employees, businesses with fewer than five employees comprised 72.8 % (1-2 employees at 54.3 % and 3-4 employees at 18.5 %), and businesses with more than 50 employees comprised 2.5 %. The result shows that a publishing industry is predominantly composed of small businesses.

Table 3 Distribution of Employees of Survey Subject Group (Unit: EA, %)

Classification	Seoul	Six Metropolitan Cities	Sejong-si	Nine Provinces									Total	Share
				Gyeonggi-do	Gangwon-do	Chungcheongbuk-do	Chungcheongnam-do	Jeollabuk-do	Jeollanam-do	Gyeongsangbuk-do	Gyeongsangnam-do	Jeju Island		
1-2 persons	1,066	294	3	308	32	27	22	29	26	23	38	17	1,885	54.3
3-4 persons	387	92	6	82	11	6	8	13	9	6	16	6	642	18.5
5-9 persons	289	76	0	67	8	9	10	8	5	7	6	6	491	14.1
10-49 persons	231	46	3	68	4	0	2	1	4	3	3	5	370	10.7
50-99 persons	37	2	0	6	0	0	1	0	1	0	0	0	47	1.4
100 or more	30	2	1	3	0	0	1	0	0	0	1	0	38	1.1
Total	2,040	512	13	534	55	42	44	51	45	39	64	34	3,473	100.0

2) Offline Bookstores

In terms of the regional distribution of the 1,661 offline bookstores including franchise bookstores, Seoul had the largest share with 18.9 %, followed by Gyeonggi-do with 13.5 %, Busan with 10.8 %, and Daegu with 6.9 %.

Table 4 Regional/Type Status of Offline Bookstore of Survey Subject Group (incl. Franchise Bookstores) (Unit: EA, %)

Classification		General Bookstore	Specialized Bookstore	Total	Share
Seoul		205	109	314	18.9
Six Metropolitan Cities	Busan	79	100	179	10.8
	Daegu	52	63	115	6.9
	Incheon	40	29	69	4.2
	Gwangju	57	64	121	7.3
	Daejeon	44	26	70	4.2
	Ulsan	19	32	51	3.1
Subtotal		496	423	919	55.3
Sejong-si		4	3	7	0.4
Nine Provinces	Gyeonggi-do	144	80	224	13.5
	Gangwon-do	55	16	71	4.3
	Chungcheongbuk-do	37	22	59	3.6
	Chungcheongnam-do	39	15	54	3.3
	Jeollabuk-do	56	33	89	5.4
	Jeollanam-do	41	22	63	3.8
	Gyeongsangbuk-do	48	30	78	4.7
	Gyeongsangnam-do	60	17	77	4.6
	Jeju Island	14	6	20	1.2
Subtotal		498	244	742	44.7
Total		994	667	1,661	100.0
Share		59.8	40.2		

* Based on data collected from offline bookstores responding to the Survey Subject Group survey

Chapter 3 Summary of Factual Survey Result

○ Publisher

Primary Classification	Secondary Classification	Findings
General Status	Form of Business	<ul style="list-style-type: none"> Regular Business (full-time) 66.0 %, Sideline Business 22.9 %, Subsidiary Publisher 5.3 %, Other Publisher 5.8 %
	Form of Company	<ul style="list-style-type: none"> Private Business 72.3 %, Limited Liability Company 21.6 %, Corporate 2.5 %, Others 2.4 %, Foundation 1.3 %
	Primary Field of Publication	<ul style="list-style-type: none"> General Books 59.3 %, Academic/Specialty Books 20.8 %, Children's Books 6.8 %, Textbooks/Study Books 5.1 %, Test Preparation Books 5.1 %, Home Study Books 2.5 %, Complete Collections 0.5 %
	Employee Status	<ul style="list-style-type: none"> Employee Fluctuation: Nearly the same 89.5 %, Decrease 6.3 %, Increase 3.9 % New Recruitment: No recruitment made 72.2 %, Recruitment made 27.8 %
	New Book Publication	<ul style="list-style-type: none"> Average new publications 12.4 books, among them, six are translated books. (48.3 %) Ratio of new books with more than two printings 35.0 %
	Transaction and Distribution Status	<ul style="list-style-type: none"> Internet Bookstore 22.2 %, Large Bookstore 18.0 %, Direct Sales from Publisher 13.4 %, Wholesale/Exclusive Distribution 12.6 %, Joint Sales 12.1 % Small and Medium Bookstore 6.4 %, etc. Consignment Supply: Offline Bookstore Distribution 64.1 %, Offline Wholesale Distribution 63.2 %, Online Distribution 61.2 % Return Rate: Average 17.3 % Initial Printing 818.8 copies (2016) → 827.3 copies (2017)
	Welfare Status	<ul style="list-style-type: none"> Social Insurances 73.3 % Signing of Employment Agreement 65.4 % Severance Pay 61.5 % Annual Paid Leave 55.8 % Overtime Pay/Benefits 31.7 % Long Service Paid Leave 24.1 % Maternity Leave 23.1 % Self-Development Support 21.0 %
Sales	Sales	<ul style="list-style-type: none"> Sales Fluctuation: Nearly the same 50.8 %, Decrease 27.9 %, Increase 13.1 % Sales Percentage per Field: General Books 57.1 %, Academic/Specialty/Test Preparation Books 26.0 %, Infant/Children 7.0 %, Textbook/Study Books 4.8 %, Home Study Books 2.4 %, etc.
	Expenses	<ul style="list-style-type: none"> Annual Average Expenses KRW 448,900,000 Expense per Item: Production Cost 32.7 %, Labor Cost 24.1 %, Editing Cost 11.6 %, Print/Writer's Fee 10.2 %, Operation Expenses 9.9 %, Other Costs 8.3 %, Marketing 3.3 %
	Sales Percentage	<ul style="list-style-type: none"> Internet Bookstore 22.2 %, Large Bookstore 18.0 %, Direct Sales from Publisher 13.4 %, Others 13.0 %, Wholesale/Exclusive Distribution 12.6 %, Joint Sales 12.1 %, Small and Medium Bookstore 6.4 %, etc.
Environment and System	Social Responsibility	<ul style="list-style-type: none"> Industrial Contribution: Moderate 47.7 %, Large 30.6 %, Small 21.7 % Cultural Contribution: Large 59.2 %, Moderate 35.2 %, Small 5.7 % Educational Contribution: Large 65.1 %, Moderate 31.0 %, Small 3.9 %
	Publication Standard Contract	<ul style="list-style-type: none"> Awareness Status: Not aware 56.1 %, Aware 43.9 % Utilization Status: Use In-house contract 38.5 %, Only use some terms 35.1 %, Use all terms 26.5 %
	Aspects in Need of Improvement	<ul style="list-style-type: none"> Discovery/Fostering of Writers 38.0 %, Informatization/Environment Improvement in Distribution 30.5 %, Increase of Book Purchase Budget by Libraries 22.2 %, Promotion of Marketing 21.4 %, Digitalization/Informatization 20.8 %, Fostering of Talent/Training 14.7 %, Trade Negotiation Capability/Supply Rate Improvement 12.7 %, etc.
	Intention to Participate in Joint Project	<ul style="list-style-type: none"> Not interested 43.9 %, Very interested 32.4 %, Moderately interested 23.7 %

○ e-book Publisher

Primary Classification	Secondary Classification	Findings
General Status	Form of Business	• Paper Book-based Publisher 60.2 %, Specialized e-book Publisher 31.0 %, Others 8.8 %
	Form of Company	• Private Business 66.2 %, Corporate 33.8 %
	Range of Business (multiple choices allowed)	• Production of e-book from Paper Book 97.5 %, Distribution of e-book 30.2 %, Publishing of Database (knowledge/academic information) 12.1 %, Production of Multimedia e-book/App 10.7 %, e-book Conversion of Complete Collection/Large-scale Project 8.5 %, Exporting of e-book 4.4 %, Production of Audio Book 3.8 %, Publishing of e-magazine 2.5 %
	Primary Field of Publication	• General 69.0 %, Genre Literature 14.0 %, Magazine, etc. 6.3, Multimedia e-book 5.5 %, Comic 5.2 %
	Employee Status	• Average Number of Employees in e-book Business 3.5 persons (full-time e-book employees 1.6 persons, part-time e-book employees 1.9 persons) • e-book Business Employee Fluctuation: Nearly the same 92.6 %, Increase 5.8 %, Decrease 1.4 %
	Number of Active Writers	• Average 16.5 persons (paid and non-exclusive writers 40.4 %, unpaid writers 39.7 %, and exclusive writers 19.9 %)
	Number of Business Partners	• 8.0 (B2C partners 6.2, B2B partners 1.8)
Business Status	Sales and Sales Percentage	• Average Sales: KRW 192,200,000 • Per Field: General 73.5 %, Genre Literature 14.7 %, Others 6.5 %, Comics 5.3 % • Per Type: Text e-book 92.3 %, e-book with Multimedia 3.6 %, Others 3.2 %, Audio Book 0.7 %, e-book with AR/VR 0.3 % • Per Distribution Channel: B2C 93.7 %, B2B 6.3 % * B2C: Online Bookstore 44.1 %, e-book Website 36.4 %, Master Contents Provider (MCP) 4.0 %, Mobile Service/Portal Website 3.0 %, Company Website 2.7 %, Global Platform 2.3 %, Others 1.2 %
	Sales of Web Novels and Mobile Apps	• Sales of Web Novels: None 87.4 %, Present 12.6 % • Mobile App Sales: None 87.9 %, Present 12.1 %
Books Handled & Transaction Status	New and Cumulative Production	• 2017 e-book Production - average of 54.1 types • 2017 Paper Book Conversion Ratio - 49.1 % • Cumulative Publications of e-book Publishers – average of 298.9 types
	Production Ratio	• Per Field: General Field 73.3 %, Genre Literature 14.8 %, Magazines, etc. 6.6 %, Comics 5.4 % • Per Type: Text e-book 92.2 %, e-book with Multimedia 3.6 %, Others 3.2 %, Audio Book 0.8 %, e-book with AR/VR 0.2 % • Per Producer: External (incl. distributor) Producer 51.9 %, by Publisher 48.2 %
	e-book and Paper Book	• Replacement Effect of e-book for Paper Book: Moderate 47.8 %, Positive 44.2 %, Negative 8.0 % • Suitable Price Compared to Paper Book: 60.2 % of that of Paper Book

○ Wholesale/Exclusive Distribution

Primary Classification	Secondary Classification	Findings
General Status	Form of Company	<ul style="list-style-type: none"> Private Business 91.4 %, Corporate 8.6 %
	Combination of Wholesale and Retail	<ul style="list-style-type: none"> Combination of Wholesale and Retail 53.1 %, Only Wholesale 46.9 %
	Warehouse	<ul style="list-style-type: none"> Average 457.86m², Storage Capacity 482,000 books, Utilization Ratio 69.1 %
	Primary Field	<ul style="list-style-type: none"> Study Books/Home Study Books 64.0 %, General Books 16.0 %, Specific Field 11.4 %, Children's Books 7.4 %, College Textbook/Test Preparation Books 1.1 %
	Employee Status	<ul style="list-style-type: none"> Number of Distribution Employees: Average of 3.4 persons Employee Fluctuation: Nearly the same 80.6 %, Decrease 17.7 %, Increase 1.7 % New Recruitment: No recruitment made 90.9 %, Recruitment made 9.1 %
Business Environment	Sales Percentage	<ul style="list-style-type: none"> Per New Books/Existing Books: New 71.1 %, Existing 28.9 % Per Field: Study Books 44.1 %, General Books 18.6 %, Others 15.4 %, Home Study Books 11.6 %, Children's Books 10.3 %
	Operating Profit & Net Profit	<ul style="list-style-type: none"> Average Operating Profit: KRW 122,200,000 Average Net Profit: KRW 73,400,000, Average Net Profit Ratio: 2.6 %
	Expenses	<ul style="list-style-type: none"> Annual Expenses: Average of KRW 1,844,100,000 Ratio of Expenses per Item: Purchasing of Publication 61.5 %, Labor Cost 14.0 %, Other Costs 9.5 %, Rent 5.0 %, <ul style="list-style-type: none"> Purchasing Other Than Publications 7.6 %, Advertisement/Promotion Costs 2.4 %
Books Handled & Transaction Status	Ratio of Books Handled	<ul style="list-style-type: none"> Study Books/Home Study Books 54.7 %, General Books 18.8 %, Others 12.2 %, Children's Books 10.6 %, College Textbooks/Test Preparation Books 3.8 %
	Number of Business Partners	<ul style="list-style-type: none"> Average of 219.3: Publishers 110.7, Bookstores 70.5, Suppliers 28.8, Wholesalers 7.3. Exclusive Distributors 2.1
	Trade Condition	<ul style="list-style-type: none"> Purchase from Publisher: College Textbooks/Test Preparation Books 77.3 %, Study Books 65.9 %, General Books 64.5 %, Children's Books 64.2 % Supply to Bookstore: College Textbooks/Test Preparation Books 83.3 %, Study Books 75.8 %, General Books 75.1 %, Children's Books 72.6 % Return Ratio: Study Books 32.5 %, General Books 29.6 %, College Textbooks/Test Preparation Books 29.3 %, Children's Books 28.1 % Return Period: Children's Books 6.7 months, General Books 6.2 months, Study Books 6.0 books, College Textbooks/Test Preparation Books 5.3 months

Offline Bookstore

Primary Classification	Secondary Classification	Findings
General Status	Type of Bookstore	<ul style="list-style-type: none"> General Bookstore 55.1 %, Elementary/Middle/High School Study Books 29.2 %, Specific Field 6.7 %, Religious Books 6.2 %, Items Other Than Books 5.2 %, College Textbooks/Test Preparation Books 4.0 %, Children's Books 2.1 %
	Form of Company	<ul style="list-style-type: none"> Private Business 93.9 %, Corporate 6.1 %
	Business Location	<ul style="list-style-type: none"> Near Schools 48.4 %, Commercial Area 25.2 %, Residential Area 14.8 %, Near Academies/Institutes 2.6 %
	Store Area	<ul style="list-style-type: none"> Average of 322.31m2, Book Area Ratio: 60.3 % (Shelf Area Ratio of 25.8 %)
	Employee Status	<ul style="list-style-type: none"> Employee Fluctuation: Nearly the same 91.5 %, Decrease 7.3 %, Increase 1.2 %
Business Status	Sales Percentage	<ul style="list-style-type: none"> Book Sales 84.5 %, Other Items (stationary, etc.) 15.5 % Per New Book/Existing Book: New Books 71.4 %, Existing Books 28.6 % Per Field: Elementary/Middle/High School Study Books 45.7 %, General Books 25.5 %, Others 14.3 %, Children's Books 7.9 %, College Textbooks/Test Preparation Books 6.6 % Best Seller/Steady Seller 30.0 %
	Business Profit and Net Profit	<ul style="list-style-type: none"> Average Business Profit KRW 103,800,000, Profit Ratio 16.0 % Average Net Profit KRW 49,500,000, Net Profit Ratio 9.8 %
	Expenses	<ul style="list-style-type: none"> Annual Expenses: Average of KRW 952,600,000 Expense per Item: Purchasing of Publications 60.2 %, Rent 10.2 %, Purchasing Other Than Publications 9.8 %, Other Costs 9.7 %, Labor Costs 9.0 %, Advertisement/Promotion Costs 1.2 %
Books Handled & Transaction Status	Books Handled	<ul style="list-style-type: none"> Elementary/Middle/High School Study Books 45.1 %, General Books 26.6 %, Others 14.3 %, Children's Books 7.8 %, College Textbooks/Test Preparation Books 6.2 %
	New Book Types and Number of Copies	<ul style="list-style-type: none"> New Book Types: Average of 4,403.5 types, Average Number of Copies per Type: 63.9 copies
	Monthly Average Orders and Returns	<ul style="list-style-type: none"> Monthly Average Order: 3,500.0 copies, Monthly Average Returns: 668.5 copies
Customer Status	Visitors and Purchase Ratio	<ul style="list-style-type: none"> Visitors on Weekdays: 179.9, Visitors on Weekend: 239.6 Ratio of Visitors Making Purchases: 63.6 %
	Customer Groups	<ul style="list-style-type: none"> Female 57.8 %, Male 42.2 %, Teens 36.0 %, 40s 17.7 %, 20s 15.9 %, 30s 14.5 %, 50s 11.5 %, 60 and older 4.5 %
	Number of Books Purchased and Purchase Amount	<ul style="list-style-type: none"> Average Number of Books Purchased per Person: 2.0 books, Monthly Average Purchase Amount: KRW 23,244.0
Transaction and Informatization	Number of Business Partners	<ul style="list-style-type: none"> Suppliers: 108.3 (Directly from Publisher: 94.1, Exclusive Distributor: 8.9, Wholesale: 5.3), Buyers: 13.5
	Purchase Ratio	<ul style="list-style-type: none"> General Books: Wholesale 65.4 %, Exclusive Distributor 60.1 %, Directly from Publisher 52.7 % College Textbooks/Test Preparation Books: Wholesale 67.9 %, Directly from Publisher 66.9 %, Exclusive Distributor 59.8 % Elementary/Middle/High School Study Books: Exclusive Distributor 71.8 %, Wholesale 68.6 %, Directly from Publisher 55.7 % Children's Books (Complete Collection, Single Book): Exclusive Distributor 64.2 %, Wholesale 63.8 %, Directly from Publisher 50.7 %
	Return Ratio and Return Period	<ul style="list-style-type: none"> Return Ratio: Elementary/Middle/High School Study Books 35.4 %, College Textbooks/Test Preparation Books 32.6 %, General Books 28.6 %, Children's Books 28.3 % Return Period: Children's Books 9.2 months, College Textbooks/Test Preparation Books 7.8 months, General Books 7.5 months, Elementary/Middle/High School Study Books 6.4 months

○ Online Bookstore

Primary Classification	Secondary Classification	Findings
General Status	Type of Bookstore	<ul style="list-style-type: none"> General Bookstore 43.1 %, Specific Field 27.6 %, College Textbooks/Test Preparation Books 12.1 %, Religious Books 8.6 %, Children's Books 6.9 %, Elementary/Middle/High School Study Books 1.7 %
	Form of Company	<ul style="list-style-type: none"> Private Business 58.6 %, Corporate 41.4 %
	Warehouse Status	<ul style="list-style-type: none"> Average: 1147.43m2, Storage Capacity: about 740,000 books, Utilization Ratio: 80.8 %
	Offline Store Operation Status	<ul style="list-style-type: none"> No operation (no store) 50.0 %, Operation 50.0 %
	e-book Sales	<ul style="list-style-type: none"> Not on Sale 87.9 %, On Sale 12.1 %
	Used Book Transactions	<ul style="list-style-type: none"> Transaction not made 84.5 %, Transaction made 15.5 %
	Employee Status	<ul style="list-style-type: none"> Employee Fluctuation: Nearly the same 82.8 %, Decrease 8.6 %, Increase 8.6 %
Business Status	Sales Percentage	<ul style="list-style-type: none"> Book Sales 91.7 %, Others (stationery) 8.3 % New Books/Existing Books: New Books 55.7 %, Existing Books 44.3 % Per Field: General Books 47.8 %, Others 24.9 %, College Textbooks/Test Preparation Books 15.5 %, Children's Books 9.0 %, Elementary/Middle/High School Study Books 2.9 % Used Books 9.7 % Best Seller/Steady Seller 29.8 %
	Operation Profit & Net Profit	<ul style="list-style-type: none"> Average Business Profit: KRW 364,800,000, Average Business Profit Ratio: 15.4 % Average Net Profit: KRW 136,800,000, Average Net Profit Ratio: 12.9 %
	Expenses	<ul style="list-style-type: none"> Total Expenses: KRW 3,056,300,000 Expense per Item: Purchasing of Publications 41.6 %, Labor Costs 21.3 %, Others 19.8 %, Rent 9.4 %, Purchasing Other Than Publications 3.8 %, Advertisement/Promotion Costs 4.1 %
Books Handled & Transaction Status	Books Handled	<ul style="list-style-type: none"> Others 39.3 %, General Books 35.0 %, College Textbooks/Test Preparation Books 13.9 %, Children's Books 9.3 %, Elementary/Middle/High School Study Books 2.5 %
	New Book Types and Number of Copies	<ul style="list-style-type: none"> New Book Types: Average of 11,367.7 types, Number of Copies per Type: 260.2 copies
Customer Status	Visitors and Purchase Ratio	<ul style="list-style-type: none"> Daily Average Bookstore Website Visitors: 10,592.0/Purchase Ratio: 7.2 % Daily Average Bookstore Mobile App Visitors: 6,073.4/Purchase Ratio: 14.0 %
	Customer Groups	<ul style="list-style-type: none"> Female 55.3 %, Male 44.7 % 30s 33.0 %, 20s 28.6 %, 40s 24.3 %, 50s 10.4 %, 60 or older 2.6 %, Teens 1.2 %
	Number of Books Purchased and Purchase Amount	<ul style="list-style-type: none"> Average Number of Books Purchased per Person: 2.0 books, Monthly Average Purchase Amount: KRW 27,151.5
Transaction and Informatization	Number of Business Partners	<ul style="list-style-type: none"> Suppliers: 407.5 (Directly from Publisher 365.5, Exclusive Distributor 29.2, Wholesale 12.8) Buyers: 94.6
	Purchase Ratio	<ul style="list-style-type: none"> General Books: Directly from Publisher 69.9 %, Others 70.7 % College Textbooks/Test Preparation Books: Directly from Publisher 70.5 %, Others 76.1 % Elementary/Middle/High School Study Books: Directly from Publisher 71.8 %, Others 77.8 % Children's Books (Complete Collection, Single Book): Directly from Publisher 70.3 %, Others 78.0 %
	Return Ratio and Return Period	<ul style="list-style-type: none"> Return Ratio: Elementary/Middle/High School Study Books 20.8 %, Children's Books 18.3 %, College Textbooks/Test Preparation Books 16.8 %, General Books 16.8 % Return Period: Elementary/Middle/High School Study Books 9.2 months, College Textbooks/Test Preparation Books 8.0 months, Children's Books 7.0 months, General Books 5.2 months

○ e-book Distributors

Primary Classification	Secondary Classification	Findings
General Status	Primary Field of Distribution	<ul style="list-style-type: none"> General Field (other than Genre Literature) 40.0 %, Genre Literature 33.3 %, Magazine, etc. 13.3 %, Comics (incl. Webtoons) 13.3 %
	Employee Status	<ul style="list-style-type: none"> Employee Fluctuation: Nearly the same 60.0 %, Increase 26.7 %, Decrease 13.3 % New Recruitment: Recruitment made 53.3 %, No recruitment made 46.7 %
	Number of Business Partners	<ul style="list-style-type: none"> Publishers B2B 1,043.5, B2BC 34.4, Others 8.0
Business Status	Sales Percentage	<ul style="list-style-type: none"> Per Field: General Field 33.0 %, Genre Literature 41.8 %, Magazine, etc. 12.7 %, Comics 12.5 % Per Type: Text e-book 74.7 %, e-book with Multimedia 19.2 %, e-book with AR/VR 2.7 %, Audio Book 1.8 %, Others 1.7 % Per Sales Method: B2C 56.0 %, B2B 27.9 %, B2BC 16.1 %
	Web Novels and Mobile App Sales	<ul style="list-style-type: none"> Web Novel Sales: Present 53.3 %, None 46.7 % Mobile App Sales: None 73.3 %, Present 26.7 %
Books Handled & Transaction Status	Number of Services	<ul style="list-style-type: none"> Average Number of Services in 2017: 504,760 types Average Number of Web Novel Services of Web Novel Distributors: 442,262 types
	Production Ratio per Type	<ul style="list-style-type: none"> Text e-book 75.7 %, e-book with Multimedia 18.9 %, Audio Book 3.5 %, Others 1.8 %
	Sales Status	<ul style="list-style-type: none"> Monthly Average Sales: about KRW 2,781,920,000 Monthly Average Downloads: about 1,710,000 Monthly Average Buyers: 97,979 Annual Average Sales (single book): 566,691, Complete Collection Sales: 115,041, Monthly Service Account: 150,773
Customer Status	Membership Status	<ul style="list-style-type: none"> Cumulative Member Count: Average of 2,040,320 Paid Accounts: 184,616, Monthly/Periodic Service Accounts: 14,873 Female 53.6 %, Male 46.4 % 30s 31.3 %, 20s 27.0 %, 40s 17.6 %, Teens 14.5 %, 50s 9.2 %, 60 or older 0.4 %

Chapter 4 Scale of Korean Publication Industry

The “2018 Publication Industry Factual Survey” estimated the business scale of Publishers, Publication Distribution Businesses (Wholesale, Exclusive Distributor), Offline Bookstores, Online Bookstores and e-book Businesses (e-book Distributors) as of 2017.

- In case of e-book Distributors, two primary businesses, Communication Service Providers and Portal Websites, were excluded due to their lack of response to the survey, and the same occurred in the previous year (2017 Publication Industry Factual Survey, as of 2016).

The scale of publishers and publication distribution businesses were estimated based on the Survey Subject Group.

The overall sales of the Korean publication industry in 2017 was approximately KRW 7,716,400,000,000, or a decrease of 0.2 % compared to 2016, and the number of employees in the industry was 39,894, or a decrease of 4.1 % compared to 2016.

- Sales by large publishers with a high sales share decreased by 1.3 % compared to the previous year, but sales by e-commerce-related businesses, such as online bookstores and e-book distributors, increased.
- The number of employees in large publishers with large employment figures decreased by 5.3 % compared to the previous year, but employees in online bookstores and e-book distributors increased.

Table 5 Sales and Employment of Korean Publication Industry (2016 vs. 2017) (Unit: EA, Million KRW, Person, %)

Classification		Sales				Employment			
		2016 Sales	2017 Sales	Share	Fluctuation	2016 Number of Employees	2017 Number of Employees	Share	Fluctuation
Publisher		3,963,403	3,912,197	50.7	-1.3	28,682	27,169	68.1	-5.3
Publication Distribution Business	Wholesale/Exclusive Distributor	839,664	791,275	10.3	-5.8	2,823	2,684	6.7	-4.9
	Offline Bookstore	1,385,241	1,308,984	17.0	-5.5	6,328	6,153	15.4	-2.8
	Online Bookstore	1,369,698	1,484,595	19.2	8.4	3,086	3,162	7.9	2.5
e-book Business	e-book Distributor	172,437	219,350	2.8	27.2	680	726	1.8	6.8
Total		7,730,443	7,716,401	100.0	-0.2	41,599	39,894	100.0	-4.1

1. Publisher

The business scale of publishers is based on the Subject Group survey, and estimates were made based on the Sales and Employee Status data in the Factual Survey.

In order to estimate the business scale, the first step was to identify the Publication Field, Sales and Number of Employees of publishers through the Subject Group Survey, and the second step was to estimate the organization status based on the responses from the Factual Survey.

As sales of paper books and e-books were estimated separately, the business scale estimate of Publishers was made based on paper books sales.

Based on the data collected from 3,473 companies of the 2017 Survey Subject Group and 1,060 companies that participated in the Factual Survey, overall sales were approximately KRW 3,912,200,000,000, and approximately 27,169 individuals were employed.

- In terms of sales by each Primary Field of Publication, Home Study Books 36.2 %, Textbooks and Study Books 23.6 %, General Books 18.4 %, Complete Collections 13.0 %, Academic/Specialized Books 5.3 %, and Children's Books 3.5 % were identified.
- In terms of employment by each Primary Field of Publication, Home Study Books 28.6 %, General Books 26.6 %, Textbooks and Study Books 23.7 %, Academic/Specialized Books 9.1 %, Complete Collections 8.4 %, and Children's Books 3.7 were identified.

Table 6 Sales and Employment of Publishers as of 2017

(Unit: EA, Million KRW, Person, %)

Classification	Number of Survey Subject Group	Sales		Employment	
		Amount	Share	Employees	Share
General Books	2,251	718,791	18.4	7,218	26.6
Academic/Specialized Books	694	207,304	5.3	2,480	9.1
Textbooks and Study Books	233	925,216	23.6	6,429	23.7
Children's Books	148	136,758	3.5	1,007	3.7
Home Study Books	132	1,415,069	36.2	7,762	28.6
Complete Collections	15	509,059	13.0	2,273	8.4
Total	3,473	3,912,197	100.0	27,169	100.0

Publisher sales decreased at an annual average of 1.4 % during 2015-2017, and as for the primary field of publication, General Books had the largest decrease with 2.8 %.

In terms of other fields, Complete Collections decreased by 1.9 %, Academic/Specialized Books decreased by 1.2 %, Textbooks and Study Books and Home Study Books decreased by 1.0 %, respectively, and Children's Books decreased by 0.8 %.

Table 7 Sales of Publishers by Primary Field of Publication

(Unit: EA, Million KRW, %)

Publisher Primary Field of Publication	2015			2016			2017			Annual Average Increase Rate (2015- 2017)
	Number of Survey Subject Groups	Subjects Participa ting in the Factual Survey	Sales	Number of Survey Subject Groups	Subjects Participa ting in the Factual Survey	Sales	Number of Survey Subject Groups	Subjects Participa ting in the Factual Survey	Sales	
General Books	2,325	599	760,215	2,173	644	292,862	2,251	629	718,791	-2.8
Academic/Specialized Books	693	256	212,198	708	190	79,444	694	274	207,304	-1.2
Textbooks and Study Books	239	73	944,155	266	77	1,098,989	233	54	925,216	-1.0
Children's Books	216	108	139,009	101	27	152,335	148	72	136,758	-0.8
Home Study Books	126	47	1,443,520	176	73	2,276,941	132	26	1,415,069	-1.0
Complete Collections	24	14	528,753	18	8	62,832	15	5	509,059	-1.9
Total	3,623	1,097	4,027,849	3,497	1,019	3,963,403	3,473	1,060	3,912,197	-1.4

※ Note

- The 2016 Primary Field of Publication data is from the "2017 Publication Industry Factual Survey." The data are considered to contain errors in its estimation compared to the previous year. Therefore, in order to present a more accurate comparison, 2015 data is included in this comparison. This correction will be included in the "2019 Publication Industry Factual Survey" currently under development.

Regarding the number of employees, which is 27,169 as of 2017, the employment distribution was composed of full-time employment at 89.7 % (24,363) and part-time employment at 10.3 % (2,806).

The annual average of employment decreased by 5.3 %. Full-time male employees decreased by 3.8 % and full-time female employees decreased by 10.4 %, while part-time male employees increased by 42.6 % and part-time female employees increased by 3.0 %.

Table 8 Distribution of Employment by Publishers as of 2017

(Unit: Person, %)

Classification	Full-Time			Part-Time			Overall		
	2016	2017	Share	2016	2017	Share	2016	2017	Share
Male	12,553	12,075	44.4	795	1,134	4.2	13,348	13,209	48.6
Female	13,710	12,288	45.2	1,624	1,672	6.2	15,334	13,960	51.4
Total	26,263	24,363	89.7	2,419	2,806	10.3	28,682	27,169	100.0

The average sales per employee calculated based on the 2017 Sales by Primary Field of Publication of Publishers was approximately 144,000,000 KRW.

Table 9 Average Sales per Employee of Publishers by Primary Field of Publication as of 2017

(Unit: Million KRW, Person)

Classification	Sales	Employees	Average Sales per Employee
General Books	718,791	7,218	99.6
Academic/Specialized Books	207,304	2,480	83.6
Textbooks and Study Books	925,216	6,429	143.9
Children's Books	136,758	1,007	135.8
Home Study Books	1,415,069	7,762	182.3
Complete Collections	509,059	2,273	224.0
Total	3,912,197	27,169	144.0

Compared to the publisher data from the previous year, the number of Survey Subject Group decreased by 0.7 %, sales decreased by 1.3 %, and the number of employees decreased by 5.3 %.

Table 10 Findings on Publishers (2016 vs. 2017)

(Unit: Person, %)

Classification	Number of Survey Subject Group	Sales	Employment
2016	3,497	3,963,403	28,682
2017	3,473	3,912,197	27,169
Fluctuation (2016-2017)	-0.7	-1.3	-5.3

2. Publication Distributors

The business scale of Korean publication distributors was estimated based on the data collected from 2,126 companies in Survey Subject Group and 1,004 that participated in the Factual Survey and sales were estimated at KRW 3,584,900,000,000 and employees at 11,999.

- In terms of sales, Online Bookstores comprised 41.4 % of overall sales with KRW 1,484,600,000,000, Offline Bookstores were 36.5 %, and Wholesale/Exclusive Distributors were 22.1 %.
- As for employment, Offline Bookstores comprised 51.3 %, Online Bookstores 26.4 %, and Wholesale/Exclusive Distributors 22.4 %.

Table 11 Sales and Employment of Publication Distributors as of 2017

(Unit: EA, Million KRW, Person, %)

Classification	Number of Survey Subject Group	Sales		Employment	
		Amount	Share	Employees	Share
Wholesale/Exclusive Distributor	301	791,275	22.1	2,684	22.4
Offline Bookstore	1,661	1,308,984	36.5	6,153	51.3
Online Bookstore	164	1,484,595	41.4	3,162	26.4
Total	2,126	3,584,854	100.0	11,999	100.0

Compared to the previous year, as of 2017, the number of Survey Subject Group decreased of 8.4 %, sales decreased 0.3 %, and employment decreased 1.9 %.

Table 12 Sales and Employment of Publication Distributors (2016 vs. 2017)

(Unit: EA, Million KRW, Person, %)

Classification	Survey Subject Group			Sales			Employment		
	2016	2017	Fluctuation	2016	2017	Fluctuation	2016	2017	Fluctuation
Wholesale/Exclusive Distributor	336	301	-10.4	839,664	791,275	-5.8	2,823	2,684	-4.9
Offline Bookstore	1,820	1,661	-8.7	1,385,241	1,308,984	-5.5	6,328	6,153	-2.8
Online Bookstore	165	164	-0.6	1,369,698	1,484,595	8.4	3,086	3,162	2.5
Total	2,321	2,126	-8.4	3,594,603	3,584,854	-0.3	12,237	11,999	-1.9

3. e-book Distributors

The business scale of Korean e-book distributors was estimated based on data collected from 27 companies in the 2017 Survey Subject Group, and sales was estimated at approximately KRW 219,300,000,000 and the number of employees was 726. However, communication service providers and portal websites did not respond to the survey, so the data from them is not included.

- In terms of Primary Field of Publication, the sales percentage of Web Novel Distributors was the highest at 45.4 %.

Table 13 Sales and Employment of e-book Distributors as of 2017

(Unit: EA, Million KRW, Person, %)

Classification		Number of Survey Subject Group	Sales		Employment	
			Amount	Share	Employees	Share
e-book Distributor	Genre Literature	11	71,954	32.8	610	84.0
	General Field	6	47,875	21.8	73	10.1
	Web Novel	10	99,522	45.4	43	5.9
Total		27	219,350	100.0	726	100.0

Compared to the previous year, as of 2017, the number of Survey Subject Group increased 3.8 %, sales increased 27.2 %, and employment increased 6.8 %.

Table 14 Sales of e-book Distributors (2016 vs. 2017)

(Unit: EA, Million KRW, Person, %)

Classification	Number of Survey Subject Group			Sales			Employment		
	2016	2017	Fluctuation	2016	2017	Fluctuation	2016	2017	Fluctuation
e-book Distributor	26	27	3.8	172,437	219,350	27.2	680	726	6.8

Chapter 5 Copyright Export Statistics

1. Survey Outline

○ Objective

The Copyright Export Statistics Survey is conducted to identify the current copyright-related export status of publishers and copyright agencies and provide fundamental data to establish an export database of copyrights in the future.

○ Survey Period and Survey Method

Base Date: December 31, 2017

Target Period: January 1 – December 31, 2017

Survey Period: June – December 2018

Survey Items: Basic business information, copyright export status, number of export cases, export performance (country, field, advance royalties, etc.)

Survey Method: Survey was conducted on copyright agency businesses engaging in copyright export out of those which are registered in the Copyright Consignment Management Business System of the Ministry of Culture, Sports and Tourism.

○ Surveying Body

Supervisor: Ministry of Culture, Sports and Tourism & Publication Industry Promotion Agency of Korea (KPIPA)

Executor: Publication Industry Promotion Agency of Korea (KPIPA)

Conductor: Metrix Corporation

○ Survey Subject Group

Preliminary Subject Group: Copyright agency businesses registered in the Copyright Consignment Management Business System of the Ministry of Culture, Sports and Tourism (945 businesses).

Target Subject Group: Businesses excluding businesses from the Preliminary Subject Group that cannot confirm their operation (337 businesses).

Survey Subject Group: Copyright Agencies with copyright export records as of 2017 (18 businesses).

2. Copyright Export Trends

The Copyright Export Survey was performed based on copyright export data collected from 18 agencies that responded that they had copyright export records in 2017, out of the 954 agencies registered with the Ministry of Culture, Sports and Tourism.

To identify trends in copyright exports for the last 3 years, the 2015-2016 data was obtained from the annual statistical data collected by the Publication Industry Promotion Agency of Korea (KPIPA).

1) 2017 Export Records

The number of copyright exports in 2017 identified in the Copyright Export Statistics Survey was 1,285 cases.

In terms of fields, Children's Books had the largest share with 44 % (565 cases), followed by Comics (16.3 %, 210 cases) and Literature (13.3 %, 171 cases).

As for export regions, Asia had the largest share with 91.0 % (1,169 cases), followed by Europe (6.3 %, 81 cases) and North America (1.7 %, 22 cases).

Table 15 Copyright Export Records by Field as of 2017

(Unit: Case, %)

Field	General	Social Science	Philosophy	Natural Science	Technology & Science	Art	Language	Literature	History	Religion	Study Guide	Children	Comic	Total
Cases	68	64	3	11	8	21	155	171	9	0	0	565	210	1,285
Share	5.3	5.0	0.2	0.9	0.6	1.6	12.1	13.3	0.7	0.0	0.0	44.0	16.3	100.0

Table 16 Copyright Export Records by Region as of 2017

(Unit: Case, %)

Classification	Asia	Europe	North America	South America	Middle East	Africa	Oceania	Total
Cases	1,169	81	22	1	12	0	0	1,285
Share	91.0	6.3	1.7	0.1	0.9	0.0	0.0	100.0

2) Annual Export Trends

In terms of annual copyright exports, there was a decreasing trend with 1,976 in 2015, 1,684 in 2016 and 1,285 in 2017. In particular for 2017, exports to China had the largest decrease, assumed to be due to the “Chinese government ban on Hallyu (限韓令).”

Figure 1 Copyright Export Trends (2015-2017)

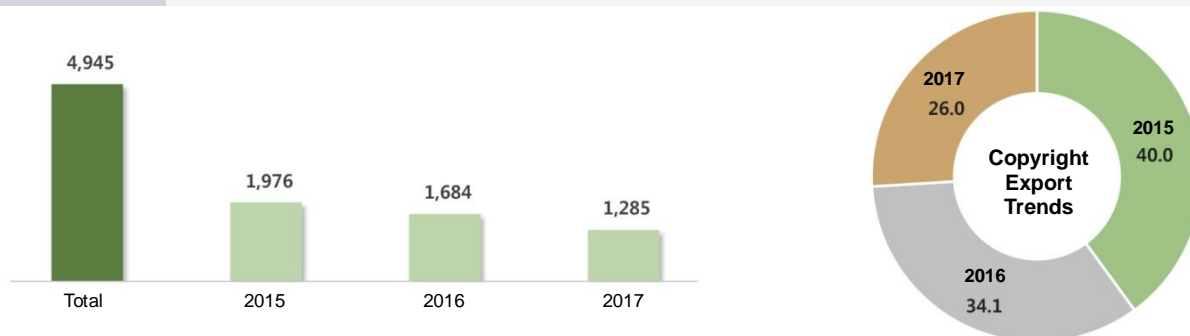


Table 17 Copyright Export Trends (2015-2017)

(Unit: Case, %)

Classification	2015	2016	2017	Total
Cases	1,976	1,684	1,285	4,945
Share	40.0	34.1	26.0	100.0
Fluctuation	-	▽ 14.8	▽ 23.7	-

3) Export Trends by Field

Upon analyzing the 4,945 cases of copyright exports in the last 3 years, the field of Children's Books had a strong showing from 2015 to 2017.

From 2015 to 2017, there were 2,514 cases of copyright exports in the Children's Books field and 702 cases in the Comics field. The share of these fields are 50.8 % in the Children's Books and 14.2 % in the Comics, respectively, both of which comprise more than half of the overall share compared to other fields.

Figure 2 Distribution of Copyright Export by Field (2015-2017)

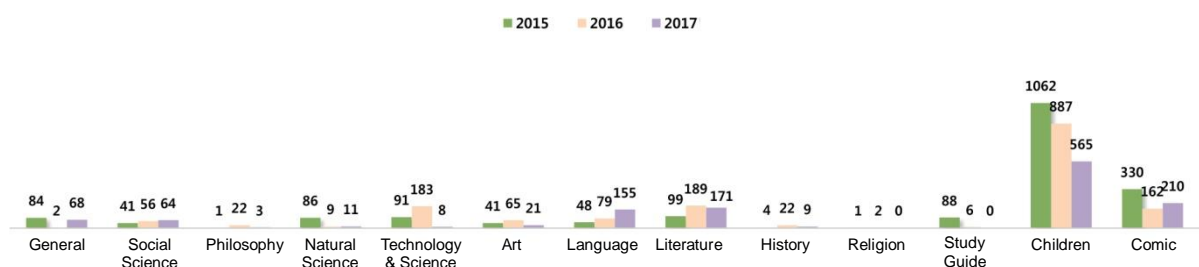


Table 18 Distribution of Copyright Export by Field (2015-2017)

(Unit: Case, %)

Classification	General	Social Science	Philosophy	Natural Science	Technology & Science	Art	Language	Literature	History	Religion	Study Guide	Children	Comic	Total
2015	84	41	1	86	91	41	48	99	4	1	88	1062	330	1,976
2016	2	56	22	9	183	65	79	189	22	2	6	887	162	1,684
2017	68	64	3	11	8	21	155	171	9	0	0	565	210	1,285
Cases	154	161	26	106	282	127	282	459	35	3	94	2514	702	4,945
Share	3.1	3.3	0.5	2.1	5.7	2.6	5.7	9.3	0.7	0.1	1.9	50.8	14.2	100.0

4) Export Trends by Region

In terms of export trends by region from 2015 to 2017, it is clear that copyright exports are highly dependent on Asian regions.

There were 4,316 cases of copyright exports to Asia from 2015 to 2017, which comprise 87.4 % of 4,945 export cases during the period. The number of cases has decreased since 2015, but Asia will continue to be an important market.

There were 296 cases (6.0 %) of exports to Europe, 156 cases (3.0 %) to North America, and 130 cases (2.6 %) to the Middle East.

Figure 3 Distribution of Copyright Export by Region (2015-2017)

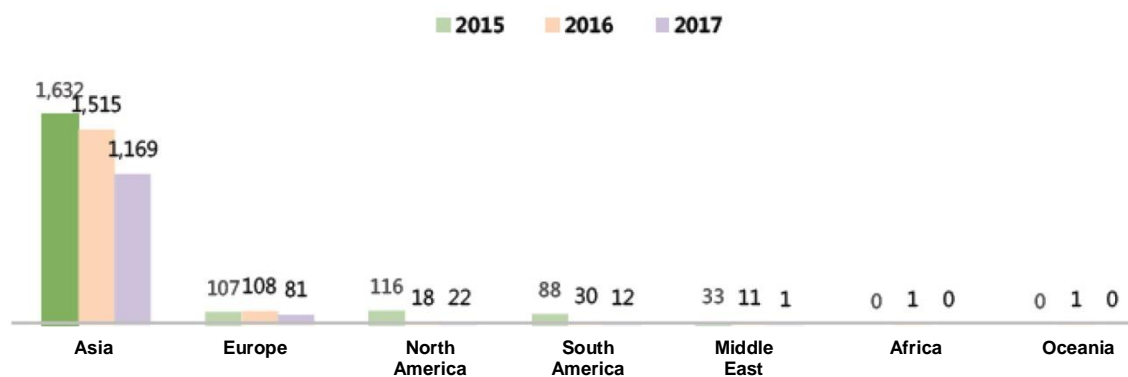


Table 19 Distribution of Copyright Export by Region (2015-2017)

(Unit: Case, %)

Classification	Asia	Europe	North America	Middle East	South America	Africa	Oceania	Total
2015	1,632	107	116	88	33	0	0	1,976
2016	1,515	108	18	30	11	1	1	1,684
2017	1,169	81	22	12	1	0	0	1,285
Cases	4,316	296	156	130	45	1	1	4,945
Share	87.4	6.0	3.0	2.6	0.9	0.0	0.0	100.0

A. Asia

Upon analyzing the number of copyright exports to Asia, which is the market with the largest share in Korean copyright exports, China comprises 41.3 % with 1,782 cases from 2015 to 2017. This was followed by Taiwan with 967 cases (22.4 %), Indonesia with 493 cases (11.4 %), and Thailand with 475 cases (11.0 %).

In the case of Taiwan, the number of cases increased every year from 233 cases in 2015, while for China, on the other hand, the number of export cases decreased from 760 in 2015.

Table 20 Distribution of Copyright Export by Asian Country (2015-2017)

(Unit: Case, %)

Classification	China	Taiwan	Indonesia	Thailand	Vietnam	Malaysia	Japan	Philippines	Hong Kong	Mongolia	Cambodia	United Arab Emirates	India	Uzbekistan	Asia Subtotal
2015	760	233	169	242	141	46	17	10	7	5	2	0	0	0	1,632
2016	698	308	177	113	109	63	21	1	12	6	1	2	4	0	1,515
2017	324	426	147	120	112	11	26	0	2	0	0	0	0	1	1,169
Cases	1,782	967	493	475	362	120	64	11	21	11	3	2	4	1	4,316
Share	41.3	22.4	11.4	11.0	8.4	2.8	1.5	0.3	0.5	0.3	0.1	0.0	0.1	0.0	100.0

B. Europe

Upon analyzing copyright exports to Europe, France, Italy, Germany, Hungary and Poland were identified as important markets in Korean copyright exports.

In the case of France, the total number of export cases in the last 3 years was 64, comprising 21.1 % of overall exports during the period.

Countries newly added to the list in 2017 compared to 2016 were Bulgaria and Croatia.

Table 21 Distribution of Copyright Export by European Country (2015-2017)_1

(Unit: Case, %)

Classification	France	Italy	Germany	Hungary	Russia	Poland	Sweden	Spain	United Kingdom	Slovenia	Romania	Finland	Greece	Norway
2015	25	21	16	16	4	12	2	3	2	0	0	0	1	1
2016	16	12	8	12	5	10	7	3	4	7	2	4	2	3
2017	23	11	7	0	17	4	3	3	2	0	3	1	1	0
Cases	64	44	31	28	26	26	12	9	8	7	5	5	4	4
Share	21.1	14.5	10.2	9.2	8.6	8.6	4.0	3.0	2.6	2.3	1.7	1.7	1.3	1.3

Table 22 Distribution of Copyright Export by European Country (2015-2017)_2

(Unit: Case, %)

Classification	Czech Republic	Switzerland	Iceland	Israel	Netherlands	Portugal	Serbia	Belgium	Austria	Denmark	Lithuania	Ukraine	Bulgaria	Croatia	Europe Subtotal
2015	2	1	0	1	0	0	0	0	0	0	0	0	0	0	107
2016	1	1	1	1	2	2	1	1	0	1	1	1	0	0	108
2017	1	1	1	0	0	0	0	0	1	0	0	0	1	1	81
Cases	4	3	2	2	2	2	1	1	1	1	1	1	1	1	296
Share	1.4	1.0	0.7	0.7	0.7	0.7	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	21.6

C. North America/South America

In terms of copyright exports to North America from 2015 to 2017, 83 cases were with Mexico and 73 cases were with the United States, while in the case of South America, both Guatemala and Brazil had 17 cases.

Table 23 Distribution of Copyright Export by North/South American Country (2015-2017)

(Unit: Case, %)

Classification	North America			South America						Total
	Mexico	United States	North America Subtotal	Guatemala	Brazil	Argentina	Colombia	Chile	South America Subtotal	
2015	76	40	116	17	12	4	0	0	33	149
2016	1	17	18	0	5	0	6	0	11	29
2017	6	16	22	0	0	0	0	1	1	23
Cases	83	73	156	17	17	4	6	1	45	201
Share	41.3	36.3	77.6	8.5	8.5	2.0	3.0	0.5	22.4	100.0

D. Middle East/Africa

In terms of copyright exports to the Middle East from 2015 to 2017, 112 cases (86.2 %) were with Turkey and 13 cases (10.0 %) were with Iran, while Saudi Arabia was newly added to the list of markets in 2017.

Table 24 Distribution of Copyright Export by Middle East/African Country (2015-2017)

(Unit: Case, %)

Classification	Middle East				Africa	Oceania	Total
	Iran	Turkey	Saudi Arabia	Middle East Subtotal	Egypt	Australia	
2015	13	75	0	88	0	1	89
2016	0	30	0	30	1	0	31
2017	0	7	5	12	0	0	12
Cases	13	112	5	130	1	1	132
Share	9.8	84.8	3.8	98.4	0.8	0.8	100.0

5) Export Trends by Region/Field

A. Asia

In terms of copyright exports by field in Asia from 2015 to 2017, out of a total of 4,316 cases, Children's Books made up approximately half with 2,147 cases (49.7 %), followed by Comics with 560 cases (13.0 %) and Literature with 386 cases (8.9 %).

In China, the Asian country with the largest number of copyright export cases, Children's Books made up more than half of overall exports from 2015 to 2017 with 1,077 cases (57.7 %).

Table 25 Copyright Exports to Asian Countries by Field (2015-2017)

(Unit: Case, %)

Classification	Year	General	Social Science	Philosophy	Natural Science	Technology & Science	Art	Language	Literature	History	Religion	Study Books	Children	Comic	Total
China	2015	50	15	-	36	34	14	23	21	1	-	46	470	50	760
	2016	2	18	4	6	105	26	45	40	4	1	6	397	44	698
	2017	7	-	-	26	2	1	7	45	7	4	-	210	15	324
	Subtotal	59	33	4	68	141	41	75	106	12	5	52	1,077	109	1,782
Taiwan	2015	11	9	-	21	34	10	14	10	1	-	10	105	8	233
	2016	-	13	15	1	56	16	28	26	17	-	-	115	21	308
	2017	55	2	-	33	6	1	8	94	49	3	-	133	42	426
	Subtotal	66	24	15	55	96	27	50	130	67	3	10	353	71	967
Indonesia	2015	5	-	-	8	1	-	-	13	-	-	14	53	75	169
	2016	-	5	1	-	6	-	-	13	-	-	-	111	41	177
	2017	2	-	-	-	-	-	1	-	22	-	-	62	60	147
	Subtotal	7	5	1	8	7	-	1	26	22	-	14	226	176	493
Vietnam	2015	12	5	1	9	7	10	8	14	1	-	8	9	57	141
	2016	-	5	-	-	8	1	3	31	-	-	-	47	14	109
	2017	-	-	-	2	-	5	3	9	30	1	-	42	20	112
	Subtotal	12	10	1	11	15	16	14	54	31	1	8	98	91	362
Thailand	2015	4	12	-	11	6	6	3	14	-	1	10	136	39	242
	2016	-	12	2	-	7	1	2	11	1	-	-	71	6	113
	2017	4	3	1	-	1	-	1	12	-	-	-	53	45	120
	Subtotal	8	27	3	11	14	7	6	37	1	1	10	260	90	475

Classification	Year	General	Social Science	Philosophy	Natural Science	Technology & Science	Art	Language	Literature	History	Religion	Study Books	Children	Comic	Total
Malaysia	2015	-	-	-	-	-	-	-	-	-	-	-	42	4	46
	2016	-	-	-	-	-	6	-	-	-	-	-	56	1	63
	2017	-	-	-	-	-	-	-	-	-	-	-	6	5	11
	Subtotal	-	-	-	-	-	6	-	-	-	-	-	104	10	120
Japan	2015	1	-	-	1	5	1	-	5	1	-	-	2	1	17
	2016	-	3	-	-	-	3	1	11	-	1	-	2	-	21
	2017	-	-	-	-	1	-	-	3	19	1	-	2	-	26
	Subtotal	1	3	-	1	6	4	1	19	20	2	-	6	1	64
Philippines	2015	-	-	-	-	-	-	-	10	-	-	-	-	-	10
	2016	-	-	-	-	-	1	-	-	-	-	-	-	-	1
	2017	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	Subtotal	-	-	-	-	-	1	-	10	-	-	-	-	-	11
Hong Kong	2015	-	-	-	-	-	-	-	-	-	-	-	7	-	7
	2016	-	-	-	-	-	-	-	-	-	-	-	12	-	12
	2017	-	-	-	-	-	-	-	-	-	-	-	2	-	2
	Subtotal	-	-	-	-	-	-	-	-	-	-	-	21	-	21
Mongolia	2015	-	-	-	-	-	-	-	-	-	-	-	-	5	5
	2016	-	-	-	-	-	-	-	2	-	-	-	-	4	6
	2017	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	Subtotal	-	-	-	-	-	-	-	2	-	-	-	-	9	11
Cambodia	2015	-	-	-	-	-	-	-	-	-	-	-	-	2	2
	2016	-	-	-	-	-	-	-	-	-	-	-	-	1	1
	2017	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	Subtotal	-	-	-	-	-	-	-	-	-	-	-	-	3	3
United Arab Emirates	2015	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	2016	-	-	-	-	-	-	-	-	-	-	2	-	-	2
	2017	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	Subtotal	-	-	-	-	-	-	-	-	-	-	2	-	-	2
India	2015	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	2016	-	-	-	-	-	-	-	2	-	-	-	2	-	4
	2017	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	Subtotal	-	-	-	-	-	-	-	2	-	-	-	2	-	4
Uzbekistan	2015	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	2016	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	2017	-	-	-	-	-	-	-	-	1	-	-	-	-	1
	Subtotal	-	-	-	-	-	-	-	-	1	-	-	-	-	1
Cases Share		153	102	24	154	279	102	147	386	154	12	96	2,147	560	4,316
		3.5	2.4	0.6	3.6	6.5	2.4	3.4	8.9	3.6	0.3	2.2	49.7	13.0	100.0

B. Europe

In terms of copyright export trends by field in Europe from 2015 to 2017, out of 296 cases, copyright exports of Children's Books was the largest with 105 cases (35.5 %), followed by Comics with 99 cases (33.3 %) and Literature with 61 cases (20.6 %).

Regarding copyright exports per country, France (64 cases), Italy (44 cases), Germany (31 cases) and Hungary (28 cases) were identified as leading markets.

Table 26 Copyright Exports to European Countries by Field (2015-2017)

(Unit: Case, %)

Classification	Year	General	Social Science	Philosophy	Natural Science	Technology & Science	Art	Language	Literature	History	Religion	Study Books	Children	Comic	Total
France	2015	-	-	-	-	-	3	-	-	3	-	-	5	14	25
	2016	-	-	-	-	-	-	-	3	-	-	-	4	9	16
	2017	-	-	-	-	-	-	-	2	-	-	-	10	11	23
	Subtotal	-	-	-	-	-	3	-	5	3	-	-	19	34	64
Italy	2015	-	-	-	-	-	-	-	-	-	-	-	2	19	21
	2016	-	-	-	-	-	-	-	5	-	-	-	2	5	12
	2017	-	-	-	-	-	-	-	1	-	-	-	7	3	11
	Subtotal	-	-	-	-	-	-	-	6	-	-	-	11	27	44
Germany	2015	-	-	-	-	-	-	-	-	2	-	-	-	14	16
	2016	-	-	-	-	-	-	-	4	-	-	-	-	4	8
	2017	-	-	-	-	-	1	-	3	-	-	-	-	3	7
	Subtotal	-	-	-	-	-	1	-	7	2	-	-	-	21	31
Hungary	2015	-	-	-	-	-	-	-	-	-	-	-	12	4	16
	2016	-	-	-	-	-	6	-	3	-	-	-	-	3	12
	2017	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	Subtotal	-	-	-	-	-	6	-	3	-	-	-	12	7	28

Classification	Year	General	Social Science	Philosophy	Natural Science	Technology & Science	Art	Language	Literature	History	Religion	Study Books	Children	Comic	Total
Russia	2015	1	-	-	-	-	-	-	-	-	-	-	-	3	4
	2016	-	-	-	-	1	-	-	2	-	-	-	-	2	5
	2017	-	-	-	-	-	-	-	2	-	-	-	15	-	17
	Subtotal	1	-	-	-	1	-	-	4	-	-	-	15	5	26
Poland	2015	-	-	-	-	-	-	-	-	1	-	-	9	2	12
	2016	-	-	-	-	-	1	-	2	-	-	-	5	2	10
	2017	-	-	-	-	-	-	-	2	-	-	-	2	-	4
	Subtotal	-	-	-	-	-	1	-	4	1	-	-	16	4	26
Sweden	2015	-	-	-	-	-	-	-	-	1	-	-	1	-	2
	2016	-	-	-	-	-	-	-	1	-	-	-	6	-	7
	2017	-	-	-	-	-	-	-	-	-	-	-	3	-	3
	Subtotal	-	-	-	-	-	-	-	1	1	-	-	10	-	12
Spain	2015	-	-	-	-	-	-	-	-	1	-	-	2	-	3
	2016	-	-	-	-	-	-	-	-	1	-	-	2	-	3
	2017	-	-	-	1	-	-	-	-	-	-	-	2	-	3
	Subtotal	-	-	-	1	-	-	-	-	2	-	-	6	-	9
United Kingdom	2015	-	-	-	-	-	1	-	-	-	-	-	1	-	2
	2016	-	-	-	-	-	-	-	3	-	-	-	1	-	4
	2017	-	-	-	-	-	1	-	-	-	-	-	1	-	2
	Subtotal	-	-	-	-	-	2	-	3	-	-	-	3	-	8
Slovenia	2015	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	2016	-	-	-	-	-	-	-	-	-	-	-	7	-	7
	2017	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	Subtotal	-	-	-	-	-	-	-	-	-	-	-	7	-	7
Romania	2015	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	2016	-	-	-	-	-	-	-	2	-	-	-	-	-	2
	2017	-	-	-	-	-	-	-	3	-	-	-	-	-	3
	Subtotal	-	-	-	-	-	-	-	5	-	-	-	-	-	5
Finland	2015	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	2016	-	-	-	-	-	-	-	4	-	-	-	-	-	4
	2017	-	-	-	-	-	-	-	1	-	-	-	-	-	1
	Subtotal	-	-	-	-	-	-	-	5	-	-	-	-	-	5
Greece	2015	-	-	-	-	-	-	-	-	-	-	-	1	-	1
	2016	-	-	-	1	-	-	-	1	-	-	-	-	-	2
	2017	-	-	-	1	-	-	-	-	-	-	-	-	-	1
	Subtotal	-	-	-	2	-	-	-	1	-	-	-	1	-	4

Classification	Year	General	Social Science	Philosophy	Natural Science	Technology & Science	Art	Language	Literature	History	Religion	Study Books	Children	Comic	Total
Norway	2015	-	-	-	-	-	-	-	-	1	-	-	-	-	1
	2016	-	-	-	-	-	-	-	3	-	-	-	-	-	3
	2017	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	Subtotal	-	-	-	-	-	-	-	3	1	-	-	-	-	4
Czech Republic	2015	-	-	-	-	-	-	-	-	2	-	-	-	-	2
	2016	-	-	-	-	-	-	-	1	-	-	-	-	-	1
	2017	-	-	-	-	-	-	-	1	-	-	-	-	-	1
	Subtotal	-	-	-	-	-	-	-	2	2	-	-	-	-	4
Switzerland	2015	-	-	-	-	-	-	-	-	-	-	-	1	-	1
	2016	-	-	-	-	-	-	-	-	-	-	-	1	-	1
	2017	-	-	-	-	-	-	1	-	-	-	-	-	-	1
	Subtotal	-	-	-	-	-	-	1	-	-	-	-	2	-	3
Iceland	2015	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	2016	-	-	-	-	-	-	-	1	-	-	-	-	-	1
	2017	-	-	-	-	-	-	-	1	-	-	-	-	-	1
	Subtotal	-	-	-	-	-	-	-	2	-	-	-	-	-	2
Israel	2015	-	-	-	-	-	-	-	-	-	-	-	1	-	1
	2016	-	-	-	-	-	-	-	-	-	-	-	1	-	1
	2017	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	Subtotal	-	-	-	-	-	-	-	-	-	-	-	2	-	2
Netherlands	2015	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	2016	-	-	-	-	-	-	-	2	-	-	-	-	-	2
	2017	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	Subtotal	-	-	-	-	-	-	-	2	-	-	-	-	-	2
Portugal	2015	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	2016	-	-	-	-	-	-	-	2	-	-	-	-	-	2
	2017	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	Subtotal	-	-	-	-	-	-	-	2	-	-	-	-	-	2
Serbia	2015	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	2016	-	-	-	-	-	-	-	1	-	-	-	-	-	1
	2017	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	Subtotal	-	-	-	-	-	-	-	1	-	-	-	-	-	1
Belgium	2015	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	2016	-	-	-	-	-	-	-	-	-	-	-	-	1	1
	2017	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	Subtotal	-	-	-	-	-	-	-	-	-	-	-	-	1	1

Classification	Year	General	Social Science	Philosophy	Natural Science	Technology & Science	Art	Language	Literature	History	Religion	Study Books	Children	Comic	Total
Austria	2015	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	2016	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	2017	-	-	-	-	-	-	-	-	-	-	-	1	-	1
	Subtotal	-	-	-	-	-	-	-	-	-	-	-	1	-	1
Denmark	2015	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	2016	-	-	-	-	-	-	-	1	-	-	-	-	-	1
	2017	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	Subtotal	-	-	-	-	-	-	-	1	-	-	-	-	-	1
Lithuania	2015	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	2016	-	-	-	-	-	-	-	1	-	-	-	-	-	1
	2017	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	Subtotal	-	-	-	-	-	-	-	1	-	-	-	-	-	1
Ukraine	2015	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	2016	-	-	-	-	-	-	-	1	-	-	-	-	-	1
	2017	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	Subtotal	-	-	-	-	-	-	-	1	-	-	-	-	-	1
Bulgaria	2015	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	2016	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	2017	-	-	-	-	-	-	-	1	-	-	-	-	-	1
	Subtotal	-	-	-	-	-	-	-	1	-	-	-	-	-	1
Croatia	2015	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	2016	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	2017	-	-	-	-	-	-	-	1	-	-	-	-	-	1
	Subtotal	-	-	-	-	-	-	-	1	-	-	-	-	-	1
Cases		1	-	-	3	1	13	1	61	12	-	-	105	99	296
Share		0.3	0.0	0.0	1.0	0.3	4.4	0.3	20.6	4.1	0.0	0.0	35.5	33.4	100.0

C. Other Regions

In terms of copyright exports by field in other regions from 2015 to 2017, out of a total of 333 cases, Children's Books (252 cases, 75.7 %) and Comics (52 cases, 15.6 %) comprised the majority of export cases in these regions.

While Children's Books had the largest share in most regions, in the United States and Turkey, Literature had the largest share with 21 cases. While four export cases to the United States were in the field of Art, the new markets added in 2016, Egypt and Australia, did not record any exports in 2017.

Table 27 Copyright Exports to Other Regions by Field (2015-2017)

(Unit: Case, %)

Classification	Year	General	Social Science	Philosophy	Natural Science	Technology & Science	Art	Language	Literature	History	Religion	Study Books	Children	Comic
Mexico	2015	-	-	-	-	-	-	-	-	-	-	76	-	76
	2016	-	-	-	-	-	-	-	-	-	-	1	-	1
	2017	-	-	-	-	-	-	-	-	-	-	6	-	6
	Subtotal	-	-	-	-	-	-	-	-	-	-	83	-	83
United States	2015	-	-	-	-	-	-	-	1	-	-	1	38	40
	2016	-	-	-	-	-	4	-	3	-	-	2	8	17
	2017	-	-	-	-	-	-	2	6	-	-	2	6	16
	Subtotal	-	-	-	-	-	4	2	10	-	-	5	52	73
North America Cases		-	-	-	-	-	4	2	10	-	-	88	52	156
North America Share		0.0	0.0	0.0	0.0	0.0	2.6	1.3	6.4	0.0	0.0	56.4	33.3	100.0
Guatemala	2015	-	-	-	-	-	-	-	-	-	-	17	-	17
	2016	-	-	-	-	-	-	-	-	-	-	-	-	0
	2017	-	-	-	-	-	-	-	-	-	-	-	-	0
	Subtotal	-	-	-	-	-	-	-	-	-	-	17	-	17
Brazil	2015	-	-	-	-	-	-	-	-	-	-	12	-	12
	2016	-	-	-	-	-	-	-	-	-	-	5	-	5
	2017	-	-	-	-	-	-	-	-	-	-	-	-	-
	Subtotal	-	-	-	-	-	-	-	-	-	-	17	-	17

Classification	Year	General	Social Science	Philosophy	Natural Science	Technology & Science	Art	Language	Literature	History	Religion	Study Books	Children	Comic
Argentina	2015	-	-	-	-	-	-	-	-	-	-	4	-	4
	2016	-	-	-	-	-	-	-	-	-	-	-	-	-
	2017	-	-	-	-	-	-	-	-	-	-	-	-	-
	Subtotal	-	-	-	-	-	-	-	-	-	-	4	-	4
Columbia	2015	-	-	-	-	-	-	-	-	-	-	-	-	-
	2016	-	-	-	-	-	-	-	-	-	-	6	-	6
	2017	-	-	-	-	-	-	-	-	-	-	-	-	-
	Subtotal	-	-	-	-	-	-	-	-	-	-	6	-	6
Chile	2015	-	-	-	-	-	-	-	-	-	-	-	-	-
	2016	-	-	-	-	-	-	-	-	-	-	-	-	-
	2017	-	-	-	-	-	-	-	-	-	-	1	-	1
	Subtotal	-	-	-	-	-	-	-	-	-	-	1	-	1
South America Cases		-	-	-	-	-	-	-	-	-	-	45	-	45
South America Share		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0	0.0	100.0
Iran	2015	-	-	-	-	-	-	-	-	-	-	13	-	13
	2016	-	-	-	-	-	-	-	-	-	-	-	-	-
	2017	-	-	-	-	-	-	-	-	-	-	-	-	-
	Subtotal	-	-	-	-	-	-	-	-	-	-	13	-	13
Turkey	2015	-	-	-	-	-	-	-	-	-	-	75	-	75
	2016	-	-	-	-	-	-	-	4	-	-	26	-	30
	2017	-	-	-	-	-	-	-	7	-	-	-	-	7
	Subtotal	-	-	-	-	-	-	-	11	-	-	101	-	112
Saudi Arabia	2015	-	-	-	-	-	-	-	-	-	-	-	-	-
	2016	-	-	-	-	-	-	-	-	-	-	-	-	-
	2017	-	-	-	-	-	-	-	-	-	-	5	-	5
	Subtotal	-	-	-	-	-	-	-	-	-	-	5	-	5
Middle East Cases		-	-	-	-	-	-	-	11	-	-	119	-	130
Middle East Share		0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.5	0.0	0.0	91.5	0.0	100.0
Egypt	2015	-	-	-	-	-	-	-	-	-	-	-	-	-
	2016	-	-	-	-	-	-	-	1	-	-	-	-	1
	2017	-	-	-	-	-	-	-	-	-	-	-	-	-
	Subtotal	-	-	-	-	-	-	-	1	-	-	-	-	1
Australia	2015	-	-	-	-	-	-	-	-	-	-	-	-	-
	2016	-	-	-	-	-	-	-	1	-	-	-	-	1
	2017	-	-	-	-	-	-	-	-	-	-	-	-	-
	Subtotal	-	-	-	-	-	-	-	1	-	-	-	-	1
Africa/Oceania Cases		-	-	-	-	-	-	-	2	-	-	-	-	2
Share		0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0	0.0	0.0	0.0	0.0	100.0

3. Copyright Exports Advance Royalty

1) Advance Royalties as of 2017

Advance royalties in relation to copyright exports was USD 3,727,094 in 2017. Total advance royalties in the last 3 years was USD 15,273,030, and the advance royalty amount in 2017 decreased by 37.3 % compared to 2016. One of the main reasons for the significant decrease in 2017 was that advance royalties from China decreased to 1/3 of the royalties in 2016.

Table 28 Copyright Export Advance Royalties in the Last 3 Year (2015-2017)

(Unit: USD)

Year	2015	2016	2017	Total
Amount	5,605,600	5,940,336	3,727,094	15,273,030

For 2017 copyright export advance royalties by region, Asia had USD 3,347,653, or 89.8 %.

Table 29 Copyright Export Advance Royalties by Region

(Unit: USD)

Classification	Asia	Europe	North America	Middle East	South America	Total
Amount	3,347,653	252,432	105,339	19,670	2,000	3,727,094
Share	89.8	6.8	2.8	0.5	0.1	100.0

In 2017, 31 countries engaged in copyright exports, and China had the largest advance royalties with USD 1,049,863, which made up 28.2 % of the overall amount. Regarding the top 10 countries in terms of advance royalty amount, most are Asian, and France (sixth), United States (ninth) and Germany (10th) are included.

Table 30 Top 10 Countries in Copyright Export Advance Royalties (2017)

(Unit: USD)

Rank	Country	Amount
1	China	1,049,863
2	Taiwan	976,455
3	Japan	802,113
4	Thailand	214,680
5	Indonesia	184,912
6	France	126,902
7	United States	101,664
8	Vietnam	88,677
9	Germany	29,069
10	Italy	25,005
Total		3,599,341

2) Advance Royalties by Region/Year

A. Asia

Advance royalties from Asia in 2017 were USD 3,347,653, which is a 36.1 % decrease compared to the previous year, and this is mainly due to China making up 31.6 % of the Asian share with USD 1,060,000, which is a decrease of 68.6 % compared to the previous year.

Copyright export advance royalties from Asia from 2015 to 2017 comprised USD 13,690,000. Advance royalties decreased by more than 36 % in 2017 compared to the previous year.

Table 31 Copyright Export Advance Royalties from Asian Countries (2015-2017)

(Unit: USD)

Classification	Country	Year			Total
		2015	2016	2017	
Asia	China	3,275,734	3,323,060	1,058,151	7,656,945
	Taiwan	653,293	1,091,290	976,455	2,721,038
	Thailand	700,618	312,846	214,680	1,228,144
	Indonesia	149,992	176,039	184,912	510,943
	Japan	72,197	54,524	802,113	928,834
	Malaysia	109,404	141,506	18,665	269,575
	Vietnam	119,238	106,459	88,677	314,374
	Philippines	17,000	2,000	0	19,000
	Hong Kong	7,000	2,556	3,000	12,556
	Uzbekistan	0	0	1,000	1,000
	India	0	4,800	0	4,800
	Cambodia	2,184	2,200	0	4,384
	Mongolia	1,000	16,000	0	17,000
	United Arab Emirates	0	4,172	0	4,172
	Total	5,107,660	5,237,452	3,347,653	13,692,765

B. Europe

Advance royalties from Europe was USD 252,432 in 2017, which is a 48.7 % decrease compared to the previous year. While the number of export countries in Europe increased to 26 in 2016, advance royalties came from only 16 countries in 2017. This is similar to that of the advance royalties from Europe in 2015.

The total copyright export advance royalties received from Europe from 2015 to 2017 was USD 1,015,878.

In terms of countries, France had the largest advance royalty amount in the last 3 years with USD 342,577, which is an increase of 32.1 % compared to 2016 and 6.1 % compared to 2015. In the case of Italy, Germany, Sweden, the United Kingdom, Spain, Hungary, Switzerland, Finland and Norway, the amount significantly decreased compared to the previous year.

Table 32 Copyright Export Advance Royalties from European Countries (2015-2017)

(Unit: USD)

Classification	Country	Year			Total
		2015	2016	2017	
Europe	France	119,615	96,060	126,902	342,577
	Italy	29,758	92,088	25,005	146,851
	Germany	39,138	54,505	29,069	122,712
	Poland	21,430	25,500	12,600	59,530
	Sweden	7,378	45,421	11,450	64,249
	United Kingdom	8,023	38,918	12,000	58,941
	Spain	9,042	20,475	5,368	34,885
	Hungary	10,317	25,228	0	35,545
	Russia	12,100	7,626	11,500	31,226
	Switzerland	1,200	17,833	925	19,958
	Romania	0	6,500	4,900	11,400
	Finland	0	13,670	1,184	14,854
	Norway	2,219	10,401	0	12,620
	Greece	5,000	7,000	3,000	15,000
	Czech Republic	5,000	5,500	5,000	15,500
	Croatia	0	0	1,500	1,500
	Bulgaria	0	0	1,200	1,200
	Denmark	0	5,944	0	5,944
	Israel	1,000	1,000	0	2,000
	Portugal	0	4,754	0	4,754
	Slovenia	0	3,900	0	3,900
	Belgium	0	2,400	0	2,400
	Netherlands	0	2,377	0	2,377
	Lithuania	0	1,700	0	1,700
	Austria	0	0	0	0

	Iceland	0	1,426	829	2,255
	Serbia	0	1,000	0	1,000
	Ukraine	0	1,000	0	1,000
	Total	271,220	492,226	252,432	1,015,878

C. Other Regions

Advance royalties from North America in 2017 totaled USD 105,339, which is a 16.1 % decrease compared to the previous year. While Mexico's advance royalties increased, the United States' advance royalties decreased, and in the case of Canada, exports have continued to experience difficulties since 2015.

Advance royalties from South America totaled USD 2,000 in 2017, and advance royalties only came from Chile, while no exports were made with Brazil, Columbia, Argentina and Guatemala, which saw exports in the previous year. In the case of Oceania and Africa, no exports were recorded.

The total advance royalties from North America, South America and the Middle East from 2015 to 2017 was USD 564,386.

Table 33 Copyright Export Advance Royalties from Other Countries (2015-2017)

(Unit: USD)

Classification	Country	Year			Total
		2015	2016	2017	
North America	United States	95,199	124,186	101,664	321,049
	Mexico	47,781	1,500	3,675	52,956
	Canada	0	0	0	0
	Subtotal	142,980	125,686	105,339	374,005
South America	Brazil	18,000	7,500	0	25,500
	Columbia	0	9,000	0	9,000
	Argentina	6,000	0	0	6,000
	Guatemala	0	0	0	0
	Chile	0	0	2,000	2,000
	Subtotal	24,000	16,500	2,000	42,500
Middle East	Turkey	57,140	53,972	15,669	126,781
	Saudi Arabia	0	0	4,000	4,000
	Iran	2,600	0	0	2,600
	Subtotal	59,740	53,972	19,669	133,381
Oceania	Australia	0	12,000	0	12,000
Africa	Egypt	0	2,500	0	2,500
Total		226,720	210,658	127,008	564,386