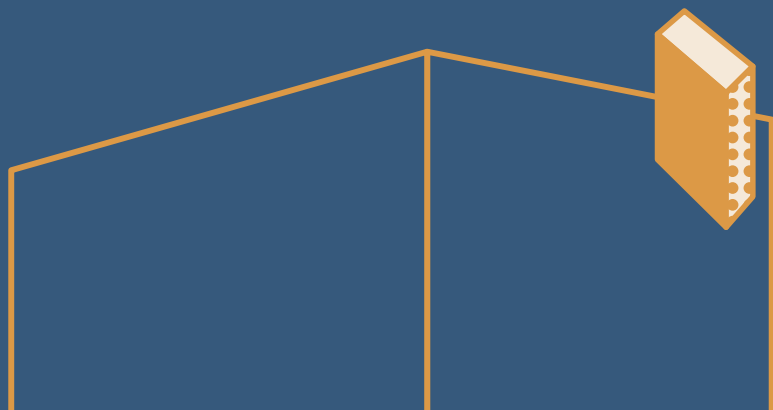


# KPIPA Publishing Industry Trends

H1  
2020



한국출판문화산업진흥원  
Publication Industry Promotion Agency of Korea



## Korea's Publishing Industry in the First Half of 2020

- **KPIPA Publication Statistics for 1H** : Publication of new books in the first half decreased 10.2% year on year
- **Production·Sales·Consumption Index** : Production decreased, sales increased, and consumption fell year on year
- **Revenue[Publicly Listed Publishers]** : Revenue for the first half was 1.2939 trillion KRW, an increase of 2.9% year on year

### ● Publication Statistics for 2020 1H

- New Book Publication : 38,214 titles were published in the first half of 2020 with an average of 6,369 titles published per month; 26.2% or one fourth of all new books were published in the education category  
※ 10.2% decrease (4,319 titles) compared to the first half of 2019
- Active Publishers : A total of 5,713 publishers were active in the first half of 2020, with 41.7% (2,385 publishers) issuing one title and 76.4% (4,367 publishers) publishing five or fewer books  
※ 0.1% decrease (7 publishers) compared to the first half of 2019

#### KPIPA 2020 1H Publication Statistics

(unit : titles, %)

Top Category	Basic Category	Number of Titles Published				
		2019 1H	2020 1H	Mix	Change	Percentage of Change
Early Childhood	Toddlers, Children	3,267	3,811	10.0	544	16.7
Education	Educational Materials Foreign Languages Test Prep/Accreditation	13,291	10,016	26.2	△3,275	△24.6
Literature	Fiction/Poetry/Essays/Drama	6,984	6,637	17.4	△347	△5.0
Humanities	Philosophy/Psychology History/Culture Religion Other	5,683	5,301	13.9	△382	△6.7
Art/Pop Culture	Art/Pop Culture	1,653	2,013	5.3	360	21.8
Practical/Hobbies	Self-Development Home/Lifestyle Cooking/Hobbies Health/Sports/Leisure Travel	2,778	2,271	5.9	△507	△18.3
Social Sciences	Politics/Society Economy/Business Management	5,303	4,394	11.5	△909	△17.1
Science and Technology	IT/Computers Natural Sciences Technology and Engineering	3,574	3,771	9.9	197	5.5
Total		42,533	38,214	100.0	△4,319	△10.2

## KPIPA Overview of Publishers by Number of Issues in 2020 1H

(unit : count, %)

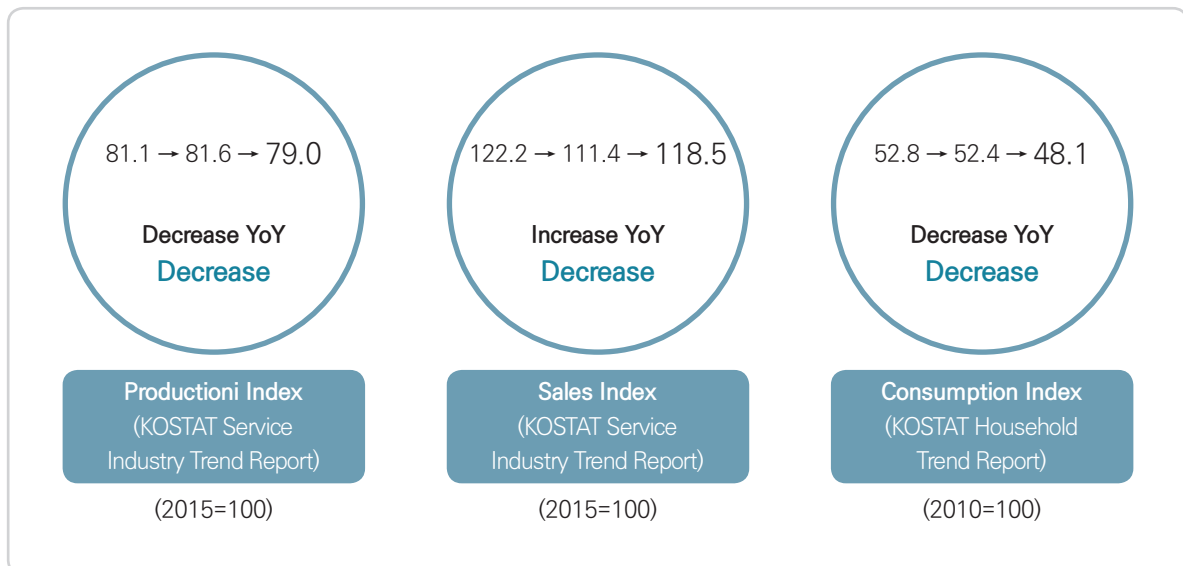
No. of Books		2019 1H		2020 1H		Change
		Publishers	Share	Publishers	Share	
1~5	1	2,303	40.3	2,385	41.7	3.6
	2	902	15.8	902	15.8	-
	3	522	9.1	509	8.9	△2.5
	4	339	5.9	337	5.9	△0.6
	5	236	4.1	234	4.1	△0.8
	Subtotal	4,302	75.2	4,367	76.4	1.5
6~10	6	197	3.4	199	3.5	1.0
	7	158	2.8	161	2.8	1.9
	8	118	2.1	106	1.9	△10.2
	9	107	1.9	98	1.7	△8.4
	10	61	1.1	86	1.5	41.0
	Subtotal	641	11.2	650	11.4	1.4
11~30	11~15	265	4.6	236	4.1	△10.9
	16~20	131	2.3	136	2.4	3.8
	21~25	94	1.6	70	1.2	△25.5
	26~30	48	0.8	49	0.9	2.1
	Subtotal	538	9.4	491	8.6	△8.7
Over 31	31~40	65	1.1	62	1.1	△4.6
	41~50	41	0.7	31	0.5	△24.4
	51~100	84	1.5	73	1.3	△13.1
	Over 101	49	0.9	39	0.7	△20.4
	Subtotal	239	4.2	205	3.6	△14.2
Total		5,827	100.0	5,713	100.0	△0.1

## ● Production · Sales · Consumption Index

- Production Index : Compared against the 2015 benchmark (100), the production index for the first half of 2020 was 79.0, representing a 2.6p decrease year on year and remaining flat for the past 3 years

- Sales Index : Compared against the 2015 benchmark (100), the retail sales index for books and stationery supplies for the first half of 2020 was 118.5 for a 7.1p increase year on year, with fluctuations for the past 3 years
- Consumption Index : Compared against the 2010 1H benchmark (100), monthly average purchases of books by Korean households (with 1 person or more) in 2019 was 48.1 (Following a 2017 adjustment to household trend reports to incorporate annual statistics instead of half year statistics, half year statistics are no longer provided)
- Looking at the statistics for the first half of each year, production and consumption usually trend downward while sales typically increases

#### Changes in Production·Sales·Consumption Index in the Last 3 Years



#### ● Analysis of Publicly Traded Publishers

- Revenue : Revenue for 2019 1H was 1.042 trillion KRW, a 4.2% decrease year on year and 6.9% decrease quarter on quarter
  - ※ Since 2018 1H, revenue has posted quarter on quarter increase but saw significant decline in the first half of 2020
- Per Capita Revenue : In 2020 1H, per capita revenue was approximately 159 million KRW, a 3.2% decrease year on year and 4.4% decline quarter on quarter
  - ※ Per capita revenue has been trending slightly upwards since 2018 1H but reverted to negative growth in 2020 1H

- Operating Profit : Operating profit for 2020 1H was approximately 610 million KRW for a quite significant drop of 98.4% year on year and a fall of 98.9% quarter on quarter  
 ※ Operating profit has fluctuated significantly since 2018 1H and plummeted heavily in the first half of 2020
- OP Margin : Operating profit margin was approximately 0.1% in 2020 1H, representing a 3.5%p decline year on year  
 ※ Margin levels saw significant fluctuations after 2018 1H, falling sharply by 5.0%p in the first half of 2020
- Current Ratio: Current ratio in 2020 1H was approximately 153.8%, posting a sharp 16.6%p decline year on year but a significant 32.7%p increase quarter on quarter  
 ※ The current ratio has been recording heavy fluctuations since 2018 1H
- Exports : Export volume in 2020 1H was approximately 9 billion KRW for a sharp 32.7% decline year on year and 38.6% decrease quarter on quarter  
 ※ Since 2018 1H, exports have been consistently on the rise until 2020 1H, when quarter on quarter volume plummeted heavily
- Workforce : Number of persons employed in this sector was 6,543 in 2020 2H, representing a 1.1% decrease year on year and a 2.5% decline quarter on quarter  
 ※ Since 2018 1H, this number has seen quarter on quarter fluctuations, and in 2020 1H, employment fell

#### Key Changes in Financials for Publishing Industry (Publicly Listed Companies)

(unit : 100 million KRW, persons, %, %p)

Category	2018		2019		2020	2019 2H (YoY)
	2018 1H (QoQ)	2018 2H (QoQ)	2019 1H (QoQ)	2019 2H (QoQ)	2020 1H (QoQ)	
Revenue	10,543.7 (△0.6)	10,871.8 (3.1)	10,877.9 (0.1)	11,189.7 (2.9)	10,420.8 (△6.9)	△4.2
Average Per Capita Revenue	1.56 (2.9)	1.61 (3.0)	1.64 (2.2)	1.67 (1.3)	1.59 (△4.4)	△3.2
Operating Profit	252.0 (△61.2)	555.7 (120.5)	393.5 (△29.2)	572.9 (45.6)	6.1 (△98.9)	△98.4
OP Margin	2.4 (△3.7p)	5.1 (2.7p)	3.6 (△1.5p)	5.1 (1.5p)	0.1 (△5.0p)	△3.5p
Current Ratio	192.1 (7.6p)	167.1 (△25.0p)	170.4 (3.3p)	121.1 (△49.3p)	153.8 (32.7p)	△16.6p
Exports	124.0 (0.7)	134.6 (8.5)	134.5 (△0.1)	147.5 (9.7)	90.5 (△38.6)	△32.7
Workforce	6,744 (△3.4)	6,754 (0.1)	6,614 (△2.1)	6,714 (1.5)	6,543 (△2.5)	△1.1

## ● Publishing Industry Economic Trend Index (2020 1H - 2021 1H)

**2020 1H Trends** : Economy 51, Planning 62, Production 60, Retail 67, Marketing/PR 66, Revenue 54, Funding 59, Employment 84, E-Publishing 76, Import/Export 70

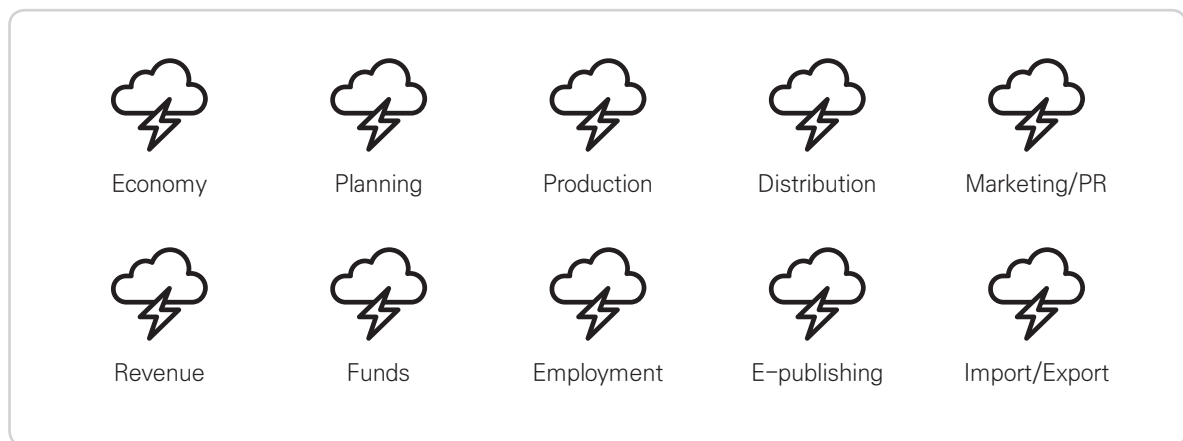
**2020 2H Trends** : Economy 57, Planning 62, Production 66, Retail 73, Marketing/PR 72, Revenue 63, Funding 65, Employment 81, E-Publishing 74, Import/Export 73

**2021 1H Forecast** : Economy 69, Planning 75, Production 74, Retail 83, Marketing/PR 79, Revenue 73, Funding 74, Employment 84, E-Publishing 83, Import/Export 78

\* Scores given against benchmark of 100 → under 84 : very poor / 85-94 : poor / 95-104 : good / over 105 : very good

- Following the trends in the first half of 2020, the first half of 2021 is expected to see positive growth
- Market participants are feeling the impacts of the economic downturn across all categories in the first and second half of 2020
- The second half of 2020 will likely see an economic slowdown as well, but the economy is expected to see signs of recovery in the first half of 2021 relative to the second half of 2020

### Publishing Industry Economic Weather Map (2020 1H)

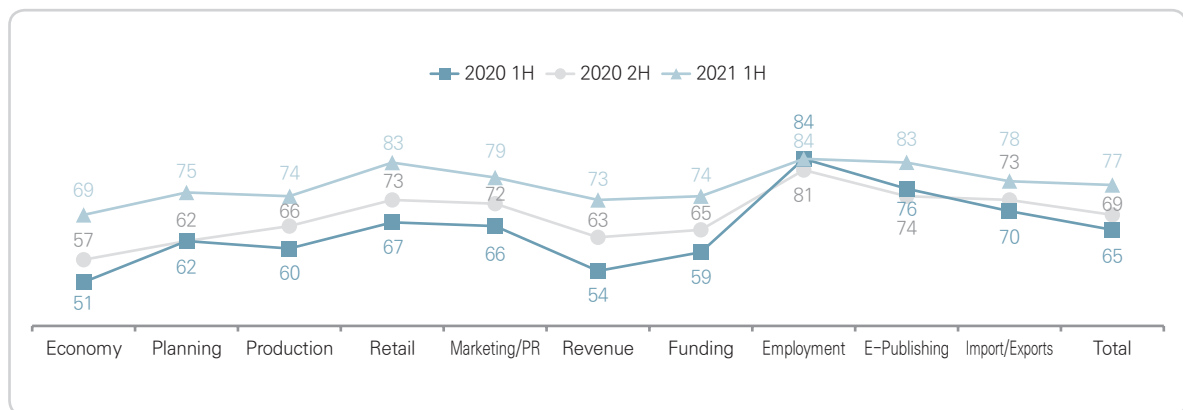
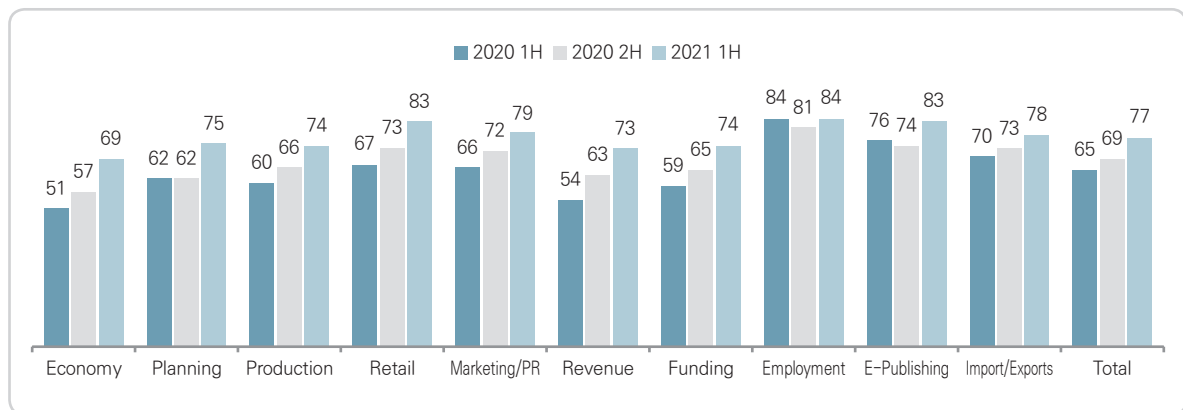


### Economic Trend Index for 2020 1H – 2021 1H

Category	2020 1H	2020 2H	2021 1H
Economy	51	57	69
Planning	62	62	75
Production	60	66	74
Retail	67	73	83
Marketing/PR	66	72	79
Revenue	54	63	73
Funding	59	65	74
Employment	84	81	84
E-Publishing	76	74	83
Import/Exports	70	73	78
Total	65	69	77

\* Scores given against benchmark of 100 → under 84 : very poor / 85–94 : poor / 95–104 : good / over 105 : very good

### Publishing Industry Economic Trend Indices (2020 1H – 2021 1H)



## KPIPA Annual Statistics

### • KPIPA Statistics for 2019

### • Active Publishers in 2019

A total of 81,715 new books were published in 2019, accounting for a 0.2% decrease (175 titles) year on year

In 2019, there were 7,930 active publishers (82.2% of which published 10 or fewer books), representing a 1.6% decline year on year

- New Book Publication : 81,715 new titles were published in 2019, with the education category accounting for the largest share at over a quarter (28.3%) of the total volume, whereas the science/technology genre saw the biggest drop with 9.7% (709 titles).

※ 0.2% decrease (175 titles) compared to previous year

- Active Publishers : In 2019, a total of 7,930 publishers issued titles, with 37.0% (2,936) printing one title and over a third, or 70.4% (5,580), publishing five or fewer books.

※ 1.6% decrease (128 publishers) compared to previous year

### KPIPA Annual Statistics (2018~2019)

(unit : titles, %)

Top Category	Basic Category	Number of Titles Published				
		2018	2019	Share	Change	Percentage Change
Early Childhood	Toddlers, Children	7,298	7,337	9.0	39	0.5
Education	Educational Materials Foreign Languages Test Prep/Accreditation	22,617	23,146	28.3	529	2.3
Literature	Fiction/Poetry/ Essays/Drama	14,637	14,997	18.4	360	2.5
Humanities	Philosophy/Psychology History/ Culture Religion Other	11,677	11,471	14.0	△260	△2.2
Art/Pop Culture	Art/Pop Culture	3,835	3,764	4.6	△71	△1.9
Practical/ Hobbies	Self-Development Home/ Lifestyle Cooking/Hobbies Health/ Sports/Leisure Travel	5,110	5,150	6.3	40	0.8
Social Sciences	Politics/Society Economy/ Business Management	9,434	9,331	11.4	△103	△1.1
Science and Technology	IT/Computers Natural Sciences Technology and Engineering	7,282	6,573	8.0	△709	△9.7
Total		81,890	81,890	100.0	△175	△0.2



## KPIPA Overview of Publishers by Number of Issues (2018~2019)

(unit : count, %)

No. of Books	2018		2019		Change	Percentage Change
	Publishers	Share	Publishers	Share		
1-5	5,628	69.8	5,580	70.4	△48	△0.9
6-10	967	12.0	934	11.8	△33	△3.4
11-30	980	12.2	918	11.6	△62	△6.3
Over 31	483	6.0	498	6.3	15	3.1
Total	8,058	100.0	7,930	100.0	△128	△1.6