

K-Book Trends

offers Korea's highly informative publishing content to those in the global publishing industry.

韩书趋势

《韩书趋势》海外有关人士提供时效性高的韩国出版内容。

K-Book Trends

韩书趋势

2017. 06. Vol.1 Contents



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Trends

Small and Clear Taste, Permeates Our Life Again

Review of Seoul International Book Fair 2017

The International Book Fair 2017 was held for five days from June 14th to 18th in Seoul, the capital city of South Korea. The event was a lively scene, celebrating new trends in the Korean publishing industry with enthusiastic industry insiders and book-lovers.



Beyond Huge Online Bookstores

Online bookstores are sweeping around the world, following the trend started by Amazon. Due to this tremendous change, local independent bookstores in our town are closing one after another. People quickly get used to the convenience of online bookstores, left behind the memories of sitting down to read books in bookstores and returning to discover the rest of the stories. People pick up either recommendations or bestsellers from website as the trendy topics fill the streets, so our taste becomes more common place. After discovering that books can be trendy, the Korean book market faced a new challenge. Reading publics who were tired of boring books, started to seek out small bookstores and the diversity of independent magazines.



Prevalence of Online Bookstores



World Literature Series by "Changbi Publishers"

The Age of Bookstores Returns

The most notable programs from the Seoul International Book Fair 2017 are the "Era of Bookstores" and the "Exhibition of Book Discovery", which were influenced by the current market situation.

Two groups are necessary for writers and readers to meet each other, publishers and bookstores. These programs featured unique places to visit. The “Era of Bookstores” lists 20 independent local bookstores that receive popular word of mouth and have strong social media. We see that the owners have diverse taste: Dong-A Bookstore, operating for 61 years at the same location over three generations, Mystery Union, selling more than 1,600 detective novels selected by the owner, Deer Bookstore, which promotes visual design books such as picture books, art books, and graphic novels. In addition, Your Mind, which has been a prominent promoter of independent publications supporting small local publishers and artists and ‘Schrödinger’, which sells and collects

only books related to cats.



Borim Press publishes primarily picture books



Sajeokin Bookshop recommends books after consultation

Not only do these bookstores have distinct tastes, but also there are publishers with great perseverance. The “Exhibition of Book Discovery”, invited 40 independent publishers to produce books based on their clear philosophy. Their books cover various topics such as the link between science and the humanities, and domestic creative picture books.

Discovering Books from Abroad

The International Exhibition allows you to discover books from other countries; this is the program you cannot skip at the Seoul International Book Fair. This year's host country is Turkey. The Turkish booths promoted books selected by local publishers and distributed a large number of books as a giveaway to visitors. Furthermore, it offered a good opportunity to experience foreign books, which are difficult to find

in Korea, as it included participation from diverse countries such as the United Kingdom (UK), Japan, and France. The Japan Foundation booth promoted original novels about popular Japanese dramas or movies and books that have been in high demand.

The booth from the Literature Translation Institute of Korea was another spot to stop by. They support Korean classic literature by translating pieces into e-books and attracted attention by displaying their translated work using visual images and a digital device that could read the actual work. Additionally, the international conference included lectures by foreign publishing experts to promote interaction with overseas markets.



e-Book Published by the Literature Translation Institute of Korea



Visitors at International Exhibition

Promote Fun in Reading

Free and various ways of enhancing the reading experience were promoted all over the space with bookstores and publishers sharing lots of books. In particular, the “Literature Vending Machine” attracted the crowd. It prints phrases on the receipt to attract people who feel pressure to spend time selecting and reading books. The interesting part is that it has a short button to receive a short phrase and long button for a long phrase, corresponding to two to three passages. The “Book Reading Bus”, which provided seats and storytelling for children, was popular as well. Moreover, the Literature Translation Institute of Korea provided a “Braille



Button for Phrases of
“Literature Vending Machine”



In the middle of Storytelling at
“Book Reading Bus”

Bookmark Corner” to support its production of braille books, and it gained a lot of attraction with its unique experience. At the same time, the change to more e-books and its development was discussed by all ages.

Enjoy Five Days Traveling with Books

The Seoul International Book Fair 2017 hosted 276 Korean publishers and 80 international publishers from around the world in the exhibition; these participants provided twice as many events when compared to last year. As a result, 200,000 visitors gathered the event, and publishers believe that the Korean publishing industry will be revitalized again. The Korean publishing industry maintains a high potential with publishers of new works and special bookstores of attracting repeat customers and new readers who follow their own taste.

Issue

Visiting Book Fair Thailand 2017

Welcome K-Book to Thailand!

It is well known that Korean books are drawing great interest in Southeast Asia. The Southeast Asian publishing market has been acknowledged for its huge growth potential and Korean publishers are also seeking new opportunities for exporting their books. The Publication Industry Promotion Agency of Korea will



visit Southeast Asian countries and introduce Korean books consecutively for two years.

View of Visiting
Book Fair Thailand 2017

For two days from June 1st to 2nd 2017, the Bangkok Landmark Hotel in Thailand was crowded with Korean and Thai publishers. This was because the “Visiting Book Fair” was held in Thailand, where various Korean books are introduced directly to the oversea market to meet the high demand.

There were 15 Korean paper books/e-book publishing companies who participated in this book fair along with 36 publishers for 59 consignment groups. Additionally, a special booth for “Daum Webtoon” was opened to meet the demand of local industry in Thailand, and it attracted several major publishing companies and experts to visit.



Export consultation between Korean and Thai publishers

Many Korean publishing companies, which are interested in entering the Southeast Asian market, attended the book fair. Officials from Darakwon, an educational books publisher mainly generating Korean language books for foreigners said, “We decided due to the fact that Korean language education is receiving high attention in Thailand. We introduced more than 100 Korean language-teaching books through the company catalog and it

received a good response from university professors and other visitors.

In addition, Ringer's Communications, which runs an e-book solution and an e-book store called OeBook said, "We wanted to introduce more romance novels to ASEAN market." adding, "We selected the top 10 popular books in Korea and introduced them to the Thai people, and were deeply impressed with their high interest". Some people said that the concept of a "Visiting Book Fair" was very efficient, considering that individual publishers spend a great amount of time and money to find and meet suitable buyers in overseas markets



Seminar of Export Business



Book Donation Event

In addition, a seminar by Thai local experts was held on June 1 2017, the opening day of the Book Fair. Korean visitors were able to hear various speeches from major Thai Publisher SE-ED, Ookbee the largest platform company in Southeast Asia, and a professor from Thammasat University. On the following afternoon, they donated all of their display books to local schools.

"Visiting Book Fair" is a business to business oriented book fair that

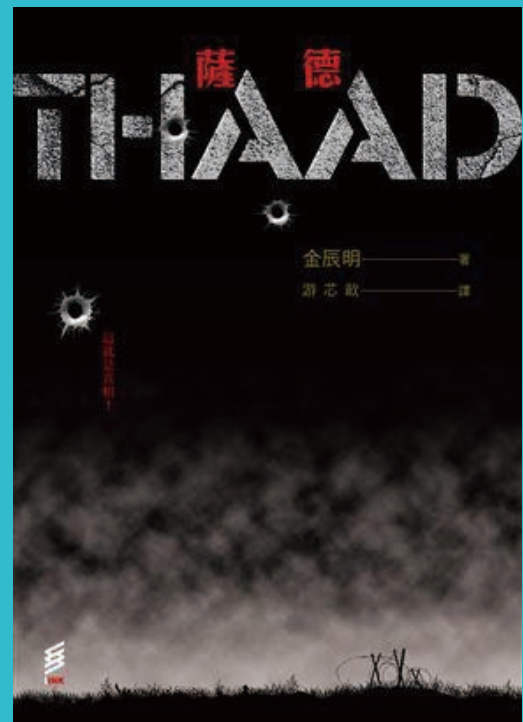
supports companies distributing Korean books to overseas markets and copyright exports. It has been held six times in China, once in Thailand and once in Taiwan from 2015 to 2016. The Visiting Book Fair Thailand was viewed as being very successful for having over 10 million dollars of export consultation in two days. They will expand their territory to three Southeast Asian countries (Thailand, Vietnam, and Indonesia) and Latin America (Mexico) in this year.

Export trends

The Novel that INK Publishing Recognized First!

Translated and Published in Taiwan, Meet Chin-Myong Kim's *THAAD*

Chin-Myong Kim, who is one of the most respected writers in Korea with his powerful novels, *The Rose of Sharon Blooms Again* and *Goguryeo* was interviewed by *K-Book Trends* in commemoration of the translation of his work first published in 2014.



The Publication Industry Promotion Agency of Korea (hereafter Han) Congratulations on Taiwan translation to *THAAD*, which recently completed 28 prints, 200,000 copies. Please give us some comments.

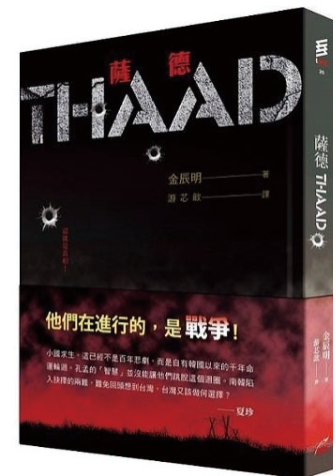
Chin-Myong Kim (hereafter Kim) It is a great pleasure to receive attention from many readers. However, I have a concern that the interest in *THAAD* represents Korea's difficulties. Faced with a series of situations, I have realized the fact that "the writer should not ignore the issues of the times" and have also been convinced that only those who try to understand history can become the subjects of history. I think that writers should be individuals who will help others to understand the times and history.

Han Unlike ordinary documents that convey information, nuances from words and their context in literature is regarded as a part of the work. Thus, I presume you would have participated in the decision about the translator of *THAAD*. I would like to ask you about the process of selecting the translator and reviewing the translation.

Kim 'INK Publishing' is one of the largest literary publishers in Taiwan, so I fully trusted them. Of course, I was not involved in the process in selection of translator and translation. I believe that if you have passed the copyright based on trust, you have to support the competence of the publisher. The publisher would have taken the time to do things properly. I know Yu Qingxing(游芯歆), the

translator of *THAAD*, and that he is a professional translator who has translated many famous Korean novels after having studied in Korea.

Han I would like to ask you about the desires and efforts of the Korean writers' society and publishing industry to promote Korean authors' works to international readers.



Kim First of all, the fundamental issue is whether Korean novels are rich and various enough to attract world readers. In fact, the boundary between popularity and literature is vague and the important thing is the interest of readers. However, there is a big gap between the interest of readers and the evaluation by the media and writer's society in Korea, and people tend to separate popularity and literature. Novels are about humans and life, and it is pointless to distinguish popularity and literature in terms of the daily life of most people. I am afraid that the horizon of Korean novels will be narrowed because of the distinction between them. Of course, my novel originated from Korean culture, but we have to open the author's views and insights towards the world to reach out to international readers.

Han Finally, please share a few words for *K-Book Trends* readers.

Kim I think readers of *K-Book Trends* will be people who are trying to grasp our works in a global cultural context beyond Korea. Since the overseas expansion of Korean publishing through *K-Book Trends* is based on an assumption of understanding of overseas publishing culture. The Korean publishing industry can be changed through those efforts of readers. Korean publishing is not unique based on a worldview of Korea and the world. Therefore, any attempt to expand the market and interest can actively vitalize the Korean publishing culture. I would appreciate seeing it as a Korean author.

Column 1

Korean Publications Attract Attention in Japan

Exports Trends of Korean Books in Japan

Korean literature is gaining popularity in the Japanese market. Let's take a look at the trend of popularity of Korean literature in 2017.

Writer: Joseph Lee (President of KL Management)

Recently, the interest in Korean literature in the Japanese publishing market is being revived. In the past, they were interested in mainstream novels such as original novels about Korean movies or dramas. On the other hand, short stories from young Korean writers are becoming recognized gradually, encouraging the change in the market.

Some novels have been contracted for a copyright for a Japanese version such as Ae-ran Kim's *Run, Papa, Run*, Hye-young Pyun's short story collection *AOI Garden* and *Toward the Kennel*.

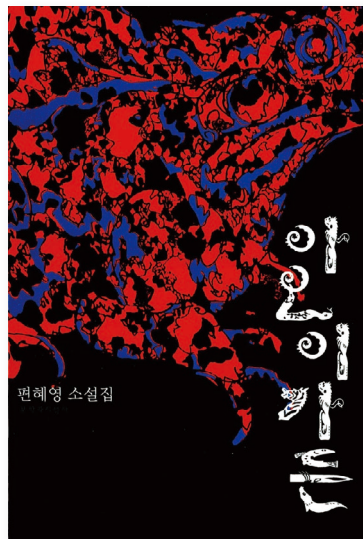
Accordingly, copyrights for Japanese version were also sold for Jung-eun Hwang's *Nobody Is* and Keum-hee Kim's *Love at Midday*.

In addition, a Japanese publisher is actively reviewing the translation of short stories by Gang Han, after the London Book Fair in March. In that sense, it appears that there is a preference spreading from popular novels to literary short stories.

Run, Papa, Run | Ae-ran Kim
November 29, 2005 | Changbi Publishers

-Contents-

1. Run, Papa
2. I go to the convenience store
3. Pogo Stick
4. She has a reason that she cannot sleep
5. Speaker Forever
6. Greetings of Love
7. Who has fireworks on the beach
8. Paper Fish
9. House does not knock



AOI Garden | Hye-young Pyun
July 29, 2005 | Moonji Publishers

-Contents-

1. Reservoir
2. AOI Garden
3. Manhole
4. Suddenly,
5. Who killed the All American Girl
6. World Expo
7. West Forest
8. Magic Flute
9. The Bodies

Toward the Kennel | Hye-young Pyun
April 5, 2012 | Munhakdongne

-Contents-

1. Picnic
2. Toward the Kennel
3. Birth of Zoo
4. Night Work
5. Parade
6. Friday's Greetings
7. Lost Property
8. First Anniversary



Column 2

Originality that Transcends Imagination and Reality

Suzy Lee, a Picture Book Author who is popular abroad

The most noteworthy area in the Korean booth at overseas book fairs is picture books. The international language of pictures, which have no language barriers, captures the attention of overseas publishers. The Korean picture book market has grown explosively since the 1990s; thus, competent illustrators become picture book authors.

Writer: Ji-young Lee,
Vice Senior Manager of the Culture Department, JoongAng Daily

Hee-Na Baek, author of the domestic bestseller *Cloud Bread*, is a popular artist in overseas markets. Her unique style of taking photos of three-dimensional objects for backgrounds or physical dolls for characters in picture books stimulates the imaginations of her readers. The copyrights of her latest works, such as *The Bath Fairy* (2012) and *The Mysterious Mother* (2016), were exported to China and Japan and received positive reactions. Overseas publishers are waiting for next works of some authors such as; Heeri Lee's *The Day When It Was Raining*, Jae-su Ryu's *The Yellow Umbrella*, Dong-sung Kim's *Picking Up Mom*, Eun-Young Cho's *Run Toto*, and Dong-soo Kim's *The Day I Caught a Cold*.

Additionally Suzy Lee is the “hottest” artist among Korean picture book authors on the international stage. She was the first Korean



Author Suzy Lee

author to be nominated for the Hans Christian Andersen Award last year, which is referred to as the “Nobel Prize” for children’s literature. Suzy Lee graduated from Seoul National University’s American Painting Department and became a picture book author while she was studying book arts at Camberwell College of Arts, London,

United Kingdom. Her graduation work, *Alice in Wonderland*, was first published in Italy in 2002 (the Korean version was published in 2015), and the copyrights of 18 of her books have been sold to more than 20 countries worldwide.

Her major work, *Wave*, was published abroad first. It was first published in 2008 by Chronicle Publishers in the US and in Italy, Spain, France, Germany, Brazil, Japan, and finally Korea in 2009. If the copyright contract for Turkey from this year is counted, publishers from 13 countries are releasing *Wave*. Her next work, *Lines*, will be released simultaneously in Korea, the US, Italy, and Spain this summer.

Suzy Lee’s picture book has a wide range of unique ideas that go beyond the imagination and the real world by using charcoal, watercolor, and colored pencils freely. *The Black Bird* was made from lithographs carved out of stone, and *Wave* evokes the feeling of a sandy beach with acrylic paint mixed with water on coated paper. In addition, she creates various forms of book prints as an

author who majored in book arts. Recently, her sense of maternal affection by raising her children, adds appeal to her work as well.

The story in Suzy Lee's works is not told through writing, but pictures. The important storyline is told by pictures in not only wordless books, such as *Wave* or *Mirror*, but also picture books with writing, such as *The Zoo*. The fun part of *The Zoo* is the incongruity of the words and pictures. The astounded parents who have lost their child, the main character, run around in the zoo in the picture, but the text only tells the adventurous story from the child's perspective. The more you look at the pictures, the more new stories you will discover.

She also uses the font as images rather than for messages. In the book *Shadow*, the reaction of the playing shadows is shown, which are suddenly surprised to see the sudden appearance of the words "Let's have dinner." The reaction of the shadows is exaggerated as they see a monster. The author said, "Successful picture books should leave an appropriate space to be filled by the imagination of readers." As if trying to use words as sparingly as possible for this "space," Suzy Lee's works are cautious in giving detailed explanations.



Wave by Suzy Lee

It is entirely the reader's responsibility to gather the clues by drawing from the pictures to connect the story points. Anyone can easily sympathize without language barriers through picture books. It is expected that Korea's outstanding picture book authors will lead the global publishing industry in the future.

Book Summary

Export Prospects of Korean Books

KPIPA's Choice for Supporting Abstract-Sample Translation

Laziness Is a Habit



- | | |
|------------------------|--|
| 1. Publisher | Sigongsa Co., Ltd
http://www.sigongsa.com/main/main.php |
| 2. Publication | Title Laziness Is a Habit
Author Myeong-gi Choi |
| 3. Book Details | Pages 264
Format 146X215 (mm, widthXlength)
Binding Paperback
Publication Date January 5, 2017
ISBN 9788952777768 |

- 4. Point of Contact** **Name** Sunju Jung **Phone** +82-2-2-46-2895
E-mail alliswell1224@sigongsa.com

5. Marketing Information

Rights Sold Thailand, Indonesia

Copies Printed, Sales Rank A best seller in the self-help category

Subject Escaping from lethargy and short-lived resolutions and reclaiming control over one's life

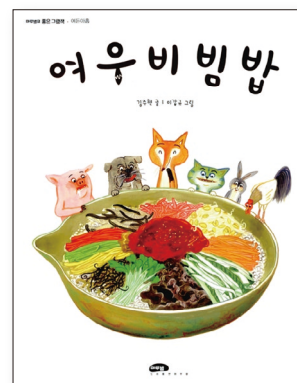
Target Readers Anyone who wants a complete hold on their life

Media Reviews & Advertisement Copy | Putting things off only to regret it later:

the problem is your emotions! How to fix the habit of procrastination, which cannot be solved by sheer determination

Fox Bibimbap for All

1. **Publisher** Marubol Publications
<http://www.marubol.co.kr>
2. **Publication** **Title** Fox Bibimbap for All
Author Kim Joo-hyun
Illustrator Lee Gap-kyu
3. **Book Details** **Pages** 42 (including endpaper)
Format 214X275 (mm, widthXlength)
Binding Hard cover
Publication Date October 22, 2016 **ISBN** 978-89-5663-573-6
4. **Point of Contact** **Name** Lee Sun-mi **Phone** +82-790-4150(503)
E-mail sunmi@marubol.co.kr



5. Marketing Information

Awards, Recommendations, and Selections Recommended for preschool children by Happy Morning Reading in 2017

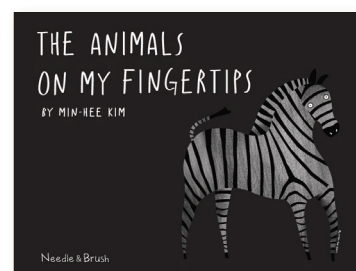
Subject Friendship, consideration, harmony, sharing, bibimbap

Target Readers Children (4 years old ~ elementary school, lower grades)

Media Reviews & Advertisement Copy A bowl of beautiful flower rice on the table. The story of the fox's bibimbap, which is more delicious when enjoyed together

THE ANIMALS ON MY FINGERTIPS

1. **Publisher** Needle & Brush
<http://min-heekim.com/>
The-Animals-On-My-Fingertips
2. **Publication** **Title** The Animals On My Fingertips
Genre Children's Book, Illustration
Author, Illustrator Min-Hee Kim
English Editor John Head
3. **Book Details** **Pages** 32 pages **Format** 311X235 (mm, widthXlength)
Binding Hard cover **Format** Touch and Feel Book
Publication Date 01 June, 2017 **ISBN** 979-11-960086-0-4
4. **Point of Contact** **Name** Min-Hee Kim **Phone** +82-(0)10-6562-4056
E-mail minheekim1212@gmail.com



5. Marketing Information

Overseas Book Fair International Book Fair Bologna, Abu Dhabi, etc.2017

1st Edition Print Run 500 **Awards** First prize, Idea Fusion Factory, Kocca, 2017

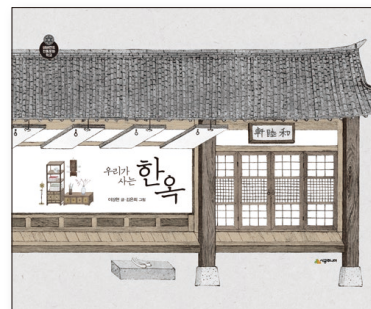
Subject An alphabetically illustrated book that visually-impaired children and sighted children can equally enjoy. Introduces animals alphabetically, written from a child's perspective.

Target Readers Children aged 7 and up

Video link <https://www.youtube.com/watch?v=wH6yDhgB-b0>

Traditional Korean Homes

1. **Publisher** SigongJunior
<http://www.sigongjunior.com>
2. **Publication** **Title** Traditional Korean Homes
Genre Non-fiction picture books
Author Lee Sanghyun
Illustrator Kim Eunhee
3. **Book Details** **Pages** 48 pages
Format 250X300 (mm, widthXlength)
Binding Hard cover
Publication Date 20 February 2017 **ISBN** 9788952784872
4. **Point of Contact** **Name** Irene Lee **Phone** +82-2-2046-2849
E-mail irene@sigongsa.com

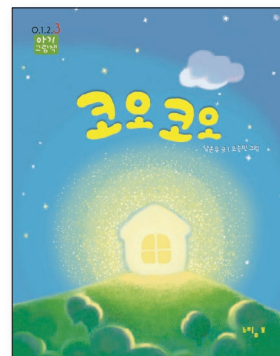


5. Marketing Information

- Circulation, Sales Rank** 3,000 copies
Subject Traditional Korean houses that embody the wisdom of our forebears and ethnic Korean culture
Target Readers Mid-to-high level elementary schoolers

Sleep Tight

1. **Publisher** Nurimbo
<http://www.nurimbo.co.kr>
2. **Publication** **Title** Sleep Tight
Genre Children's books
Author Nam, Onyu
Illustrator Oh, Seung Min
3. **Book Details** **Pages** 28 pages
Format 196X248 (mm, widthXlength)
Binding Hard cover
Publication Date Jan 10, 2017 **ISBN** 9788958762089 (77810)
4. **Point of Contact** **Name** Jung Min-je **Phone** +82-10-6723-5986
E-mail nurimbo_pub@naver.com



5. Marketing Information

- Awards, Recommendations** 2017 Yes24 Notable New Release
Target Readers 24-36 months

Jessie's Diary

- 1. Publisher** Wurinabi
<http://blog.naver.com/michel61>
- 2. Publication** **Title** Jessie's Diary
Genre graphic novel
Author Original diary by Yang Wu-jo and Choi Seon-hwa
Adaptation and illustration by Park Geon-wong
- 3. Book Details** **Pages** 28 pages
Format 156×210 (mm, width×length)
Publication Date Oct. 31, 2016
ISBN 979-11-86843-11-6 07300
- 4. Point of Contact** **Name** Han So-won
Phone +82-10-9094-0382
E-mail joerosa@naver.com

5. Marketing Information

Target Readers from 12 and up

Subject It is a historically important text as well as a rare text that introduces the Provisional Government of Korea and the life of the people in the government who fought and sacrificed to liberate their country under the Japanese occupation.



Publishing Industry

Overview of Korean Publishing Market

Current State of Korean Publishing

To translate and publish Korean books, it is important to understand the current status of the local publishing market. This section provides macro-data and statistics on the Korean publishing industry from the perspective of publishing experts.

Writer: Won-Keun Baek (President, Books & Society Research Institute)

The unusually high ratio of education books in the market

According to "Survey of Publishing Industry in 2016" conducted by the Publication Industry Promotion Agency of Korea, the size of the Korean publishing market is 4,278 billion KRW (excluding 1 trillion KRW of the magazine market). Approximately 59% of it consists of education books for children and adolescents. Countries with such a high proportion of education books are quite rare. This phenomenon in the publishing industry reflects the Korean social culture of high population density and college enrollment rate and the fierce competition for places at prestigious universities. In particular, this environment has resulted in education cartoons,

which has become a special category in the Korean publishing industry as well as raises awareness in Asia and overseas markets. The number of new publications in Korea was about 60,000 in 2016. Around 20% are translated books and mainly come from the following countries: the US, Japan, three European countries (UK, France, and Germany), and China. In particular, almost half of the top-ranked bestsellers in children's books and novels are translated books, and it has been found that Korean readers prefer foreign authors. Sometimes, the competitions of contract fee of advance royalty for popular authors are reported on news.

Promotion of online bookstores and unique style of transactions

Currently, there are about 5,000 active publishing companies (more than 50,000 publishing companies are registered to administrative authorities) and 2,116 bookstores (offline stores). Similar to other areas, the proportion of publishing activities and markets is high in Seoul and the metropolitan area (about half of the total population resides in the Seoul metropolitan area). In addition, online bookstores account for more than 30% of the total publishing market, which is considerably higher than the OECD average. In cities, people can usually receive orders from online bookstores the following day.

In terms of distribution structure, corporate bookstores (online and offline) buy books directly from publishers, whereas small

and medium-sized bookstores trade via wholesalers. Additionally, workbooks for study, which have a large share in the market, are transacted directly between publishers and readers, and textbooks are dealt through regional specialty stores between publishers to deliver to bookstores. The majority of books are sold as “consignment sales that allow returns” from bookstores to publishers. This is an advantage that reduces the pressure of purchasing books to secure opportunities for sales, but a disadvantage is that returned stock could be a burden for publishers.

Korea is one of the most advanced countries in terms of IT technology, and most people are smartphone users, but the market share of digital publishing is not high. Most of Korea's digital publishing content is actually Webtoons (Korean internet comics) and web novels (internet novels). The share of web portal sites and professional platform companies in this field is overwhelmingly high, and publishers have few market participants. Excluding these categories, the share of e-books is less than 5% of the entire market.

Stakeholders in the publishing industry, including government and associations

Government intervention is higher in the Korean publishing industry compared with other countries. In terms of law, there are not only copyright and library laws, but also the Publishing Culture

Industry Promotion Act, Reading Culture Promotion Act, and specialized public organizations, such as the Publication Industry Promotion Agency of Korea and Literature Translation Institute of Korea. They support publishing activities, reading culture, and international exchange.

In terms of taxation, paper books and e-books are exempted from VAT (the normal tax rate is 10%, and the publication tax rate is 0%). On the other hand, a fixed book price system is applied for paper books and e-books, allowing a 10% discount from the regular price and 5% reward points. Furthermore, Paju Book City, which was established near Seoul with the government's support based on industry demand, has been acknowledged as the world's only industrial complex of publishing, production, and distribution facilities.

Various associations exist in the publishing industry, such as the Korean Publishers Association, Korean Publisher Society, and Korea Federation of Bookstore Association. Associations for detailed categories, including children's books, academic, Christianity, Buddhism, and college publishing departments, are active as well. The Korean Publishers Association organizes the Seoul International Book Fair every June. It is the only international book fair in Korea and an event for reading promotion as well as international copyright exchange.

Best Seller

Korean Bestsellers Trend in June Result of First Week in June 2017

Writer: Hyun-jung Kim (Kyobo Bookstore Brand Management Team)

Political books “rising” and novel “neck and neck game”

On May 10th, as the new government was formed in Korea, *Jae-in Moon's Destiny* reached the number one spot for three consecutive weeks until June. The parliamentary hearing continued after the presidential election, so the readers' interest in politics remained steady. Especially, competition in the fiction section was fierce in this week. Bernard Werner's new book, *Slumber 1*, ranked third on the list with the release of *Homo Deus* of Yuval Noah Harari, and Nam-joo Jo's *Ji-young Kim Born in 1982* rose 11.8% from the previous week, breaking the record of weekly sales units.

“Writers’ TV appearance” on the topic

It appears that when writers appear on TV that their books become popular. After Young-Ha Kim appeared on a TV entertainment program, his novel *Only Two* was ranked seventh, after rising two ranks in the bestseller rankings in one week. Moreover, the other writers of humanities (Si-min Rhyu) and sciences (Jae-seung Jung) who participated in the same program are expected to receive more awareness in the near future.

<Top 15 Best Sellers, June 2017>

Rank	Title	Author	Publisher	Category
1	<i>Jae-in Moon's Destiny</i>	Jae-in Moon	Bookpal	Politics and Social Science
2	<i>Temperature of Language</i>	Ki-joo Lee	Malgeul Site	Essay
3	<i>Slumber 1</i>	Bernard Werner	Open Books	Novel
4	<i>Homo Deus</i>	Yuval Noah Harari	Gimmyoung Publishers	Humanities
5	<i>Ji-young Kim Born in 1982</i>	Nam-joo Jo	Minumsa	Novel
6	<i>I'm glad I'm living like Bonobono</i>	Shin-Hoe Kim	Nol	Essay
7	<i>Only two</i>	Young-Ha Kim	Munhakdongne	Novel
8	<i>Dignity of Word</i>	Ki-joo Lee	Hwangso Books	Hummanities
9	<i>Self-esteem lesson</i>	Hong-gyun Yoon	Simple Life	Hummanities
10	<i>I decided to live as me</i>	Soo-hyun Kim	Maumsup	Essay
11	<i>Last 9 grades, the secret to be interpreter in a year</i>	Dong-wan Jang	Reader's Book	Self-Help
12	<i>Miracle at Nemiya Grocery</i>	Keigo Higashino	Contemporary Literature	Novel
13	<i>The word I wanted to hear the most</i>	Hee-Jae Jeong	Galleon	Essay
14	<i>Definition of Country</i>	Si-min Yoo	Dolbegae	Humanities
15	<i>Min-suk Sul's Great Adventure of Korean History 3</i>	Min-suk Sul	Human Cube Books	Children's book

* Source: Kyobo Book

About *K-Book Trends*

K-Book Trends is a monthly web magazine published by the Publication Industry Promotion Agency of Korea. It provides highly effective Korean publishing contents for international stakeholders to secure global competitiveness in the publishing industry.

We produce professional data about promising Korean books for oversea markets and share success cases of Korean publications and copyright export, and reach out to international stakeholders through rich information collected by Korea's major international book fair activities, bestselling books and an overview of publishing industry.

K-Book Trends will be produced in English and Chinese, and can be easily read anywhere in the world using any PC or mobile devices. Readers can subscribe and receive email newsletters and PDF file downloads.

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趋势

小而清晰的志趣，重新融入到生活。

2017 首尔国际图书展评论

从6月14号到18号，在韩国的首都首尔举办了为期5天的国际图书展。在此图书展不仅看到可出版产业的发展方向，还见到了来自世界各地的出版产业从事者和喜爱书籍的市民。接下来介绍那热情的现场。



经过大型网上书店

以亚马逊为开始风靡全世界的网上书店，在这流行风浪中，与我们很熟悉的巷子里的小书店渐渐失去了踪影。那时我们在书店角落看书，看完之后因为好奇剩下的故事干脆买书回家看的记忆已经成为了回忆。在时代的变化中人们渐渐熟悉了网上书店。就像在街道上人们的穿着都是流行的服饰一样，各自的手中都拿着主页上的推荐书籍或者畅销书。就像这样，人们喜欢的范围也变得越来越小。当认为“现在甚至连书都有流行”的时候，在韩国书籍市场刮来了新的风浪。面对千篇一律形式的书觉得厌烦的读书爱好者们开始关注一些小书店和独立杂志的多样性。



购买网上图书的日常化



“创作和批评”的世界文学系列

重新归来的书店时代

今年首尔国际图书展项目中令人瞩目的就是反应这种市场情况的“书店的时代”和“书的发现展”环节。作者和读者想要见面的话一定要经过这两个集体，一个就是出版社，另一个就是书店。上述这两个项目就是介绍其中有特色的地方。在“书店的时代”介绍了早已通过口碑和社交网站收到人们关注的20家小规模社区书店。比如经过三代相传，在一个地区已经经营了61年的“Donga书店(东亚书店)”，专卖书店老板亲自挑选的1600多种推理小说的“Mystery Union”，主要销售画册、美术书、图像小说等侧重于视觉书籍的“花鹿书房”等。在这些书店中我们可以看到书店运营者的明确而清晰的志



以画册为主的“BORIM出版社”



进行咨询之后处方书籍的“私下的书店”

趣。还有“YOUR-MIND”在国内成为小型出版社和艺术家自己制作的出版物的销售窗口，除此之外还有只收集有关猫的书进行销售的“Schrodinger”也参与到了项目之中。除了这些书店之外，还有坚持恒性的出版社。在“书的发现展”邀请了40多家小出版社，这些出版社都是以自己的哲学为基础出版符合其哲学的书籍。也包括展示连接科学和人文书籍的书店，展示韩国国内独创的画册，有着各自哲学的书店丰富而多彩。

与他国书籍之间的交流

在首尔国际图书展中不可或缺的一环，就是可以看到他国书籍的“国际馆展示”。今年的主宾国为土耳其，在土耳其展位不仅展示了土耳其出版社选定的书籍，还把大量的土耳其书籍送给了参展观众。除了土耳其之外还有英国、日本、法国等国家也参与到了其中，通过本次展览看到了众多海外的书籍。在日本交流财团展位，不仅展示了在国内受喜爱的日本电视剧和电影的



韩国文化翻译院出刊的电子书 (e-book)

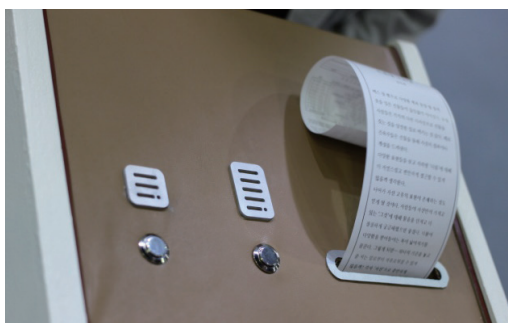


观看海外文学馆的观众

原创小说，还展览了读者好奇的日本图书。还有要关注的展位就是韩国文学翻译院翻译出版的古典作品，在这里把翻译的古典作品转换为照片进行了形象化，并通过数码机器让读者可以阅读翻译的作品。活动中还举办了包括海外出版专家进行讲座的会议，追求并希望与海外市场之间的活跃交流。

阅读上添加点乐趣

放满书店和出版社书籍的墙壁对面准备了自由而多样的阅读体验。参与人数最多的是“文化自动售货机”。为了不习惯投入太长时间去阅读的人，只要一按按钮，在收据上就印刷出书籍当中的一部分内容。按短文按钮的话就打印出字数比较少的内容，按长文按钮的话就随机打印出小说中的两三段内容。还准备了为了小朋友们的环节，在公共汽车上进行口述通话的“读书的公共汽车”也是非常的受欢迎。并且国立中央图书馆为了支持盲文书制作而设立的“制作盲文书书签环节”也是以不一样的体验收到了关注。在另一旁还可以看到电子书的变化过程。



按按钮就打印出语句的“文化自动售货机”



口述通话“读书的公共汽车”现场

与书一起度过的5天的日程，2017首尔国际图书展中由韩国的276家出版社和世界各地的80多家出版社参加，与去年相比提供了两倍丰富的体验。并有20万观众来临到了现场，让从事于出版产业的从事人感受到“韩国的出版产业将会再一次活跃起来”。期待出版新作品的出版社、不知不觉总想去的特殊的书店们，还有对自己喜爱的领域越来越清晰的读者，因为有他们我们将更加期待韩国出版产业的明天。

热点

2017寻访泰国图书展

在泰国受欢迎的韩国图书—K-Book!

大家都熟知在东南亚韩国图书广受欢迎，东南亚出版市场无穷无尽的发展潜力早已被认可，在韩国出版界也以东南亚市场为基础正在探索多种出口的道路。韩国出版文化产业振兴院继去年今年也正在计划到东南亚国家介绍韩国的图书。



2017寻访泰国图书展全景

从6月1日到2日两天，在泰国曼谷的地标酒店聚满了韩国和泰国的出版界有关人士。对韩国的图书需求较高的地方，会亲自去当地介绍韩国图书。这一活动名叫“寻访图书展”，这次的访问地点就是泰国。

在此次图书展中有15家韩国的实体书和电子书出版社参与到了现场，并有36家出版社委托59本书籍进行展示。并且还设置了反应泰国当地业界需求的Daum网页漫画特别展位，包括出版社有关人士和众多观众参与到了现场。



韩国和泰国出版有关人士的出口咨询现场

参加图书展的韩国出版社大部分都是想要进入到东南亚市场的出版社。为外国人提供韩语教育图书的代表出版社Darakwon有关人士指出，泰国目前对韩语教育的需求比较大，因此参加了此次图书展。并且对Darakwon开发的100多种韩语书籍制作成一个目录册进行了宣传，不仅有当地的出版社，甚至大学教授为挑选韩语教材访问了现场，放映非常的好！

Ringer's communications是研究电子书解决方案的公司，也在运营电子书租书店“OeBook”。有关人士指出，参展目标是想要把至今创作的爱情小说作品介绍到东盟地区，并且把在韩国内受欢迎的10本作品介绍给了泰国的业界人士，他们对这些作品非常感兴趣，对此深受感动。还有一些人说个人出版社想要在海外市场挖掘合适的进口商并点对点商谈其实需要消费很多的时间和经费，所以像此次这样的“寻访图书展”是非常有效率的策划。



出口业务讨论会



图书捐赠仪式

图书展开幕的第一天，也就是6月1日还与泰国工作人员举办了研讨会。泰国著名出版社SE-ED，东南亚最大平台企业Ookbee，泰国国立法政大学教授等进行了发表。韩国有关人士通过研讨会收集到了很多有关出版业务的信息。第二天的下午还把展示过的图书捐赠给了当地学校。

“寻访图书展”是帮助韩国图书进入到海外市场，并搞活著作权出口的B2B为中心的图书展。从2015年到2016年在中国举办了6次，在泰国和台湾各举办了一次。此次进行的泰国展在短短两天的时间总出口咨询额为1000万美元以上，反应非常的强烈。今年预计将把范围进一步扩大至东南亚3个国家(泰国、越南、印度尼西亚)和中南美区域(墨西哥)。

专栏 1

目前在日本受关注的韩国出版物

韩国城市出口趋势 日本

韩国文学在日本出版市场中的人气越来越高，就像韩流文化热潮，我们将探索不一样的2017韩国文化流行趋势。

作者. Joseph Lee (KL经纪公司代表)

最近日本出版市场开始重新关注韩国文化。过去日本出版市场主要关注的是韩国电影及电视剧的原作，也就是大众性比较强的长篇小说。但最近受到欢迎的作品是韩国文坛上活动较活跃的年轻作家的短篇小说，是一个非常值得鼓舞的变化。

最近完成日语版版权契约的作品有Ae-ran Kim的《老爸，快跑(Run, Papa, Run)》和Hye-young Pyun的短篇集《蜀葵花园(AOI Garden)》和《通往饲养场(Toward the Kennel)》。

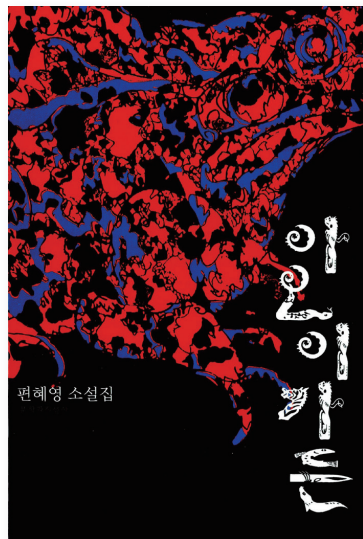
还有一个出口日语版权的作品为Jung-eun Hwang的《谁都不是(Nobody Is)》和Kim Keum Hee的《正午的恋爱(Love at MIDDAY)》。

日本的某一出版社参加今年3月举办的伦敦图书展以后，正在积极进行作者韩江的短篇集翻译出版，目前正在考虑出版哪一篇短篇集。在这一现象中可以看到，过去人们更多喜欢看大众性的长篇小说，但现在其范围扩大到短篇文学，因此更加值得期待韩国出版的未来。

《老爸，快跑》 | Ae-ran Kim
2005年 11月 29日 | 创批(创作&批评)出版社

-目录-

1. 老爸，快跑
2. 我去便利店
3. 弹簧单高跷
4. 她有睡不着的理由
5. 永远的叙述人
6. 爱的问候
7. 是谁在海边肆意玩火
8. 纸鱼
9. 不敲门的家



《蜀葵花园》 | Ae-ran Kim
2005年7月29日 | 文学和知性社

-目录-

1. 水库
2. 蜀葵花园
3. 窰井
4. 突然
5. 是谁全部杀了美国女孩
6. 国际展览会
7. 西边的森林
8. 魔术笛子
9. 尸体们

《通往饲养场》 | Ae-ran Kim
2012年4月5日 | 文学村出版社

-目录-

1. 野游
2. 通往饲养场
3. 动物园的诞生
4. 夜间的工程
5. 游行
6. 星期五的问候
7. 失物
8. 第一次纪念日



专栏 2

穿梭于想象与现实的独创性

在国外颇受欢迎的图画书作家
“苏西·李(Suzy Lee)”

在海外图书展的韩国展台最引人注目的，则是图画书。“图画”作为无语言障碍的共同语言，吸引着众多国外出版界人士的眼光。韩国图画书水平得以快速提升，亦得益于上世纪90年代以后随着韩国图画书市场快速扩大，一大批杰出画家纷纷开始进军图画书领域。

作者. Ji-young Lee (中央日报文化部副部长)

韩国国内长期畅销书《云朵面包(Cloud Bread)》作家白嬉娜(46)在国外市场颇有人气。她利用立体人偶等，将图画书的背景和卡通人物三维化，并拍摄而成，颇具独创性，激起读者丰富的想象力。《澡堂里的仙女(The Bath Fairy)》(2012)、《奇怪妈妈》(2016)等最新作品也相继向中国和日本出口版权，备受市场的关注。国外出版界人士也期待着《下雨天》李惠利、《黄雨伞》柳在守、《迎接妈妈》金东城、《跑吧，托托》找恩荣、《感冒的一天》金东秀等作家的下一部作品。而且目前，在国际舞台上最“火”的韩国图画书作家，当属苏西·李(43)。

去年，她作为韩国作家，首次在誉为儿童文学界诺贝尔奖的国际安徒生奖提名，进入了总决选。她在首尔大学获得美术学士学位后，在英国伦敦的坎伯韦尔艺术学院学习书籍艺术，正式步入了图画书领域。她的毕业作品《爱丽丝梦游仙境(Alice in Wonderland)》于2002年在意大利首次出版发行后(韩语版出版于2015年)至今，其18部作品版权已出口到全球20多个国家。



作家苏西·李

其代表作《海浪(Wave)》也先在国外出版。2008年由美国Chronicle Books首次出版后，相继在意大利、西班牙、法国、德国、巴西、日本问世，并于2009年韩国出版。加上今年版权签约的土耳其，《海浪》已在13个国家的出版社出版发行。下一部作品《线(Lines)》亦将在今年夏天在韩国、美国、意大利、西班牙等四个国家同时出版。

苏西·李的图画书特点则是将其超越想象和现实界限的独创性，灵活利用木炭、水彩画、彩笔等工具，展现无穷无尽的世界。《黑鸟(The Black Bird)》以雕印石头的石版画而成；《海浪(Wave)》则在压膜处理的纸张上，用融水的丙烯颜料绘画，呈现出了粗糙不平的海边沙滩风景。与此同时，她还利用其专业书籍艺术，呈现出多样的书籍版型。结合养育儿女的经验，“母亲情感”也为其作品增添了魅力。

在苏西·李作品当中，展开故事情节的主体并不是文字，而是图画。且不说《海浪(Wave)》、《镜子(Mirror)》等没有文字的图画书，在《动物园(The Zoo)》等有文字的图画书同样如此，最重要的故事通过图画来呈现在读者眼前。文字与图画的巧妙反差是《动物园》最具特色的一点。在画面中，寻找



《海浪(Wave)》—苏西·李

主人公孩子的家长们惊慌失措地在动物园东奔西跑，而文字则只描述孩子内心中的一场冒险之旅。细看图画，读者可以更多地发现文字未说明的新故事。

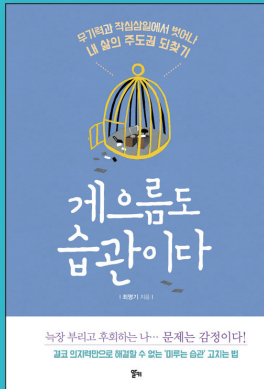
她还将文字利用为“图画”，而不是“信息”。在《影子(Shadow)》中，欢快玩耍的影子，被突然登场的文字“吃饭吧”惊讶不已的场面就是最典型的例子。文字本身犹如成了鬼怪一样，影子的反映惊慌失措。作者曾经说：“一部成功的图画书，一定要给读者留下适当的想象空间”。为了这一“空间”，她有意地减少文字的使用，克制“具体说明”。借助图画包含的种种端倪来完成一个故事，正是读者应该做的事情。“图画书”能够超越语言障碍，易在所有人内心引起共鸣。我们期待韩国杰出的图画书作家自由驰骋于全球出版界的未来早日到来。

书籍概要

书籍概要

韩国出版文化产业振兴院(KPIPA)摘录·支持样品翻译的评选作品

<懒惰也是习惯(Laziness is a Habbit)>



- 1. 出版社信息** Sigongsa Co., Ltd
<http://www.sigongsa.com/main/main.php>
- 2. 书籍信息**

书名 懒惰也是习惯(Laziness is a Habbit)
作者 Myeong-gi Choi
类别 自我开发类
页数 264
开本 146 215(mm, 横 竖)
封页装帧 Hard cover
发行日 2017年1月5日
ISBN 9788952777768
- 3. 负责人信息**

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电邮 alliswell1224@sigongsa.com
- 4. 营销信息**

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<狐狸拌饭(Fox Bibimbob for All)>

1. 出版社信息 Marubol出版社

<http://www.marubol.co.kr>

2. 书籍信息 书名 狐狸拌饭(Fox Bibimbob for All)

图画 李甲奎(音译)

页数 42p(包括封面)

封页装帧 Hard cover

ISBN 978-89-5663-573-6

作者 金珠贤(音译)

体裁 Picturebook 绘本

尺寸 214 275(mm, 横 竖)

发行日 2016年10月22日

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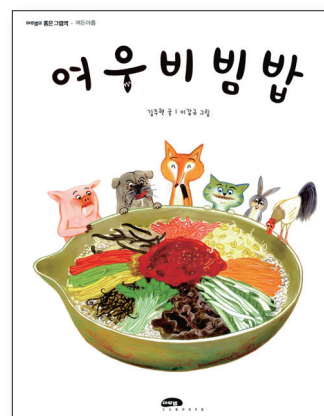
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体裁 朴建雄漫画

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发行日 2016年10月31日

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作者 朴英秀
插图作者 鲁起同
类别 知识百科
页数 168
开本 185 245 (mm, 横 竖)
封页装帧 Paperback
发行日 2017年2月20日

ISBN 9788983896858

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副标题 写给孩子们的最全安全知识指南
作者 李成律
插图作者 李元熙
类别 知识百科
页数 132
开本 185 245(mm, 横 竖)
封页装帧 Paperback
发行日 2016年4月1日

ISBN 9788983896407

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作者 徐志源
插图作者 CLEMENT POIRAUD
类别 知识百科
页数 148
开本 185 245(mm, 横 竖)
封页装帧 Paperback
发行日 2015年4月9日
ISBN 9788983895981



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出版业

细看韩国出版市场

韩国出版的现状

为发展韩国作品的翻译出版，一定要深入了解当地的出版市场。在这里以出版专家的观点给韩国出版产业提供宏观信息的数据。

作者. Won-keun Baek 书和社会研究所所长

在整个图书中占比较高的“学习教材”

比率据韩国出版文化产业振兴院发刊的《2016出版产业时态调查》，韩国出版市场规模为4万278亿韩元(除杂志市场约1万亿韩元)。在整个出版市场占比中有关儿童及青少年的学习教材市场为59%，占决定性的比重。在全世界范围里学习教材比重高的国家非常罕见。韩国的学习教材市场如此之高是因为韩国社会的特征反映到了出版市场，比如人口密度和大学入学率非常高，著名大学的入学竞争非常激烈等现象。在这种环境下衍生出来的学习漫画在国内不仅占据独立地位，在亚洲和全球市场也是备受瞩目的出版领域。

2016年韩国新刊发行书刊为6万种，其中20%为翻译书籍，翻译最多的为美国，依次是日本、欧洲三国(英国、法国、德国)和中国。儿童和成人单行本畅销书中排名靠前的一半左右都是外国翻译书籍，这是因为韩国的读者喜欢外国著名作家的作品。有时新闻还报道围绕人气作家作品的版税契约金竞争实例。

活跃的网上书店和特殊的交易形态

目前活动的出版社约有5千家(作为出版社申报到行政机构的约有5万家以上),书店(实体书店)有2116家。出版活动及出版市场的比重与其他领域类似都以首尔为核心的首都圈(全国人口的一般以上居住在首都圈)。并且,网上书店的比重占整体出版市场的30%,比OECD平均要高得多。在大城市的网上书店订书第二天就能收到。

在流通层面上来看,大型书店(网上/实体)一般与出版社进行直接交易,中小书店要经过批发商与出版社进行交易。除此之外占出版市场比重大的练习题集出版社与读者间进行直接交易,而学习参考书领域出版社通过地区包销代理点与书店进行交易。一半以上的图书出版社和书店之间进行着“可退货委托销售”,这种交易模式不但可以减少书店的购买负担,还可以获取销售机会。但是相反也有可能加重出版社的负担。

韩国是信息通讯技术发达国家,因此大部分人都使用着智能手机,但是数码出版的市场比重并不高。韩国数码出版内容的大部分都是韩国原有的网页漫画(网上漫画)和网络小说(网上小说),这些领域是门户网站和从事这些领域的专门企业平台占绝大部分,因此出版社的市场参与非常低。除了这两个领域,电子书的比重在整个出版市场不到5%。

围绕出版产业的政府、利益团体等机构

韩国的是在出版产业中政府政策参与较高的国家。在法制层面除了著作权法、图书馆法之外还有出版文化产业振兴法、阅读文化振兴法。有关出版的行政机构有政府机构文化体育观光部,观光部里有出版印刷产业科。实行有关出版的支援政策法定机构有韩国出版文化产业振兴院和韩国文化翻译院等。这些机构实行出版活动、鼓励阅读、国际交流等项目的支持。在税制层面,包括实体书和电子书的增值税全部免税(一般税收为10%,出版物税收

0%)。实体书和电子书都义务实行图书定价制，允许定价的9折折扣和5%的积分。并且放映出版界的提议，通过政府的支持在首尔邻近地区坡州建立了坡州出版园区(PAJU Book City)，这是出版-制作-流通设施集中在一起的世界唯一出版产业聚集空间，受到了世界的关注。

出版业内还存在很多不一样的利益团体，出版领域中大韩出版文化协会、韩国出版人会议，书店领域中的韩国书店合作联合会最具有代表性。儿童书籍、学术、科学技术、学习资料、基督教、佛教、大学出版部等各领域的协会也有各自的活动。每年6月以大韩出版文化协会主办，举办首尔国际图书展，是促进国际著作权交流的韩国唯一国际图书展，也是鼓励阅读的代表性活动。

畅销书

6月韩国的畅销书趋势

2017年6月第一周统计结果

作者. Hyun-jung Kim (教保文库品牌管理组)

政治领域“上升趋势”，小说领域“势均力敌的对决”

今年5月10号韩国新政府上台之后《文在演的命运》一直到6月的第三周连续记录综合第一位。大选结束之后又在国会进行了听证会，读者对政治的关心始终没有降温。这周小说领域的竞争特别激烈，柏纳·韦柏新刊《觉》发行后轻松越过尤瓦尔·赫拉利的《未来简史-从智人到智神》，进入了综合排行前三位。Nam-ju Jo 的《82年生金志英》比上周上升了11.8%，每周在更新销售记录。

重新受关注的“在电视上露面的作家”著作

作家上电视之后作品也随之受到关注。金英夏作家出演电视综艺节目后他的作品《只有两个人》在上周的畅销书排行中记录了第7位。在同一节目出演的人文、科学领域的著名作家柳時敏和Jae-seung Jeong的作品预计今后也会重新收到人们的关注。

<2017年6月畅销书1~15位>

排行	著作名	作家	出版社	领域
1	文在演的命运	Jae-in Moon	Bookpal	政治社会
2	语言的温度	Ki-joo Lee	Malgeul Site	散文
3	觉	Bernard Werner	Open Books	小说
4	《未来简史-从智人到智神》	Yuval Noah Harari	Gimmyoung Publishers	人文
5	82年生金志英	Nam-joo Jo	Minumsa	小说
6	幸好像 BonoBono一样生活	Shin-Hoe Kim	Nol	散文
7	只有两个人	Young-Ha Kim	Munhakdongne	小说
8	语言的品格	Ki-joo Lee	Hwangso Books	人文
9	自尊心课程	Hong-gyun Yoon	Simple Life	人文
10	我决定做我自己	Soo-hyun Kim	Maumsup	散文
11	9等级倒数第一，仅靠一年成为翻译官的秘诀	Dong-wan Jang	Reader's Book	励志
12	解忧杂货店	Keigo Higashino	Contemporary Literature	小说
13	也许是我最想听的话	Hee-Jae Jeong	Galleon	散文
14	国家是什么	Si-min Yoo	Dolbegae	人文
15	薛明硕的韩国史大冒险	Min-suk Sul	Human Cube Books	儿童

* 资料出处: 教保文库

有关《韩书趋势》

《韩书趋势》是韩国出版文化产业振兴院发行的月刊网络杂志，为获取韩国出版的全球竞争力，向海外有关人士提供时效性高的韩国出版内容。

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由英文和中文制作的《韩国图书趋势》，通过电脑和手机随时随地都能阅读，还可以通过邮箱阅读新闻并下载 PDF文件。

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