

Chinese book market report 2016

This 2016 report may be regarded as a supplement to the 2015 report, with additions reflected in the following three areas:

- 1) the latest updated figures for the Mainland China market;
- 2) three most exciting new areas in the Mainland China market;
- 3) new figures for the Taiwan market.

We plan to revise the report in 2017, and would welcome any suggestions you may have. Please note that only fully completed questionnaires will be processed.

Thank you for your understanding!

- 1.
2. Name, company: _____
Have you participated in the Frankfurt Book Fair in the last years?
As exhibitor: As professional visitor:
3. Have you read reports of the German Book Office Beijing before? If so, from which year?

4. What subject areas of the report are of particular interest to you?

5. Please let us know in detail what you thought of the various chapters of our report and where you see room for improvement:
Chinese book market report 2016
a) Book production and book trade: _____
b) Market highlights: _____
c) Taiwanese book market: _____
Chinese book market report 2015
a) Publishing landscape: _____
b) Booktrade and digitisation: _____
c) Book fairs, licensing trade, import and export: _____

6. Are there important issues that the report should cover in future editions?

7. If the report were available for a fee, how much would you be prepared to pay for it?

8. Do you wish to receive further information about updated reports and events of the German Book Office Beijing in the future?

Yes No

In case you have not yet read last year's Chinese book market report 2015, which includes basic information about the general market, structure and regulatory mechanisms, would you like to obtain it?

Yes No

Thank you very much for your support!

German Book Office Beijing of Frankfurt Book Fair