An Introduction to Publishing in Japan

2014–2015

JAPAN BOOK PUBLISHERS ASSOCIATION
An Introduction to Publishing in Japan 2014-2015
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Edited by
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Preface

This booklet is intended to serve as a brief summary of and an introduction to the Japanese publishing world. As a result of rapid internationalization in recent years, there has been an increase in the number of opportunities for those of us in the Japanese publishing industry to make contact with people in the publishing industry in other countries. Contact with foreign publishers involves not only practical business matters but also discussion of the present publishing situation in Japan. The volume of information on Japanese publishing available to foreign publishers is far less than the amount of information about overseas publishing available to us in Japan, largely because of the barrier of the Japanese language. We at the JBPA believe that it is necessary to take advantage of every opportunity to broaden and deepen overseas knowledge about the Japanese publishing world and to further our understanding of our foreign counterparts. This booklet was produced with those two goals in mind. We hope it will be used as a handy reference tool at book fairs and other international gatherings.

March 2014
International Committee
Japan Book Publishers Association
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Chapter 1
The Outline of the Publishing Industry in Japan

The main characters of the publishing industry in Japan are as follows;

1. Approximately 70% of publications are distributed by a few wholesalers which cover whole country.
2. Bookstores are able to stock publications without any risk because of the consignment system.
3. Readers are able to buy publications for fixed price anywhere in Japan because of the Resale Price Maintenance System.
4. Most medium-sized and large publishers in Japan produce both books and magazines, and both are distributed through the same channel.
5. Most of publishers are small or medium-sized company and their stocks are not listed on the market. Mergers and acquisitions of publishing companies seldom occur in Japan.
6. The market of publications in Japanese is mature and many books published abroad are translated into Japanese. On the other hand, the market of general books in English is relatively small.

Figure 1 Retail Market Sales of Books and Magazines 2002-2012

According to Shuppan Geppoh Jan. 2014, total sales amount of books is 785.1 billion yen and that of magazines is 897.2 billion in 2013. The sales amount of books and magazines has been decreasing since 1997.
In the trade market, a wholesale distributor will usually act as an intermediary between the publisher and the bookstore. Generally, publishers do business with distributors on a consignment basis, with the distributors then selling to the retail market on a returnable basis. Distributors promptly and efficiently deliver books and magazines to bookstores and other retailers nationwide after receiving them from publishers. It is difficult to sell books and magazines in Japan without a distributor, but a significant advantage of this system is that even small publishers can compete on an equal basis with major publishing houses in terms of getting titles into a large number of bookstores.

Even though the total sales of publications are decreasing, the number of new titles is rather increasing. While the average sales per title are decreasing, publishers intend to keep their sales with publishing new titles. In some cases, wholesalers pay for the new titles to publishers before those books are actually sold at the bookstore. Of course, the term of payment offered by wholesaler depends on the relationship between publisher and wholesaler.

### Table 1—New titles and number of copies published

<table>
<thead>
<tr>
<th>Year</th>
<th>New titles (% growth)</th>
<th>Copies published (millions)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>New</td>
</tr>
<tr>
<td>2007</td>
<td>77,417 (▲0.4%)</td>
<td>404</td>
</tr>
<tr>
<td>2008</td>
<td>76,322 (▲1.4%)</td>
<td>397</td>
</tr>
<tr>
<td>2009</td>
<td>78,555 (2.9%)</td>
<td>386</td>
</tr>
<tr>
<td>2010</td>
<td>74,714 (▲4.9%)</td>
<td>369</td>
</tr>
<tr>
<td>2011</td>
<td>75,810 (1.5%)</td>
<td>364</td>
</tr>
<tr>
<td>2012</td>
<td>78,349 (3.3%)</td>
<td>358</td>
</tr>
</tbody>
</table>

Source: *Shuppan Shihyo Nenpoh 2013* Shuppan Kagaku Kenkyujo

### Table 2—Magazine circulation

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of titles</th>
<th>Number of copies(millions)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Monthlies</td>
<td>Weeklies</td>
</tr>
<tr>
<td>2007</td>
<td>3,543</td>
<td>101</td>
</tr>
<tr>
<td>2008</td>
<td>3,511</td>
<td>102</td>
</tr>
<tr>
<td>2009</td>
<td>3,439</td>
<td>100</td>
</tr>
<tr>
<td>2010</td>
<td>3,351</td>
<td>102</td>
</tr>
<tr>
<td>2011</td>
<td>3,279</td>
<td>97</td>
</tr>
<tr>
<td>2012</td>
<td>3,216</td>
<td>93</td>
</tr>
</tbody>
</table>

Source: *Shuppan Shihyo Nenpoh 2013* Shuppan Kagaku Kenkyujo
Chapter 2
Major Players in the Publishing Industry

1. Publishers

Some 3,700 publishing companies in Japan—about 80 percent of them in Tokyo—generate about ¥1.7 trillion worth of business annually. There are only 30 publishers that employ more than 1 thousand people. The 60% of publishers are small companies with less than 10 employees. Few publishers have in-house facilities for printing, binding and sales; generally, professional printing and bookbinding companies—almost all independent organizations with no corporate ties to publishers—are commissioned for book and magazine production. Wholesale distribution, rather than direct sales to the retail market, is the norm.

Most medium-sized and large publishers in Japan produce both books and magazines. Magazines have been an important part of the publishing business for more than twenty years because they provide both a regular source of income and advertising revenues. Comics (manga) and weekly magazines were the main staples of the publishing trade in Japan. However, the total sales of magazines has been decreasing, dismissing the status values as the most trusted information media by the emergence of new IT devices like smartphones and tablets.

2. Wholesale Distributors

Over 78,000 new titles are published in Japan in 2012 (the equivalent of 213 books each day), and some 940,000 titles are in print. Of the 3,300 or so magazines published, a few have a circulation of 1 million copies or more per issue.

Such volumes place a huge load on the distribution system, and wholesale distributors handle almost all of it (see the Table 1 and 2 on page 8 for distribution figures). Out of a total of 70 wholesalers, 26 are affiliated with the Japanese Publication Wholesalers Association. These 26 wholesalers handle about 80 percent of all publications distributed in Japan.

Most publishers will do business with all the major distributors, while bookstores will almost always work with a single distributor. Wholesale distributors play a vital role in the publishing industry, but publishers and bookstores are perhaps too dependent on them.

3. Bookstores

There are an estimated 14,241 bookstores throughout Japan. 4,459 book stores are affiliated with the Japan Booksellers Federation in 2014.

Whether in a railway station or in a busy shopping center, you can easily find a bookstore in Japan. The majority of bookstores are small, however, an average of floor
space of the 171 bookstores which were newly opened in 2012 was about 502 square meters. Bookstores have grown in size, particularly in large cities. On the other hand, the total number of bookstores has been decreasing since late 1990s, at that time, the number was about 22,300. It was due to a decrease in the number of independent bookstore, while that of chain store with large floor space has increased. The sales amount of books and magazines through bookstores is estimated 1290.5 billion yen in 2012, which accounts for 72.8% (down 5% year-over-year) of the total. The one through convenience stores is 245.1 billion yen that accounts for 13.8% (down 6.3% to previous year). Bookstores constitute an integral part of people’s daily lives in Japan, and some bookstores have even become a place of relief with children’s play area and cafe.

Other recent trends include hybrid stores such as TSUTAYA, which sell and rent audio and video products as well as publications, enjoy large sales. VILLAGE VANGUARD is also well that mainly deal with general merchandize.

4. The Growth of Online Bookstores

Many online bookstores such as Amazon do not release their sales figures, but sales amount through the pure-internet-play books stores, which does not include the sales through internet of physical book stores) is estimated 144.6 billion yen which account for 8.2% (up 5.5% to previous year) of total in 2012. The sales amount through internet has been increased for years. The sales amount through internet was 93.2 billion yen that accounts for 4.4% in 2007, on the other hand, that through book shops was 1501.9 billion yen that accounts for 71.1%.

Online bookstores have had two major influences on the Japanese book publishing industry: 1) the introduction of a new marketing method to the publishing industry and 2) acting as a driving force for major changes in the distribution of publications.

General online bookstores have made their databases (e.g., the more than 940,000 titles in print in Japan) publicly available on the Internet, delivering orders via takkyubin (door-to-door delivery) or arranging pickup by customers at local convenience stores. The first “real” online bookstore to incorporate a database was major bookseller Maruzen, in 1995. Subsequently, major chain stores began offering online bookselling services in addition to their physical bookstores.

In 2000, Amazon opened “Amazon Japan” with several services such as delivery within the day and delivered free of charge. Amazon has an enormous impact on the distribution system in Japanese publishing industry. Amazon has established transit warehouse in various region in Japan. The gross floor space of one in Odawara is 200 thousand square meter. According to the financial statements of Amazon in 2014, the sales amount in 2013 in Japan was $7.6 billion, which has been decreased 2.1% compared to the previous year. This figure is by no means limited to the sales from the publication.

The main online book services operating today are Amazon Japan, Seven & i, Kinokuniya (BookWeb), Bunkyodo (J-book), Junkudo (Junkudo Book Web),
Rakuten Books and Honto. Honto is a hybrid book store that enables to search both digital and print books, and also bookstores that have the book in stock.

**A New Style of Marketing**

Publishers are keeping an eye on the introduction of online pre-ordering. New publications in Japan are not ordered by bookstores. Rather, publishers and wholesale distributors gauge the market potential of a publication and distribute to bookstores accordingly. Thus, there had been no tradition of pre-ordering in Japan.

However, online bookstores have actively and successfully encouraged pre-orders directly from consumers. Haruki MURAKAMI’s latest novel “The colorless Tsukuru Tazaki and his years of pilgrimage” (provisional Translation) had been reprinted with receiving many pre-orders before being released and boosted the publishing market scoring million copies sales in just one week. It is noticed that more publishers have adjusted the number of copies for first print runs based on the pre-orders from online bookstores. The custom of pre-ordering is becoming more common in Japan especially hot-selling comics and books with a service that a customer can pick up them ordered online at local book store.

5. **Secondhand and Antiquarian Booksellers**

About 2,300 booksellers are affiliated with the Japanese Association of Dealers in Old Books, of which about 630 are located in Tokyo. Secondhand booksellers must obtain a business license from their local prefectural public safety commission as mandated by the Japanese Secondhand Business Control Law, which covers trading in secondhand books and art, crafts and other secondhand and antique items.

The Antiquarian Booksellers Association of Japan is an organization of specialized merchants dealing in rare and old books, both foreign and domestic.

6. **Other New styles of Business**

While the sales of unused books are decreasing, opportunities to use books in other ways are increasing rapidly. For example, phenomena, such as an increase of the number of lending books from public libraries, the proliferation of new-style secondhand book stores, comic cafes, and large-scale rental book stores, has occurred successively. The number of rental in public libraries was 715 million and the number of visitors was 303.5 million in 2012. Even if a book is used many times in these cases, copyright holder and publishing company have no income from it.

**Shinkobon Bookstore**

The number of shops run by “Book-Off” which is a major company among new-style of secondhand book stores (Shinkobon stores) reached 1059 (Mar. 2013), and its sales is about 52 billion yen. Furthermore, the Book Off Corporation opened new stores dealing with both new books and secondhand books after it retained the Ryusui Shobo (Aoyama Book Center). Now it has attracted attentions as a new
channel of distribution of new book, especially since Dai Nippon Printing, Kodansha, Shogakukan and Shueisha acquired a portion of stakes in the Book Off Corporation. The total sales of all Shinkobon stores are estimated more than 130 billion yen. In these stores, as many books are sold at 50% off of the cover price, the equivalent would be nearly 260 billion yen if converted into sales in a new publication market.

**Activities Regarding Acquisition of the Right of Lending**

The basic premise of copyright laws in Japan is that all copyrighted works are subject to the Right of Lending, but books and magazines had long been an exception. This had been the case since the Edo era in order to protect small-scale lenders of books. Another reason given was that the works offered by book lenders were not volumes that seriously affected publishers.

From around 2001, however, large-scale comic book rental stores, which purchase large volumes of comics at discount prices, began to appear on the market. Copyright holders and publishers have been cooperating in efforts to block such businesses. The Deliberation Group of The Copyright Council considered this request, the Copyright Law was revised and the right of lending for books and magazines was adopted in 2004. According to the legislation of the right of lending, the publishers and authors’ organizations founded the Rental Rights Administration Center for publications (RRAC) in 2004.

RRAC are collecting more than 1.36 billion yen as the remuneration of the rental right for mainly comics.

**The Debate on Public Lending Right**

Since 2001, authors’ groups have been putting forward the proposal that Public Lending Rights be established in Japan in the same way they have been in many European countries. The Copyright Council of the Agency for Cultural Affairs has also indicated that deliberations should move in this direction.

Under the present law, libraries that lend out videos must pay an additional copyright fee on top of the purchase price of each video. However, budgets at public libraries have been falling since 1996, and if the Public Lending Right were put in place, it would likely mean a reduction in the number of books purchased by libraries. Moreover, some public libraries, at the request of their users, are purchasing bestsellers in large volumes for lending. From an author’s perspective, this practice is tantamount to acting as a bookstore that lends its titles for free. Such libraries are also seen as one of the reasons that sales of books have fallen. Libraries maintain that such multi-copy purchases represent only a very small proportion of their total stocks.

Japan Book Publishers Association and Japan Library Association conducted a survey of the current conditions of rental in public libraries in 2003 to reach a mutual understanding. They have continued discussions on some issues such as a copyright law, service for person with disability and digitization and distribution of book stock.
Chapter 3
Distribution and Sale of Publication

1. Distribution Route of publications

In Japan, publishers do not generally collect orders for new books before they are published. Instead, a publisher will determine how many copies to print based on market possibilities and on instinct. New books delivered to wholesalers are automatically shipped to bookstores without store orders.
In theory, at least 14,300 copies of a new title would be necessary to supply each bookstore across the country with a single copy, but many books don’t enjoy print runs of more than 10,000 copies (see Number of New Titles and Average Circulation per Title 2012 on page 15). Bestsellers and quick-moving titles, therefore, may not reach smaller bookstores since stock is dispatched to larger bookstores where volume sales are expected. Apart from backlist sales, where the publisher will supply orders from bookstores, it is publishers and wholesalers who decide the flow of publications.

In many countries, book and magazine publishers are separate entities. In Japan, however, most medium-sized and large publishers produce both books and magazines, and Japanese wholesalers and bookstores usually handle both types of publications.

Today’s wholesalers got their start when the distribution departments of publishing companies established themselves as independent organizations to distribute magazines nationwide. Book distribution was piggybacked onto this system, thereby allowing for a planned distribution system for both books and magazines that maintains low distribution costs through constant and high-volume flows.

2. Distribution Margins

Nearly all publications in Japan are sold to readers at the retail price with no discounts, so the publisher's price to the wholesaler, and the wholesaler's price to the retailer, is set as percentages of the list price.

Average discount rates and distribution margins are as follows.

<table>
<thead>
<tr>
<th>Books</th>
<th>Publisher</th>
<th>Wholesaler Margin (8%)</th>
<th>Bookstore Margin (22%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Magazines</td>
<td>Publisher</td>
<td>Wholesaler Margin (8.5%)</td>
<td>Bookstore Margin (23%)</td>
</tr>
</tbody>
</table>

Because almost publications are distributed on a returnable basis, in some ways it is the distributor who selects stock on behalf of the bookstores. Owners without any experience in the book trade can easily have the right books on their shelves and return unsold stock. Basically, anyone with enough capital can open a bookstore. However, excessive supply of new titles has increased a rate of return, which has placed a heavy burden on wholesalers, publishers and bookstores. They have tried some new dealings beyond of the confines on a returnable bases. Some publishers select a few titles and sell them to bookstores on an unreturnable basis in exchange for big margin.
<table>
<thead>
<tr>
<th>Number of New Titles and Average Circulation per Title 2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>fields</td>
</tr>
<tr>
<td>--------</td>
</tr>
<tr>
<td>General</td>
</tr>
<tr>
<td>Philosophy</td>
</tr>
<tr>
<td>History/Geography</td>
</tr>
<tr>
<td>Social science</td>
</tr>
<tr>
<td>Natural science</td>
</tr>
<tr>
<td>Engineering</td>
</tr>
<tr>
<td>Industry</td>
</tr>
<tr>
<td>Art/Hobby/Home</td>
</tr>
<tr>
<td>Linguistic</td>
</tr>
<tr>
<td>Literature</td>
</tr>
<tr>
<td>Juvenile</td>
</tr>
<tr>
<td>School references</td>
</tr>
<tr>
<td>Total</td>
</tr>
</tbody>
</table>

Source: *Shuppan Sihyo Nenpoh 2013*, Shuppan Kagaku Kenkyujo

3. Resale Price Maintenance System

Publications were ruled an exception to the 1953 Anti-Monopoly Law, allowing the continuation of the prewar custom of selling publications at fixed prices.

The Resale Price Maintenance System, under which a publication must be sold across the country at a fixed price, engenders consumer confidence in the publishing industry. For the 3,700 publishers and 14,300 bookstores across the country, resale price maintenance enables the distribution of a wide variety of titles in small volumes and makes possible royalty payments for books with a small circulation.

Flexible and Practical Operation of RPMS

For eight years, the publishing industry fought against the government Fair Trade Commission’s (FTC’s) stance that “from the perspective of market competition, the resale price maintenance system should be abolished.” This standoff came to an end on March 23, 2001, when the commission released the following comment:

“From the perspective of fair competition policy, the resale price maintenance system should be abolished. However, considering the large number of dissenting voices expressing concern about the possible influences on culture and the public good, as well as a lack of public consensus on and support for abolishment, we therefore announce that, for the time being, it is appropriate that the present system be maintained.”

The Japan Book Publishers Association values the understanding and support of the Japanese public in this matter, but regrets that the commission persists in maintaining
the position that the resale price maintenance system should be abolished.

Part of the reason for the decision was that, of the more than 28,000 comments sent to the FTC on the resale price maintenance system, more than 99% were from supporters of the system, including authors groups, local public organizations and nonpartisan members of the National Diet. It would be fair to say that the commission was unable to ignore such an overwhelming result.

In accordance with the request of the FTC that publishers, distributors and bookstores should consider ways to make the system “more flexible and practical”, the publishing industry in Japan has been working to promote flexible and diversified use of the resale price maintenance system to benefit readers, such as the development of channels for the sale of books at open prices, special thank’s sales for readers, and revisions of resale price maintenance contracts and manuals governing the system.

4. The Consignment Sales System

The second pillar of Japanese book distribution is the Consignment Sales System. Under this system, retailers and wholesalers can freely return unsold publications within a set period of time (usually six months for newly released books). Under this consignment system, even small booksellers are able to distribute a large selection of books with no risk, and specialty bookstores can stock titles with small print runs or a slow turnover.

Conversely, the consignment sales system is also effective for mass-market publications aimed at nationwide audiences. The unique system of book consignment serves consumers well because it offers more choice, and it serves booksellers well because it helps them maintain their vitality. However, it can also work to detrimental effect when publishers overproduce and distribute books that do not sell, thus resulting in a large volume of returns. The task of rationalizing the distribution system to avoid this pitfall still needs to be addressed.

5. Returns

Under Japan’s consignment sales system, bookstores are free to return unsold book and magazine stock to their distributors within a specified period of time. The average rate of returns in recent years has reached nearly 37.3% of book and 38.8% of magazines. Returns are a burden not only for publishers, but also for bookstores and wholesalers because they must assign facilities and staff to supervise the return of unsold stock. Then some publishers have started a new project that raises the margin of bookstores and imposes a duty on them to bear the costs when they return unsold books. Wholesalers also have a new contract giving publishers and bookstores an incentive: cash reward etc., and a penalty: limiting a return, which depends on the result of sales. However, some concerns that the excessive restraining of return may decrease the number of new titles available in bookstores with intensive sales of hot-selling titles.
Chapter 4
International Activities in Japanese Publishing Industry

1. The Tendencies of the Translation from Foreign Languages into Japanese

Only rarely are translation rights obtained by direct communication between publishers. In most cases, the rights are handled by literary agencies in Tokyo.


In the past, many translations into Japanese were handled as second jobs by authors, journalists, magazine and book editors, and university professors, but with the establishment of a system for translation royalties and growth in demand for translated works, there has been an increase in the number of professional translators.

A sub-industry has developed for serving this job designation: schools for budding translators, a monthly trade magazine and the role of two associations (Japan Association of Translators and Japan Society of Translators). Each of these two associations has established its own annual award and contests for translated works to encourage the development of the industry.

Traditionally, putting aside academic materials and publication, Japan used to mainly import European and American literature, novels (American and British mystery titles were very popular). However, the trends in the successful translated works category in Japan in recent years from overseas are particularly business-management and human-science related publications. Since Peter Drucker’s management philosophy works were reviewed in 2009, including his original references translated into Japanese, management books written by Japanese authors based on Drucker’s consulting philosophy made a great hit. Also translated books of the transcription of Michael Sandel’s lecture in Harvard and his book JUSTICE: What’s the Right Thing To do gained popularity in Japan.

Recently, and characteristically, practical materials treating business affairs and economy or books on humanity and self-enlightenment given from overseas attracted the public interest. The reason for this might derive from the world economic crisis in 2007, and the 3.11 great earthquakes hit the Northern Japan. We might be able to say that after these events, a book that gives, to the audience, some clear hints and concrete ideas of how to deal with the hard reality catches public hearts.

2. English Publications on Japan

Themes on Japan taken up in English commonly deal with traditional Japanese culture such as kabuki, noh, ikebana and sado, and Japanese literature (both classical and modern). The demand for titles dealing with Japanese business, society and Japanese language reflect Japan’s central role as an economic power.
Books on Japan are declining every year. A large part of them has been particularly published during the 1980’s and 90’s. Japanese basic literature, history, and culture were already given by that time. And also the spread of the Internet is one of the causes of the decline of the books introducing Japanese traditional or cultural subjects.

English books produced in Japan are hampered by the difficulty of developing sales routes abroad. Many markets suffer from the lack of an adequate nationwide intermediary distribution structure, so sales at the bookstore level depend almost entirely on a given publisher’s sales force. A further obstacle is the bookstore’s profit margin in countries such as America, which is relatively high compared to Japanese bookstores. However, there has been a noticeable increase in the publication of English-language books for the domestic market geared to learners of English. In 2012, TOEIC examinee recorded the highest number ever.

Materials for the study of Japanese language have recently enjoyed good sales. Bonjinsha and The Japan Times are major producers of such texts and materials, and they not only sell to foreign learners in Japan but also export, largely to America and Australia.

When it comes to Japanese magazines today, the story is a bit different; the rate of Japanese magazines exported in foreign countries has been successful since mid-90. There is an example which shows in East Asian countries that the local publishers cooperate with the Japanese companies in publishing Japanese feminine magazines. Moreover, Japanese publishing companies publish comic magazines directly in Europe, America, and Asian countries. Or, large publishers like Kodansha and Shogakukan, in terms of the complicated rights and license procedure, founded local subsidiaries directly in Asian countries (mostly in China). These phenomena explain that the manner of exporting and introducing Japan has shifted into the device which delivers the updated Japanese actualities. Magazine exportation is expected to be the principal part of the introduction of modern “Japanology” through publication.

3. Japanese Works in Translation

Translations of Japanese comic magazines and comic books in the 1990s triggered a larger interest in Japanese publications. At the same time, a number of Asian nations subscribed to international copyright treaties, leading to a steady increase in the number of Japanese titles being translated into foreign languages.

In terms of books, it is needless to say, the most popular Japanese author is Haruki Murakami, but also, Banana Yoshimoto was first translated into Italian, delighting 200 thousand to 30 thousand readers. Since then, Yoshimoto’s works have been translated into 36 languages. Keigo Higashino’s works were successful particularly in France and in the North American countries. However, the general ratio of exporting Japanese books in occidental countries remains small. But in Asia, Japanese practical use guides publication is highly evaluated. Books on beauty, travel, and self-development are getting more popular in Asian market. Few years ago in China, only 700~800 titles were published, but 1.2 thousand titles in 2011 and 2 thousand titles in 2012 were published. Regrettably, the infrastructure for the publication
import-export, including the rights management, contracts with the authors, is not yet well-regulated.

Japanese Magazines are popular mainly in Asia and mostly supported by the Chinese market. The first successful women’s fashion magazine was RAY issued by Shufu-no-tomosha, jumped off in the Chinese market in 1995. RAY now has a circulation of 1.38million, mina (1.27 million copies sold) and S-Cawaii (700 thousand copies sold) also fashion magazines targeted women, issued by the same publisher, made a good success in China. It is thought that sharing similar culture and custom or being interested in the Japanese fashion was indispensable to succeed in overseas market for magazines. As a result, magazines succeeded in Asia are concentrated in Women’s fashion magazines.

Speaking of Manga, it consists 80 percent of all rights business activities. Shogakukan and Shueisha, the 2 Japan’s largest Manga publishers, co-owned VizMedia in the United States as their subsidiary firm in 2005. This company is operated as a direct diffusion center for Japanese Manga related contents in English speaking audiences. Also, Shogakukan opened an affiliate company, Shogakukan Asia in Singapore to expand its audiences in all over Asia in September 2013. Kodansha established Kodansha USA, Inc. in 2008 to distribute Kodansha’s books not only Manga but also other books, translated mostly in English, to all over the world. Moreover Japanese educational publishers are spreading in the world market. Gakken sells its educational contents in overseas and even expanding after school education programs what they call “edutainment class”, which combines education and fun of learning for the children. Kumon, also an educational publisher, has developed in 47 countries helping children for after-school-educational support.

What we can see from here, Japanese major publishers are no more depending on the cooperation with the local firms like they did before to reducing risks, but rather they are now actively launching the overseas companies targeting the global expansion to promote their business. Those publishers mentioned above are the main key player in the distribution of Japanese contents in the global market.

As for the future issues, in order to survive in the international market, Japanese contents should maintain to acquire the audiences in a long term. For that, the role of the international expositions such as “AnimeExpo” in Los Angeles or “JapanExpo” in Paris will have a very important role to gain more audiences and localize or popularize the Japanese contents in the market. Additionally, thanks for the Internet services and progresses in digital technology, contents are easily supplied around the world creating the market opportunities, but at the same time, the publishers have to be aware of the infringements and the piracy as well. According to the report of a major Japanese publishing house, the extent of the economic damage by illegal scanning and uploading of comic on internet in North America was estimated more than 150 billion to 300 billion yen from 2007 to 2011. Copyright infringement on internet being done all over the world is a severe problem for publishers and copyright holders. Publishers work hard to block it and to distribute the official edition before the people get the pirated edition.
In conclusion, Manga remains the star of the Japanese contents, but literary books and practical guides are doing good job. Magazines showed a bit of potentials in Asian market hoping it can find out some new business opportunity to expand. The problem to solve is that Japanese publishing industry, traditionally did not assume to go on a global market. Now, the industry has to establish a firm system to join the international business to show the world the Japanese high quality and exiting contents.

4. Import and Export of Publications

Imports

As of January 2013, 70 of those importers were members of the Japan Association of International Publications (formerly the Japan Book Importers Association). About 14 out of the current 70 members serve as the main sales agents for most foreign publications in Japan.

According to *Suppan Nenkan 2013* (The Annual report of Publication), the import values of books was down to 19.99 billion yen (-7.6% to the previous year) and that of magazine was 5.98 billion (-16.5%) in 2012. It is estimated that the major buyers of the imported foreign languages (mostly English publications) are libraries, educational institutions. There might be limited numbers of individuals looking for foreign publication and also, instead of buying an expensive magazine, there are more tendencies of using digital devices to follow the current affaire and to be kept updated.

<table>
<thead>
<tr>
<th>Year</th>
<th>Books</th>
<th>Magazines</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2006</td>
<td>30,788</td>
<td>16,190</td>
<td>46,978</td>
</tr>
<tr>
<td>2007</td>
<td>29,615</td>
<td>15,745</td>
<td>45,360</td>
</tr>
<tr>
<td>2008</td>
<td>26,935</td>
<td>13,209</td>
<td>40,144</td>
</tr>
<tr>
<td>2009</td>
<td>22,920</td>
<td>10,956</td>
<td>33,876</td>
</tr>
<tr>
<td>2010</td>
<td>22,646</td>
<td>9,137</td>
<td>31,783</td>
</tr>
<tr>
<td>2011</td>
<td>21,643</td>
<td>7,164</td>
<td>28,807</td>
</tr>
<tr>
<td>2012</td>
<td>19,997</td>
<td>5,981</td>
<td>25,978</td>
</tr>
</tbody>
</table>

Source: *Shuppan Sihyo Nenpoh 2013*, Shuppan Kagaku Kenkyujo

Kinokuniya, Sanseido and Yurindo are major sellers of foreign-language books on Japan and imported books, but they principally deal in Japanese-language books and magazines. Another company, Yushodo Group, is a major importer and seller of rare foreign books.

Exports

The export values of publications (books, magazines and newspapers) for 2012 are as follows chart: In the import area, Japanese books, actually, did a good job turning
its export values up to 5.2%. Regrettably, magazines decreased roughly down to 16.1%, the issues on magazines remains crucial. The export to Asia such as Taiwan (-15.6%, 0.9 billion yen), China (-5.6%, 0.7 billion) and South Korea (-12.3%, 0.6 billion) has been decreased over the previous year. Notably, the export to the Europa and America such as United States (+15.4%, 2.3 billion), United Kingdom (+61.4%, 0.4 billion) and Canada (+54.4%, 0.3 billion) has increased.

<table>
<thead>
<tr>
<th>Year</th>
<th>Books (Million yen)</th>
<th>Magazines (Million yen)</th>
<th>Total (Million yen)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2006</td>
<td>10,305</td>
<td>4,556</td>
<td>14,861</td>
</tr>
<tr>
<td>2007</td>
<td>10,663</td>
<td>4,780</td>
<td>15,443</td>
</tr>
<tr>
<td>2008</td>
<td>10,054</td>
<td>4,689</td>
<td>14,743</td>
</tr>
<tr>
<td>2009</td>
<td>7,555</td>
<td>4,578</td>
<td>12,133</td>
</tr>
<tr>
<td>2010</td>
<td>7,773</td>
<td>4,957</td>
<td>12,730</td>
</tr>
<tr>
<td>2011</td>
<td>7,313</td>
<td>4,284</td>
<td>11,597</td>
</tr>
<tr>
<td>2012</td>
<td>7,690</td>
<td>3,596</td>
<td>11,286</td>
</tr>
</tbody>
</table>

Source: Shuppan Sihyo Nenpoh 2013, Shuppan Kagaku Kenkyujo

Table 2 Export value of publications

5. Tokyo International Book Fair (TIBF)

TIBF2013 was held on July 3rd to 6th for 4 days. The aggregate visitors counted 62.57 thousand and the total exhibitors were 1337. The e-Book EXPO and Licensing Japan EXPO were held at the same time. This book fair also involved a whole spectrum of individual exhibit, focusing on Natural Science, Humanities, Social Science, Children Books, Editorial and Production Houses.

Korea was a honorary invited country holding 500m² pavilion that exhibits 100 books showing an original book and a translated version laid side by side. Moreover, they display a picture scroll of the history of communication between Korea and Japan in Edo period. Mr. Takashi Tachibana, journalist, and Mr. Lee O-young, Korea’s first minister of culture, had a talk session. Japanese and Korean popular writers, critics and poets met during the sessions.

Several symposiums were held and attracted wide audience. Mr. Tsuguhiko Kadokawa, the chairman of KADOKAWA, gave a keynote speech “Transformation of Publishing Industry” speaking about lending system in the public libraries. JPO (Japan Publishing Organization for Information Infrastructure Development) hold a symposium related Tohoku Earthquakes with reciting the picture book Hanamizuki No Michi. Many other publication-related cultural events and seminars were held during the fair. The total number of attendance of these sessions was 7,775.
6. Publishers Association for Cultural Exchange (PACE)

Founded in 1953, the Publishers’ Association for Cultural Exchange (PACE, www.pace.or.jp) is a non-profit organization whose members are drawn from representative publishing houses and related industries in Japan.

The purpose of PACE shall be to contribute to the enhancement and development of publishing culture in Japan and in other countries of the world, through the exchange of all publications which serve to deepen and promote mutual friendship between Japan and overseas countries.

With the aim of achieving this objective, PACE shall:
1. Investigate the actual state of publishing and of the publications issued in overseas countries and present the results to its members and to the general public.
2. Inform overseas countries of the actual state of publishing and publications issued in Japan.
3. Act as mediator, in all matters concerned with the writing of publications, translation, printing, copying, and so on, in accordance with the expressed wishes of the Japanese government or private companies.

INTERNATIONAL BOOK FAIR PARTICIPATION
Since 1987, PACE has worked in conjunction with the Japan Foundation, exhibiting at 15 international books fairs each year.
PACE and the Japan Foundation participated in 16 international book fairs in 2013 (among them Abu Dhabi, Buenos Aires, Tehran, Seoul, Lima, Frankfurt, Moscow, Guadalajara, Doha, New Delhi, and Riga), dispatching specialists, gathering information and undertaking exchanges with publishers.

The Frankfurt Book Fair and the Seoul International Book Fair are among the major international book events at which PACE runs a booth to display Japanese books and promote contacts among publishers. These displays have resulted in the translation of many Japanese books by overseas publishers.

PACE produces several English-language publications to promote the Japanese publishing industry, including Practical Guide to Publishing in Japan, full text of which is available on its website.

7. The Japanese Literature Publishing and Promotion Center (J-Lit Center)

The Japanese Literature Publishing and Promotion Center (J-Lit Center) is a non-profit organization (NPO) founded in 2004 for the purpose of introducing Japanese literature overseas.

The J-Lit Center plays an active role in promoting overseas publication of Japanese literature through the following activities:
- Management of the Books from Japan website
- Building an international network of Japanese and overseas publishers
- Promoting information exchange amongst translators, Japanese literature scholars
and publishing house editors
- Organizing literary events in Japan and abroad

**BOOKS FROM JAPAN website**

Books from Japan is an ongoing online “book fair” that introduces Japanese works of fiction and nonfiction to overseas publishers, editors, and other interested readers. The site is operated by the nonprofit J-Lit Center with the cooperation of publishers in Japan.

The site has two main sections: a database of books selected by the J-Lit Center, and a Publishers’ Corner of “booths” where participating publishers can introduce their books. The database features books in the several categories.

8. **The Asian Pacific Publishers Association**

The establishment of the Asian Pacific Publishers Association (APPA) was formalized on the occasion of the Asian Publishing Forum, convened at the 1992 Tokyo International Book Fair. There are presently 14 member countries: Australia, Brunei, China, India, Indonesia, Japan, Korea, Malaysia, Pakistan, the Philippines, Sri Lanka, Singapore, Timor-Leste, Thailand and Vietnam. The Papua New Guinea University Press is as affiliate member, and Taipei Book Fair Foundation is as associate member.

The avowed objectives of the Asian Pacific Publishers Association include: a) advancement and development of publishing in the Asian Pacific region, b) mutual cooperation between association members, c) active exchange of publishing expertise and techniques and d) promotion of study opportunities for the youth of the member countries in the fields of publishing, printing, binding and distribution.

The secretariat of APPA has been Korean Publishers Association since 2000, once moved in the Philippines but it’s planning to place the secretariat office in Incheon.

**The APPA Publishing Awards**

To realize these objectives in part, the APPA established the *APPA Publishing Awards*. First presented at the 1995 Tokyo International Book Fair, the awards are given in the fields of Academic Publications, Children’s Publications and General Publications. Books from member countries are submitted through their respective national publishing associations and judged on content, quality and design.
Chapter 5
Development of Infrastructure of Publishing Distribution

Japan Publishing Organization for Information Infrastructure Development (JPO) was founded by JBPA, Japan Magazine Publishers Association, Japan Publication Wholesalers Association, Japan Booksellers Federation and Japan Library Association in April, 2002.

JPO was united with Japan ISBN Center in April 2004, and now mainly consists of Japan ISBN Agency, Publication Basic Information Center, Forthcoming Book Information Center, Bookstores Number Administration Center, IC tag research committee and Future Bookstore Forum.

The aims of JPO are; 1) collection and dissemination of publication information, and settlement of standard format of publication information. 2) Support of development of exchange system for electronic publication information and infrastructure between publisher and wholesalers, bookstores and libraries etc. 3) research and administration of various publication code systems 4) quick response against ordering and improvement of traceability in publication distribution, 5) research on utilization of intellectual property and copyright administration system.

Japan ISBN Agency
Japan ISBN Agency was founded in purpose of disseminate and administrate of Japan ISBN Code which is based on ISBN. This international code system was formulated to digitalize publication distribution. ISBN Agency released a guideline for the application of ISBN to digital book in 2005 and revised it in 2011.

Publications Basic Information Center
The Publication Stock Information Research Committee, published a report in 2004, proposed that a master database of the publishing industry should be established in order to collect the information which is essential to distributing publications in the market and to disseminate it to wholesalers and bookstores. Following the proposal, the Publication Basic Information Center was founded in January 2006. JBPA concluded an agreement with PBIC, to undertake the maintenance of the database, collecting the data from the publishers and disseminating it to wholesalers and bookstores etc. JBPA actually started the dissemination of the data to some wholesalers in February 2006.

The Publisher pays the collection and dissemination fees to JPO at 500 yen per registered title to the database from January 2007.

Forthcoming Book Information Center
Forthcoming Book Information Center was established in part of Ministry of Internal Affairs experiment in April 2011. This Center in purpose of standardize forthcoming book information data, format and transmission system etc.

The aims of Forthcoming Book Information Center are; 1) administers
forthcoming information category, using data, system and disseminate to user (wholesale distributors and bookstores) and publishers. 2) on behalf of EDItEUR which settle on ONIX and actively propose that category and something which adjust to Japanese publishing practice standardize international.

**Bookstores Number Administration Center**

Bookstores Number Administration Center which united in Common Bookstores Number User Party (Kyoyu Shoten Master User Kai) was founded in October 2009.

This center distributes common bookstores ID to bookstores and administers bookstores number data base which is included bookstore’s name, address, phone number, business hours and wholesaler number. These were distributed to user (publisher) by this center.

**Field Trial Test of RFID tag**

The RFID (Radio Frequency Identification) tag research committee has carried out field trial tests for Supply Chain Management, Protection against Illegal Dissemination, Service for Readers, Library, International Standardization, at 13 places; for example, binders, warehouses of publishers and wholesalers, libraries, bookstores and secondhand book stores etc. since 2003, with support from the Ministry of Economy, Trade and Industry. In 2006, JPO carried out some examinations on the utilization of RFID tags with the aim of the improvement of efficiency of distribution. In 2007, it also conducted some experiments to prevent shoplifting using RFID.

**Future Book Store Forum: FBF**

The Future Bookstore Forum is a project led by the Ministry of Economy, Trade Industry, and was confided to JPO in 2011. The aim of this project is 1) activation of real bookstores being strong enough to compete with net bookstores, 2) to implement some verification tests that make people notice an original function and a beneficial feature of real bookstores. Future Bookstore Forum is consisted of JPIC, Japan Booksellers Federation, School of the Book, Council for warehouse and distribution of publication and JPO with its founding members. FBF has its third project in 2013, whose themes are to make a real bookstore more attractive, which disseminates cultural information and sells digital books, and to construct an information infrastructure for forthcoming books in printed and in digital, etc.

**Urgent Content Digitization Project (The Kindigi)**

Kindigi is a project led by the Ministry of Economy, Trade and Industry. It was confided to JPO in 2012. The project aimed to digitize 60 thousand titles, whose total operational cost was 2 billion yen. The process was mainly conducted in Tohoku area (the region hit by the tsunami) to promote the employment creation. The project achieved its initial goal by attaining 65 thousand titles digitized in March 2013.
Chapter 6
The Legal Environment of Publishing Industry

1. The Freedom of Speech and Press

Article 21, Paragraph 1, of the Constitution of Japan reads: “Freedom of…speech, press and all forms of expression are guaranteed.” Censorship is expressly prohibited in the succeeding paragraph. Needless to say, the freedom of book and magazine publishing is guaranteed in this section of the constitution. However, publishing in Japan today is not completely unfettered. First, defamation of character and obscenity are legally restricted. Second, the publishing industry has developed an ethical code and a system to enforce it so as to avoid government interference. Last, interference with publishing at present comes from pressure groups, not from the government.

Freedoms and the Future

Legally, publishing freedoms are more or less established in Japan, but there are still threats to this freedom. The obstruction of publishing projects by radical groups has not yet been eradicated. In particular, publications that deal with the emperor or the imperial system in a critical manner or publications dealing with Japanese wartime aggression and atrocities are subject to attacks from the ultra-right. Although slightly different in character, protest actions from various groups over discriminatory language are a problem for the publishing industry and the mass media as a whole.

The danger of government suppression of publishing freedoms may be on the increase. The reform bill of the Act on Punishment of Activities to Child prostitution and Child Pornography targets to punish the simple possession of “Child Pornography”. However, in what we are apprehensive about is that the definition of the Child Pornography is unclear. We are concerned about the prohibition or punishment on created materials without a concrete definition in the text of the law. The Bill for the Protection of Human Rights and the Bill for Healthy Raising of Youth and Voluntary Restraint are additional laws that may be used to exert control over the media.

There has been a trend toward stricter control. The threatening event recently is the establishment of the new State Secrecy Law in December 2013. This law gives chance to the government leaders to decide arbitrary what will be confidential or not, and once a secreted object is determined, a public employee who leaked the information or a journalist who covers and reports the secreted information or obtained the information illegally by agitation and instigation will be punished. Moreover, what is worrisome is that the secret information can be kept being confidential for maximum of 60 years (extendable if it meets the regulations requirements). Our Association and Japan Magazine Publishers Association expressed a deep concern and issued a statement of protest over this law, which can deprive the freedom of the press and speech, and also prevent the public’s rights to know. We will be continuously observing closely the application of this legislation.
2. Copyright Law and the Right of Publication

Modern copyright law was established in Japan in 1899, when Japan acceded to the Berne Convention and agreed to protect copyrights internationally. (At present Japan accedes to the Paris Act of the Berne Convention and to the Universal Copyright Convention as well as WIPO Copyright Treaty.)

Japan’s original Copyright Law stipulated nothing about the rights of publishers, while the Publications Law served primarily as a means for the government to control the publishing industry. Publishers began an intensive campaign for their rights around 1925, and finally succeeded in having an article concerning the right of publication inserted in a partial revision of the Copyright Law in 1934.

This law was totally revised in 1971. Under these provisions, a party whose publication rights have been established by contract with the copyright owner is protected and given the exclusive right to reproduce his or her works for the purpose of distribution.

As the current copyright law was enacted more than 40 years ago, it no longer sufficiently covers current conditions, and frequent revisions have been made.

For example, in 2003, further amendments to the law were made concerning limits on the use of copyrighted materials by educational institutions. Within the bounds of fair use, instructors are permitted to make copies of necessary materials to be used in class instruction and distribute them to students, and this privilege has been extended to the students themselves. This amendment was incorporated to accommodate the fact that students are now using the Internet to create reports for presentation in class. Copyright holder groups responded to this change by creating guidelines for the appropriate use of copyrighted materials and encouraging schools to keep copying of materials within legal bounds.

Amendments also now recognize the right of instructors to broadcast copyrighted materials to students in remote locations when the class is given in real time. However, the amendments do not allow for those materials to be preserved/saved and distributed to students at the remote location, nor to preserve/save those materials and then use them for a different purpose.

Among the public’s requests for examination, remaining issues include copyright limitation related to library use and school education. As for the library-related issues, the Subcommittee has already started to discuss some of them in connection with facilitation of archive business.

Since 2009, the establishment of the general rule of limitations on exclusive rights, which was similar to the fair use doctrine in the US law, had been under consideration in the Copyright Council. Most of right-holders associations and publishing-related associations were against the establishment of such a clause, because they are concerned that it will expand the limitation of the copyright. Finally, new articles of the limitation of copyright will be legislated in 2012 as follows, however, these are extremely limited and entirely different from fair use clause in the US law.

A: the use of copyrighted work which is not a main purpose and is accompanied
with the use of another copyrighted work, and such use is recognized quantitatively and qualitatively negligible under normal social conventions.

B: The preparatory use of copyrighted works which has been reasonably required for the process of accomplishment of the use of the work, and such use is recognized quantitatively and qualitatively negligible under normal social conventions.

C: In the light of a nature and a way of use of the work, also considering the purpose of use as well as the number of copies and the form of reproduction, the use is not evaluated as what is that a person enjoys the expression of the work through his perception.

Right of Publication

JBP A has long been appealing to obtain the Publishers’ Rights as neighboring right for over 20 years. Today, as the digitization is expanding all around world, the infringements and other related illegal activities are infecting the industrial economy. With the existing legal conditions, although the prompt performance is requested, publishers have no legal efficacy.

The committee of the Intellectual property rights and other related groups in JBP A has studied for the revise of Copyrights law that responds to the digitized era. As the digitization allows foreign capitals to intervene easily in the domestic market, the monopolization of channel is the biggest threat to the home industry. Also the infringement of works is threatening the industry.

JBP A has appealed strongly for the Publishers’ Right which works integrally both for prints and digital to the government and public. JBP A and three other concerned organizations founded the Publisher Public Relation Center to organize seminars and symposium at large to make a common understanding within the industry and among the stakeholders and the population.

Volunteer members of the Diet also stated a working group to sustain the activity of legislation.

On the other side, the authors’ organization (the rights holders) and the users’ groups have shown a negative reaction towards the amendment of copyright law. In February 2013, Japan Federation of Economic Organizations opposed to the integral contract model that involve both prints and digital and brought up a contract model that deals prints and digital separately.

In April 2013, a group of influential scholars and lawyers has proposed the reconstitution of the existing provisions of the Rights of Publication, which will be able to include both prints and digital comprehensively in one provision.

The argument at the publishing related subcommittee in the Council for Cultural Affairs of the Agency for Cultural Affairs examined the revise of the existing publication rights as a main topic.

After consecutive and concentrated debates in eight times since May 2013, finally on December same year, the Agency arranged the proposal by approving the Right of Publication to be expanded to digital under the same structure of the existing
copyrights law. Concerning the establishment of the rights of publication, even though certain stakeholders opposed to the print-digital integral contract model as a default, the Agency’s proposal suggested that the default rule of covering prints and digital or setting contracts separately has no big difference in practice. As for the request to terminate the rights of publication (or contract), if the contract was integrally made for both print and digital, the proposal respected the major opinion advising the termination should influence one side whose obligation was discharged.

In any case, legalization activity should enforce the study and discussions to understand what is necessary in order to deal with today’s advanced digitization. The publishing industry is preparing to establish an ADR (Alternative dispute resolution) center for resolving any troubles arose between authors and publishers.

3. Tax System and Treaties for the Publishing Industry

In view of the special characteristics of the sales system for publications, special provisions have been made in the national tax law so that the publishing industry can adjust estimated profit to allow for probable losses from damages and returns under the consignment sales system and for depreciation of the value of warehoused books.

Royalties sent to foreign countries are subject to taxation. To prevent double taxation, 62 countries have signed an Income Tax Convention. In Japan, each publishing company must apply to the designated tax office to receive the benefits of the Convention. The countries with which Japan has reciprocally signed the Income Tax Convention and their applicable tax rates as of January 2014 are as follows:

**Tax-exempt:** Armenia, Azerbaijan, Belarus, Czech, France, Georgia, Hungary, Kyrgyzstan, Moldova, the Netherlands, Poland, Russia, Slovak, Sri Lanka, Switzerland, Tajikistan, Turkmenistan, UK, Ukraine, USA, Uzbekistan

**5% tax rate:** Australia, Kazakhstan, New Zealand, Saudi Arabia, Hong Kong, Portugal

**10% tax rate:** Austria, Bangladesh, Belgium, Bulgaria, Brunei, Canada, China, Denmark, Fiji, Finland, Germany, India, Indonesia, Ireland, Italy, Israel, South Korea, Kuwait, Luxembourg, Malaysia, Mexico, Norway, Pakistan, the Philippines, Romania, Singapore, South Africa, Spain, Sweden, Turkey, Viet Nam, Zambia

**12.5% tax rate:** Brazil

**15% tax rate:** Egypt, Thailand

Note: Japan became a member of the UNESCO Florence Convention in June 1970. This agreement stipulates that all publications to be used for educational and cultural purposes are tax-exempt.

**The Appeal for the Low Tax Rate on Publication**

All product and services are taxed of 5% in Japan including the publication. This year, on March 2012, the bills of augmentation of the consumption tax (VAT in Euro) were enacted at the Nation Diet. The consumption tax is going to be raised 8% in
April 2014, and will be raised 10% in October 2015. JBPA and three other related 
organizations have presented the petition to claim the reduction of tax to the 
publication. The culture of letters and printings spread by the books and magazines are 
the wellspring of all contents. Therefore, the tax on publication should not be raised in 
order to maintain the opportunities to reach the information equally and effectively.

Regrettably, our claims were not reflected for 2014, but we are determined to 
continuously appeal the reduced tax rate. The Publisher Public Relation Center 
conducted a campaign to collect signature from authors and creators for petition to 
reduce tax on publication. Also, groups of lawmakers appealed officially for the Low 
Tax Rate on publication on October 2013.

4. A request for equal taxation towards foreign enterprises

The consumption tax is not added on e-books transmitted and sold from outside of 
Japan. So here is the inequality between the domestic e-book retailers and foreign 
retailers. A group of retailers and publishing related enterprises led by the domestic 
e-book retailers has been examining the case and they are requesting to the 
government for the equal taxation to the foreign enterprises. The case is studied under 
a working team in the Ministry of Finance in Japan and other related organization.

5. Reaction towards the infringements

The rampages of infringement of works by ‘scanning’ caused troubles within the 
industry started from 2011.

It won’t cause much trouble if the scanning is conducted privately and assumed to 
be privately used. However this time, the scanning by a third person with commercial 
basis is considered illegal. The point of this case is that once the works are digitized by 
a third person; there will be no guarantee in the manner of usage of the data since they 
are unauthorized enterprises. The possibility of illegal employment (in domestic or in 
overseas) of the scanned books is very high. One of the biggest worries is in the 
outflow of scanned copyrighted data being distributed underground in a mass in 
overseas. As status quo, publishers by their selves do not have any legal effect to make 
actions against this kind of violation of copyrighted works. 7 celebrated authors 
regrouped to sue two scanning agencies in order to prevent further infringement of 
copyright causing pirated works. Most of all, it was schemed to notify the public the 
scanning by third person is illegal. Also the publishers started to mark a notice at the 
end of the book to prevent the illegal scanning.

The suit against the scanning shops filed by seven authors in 2012 ended without 
judgment because of the closing down of the shops and a settlement out of court. 
However the number of scanning shops increased by that year. Consequently, the 
same group of authors has taken legal proceedings against 7 scanning shops again. 
On September 2013, the authors won the case by obtaining the compensation for 
damages and injunction towards the malefactors. Consequently, most scanning shops 
had stopped their business today.
Chapter 7
Activities for Reading Promotion

Book Reading Week
The first Book Reading Week was held by publishers, wholesalers, booksellers and public libraries in cooperation with newspapers and Broadcasting centers in November 1947, when the devastation of World War II still remained. They aimed to construct a peaceful and cultivated country by means of book reading.

The first attempt was highly appreciated, and from the next year, the period was settled from October 27 to November 9, the 2 weeks centered around the Culture Day (Nov 3).

Book Reading Week for Children
Following the Book Reading Week, the Week for Children was started in 1959. In those days, it was held from May 1 to 14 (two weeks including Children’s Day, which is May 5, one of the national holidays). Since the Year of Book Reading for Children in 2000, the period has been extended to three weeks, April 23 to May 12, every year. There are many events for book reading, for example, The Children’s Book Day on April 2, St. George’s Day on April 23 etc.

The Year of Book Reading for Children
In 1999, the Diet designated the year of 2000 as “the Year of Book Reading for Children”, in order to support book reading activities for children, in recognition of its indispensable value. The International Library of Children’s Literature (ILCL) was founded on January 1, 2000 as a branch of the National Diet Library (NDL). It partially opened to the public on May 5, 2000 and started full services on May 5, 2002.

The Act of Book Reading Promotion for Children was adopted in December, 2001, following up in the spirit of the Year of Book Reading for Children. Among other things, the act ruled that the Government should settle and publish “the master plan regarding the promotion of book reading activities for children”, rural governments should settle and publish “the plan regarding the policy of promoting book reading activities for children”, and the day of 23, April should be designated as “the Day of Book Reading for Children” etc.

Literary Culture Promotion Act
In July 2005, the Literary Culture Promotion Act was adopted in the Parliament. This bill was brought up by the Alliance of Literary Culture, which consisted of 286
representatives and senators in the Diet.

The aim of the act is to contribute to a vigorous society and intelligent life, establishing the principle for the promotion of literary culture in Japan and developing a comprehensive policy thereon, recognizing that literary culture is essential to the development of a democratic society in which the knowledge and intelligence are paramount.

**National Book Year 2010**

In order to realize the purposes of the both Acts, Characters Culture Promotion Organization was founded in October 2007, sponsored by publishers associations, newspapers association, other industries associations etc. The activities of the organization are as follows; 1) Launching of the Literary Proficiency Test, 2) Promotion of academic publishing, 3) Training of Voluntary Supporters for Reading Promotion, 4) Holding of symposiums and seminars on Literary Culture, etc. The diet admitted the resolution the year of 2010 as National Book Year, which Characters Culture Promotion Organization had submitted. It has continued their enterprise to foster the ability of reading in school, home and in local area, to hold symposium for reading promotion, to run some training courses about language skills for adults and for raising reading supporters for children etc., and to improve the quality of business and public library across the nation.

**Bookstart Project**

The Book Start Project was first launched in Birmingham, UK, in 1992. In Japan, it was introduced in connection with the Year of Book Reading for Children in 2000 and started its activities in 2001.

Mother and baby are given a bag in which there are two picture books and a guidebook for Bookstart when they come for a medical examination at the health center, and mothers are encouraged to talk to their babies by means of reading books. Approximately 856 rural governing bodies, 49% of the total, are carrying out the Bookstart project, in cooperation with Bookstart Inc., which is a non-profit organization. Bookstart projects are expanding to Korea, Thailand etc.

**Morning Book Reading**

The activity “Morning Book Reading in School” was started by a teacher in a high school in Chiba prefecture in 1988. Now about 28,000 schools including elementary, junior high and high schools all over the country carry out this activity, and 75% of entire school enjoys this activity. Students will simply read books that they choose by themselves without any obligation for 10 minutes every day before the class begins. They can learn the joy of reading, which relaxes them and prepares them to concentrate on their studies throughout the day. Uchidoku (at-home reading) has started since 2006 to get over a problem of a loss of family communication which had been a serious social issue. Uchidoku is a new book reading style that two generation with an experience of Morning School Reading, go to a bookstore, select a book, and talk about a book. Uchidoku has five rules set by children, 1) read a same
book, 2) talk about the book, 3) make a notebook of feedback, 4) read at one’s own pace, 5) place an at-home library.

**Daishinsai Shuppan Taisaku Honbu (Task force by publishing industry for the great earthquake)**

The Great East Japan Earthquake and Tsunami had not only killed many people but also given serious damage to schools, libraries, and bookstores in Tohoku area. Japan Book Publishers Association, Japan Magazine Publishers Association, and Japan Publishers Club established Daishinsai Shuppan Taisaku Honbu (Task force by publishing industry for the great earthquake) in 2011. It was not only water and food but also books and magazines that the sufferers have demanded right after the earthquake to look for correct information and to ease their tension from the catastrophe.

Daishinsai Shuppan Taisaku Honbu carried out a project to donate books corrected books from publishers. They sent 184 thousand books (2015 titles) from 125 publishers to evacuation centers in the affected district (three prefecture: IWATE, MIYAGI and FUKUSHIMA) in accordance with particular needs of each center by June 2011. They also presented 132.5 thousand book cards to elementary school students to buy a book by their own choice before summer holiday in 2011. The donation of book card still has been continued in 2013 especially to children who lost their parent. Moreover, they set up a fund for the great earthquake disaster reconstruction, and established a library at the evacuation center in Akasaka, Tokyo. The library named Rainbow library was transferred to Rikuzentakata city, Iwate in November 2011. Furthermore, they supported a Project for Tomorrow Book. The Project for Tomorrow Book has been operated by JBBY (Japanese board on books for young people), Publishing Club, and JPIC (Japan Publishing Industry Foundation for Culture). This project sends a library bus to the affected districts, and holds some events such as reading a story by its own author, picture-card show, and holds an exhibition by painters of children books to collect donations. They also cooperated with School Library Association to donate books to school libraries to meet their needs. Publishing industry continues to fulfill a long-term approach to reconstruct the reading environment in the affected districts by discussing with the people and hearing their voice.
Chapter 8
Development of the Digitization in Japan

The latest move in the e-book business
The whole digital market of e-books for 2012 is estimated 72.9 billion yen (15.9% up to the previous year). The one for 2011 was decreased 3% from the previous year, which was due to the lack of contents for smartphone. The rapid expansion of the market for new platform such as smartphone, tablet and e-book reader has encouraged the growth of the sales of e-books in 2012. This seems to be the trend for the foreseeable future, with the smartphone user accounted for about 60% of mobile phone user in the end of 2012 (20% up to the previous year). The content of Comic was still breadwinner in the digital market in 2011. The share of Comic was 78 % and that of literary and practical use book genre was 12% in 2011. Some major publishers such as Kodansha and Shinchosha announced that they were willing to digitize all their new titles in 2011. The acceleration of the contents diversification is highly expected. On the other hand, the market of digital magazine was 3.9 billion yen (1.7 billion yen plus to the previous year) in 2012. The difference between the sales of printed magazine for 2012 and one for 2011 was 45.9 billion yen. So the sales of digital magazine were not able to covert the loss of printed magazine yet. However, some major publishers started to digitize their main popular magazine in 2013. It is expected that the market of digital magazine will be 33 billion yen by 2017.

Meanwhile, the market of mobile contents was 653.9 billion yen in 2011 including music, movie, game and fortune-telling, etc. The e-book and digital magazine make up a small portion of this market and will have to face stiff competition from others.

The Growth of e-book market 2006-2013

![Graph showing the growth of e-book market 2006-2013](image)

Digital magazine

Though the distribution of digital magazine had already begun in or before 2006, Shogakukan and Shueisha have started to distribute their popular fashion magazines in full swing in 2013. Shueisha got to distribute 11 titles in May 2013 and Shogakukan did 9 in October. The price of them is about from 70% to 80% of that of printed magazine. Kodansha also started to distribute “D-Morning” in May 2013. D-Morning costs 500 yen per month that provides a part of contents of “Morning” (popular comic magazine published by Kodansha weekly which costs 330 yen). Shueisha distributed “Jump Live!” as an extra digital edition that contained new works drawn by Manga artists of magazine “Jump”. Moreover, medium-scale publishers offer some services to utilize the advantage of digital such as distribution of the digital magazine to the purchasers of the printed magazine, offering the right to access the back numbers to the regular readers of the magazine, deliver digital comics with movie or with colored illustration.

Sale breakdown of the market of e-book

<table>
<thead>
<tr>
<th></th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cell phone</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Comic</td>
<td>229</td>
<td>330</td>
<td>428</td>
<td>492</td>
<td>423</td>
</tr>
<tr>
<td>Literature, Practical book</td>
<td>26</td>
<td>36</td>
<td>44</td>
<td>45</td>
<td>38</td>
</tr>
<tr>
<td>Photo book</td>
<td>28</td>
<td>36</td>
<td>41</td>
<td>35</td>
<td>19</td>
</tr>
<tr>
<td>subtotal</td>
<td>283</td>
<td>402</td>
<td>513</td>
<td>572</td>
<td>480</td>
</tr>
<tr>
<td>PC</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>subtotal</td>
<td>72</td>
<td>62</td>
<td>55</td>
<td>53</td>
<td>37</td>
</tr>
<tr>
<td>New platform</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Comic</td>
<td>4</td>
<td>69</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Literature, Practical book</td>
<td></td>
<td></td>
<td>20</td>
<td>39</td>
<td></td>
</tr>
<tr>
<td>Photo book</td>
<td>1</td>
<td>4</td>
<td>24</td>
<td>112</td>
<td></td>
</tr>
<tr>
<td>subtotal</td>
<td>6</td>
<td>24</td>
<td>112</td>
<td></td>
<td></td>
</tr>
<tr>
<td>total</td>
<td>355</td>
<td>464</td>
<td>574</td>
<td>650</td>
<td>629</td>
</tr>
</tbody>
</table>

Source: Shuppan Sihyo Nenpoh 2013, Shuppan Kagaku Kenkyujo

The first year of e-book: 2010

The 2010 was called “The first year of e-book” although the history of e-book in Japan had begun 10 years ago. There are some reasons that e-book has drawn more attention in 2010. One is that the sale of paper books and magazines has been decreased for 14 years. Another is the boom of handheld reading device in USA. In Japan, some handheld reading devices have been released in 2010, such as iPad,
Reader (SONY) and GALAPAGOS (SHARP). Moreover the governments has held a round-table conference, which consists of authors, publishers, printing companies, contents providers, discussing uses of publishing material in digital age. Some associations has also been established, The Electronic Book Publishers Association of Japan composed of publishers of general books, and The conference of production and distribution of electronic publishing composed of printing company such as Dai Nippon Printing and Toppan Printing.

Under these circumstances, publishers have demanded their own right. Publishers can exclusively publish the paper-material on a contractual basis, which have been admitted as a business practice for many years. However, talking about digitized works, anyone can distribute the digitized work with a permission of copyright holder in disregard of a publisher that initially published a printed book. JBPA has made a model contract of e-publishing between an author and a publisher, which provides certain rights about e-publishing of the work for the publishers that initially published a printed book. JBPA has also appealed to demand the publisher’s own rights at the conference of government and continued to discuss with the associations of copyright holders and others. (See Chapter 6)

**Digital Publishing Initiatives Japan (DPIJ, Trade name: Pubridge)**

DPIJ is a private organization launched on April 2012, with the backup of 15 billion yen (about 192million US dollars) from the Innovation Network Corporation of Japan (INC). Also several houses such as Shogakukan, Kodansha, Shueisha, and also major printing companies such as Toppan Printing and DNP invested 2 billion yen. DPIJ aims to establish the infrastructure for domestic e-book market and will allow publishers to choose in what platform they want to digitize the content and in which stores (including online shops) they want to sell their products. DPIJ also engages in the distribution of digitized contents through e-book stores and the collection of earnings. The initial cost for the digitizing can be offset from the wholesaling benefit. In this way, DPIJ can encourage the smaller-sized publishers to digitize their contents and to expand the e-book market.

In 2013, Pubridge went on merger Bitway to subsidize its firm. Bitway is known as a digital contents distributor and seller. Pubridge is looking for not only undertaking distribution business, but also establishing infrastructure project concerning data basing, contents providing, producing, quality and production control in order to keep up with the cloud computing era.

**Urgent Content Digitization Project (The Kindigi)**

Kindigi is a project led by the Ministry of Economy, Trade and Industry, and was confided to JPO (Japan Publishing Organization for Information Infrastructure Development). JPO received 1 billion yen of aid and 2 billion for the total operational cost. The project aimed to digitize 60 thousand titles in the EPUB3 format as well as other domestic formats. The process was mainly conducted in Tohoku area (the region hit by the tsunami) to promote the employment creation. The project achieved its initial goal by attaining 65 thousand titles digitized. Digital Publishing Initiatives Japan
also get engaged in this project with taking work for publishers. DPIJ started to distribute Kindigi contents to e-book stores in November 2012. About ten thousand titles of Kindigi contents have been released through DPIJ in February 2014.

**The Reaction of Book Stores towards Digital**

Rakuten has released its landmark brand new product “kobo Touch” on July 2012. The break out of the cutthroat competition in the digital reader device market (such as iPad, Kindle etc...) is assumed to come in the very near future. Also, book stores like Kinokuniya Shoten started the distribution selling of digital content to all devices such as Android phone, i-Phone, Reader (SONY), several tablets and PC. Furthermore, many e-book book store were opened from 2010 to 2011 such as Kindle store, iBook store, Reader Store (SONY), honto, BookLive!. They offer a similar level of service as cloud service which enables to storage your purchases in a bookshelf on internet.

**Main bookstore of e-book**

<table>
<thead>
<tr>
<th>Opening period</th>
<th>Name of e-book store (operating company)</th>
<th>Title of contents in Japanese</th>
<th>Their own reading device(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mar. 2013</td>
<td>iBookstore (Apple)</td>
<td>Tens</td>
<td>iPad, iPhone</td>
</tr>
<tr>
<td>Sep. 2012</td>
<td>Google Play Books</td>
<td>Undisclosed</td>
<td>Nexus 7</td>
</tr>
<tr>
<td>Dec. 2010</td>
<td>Reader Store (SONY)</td>
<td>Undisclosed</td>
<td>Reader</td>
</tr>
<tr>
<td>Jul. 2012</td>
<td>Kobo (Rakuten)</td>
<td>125</td>
<td>Kobo Touch</td>
</tr>
<tr>
<td>Dec. 2010</td>
<td>Kinokuniya Kinoppy</td>
<td>80</td>
<td></td>
</tr>
<tr>
<td>Nov. 2010</td>
<td>Honto (Dai Nippon Printing)</td>
<td>262</td>
<td></td>
</tr>
<tr>
<td>Feb. 2011</td>
<td>BookLive! (Toppan Printing)</td>
<td>124</td>
<td></td>
</tr>
<tr>
<td>Dec 2000</td>
<td>eBookJapan</td>
<td>More than 100</td>
<td></td>
</tr>
<tr>
<td>Dec. 2010</td>
<td>BOOKWALKER (KADOKAWA)</td>
<td>18</td>
<td></td>
</tr>
</tbody>
</table>

## Chapter 9
### Bestsellers 2009-2012

#### 2009

<table>
<thead>
<tr>
<th>TITLE</th>
<th>AUTHOR</th>
<th>PUBLISHER</th>
<th>FIELD</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. 1Q84 (Book 1&amp;2)</td>
<td>Haruki Murakami</td>
<td>Shinchosha</td>
<td>Fiction</td>
</tr>
<tr>
<td>2. Yomesou de Yomenai Machigaiyasui Kanji (The easy looking, hard reading kanjis)</td>
<td>Munekazu Deguchi</td>
<td>Futamishobou</td>
<td>Linguistic</td>
</tr>
<tr>
<td>4. Shihaku Darake no Nakai Masahiro (Nakai Masahiro’s photobook)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5. Kokuhaku (The Confession)</td>
<td>Kanae Minato</td>
<td>Futabasha</td>
<td>Fiction</td>
</tr>
<tr>
<td>6. “No ni Ikotodake” wo Yarinasai (Happy for No Reason)</td>
<td>Marci Shimoff</td>
<td>Mikasashobou</td>
<td>General</td>
</tr>
<tr>
<td>7. If Your Body Temperature Goes up, You’ll Be in Good Health</td>
<td>Masashi Saito</td>
<td>Sunmark Shuppan</td>
<td>General</td>
</tr>
<tr>
<td>8. Taiyaku Obama Enzetsushu (Obama Speech Book)</td>
<td>CNN English Express</td>
<td>Asahi Shuppansha</td>
<td>Language</td>
</tr>
<tr>
<td>9. Shiganmitsukanaikai Ikikata (Way of Life Hold on Nothing)</td>
<td>Rika Kayama</td>
<td>Gentosha</td>
<td>General</td>
</tr>
<tr>
<td>10. Sabetsu to Nihonjin (Discrimination and Japanese)</td>
<td>H.Nonaka, S.Sugo</td>
<td>Kadokawashoten</td>
<td>General</td>
</tr>
</tbody>
</table>

#### 2010

<table>
<thead>
<tr>
<th>TITLE</th>
<th>AUTHOR</th>
<th>PUBLISHER</th>
<th>FIELD</th>
</tr>
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<tbody>
<tr>
<td>1. What if a female manager of a high school baseball team read Drucker's &quot;Management&quot;?</td>
<td>Natsumi Iwasaki</td>
<td>Diamondsha</td>
<td>Fiction</td>
</tr>
<tr>
<td>2. 1Q84 (Book 3)</td>
<td>Haruki Murakami</td>
<td>Shinchosha</td>
<td>Fiction</td>
</tr>
<tr>
<td>3. Tsutaeru Chikara (The Art of Communication)</td>
<td>Akira Ikegami</td>
<td>PHP Institute</td>
<td>General</td>
</tr>
<tr>
<td>5. Souzou no Hou (The Creation Karma)</td>
<td>Ryuho Okawa</td>
<td>Kofukunyo agaku</td>
<td>Religion</td>
</tr>
<tr>
<td>6. Kujikenaide (Don’t Give Up)</td>
<td>Toyo Shibata</td>
<td>Asukashinsha</td>
<td>Poetry</td>
</tr>
<tr>
<td>7. Nietzsche’s Words</td>
<td>F.W.Nietzsche</td>
<td>Discover21</td>
<td>General</td>
</tr>
<tr>
<td>10. Shiranaito Hajiwokaku Sekaino Daimondai (World’s Big Issue)</td>
<td>Akira Ikegami</td>
<td>Kadokawashoten</td>
<td>General</td>
</tr>
<tr>
<td>2011</td>
<td>TITLE</td>
<td>AUTHOR</td>
<td>PUBLISHER</td>
</tr>
<tr>
<td>------</td>
<td>-------</td>
<td>--------</td>
<td>-----------</td>
</tr>
<tr>
<td>1.</td>
<td>Nazotoki ha dinner no atode</td>
<td>Tokuya Higashigawa</td>
<td>Shogakukan</td>
</tr>
<tr>
<td></td>
<td>(Solve the Mystery After the Dinner)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td>What if a female manager of a high school baseball team read Drucker's &quot;Management&quot;?</td>
<td>Natsumi Iwasaki</td>
<td>Diamondsha</td>
</tr>
<tr>
<td>4.</td>
<td>Jinsei ga tokimeku katazuke no Maho (A magic tidy method to make life shiny)</td>
<td>Marie Kondo</td>
<td>Sunmark Shuppan</td>
</tr>
<tr>
<td>5.</td>
<td>KAGEROU</td>
<td>Tomohiro Saitoh</td>
<td>Poplarsha</td>
</tr>
<tr>
<td>7.</td>
<td>Kujikenaide (Don't Give Up)</td>
<td>Toyo Shibata</td>
<td>Asuka Shinsha</td>
</tr>
<tr>
<td>8.</td>
<td>Nazotoki ha dinner no atode Vol.2</td>
<td>Tokuya Higashigawa</td>
<td>Shogakukan</td>
</tr>
<tr>
<td>9.</td>
<td>Oi No Saikaku (The Old Man’s Resources)</td>
<td>Ayako Sone</td>
<td>Best sellers</td>
</tr>
<tr>
<td>10.</td>
<td>Shin Ningen Kakumei Vol.23</td>
<td>Daisaku Ikeda</td>
<td>Seikyo Shinbun</td>
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</table>

<table>
<thead>
<tr>
<th>2012</th>
<th>TITLE</th>
<th>AUTHOR</th>
<th>PUBLISHER</th>
<th>FIELD</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Kiku Chikara, Kokoro wo Hiraku 35 no Hinto</td>
<td>Sawako Agawa</td>
<td>Bungei Shunju</td>
<td>General</td>
</tr>
<tr>
<td></td>
<td>(The Art of Hearing-35 hints to open people’s hearts)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>Okaretabasho de sakinasai</td>
<td>Kazuko Watanabe</td>
<td>Gentosha</td>
<td>General</td>
</tr>
<tr>
<td></td>
<td>(Bloom yourself in anywhere you’re situated)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4.</td>
<td>Fune wo Amu (Weave a Boat)</td>
<td>Shion Miura</td>
<td>Kobunsha</td>
<td>Fiction</td>
</tr>
<tr>
<td>5.</td>
<td>Daiojou Shitakerya Iryo to Kakawaruna</td>
<td>Jin’ichi Nakamura</td>
<td>Gentosha</td>
<td>Medical</td>
</tr>
<tr>
<td></td>
<td>(You Don’t need medical care if you want to die peacefully)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6.</td>
<td>Jinsei Ga Tokimeku Katazuke no Maho (A magic tidy method to make life shiny)</td>
<td>Marie Kondo</td>
<td>Sunmark Shuppan</td>
<td>General</td>
</tr>
<tr>
<td>7.</td>
<td>Fumetsu No Ho (Laws of Eternity)</td>
<td>Ryho Okawa</td>
<td>IRH Press</td>
<td>Religion</td>
</tr>
<tr>
<td>8.</td>
<td>Kuufuku ga Hito wo Kenko ni suru</td>
<td>Yoshinori Nagumo</td>
<td>Sunmark Shuppan</td>
<td>Medical</td>
</tr>
<tr>
<td></td>
<td>(Hunger is Good for Health)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9.</td>
<td>50 sai wo koetero 30 dai ni mieru ikikata</td>
<td>Yoshinori Nagumo</td>
<td>Kodansha</td>
<td>Medical</td>
</tr>
<tr>
<td></td>
<td>(How to live to look like a 30 year old when you’re 50)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10.</td>
<td>Saihai (the command of a field manager)</td>
<td>Hiromitsu Ochiai</td>
<td>Diamondsha</td>
<td>Non-Fiction</td>
</tr>
</tbody>
</table>
Chapter 10
Libraries in Japan

1. Types and Characteristics of Libraries

Libraries can be roughly divided into five categories according to parent institution, purpose and use.

The National Diet Library

The functions of the National Diet Library include the collecting, organization and preservation of data. It serves the Diet, government and government corporations, but also offers library services to the general public. This is a nation’s largest library.

As of 2012, the library’s collection contained some 10 million books. About 215,000 volumes of books are added in 2012. The total cost for purchasing of books, magazines, newspapers and other materials is ¥2.36 billion in 2012. In accordance with the National Diet Library Law, a copy of each book, newspaper, magazine, score, map, phonograms and package-type electronic publications published in Japan must be provided to the NDL.

The International Library of Children’s Literature was opened in May 2002. That same year, The Kansai-kan of the National Diet Library was opened in October which serves as a digital library. Now, there are three national libraries in Japan, Tokyo Main Library, Kansai-kan and The International Library of Children’s Literature that cooperate each other.

Public Libraries

Administration of libraries by local public organizations, both city and prefecture, has a history of about 130 years in Japan, but many of those libraries were destroyed during World War II. The 1950 Library Law served to revitalize the Japanese library system. There are now more than 3,200 libraries in Japan (as of 2012). However, small towns and villages do not yet have a library, and this regional disparity is a topical issue. Moreover, Japan has an average of only one library for every 40,000 people. The number of visitors of public libraries was around 310 million, and the number of books lent by individuals was 711 million titles in 2012. Nationally, public libraries contain a total of about 418 million volumes. The total annual cost for purchasing is ¥ 28.6 billion in 2011. Overall the acquisition level is still low and growth has been stagnant or has fallen for a long time. A drastic increase in acquisition budgets is a matter of concern for libraries at all levels.

University, Junior College, and Technical College Libraries

There are 1,425 national, public, and private university libraries (including annexes) and 204 junior college libraries. If the 61 technical college libraries are included, there are 1,690 libraries for the higher education in Japan, containing 329 million books.
The total budget for university and college library collections in 2012 was ¥64.9 billion. Of this total, ¥63.9 billion was for acquisitions by university libraries (an average of ¥44.8 million per library). The figure for junior colleges was ¥767 million, or ¥3.8 million per library, while technical colleges spent ¥22.1 million, or ¥3.6 million per library. Most of the expenditure is on foreign books and academic journals. Moreover, the expenditure on electronic journal has been increasing.

School Libraries

Nearly all of the nation’s 21,131 elementary schools, 10,628 junior high schools, and 4,981 senior high schools (a total of 36,740 schools) have a school library, as required by the School Library Law in 1954. Although it was officially announced that a librarian who has a teacher’s qualification should be staffed in each school from 2003, 60% of libraries are presumed to have a school librarian. Most of them do not serve full-time in such a capacity and the collections are often small, which has discouraged students from using them.

In January 2012, the Ministry of Internal Affairs and Communications announced a local financial measure regarding to enforce the school library scheme and in financial and man power level. In their 5-year plans for the improvement of school libraries, the government decided on supplying 20 billion yen per year for the total management of the school libraries, including the budget for the reference collection (books, news journals) and most significantly to assign at least one staff in two school libraries for 30 hours per week. However, the budget for one staff payroll for one year is added only 1 million yen. Also, the measure leaves the decision of how to execute the library budget to each local government. So it is unclear how much the budget from the central government is working effectively. For the enforcement of creating more specialized persons engaged in the school libraries and to realize a school library as a hub of cultivation and well-being for the children, the plan remains to be focused on its original purpose.

Specialized Libraries

There are about 1,700 specialized libraries of various sizes affiliated with corporations, non-profit organizations or government offices, and many have closed due to the prolonged recession. Of all specialized libraries the majority is the small size faculty, research institute libraries attached to universities consisting 31%. Next is the museums and other archives institutions (15%), libraries in organizations, academic societies and associations (13%), and local government and local public organizations consists 11%. Others are government attached institutions (10%) and corporate reference rooms (12%). It was esteemed that the specialized library is mainly made up by corporate reference centre, but the recession and procedure of the in-house reconstruction have changed the characteristic of specialized libraries.

Naturally, specialized libraries collect research, literature and data consistent with their mandates, and make full use of different types of databases.
2. Publication Distribution and Libraries

The library system in Japan is, overall, behind the times, and its contribution to the publishing industry is low. Acquisitions by public and university libraries combined account for less than two percent of total publishing sales. In the last 10 years, acquisitions budgets have continued to decrease, especially for magazines and specialist (technical) books, as well as for books from small and medium-sized publishing houses.

Moreover, authors and literature publishers believe that Japanese libraries purchase bestsellers to excess; libraries have been accused of causing authors to lose income, and they have also been asked to establish a public lending right system.

To get a better understanding of the actual situation, the Japan Library Association and the Japan Book Publishers Association carried out a joint nationwide survey for the first time to examine the situation more carefully.

3. Publication Data and Bibliographies

The National Diet Library edits a bibliography of books published in Japan in conjunction with its book acquisition system.

The National Bibliography (Weekly) ceased its publication in Nov. 2011. Instead, the NDL-Online Public Access Catalogue (NDL-OPAC) was newly launched in January 2013 that enables users and libraries to search the NDL’s entire collection and database both in Japanese and English providing the identification of the catalogue and sources number. Also the JPAN/MARK was renewed to improve the system of ordering and providing bibliographies.

Additionally, in 2013 after the amendment of the National Diet Library Act, the NDL is now able to collect the gratis and DRM-Free online references issued by private firms. Also NDL has digitized 900 thousand books and other references collected until 1968 such as the Diet’s references, documents on laws and ordinances. 350 thousand references that are out-of-copyright work are opened online, the other copyrighted work are limitedly transmittable to other libraries, if they are unobtainable.

In January 2014, NDL started the limited transmission of the digitized references to the public library. The transmitted objects will be limited to only references being out of prints or having difficulty to obtain in the market. Before the transmission service started, NDL opened the list of the books that will be transmitted for the confirmation over the rights holders who wish to exclude their works from the transmission list.

Today, most of the public libraries and university libraries are using computers to manage their institutions. Accordingly, the use of databases in libraries has increased: in addition to the JAPAN/MARC system, publishing-related organizations are proceeding with “civilian MARC” based on their own publishing information. Most of the public and university libraries open their internet websites allowing users to search books and reserve them, which has increased the number of users. How this trend will affect the publishing industry, both directly and indirectly, is an important question.
Chapter 11
The Japan Book Publishers Association

1. Establishment and Membership

The Japan Book Publishers Association (JBP A) was established in March 1957 to promote the growth of the publishing industry and to contribute to the development of publishing culture. Today, there are about 430 member companies, the majority of which are located in Tokyo. JBP A has also established branch offices in Osaka and Kyoto. JBP A members produce more than 80 percent of copies published in Japan.

2. Structure and Activities

The JBP A holds monthly Board of Director and Standing Committee meetings, and special committee meetings are scheduled as necessary. The general affairs of the organization are administered by the Executive Office.

The JBPA is active in all areas of publishing, including research and negotiation. The primary concerns of the association are the sales, production and copyright of books. The JBPA also promotes free speech and freedom of the press, offers educational seminars on publishing, participates in the development of publishing-related accounting procedures, pursues international exchanges and liaises with various libraries in Japan.

3. Major Activities and Services of the JBPA

The Books.or.jp Search Engine/ Japanese Books in Print Database

JBP A’s online search engine, www.books.or.jp, can be used to search the list of books in print in Japan (940,000 as of January 2014).

The database is updated daily, and utilized as the basic database of publications by bookstores, wholesalers and libraries.

The search engine can handle queries by title, author and keyword, and details (title, series title, author, publisher, date of publication, price, size and ISBN number) can be called up from individual search results. Clicking on the publisher’s name will bring up the publisher’s contact information, facilitating direct inquiries, and users can jump directly to the websites of 4,500 publishers in 2010 January. An additional feature, called BooksLink, allows users to click on a book title to go directly to a publisher’s summary page. As of January 2014, 372 publishers use this feature for some 180,000 titles.

Work is underway to further develop the engine to better serve readers’ needs and assist in providing information on publication schedules to ease distribution problems.

Books.or.jp gets an average of 350,000 hits per month, proving that the site is assisting the public in their search for books.
Publishing Training Course for New and Key Employees
Each April, JBPA holds a two-day publishing training course for new employees of both member and non-member companies. Customized seminars and observation tours can also be arranged for key personnel.

The Best Designed Book Contest
The Best Designed Book Contest is held each April. About 20 books are awarded for the main three prizes (Minister of Education, Culture, Sports, Science and Technology Prize, Minister of Economy Trade and Industry Prize, Tokyo Gubernatorial Prize) and other sponsor prizes. Winning entries are then exhibited at the Tokyo International Book Fair in each July. This contest not only promotes improvements in the publishing, design, printing and bookbinding industries, but it also stimulates readers’ appreciation of the art of bookmaking. Winning entries are subsequently entered in the “Best Designed Books from All over the World” exhibition held every March in Leipzig, Germany. In 2014, “tottorich” was awarded “Honorary Appreciation Prize” of this world contest. This book had been awarded in the Best Designed Book Contest in 2013.
Chapter 12
Publishing-Related Associations and Organizations

Publishing-Related Associations

The Antiquarian Booksellers Association Japan
27, Sakamachi, Shinjyuku-ku, Tokyo 160-0002
Tel: 03-3357-1417 Fax: 03-3356-8730
www.abaj.gr.jp

The Asia-Pacific Cultural Centre for UNESCO (ACCU)
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www.accu.or.jp

Association for E-publishing Business Solution
2-2-31, Kanda-Jimbocho, Chiyoda-ku, Tokyo 101-0051
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Japanese Board on Books for Young People (JBBY)
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The Japan Writers’ Association
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102-8559
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www.bungeika.or.jp

Publishers Association for Cultural Exchange (PACE)
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www.pace.or.jp

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