

K-Book Trends

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

韩书趋势

《韩书趋势》海外有关人士提供时效性高的韩国出版内容。

K-Book Trends

韩书趋势

2017. 07. Vol.2 Contents



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Trends

The Age of 'Independent Publishing'

Movement in South Korea's Publishing Industry Worth Noting

Recently in South Korea, independent bookstores are gaining increasingly more attention, especially among younger Koreans. As a testament to this, the number of independent bookstores has been on the rise after being pushed to the brink of extinction by large bookstores, online booksellers and a general decline in the number of book readers. At an event not too long ago where 20 independent bookstores introduced and sold books at Seoul's international book fair, many visitors came to see what it was all about. This section takes a look at the reasons behind this recent trend.

Written by So-jin Lim (Freelance writer)

1. The place where 'concepts' are sold, not 'books'

The biggest advantage independent bookstores have is that they can make their own 'concept' - something difficult for larger bookstores to risk. Large bookstores aim to sell books to all readers and so they offer as many categories as they can, making it difficult for them to select one characteristic to stick to.



However, independent bookstores can create their own unique concept that sets them apart from others. A good example would be the ‘Saie’ travel bookshop in Yeonnam-dong in Seoul. This location solely focuses on books about travel - it offers travel books as well as light reading for while on the go. The store is full of books that involve travel.



‘Saie’ Travel Bookshop&Coffee, an independent bookstore focusing on travel and travel-related experiences

Another concept bookstore would be the ‘Mystery Union’ near Sinchon train station. This bookstore offers 1,600 mystery novels, making it obvious what its concept is. Readers who visit the store



‘Mystery Union’, a mystery novel concept bookstore

are welcome to browse through a number of mystery books, like detective novels that can get your palms sweaty or those that tap readers' imaginations.

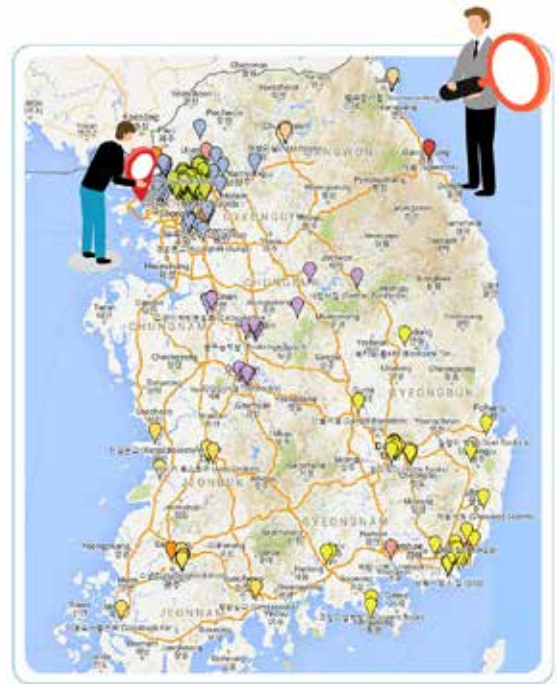
Like these two stores, independent booksellers are now attempting to draw in customers with a firm concept, instead of selling all kinds of books like the larger bookstores do. They do not lure in readers with a vast number of books and book categories, but with their concepts and content. This also pertains to the fact that independent published works now have enough content power to attract readers.

2. Make customers 'buy' books, not 'read' them

In large bookstores, customers browse books as if they are in a library. They are aware even if they stop reading in the middle of a good book, they can come back the next day to finish it as large bookstores have ample copies of books. However, this is not the case for independent bookstores as they have a limited number of copies, due to the fact that most of the books on sale there are independent works. Once customers leave the store without buying the book they like, it is unlikely they will be able to come back and buy it after changing their mind. This is why at independent bookstores, readers usually buy books first.

This is yet another advantage independent bookstores have that has led to increased independent publications. More outlets sell their work, while actual readers buy them. Independent

published works do not have International Standard Book Numbers (ISBN), so their sales statistics cannot be tracked. However, when considering the fact that the number of bookstores selling these books now stands at 60 nationwide when there were just seven a year or two ago, we can easily say that demand and supply have both grown. More stores, more books and more readers.



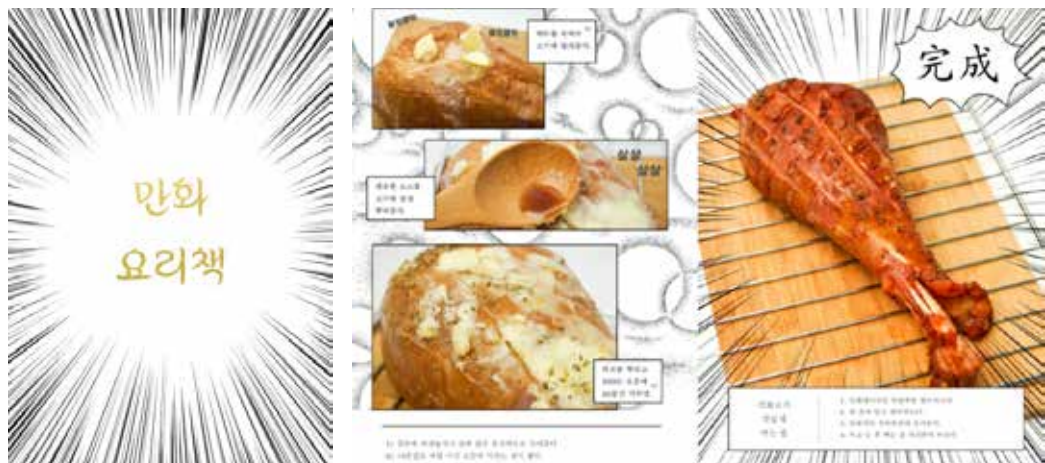
The roughly 60 independent bookstore locations seen on 'Bookshop Map in Korea'

3. Books that only I know

Another reason independent bookstores are popular is due to their rarity and how their visitors enjoy this exclusivity. Readers who visit large bookstores do not take pictures and post them on the Internet to show they were there. This is due to the fact that large bookstores are easily accessible by everyone. However, with independent bookstores, this changes. Visitors want to prove they had visited somewhere unique, someplace only they know. And because these bookstores have their separate concepts, this also reflects on the visitor's taste. This has led to more Koreans taking to social networks to talk about these independent bookstores and

for the bookstores themselves that usually don't have a separate marketing tool, this can be a boon.

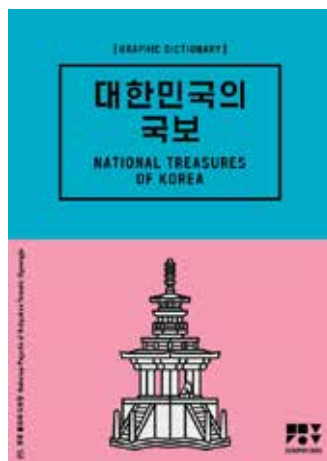
The books found at these stores are also different and are rare, compared to mainstream publications. Reading these and 'discovering' these books helps readers look unique. For instance, there are comic cooking books, where readers can learn to cook through comics, while another book offers itself as a graphic dictionary for South Korea's national treasures. These are unlike ordinary books one can easily find at large bookstores. In addition to these, there are independent works that are handwritten just because the author didn't feel like printing them, or books with just two copies - one for the author and one to sell. It all adds up to the fun found at independent bookstores, where rare and unique content can show one's taste and make readers feel special.



A comic cookbook, where recipes are in the form of comics
© The Kooh

The popularity of independent bookstores and their content has boosted diversity in South Korea's books and made the country's

publication environment rich. A variety of themes and concepts that had been buried due to their previously unknown economic value are now out in the light, showing what South Korea's publishing industry can be capable of. Also, these unique books are now just receiving interest from foreign readers thanks to their experimental value that goes in hand with today's trends that stress the value of the individual. Hallyu has shaken up the global contents market with K-pop, K-fashion and K-food. Industry observers' hopes are high a new hallyu will be driven by K-books.



National Treasures of Korea - a dictionary with South Korea's national treasures in the form of graphic illustrations
© ZERO PER ZERO

Korean publisher

An endless adventure for artistic completion...40 years in just picture books “Borim Press”

A Korean Publisher Growing With the World

Korean publishers are expanding their presence in the offshore publication market. At this time when foreign publishers taking increasing interest, here are two unique Korean publishers we personally visited to hear their diverse stories.

Written by Young-jong Lee (Reporter, *Joongang Ilbo*)

Curiosity grows when one hears a publisher has insisted on making only picture books for more than 40 years. When that particular publisher is known for their willingness to take on challenges and adventures while adhering to the utmost artistic perfection, you can't help but look further.

Borim Press has been forging its own path from 1976 with the motto, “Picture books are works of art”. Of its published works, 90 percent are picture books. However, these books are not solely meant for children as the publisher aims to create creative picture books that carry artistic value, according to Kwon Jong-taek, the head of Borim. Borim's *The Collection* series mirrors this attempt to create books that surpass age and generations. In the case of books for children, this can be seen in Borim's *Artivity (Art+Activity)*



Borim Press' *The Collection* series

series.

In recent years, Borim Press has received much attention from overseas making it one of the hottest South Korean publishers. So far it has exported roughly 60

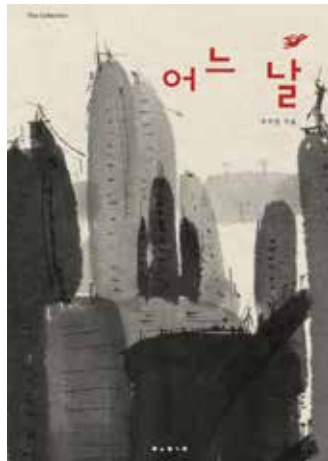
books to 24 countries in Europe, Central America, South America and Asia. Eun-young Cho received the prestigious Grand Prix Biennial of Illustrations Bratislava in 2011 for her book *Run Toto!* The same year, Ju-yeon Yoo received the BIB Golden Apple, one of the world's top three awards for picture books for her book *One Day*.



Cover art for Eun-young Cho's *Run Toto!*

Borim was also granted the honor of being selected as this year's best publisher in Asia at the 54th Bologna Children's Book Fair

in Italy this April. It was the first Korean publisher to receive the award, which is given to publishers recognized for their creativity and adventurous book-making ventures.



Cover art for Ju-yeon Yoo's *One Day*

In an interview, Borim's president, Kwon, told us what the publisher's path is next. The following are excerpts from that interview.

Q. We see the word 'adventure' pop up often linked to your company's name

A. We went a road unforged in the 1970s when we laid our hands on picture books at a time when there was no concept of children's products in South Korea. There were no writers specializing in children's books nor were there guides on how to create them. We had to create our own market and also strive for artistic perfection, which in hindsight, was a true risk.

Q. Why don't you think picture books should solely be for children?

A. This comes from the thinking that picture books can be read by people from ages 0 to 100. They say people read picture books three times in their lifetime - when they are young, when they are parents and when they grow old. We are trying to express that through our picture books so all generations will be able to feel something from them.

Q. What is the reason behind your wanting to achieve artistic perfection through picture books?

A. There is nothing better to expand a child's emotional boundaries than that. Our ultimate goal is to deliver art through our books to readers, more than morals or messages.

Q. What do you think is the reason behind Borim's success overseas?

A. The thoughts and storytelling used in picture books are universal, so they appeal to many readers around the world. I'd also like to point out our company has a separate picture book team in our children and teens section.



Le Petit Theatre de Rebecca - A picture book translated into Korean with laser-cut images

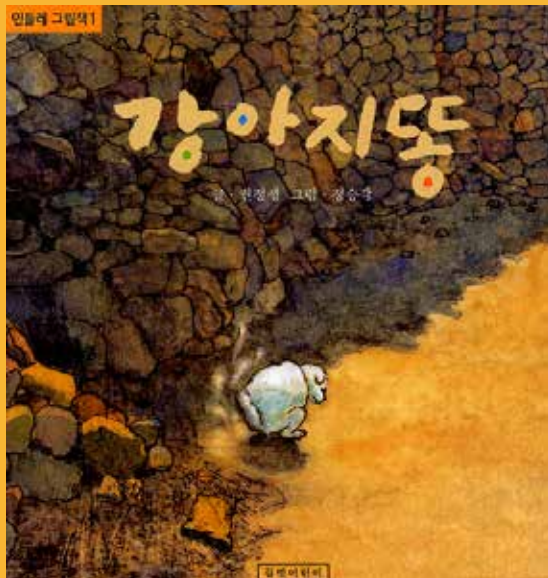
Korean publisher

Happy empathy found through globalization of Korean emotions
“Gilbut Children Publishing”

A Korean Publisher Growing With the World

Korean publishers are expanding their presence in the offshore publication market. At this time when foreign publishers taking increasing interest, here are two unique Korean publishers we personally visited to hear their diverse stories.

Written by Young-jong Lee (Reporter, *Joongang Ilbo*)



Cover art for Gilbut Children Publishing's representative books: Jeong-saeng Kwon's *Puppy Poo* and *Daddy Will Go!* from Young-jin Kim's picture book series

“Happy books, warm books, books you want to keep forever and ever.”

This has been the publishing philosophy behind Gilbut Children Publishing since it was founded in 1995. Gilbut has been given credit for forging a market for picture books on barren land and today, it publishes a variety of books through which children can understand Korean culture and emotions.

Gilbut became known to the world a year after it was founded with the publication of Jeong-saeng Kwon's *Puppy Poo*. Selling more than 250,000 copies, the bestseller also enjoys popularity overseas. Also, Young-jin Kim's picture book series has been received favorably in not only South Korea but China and Taiwan as well. Another book series called *Gilbut Children Science Picture Books* with illustrations that detail scientific facts in ways children can easily understand is also slated to be published every year in addition to Kim's picture book series.

Another work of Kwon, *Mount Kumgang Tiger* will also be published with illustrations by Seung-gak Jeong. Gilbut holds high hopes this will be another work of art that will astound young readers following *Puppy Poo*. This book will be jointly published in South Korea and Japan, possibly spurring more foreign attention..

Gilbut has continuously turned its attention to foreign markets. It has been a constant participant of the world's biggest children's

book fair in Bologna since 2002, playing an important role in showing foreign readers the high quality of Korean picture books and exporting them. It has exported books to nine countries: Japan, the United States, Taiwan, France, China, Germany, Spain, Poland and Switzerland. Its key export titles include *Puppy Poo*, the *Jiwon and Byeong-gwan* series, the *Young-jin Kim Picture Book* series and the *Gilbut Children Science Picture Books* series. Especially, *Sori's harvest Moon Day* that was translated and published in Japan was selected as a recommended book for grade school students there, prompting sales of roughly 70,000 copies. Gilbut's science picture book series enjoys continued popularity in China, with around 100,000 copies sold every year.

Gilbut Children Publishing has also been making efforts to globalize the South Korean way of thinking and feeling. The publisher has said it would like to stress its picture books are deserving of much attention as they are now being read all over

the world and not just in South Korea.

What makes Gilbut's books so popular in the international market? Industry observers attribute this to their picture



Titles published by Gilbut Children Publishing
on display overseas

books that are easy to understand and help readers to think on their own and grow. The various emotions and facts children need to feel and learn are all in the books with colorful illustrations. According to a Gilbut executive, “We hope our books will always be there to help children around the world grow and understand”.



Cover art for *Gilbut Children Science Picture Books Series*

Issue

Character Licensing Fair 2017

Meet 320 characters in one room!

Among South Korea's cultural contents industry, the character industry has been recognized for its infinite possibilities, even going on to be dubbed 'the goose that laid the golden egg'. Characters popular inside and outside of South Korea including Pororo, Larva, Robocar Poli and Tobot could all be seen at the Character Licensing Fair 2017.



Crowds at the Character Licensing Fair 2017

Characters all together!

The Character Licensing Fair 2017 is in its 16th year and was held at COEX in Seoul from July 12 to 16. This year, around 320 character license related firms and groups participated in the fair, with all the popular characters beloved inside and outside the country in attendance. The events and performances more than succeeded in grabbing the attention of the young fair-goers while the fair was also grounds for business for the companies owning character licenses. This is the biggest event for characters in Asia and often attracts much interest from overseas businesses.

Reflecting this, a separate business zone was set up this year for company officials only. They were provided with a one-on-one business matching area, a business lounge and a conference room to discuss possible business opportunities. A number of B2B, B2C programs were also available, with participating firms holding business presentations to introduce new projects and characters.



The entrance to the Character Licensing Fair 2017 at COEX in Seoul

A ‘start-up audition’ was held where newly established businesses vied against each other while businesses with new characters were able to listen to feedback from experts at an evaluation event.

Searching for an exit for contents, together

The fair is sought by more than 100,000 visitors every year and this year was no exception. The many events where the development of South Korea’s character industry could be seen at a glance attracted much interest. Young children who visited the fair were seen enjoying exhibitions of characters like Pororo, Tayo, Larva by TubaN, Robocar Poli by Roivisual and Turning Mecard by Choirock Contents Factory.

A special exhibition established by KOCCA called ‘K-STARTUP Pavilion by KOCCA’ displayed works from 10 companies selected by KOCCA as means of helping them with marketing. Another exhibition section focusing on the Korean language could



Diverse character exhibitions



K-STARTUP Pavilion
by KOCCA

be seen while visitors were able to glimpse the future of the country's character industry thanks to the participation of companies specializing in VR/AR and games - both industries which have been developing rapidly in recent years.

Visitors to the fair were easily able to realize the future of Korean characters is bright as business is booming in not only South Korea but Asia and the world. The Character Licensing Fair is slated to be held next year as well, in bigger and better form - just like the country's character industry.

Column

Jung-myung Lee's *The Investigation* Receives Premio Selezione Bancarella Award

Trends in Korean Book Exports

South Korean author Jung-myung Lee has received one of the most prestigious awards in Italy for works of literature. Lee won high recognition for his mystery thriller *The Investigation*, which aims to show humanity can survive in the most dire of wars.

Written by Joseph Lee, President of KL Management



Jung-myung Lee's
The Investigation Italian title:
*La guardia, il poeta e
l'investigatore*

Late on July 16 in Italy, Jung-myung Lee's *The Investigation* (EunHaengNaMu Publishing Co) was awarded one of the most prestigious literary prizes, the Premio Selezione Bancarella. This award is given to the six finalists for the Premio Bancarella award, which was later handed to Italian writer Matteo Strukul.

Among the six shortlisted authors this year, Lee was the only non-Italian writer.

The Premio Bancarella award is the only literary prize given out in Italy where booksellers are included in the judge panel. They can vote to select the winners.



Finalists for the 2017 Premio Bancarella Award

The award ceremony was held in a small city named Pontremoli in the region of Tuscany to observe the history the award has with the city and the booksellers from that area. During the 19th century, the booksellers were comprised of sellers of books and almanacs, those operating bookstores and small publishers. The prize was first established in 1953 and the first top award was given to Ernest Hemingway for his novel, *The Old Man and the Sea*. Other notable works that have received the award include U.S. writer Alex Haley's *Roots* (1972), John Grisham's *The Client* (1994), Italian author Umberto Eco's *Foucault's Pendulum* (1989) and Norwegian Jostein Gaarder's *Sophie's World* (1995).



Poster for the 2017 Premio Selezione Bancarella Award

Foreign publication rights for Lee's *The Investigation* have been sold into 12 countries so far including Italy, the United Kingdom, the United States and Vietnam and most of these countries are already selling his book in their respective languages with the exception of a few countries like Japan and Vietnam where translation work has not yet been completed. This novel has continuously been in the spotlight on the international literary scene after being longlisted for the Independent Foreign Fiction Prize in 2015.

Photo of the trophy (left) and Lee on the stage for the award (right)



Interview

The possibility of South Korea's web fiction

Make your stories shine! Meet Bookpal

South Korea's web fiction market has been growing quickly. As businesses dealing with the Internet and mobile platforms develop, web fiction, or web novels in the country's publishing industry have been receiving more attention. 'Bookpal' is the leading web fiction website in South Korea which mainly focuses on romance novels. The following is an interview with Bookpal, which is also aiming to look beyond South Korea.



Publication Industry Promotion Agency of Korea (KPIPA): Hello, thank you for sitting with us in a *K-Book Trends* interview. Could you provide us with an introduction?

Bookpal: Hello. We are Bookpal, a company currently dreaming of becoming one of the top companies in mobile contents. Our business currently operates a web fiction series platform that deals mainly with text - which is the start of all contents. Currently there are thousands of writers and readers using our service and we are the No.1 romance web series platform in the country.

KPIPA: It's clear you're dominating the web fiction market. What was the biggest driving force behind your growth?

Bookpal: We think it was our experimental spirit. Our streamlined structure enables us to make swift business decisions, while a horizontal corporate culture and experimental spirit encouraging our workers to make mistakes are real strengths that help us in trying new endeavors without hesitation. This type of corporate culture is difficult to copy, we believe, and it's one of our positive strengths that has helped us grow into the market leader we are today.

KPIPA: Recently we've seen many web fiction works become Korean television drama series and go on to earn great popularity. I think we can safely say Hallyu is affecting web fiction. What is Bookpal doing today to enter the overseas market?

Bookpal: In addition to us, we feel all companies think alike when it comes to wanting our excellent web contents to become known overseas. Bookpal has made various attempts at taking content abroad and currently we are tapping the Chinese market with web novels turned web comics. Further down the road we plan to enter markets in Southeast Asia through translation platforms. Furthermore, with the help of our partner companies we are developing measures to use the intellectual property Bookpal has in diverse ways, including through video content and VR content. Text is the basis of intellectual property and we plan to use our strength which is our platform on which our creators can personally upload their work.

KPIPA: We found how Bookpal engaged industry players at foreign book fairs quite striking. Out of the contents Bookpal had to offer, what were they most interested in?

Bookpal: Bookpal has continuously participated in foreign book fairs to increase awareness on distribution via web fiction content and platforms. We've had diverse feedback from foreign industry executives. They were interested in our content but our web fiction platform as well. We've also been focusing on possibilities for one-source multi-use regarding our web fiction content. The synopsis for a number of our work gained much interest, as well as their unique story lines. Those who were interested in our web fiction platform honed in on the fact that readers can read our content on their mobile devices without being restrained by space or time. At the same time

they wanted to know how they could create the same user experience through paid-for content.

KPIPA: After speaking with you, our hopes for Korean web fiction have only grown. What are your plans and goals for the future?

Bookpal: Bookpal will continue to cement its leading position in the market by providing next-generation mobile content through our experience in making web fiction succeed. We plan to forge on with our endeavors into overseas markets and see next year as a real turning point for our business and hope many of those in the publishing industry take interest.



Book Summary

Export Prospects of Korean Books

KPIPA's Choice for Supporting Abstract · Sample Translation

Pa-Yo-Ming's Recycled Crafts Book

- | | |
|-------------------------------|---|
| 1. Publication Details | <p>Imprint Bearbook</p> <p>Title Pa-Yo-Ming's Recycled Crafts Book</p> <p>Author Payoming (AHN, Seung-Ha; KIM, Tae-Sim; YOO, Joo-Yeon)</p> <p>Format 215*297</p> <p>Binding Softcover</p> <p>Pages 184 pages (Includes a guidebook for decorating)</p> <p>ISBN 979-11-5836-034-4</p> |
| 2. Contact | <p>Name Choi, Hyun K</p> <p>Phone 82-2-332-2672</p> <p>E-mail bear@bearbooks.co.kr</p> <p>URL http://cafe.naver.com/bearbook</p> |



3. Selling Points

Recommendations & Selections Ranked as top 50 on the children's book list for 5 consecutive weeks after its publication

4. About the Author / Illustrator

Seung-Ha Ahn, who created Baba, studied western painting. After working as an assistant director in animated films, she now is mesmerized in making picture books with her friends from different backgrounds. Tae-Sim Kim, who created Yomi, majored in applied arts. She currently strives to communicate with children through her work. Joo-Yeon Yoo is the creator of Ming. As a western arts major, she draws bits of her everyday imagination. Her main work includes «Art Museum in a Mess». Like Baba, Yomi, and Ming, the three authors, who have different personalities, talents and weaknesses, complemented each other to create this book.

5. About the Book

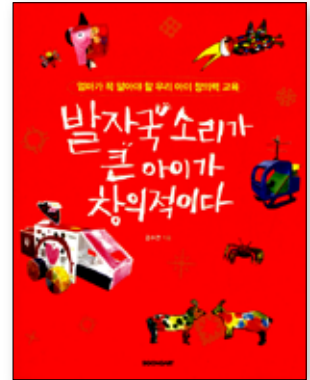
Handcraft, Recycling, Creativity, Imagination!

Do you think handcrafting is too difficult? Don't Worry! Talented Baba, caring Yomi, and lazy but witty Ming will solve your problems with an easy prescription to handcrafting. Try crafting recycled materials with bbayoming to help solve the concerns of the friends in the stories. Soon you'll be a master handcrafter! The book includes a guidebook that will help you decorate your work. Also, video guides can be found on the bbayoming website (www.bbayoming.com).

The Kid who has loud Sound of Footsteps is Creative

1. Publication Details

Imprint Sigongsa Co., Ltd
Title The Kid who has loud Sound of Footsteps is Creative
Author Soo-yeon Kim
Format 170*220
Binding Hard cover
Pages 216 pages
ISBN 978-89-5277-199-5



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3. Selling Points

Rights Sold Taiwan
Awards Selected for the Korea Arts & Culture Education Service's Children's Art Education program in 2002/ Introduced on "60 Minute Parents" on EBS
Recommendations & Selections A revised 2nd edition of the 17-year steady seller that was first published in 1998
Media Reviews A creativity cultivating program that goes far beyond the average art class
Target Reader Parents and teachers

4. About the Author

Since graduating from Seoul National University, with a major in painting, Soo-yeon Kim has held numerous individual and group exhibits at the Seoul Arts Center (1993) and the Insa Art Center (2002). Her books include *Artist of Yellow, Van Gogh* (Sigong Art), *Artist of Mystery, René Magritte* (Sigong Art), *The Dinosaur and the Ant* (Sigong Jr.), and *Kids with Loud Footsteps* (Yolimwon), and she has also authored art textbooks for elementary, middle and high school curriculums. Kim currently operates 'Kids with Loud Footsteps' (www.willbeart.com).

The program for [Kids with Loud Footsteps] started out with 4 students in Mapo, in 1997, and soon became wildly popular through word of mouth. Kim's unique art education program invites children into an open and stimulating world of creative and individual expression. Since it began, the program has been recognized as an innovative form of education, being selected for the public children's art program of the Korea Arts & Culture Education Service (currently Arts Council Korea) in 2002. The program now operates in Mapo, Daehakro, Banpo, Bundang, Chungdam, Jamsil, Mokdong and Joonggye.

5. About the Book

Effective children's education proven by 17 years on the steady seller list.

The revised 2nd edition of the 17-year steady seller, [The Kid with Loud Footsteps is Creative] was first published in 1998. The book introduces various educational programs and real cases to help kids express their creativity in an uninhibited way. The author's program was so popular that it was selected as the children's art program of the Korea Arts & Culture Education Service in 2002, and was also introduced on EBS's "60-Minute Parents".

This revised edition maintains all the important points of the first edition and features added content regarding traits of creative children and tips for teachers. In the appendix, the reader will see stories about extraordinarily creative children, better teachers and outrageous works of art. In a world where parents' misguided educational passion may actually suppress their child's creativity, this book will serve as a sensible guide for art education.

Based on her experience, Kim emphasizes that the more a child has to learn, the more passive he will be. When parents see an exceptional student, they usually like to copy and use the exact same studying methods for their own child. However, no two children are the same, and a child's good grades do not always indicate well-rounded growth. "Life after school is too long and important for grades to be an indicator for everything." Creativity as emphasized in this book is not limited to the subject of art. It is creativity that empowers a child to find solutions for various problems that she will face throughout the course of her life. The author suggests an effective way for such true education through her carefully developed educational program, and cases of children who freely create art work.

The Bare Face of Father's Childcare

1. Publication Details

Imprint Antteul
Title The Bare Face of Father's
Childcare
Subtitle The Story of a Man Who
Approves His Own Parental Leave
Author Ka Wookhyeon
Format 145*200
Binding Softcover
Pages 260 pages
ISBN 979-11-9578-910-8



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3. Selling Points

URL <http://www.antteul.com>
Genre Essay, childcare/education/home
Book Theme The vivid story of Korean father's childcare. "Looking into the bare face of the childcare done by males"
Awards 2016 Sejong Book selected by the Publication Industry Promotion Agency under the Ministry of Culture, Sports and Tourism

4. About the Author

An avid Korean software programmer. He was in charge of a 6 year-old son for 18 months. While living as a software developer for 16 years at IT corporations and publishers, he had applied for a parental leave, yet his application was rejected. So he quit and started being in charge of his son's childcare! His son turned 8 in 2016, becoming a healthy elementary school student. Currently, the author is in charge of contents offline fusion services. He is also actively participating as an opinion leader discussing the strategies, joys and difficulties of being a father in charge of childcare in TV shows from MBC, EBS, YTN, various newspapers and lectures

5. About the Book

The Trend of Father's Childcare

The trend of father's childcare is occurring in South Korea! The Korean government and the corporations started to recommend father's childcare! The number of fathers who use their parental leave is mere 10% compared to that of women, but the number of men using their parental leave is increasing. In MBC, KBS and SBS, the main broadcasters in Korea started to produce dramas, variety shows and programs providing examples of 'father's childcare'.

Until a Man Starts to be a Father Taking Part in Childcare

There was a father. He was a successful employee continuing promotion after promotion as an IT developer at a publisher. The child was born, and his wife's parental leave ended. He could not receive help from others. So he requested parental leave to his company, and the company rejected his parental leave. So he quit, and started being in full charge of his son's care. He included his vivid experiences in his book. The experiences and the conflicts he had until he started childcare and the records of his concerns are all candidly included in the book. The ways of the Korean corporations in 2016 and the vivid company atmosphere are all included in the book.

Father's Childcare, Father's Methods of Childcare

The book includes his methods and experiences of childcare. The strategies and fun episodes of teaching how to read, how to foster sleeping habits, how to teach Korean letters, how to reprimand the child are all included in the book.

The Bare Face of Korean Father's Childcare Today

The difficult emotions unavoidable for men participating in childcare in the Korean society not used to father's childcare are also included. The author candidly tells the feelings of being left out, inferiority and pain felt while rearing up his son. Through the candid voice of the author, the readers are able to learn about the current stage of the Korean culture.

- Benefits: The book allowing the readers to feel the exact temperature of father's childcare, beyond the 'heartwarming' childcare essay!

- Reading Point

1. The father grows with the child! Games, book, learning, eating habits, sex education.....
The special experiences and special thoughts a Korean father has while caring for his child
2. The only male wherever he goes! The father's story that mothers will never know!
3. 18 months of a father's childcare seen from the perspective of a mother

Where Is It? Here It Is!

1. Publication Details

Imprint Marubol Publications

Title Where Is It? Here It Is

Author Kim, Joohyun

Illustrator Kang, Geunyoung

Format Hardcover

Binding 200*226

Pages 40 pages

ISBN 978-89-5663-566-8



2. Contact

Name Lee, Sunmi

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3. Selling Points

Subject Playing with the Body, Physical Touch between Parent and Baby, Attachment and Bond-Building

Recommendations & Selections 2016 Selection of Sejong Book Sharing

Media Reviews A picture book that helps babies and toddler learn about different body parts! While playing with different body parts, baby's body and mind will grow together!

Target Reader Babies and Toddlers

4. About the Author / Illustrator

Author Kim, Joohyun

Kim introduces herself as an old mom who regrets not having hugged her daughter more, and not having said "I love you" to her daughter more. Kim still frequently finds herself yelling at her mischievously playful daughter. Yet, she says that she feels happiest when she hugs her daughter. Kim is the author of *The Gorilla that Reads Books* and *Read Books or Eat*, the first of which won the Borim Creative Picture Book Prize. Kim is also the illustrator of *As I Want*.

Illustrator Kang, Geunyoung

Kang was born in Paju and studied design in college. Kang likes drawing the wiggly fingers and toes of babies and kids. Kang is the illustrator of *Hold on Tight!* and *Get in, Get in*.

5. About the Book

Where Is It? Here It Is! is a picture book that helps babies and toddlers explore and learn about body parts while building a healthy bond with their parents. Warm color illustrations and affectionate lines successfully express the tender love between babies and their parents. In every page, different animal mothers and babies appear to look at each other, nudge each other's noses, and kiss, each time repeating the same question and answer: "Where is it? Here it is!" By mimicking the animal mothers and babies in the book, parents and babies can playfully explore and learn about different body parts. Building a bond between parent and baby can be more challenging than it seems. Reading *Where Is It? Here It Is!* together will help parents and babies build bonds in a fun and playful way.

The Day Great Grandpa Came

1. Publication

Details

Imprint Nurimbo

Title The Day Great Grandpa Came

Author Yi Yeong Mi

Illustrator Oh Seung Min

Format 221*288

Binding Hardcover

Pages 38pages

ISBN 978-89-5876-207-2



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3. Selling Points

Recommendations & Selections Selected for 2017 Happy Morning Reading

Target Reader Children's Book (age 6~7)

4. About the Author / Illustrator

Author

Yi Yeong Mi, the author of *The Day Great Grandpa Came*, studied at Ewha Womans University. Drawing pictures with children at Seonhwasil, an art class, she became interested in picture books and decided to become a writer. Her works include *Tak-tak* the Little Migrant Bird's Dangerous Journey Around the World, *Technologies That Change the World*, and *Towns and Villages That Change the World*.

Illustrator

Oh Seung Min, the illustrator, received a runners-up award at the 2004 NOMA Concours with his picture book, *Come Out, Come Out*, and was selected as the Korean Illustrator of the Year at the 2009 Bologna Children's Book Fair. His works include *Uncle Chanda*, *The Day Great Grandpa Came*, *Mom on a Tiger*, *Celandine Flower Comes into Bloom*, *No Parking*, *The Island of Sea Lions*, *Seoul*, *The Plastic Bag Plant*, and the *Selmina the Alien* series (5 volumes).

5. About the Book

Grandpa Had a Dad, Too?

It's a busy morning at Grandpa's house. Grandma and Mom are cooking in the kitchen, and Grandpa is polishing a picture frame holding a black and white photograph. Everyone is bustling to get ready for the day Great Grandpa comes.

Who is Great Grandpa, you ask? It's Grandpa's dad. Min-ho is amazed that Grandpa once had a dad, too.

Dalbong, the puppy, starts barking at the persimmon tree in the yard. Min-ho chases Dalbong to the tree. Beneath it is a great big glass bead. Min-ho quickly picks up the glass bead. Then he sees a strange new boy sitting on a branch, looking down at him. Shh, the boy says, a finger to his lips.

The boy jumps down from the tree, and runs to the backyard. Min-ho follows him, and the boy demands that Min-ho give him the glass bead. He says it belongs to him. Min-ho, however, doesn't want to give up the glass bead. He hides it behind his back, saying it's his since he found it at his grandpa's home. Then the strange boy takes a big step toward Min-ho.

A Special Day with Great Grandpa on His Memorial Day

In Korea, people hold memorial service for their ancestors, preparing food for the souls of those who have passed away. The ancestors are invited to partake of the food during this special ceremony, which had its beginning in rich imagination.

The Day Great Grandpa Came takes such imagination a step further and creates a real-life story. On the day of his Great Grandpa's memorial service, Min-ho, a seven-year old boy, comes to encounter the soul of his great-grandfather in the form of Jon-oh, a boy his age. Min-ho, of course, is not aware that Jon-oh is his great-grandfather. Jon-oh is old-fashioned in his speech and behavior, having lived more than a hundred years ago, but becomes fast friends with Min-ho, a modern-day boy.

At first the two squabble over who should keep the great big glass bead that Min-ho has found, but they soon hit it off and make their way together to Jon-oh's treasure house. Together, they play with Jon-oh's old toys and have a swimming competition in a water hole. When it grows dark, they share some memorial service food in the backyard, away from the eyes of Min-ho's mother. From morning to evening, Min-ho and Jon-oh are happy spending a special day together.

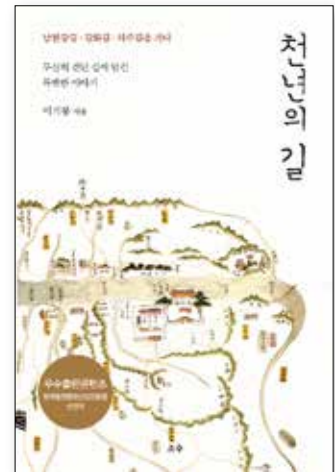
Ancient Roads

1. Publication Details

Imprint SoSu
Title Ancient Roads
Subtitle River Ways, Waterways,
and Travel Routes
Author Lee Kibong
Format 153*225
Binding Softcover
Pages 245pages
ISBN 979-11-8731-204-8

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3. Selling Points

Subject Korea, geography, culture, and history
Target Reader Adults

4. About the Author

Lee Kibong was born in the city of Hwaseong in 1967. He studied geography at Seoul National University and received his MS and Ph.D. from the same university. In 2002, he became a research member of Kyujanggak Institute of Korean Studies, and since 2009, he has been working as a research member at the Curatorial Affairs Office at **National Library of Korea** with a focus on Korean history and geography. His publications include *The Birth of an Ancient City, Gyeongju, Geography Class, Joseon Cities: the Spaces of Power, Kim Jeong-ho's Dream, Geography Geniuses during Joseon, Kim Jeong-ho: the Giant Who Ushered in Modernity, Old Maps about Land and People*, and *Forgotten Names of Places*.

5. About the Book

The book is about roads, and it begins by asking if roads in Korea have changed since one or two thousand years ago. Namhanga-gil, Gwanghwa-gil, Hangang, and Uiju-gil were trade routes for the common people for ages, and by taking readers on a journey along these river ways, seaways, and roads, the book introduces the changes that took place on these routes as well as the history behind them, including the changes that took place during the time of the Japanese occupation and the Hangang Development Project. Readers can also learn the original names of places and how these names became forgotten or lost.

To explain the water ways, the book takes readers on an imaginary journey, sometimes passing through water as calm as a lake but sometimes through rolling rapids. The

journey has readers imagine inland ports and rapids that disappeared when Paldang Dam and Ipobo were built and also when the government implemented the Hangang Development Project during the 1980s. The journey includes a stop at Songpa-naru and Sambat-naru, where Seokchon Lake is now located. Readers learn that boats carrying grains to be paid as taxes stopped near Yongsan while other boats stopped at Samgae, which is now Mapo. With boats that carried salt, seafood, and salted seafood stopping at Samgae, it was the busiest inland port in the country.

How were sea boats different from river boats? And what was the difference between traveling on the river and on the sea? To answer these questions, the book takes readers to Ganghwa Island, where the sea meets the river. It tells stories about ferrymen who risked their lives passing through Sondolmok, about Gapguji-naru, where boats docked sideways, and about the invasion of Qing, when Ganghwa Island was captured. The journey continues to Meomeori Island, below the demilitarized zone, to Odojat, where the Hangang River meets the Imjin River, and to Yanghwa-naru, where Catholic believers were beheaded during the French campaign against Korea in 1866.

In the old days, every stream, regardless of its size or length, had its own name. For example, the name Hangang was used only for Hangang-naru, while the other streams that flowed into the Hangang River had their own name: Mokgye, Makheureugi, Heunbawi, Baegae, and Chirgmi to name a few. These were the names used by people for more than a thousand years, but during the Japanese occupation, they were turned into Chinese characters, with their original names now forgotten and lost.

The book instructs readers about the way people traveled on foot long ago. They traveled with guide books called *Jeongri-pyo* or *Dori-pyo*, and the map inside the guide books illustrated seven main roads that connected different regions to Seoul along with two other branch roads. According to *Jeongri-pyo*, as well as *Dori-pyo*, the road that envoys used to travel to and from China was Uiju-gil, and therefore it was considered the most important road. But because the country is now divided, Uiju-gil now ends below Panmunjeom. As we travel south, readers stop at important historical places. The book quotes and cites from *The History of Goryeo*, *The Annals from King Injo*, and *The Annals from King Seonjo* to inform readers about the places of major battles, the differences between foundation stones from different dynasties, Buddha statues from the Goryeo Dynasty, government-operated inns, and Korean gardens. The book ends at Donuimun, one of the eight gates to Seoul, where Uiju-gil ends.

publishing industry

South Korea's publishing industry

The offline distribution status of South Korea's publishing industry

From publishers to large-scale bookstores, regional bookshops and second-hand bookstores, South Korea's offline book distribution structure is detailed as it is diverse. This is a close look into South Korea's offline publication distribution structure and the issues surrounding it.

Written by Won-keun Baek (Books & Society Research Institute, President)

Differences in growth per bookstore size

According to a biennial survey carried out by the Korea Federation of Bookstore Association, there were 2,116 offline bookstores in South Korea as of 2015. This was 38 percent less than a decade ago when the country had 3,429 bookstores in 2005. The decline was mainly driven by smaller bookstores closing down, whereas the number of larger bookstores over 330 square feet rose 8 percent over the same period from 262 to 283. This outlined the trend that although the headline number of bookstores is on the decline, the physical size of bookstores is expanding. Currently, 30 percent of the three biggest bookstore chains including Kyobo Bookstore in the

country are locations that opened after 2016 and these chains are expanding locations aggressively in newly built shopping malls nationwide.

South Korea's publication distribution system

One characteristic of South Korea's publication distribution system is that large-scale bookstores and publishers usually trade directly while smaller, regional bookstores and second-hand bookshops can be seen doing business with a middleman, usually a wholesaler (regular books) or regional store for educational workbooks and magazines. Also policy-wise, a loose fixed-price system is in place where retail bookstores can provide up to 15 percent in discounts to consumers.

In terms of trade, bookstores can either directly purchase published works from publishers or wholesalers to sell, or they can take on a quasi-middleman role and sell books while allowing returns for refunds to be made directly to the publisher. In the case of books that sell well, bookstores prefer the former as it allows for more profit, but in most cases the latter method is overwhelmingly more used as there is less risk for bookstores.

As of November 2014, when the regulation for fixed prices on books was reinforced, there has been a sharp decline in price competition through discounts. Prior to this, there was no limit to the discount rate for books after 18 months following their publication date, spurring online booksellers to slash prices by up to 50 percent,

but the regulation now limits all discounts at 15 percent. After this change in the distribution system, the country saw more than 200 small, unique bookstores established. Some newly created bookstores no longer sell educational workbooks but are creating a new bookstore culture by holding diverse events while using a comprehensive management strategy for more revenue, selections and consumer concentration. It's a unique, experimental strategy for South Korean bookstores to bypass the educational books route but their efforts to survive by expanding ways to stay in contact with readers are notable.

Meanwhile, 'Seojeom(bookstore) ON' is a government-funded bookstore portal site that aims to connect the point of sales (POS) systems of the country's secondhand bookstores. It analyzes the POS systems of roughly 200 used bookstores nationwide, what their book inventories are and provides lists of recommended books in order to boost the competitiveness of regional bookstores.

'Corporate-form Secondhand Bookstores' in the Spotlight

One recently notable point in South Korea's offline bookstore and publishing culture is the spread of corporate-form secondhand bookstores. In a step apart from previous bookstores that were often run by individuals, large online bookstores have now established offline stores to handle used books. Their influence has been spreading quickly. The leader in this industry, Aladin, is currently operating 34 large-scale secondhand bookstores in the

country's key cities while the country's largest online bookseller YES24 already has four offline stores in Seoul and Busan, despite its late entry into the secondhand market. These corporate bookstores have systematized buying and selling secondhand books from and to individuals. They are also affecting the profits of bookstores and publishers relying on new book sales as they snap up barely-used latest bestsellers from readers and re-sell them.

Possibility for Change

One existing regulation aims to protect offline bookstores by designating them as businesses appropriate for small to medium sized firms. This regulation for bookstores has been renewed after a three-year term and will be valid until February 2019, limiting the number of new offline bookstores large conglomerates can open. Should this regulation exist temporarily and expire later, large online booksellers will be able to open new stores in the future, bringing about extensive change to the bookstore landscape.

Best Seller

Aggregate data as of the second week of July

South Korea's July Bestsellers

Written by Seung-yeon Yoo (New-media Team, Assistant Manager)

Haruki Murakami's *Killing Commendatore* Parts 1, 2 Dominate Bestseller Lists for Two Weeks

Japanese author Haruki Murakami's *Killing Commendatore* has topped the bestseller list at YES24 for two consecutive weeks after it went on sale on July 12, with parts one and two sitting at No.1 and No.2 of the list, respectively. The novel, split into two parts, saw 3,174 copies snapped up by readers on release day. When including pre-orders that began on June 30, there have been roughly 18,000 copies sold, kicking up another storm of demand for Murakami's books. When compared to the writer's previous work *IQ84*, this latest release has already seen more than twice the number of pre-

orders despite a shorter ordering period, reflecting the high interest of readers as this is Murakami's first novel in seven years. Readers in their 30s made up 42 percent of the consumer base for *Killing Commendatore*. Men in their 30s showed the most interest in the new release, accounting for 21.7 percent of sales.

Popular writers boost novel sales, including Keigo Higashino's *Dangerous Venus*, Ae-ran Kim's *Outside is Summer*

In hand with Murakami's success this summer, novels are all the rage with Korean readers. Young-ha Kim's *Only Two* stayed at No. 3 on the bestseller list for a third straight week, while Nam-joo Jo's *Ji-young Kim Born in '82* sat at No. 8 on the list for a second week. The first part of *Slumber* by French writer Bernard Werber, uniquely popular among Korean readers, stepped down one place from the previous week to No. 9. The second part of Werber's novel stood four places lower at No. 11, but has still managed to remain near the top of the list. Keigo Higashino's new release *Dangerous Venus* climbed up four spots to sit at No. 10. Meanwhile, Korean writer Ae-ran Kim's story collection *Outside in Summer* inched up one spot to No. 15. This is Kim's first release in five years.

<South Korean Top 15 Bestsellers, July 2017>

No.	Title	Author	Publisher	Genre
1	<i>Killing Commendatore 1</i>	Haruki Murakami	Munhakdongne	Novel
2	<i>Killing Commendatore 2</i>	Haruki Murakami	Munhakdongne	Novel
3	<i>Only Two</i>	Young-ha Kim	Munhakdongne	Novel
4	<i>Temperature of Language</i>	Kiju Lee	Malgeulteo	Essay
5	<i>I'm Glad you Living Like BonoBono</i>	Shin-hoe Kim	Nol	Essay
6	<i>All Relationships Start From Delivery</i>	Beom-jun Kim	Wisdom House	Self-development
7	<i>Lessons On Self-Esteem</i>	Hong-gyun Yoon	Simple Life	Self-development
8	<i>Ji-young Kim Born in '82</i>	Nam-joo Jo	Minumsa	Novel
9	<i>Slumber 1</i>	Bernard Werber	Open Books	Novel
10	<i>Dangerous Venus</i>	Keigo Higashino	Hyundae Munhak	Novel
11	<i>Slumber 2</i>	Bernard Werber	Open Books	Novel
12	<i>Questioning How to Live</i>	Simin Rhyu	Saenggakeuigil	Humanities
13	<i>Dignity of Words</i>	Kiju Lee	Hwangso Books	Self-development
14	<i>2018 Han-gil Jeon's Korean History Writing Notes for Success</i>	Han-gil Jeon	ST Unitas	Educational
15	<i>Outside is Summer</i>	Ae-ran Kim	Munhakdongne	Novel

* Data provided by YES24

About *K-Book Trends*

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

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

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

K-Book Trends and the Publication Industry Promotion Agency of Korea always look forward to hearing opinions from industry experts and readers.

e-mail | kbookcenter@naver.com

趋势

有特色的“独立出版”的时代

韩国出版界值得关注的现象

最近在韩国以年轻人为中心，访问独立书店的人变得越来越多。因大型书店、网上书店和逐渐减少的读者而渐渐消失的独立书店又重新急速增加。不久前举办的首尔国际图书展2017项目中，由全国20个独立书店聚在一起对书店进行了介绍，也销售了书籍，这项项目的名字叫“书店的时代”。当时受到了众多观众的瞩目。那么在韩国逐渐消失的独立书店又重新“复活”的原因是什么呢？

作者. So-jin Lim (自由职业作家)

1.不是卖书，而是卖风格

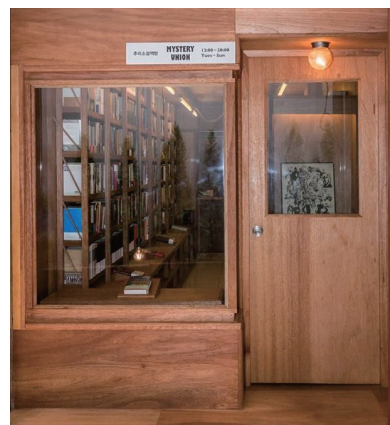
独立书店的最大优点就是可以塑造只属于自己的风格，这点是大型书店很难很难尝试的。大型书店因为以广泛的大众为对象，因此要销售所有领域的书籍。换句话说就是很难通过风格展现书店的个性。但是独立书店可以按照书店的特点来塑造自己的形象。最具代表性的例子就是位于延南洞的旅游书房“之间”，这家书店围绕旅行这一主题，在这里不仅可以看到有关旅游的信息，还可以看到旅游地点的文化以及可以在旅游中阅读的书籍，装满着旅游独立出版物。





以旅游为主题的独立书店旅游书房“之间”

书店“Mystery Union”又是另外一个风格的书店，它位于新村火车站附近。这家书店是推理小说“专卖店”，近有1600多本推理书籍。它又分成几个主题向读者介绍各种小说，比如“胆战心惊推理小说”或“超出想象力的推理小说”等。



推理小说书店“Mystery Union”

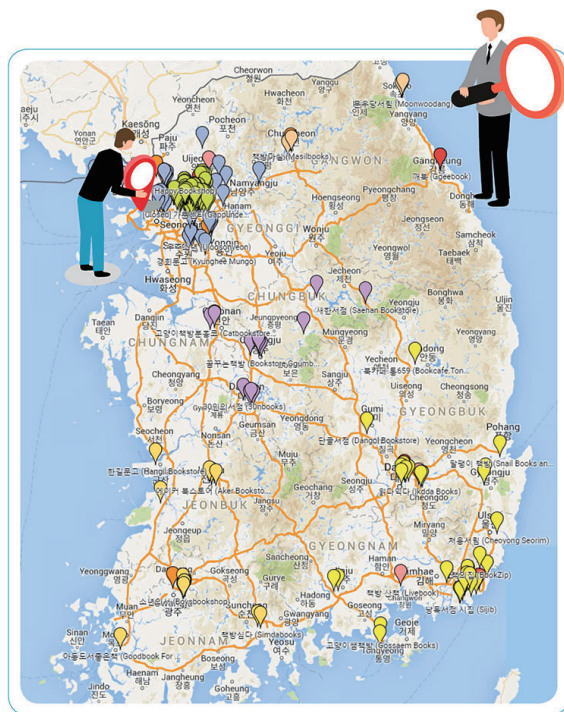
各独立书店与大型书店的不同之处就在于可以掌握独特的风格，不像大型书店要销售所有领域的书籍，因此可以说独立书店是针对喜好领域明确的部分人群。因此，独立书店的营销战略不是书籍的种类和数量，而是通过“风格”和“内容(contents)”来吸引读者。这代表独立书店的“主要产品”-独立出版物开始展现出了它的能量。

2. 要成为“买所”，而不是“看所”

在大型书店你可以随时“读书接力”。比如有一本好书，这次没有读完下次过来还可以继续读，因为大型书店很有可能还在卖那一本书。但独立书店里的书就不一定了，因为销售的大部分是独立出版物，因此库存不是很多，下次再过来可能就卖没了。所以到独立书店的读者们一般情况下会直接购买。

独立书店和独立出版的热潮带来了书籍的多样性，也丰富了韩国出版界。过去因为经济价

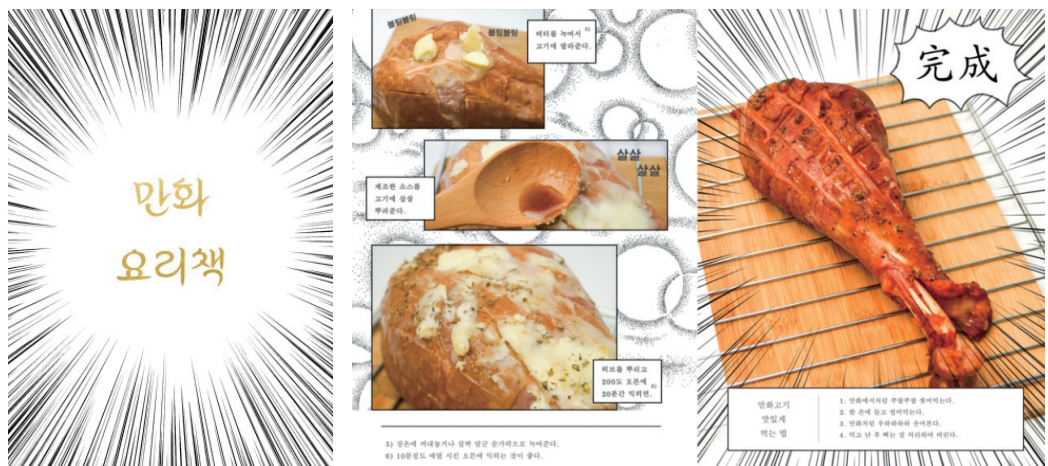
值问题没能出版的书籍，现在可以通过独立出版的渠道实现出版。从中我们可以看到韩国出版界的潜力。这种独特的风格和内容不仅在韩国，全世界的出版界也都在关注。韩语是在全世界被评为最优秀的语言，我们通过这种变化不仅可以证明韩语的变化多样性，也可以展现出“个人的价值”成为重要要素的时代变化。· K-Pop, K-Fashion, K-Food等实现了韩流，给国际内容(contents)市场带来了重大变化。我们期待通过韩国的独特出版物形成 K-Book这一新韩流领域。



“社区书店地图”提供全国60多家独立书店的位置和信息

3.“只有我自己知道的”独立书店，独立出版物

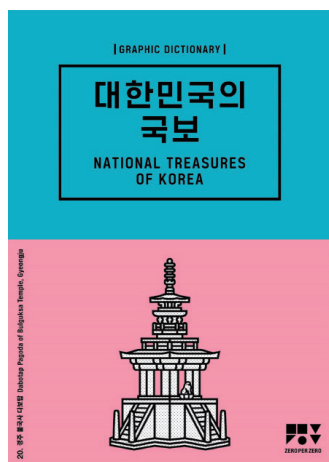
独立书店受欢迎的另外一个原因是“稀少性给予的快乐”。去大型书店的读者不会把照片上传到网上，因为谁都可以随便来。但是去独立书店的读者就会上传照片，因为他们想要炫耀“这种有特色的地方只有我知道”。不仅如此，独立书店一般都有独特的风格，所以他们可以通过这张照片展现自己的风格。因此他们会更加积极的宣传身边的独立书店，这也是独立书店的口碑营销。独立书店里的出版物与以往的出版物相比，在内容和形式上存在“稀少性”。这种消费会让我与众不同。通过漫画学习做饭的“漫画料理书”，把韩国的国宝通过平面图像编制成词典的“大韩民国的国宝”等独立出版物都是非常新鲜的，在一般的书籍上是看不到的风格。又比如如果作家觉得印刷出版很麻烦，也可以直接出版手写字书籍。也有只印刷两部，一个留着给自己做纪念，一个进行销售。通过这种稀少性和特殊性不仅可以彰显我的个性，还可以带来乐趣。



通过漫画学习做饭的独立出版物“漫画料理书”

© The Kooh

独立书店和独立出版的热潮带来了书籍的多样性，也丰富了韩国出版界。过去因为经济价值问题没能出版的书籍，现在可以通过独立出版的渠道实现出版。从中我们可以看到韩国出版界的潜力。这种独特的风格和内容不仅在韩



用平面图像了解韩国国宝-“大韩民国的国宝”
© ZEROPERZERO

国，全世界的出版界也都在关注。韩语是在全世界被评为最优秀的语言，我们通过这种变化不仅可以证明韩语的变化多样性，也可以展现出“个人的价值”成为重要要素的时代变化。K-Pop, K-Fashion, K-Food等实现了韩流，给国际内容(contents)市场带来了重大变化。我们期待通过韩国的独特出版物形成K-Book这一新韩流领域。

韩国出版业

为了艺术性，无止境的冒险-图画书之路40年“borimpress”

与世界共同发展的韩国出版社

韩国出版社在海外出版市场上的很多领域活动非常活跃。最近国外对韩国出版界的关注度逐渐增加，因此笔者在<韩国出版业>这个板块介绍一下有特色的韩国出版社。本期笔者亲自采访了最具代表性的两家儿童图书出版社。

作者. Young-jong Lee (中央日报记者)

笔者首先对这40多年只走一条路的出版社非常好奇，再加上如果这家公司还特别喜欢挑战和冒险，并且还追求艺术性的话就更加让我好奇了。

borimpress 从1976年开始一直强调“图画书是艺术作品”，一值不断的在开拓新的世界。这家公司出版的90%都是图画书。但是公司代表Kwon Jong-taek指出他们出版的图画书，不是单纯以儿童为对象的书，而是含有艺术价值的创作型图画书。公司的目标是创作出可以超出年龄和时代的图画作品

品，“The Collection”系列就是充分说明了他们所追求的发展方向。以儿童为对象的书，也把艺术和游戏进行了结合，展示出“Art+Activity”系列。



borim出版社的“The Collection”系列

Borimpress在海外市场受到瞩目，最近数年一直是最受关注的韩国出版社之一。以经向欧洲、中南美和亚洲等24个国家出口了60余种著作权。2011年 Eun-young Cho作家的”Run Toto!” 在世界三大图画书奖之一的BIB(Biennial of Illustrations Bratislava)获取最高奖， Ju-yeon Yoo作家的《One Day》获取了黄金狮子奖。



Eun-young Cho作家的”Run Toto!”

特别是今年4月在意大利博洛尼亚举办的第54届博洛尼亚国际儿童书展中，获取了亚洲地区“今年最高出版社奖”的荣誉。这奖项是给予以专业的实力和出版物的内容完成度为基础，展现出创造性、冒险性出版社的奖项。在韩国是首家获取这一奖项的出版社。

Ju-yeon Yoo作家的”One Day”封面



笔者为了探索borimpress走过来的路和今后的发展方向亲自与Kwon Jong-taek代表见了面，以下是采访的主要内容。

Q. 公司的关联词中唯独“冒险”这一单词出现的很多。

A. 上世纪70年代的时候在韩国几乎没有人想到幼儿图画书，但我们公司从那时开始了这一块未开垦的土地。没有专业的作家，也没有理论书的情况下想要开拓这一市场并提高作品的完成度这本身就是一个冒险。

Q. 为什么不能只是以儿童为对象的图画书呢？

A. 因为我们追求的是从0岁到100岁都可以阅读的图画书。据说人在一生中会经历三次图画书，小时候、做父母的时候、老年的时候。我们的追求就是要把所有年龄段都可以受到感动的信息加入到我们的书里。

Q. 通过图画书来追求艺术性的理由是什么？

A. 因为在培养孩子的情感时最重要的要素就是艺术，我们目标的不是教训和教育信息，而是怎样把艺术情感融入到图画书里。

Q. borimpress的图画书在国外市场受到欢迎的背景是什么？

A. 我认为图画书里的思想和故事在全世界都是存在普遍性的，所以我们的图画书才会受到更多国家和读者的喜爱。我们公司专门设立了儿童青少年图画书组，我觉得非常骄傲。



利用激光剪裁技术的翻译书《丽贝卡的小剧场》

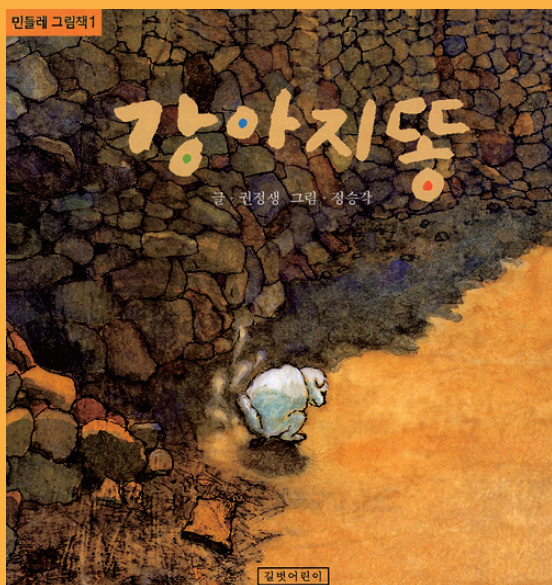
韩国出版业

实现韩国情节的国际化-快乐同感“Gilbutkid”

与世界共同发展的韩国出版社

韩国出版社在海外出版市场上的很多领域活动非常活跃。最近国外对韩国出版界的关注度逐渐增加，因此笔者在<韩国出版业>这个板块介绍一下有特色的韩国出版社。本期笔者亲自采访了最具代表性的两家儿童图书出版社。

作者. Young-jong Lee(中央日报记者)



Gilbutkid的代表作，权正生作家的《小狗便便》Young-jin Kim作家的图画本系列中《Daddy Will Go!》封面

“美丽的书、温馨的书、难忘的书”，这是Gilbutkid自1995年设立之后一直坚持的哲学。

可以用“黄土地”来形容的单行本图画本领域，就是这家公司开拓的。通过孩子们可以体验的图画本来传输韩国的文化和情感，因此涵盖的主题非常广，里面包括文学、科学、心里和哲学等。

让Gilbutkid出名的作品就是公司设立后第二年发刊的权正生作家的《小狗便便》。这本书的销售量高达25万部以上，是一本著名的畅销书。它不仅在国内，在国外也受到了广泛的喜爱。 Young-jin Kim作家的《Young-jin Kim 图画书》不仅是韩国读者，在中国和台湾等地也非常受欢迎。他的另外一部作品-《Gilbutkid科学图画书》系列是把一些科学知识通过插图简单的讲述出来。这两本书今后每年都会发刊。



像国外介绍的Gilbutkid图书

权正生先生的遗作《金刚山老虎》即将通过郑昇珏作家的图画实现发刊。出版社期待这一作品也会像《小狗便便》一样会打动孩子们的心。基于这次作品是韩国和日本共同出刊，因此在国外也会非常关注。

Gilbutkid一直很关注海外市场。从2002年开始一直参加全世界最大规模的儿童书展-博洛尼亚国际儿童书展，为宣传韩国图画书和出口海外著作权做出了持续性的努力。现在已经向日本、美国、台湾、法国、中国、德国、西班牙、

波兰、瑞士等9个国家出口了版权。代表性作品有《小狗便便》、《Jiwon and Byeong-gwan》系列、《Young-jin Kim图画书》系列、《Gilbutkid科学图画书》系列等。

特别是出口到日本的《Sori's harvest Moon Day》在小学被选定为课题图书，销售量达7万余部。《Gilbutkid科学图画书》系列在中国的年销售量达到10万部，也同样是受欢迎的代表作。

Gilbutkid为了向世界宣传韩国的文化做出了很多努力，现在不仅局限在国内市场，还希望可以在更多的国际舞台上展现优秀的作品，公司希望更多的人关注他们今后的努力。

那韩国的Gilbutkid在国际图书市场上想要强调的要素是什么呢？业界专家指出最重要的就是要容易理解，并且在看书的同时可以进行思考，进而实现成长的图书。专家说孩子们成长的时候可以经历的各种情感和要学习的各种知识可以通过插图来表现出来。Gilbutkid的有关人士说希望公司出版的书籍可以成为与全世界孩子们共同快乐成长的作品。



Gilbutkid科学图画书系列

热点

卡通形象授权展2017

320家公司的卡通形象都在这里！

韩国的文化内容产业中特别是卡通形象产业可以说是最具潜力的领域。Pororo、Lava、变形警车珀利、托宝兄弟等。这里是国内外著名卡通形象都聚在一起的“卡通形象授权展2017”现场。



很多人访问了“卡通形象授权展2017”现场

卡通形象都来了！

今年迎接第16届的“卡通形象授权展2017”，从12号到16号在首尔coex举办了为期5天的展览。本次活动中国内外人气卡通形象都聚在了一起，约320多家与卡通形象授权有关的企业和团体来临到现场。卡通形象的演出和各种活动让孩子们高兴不已，并且对很多代表性的卡通形象公司是一个很好的商务现场。不愧是亚洲最大规模的卡通形象活动，受到了国内外有关人士的广泛关注。

本次活动中还设有一对一的商业对接区、商务区、会议室等有关人士可以利用的区域，得以进行活跃的商务交流。还通过“项目说明会”向客商介绍公司的新项目及卡通形象产品，还进行了可以扩大初创企业潜力的“初创企业竞赛”，以新的卡通形象为对象可听取专家意见的“优秀内容品评会”等，举办了丰富的 B2B, B2C项目。

共同找出内容产业的“紧急窗口”



在首尔coex举办的“卡通形象授权展2017”现场入口

每届举办时都会有10万人以上的观众来到现场，本届也是人山人海。在这里我们可以一目了然的看到国内卡通形象产业的变化和发展。还设置了Iconix的“Pororo”，“Tayo”，TUBAn的“Lava”，Roivisual的

“变形警车珀利”，Choirockcf的“Turning Mecard”等人气卡通形象体验馆，孩子们接二连三的一直不停的聚在这里。



丰富的卡通形象体验馆

‘K-STARTUP Pavilion by KOCCA’为题目进行展示的特别展示馆里展示了10个公司的作品,他们是被选定为KOCCA支持营销的公司。不仅如此,还准备了以“韩语”为主题的展示。除此之外,还有很多从VR/AR产业和游戏衍生出来的,与卡通形象产业有关的公司也参与到了其中,从中我们充分可以看到韩国卡通形象产业的未来。

我们通过本次展览看到了韩国的卡通形象不仅在韩国,可超越亚洲在世界舞台上尽情发挥实力的美好前景。“卡通形象授权展”活动,继今年相信明年会以更加发展的面貌再与大家见面。



K-STARTUP Pavilion by KOCCA特别展示馆

专栏

韩国图书海外出口趋势

李正明《风掠过星辰》， 荣获坎皮耶洛精选作品奖

韩国作家李正明获取了意大利最高权威的文学奖。获奖作品名为《风掠过星辰》，表述的是惨烈战争中的人性，是一部悬疑小说。

作者. 李龜鎔 KL管理公司代表

意大利当地时间7月16日晚，李正明通过《风掠过星辰》获取了意大利最高权威文学奖之一的坎皮耶洛精选作品奖(Premio Selezione Bancarella)。这是给予坎皮耶洛作品奖6位最终竞争候选人的奖项。虽然坎皮耶洛作品奖的荣誉归意大利作家Matteo Strukul的手中，但最终6位候选人中李正明是唯一一个国外作家，剩下的5位都是意大利作家。

坎皮耶洛作品(Premio Bancarella)奖是意大利文学奖中唯一一个由意大利畅销书作家作为评委参加，通过投票形式选出获奖者的方式。

颁奖典礼在意大利托斯卡纳州的小城市蓬特雷莫利进行。这一奖项是继承了意大利蓬特雷莫利书商的传统。这些书商过去19世纪的时候由卖书的商人、开书店的人和小型出版社构成。这一奖项是从1953年开始的，第一个获奖著作是海明威的《老人与海》，除次之外还有韩



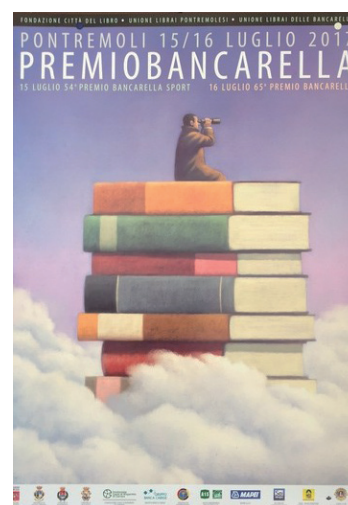
△坎皮耶洛作品奖(Premio Bancarella)最终竞争候选



△坎皮耶洛作品奖(Premio Bancarella)最终竞争候选

国读者熟知的美国作家亚历克斯·哈利的《根》(1972)， 约翰·格里森姆的《终极证人》(1994)，意大利作家 安伯托·艾柯的《傅科摆》(1989)，挪威作家乔斯坦·贾德的《苏菲的世界》(1995)等作品。

李正明作家的《风掠过星辰》版权，目前为止已经销售到意大利、英国、美国、越南等12个国家。除了日本和越南等部分没有完成翻译的国家之外大部分都已经进行了发刊。并且这部小说2015年在英国被选为“独立报外国小说奖2015(Independent Foreign Fiction Prize 2015)”的候选作品，所以一直受到国际舞台的关注。



△ 2017 坎皮耶洛精作品奖海报



◁奖杯和在获奖台上的李正明作家

采访

韩国网络小说市场的发展可能性

故事发光的瞬间！与Bookpal相见

韩国网络小说市场发展非常迅速。基于网络和无线平台的发展，出版界开始关注叫做“网络小说”的这一新的文学形态。Bookpal是在韩国以爱情网络小说为中心的网络小说平台的领先者，我们与积极进行海外项目的Bookpal进行了采访。



韩国出版文化产业振兴院(以下 韩) 您好！非常感谢这次Bookpal参与到本期的<K-Book Trends>。请向我们国外出版界的有关人士简单介绍一下Bookpal。

Bookpal 大家好！我们公司的名字叫Bookpal,是一家从事无线内容产业的公司。我们梦想成为这一行业的代表企业。我们公司正在运营网络小说连载平台。它可以称为内容产业的开端，是以提供文字为基础的网络小说连载平

台。目前有众多读者和数千名的作家们利用这个平台，在爱情连载小说平台领域我们公司是第一位。

韩 Bookpal目前在国内网络小说市场，可以说是名副其实的领先者。那得以让Bookpal发展到现在这种规模的最大原动力是什么？

Bookpal Bookpal的最大原动力就是“实验精神”。快捷的审批结构、垂直型组织文化、鼓励失败的实验精神等这种企业文化让工作人员不怕去冒险，敢于尝试新的东西。我认为这种企业文化是其他的公司很难模仿的，这就是我们的优点，也是可以让我们做到现在的良好基石。

韩 最近以网络小说作为原作的电视剧受到国内外的好评，可以说韩流热潮也影响到了网络小说这一领域。在这种机遇下Bookpal为了进入到国外市场正在准备什么业务呢？

Bookpal 我们会跟随市场的成熟度。我认为不仅是我们，无论哪个企业都非常希望超越国内，向国外宣传优秀的作品。Bookpal一直也在尝试不同的方式，比如我们现在推进的一个项目就是把受欢迎的作品制作为网页漫画，之后出口到中国市场。IP的核心应该就是以文章为基础的原创作品，我们平台的最大优点就是作者可以直接把自己的作品连载到我们的平台。因此我们正在与合作公司协商可以利用各种IP的方案，比如视频、VR内容策划等。

韩 Bookpal在海外图书展与当地的有关人士积极介绍公司情况的那一幕留给我深深的印象。那我想问一下国外出版界最关心Bookpal的哪一个部分呢？

Bookpal 我们这几年一直持续参加海外的图书展，宣传了通过网络作品和网络小说平台实现流通的方式。国外的反应各有不同，他们不仅对网络小说这一内容产业感兴趣，还对我们的小说平台非常感兴趣。对网络小说内容集



中了丰富的OSMU可能性。我们作品的提要就已经充分让他们产生了兴趣，并且还对独特的故事情节赞叹不已。另外，对平台感兴趣的公司，关注了怎样通过机器随时随地看到想要看的作品，同时还关注这些作品是怎样吸引读者去消费。

韩 听您这么一说，让我更加关注今后韩国网络小说的发展了。那今后的计划和目标是什么？

Bookpal 我们会利用我们网络小说内容(contents)项目的成功经验，创造出利用多种IP的下一代无线内容产业。不仅在国内，在国外也会继续进行挑战，在无线内容领域作为领先企业站稳脚步。明年对于Bookpal可以说是实现再次飞跃的重要时机，希望国外的出版界有关人士可以更多的关注我们。谢谢！

书籍概要

有望出口的韩国图书

韩国出版文化产业振兴院(KPIPA) 摘录·支持样品翻译的评选作品

<甜中带苦，糖的真相>

1. 出版社信息

草与风 (Grassandwind Publishing)
www.Grassandwind.com

2. 书籍信息

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作者 | 金银义
插图作者 | 鲁起同
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4. 营销信息

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获奖、推荐及入选经历 | 2014年学校图书馆辞书协议会推荐图书/学校图书馆杂志；
2014年3月号 图书推荐委员会选定的“本月新书”

主题 | 糖

主要读者群 | 小学各年级

媒体评价及广告文案 | 掌控经济的糖的力量！

5. 作者简介

文字 | 金银义

喜读民间传说故事，喜欢与孩子们促膝长谈，因为想与更多的孩子们分享知识而开始创作作品。

凭借《了不起的超能力》、《特别招待》获得“绿色文学奖”，凭借《游戏英雄》获得“宋纯文学奖”。另外，作品《名侦探，拯救世界纪录遗产！》作为“长翅膀的铅笔”推出的童话作家系列丛书之一，还获得了创作与批评社主办的“优秀少儿图书”大奖。

插图 | 鲁起同

专业为视觉设计，曾在IT产业工作过数年。因对少儿图书感兴趣而正式开始绘画创作。现从事少儿动画创作工作。

曾出版的图书有《不用地图环游世界101天——世界文化历史(全20册)》系列中的16本，《青少年版“韩国文化遗产”》，《恐龙想象——化石展现的恐龙故事》等。

6. 作品简介

隐藏于甜蜜中的苦涩——糖的真相！

糖渗透于我们的日常生活中，对于它，大家貌似都很清楚但又似乎不太了解。本书以少年儿童为对象，浅显易懂地讲述有关糖的各类趣闻，内容涵盖从古至今人类与糖之间的所有历史。

糖的科学性质是什么？它的制作过程是怎样的？它对人类的生活有何影响？本书不但对上述内容详细道来，还对因糖而改变的世界历史以及糖的未来发展等内容进行了一一叙述。通过阅读本书，孩子们不但可以对添加在加工食品中的糖有所了解，还会进一步学会应该如何科学地食用它。

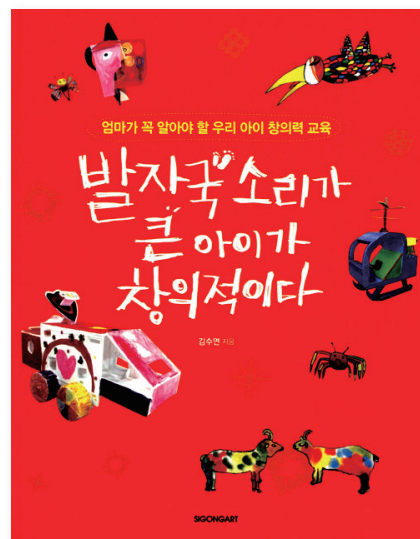
<脚步声大的孩子有创意>

1. 出版社信息

Sigongsa Co., Ltd
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2. 书籍信息

书名 | 脚步声大的孩子有创意
作者 | Soo-yeon Kim
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封页装帧 | Paperback
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4. 营销信息

海外版权销售现况 | 台湾
发行册数/畅销书排行榜排名 | 1998年初版发行，经17年岁月验证的长销书。本书为第1次修订版。
获奖/推荐/入选经历 | 入选2002年文艺振兴院儿童美术教育项目/曾在EBS《60分钟父母》中做过介绍
图书主题 | 妈妈必知的儿童创意力教育
主要读者层 | 培养子女的父母及教师
媒体评论及广告文案 | 不只单纯实施美术教育，而是一门儿童创意力开发项目

5. 作者简介

首尔大学西洋画专业学士、硕士毕业，曾在艺术殿堂(1993)、INSA艺术中心(2002)等地举办过多次个人展及团体展。著有《黄色的画家，文森特·梵高》(SIGONG ART)、《谜一般的画家，勒内·马格里特》(SIGONG ART)、《恐龙和蚂蚁》(SIGONG少年)、《脚步声大的孩子》(YOLIMWON)等作品，曾参与小学、中学、高中美术教材的撰写。目前在运营“脚步声大的孩子”工作室(www.willbeart.com)。

1997年“脚步声大的孩子”在4名孩子的加入下诞生。由于作者直接开发的创意美术教育课程能在积极、自由的氛围中培养孩子独特而富有个性的表现力，该课程借助口碑在父母中引起了极大反响。2002年“脚步声大的孩子”运营的该项目入选文艺振兴院(现为韩国文化艺术委员会)儿童美术教育项目，开创了备受认可的新式民官合作教育模式。目前“脚步声大的孩子”除麻浦本院外，还在大学路、盘浦、盆塘、清潭、蚕室、木洞、中溪等地开设分院，为小朋友们提供相关教育。

6. 图书简介

经17年岁月验证的儿童教育畅销书。

畅销书《脚步声大的孩子有创意》于1998年初版，17年来在妈妈中一直享有声誉。本书为第1次修订版，书中罗列了在自主、自由的气氛下培养孩子创意力的各种教育项目和实际案例。作者开发的教育项目于2002年入选文艺振兴院儿童美术教育项目。因好评如潮，还曾在EBS《60分钟父母》节目中做过介绍。

本次修订版保留了目前仍有效的初版内容，增加了富有创意力的孩子的特点和教师应有的态度等内容，附录部分还介绍了更有创意力的孩子、更好的教师 and 更异想天开的作品。本书着眼于妈妈过度的教育热情破坏孩子创意力的现实，是一本优秀的儿童教育指南图书。

根据作者以往的经验，学得越多的孩子，态度往往越消极。看见别的孩子得第一，父母会以为同样的方法也适用于自己的孩子，并因此选择这种方法。其实孩子是不同的个体，教育孩子不可能有正确答案。而且就算得了第一，也无法因此断言孩子的成长将毫无问题，因为“今后的人生还很长”。

本书强调的创意力不只局限于美术教育，孩子长大成人后，解决人生中大小问题的能力也来源于创意力。本书对孩子自主完成创意性作品的案例和本人开发的教育项目做了介绍，借此揭示了子女教育的正确方向。

<爸爸育儿纪>

1. 出版社信息

Antteul

2. 书籍信息

书名 | 爸爸育儿纪实

副标题 | 自己决定育儿休职的一个男人的真实故事

作者 | 贾旭炫

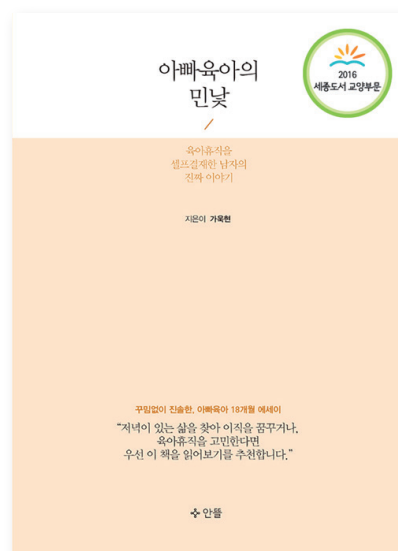
页数 | 260

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4. 营销信息

海外版权销售现况 | 台湾

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获奖/推荐/入选经历 | 入选2002年文艺振兴院儿童美术教育项目/曾在EBS《60分钟父母》中做过介绍

图书主题 | 妈妈必知的儿童创意力教育

主要读者层 | 培养子女的父母及教师

媒体评论及广告文案 | 不只单纯实施美术教育, 而是一门儿童创意力开发项目

5. 作者简介

他是韩国的一位热血程序员。在过去的18个月里, 他独自承担了照看6岁儿子的全部育儿工作。在之前的16年里, 他相继在IT专门企业、出版社做过程序设计员, 备受认可。可是有一天, 他却向公司申请育儿休职, 公司没批准, 他就辞掉了工作, 回家全职育儿! 2016年, 他的儿子满8岁, 健康地踏入了小学校门。现在, 他在做内容物线上线下融合服务事业。他还是一位意见领袖, 在MBC、EBS、YTN等各种电视、报纸、演讲会上讲述爸爸育儿的战略、快乐和困难。

6. 图书简介

▲ 爸爸育儿之趋势

在韩国正兴起一股爸爸育儿的趋势！为了鼓励男性育儿，韩国政府和企业可谓用心良苦！尽管使用育儿休职的男性还只是使用育儿休职的女性的10%，但使用育儿休职的男性确实是逐渐在增加。在MBC、KBS、SBS等韩国主要电视台也开始涌现出一些讲述‘爸爸育儿’真实故事的电视剧、综艺节目和时事节目。

▲ 一个男人投身爸爸育儿的故事

有一个爸爸，他是出版社的IT开发人员，正奔跑在高速升职之路上。后来他和妻子有了孩子，可妻子的育儿休职结束了。他们不愿找周围的人帮忙照看孩子。所以他就向公司申请育儿休职，在公司拒绝了他的申请之后，他就向公司递交了辞呈，做起了全职爸爸。他在这本书中讲述了自己的亲身经历。包括他投身育儿之前经历的事和挣扎、以及关于这些事和挣扎的苦闷，都被如实地记录在这本书里，2016年韩国企业的‘生理期’和真实的公司氛围跃然纸上。

▲ 爸爸育儿和爸爸育儿法

这本书中详细地讲述了他的简单有效的育儿法和育儿经验，包括给孩子读书的方法、帮孩子纠正睡眠习惯的方法、教孩子识字的方法以及教训孩子的方法等相关的战略和实际经验。

▲ 现今韩国社会爸爸育儿的真实面貌

在对爸爸育儿还没有充分认识的韩国社会，育儿的爸爸们有一些难以回避的为难心理。作者把自己在照顾儿子的过程中体验到的被孤立感、自卑感以及痛苦都如实地记录在这本书中。读者可以通过作者真实的心声窥见当今韩国文化的现况。

● 效用：这不是一本‘温暖煽情’的育儿随笔！是一本能让人感受到爸爸育儿的‘适宜温度’，即爸爸育儿的‘室温’的书。

看点

1. 孩子成长，爸爸也成长！游戏、书、学习、饮食习惯、性教育……韩国爸爸亲自照顾孩子的过程中获得的特别的经验和想法！
2. 不论到哪里都是万花丛中一点绿！妈妈们不知道的爸爸们的内心故事！
3. 以妻子的视角观察的爸爸育儿18个月

<在哪儿？在这儿！>

1. 出版社信息

Marubol Publications
www.marubol.co.kr

2. 书籍信息

书名 | 在哪儿？在这儿！
作者 | 金珠贤 (Kim-joo Hyun)
图画 | 姜根英 (Kang-geunyoung)
页数 | 40p
开本 | 200 226 (mm, 横 竖)
封页装帧 | Hardcover
发行日 | 2016年4月2日
ISBN | 978-89-5663-566-8



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4. 营销信息

获奖、推荐、选定情况 | 被选为2016年世宗文化分享图书
图书主题 | 身体游戏，律动，亲密接触，培养感情
主要读者群 | 婴幼儿
媒体评价及广告文案 | 帮助孩子健康成长的身体游戏，与孩子共同欢乐，益智身心！

5. 作者简介

金珠贤 / 文

早知道就多抱抱你，早知道就说爱你了，生疏的高龄妈妈们总是对孩子留有許多遗憾。作者的女儿调皮捣蛋，虽说平日吆喝的时候更多，可还是觉得拥抱孩子的时候最幸福。著有宝林创作绘本征集作品大赛获奖作品《读书的大猩猩》和《是读书还是吃书？》，以及绘本《as I want》。

姜根英 / 绘

生于韩国坡州，在大学主修设计专业。喜欢画孩子们蠕动的小小手指和脚趾。绘有图书《抓紧！》，《请上车，请上车》等。

6. 图书简介

《在哪儿？在这儿！》是本妙趣横生的身体游戏绘本，在探索身体的同时，也能让妈妈和孩子进行情感交流。细腻美好的文字，充满温馨色调的图画，充分将温暖和爱传递给父母和孩子。每个场景中登场的各种小动物与他们的妈妈四目相接，鼻子碰鼻子，反复进行“在哪儿？”“在这儿！”的问答，帮助孩子和妈妈愉快地用身体去记忆和探索。这看似平常却不那么容易的情感交流，这本《在哪儿？在这儿》却用简单有趣的方式帮助我们完成。

出版行业

韩国出版产业的现状

韩国出版产业的实体书店流通现状

韩国的出版界实体书店流通结构复杂多样，如出版社、大型书店、小型地区书店、二手书店等。今天来探讨一下韩国出版产业的实体书店流通现状和最近的热点。

作者. Won-Keun Baek 书和社会研究所所长

根据书店规模的增减数据差异

根据韩国的代表书店机构-韩国书店合作社联合会调查(两年未周期)显示，以2015年为准实体书店数量为2116家。与十年前，2005年的3429家相比减少了38%。小型书店关门的情况最近较多，相反100平(韩国面积单位)以上的书店从262家增加至283家，增加了8%。即可看出书店在减少的趋势中大型化却越发活跃的现象。目前包括教保文库的3大全国连锁店卖场的约30%(23家)都是2016年以后开始营业的书店，并且在全国各地新设的大型购物商场里各连锁书店为了开新的店铺而正在做激烈的竞争。

韩国的出版流通体系

韩国出版流通结构的特征是出版社和大型书店进行直接交易，规模较小的地区书店和中小型书店是通过批发商(一般书籍)和包销商(学习参考书、杂志等地区销售代理商)提供出版社的出版物。并且，制度上允许进行定价的15%折扣，可以说是比较宽松的图书定价制度。

交易方式是书店从出版社或批发商“购买”出版物进行销售，或者以“可以向出版社邀请退货的委托”形式来进行。如是销售量比较大的书籍，对于书店而言会更偏好前者方式，但大部分情况都会选择风险较小的后者。

从2014年11月开始加强图书定价制度后法律规定的折扣率下降(之前是以发行日期为准，超过18个月以上的图书不存在折扣限制，因此在网上有很多50%的打折活动，但目前直接、间接打折率都限制在15%)，因此打折销售竞争大幅减少。因这种流通环境的变化，出现了200家以上有特色的小型书店。新一代的书店不会去选择销售学习参考书，而是通过进行对销售图书的特色化和举办活动的形式，实现选择、集中和提高收益性的复合型经营方式，这也是一种新的书店文化。在韩国因小学、初中、高中的学习参考书销售额在整个销售比重占很大部分，因此对这些特色化书店来讲可以说是一种冒险经营，但我们要关注的是书店希望通过与读者之间的共同感来提升自身的竞争力。

‘书店 ON’(www.booktown.or.kr)是链接韩国中小书店销售管理系统(POS)的电算网构建事业，这是以政府预算运营的书店门户网站运营项目。内容包括全国书店指南、确认200个左右的书店库存、POS数据分析、推荐书籍目录服务，实现地区书店的竞争力。

新的焦点‘企业型二手书店’

韩国实体书店和出版界关注的新热点-企业型中小企业的扩散。以往大部分是个人运营的二手书店，但目前线上书店直接开设实体书店进行二手书籍，其影响力也逐渐在扩大。站在前列的线上书店“阿拉丁”在全国主要城市正在运营34个大型二手书店。最大的线上书店“Yes24”虽然在二手书店这领域是后发者，但不仅从读者购买像新书几乎没有差别的二手书籍，并且把其销售模式进行了系统化。比如从读者高价购买新刊畅销书再重新进行销售的这一模式，不但促进了二手书籍的交易还创造出了利益，这给销售新书的书店和出版社起到了负面影响。

变化的可能性

韩国为保护实体书店，政府制定并实行着“中小企业符合行业”指定制度。该制度以3年为单位，日期截至2019年2月。属于“延长”状态的书店行业，政府会限制大企业在指定的书店附近开设大型实体书店。但如果该制度只是一时的规定，限制期间结束后很多大型网上书店开展新业务的可能性较大，进而有可能导致书店行业出现巨大变动。

畅销书

7月韩国的畅销书趋势

2017年7月第二周统计结果

作者. Seung-yeon Yoo (Yes24 营销本部新媒体组)

Murakami Haruki(村上春树)的新作《骑士团长杀人事件》1、2连续两周排行前二位

根据Yes247月第二周的畅销书统计显示，12号出版的Murakami Haruki(村上春树)的新作长篇小说《骑士团长杀人事件》1连续两周排行第一。《骑士团长杀人事件》2继上周排行第二位。《骑士团长杀人事件》1和2出刊的12号当天销售量为3174本，开始预约销售的6月30号到目前为止(7月12日为准)销售量多达1万8千本。可以说刮起了Murakami Haruki热风。尤其与他的前作<1Q84>相比，本次的预约销售期间更短，但销售量却超过了两倍。这足以证明读者对时隔7年的Haruki小说极高关注。《骑士团长杀人事件》42%的大部分读者为30多岁的年龄层，特别是30多岁的男性较多，占21.7%。

Higashino Keigo(东野圭吾)的<危险的维纳斯>，Ae-ran Kim<外面是夏天>等人气作家进一步点燃了小说“热”

最近小说进一步受到关注。Young-Ha Kim(金英夏)作家的<只有两个人>连续三周记录第三位，Nam-joo Jo作家的<82年生金志英>连续两周排行第八

位。韩国人喜欢的Bernard Werner(柏纳·韦柏)的<觉>第一篇比上周下滑了3个排行,为第9位,第二篇下滑4个排行,为第11位,但仍然排在前位。Higashino Keigo(东野圭吾)的新作<危险的维纳斯>上升4个排行,为第10位。5年发出新作的Ae-ran Kim小说集<外面是夏天>比上周上升了一个排行,为第15位。

<2017年7月畅销书1~15位>

排行	著作名	作家	出版社	领域
1	《骑士团长杀人事件》1	Murakami Haruki (村上春树)	Munhakdongne (文学村)	小说
2	《骑士团长杀人事件》2	Murakami Haruki (村上春树)	Munhakdongne (文学村)	小说
3	只有两个人	Young-Ha Kim(金英夏)	Munhakdongne (文学村)	小说
4	语言的温度	Ki-joo Lee(李基周)	Malgeul Site	散文
5	幸好像 BonoBono一样生活	Shin-Hoe Kim	Noll	散文
6	所有的关系始于语气	Beom-jun Kim	wisdomhouse	励志
7	自尊感课程	Hong-gyun Yoon (尹洪均)	Simple life	励志
8	82年生金志英	Nam-joo Jo	Minumsa(民音社)	小说
9	觉1	Bernard Werner (柏纳·韦柏)	Open books	小说
10	危险的维纳斯	Higashino Keigo (东野圭吾)	Contemporary literature (现代文学)	小说
11	觉2	Bernard Werner (柏纳·韦柏)	Open books	小说
12	怎样生活	Si-min Yoo(柳時敏)	Saenggakeuigil	人文
13	语言的品格	Ki-joo Lee(李基周)	Hwangso books	励志
14	2018 Han-gil Jeon韩国史合格生笔记本+ Ppangkku笔记本	Han-gil Jeon	Stunitas	参考书
15	外面是夏天	Ae-ran Kim	Munhakdongne (文学村)	小说

* 资料来源: YES24

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