

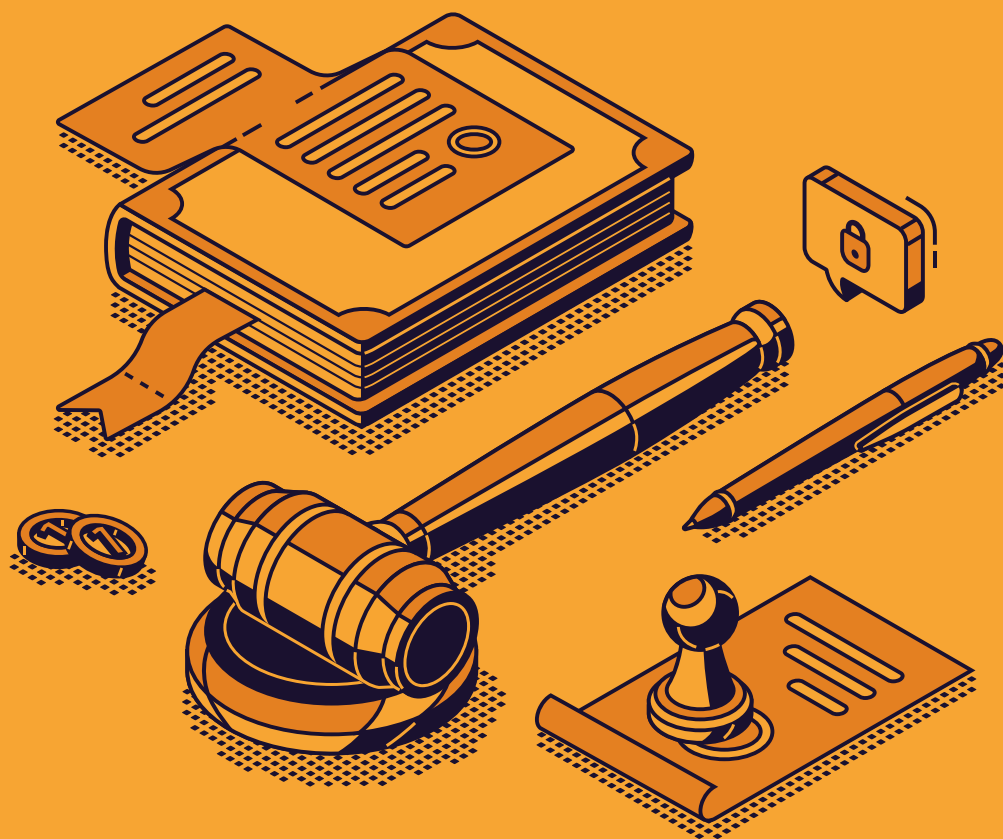


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K-Book Trends

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



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TOPIC

Background and Prospect of General Revision of Copyright Law in Korea

Written by Kim, Ki-Tae

(Professor at the Department of Digital Content Creation, Semyung University)



Background of the general revision of copyright law

The Ministry of Culture, Sports, and Tourism recently announced that the copyright law will be generally revised in 14 years to reflect the changing environment of creative works and their usage and

to organize the complex legal system. In February this year, the Ministry announced the “Copyright Vision 2030,” clearly exhibiting its will to generally revise the copyright law. The research team for the general revision of the copyright law composed of experts and the Korean Copyright Commission, have been discussing directions for the revision based on the preceding research from the past. The final revision will be confirmed after collecting opinions from experts and people concerned.

Korea’s copyright law enacted in 1957 was first generally revised after 30 years in 1987. If the revision in 1987 was mainly focused on reflecting the changes in the international and domestic copyright environment, such as joining the Universal Copyright Convention (UCC), the next general revision conducted in 2006 reflected the generational change in which the use of copyright began to be weighted to digital platforms. And through the general revision this time, the copyright law will be significantly restructured to reflect the recent situation in which the creation and utilization of copyrights are carried out on a digital platform; especially, musical copyrights are now massively used with the advancement of the two-way online platform.

Trends of the recent revision of the copyright law in Korea

The Korean Copyright Act was enforced twice on November 26, 2019 (Act No. 16600, enforced on May 27, 2020) and February 4, 2020 (Act No. 16933, enforced on August 5, 2020). It has been

revised to extend restrictions on copyrights. Looking at the major revisions, a lot of recent online use environments were reflected.

Foremost of all, it is noticeable that a new clause on the restriction of the author's property rights that allows collateral reproduction was established (Article 35-3). This is an article that allows any photographs, voice-records, video-records, or works that can be seen or heard in the main work to be reproduced, distributed, performed, exhibited, or broadcast to the public without separate permission from the right holder of the work. As a result, if other works (music, video, pictures, choreography, etc.) are collaterally included in the process of filming, voice-recording, or video-recording the main object, a rule of thumb has been prepared, which can save the person from copyright infringement. The act was put into effect on May 27, 2010. Today we are ushering in the era of the 4th industrial revolution, and at the time when digital media usage becomes frequent, the production, distribution, and use of virtual reality (VR) and augmented reality (AR) contents through the ultra-high-speed, hyper-connected, and ultra-low delay networks implemented by 5G are particularly expected to become more active. Also, due to the nature of VR/AR contents that contain all or a portion of objects or backgrounds that exist in reality, the revision that allows collateral reproduction will contribute to the expansion of VR/AR contents' production and use, not to mention the development of related industries. In addition, it is expected that producers will be able to safely engage in creative activities, free from the risk of copyright infringement, in various single-person media and content

production environments.

Meanwhile, a regulation (Article 35-4) was newly presented to facilitate the use of public cultural facilities regarding published works of unknown authors. If a cultural facility (public cultural facility) operated by the state or local government does not know the copyright holder of the published work or his/her residence even after considerable investigation, the materials stored in the cultural facility can be collected, organized, and analyzed for the purpose of preserving and providing them to the public. Also, this new clause allows works to use the opened materials and reproduce, distribute, perform, exhibit, or broadcast the works to the public. However, public cultural facilities cannot use works of unknown authors for commercial purposes, and the copyright holder of the published work may later request to cease the use of the published work and claim compensation. This regulation also took effect on May 27 this year.

Also, it is worth paying attention to the provision of expanding the scope of using works included in textbooks for publishers (Article 25-2). In other words, it is a new provision that allows a person who has published a textbook can reproduce, distribute, and publicly broadcast a published work included in the textbook to an extent necessary to use the textbook for its original use. This regulation went into effect on August 5 this year.

The current copyright law has regulations restricting the intellectual copyright of works used for school education, and it is stipulated that published works can be used in textbooks of elementary, middle,

and high schools (Article 25-1). However, the regulation until today only allowed textbook publishers to include published works in textbooks, and it was still necessary to receive permission from copyright holders for other methods of use. However, according to the revised law, textbook publishers can now reproduce, distribute, and broadcast works contained in textbooks within the scope necessary for the use of textbooks, and use the works published in textbooks to provide more diverse educational content to assist textbooks. It can be produced, and it is also possible to provide it for distance education through online.

Major contents of the general revision of the copyright law

First, due to the nature of services such as online music service or online video service (OTT) broadcast content, it is necessary to use a significant quantity of works within a short period of time. However, these fields are having difficulty checking multiple copyrights and neighboring copyrights, and ask for permission each time. This is where the “Extended Collective Licensing” is introduced. It refers to “a system that gives the organization that intensively manages copyrights permission to use works from certain fields that have not been consigned to take care of.” However, if there is an explicit intention from the copyright holder to have his or her work excluded, it will be removed from the allowed list of copyrights accordingly. Through this Extended Collective Licensing, business operators can safely and conveniently obtain permission to use

works, and it is expected that copyright holders will have a profit structure in which the profits from having their works used can be collected steadily. In addition, we plan to introduce supplementary measures to strengthen publicity by allowing public institutions to use undistributed funds resulting from expanded intensive management for copyright holders.

It also suggests civil solutions rather than criminal punishment for copyright infringement. With the development of digital creation tools and video-sharing platforms, people can now easily create works and consume other people's works as creative materials for their own. Therefore, the possibility of daily use of works leading to copyright infringement is also increasing. Considering this, a measure to ease the scope of criminal penalties for non-profit and non-habitual copyright infringements and to halt the investigation if the relevant party is undergoing the mediation procedure of the Korea Copyright Commission (mediation-first idea) is expected to be pushed forward; instead, the civil compensation system will be strengthened to balance the protection of rights holders, thereby inducing civil settlement rather than criminal penalties for copyright disputes.

Furthermore, a “claim for additional compensation” will be implemented. So even though the creator transferred the copyright of his or her work to the user to raise the value of creation, which is the source of all content industries, and to prevent the work from being neglected in the distribution market and further promote usage of the work, if the profits of the creator and the copyright

user (to whom the right was transferred) are too off-balance, the creator has the right to revise the contract or claim for additional compensation. However, for the stability of the copyright user, the compensation will be only claimable within a certain period with further discussions.

Also, when a legal entity proclaims copyright, the creator could reserve no rights at all until today under the “work for hire” regulation. However, further alternatives will be devised to improve the regulation and strike a balance regarding the usage of copyright between the legal entity and the creator it hires. Besides, the “right of publicity” will be actively promoted at the same time. As there is an increasing number of unauthorized usage of photos and signatures of Korean stars along with the expanding Korean wave across the world, the enactment of the “right of publicity” has become a hot topic of discussion at last.

Meanwhile, the upcoming general revision is expected to reflect social changes such as the so-called “contactless culture” that came to the surface with the unprecedented coronavirus pandemic and the evolution of industries and technologies related to copyright that took place since 2006. An exemption rule for copyright users will be newly implemented, which would enable unlimited use of works in the process of information mass-analysis (data mining), including the utilization of corpus for A.I. development. Also, real-time video broadcast based on the Internet, which has become universalized today, will be clarified within the copyright law. Meanwhile, a measure that compensates the copyright holder

considering the changes in the educational environment, such as the growing replacement of school classes with online classes and allows unrestricted use of copyright works in classes, will be devised.

Outlook and influence of the general revision of the copyright law on the publication industry

As covered above, if a copyright system drastically changes in a short period of time, the standpoint of copyright holders and users tend to conflict with each other. Therefore, when finalizing the general revision of the copyright law, relevant authorities must sufficiently listen to what the experts from each field (academia, content industry, etc.), relevant departments, and people concerned (independent creators, copyright organizations, copyright users, etc.) have to say. In particular, close communication with the publication industry is necessary, as it has the longest history among other cultural industries.

While I agree to the objective of implementing the “claim for additional compensation” and improving the regulation for “works for hire,” detailed review needs to be done as the copyright holders’ efforts that contributed to the rise of value may be undervalued and free-lunches regarding the profits created by the publishing industry could occur. Furthermore, with the introduction of the publicity right, possible issues surrounding the editing process, such as cover design, should be taken into consideration from various angles and come up with responsive measures such as establishing an

exemption clause.

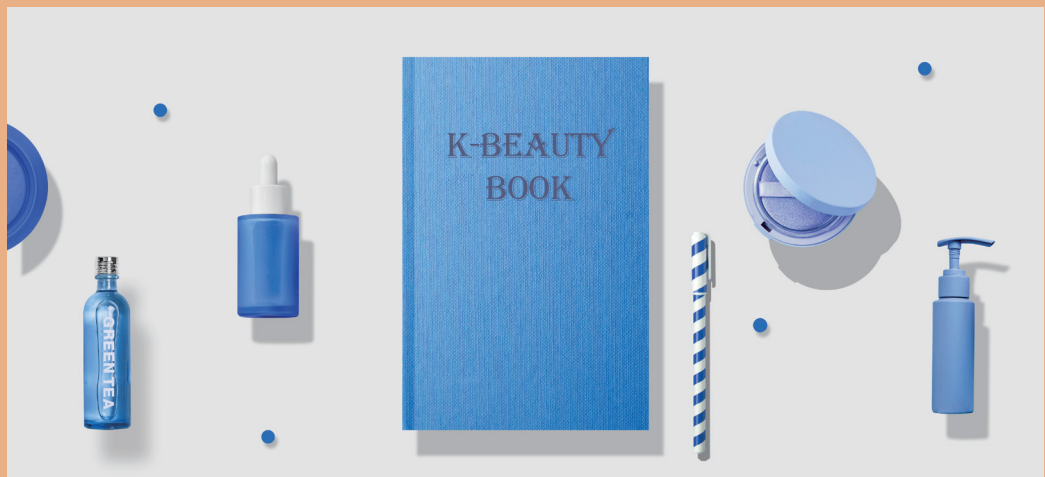
The relevant authority said it is planning to set up a realistic revision of the law by clarifying detailed clauses by receiving advice and having consultations with copyright experts and carrying out focused group interviews (FGI) with experts from each content area such as literature, music, and video. More than three public hearings will be held per field joined by the people concerned. I hope that all these efforts could lay a foundation for Korea as a strong cultural nation by forming an environment for proper copyright usage, walking in step with the 4th industrial revolution, and putting utmost effort into protecting the rights of copyright holders.

SPECIAL PROJECT

K-Beauty

The World Has Fallen in Love with K-Beauty

Written by Choi Ha-Yeong



“If it works in Korea, it will work in other countries.”

The passion for K-Beauty is soaring across the world. The cosmetics industry in Korea has been advancing to meet the high demands of Korean consumers who prioritize reasonable but

efficient consumption. This has helped the industry to successfully penetrate the global market. The standard for beauty differs across generations and eras, where it even differs by individuals within the same generation. What was the thing that could help Korea get the upper hand in the global beauty industry where it is well known that satisfying the taste of each and every consumer is difficult?

Basically, the success of K-POP and K-Drama in the overseas markets worked as a great supporter. People around the world began to have an interest in the make-up styles of Korean stars, and as they differed from the method that was deemed to be the mainstream in each country, the demand for trendy K-Beauty soared. Besides, as the efficacy of nature-oriented and oriental ingredients proved to be true, the rising demand seems to have no ceiling. Also, while various Korean beauty brands are beginning to export their products to other countries, foreign visitors to Korea are lining up to buy them here themselves. They are posting photos of their purchases on their Social Media, which has even become a new type of content.

However, as traveling to Korea has become limited due to the coronavirus, overseas fans are instead looking for videos related to K-Beauty on channels such as YouTube. And as contents related to the industry, such as make-up, styling, and losing weight, are growing in number, the publishing industry has joined the trend by producing relevant books as well. Below are publications related to K-Beauty that both Korean and overseas readers may find interesting.

You can do it, too! : Skin Care/Make-up



Pony's Stylish Make-Up Book, DIY Natural Cosmetics, Changing My Face with My Own Hands

In the skincare and make-up areas, among all other K-Beauty publications, books written by famous beauty YouTubers and stylists are popular. They are typically titled after the name of the writer, such as *Pony's Stylish Make-Up Book* (Login), *Shinbia's Magical Make-Up* (Jungwon Munhwa Publishing) and *Kim Hwalran's Make-up Beauty* (Miho). Among them, *Pony's Stylish Make-Up Book* (Login) is a book that popular YouTuber and make-up artist Pony provides tips for finding the perfect make-up that goes well with your face. The copyright of the book was sold overseas, including China, Taiwan, Thailand, and Indonesia, even before the book was published, proving the power of “Hallyu (Korean Wave)” once again by becoming a bestseller, and sparking the so-called “Pony Syndrome.”

In Korea, too, books about aromatherapy and nature-oriented cosmetic products are gaining popularity. For example, *DIY Natural Cosmetics* (Kyunghyang BP) is written by Bubblebank (Jung

Seon-Ah), who is a pharmacist, and an aromatherapist, where she introduces recipes for all the cosmetic products that we need in daily life. Meanwhile, *Natural Soap and Cosmetics* (Nike Books), with the sub-title “Aroma Therapy and Massage for Moms and Kids,” provides 120 easy-to-follow recipes for those with sensitive skin that want to have customized soap and cosmetics that suit their skin type.

Home care and self-care are other keywords found in this field. Some books introduce methods you can follow at home while saving time and money spent at relevant care centers outside. For example, *Changing My Face with My Own Hands* (ThinkSmart) guides you to massage your face yourself by subdividing the parts of the face. Also, *Skin Master Winnie’s How to Make Your Skin Soft* (Wisdom House) provides essential knowledge and principles you must know to keep healthy skin in a Q&A format.

A Book Teacher For You : Losing Weight/Exercise



5-Minute Body Care by Physical Gallery, 30-Day Diet Challenge: Natural Food, Plant Food, Switch-On Diet for Losing Fat

Areas related to losing weight and exercise are also popular in K-Beauty. Books written by popular Youtubers have reached the top bestsellers' list. For example, *5-Minute Body Care by Physical Gallery* (Sigongsa) written by Physical Gallery, a Youtuber, consists of medical and physical health experts, who introduce simple stretching and exercising methods with pictures under the sub-title "62 killing stretches that makes you healthy from the bottom to the top." Meanwhile, expert Park Seo-Hee, who majored in physical education, helps beginners to easily learn the basic principles of exercise by recommending efficient 5-minute, 10-minute, and 20-minute stretching programs through her book *Stretching is Just Enough* (Leescom). Also, books about Pilates, which is currently trending in Korea, are sought by readers. For example, *Sophia's Pilates Home Training* (Leescom) helps readers to easily learn how to do Pilates that improves your body's muscular strength, endurance, and flexibility.

"Diet" cannot be ruled out when talking about losing weight. Lee Young-Hoon, the writer of *Miraculous Diet* (Dream Book), talks about the low-carbohydrate and high-fat diet that he studied as a doctor in this book. Also, *Rami's Perfect Diet Recipe* (Gilbut) written by nutritionist Rami (Lee Bo-Ram), who ranked first in a body-building bikini contest, is popular in this field. This book introduces how to lose weight while not harming your body and also smart diets. Meanwhile, *30-Day Diet Challenge: Natural Food, Plant Food* (Book 21) by a popular YouTuber Ogongsam (Oh Young-Se) has become an issue as it introduces the WFPB diet (Whole-Foods,

Plant-Based diet), which is currently a big trend in the US, to Korean readers with the sub-title “miraculous diet: eat as much as you like, and still lose weight.”

Also, some books written by experts in this field, such as doctors, pharmacists, and professors, talk about how to get healthy beauty. For example, *A Book to Read When You Think Your Body Isn't Like Before* (Wisdom House) written by two professors of Seoul National University talks about how to reduce pain and lose weight without hard work. They explain how lack of exercise affects our bodies and how we can get healthy again by investing 10 minutes a day. Also, *Remodeling Your Joints* (Vita Books) is a book where an orthopedist kindly talks about how to get rid of pain and fix twisted joints by exercising. Meanwhile, Youtuber Jenny talks about reasons why you always fail losing weight and secrets to anti-aging through her book *Your Way of Losing Weight is Wrong* (Cloud Nine). Another popular book is *Switch-On Diet for Losing Fat* (Luminous), which is about the progress and results of a project conducted by a doctor who treats obese patients. Professor Park Yong-Woo, the writer of the book, has written multiple books until today and has published a book *The God of Losing Weight* in Taiwan as well.

Boundless World of K-Beauty Publications



*Beauty's UP Make-Up Written Test, I Believe in Myself Today Again,
For Those Curious About Cosmetics*

To become a professional in fields such as hair styling and managing cosmetics manufacturing in Korea, one must obtain a national certificate through exams. There are books that will help you get prepared for those exams such as *Beauty's UP Make-Up Written Test* (The Baeoom), *Hypass to Skin Care Specialist* (Crown), *All About Written Exams for Hair Stylists and Nail Artists* (Sungahn Dang), and *2-Week Challenge for Cosmetics Manufacturing Manager* (Eduwill). These books provide video lectures and mock exams, along with basic theories.

There are also books where popular beauty celebrities in Korea talk about their life in an essay, apart from merely taking care of their skin and getting prettier by losing weight. For example, Chahong, a world-renown hair designer and a beauty expert, talks about the secret to becoming beautiful by introducing not only cosmetics products but also habits to build for inner beauty. Readers are able

to understand and love themselves by looking deep into both their looks and insides through her book *Things that Make You Beautiful* (Seedpaper). Jung Saem-Mool, the first generation beauty contents creator in Korea, announced *I Believe in Myself Today Again* (Business Books) this June with the sub-title “Jung Saem Mool’s Self-Make-up for Life.” It talks about her story of becoming a front liner of K-beauty, which has become a must-read book for readers who wish to do “make-up” for their life to make it brighter.

Also, monthly magazines that introduce the recent trend for fashion and hair style such as *Beauty Plus* (The Book Company) and books about styling such as *Self Hair Styling by Short-Haired MyoJung* (Cypress) and *Fashion and Shoes for Ordinary Days* (Nexus) are published in the market. There are also books that offer basic knowledge for those new to this field. For example, *For Those Curious About Cosmetics* (Changbi) provides basic information for teenagers to wisely use cosmetics products. At the same time, *Personal Color Book Written by a Professional Consultant* (Eduway) helps readers to find their own charm by using personal colors alongside styling and make-ups.

K-Beauty is leading the Korean Wave in overseas markets along with K-POP and K-Drama. Also, with “healing,” “self-management,” and “health” that have become an overall trend in Korea, its characteristics are gradually changing. A generation that only emphasizes outer beauty has passed. Readers are now looking for a beauty that is sustainable and is not harmful to their bodies.

Even though people are limited from carrying out outdoor activities due to the pandemic, they instead have the opportunity to take care of themselves while staying at home. It is certainly a difficult time, but why don't we take a deeper look into our outer and inner selves with tips and guides suggested by the K-beauty publications and find healthy beauty?

EXPORT CASE

Korea's Non-Fiction Books Building Global Competitiveness

Written by Joseph Lee (President of KL Management)

It is notable that the Korean Wave in the publishing industry began in the Northeast Asian and Southeast Asian publishing markets. And the major players that strongly supported the trend were novels and TV dramas "Winder Sonata", "Gaeul Donghwa" and "Jewel in the Palace". The wave then moved to the British and American markets, and the first field to penetrate those markets among the Korean publishing areas was literature. However, an interesting phenomenon can be easily witnessed today that recalls the past days - the publication of non-fiction books in the Asian publishing market is showing an upward curve. Now, while setting a specific strategy for non-fiction titles to enter the British, American, and European markets, aggressive sales efforts need to be made. Authors and titles that have the capacity to compete with others on the global stage have appeared in Korea. In fact, there are

already good examples where Korean books and authors succeeded in the global market.

The forefather of Korea's self-development books recognized in the global publishing market is *Youth, It's Painful* (Sam & Parkers) by professor Kim Nan-Do. Selling more than 2 million copies in Korea alone, its translation copyrights were sold to China, Taiwan, Japan, Vietnam, Thailand, Indonesia, Netherlands, Italy, and Brazil. Professor Kim had been invited to countries such as Italy and Thailand by local publishers and had a busy schedule, including meet & greet events with readers. In Thailand, his book ranked first in sales when it was initially published, playing a significant role in opening the gateway for the export of Korea's self-development books.



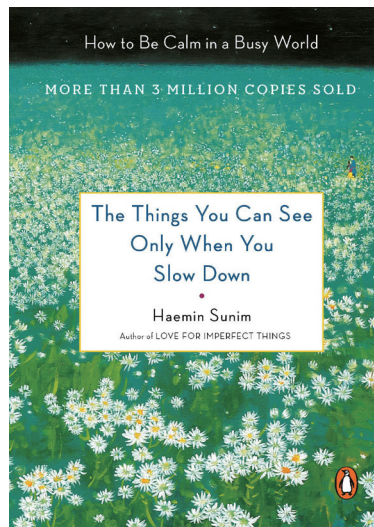
Portuguese and Thai covers of *Youth, It's Painful*



Vietnamese cover of *You Must Be Shaken a Thousand Times to Become an Adult* (OUA) by Kim Nan-Do

Following *Youth, It's Painful* was *The Things You Can See Only When You Slow Down: How to Be Calm in a Busy World* (Suobooks) by Haemin Sunim. Hitting more than 3 million sales in Korea, its translation copyrights were found to have been sold to 26 countries, including the US and Britain. It became a bestseller after it was translated and published by Penguin USA in 2017. Magazine *Elle* commented that the book provides “Wise advice on how to reflect and slow down.” As a Korean non-fiction book, it’s got the potential and possibility to be recognized on the global stage. The book has begun to establish its own realm while being a hot issue among readers with its translated edition in many Asian countries before entering the US and British publishing markets.

* *K-Book Trends* Vol. 04 – Interview of Haemin Sunim



US cover of *The Things You Can See Only When You Slow Down: How to Be Calm in a Busy World*

Another author to be spotlighted is Kim Su-Hyun. While building a firm fanbase at a fast pace in the Southeast Asian publishing market centering around Japan, her books are establishing their unique competitiveness and visions. After laying out a successful foundation with her book *I Decided to Live as Myself* (Woods of Mind's Books), news had it that her new title *Being Comfortable Without Effort* (Noll) put her in the ranks of the best authors in Korea. According to its publisher Dasan Books, *Being Comfortable Without Effort* by Kim Su-Hyun was exported to Japan for more than 200 million won of advance; this implies that the values of Korea's non-fiction titles are highly recognized in the overseas publishing markets. Meanwhile, many Asian readers are paying attention to *I Want to Die but I Also Want to Eat Tteokppokki, Vol. 1, 2* (Heun) by Baek Se-Hee, not to mention writer Lee Ki-Ju who has established a strong foothold as a million-bestseller author with his book *Temperature of Language* (Malgulteo). His books

that are being actively translated and exported to China, Taiwan, Japan, Thailand, Vietnam, and Indonesia and are expected to join the British, American, and European markets within the next few years.

* *K-Book Trends* Vol. 25 – Interview of writer Baek Se-Hee



Thai cover of *Temperature of Language*

BOOK TRIP

Jeju Island**A Beautiful Mixture of Nature and Cultural Art**

Written by Choi Ha-Yeong



The official name of Jeju Island, a tourist destination for both Korean and overseas travelers, is “Jeju Special Self-Governing Province,” including the surrounding small islands. Being the biggest island of Korea, Jeju Island is a globally well-known

volcanic island. The Oreums (volcanic cone), which are parasite volcanoes created through volcanic activities, Jusangjeolli Cliff, Lava Tubes, and the basalt zone, are indeed eye-opening natural sites for travelers. Besides, the Jeju Volcanic Island and Lava Tubes were designated as UNESCO World Heritage Sites in 2007, having their value recognized. On top of these, Hallasan Mountain, the highest mountain in Korea, beautiful beaches, waterfalls, and tangerine fields, are not to be missed spots for tourists.



© Jeju Tourism Organization, Visitjeju.net

The culture in Jeju Island is relatively exotic as it is distanced from the mainland, and the splendid view of the ocean and the mountain dominates the minds of the tourists. Also, small bookstores and cultural art spaces with unique characteristics are run in places on the island. Being designated as the “City of Books 2020” in Korea, the island hosted the “2020 Korea Reading Festival” this year. Why not we join the book journey on Jeju Island, which is the perfect place to have a book in one hand and enjoy the beautiful nature at the same time?

“2020 Korea Reading Festival in Jeju”



Poster of the 2020 Korea Reading Festival in Jeju © korearf.kpipa.or.kr

The 2020 Korea Reading Festival hosted by the Ministry of Sports, Culture, and Tourism and organized by the Publication Industry Promotion Agency of Korea (KPIPA) was held from September 4th to September 6th on Jeju Island with the theme “Today, Books.” It

was originally planned to meet tourists through various events held across the island, but due to the spread of the coronavirus, all the events had to be switched to online events.



Photos from the 2020 Korea Reading Festival © korearf.kpipa.or.kr

The 2020 Korea Reading Festival held online was filled with bountiful content such as performances, events, academic presentations, and exhibitions. A performance hoping the reading culture of Jeju Island to spread across the nation and a traditional Odoltogi (popular indigenous song in Jeju Island) performance took place during the opening ceremony. Along with these events,

various forums and programs were provided, including Meet & Talk with famous Korean writers such as Kim Kyeo-Wool, Chae Sa-Jang, and Baek Se-Hee, and forums with themes “The Era of Pandemic: The New Normal of Book Festivals,” “Asking the Value of Reading in the COVID-19 Era,” and “Neighborhood Bookstores Dreaming Every Day.”

The 2020 Korea Reading Festival that invited many people online offered a new direction for festivals in the post-COVID-19 era and ended in a huge success. The missing 2% from the fact that the event had to be carried out online can be filled through programs run in different parts on the island until October 31st. The schedule of programs joined by libraries, bookstores, neighborhood bookstores, and publishers is subject to change with the progress of the coronavirus, so anyone hoping to participate in one should check the detailed schedule and venue on the official website.

* Website of the 2020 Korea Reading Festival: korearf.kpipa.or.kr

Sosimbook: A Small but Happy Place

Sosimbook is a small bookstore in a neighborhood located in Jongdal-ri, a village far east on the island. Even though it is small in size, the touch of papers and the fluttering excitement of the letters written on them are enough to attract visitors. Sosimbook says that the interior of the bookstore and the personality of the bookkeeper are introverted as its name Sosim (means shy and timid in Korean). However, one is able to feel the strong inner will, albeit its small

size as it stands still in an era in which people can easily purchase books online and get cheaper books offline.



This cozy Sosimbook filled with books of the bookkeeper's taste also sells CDs, LPs, postcards, stickers, and items related to books. As there are books and items made by the bookstore itself, if you take time looking around, you will be able to find something that you like. Also, there is a little space for an exhibition in one corner of the bookstore. This spot is reserved for the "Exhibition of the Month" where an exhibition is run for a certain period on the chosen topic. As Sosimbook has been running an online bookstore since 2019, if you want to know more about the "Exhibition of the Month," "Shy Pick of the Month" (a book chosen by the bookkeeper), and more about the bookstore, please check the website first before visiting.

* Website of Sosimbook: sosimbook.com

Small Talk with Sosimbook

Is there a unique characteristic that differentiates Sosimbook from other bookstores?

I think that compared to other newly established attractive and fancy bookstores, Sosimbook is very slow. Some may even feel idleness in it. But I think that the guests are feeling the inner meaning that the bookstore is keeping its pace, though slow, doing things that it can handle. Feeling relief and relaxation inside that atmosphere is what I think is the unique charm of Sosimbook.

How do you want Sosimbook to be remembered by visitors?

I think that when you are inside a place surrounded by books, that place soon becomes a special space that completely travels beyond time and space. We get to solely focus on the world surrounded by books and ourselves. I always think that it would be great if Sosimbook could serve as such a place. Even though small and humble, I hope Sosimbook can help you take away the consolation and inspiration you've got from books and be a place of remembrance when you return to your daily life.

Please recommend some books that go well along with Jeju Island.

I would like to recommend *You Don't Like Carrots, and I Don't Like Kimchi* published by Mitzul. Sosimbook is currently publishing books too in the concept of a shy and slow publisher. We published a completely revised edition of the book in February this year. The book is composed of essays written by a chef who runs a Western restaurant in Jeju island. So, it is like a survival journal and an observation diary of the chef on what he had to think about and fight against to achieve things he desperately wanted to do on the island, which has become a trendy tourist destination.

SORISOMOON BOOKSTORE: A Bookstore with Lasting Memory



Ten years. The time the bookkeeper put in to set up the bookstore. And the bookstore Sorisomoon leaves a lasting impression on its visitors for a long time. The stories and experiences cumulated during the 10 years of preparation have created a space in Sorisomoon that does not exist anywhere in the world, just like an annual ring of a tree. To make Sorisomoon a bookstore where people can solely indulge in reading books and the bookkeeper can grow fond of, the bookkeeper created the B.I. (brand identity) of Sorisomoon and even decorated the interior from A to Z. This is why there is no single spot in Sorisomoon that the bookkeeper hasn't reached.

Once you walk into the entrance of Sorisomoon, you may first encounter new editions and bestsellers. And if you take a few steps further inside, you will be able to see several unique rooms: “Gurim Seo-ga Room” where there is a picture of a virtual library drawn by the bookkeeper on the wall, “Room of Writers” that helps to understand a writer chosen every month and his or her work, “Curating Room” where books recommended by the bookkeeper sit, and a “Relaxing Room” where visitors can comfortably take a seat and read a book. These rooms are filled with the bountiful love and affection of the bookkeeper for the bookstore. If you would like to focus on reading, putting aside any other factors, why not visit Sorisomoon, where you can take a sneak peek into the bookkeeper’s sincerity towards books?

* Website of Sorisomoon: blog.naver.com/sorisomunbooks

Small Talk with Sorisomoon

What kind of place is Sorisomoon?

I named "*Sorisomoon* (小里小文; small writing in a small village)" hoping good writings to spread across all the people. Sorisomoon just focuses on books, not giving a second look at other things. I deeply think and strive to help fine books to better reach readers every day.

What is the reaction of the visitors?

Sorisomoon is located in a very remote village. Even though it is difficult to come, the broad field, numerous Oreums (volcanic cones), and lush green nature are indeed things to enjoy and cherish,

while you can also do various things inside the bookstore such as transcribing and seeing an exhibition. I think my customers love having such bountiful experiences while coming to the bookstore to get a book they like.

Is there a special tourist destination you would like to recommend?

I especially like Geumneung Beach in Jeju Island. It is good to play in the water as it is quite shallow, and you can also do some camping in the forest at the back. Above all, it is just satisfying to just look at Biyangdo Island floating far in front of the beach. Biyangdo Island looks like a boa from *The Little Prince* that swallowed an elephant.

Various Cultural Art Spaces in Jeju Island



Gallery 2 Joongsun Nongwon (left), Cultural Space Yang (right)
© Jeju Tourism Organization, Visitjeju.net

Experiencing the culture and art in a tourist site in an unfamiliar environment is a must-do activity. Located at the farthest edge of Hallasan Mountain, Gallery 2 Joongsun Nongwon is where a tangerine (a principal product of Jeju Island) orchard was turned into a gallery. The big warehouse that used to keep tangerines was

transformed into a gallery, while the small warehouse was reborn into a cafe. Also, the shed that used to keep farming tools is today a library named “Chungshinjae.” Exhibitions that select a writer from Jeju Island and introduce his or her works are often held here, and books about humanity and art are filling the shelves of the Chungshinjae library.

Meanwhile, “Cultural Space Yang” was named after “Yang,” which is an expression used by native Jeju people to start a conversation with another person. Maintaining the traditional house style of Jeju Island, the place is composed of an office, exhibition room, and a seminar room filled with books. The region where “Culture Space Yang” is located has a painful history where the whole village was burnt down during the April 3rd incident (a full-scale uprising that took place in Jeju). Today, peace has settled again in the region thanks to the love and support from villagers.



Art Space IAa (left), Lee Joong-Seop Street (right) © Jeju Tourism Organization, Visitjeju.net

“Art Space IAa” located at the center of Jeju Island is just where “IAa (貳衙)” stood, which was an administrative body during the Joseon Dynasty. Living the history of the past, “Art Space IAa” runs

various cultural programs and a gallery where you can experience visual art. Also, you can visit the room for art materials filled with diverse books about art. As exhibitions on various topics are often held here, it would be a good idea to look up in the schedule and see whether there is an exhibition open during your stay in Jeju Island. On top of these, Lee Joong-Seop Art Museum and Lee Joong-Seop Street that were organized to honor the genius Korean artist Lee Joong-Seop are good spots to visit in Jeju. Also, various cultural art spaces are located in different parts of the island where you can also learn about cultural heritages cherishing the history of Jeju Island. Recently, Jeju Island is constructing “Jeju Literary House,” which is the first literary-oriented space in Jeju Island. Having the groundbreaking ceremony in January this year and planning to open its doors to visitors in the first half of next year, Jeju Literary House is expected to have exhibition halls, an auditorium, and a book cafe inside. So, if you are planning to travel to Jeju Island next year, why not consider adding Jeju Literary House to your itinerary?

KOREAN PUBLISHERS

Kinderland (Bandal)

Power of Picture Books Embracing All Generations

Organized by Lee Ji-Hyeon

Kinderland is a publisher specialized in picture books, which also owns the brand “Bandal.” Every book it produces is creative and refreshing. Most of its authors are newly debuted, as Kinderland pursues making books that can be embraced across generations by taking new challenges and various perspectives. Below is an interview with Kinderland and Bandal which have won the Bologna Ragazzi Award, the most prestigious award in children’s books in the world, several times since 2015.



Logos of Kinderland and Bandal

Could you please introduce Kinderland and Bandal to our subscribers?

Kinderland began with the aim to publish books for children and is today importing picture books from other countries and making picture books, children's books, non-fiction books, and educational books here in Korea. We've grown to focus more on making creative picture books, which led to the establishment of "Bandal," hoping it could serve as a channel for all generations to enjoy picture books together.

The name "*Bandal* (ban means half, and dal means the moon)" refers to the two halves each shared by the picture books made by us and the authors and our readers. In other words, the picture books we make are merely a half-moon. It can ultimately become a full moon when there is someone reading them and feeling empathy within them.

The goal and basic foundation of Bandal were to look at picture books as an independent genre and make one that can best deliver the diverse characteristics of picture books.

As such, Bandal believes that only when a story that we wish to share with our readers along with the like-minded authors, can there be a meaningful title born in the world. And we will continuously work to introduce these books to global readers.

Could you please introduce some of the best books of Kinderland and Bandal to our readers?

We believe that every book of Kinderland and Bandal is the best, but to pick some, we would like to introduce works that won the Bologna Ragazzi Award and were exported to other countries. *The Little Wall* was the first book from us to win the award. Also, *A Sweet Potato*, *A Moon Rabbit*, *a Tortoise*, *And a Squid*, *Red*, *The Chirrup*, and *Burned Toast* are some of our outstanding books that pursue our values.

Meanwhile, *Blue Duck* that was exported to 7 countries, including Italy, France, and Spain, is also another best work of ours. It's been awarded overseas while being listed as a book-to-read in libraries. In addition, *We are here in the zoos* and *63 Days* that talk about animal rights are works that helped us realize how we could understand and empathize with our readers while delivering our philosophical values, as they were created together with the readers in conveying the core message inside them.



A Sweet Potato, A Moon Rabbit, a Tortoise, And a Squid, Burned Toast



Blue Duck, We are here in the zoos

What is the thing that Bandal prioritizes when it comes to selecting authors and publishing books?

Most of the books we have published are by new authors. Many titles are the first work of our writers, and there are also those who had been working in other fields of illustration but have first published a picture book or those that have just a few titles published until then. Creating new things is never an easy thing to do. Making picture books is actually time-consuming and arduous. Also, the author's view of the world is greatly reflected in his or her first book. Bandal will always be encouraging our authors to have various world views and make new attempts. In this sense, we would like to have our doors open for authors that take new challenges. So we believe that the things we value the most are “the world views of the writers” and “new challenges.”

The Little Wall, *Tree, Dancing*, *Who Are You?* and *A Shadow* won the Bologna Ragazzi Award. Could you tell us about those works and how you felt when they won the award?

The Little Wall was honored with the Special Mention in the Fiction category in 2015, *Tree, Dancing* won the New Horizons award in 2018, while *Who Are You?* and *A Shadow* were selected as Special Mentions in the Opera Prima category in 2018 and 2019 respectively.

The Little Wall is meaningful to us in that it made a good start for Bandal as it won the award just 2 years after Bandal was established. We believe that it is a picture book that well depicts a kid playing along the wall with a little scent of Korean atmosphere. Also, *Tree, Dancing* is a unique and artistic piece with its length 15 meters when spread out wide. It shows another universe that we cannot see underneath the bottom of a tree, which is a good representation of the author's idea about life. Meanwhile, after reading *Who Are You?*, you will be able to realize that the book was trying to present itself as a raindrop. It is unique in that it makes you imagine a thing and maximize that imagination in a way the book intended. Also, the award it received in the Opera Prima category adds a special meaning as it was the first book of the writer. In the following year, *A Shadow* brought us another award in the same category, which once again proved that Bandal has become a picture book publisher for new authors. *A Shadow* mainly talks about animals gathering in the shadow of a tree to

evade the heat from the sun, but it has a twist at the end. It shows that observing daily life can give you inspiration.



Tree, Dancing, The Little Wall



Who Are You?, A Shadow

What are other accomplishments of Bandal other than winning the Bologna Ragazzi Award?

It is not easy to publish more than 50 picture books only written by new writers. However, we get to think that it is surely having a positive influence as their works win awards overseas, and the export of picture books increases. There is also an increasing number of overseas publishers that eye Bandal as we won several Bologna Ragazzi Awards. Well, we guess that such achievements we have made with books of newly debuted writers will serve as momentum for us and the authors to move forward in the future.

You mentioned that Banal publishes picture books for all generations. What do you think the power of picture books is?

Well, in the past, picture books were regarded as children's content, and as such, perspectives toward reading picture books have been quite limited. So people thought that as kids get old, they should graduate from reading picture books and start reading children's books with texts.

But today, many people have a different idea about picture books. We think that picture books should be perceived as a story that breathes through texts and pictures, not as a work where pictures only help understanding the texts. There is a power in picture books where the texts and pictures play their own role and lead the story altogether. So it can be said that picture book writers create a

story by making well balanced use of the two tools.

In this sense, we believe that picture books possess a power that effectively delivers a message.

Also, as picture books are capable of stimulating many senses and reflecting emotions of people through pictures seen alongside the texts, they are a powerful means of conveying messages. Besides, we think that the reason “reading” or “looking at” picture books can be used interchangeably is because the message inside is well delivered regardless of age, gender, and readers’ understanding of the text. As such, picture books are a highly universal and agreeable means of carrying messages.

What is the future plan of Kinderland and Bandal?

We would like to stay close to the resolution we had when the picture book brand Bandal was established. We will work to discover new writers and seek more creative styles of picture books. Stories that can draw empathy across all generations will be the prerequisite to becoming a picture book capable of encompassing all age groups, and based on different experiences and understandings of our readers, we will focus on ways to narrate the story in a new style. We will strive to deliver such freshness to our readers and make them think, “oh, this way of expression can be made into a picture book!”

What’s more, Kinderland is planning to publish books that are more for children. We got to think that as recent picture books have

been reflecting various generations, the publication of books about the story of our children has slightly dropped. We would like to make books that are a step closer to the life of our children, where they can relate to the story as something of their own.

Website www.kinderland.co.kr

Instagram @kinderland_bandal

Facebook @kinderland.book

KOREAN AUTHORS

Writer Kang Hwa-Gil

Careful Call for Things that Should Not be Taken for Granted

Organized by Lee Ji-Hyeon



Author Kang Hwa-Gil writes about things we can easily find around us. If there is one thing that differentiates her stories from others, it is that her works are delicate, or rather chilly in the sense that she seems to be living a different life from ordinary people. In her book

Eumbok (which means to partake of sacrificial food and drink) that features ancestral rites, and in *Gawon* and *Hand* that mainly describe our daily life, she talks about psychological violence, hatred, suppression, and horror that women experience. Kang Hwa-Gil points out the sense of displacement from people's attitude of taking things for granted when they shouldn't.

Hello, it's a pleasure to meet you. Please say hello to our subscribers.

Hi, I am Kang Hwa-Gil, and I write novels. It's good to be meeting you.

Is there a reason for you to choose hatred, suppression, horror, and violence that women experience as the source for your books?

I don't actually choose a topic and write on it. But as I am writing down sentences, the topic I have in mind just flows out naturally. I think anyone would be like me.



The 11th Young Writer Award Collection (Munhakdongne) including *Eumbok* (left)
It's Because Only Women Disappear (Eunhaengnamu) including *Sanchaek* (meaning "stroll") (right)

Novelist Pyun Hye-Young said, “Kang Hwa-Gil has reached a genre that does not exist anywhere with stories about women that exist everywhere.” How do you think about her comment?

As I have been a huge fan of her works, I was just glad to be hearing such a comment. I think it was the best compliment I could ever get. And I got to think that I should never get loose on the senses I feel about daily life and keep on taking on challenges.

Is there a title of yours that you like the most?

I personally like *White Horse* the most. I could feel liberated very much after writing this novel. It gave me a chance to think about what I need the most and what kind of novel I want to write from now on. In fact, for all those days I put in to write the novel, I was just so excited. As I know that such an experience is not common for a writer, I think I get to grow more fond of it.

Could you please introduce your novel collection *White Horse* (Munhakdongne) to our readers?

Yes. *White Horse* is my second short-story collection and my third title. It is a collection of short novels that I announced from 2018 to spring 2020. I recall having a really hard time back then writing novels. I could not let go of the ratings I get about my works, and I doubted myself if I am writing in the proper direction. And writing

White Horse just relieved me so much during that period.

I got the inspiration for *White Horse* from a song by Taylor Swift. It is a breakup song. So the song goes like, you are not my “white horse,” and this is not a fairy tale. It was about a relationship, but it came to me in the voice of a novel writer. So basically, ratings, evaluations, and all those “white horses” do not matter, but what matters the most were what I am going to write about, how I will be writing it, and what writer I am going to become in the future.



White Horse

If *White Horse* is exported overseas, what message would you like to add for the introduction?

Well, I am, in fact, curious. How would the overseas readers take my stories? How are they going to understand it? Are they going to experience something that goes beyond the linguistic boundary just as I did as I read so many foreign kinds of literature? Well, I don't

think what I want is not that important. I would just love to hear what my readers experience.

Is there a message you would like to give to your readers through your books?

Well, rather than delivering a message... I always think that I want to write good stories. There are always ideas in mind about what a good story is. I couldn't get a clear answer for that yet. What would be THAT story that stops people's time and make them look back to their past? I think I cannot stop writing as I also would like to know the answer.



A Good Person (Munhakdongne), *Other People* (Hanibook)

What is your plan for the future?

Just like I have been doing until now, I might keep on writing stories. I am planning to publish a full-length story next year. It is a three-part story about a family, and I think it would be the first novel of the series. Well, if everything goes as I planned. I will do my best!

Please leave your last comment for our readers.

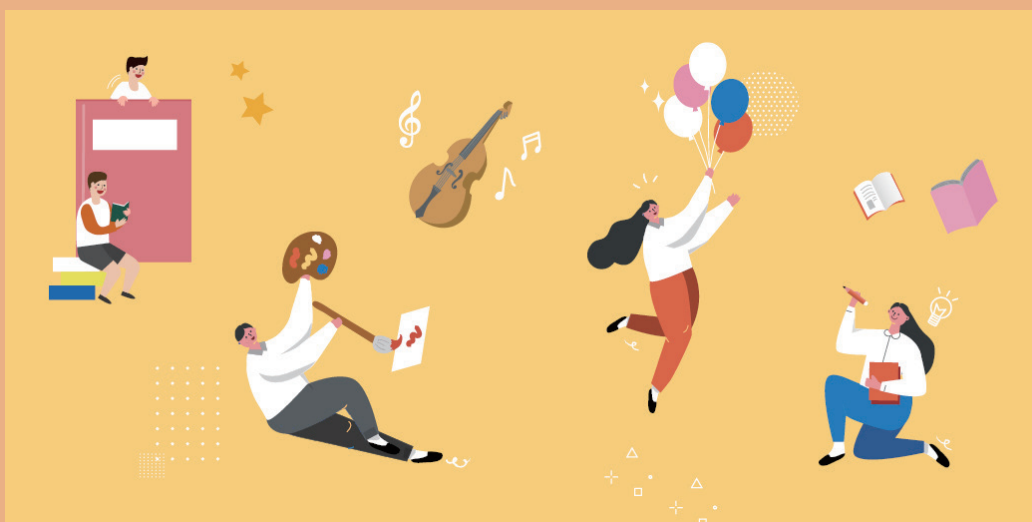
Thank you for your love and support for Korean literature. I will always take challenges to write more interesting and exciting stories. Thank you.

Publishing Industry

Current status of each field in the Korean publishing market

9. Publication of Comics and Art

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



The prominent characteristics of publications in the fields of comics and art are strong visual elements, imagination, and artistic messages embedded within. The traditional landscape of comics publications in Korea has significantly changed due to the evolution of ICT technologies and smartphones. Yet, webcomics

(online comics) have noticeably risen above the surface and taken the center of comics distribution. However, fine comics that gained popularity on the webcomics platform and have gotten their artistic value recognized are often officially published as paper comics. Books in the art field come in different genres and types, ranging from academic books for fine art, design, music, plays, movies, and fashion, to popular practical books such as a guide for exams and coloring books as a pastime activity. Comics and art publications are usually classified as “art/popular culture” as one, or comics are sometimes treated as a separate field.

The number of comics and art publications is both on the rise, but from the sales perspective, comics are on a downward trajectory while art is rather showing an uptrend. For example, for the number of published titles, comics published 6,797 titles in 2019, 1.9% up from the previous year (source: Korean Publishers Association). The number for art/popular culture books was 2,465 in 2015, which rose to 3,764 in 2019 (source: Publication Industry Trend Analysis of the Publication Industry Promotion Agency of Korea, August 2020).

In terms of sales, in the overall sales statistics of Kyobo Bookstore, a representative bookstore both online and offline in Korea, comics and art account for a 3%-range of share, respectively, among the entire sales. Shares of sales and revenue have been all on the decline for the past three years. This implies that these fields are stagnant compared to the growth of other fields. Yet, the sales and

number of copies sold in art showed an uptick during the last two years.

In regards to the sales trends of comics, famous Japanese comic series stand strong with their firm fanbase, such as *One Piece* (Daewon CI), *Case Closed* (Seoul Media Comics), *One Punch Man* (Daewon CI), and *Haikyuu!!* (Daewon CI). Also, comic books that had a great influence on webcomic platforms were popular as well; *Your Letter* (Sonbom Books) got its popularity and literary values recognized as it was chosen as the comic that brightened the year 2019 by comics organizations. Comics that had been enjoyed by then teenagers in the past are newly presented with the name “Collector’s Edition.” The republication of *My Mother Story* (Anibooks) that was also recommended on TV and *Last Order* (Munhakdongne) soon became bestsellers. Also, with the popularity of TV dramas such as *Itaewon Class* (Young Com), comic books of original webcomics are often listed as bestsellers.



Your Letter, Last Order, Itaewon Class

It is not adult comics but kid comics that are at the center of the Korean comics publication market. In particular, multiple educational comic series – the best example is the *Why?* series – are greatly popular among overseas readers as they are a mixture of entertainment and education. These educational comics about science and historic figures consist of texts, cartoons, and photos that go across borders and language barriers and provide fun reading experiences to kids. Popular top 100 non-educational comics among serialized kid comics were *Hunhan Nammae* (I-seum), history comics *Seol Min-Suk's Great Adventure in Korean History* (I Human) and comics about Chinese characters *Magic Hanja* (Magic Chinese Characters) (Owl Book). Apart from these examples, educational comics about world history *Go Go Kakao Friends* (Owl Book), science comics *Hanging On! Science* (Wisdom House), *Greek and Roman Mythology* (Owl Book) sub-titled “liberal arts comics for elementary schoolers,” science-experiment comics *Tomorrow, I am the Experiment King Series* (I-seum), the *Why?* (Yelimdang) series (particularly the “germs and virus” episode relatable to the recent situation), *Who? K-pop* (Dasan Kids) that talks about the story of representative Korean pop singers, and the *I AM* (Junior RHK) series (particularly the one about director Bong Joon-Ho), which is an educational comic about jobs.

Liberal arts books about art written for the general public are gaining popularity, too. For example, *An Art Museum In The Corner of a Room* (Black Fish) by Cho Won-Jae nicknamed “Mi-

nam (mi refers to beauty – here it means art, and nam refers to man; a man in front of an art museum)” has been a huge sensation since 2018, selling 100 thousand copies in two years. He then wrote “Special Edition Commemorating 100K Sales,” which introduces works of Paul Gauguin, Paul Cezanne, and Van Gogh that are preserved in Orsay Museum, one of the top three art museums in Paris, France. Another liberal arts book about art for the general public is *Western Art History* (Yekyong) by Ernst H. Gombrich, which is a steady-seller sought by readers as a must-read artbook since it was published in Korean in 1994 and is currently seeing a rapid rise in sales after being introduced on an entertainment TV show. Meanwhile, *Journey to Contemporary Art* (Hangilsa) written by professor Kim Hyun-Hwa at Sookmyung Women’s University is a fine organization of the history of contemporary art, and *History of 8 Answers About Art* (Woori School) by Kim Jin-Yeop is spotlighted as the basic introduction to art.

Also, an art essay *When Attitude Becomes Artwork* (Bada Books) by artist Park Bo-Na introduces the art world of prominent artists from home and abroad that make you endlessly throw questions to the world. Its title is an application of “When Attitudes Become Form,” which was an exhibition held in 1969 in Bern, Kunsthalle, Switzerland. Meanwhile, *Year of Wonder* (Will Books) by Clemency Burton-Hill, a violinist and a broadcaster of a classic channel of BBC, *The Little Book of Colour* (Will Books) and *The Secret Lives of Color* (Kassia St Clair) (Will Books) also drew attention.



Museum In the Room, History of 8 Answers About Art, When Attitude Becomes Artwork

For practical art books, “body drawing” forms an independent category. And the representative book is *Kim Rak-Hee’s Body Drawing* (Seong-Andang) by Kim Rak-Hee. The author is a skilled animator at Marvel Studios in the US, who also runs a channel on Youtube and teaches drawing. The book has been a hot introductory book for three-dimensional anatomy. In the size of an A4 paper, drawings of various motions and postures are indeed eye-catching. Also, *Stonehouse’s Anatomy Note* (Seong-Andang) by Seok Jung-Hyeon reinterprets anatomy from a drawer’s perspective. The translated edition of *Anatomy for Artists: Understanding the Human Facial Expressions* (MGH Books) by Uldis Zarins is also another popular title.

In the world today, iPads are replacing papers. Drawing guidebooks using an iPad have come to the fore. For example, *Daily iPad Drawing* (Vita Books) by popular illustrator Bodam (Kim Bo-Ram) talks about drawing using an application with the title “digital-sentiment drawing class” hung upfront. The book guides

how to draw on iPads with QR codes attached that link to video instructions. Meanwhile, *Easy iPad Drawing* (Youngjin.com) by Soosoojin is also another drawing guidebook for tablet users. It explains how to draw using “Photoshop Adobe Sketch.”

Failing Design, Passing Design: How to Edit Your Design (Gilbut) by Lee Min-Ki and Kang Yoo-Mi is intended to teach readers the principles of design and layout when editing and graphics-designing. It provides an intuitive and visual experience to readers by contrasting two designs, with one that actually failed and one that passed on each page of the book. Other books of the same concept are “Web & Web-Design” and “Calligraphy.”

As the film “Parasite” by director Bong Joon-Ho won four Oscar awards sparking a global sensation, his scenario book *Parasite Scenario & Storyboard Book* (Plain) sold like hotcakes. Also, a script book of the popular TV drama *It’s Okay to Not Be Okay* (Howooya) was a great hit, which was a rare case for a TV drama script. *The Movie Begins Twice* (Wisdom House) by famous film critic Lee Dong-Jin is a collection of reviews for 208 movies released for the past 20 years since 1999. Regardless of its 1,000-page-long length, many movie lovers read the book. The edited style of the book was quite interesting, as the timeline went in reverse from 2019 to 1999.



Stonehouse's Anatomy Note, Daily iPad Drawing, It's Okay to Not Be Okay

Pengsoo, the Original (EBSi) and *Pengsoo Peng-Art: Coloring Book* (EBSi) topped the list, which are books commemorating the first anniversary of Pengsoo's debut on Youtube, who is a famous character from "Giant Peng TV" of EBS. The popularity of coloring books that was slightly sluggish last year recovered with the increased number of people staying at home around this time because of the health crisis; *Secret Garden* (Kl), *Forest Girl's Coloring Book* (Seed & Feed) by a Korean author with the pen name Aeppol, and *Kakao Friends Story Coloring Book* (Miho) using popular emoji characters in Korea are high on the bestsellers' list. Meanwhile, *Omurice Jam Jam* (Cine 21 Books) by Cho Kyung-Kyu is a coloring book version of a popular comic that features simple Korean food such as Andong-styled braised spicy chicken with vegetables and the story of a family. Illustrations of street foods in each city from Taipei to New York are just heart-warming. In the music category, practical books such as *Ocarina Tutoring Book* (Eumaksekye), *Teaching Music* (Ugha), and *Analyzing*

Composition Music (Yesol) were strong leaders, while in the fashion field, *Fashion Marketing* (Suhagsa) by Ahn Kwang-Ho and others were popular. Meanwhile, *Brand, Branded, Branding* (Ahn Graphics Publishers) by Lim Tae-Soo is about what the author learned while setting up a brand and what brands influenced him based on his experience of making various brands on the ground.

Publishing Policy

2018 Publication Industry Factual Survey



Outline

The Publication Industry Promotion Agency of Korea (KPIPA) conducted the 2018 Publication Industry Factual Survey under article 16.5 “Factual Surveying and Statistical Surveying of the

Publication and Culture Industry.” The survey conducted from June to December 2018 for the period between January 1st to December 31st, 2017, includes Copyright Export Statistics Survey.

The 2018 Publication Industry Factual Survey used a structured survey format (questionnaire) to research areas such as basic business information, general status, organization status, distribution status, business index and prospects, and other comments, where the researchers collected relevant information via phone calls, fax, e-mail, and offline surveys.

The Publication Industry Promotion Agency of Korea (KPIPA) said that the objective is to identify the current status of businesses engaging in publishing, estimate their business scale, develop and evaluate various policies related to the publication industry, thereby providing basic data to support the planning and evaluation of policies related to the industry, establishment of companies’ management plan, and facilitation of academic research of the academia and research institutes.

Summary of Factual Survey Result

Publisher

Primary Classification	Secondary Classification	Findings
General Status	Form of Business	• Regular Business (full-time) 66.0%, Sideline Business 22.9%, Subsidiary Publisher 5.3%, Other Publisher 5.8%
	Form of Company	• Private Business 72.3%, Limited Liability Company 21.6%, Corporate 2.5%, Others 2.4%, Foundation 1.3%
	Primary Field of Publication	• General Books 59.3%, Academic/Specialty Books 20.8%, Children's Books 6.8%, Textbooks/Study Books 5.1%, Test Preparation Books 5.1%, Home Study Books 2.5%, Complete Collections 0.5%
	Employee Status	• Employee Fluctuation: Nearly the same 89.5%, Decrease 6.3%, Increase 3.9% • New Recruitment: No recruitment made 72.2%, Recruitment made 27.8%
	New Book Publication	• Average new publications 12.4 books, among them, six are translated books. (48.3%) • Ratio of new books with more than two printings 35.0%
	Transaction and Distribution Status	• Internet Bookstore 22.2%, Large Bookstore 18.0%, Direct Sales from Publisher 13.4%, Wholesale/Exclusive Distribution 12.6%, Joint Sales 12.1% Small and Medium Bookstore 6.4%, etc. • Consignment Supply: Offline Bookstore Distribution 64.1%, Offline Wholesale Distribution 63.2%, Online Distribution 61.2% • Return Rate: Average 17.3% • Initial Printing 818.8 copies (2016) → 827.3 copies (2017)
	Welfare Status	• Social Insurances 73.3% • Overtime Pay/Benefits 31.7% • Signing of Employment Agreement 65.4% • Long Service Paid Leave 24.1% • Severance Pay 61.5% • Maternity Leave 23.1% • Annual Paid Leave 55.8% • Self-Development Support 21.0%

Primary Classification	Secondary Classification	Findings
Sales	Sales	<ul style="list-style-type: none"> • Sales Fluctuation: Nearly the same 50.8%, Decrease 27.9%, Increase 13.1% • Sales Percentage per Field: General Books 57.1%, Academic/Specialty/Test Preparation Books 26.0%, Infant/Children 7.0%, Textbook/Study Books 4.8%, Home Study Books 2.4%, etc.
	Expenses	<ul style="list-style-type: none"> • Annual Average Expenses KRW 448,900,000 • Expense per Item: Production Cost 32.7%, Labor Cost 24.1%, Editing Cost 11.6%, Print/Writer's Fee 10.2%, Operation Expenses 9.9%, Other Costs 8.3%, Marketing 3.3%
	Sales Percentage	<ul style="list-style-type: none"> • Internet Bookstore 22.2%, Large Bookstore 18.0%, Direct Sales from Publisher 13.4%, Others 13.0%, Wholesale/Exclusive Distribution 12.6%, Joint Sales 12.1%, Small and Medium Bookstore 6.4%, etc.
Environment and System	Social Responsibility	<ul style="list-style-type: none"> • Industrial Contribution: Moderate 47.7%, Large 30.6%, Small 21.7% • Cultural Contribution: Large 59.2%, Moderate 35.2%, Small 5.7% • Educational Contribution: Large 65.1%, Moderate 31.0%, Small 3.9%
	Publication Standard Contract	<ul style="list-style-type: none"> • Awareness Status: Not aware 56.1%, Aware 43.9% • Utilization Status: Use In-house contract 38.5%, Only use some terms 35.1%, Use all terms 26.5%
	Aspects in Need of Improvement	<ul style="list-style-type: none"> • Discovery/Fostering of Writers 38.0%, Informatization / Environment Improvement in Distribution 30.5%, Increase of Book Purchase Budget by Libraries 22.2%, Promotion of Marketing 21.4%, Digitalization/Informatization 20.8%, Fostering of Talent/Training 14.7%, Trade Negotiation Capability/Supply Rate Improvement 12.7%, etc.
	Intention to Participate in Joint Project	<ul style="list-style-type: none"> • Not interested 43.9%, Very interested 32.4%, Moderately interested 23.7%

e-book Publisher

Primary Classification	Secondary Classification	Findings
General Status	Form of Business	• Paper Book-based Publisher 60.2%, Specialized e-book Publisher 31.0%, Others 8.8%
	Form of Company	• Private Business 66.2%, Corporate 33.8%
	Range of Business (multiple choices allowed)	• Production of e-book from Paper Book 97.5%, Distribution of e-book 30.2%, Publishing of Database (knowledge/academic information) 12.1%, Production of Multimedia e-book/App 10.7%, e-book Conversion of Complete Collection/Large-scale Project 8.5%, Exporting of e-book 4.4%, Production of Audio Books 3.8%, Publishing of e-magazine 2.5%
	Primary Field of Publication	• General 69.0%, Genre Literature 14.0%, Magazine, etc. 6.3, Multimedia e-book 5.5%, Comic 5.2%
	Employee Status	• Average Number of Employees in e-book Business 3.5 persons (full-time e-book employees 1.6 persons, part-time e-book employees 1.9 persons) • e-book Business Employee Fluctuation: Nearly the same 92.6%, Increase 5.8%, Decrease 1.4%
	Number of Active Writers	• Average 16.5 persons (paid and non-exclusive writers 40.4%, unpaid writers 39.7%, and exclusive writers 19.9%)
	Number of Business Partners	• 8.0 (B2C partners 6.2, B2B partners 1.8)
Business Status	Sales and Sales Percentage	• Average Sales: KRW 192,200,000 • Per Field: General 73.5%, Genre Literature 14.7%, Others 6.5%, Comics 5.3% • Per Type: Text e-book 92.3%, e-book with Multimedia 3.6%, Others 3.2%, Audio Book 0.7%, e-book with AR/VR 0.3% • Per Distribution Channel: B2C 93.7%, B2B 6.3% * B2C: Online Bookstore 44.1%, e-book Website 36.4%, Master Contents Provider (MCP) 4.0%, Mobile Service/Portal Website 3.0%, Company Website 2.7%, Global Platform 2.3%, Others 1.2%
	Sales of Web Novels and Mobile Apps	• Sales of Web Novels: None 87.4%, Present 12.6% • Mobile App Sales: None 87.9%, Present 12.1%

Primary Classification	Secondary Classification	Findings
Books Handled & Transaction Status	New and Cumulative Production	<ul style="list-style-type: none"> • 2017 e-book Production – an average of 54.1 types • 2017 Paper Book Conversion Ratio – 49.1% • Cumulative Publications of e-book Publishers – an average of 298.9 types
	Production Ratio	<ul style="list-style-type: none"> • Per Field: General Field 73.3%, Genre Literature 14.8%, Magazines, etc. 6.6%, Comics 5.4% • Per Type: Text e-book 92.2%, e-book with Multimedia 3.6%, Others 3.2%, Audio Book 0.8%, e-book with AR/VR 0.2% • Per Producer: External (incl. distributor) Producer 51.9%, by Publisher 48.2%
	e-book and Paper Book	<ul style="list-style-type: none"> • Replacement Effect of e-book for Paper Book: Moderate 47.8%, Positive 44.2%, Negative 8.0% • Suitable Price Compared to Paper Book: 60.2% of that of Paper Book

Wholesale/Exclusive Distribution

Primary Classification	Secondary Classification	Findings
General Status	Form of Company	<ul style="list-style-type: none"> • Private Business 91.4%, Corporate 8.6%
	Combination of Wholesale and Retail	<ul style="list-style-type: none"> • Combination of Wholesale and Retail 53.1%, Only Wholesale 46.9%
	Warehouse	<ul style="list-style-type: none"> • Average 457.86m², Storage Capacity 482,000 books, Utilization Ratio 69.1%
	Primary Field	<ul style="list-style-type: none"> • Study Books/Home Study Books 64.0%, General Books 16.0%, Specific Field 11.4%, Children's Books 7.4%, College Textbook/Test Preparation Books 1.1%
	Employee Status	<ul style="list-style-type: none"> • Number of Distribution Employees: Average of 3.4 persons • Employee Fluctuation: Nearly the same 80.6%, Decrease 17.7%, Increase 1.7% • New Recruitment: No recruitment made 90.9%, Recruitment made 9.1%

Primary Classification	Secondary Classification	Findings
Business Environment	Sales Percentage	<ul style="list-style-type: none"> • Per New Books/Existing Books: New 71.1%, Existing 28.9% • Per Field: Study Books 44.1%, General Books 18.6%, Others 15.4%, Home Study Books 11.6%, Children's Books 10.3%
	Operating Profit & Net Profit	<ul style="list-style-type: none"> • Average Operating Profit: KRW 122,200,000 • Average Net Profit: KRW 73,400,000, Average Net Profit Ratio: 2.6%
	Expenses	<ul style="list-style-type: none"> • Annual Expenses: Average of KRW 1,844,100,000 • Ratio of Expenses per Item: Purchasing of Publication 61.5%, Labor Cost 14.0%, Other Costs 9.5%, Rent 5.0% • Purchasing Other Than Publications 7.6%, Advertisement/Promotion Costs 2.4%
Books Handled & Transaction Status	Ratio of Books Handled	<ul style="list-style-type: none"> • Study Books/Home Study Books 54.7%, General Books 18.8%, Others 12.2%, Children's Books 10.6%, College Textbooks/Test Preparation Books 3.8%
	Number of Business Partners	<ul style="list-style-type: none"> • Average of 219.3: Publishers 110.7, Bookstores 70.5, Suppliers 28.8, Wholesalers 7.3, Exclusive Distributors 2.1
	Trade Condition	<ul style="list-style-type: none"> • Purchase from Publisher: College Textbooks/Test Preparation Books 77.3%, Study Books 65.9%, General Books 64.5%, Children's Books 64.2% • Supply to Bookstore: College Textbooks/Test Preparation Books 83.3%, Study Books 75.8%, General Books 75.1%, Children's Books 72.6% • Return Ratio: Study Books 32.5%, General Books 29.6%, College Textbooks/Test Preparation Books 29.3%, Children's Books 28.1% • Return Period: Children's Books 6.7 months, General Books 6.2 months, Study Books 6.0 books, College Textbooks/Test Preparation Books 5.3 months

Offline Bookstore

Primary Classification	Secondary Classification	Findings
General Status	Type of Bookstore	• General Bookstore 55.1%, Elementary/Middle/High School Study Books 29.2%, Specific Field 6.7%, Religious Books 6.2%, Items Other Than Books 5.2%, College Textbooks/Test Preparation Books 4.0%, Children's Books 2.1%
	Form of Company	• Private Business 93.9%, Corporate 6.1%
	Business Location	• Near Schools 4 8.4%, Commercial Area 25.2%, Residential Area 14.8%, Near Academies/Institutes 2.6%
	Store Area	• Average of 322.31m2, Book Area Ratio: 60.3% (Shelf Area Ratio of 25.8%)
	Employee Status	• Employee Fluctuation: Nearly the same 91.5%, Decrease 7.3%, Increase 1.2%
Business Status	Sales Percentage	• Book Sales 84.5%, Other Items (stationary, etc.) 15.5% • Per New Book/Existing Book: New Books 71.4%, Existing Books 28.6% • Per Field: Elementary/Middle/High School Study Books 45.7%, General Books 25.5%, Others 14.3%, Children's Books 7.9%, College Textbooks/Test Preparation Books 6.6% • Best Seller/Steady Seller 30.0%
	Business Profit and Net Profit	• Average Business Profit KRW 1 03 8 00,000, Profit Ratio 16.0% • Average Net Profit KRW 49,500,000, Net Profit Ratio 9.8%
	Expenses	• Annual Expenses: Average of KRW 952,600,000 • Expense per Item: Purchasing of Publications 60.2%, Rent 10.2%, Purchasing Other Than Publications 9.8%, Other Costs 9.7%, Labor Costs 9.0%, Advertisement/Promotion Costs 1.2%
Books Handled & Transaction Status	Books Handled	• Elementary/Middle/High School Study Books 45.1%, General Books 26.6%, Others 14.3%, Children's Books 7.8%, College Textbooks/Test Preparation Books 6.2%
	New Book Types and Number of Copies	• New Book Types: Average of 4,403.5 types, Average Number of Copies per Type: 63.9 copies
	Monthly Average Orders and Returns	• Monthly Average Order: 3,500.0 copies, Average Monthly Returns: 668.5 copies

Primary Classification	Secondary Classification	Findings
Customer Status	Visitors and Purchase Ratio	• Visitors on Weekdays: 179.9, Visitors on Weekend: 239.6 Ratio of Visitors Making Purchases: 63.6%
	Customer Groups	• Female 57.8%, Male 42.2%, Teens 36.0%, 40s 17.7%, 20s 15.9%, 30s 14.5%, 50s 11.5%, 60 and older 4.5%
	Number of Books Purchased and Purchase Amount	• Average Number of Books Purchased per Person: 2.0 books, Monthly Average Purchase Amount: KRW 23,244.0
Transaction and Informatization	Number of Business Partners	• Suppliers: 108.3 (Directly from Publisher: 94.1, Exclusive Distributor: 8.9, Wholesale: 5.3), Buyers: 13.5
	Purchase Ratio	• General Books: Wholesale 65.4%, Exclusive Distributor 60.1%, Directly from Publisher 52.7% • College Textbooks/Test Preparation Books: Wholesale 67.9%, Directly from Publisher 66.9%, Exclusive Distributor 59.8% • Elementary/Middle/High School Study Books: Exclusive Distributor 71.8%, Wholesale 68.6%, Directly from Publisher 55.7% • Children's Books (Complete Collection, Single Book): Exclusive Distributor 64.2%, Wholesale 63.8%, Directly from Publisher 50.7%
	Return Ratio and Return Period	• Return Ratio: Elementary/Middle/High School Study Books 35.4%, College Textbooks/Test Preparation Books 32.6%, General Books 28.6%, Children's Books 28.3% • Return Period: Children's Books 9.2 months, College Textbooks/Test Preparation Books 7.8 months, General Books 7.5 months, Elementary/Middle/High School Study Books 6.4 months

Online Bookstore

Primary Classification	Secondary Classification	Findings
General Status	Type of Bookstore	• General Bookstore 43.1%, Specific Field 27.6%, College Textbooks/Test Preparation Books 12.1%, Religious Books 8.6%, Children's Books 6.9%, Elementary/Middle/High School Study Books 1.7%
	Form of Company	• Private Business 58.6%, Corporate 41.4%
	Warehouse Status	• Average: 1147.43m ² , Storage Capacity: about 740,000 books, Utilization Ratio: 80.8%
	Offline Store Operation Status	• No operation (no store) 50.0%, Operation 50.0%
	e-book Sales	• Not on Sale 87.9%, On Sale 12.1%
	Used Book Transactions	• Transaction not made 84.5%, Transaction made 15.5%
	Employee Status	• Employee Fluctuation: Nearly the same 82.8%, Decrease 8.6%, Increase 8.6%
Business Status	Sales Percentage	<ul style="list-style-type: none"> • Book Sales 91.7%, Others (stationery) 8.3% • New Books/Existing Books: New Books 55.7%, Existing Books 44.3% • Per Field: General Books 47.8%, Others 24.9%, College Textbooks/Test Preparation Books 15.5%, Children's Books 9.0%, Elementary/Middle/High School Study Books 2.9% • Used Books 9.7% • Best Seller/Steady Seller 29.8%
	Operation Profit & Net Profit	<ul style="list-style-type: none"> • Average Business Profit: KRW 364,800,000, Average Business Profit Ratio: 15.4% • Average Net Profit: KRW 136,800,000, Average Net Profit Ratio: 12.9%
	Expenses	<ul style="list-style-type: none"> • Total Expenses: KRW 3,056,300,000 • Expense per Item: Purchasing of Publications 41.6%, Labor Costs 21.3%, Others 19.8%, Rent 9.4%, Purchasing Other Than Publications 3.8%, Advertisement/Promotion Costs 4.1%

Primary Classification	Secondary Classification	Findings
Books Handled & Transaction Status	Books Handled	• Others 39.3%, General Books 35.0%, College Textbooks/Test Preparation Books 13.9%, Children's Books 9.3%, Elementary/Middle/High School Study Books 2.5%
	New Book Types and Number of Copies	• New Book Types: Average of 11,367.7 types, Number of Copies per Type: 260.2 copies
Customer Status	Visitors and Purchase Ratio	• Daily Average Bookstore Website Visitors: 10,592.0/Purchase Ratio: 7.2% • Daily Average Bookstore Mobile App Visitors: 6,073.4/Purchase Ratio: 14.0%
	Customer Groups	• Female 55.3%, Male 44.7% • 30s 33.0%, 20s 28.6%, 40s 24.3%, 50s 10.4%, 60 or older 2.6%, Teens 1.2%
	Number of Books Purchased and Purchase Amount	• Average Number of Books Purchased per Person: 2.0 books, Monthly Average Purchase Amount: KRW 27,151.5
Transaction and Informatization	Number of Business Partners	• Suppliers: 407.5 (Directly from Publisher 365.5, Exclusive Distributor 29.2, Wholesale 12.8) • Buyers: 94.6
	Purchase Ratio	• General Books: Directly from Publisher 69.9%, Others 70.7% • College Textbooks/Test Preparation Books: Directly from Publisher 70.5%, Others 76.1% • Elementary/Middle/High School Study Books: Directly from Publisher 71.8%, Others 77.8% • Children's Books (Complete Collection, Single Book): Directly from Publisher 70.3%, Others 78.0%
	Return Ratio and Return Period	• Return Ratio: Elementary/Middle/High School Study Books 20.8%, Children's Books 18.3%, College Textbooks/Test Preparation Books 16.8%, General Books 16.8% • Return Period: Elementary/Middle/High School Study Books 9.2 months, College Textbooks/Test Preparation Books 8.0 months, Children's Books 7.0 months, General Books 5.2 months

e-book Distributors

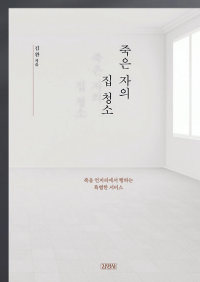
Primary Classification	Secondary Classification	Findings
General Status	Primary Field of Distribution	• General Field (other than Genre Literature) 40.0%, Genre Literature 33.3%, Magazine, etc. 13.3%, Comics (incl. Webtoons) 13.3%
	Employee Status	• Employee Fluctuation: Nearly the same 60.0%, Increase 26.7%, Decrease 13.3% • New Recruitment: Recruitment made 53.3%, No recruitment made 46.7%
	Number of Business Partners	• Publishers B2B 1,043.5, B2BC 34.4, Others 8.0
Business Status	Sales Percentage	• Per Field: General Field 33.0%, Genre Literature 41.8%, Magazine, etc. 12.7%, Comics 12.5% • Per Type: Text e-book 74.7%, e-book with Multimedia 19.2%, e-book with AR/VR 2.7%, Audio Book 1.8%, Others 1.7% • Per Sales Method: B2C 56.0%, B2B 27.9%, B2BC 16.1%
	Web Novels and Mobile App Sales	• Web Novel Sales: Present 53.3%, None 46.7% • Mobile App Sales: None 73.3%, Present 26.7%
Books Handled & Transaction Status	Number of Services	• Average Number of Services in 2017: 504,760 types • Average Number of Web Novel Services of Web Novel Distributors: 442,262 types
	Production Ratio per Type	• Text e-book 75.7%, e-book with Multimedia 18.9%, Audio Book 3.5%, Others 1.8%
	Sales Status	• Monthly Average Sales: about KRW 2,781,920,000 • Monthly Average Downloads: about 1,710,000 • Monthly Average Buyers: 97,979 • Annual Average Sales (single book): 566,691, Complete Collection Sales: 115,041, Monthly Service Account: 150,773
Customer Status	Membership Status	• Cumulative Member Count: Average of 2,040,320 • Paid Accounts: 184,616, Monthly/Periodic Service Accounts: 14,873 • Female 53.6%, Male 46.4% • 30s 31.3%, 20s 27.0%, 40s 17.6%, Teens 14.5%, 50s 9.2%, 60 or older 0.4%

New Books

The Whole House Clean-Out Services for Dead Men

A book spotlighted by various media outlets in Korea

The Whole House Clean-Out Services for Dead Men



"When someone dies alone, my work begins."



Lonely death is

now not just a matter of the old...

It has become the reality
for the middle-aged and young adults.

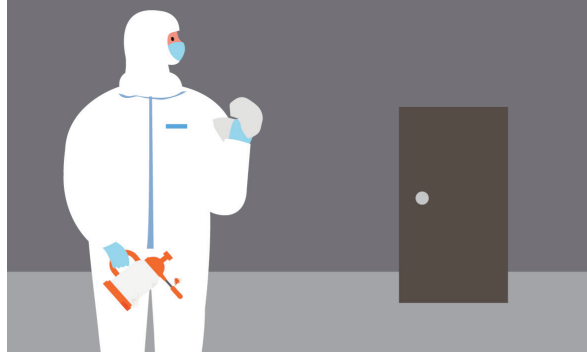
*A story about desolated death,
where age and gender do not matter.*



Things you did not know,
or things you have been turning
a blind eye to about lonely deaths...



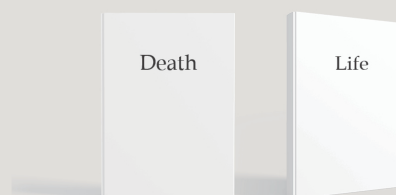
The cold reality of
lonely death in the words of
writer Kim Wan, a special cleaner.



While 'death' is
the main source of the book,
its story is about 'life'.

How will you live your life?

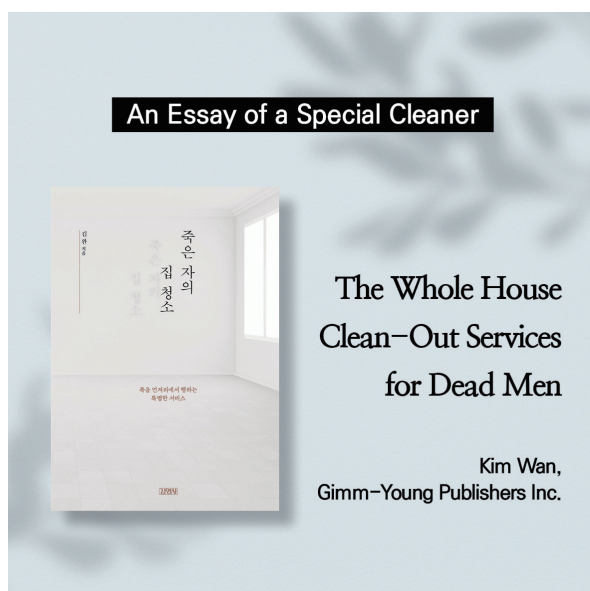
How will you face
your last moment of breath?



The book throws out questions about life and death.

*A special service
provided on the edge
between life and death.*





Best Sellers

1st Week, September

Bestseller Trends in the Four Biggest Online Bookstores in Korea

Written by Choi Ha-Yeong

September. Breezy Autumn has arrived in Korea. Welcoming the season of reading, new books from various fields have joined the bestsellers.

First of all, *A Country You've Never Experienced Before* with rather a dramatic sub-title "How Democracy Dooms," is a collection of dialogues on politics and society by one moderator and two experts. Meanwhile, another bestseller *What is Studying* by professor Kim Young-Min at Seoul National University who wrote *A Reminder the Humans Are Mortal* (Across) talks about how and what to know to become a matured citizen. Meanwhile, books about tips and guides to lead children to study in the right direction are also popular. For example, *Mastery Learning Bible* written by Lim Jakga of "Life Mentor Lim Jakga," which is a famous YouTube channel with 110K subscribers, shares how to easily help your child to voluntarily master learning.

Also, *Curiosity of the Hunhan Nammae 1* also hit the bestsellers' list, which is a science comic written by Hunhan Nammae, famous Youtubers with 2.06 million subscribers. The Hunhan Nammae, who have been drawing popularity with their *Hunhan Nammae* (I-Seum) series, now talk about scientific knowledge from every day through humorous comics for kids. Meanwhile, an essay book by a popular character, "Pengsoo" is also hot. *I Peng-Love You: Pengsoo Postcard Book* was listed as the bestseller even during its pre-sale period. It contains highlight footage from Youtube channel "Giant Peng TV" that has seized the minds of 2.08 million fans and the newest photos shot while preparing for the book's publication in the form of a postcard. At the back of the postcard, you can see Pengsoo's encouraging, heart-warming, and humorous quotes for readers.

Meanwhile, *Almonds* by writer Sohn Won-Pyung was published in March 2018, but as the members of BTS were found to be reading this book in a JTBC program "In The Soop," it was immediately added to the top list of bestsellers. Being a popular book among readers since its publication, *Almonds* won the 10th Changbi Prize for Young Adult Fiction, and ranked first in the translated novels category in Japanese bookstores. Recently, readers voted writer Sohn Won-Pyung as the "young writer that will be the future of Korean literature" on Yes24, a large online bookstore in Korea. The popularity of *Almonds* is expected to continue as its literary value has been widely recognized across the world; translated editions of the book have been published in countries including Japan, Vietnam, Indonesia, Taiwan, and Spain.

* The rank of bestsellers below was organized after integrating domestic bestsellers in the first week of September from the four biggest online bookstores in Korea - Kyobo Bookstore, Aladdin, Yes 24, and Interpark.

BEST SELLERS

1



A Country You've Never Experienced Before

Author | Kang Yang-Gu, Kwon Kyung-Ae,
Kim Kyung-Ryul, Seo Min, Jin Joong-Kwon
Publisher | Imagine 1000
Genre | Politics & Society

2



Almonds

Author | Sohn Won-Pyung
Publisher | Changbi
Genre | Novel

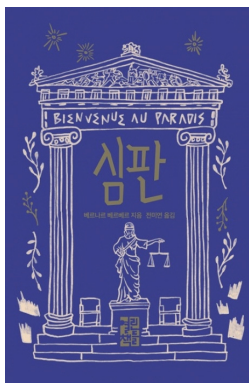
3



The Property of Money

Author | Kim Seung-Ho
Publisher | Snowfox Books
Genre | Economics & Business Administration

4



Bienvenue au paradis

Author | Bernard Werber
Publisher | The Open Books
Genre | Novel

BEST SELLERS

5



Curiosity of the Hunhan Nammae 1

Author | Hunhan Nammae (Original), Ahn Chi-Hyeon
 Publisher | I-Seum
 Genre | Kids Comics

6



How Studying Became So Fun

Author | Park Sung-Hyuk
 Publisher | Dasan Books
 Genre | Essay

7



What is Studying?

Author | Kim Young-Min
 Publisher | ACROSS
 Genre | Liberal Arts

7



The Cakewalk Series: Stock Market Investing (2020)

Author | Yoon Jae-Soo
 Publisher | Gilbut
 Genre | Economics & Business Administration

BEST SELLERS

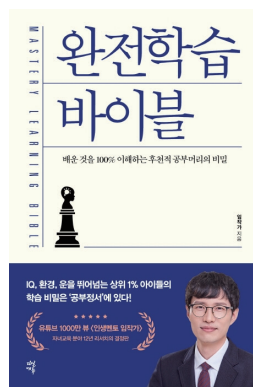
7



I Peng-Love You: Pengsoo Postcard Book

Author | EBS
Publisher | EBS BOOKS
Genre | Essay

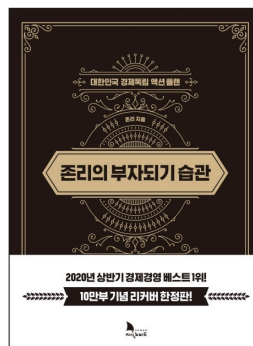
10



Mastery Learning Bible

Author | Lim Jakga
Publisher | E-Dasan
Genre | Home & Childcare

10



You Can Do It!

Author | John Lee
Publisher | Knomad
Genre | Economics & Business Administration

#K-Book

#K-Book Copyright Fair Online

KPIPA introduces K-Books for global publishing markets through K-Book Platform

One Day

1. Publication Details

Title | One Day
 Author | Sung Young-ran
 Publisher | KINDERLAND
 Publication Date | 2015-09-14
 ISBN | 9788956186856
 No. of pages | 44
 Dimensions | 220 * 230

2. Copyright Contact

Name | Shin Haemin
 Email | haemin@kinderland.co.kr
 Phone | +82-10-2547-4738

3. Book Intro

Things you can see again once you are alone. The world begins with seeing things. This means you will get to know a new world when you start to see things you couldn't before. The writer remembers the experiences of *One Day* as "special." A child suddenly hears a voice calling to her and gets to meet people who have disappeared again. A new world has opened up for the child. How was this possible? Perhaps the unfamiliar feeling, "I'm really bored," enabled unknown things to be seen.

* http://www.k-book.or.kr/user/books/books_view?idx=1425



A Vessel of Humanity That Fills Up More

1. Publication Details

Title | A Vessel of Humanity That Fills Up More

Author | Kim Yun-na

Publisher | Cassiopeia Publishing Company

Publication Date | 2017-09-22

ISBN | 9791185952987

No. of pages | 312

Dimensions | 140 * 205

2. Copyright Contact

Name | Min Hye-Young

Email | cassiopeiabook@gmail.com

Phone | +82-2-303-5580



3. Book Intro

Each of us has a vessel that can be used to carry words. Depending on the conditions of these vessels, the levels of speech and the depth of relationships vary dramatically. Those with generous vessels of speech can carry a lot of words. From deep vessels, words do not leak out easily. Also, wide vessels mean it is easy to pick out words that you need. For those with narrow and shallow vessels, speech often becomes superfluous and too many unnecessary words are used. This is not simply a difference in speech techniques. Rather, the difference lies in the **vessels of speech** that we shape throughout life

* http://www.k-book.or.kr/user/books/books_view?idx=1058

Fruitful Mother-Child Communication

1. Publication Details

Title | Fruitful Mother-Child Communication
Subtitle | Communicating without Getting Angry or Hurting Feelings
Author | Park Jaeyeun
Publisher | HANBIT MEDIA, Inc.
Publication Date | 2018-02-26
ISBN | 9791188007134
No. of pages | 280
Dimensions | 150 * 210

2. Copyright Contact

Name | Woo Seob Shin
Email | wsshin@hanbit.co.kr
Phone | +82-2-2180-8790



3. Book Intro

From the day a child is born until he or she attends a day care center, the vast majority of the child's conversations are with the mother. Depending on the manner in which the mother speaks, the child's self-esteem may improve or diminish and be emotionally healed or even scarred. *Fruitful Mother-Child Communication* consoles mothers feeling strained from parenting duties and also introduces conversational techniques that help restore the child's self-esteem.

Heangeun Lee, the author, has long been conducting dialogue training for parents and teachers. *Fruitful Mother-Child Communication* includes her training cases, topics she discussed on Moms Radio, and an abundance of childcare tips that can be applied in real life.

No mother would ever want to hurt her child. The mother will at some point unintentionally hurt the child through her words, however, and she will no doubt feel disheartened and blame herself. One of the most exhausting aspects of childcare is when we discover shortcomings about ourselves that are not easily remedied even through considerable effort. This is why a mother needs *Fruitful Mother-Child Communication* in her life. It introduces ways for a mother to understand and sympathize with oneself and describes possible action plans and communication methods for a multitude of problems she faces when raising a child.

If a mother can remind herself of this book when faced with an issue or try to consciously follow its 34 conversational points instead of blurting out whatever comes into mind without forethought, she will be able to wisely tackle nearly any childcare challenge.

* http://www.k-book.or.kr/user/books/books_view?idx=558

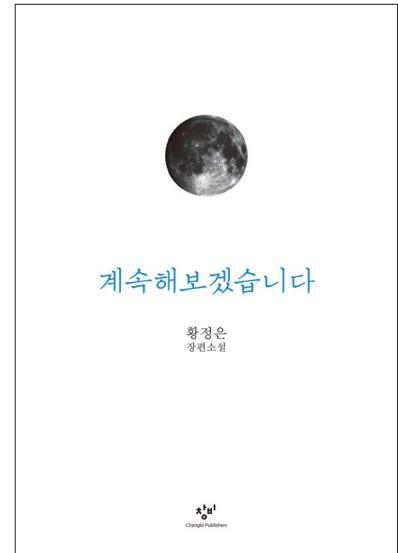
I'll Go On

1. Publication Details

Title | I'll Go On
Author | Hwang Jungeun
Publisher | Changbi Publishers, Inc.
Publication Date | 2014-11-07
ISBN | 9788936434151
No. of pages | 232
Dimensions | 148 * 210

2. Copyright Contact

Name | Bang Ally
Email | aerim@changbi.com
Phone | +82-70-4838-4971



3. Book Intro

The place where a gentle breeze and a destructive typhoon coexist is the new literary realm established by Hwang Jungeun. *I'll Go On* was serially published in the Changjak- gwa-Bipyong magazine from autumn of 2012 to the summer of 2013 under the title "SoraNanaNaki." For about a year after publishing the last episode in the magazine, Hwang devoted herself to rewrite the story, which added more richness and allowed readers to even feel the breath of the main characters Sora, Nana, and Naki through sophisticated descriptions on their emotions.

Each chapter is narrated by Sora, Nana, or Naki, and the story structure is sequentially organized. *I'll Go On* illustrates the different feelings of the three characters, who are in the same place at the same time in a way that allows readers to notice the difference in emotional temperatures between them. An interesting reading experience is created through the use of fictional devices in this novel to reveal the innermost feelings of Sora and Nana as well as the differences in their memories. Readers will admire the author's exceptional ability to maintain suspense while also portraying every gesture of the characters and their emotion-packed words. The book also showcases how Hwang has outdone herself in her latest work. Literary critic Shin Hyeongcheol noted that "books written by Hwang are now scary even to me" in the commentary for the Young Writer Award. Shin would not be the only one who feels admiration and awe for Hwang's stories, however. It is not difficult to hear that many people even in the literary circle are looking forward to her next story. Where do her limits lie? Where will her succinct and beautiful sentences lead us?

* http://www.k-book.or.kr/user/books/books_view?idx=491

Time Exiles

1. Publication Details

Title | Time Exiles

Subtitle | The Final Mission for a Secret Agent

Author | Kim Juyoung

Publisher | INDIEPAPER

Publication Date | 2017-01-16

ISBN | 9791195966202

No. of pages | 392

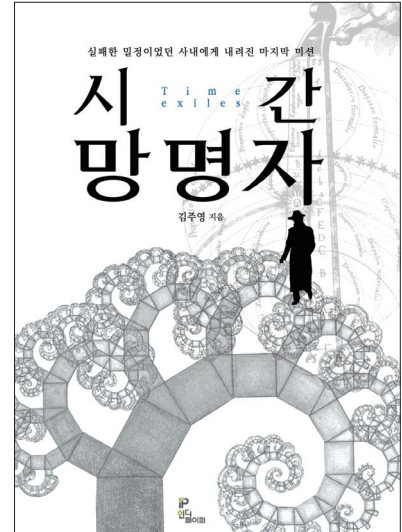
Dimensions | 128 * 188

2. Copyright Contact

Name | Choi Jongin

Email | indiepaper@naver.com

Phone | +82-10-2308-1530



3. Book Intro

It's 1937, and the streets in Shanghai are chaotic with people who seem like beasts. One day, a guy with a strange badge on his jacket comes up to Jihan, a secret agent who fought for the independence of Joseon. The guy tells Jihan that he is on the list of time-travel immigrants and will soon meet death, shooting himself before Jihan. As the guy said, Jihan is shot dead on the 5th day of May in 1937, but then immediately enters the future.

There, Jihan is brought into a society managed by artificial intelligence and an up-to-date security system. But even in this society, murder, even serial murder takes place, which is something that is unlikely to happen in a place like this. Jihan becomes aware that someone has taken him from the past to the future and delves into the serial murder case to find the truth about himself.

* http://www.k-book.or.kr/user/books/books_view?idx=477

Ten Ways to Survive a Disaster

1. Publication Details

Title | Ten Ways to Survive a Disaster
Subtitle | Safety Stories for Children
Author | Khang Rosa
Publisher | LEESCOM Publishing Group
Publication Date | 2018-01-15
ISBN | 9788994149394
No. of pages | 156
Dimensions | 180 * 240

2. Copyright Contact

Name | Lee Jeanhee
Email | master@leescom.com
Phone | +82-10-6209-4222



3. Book Intro

What if the house shakes because of an earthquake or is flooded from heavy rain? What if there is a sudden fire or you get lost in the woods? Just the thought of it is horrible. But this could be your story, as terrible disasters can happen anywhere to anybody.

This book is for learning how to deal with disaster situations while reading interesting stories. It includes 10 stories from natural disasters, such as earthquake, heavy rainfall and heatwave, to man-made disasters, such as fires, distress and marine accidents. It is easy to understand the safety information as the main character is a teenager, whom readers can easily relate to, and the stories are interesting and can happen in our daily lives.

The main characters overcome dangerous situations wisely to protect themselves and the surrounding people. As you follow the main characters getting through crises, you will naturally learn how to deal with disasters.

[1] 10 suspenseful and interesting disaster stories.

This book includes 10 stories depicting emergency disaster situations such as earthquakes, fires and marine accidents. You can relate to the stories as if they had happened to your friends, and the stories are full of suspense. What makes them even more realistic is that they can happen to us at any time.

[2] Your safety knowledge increases as you read along with interest.

This is a story book that kills two birds with one stone, since how to stay safe is automatically learned as you read the stories. Common sense knowledge about disasters and how to respond to them is naturally learned as you go through

disaster situations with the main characters. This is a storytelling education in which boring knowledge is naturally learned through stories.

(3) You get to learn how important the environment and living safely is. Natural disasters caused by environmental pollution, man-made disasters brought about by people's greed... Readers will be able to realize how much danger is brought about because of our wrongful actions. Children will be able to personally feel the need to live safely by protecting the environment and preventing man-made disasters.

(4) Common sense knowledge related to disasters and how to deal with them is organized in the reader's mind. The book is designed such that at the end of each story, the main characters recap the causes of the disaster and how to prevent and deal with it in detail. Therefore, what readers learn while reading the stories gets to be well-organized in their minds.

* http://www.k-book.or.kr/user/books/books_view?idx=2423

Walk Slowly in Chiang Mai

1. Publication Details

Title | Walk Slowly in Chiang Mai
Subtitle | 89-Day Picture Diary of Yulri and Takku
Author | Jin Yutak, Bae Yul
Publisher | Gimm-Young Publishers, Inc.
Publication Date | 2019-05-24
ISBN | 9788934995814
No. of pages | 300
Dimensions | 138 * 190

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3. Book Intro

The designer couple, Yulri and Takku, are in their 7th year of marriage and have been garnering sensational reactions from their Instagram toon series,



Nuletoon. One day, they set out to live for three months in Chiang Mai.

Rather than their romantic expectations, the first thing that welcomed them in Thailand was the burning temperature and the cutthroat airport taxi drivers.

There were many obstacles Yulri and Takku had to overcome, so they looked for a place that matched their budget, agonized over food that did not fit their tastes, learned to get used to the days without work, and found a way to live a completely new life for 89 days.

However, this "short" stay of three months in Chiang Mai allowed Yulri and Takku to obtain their "first" house, become attracted to Thai food, and expand their careers as "digital nomads." Through experiences like these, they were able to achieve a work-life balance that they couldn't in Korea. Most of all, the leisurely, comforting days and warmth of people greeting each other with smiles allowed them to grasp a lifestyle they had been looking for. Yulri and Takku describe their 89 lovely days in Chiang Mai in the combination of comic and essay.

Rather than a short visit that only lasts a few days, this was a period of "living" in a place, filling up a part of life through a leisurely stay. Just as they did, Yulri and Takku recommend that people who visit Chiang Mai "walk slowly" so they will be able to better understand the smiles and warmth that the people of city showed to them.

This book features lovely drawings, honest writing and photos of the experiences the two had in Chiang Mai. The witty map attached to the book was drawn by the authors, and there are tips and episodes that will certainly help people who visit Chiang Mai for the first time. Most of all, the descriptions of getting a place to live, shopping and good restaurants are full of the insight that comes from the author's unique perspectives.

Through Yulri and Takku's story of three months spent living in Chiang Mai, readers will be able to feel both a warmth and the desire to leave to a place.

* http://www.k-book.or.kr/user/books/books_view?idx=1354

HOTEL PARADISE

1. Publication Details

Title | HOTEL PARADISE

Author | So Yunkyung

Publisher | Munhakdongne Publishing Group

Publication Date | 2018-07-20

ISBN | 9788954652032

No. of pages | 64

Dimensions | 250 * 330

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3. Book Intro

Welcome. This is your paradise.

I have been waiting for you for quite some time.

This is the latest book of So Yunkyung, who has been staring at the other side of the safe, sleek world. The blend of dense pen lines and digital colors creates a sensation both throbbing and overwhelming at the same time. The story begins with a family going on vacation. After the tiring flight to their destination, the first thing to welcome them is an air of unfamiliarity. A disinfected interior and fancy decorations, great-tasting delicacies and eye-catching performances. Everything they need is prepared. As the family finds themselves in an atmosphere that provides them escape from their daily routine, the reader is met with a new narrator. Who is this voice that we meet in the middle of the story? This voice that has entered the story like an uninvited guest invites us to a world outside of the straight path towards Hotel Paradise.

* http://www.k-book.or.kr/user/books/books_view?idx=1220

Why Do Koreans Eat Like This?

1. Publication Details

Title | Why Do Koreans Eat Like This?
Subtitle | History of Korean Food Culture
Seen from the Way of Eating
Author | Joo Youngha
Publisher | Humanist Publishing Group Inc.
Publication Date | 2018-01-15
ISBN | 9791160800975
No. of pages | 428
Dimensions | 152 * 225

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3. Book Intro

Koreans sit cross-legged at a table full of food, eat *jjigae* (stew) together with a spoon and say that it is best served when a glass cup is passed around. The Korean way of eating is unfamiliar and strange to the eyes of foreigners. From when did Koreans eat like this? Professor Joo Young-ha, who has examined the Korean food culture history with the idea, 'Food as a meal is everyday, but food as culture and history is humanities,' looks at and traces the origin of the 'Korean way of eating' for the first time.

Why do they take off shoes and eat in a room? Why do they sit cross-legged? Why do they eat at a low table? Why does every household have a large dining table? Why is there an ideal spot for a get-together? Why did so many pottery vessels disappear? Why do they scoop rice into a stainless steel bowl? Why do they use a spoon and chopsticks together? Why do they eat at a table full of food? Why do they eat rice and side dishes at once? Why do they have to have coffee after a meal? Why do they pass around a glass cup? Why do they drink with a meal? The Korean way of eating that looks okay to Koreans is unfamiliar and strange to foreigners. Find the answers to these questions and more in this book.

This book compares the Korean way of eating to that of neighboring Asian countries as well as several European countries from ancient times to modern times and thereby examines what historical process Koreans went through to form the Korean way of eating today by means of the research method of comparative cultural history. You will meet not only the history of the Korean way of eating from the moment people take off shoes and sit in a restaurant

to the moment they leave with a cup of coffee in hand as dessert, but also a true Korean food culture through stories about the Korean eating habits, table setting and changing appetites.

* http://www.k-book.or.kr/user/books/books_view?idx=281

Midnight's Gift

1. Publication Details

Title | Midnight's Gift
Author | Hong Soonmi
Publisher | Bombom Publishing Co.
Publication Date | 2015-01-15
ISBN | 9788991742659
No. of pages | 40
Dimensions | 230 * 300

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3. Book Intro

Dawn, Morning, Noon, and Evening—the children of light and darkness—have been given a wonderful gift from time. But Midnight hasn't received anything. As Midnight wallows in sorrow, Dawn, Morning, Noon, and Evening each offer a gift to Midnight. The world of Midnight grows more beautiful each day, and Midnight offers parts of itself to the others. Then, surprisingly, all of them get to have shadows. Midnight is no longer lonely even when it's alone and is now able to have happy dreams every night. Dawn, Morning, Noon, and Evening had the beautiful thought to share what they had with others, and Midnight also had the beautiful thought of sharing things with others even when it didn't have much to give away.

Midnight's Gift describes the beautiful gifts given by time and nature as well as a thankful heart that doesn't mind sharing things with others. Along with the passage of time, nature changes every second. For 24 hours and over the four seasons in a year, nature continues to change and share its beauty with the world.

* http://www.k-book.or.kr/user/books/books_view?idx=365