

The Publishing Industry Under China's Dual-Circulation Paradigm: Conceptual Logic, Development Pathways, and Strategic Implications

Yiping Fu¹

¹ School of Economics & Management, Beijing Institute of Graphic Communication, Beijing 102600, China

ABSTRACT

This paper explores the developmental connotations and routes of publishing industry in the new dual-circulation development paradigm. With the publishing industry moving into a new phase of development, it encounters a chain of practical issues, such as the strengthening of anti-globalization trends and cultural barriers that can limit the process of going global to the lower part of the value chain, uneven digital transformation, more pronounced structural contradictions between supply and demand, and uneven regional development. This paper elucidates that dual circulation development in the publishing sector must consider the domestic circulation as the mainstay, which includes supply-demand circulation, inter-industrial circulation and inter-regional circulation but extend to international circulation in terms of its basic connotations and logic of development. Based on this, the research suggests some important directions: further integration of publishing and technology to promote the emergence of new types of digital publishing; emphasis on creation of original intellectual property to establish cultural brands with global impact; enhancement of platform empowerment to facilitate the movement of industrial factors; optimization of regional layouts to encourage coordinated growth within the publishing industry; and expansion of overseas markets to improve the quality and efficiency of publishing exports. This study offers lessons on how to facilitate high-quality development of the publishing industry, facilitate the building of a powerful cultural nation, and increase the global communication capacity of Chinese culture by eliminating bottlenecks and weak links in dual circulation, increasing endogenous growth momentum, and improving international competitiveness.

Keywords: Publishing industry, New dual-circulation development paradigm, Digital publishing, International communication.

1. INTRODUCTION

The idea that China should accelerate the formation of a new development pattern in which domestic circulation is the mainstay and domestic and international circulations mutually support each other was first proposed by General Secretary Xi Jinping at a meeting of the Standing Committee of the Political Bureau of the CPC Central Committee on May 14, 2020. Being one of the main carriers of cultural communication, as well as one of the main links in knowledge production, the publishing industry not only plays an important role in inheriting and promoting fine traditional Chinese culture, but also becomes a key pillar to satisfy the increasing intellectual and cultural demands of the

people. It is also inseparable in serving national strategies like building a strong cultural nation.

Currently, the publishing industry in China has reached a new phase of development where there is a greater focus on quality and efficiency. The 2024 Analysis Report on the Press and Publication Industry reported that in 2024, the national publishing, printing and distribution services industry earned operating revenues of RMB 1,856.47 billion. The value addition of the publishing sector was about RMB 686.9 billion which constitutes 0.51 percent of the gross domestic product (GDP) of China indicating its contribution to the national economy. In 2024, compared to 2022, the added value of the

publishing industry grew by an average of 11 percent, which shows that the momentum of stable industrial growth is sound. However, amidst the accelerated digitalization, the publishing industry in China continues to encounter various practical challenges. It has long been stuck in the middle and lower parts of the global value chain; obstacles to international communication are becoming more intense; structural contradictions between supply and demand are becoming more visible; and disparities in development across regions, as well as between leading enterprises and small and medium-sized enterprises, are still large. To address these issues, the publishing business is in dire need of developing new development impetus, easing the flow of factors, facilitating coordinated regional circulation, and expanding further into the international market. The Guiding Opinions on Promoting the Integrated Development of Traditional Publishing and Emerging Publishing clearly underline the necessity to base on technological empowerment and platform construction to eliminate bottlenecks in the development of the industry and create an integrated system of communications. These policy orientations not only offer valuable guidance on how to transform and upgrade the publishing industry, but also set new conditions under which the industry should assume a higher mission and contribute more to the new dual-circulation development pattern. It is on this background that this paper will explore the new scenario and the new challenges facing the publishing industry in the dual-circulation paradigm of development. It also examines the importance of adopting a dual-circulation development strategy and investigates possible development trajectories of the publishing industry in the new dual-circulation development pattern.

2. THE IMPORTANCE OF DUAL-CIRCULATION DEVELOPMENT IN THE PUBLISHING INDUSTRY

The establishment of a new dual-circulation development pattern is a strategic need of the high-quality development of the publishing industry in the context of the evolving domestic and international conditions. It favors the more effective utilization of both national and foreign markets and resources, thus spurring the growth potential of the publishing sector. The domestic circulation in the dual-circulation development of the publishing industry is mainly concerned with three dimensions namely supply-demand circulation, inter-industrial

circulation and inter-regional circulation. This involves enhancing the level of modernization of the pertinent domestic industrial chains, resource allocation to consolidate the industrial base, boosting the domestic consumer market and encouraging integrated development of various subsectors of the publishing industry. International circulation on the other hand focuses on integration of global resources and opening up of overseas markets hence feeding back into domestic industrial upgrading. It aims at efficiently utilizing quality foreign resources and markets, increasing the degree of opening-up, improving the role of China in the world division of labor in the chain of the publishing industry, and increasing the spread capacity and impact of the fine traditional Chinese culture. Domestic circulation should form the basis of the dual-circulation development of the publishing industry, and domestic circulation should be its foundation. The industry can facilitate transformation and upgrading through new content, new platforms and new models and enhance the quality of content supply. Based on this, the publishing industry in China can evolve unique international competitiveness and increase its space of development worldwide. Finally, the dual-circulation development pattern will contribute to the transformation of the publishing industry and the efficiency of cultural communication by using both domestic and international markets.

2.1 Supply-Demand Circulation: A Critical Point of the Dual Circulation of the Publishing Industry

The establishment of dual circulation in the publishing business should start with the free movement of supply and demand. Enhancing this circulation not only assists in creating new types of business development, but also satisfies the ever more sophisticated needs of consumers, initiates industrial modernization, arouses greater consumer activity, and finally establishes a healthy supply-demand cycle.

Supply-demand circulation is basically a matter of having an effective conduit by which publishing products flow between supply and consumer demand. It is, in other words, a dynamic process whereby value is generated at the supply end, sent to the demand end, put to the test of the market and consumers and then refined by positive or negative feedback. The supply side is the source of content production in this process, the platform side is the main hub of supply and demand connection, and

the demand side is the final validation site of value. These three components create a closed loop through forward transmission and reverse feedback. This mechanism can be used to overcome the long-term imbalance between content creation and market needs, as well as to facilitate the shift of the publishing industry to the model where sales are dictated by the volume of production to the model where production is directed by real demand.

On the supply side, high-quality publications can be created using digital technologies and creating original content that will be more aligned with market needs. On the demand side, big data may be utilized to precisely determine consumer preferences and trigger a more profound demand in the segmented markets. By so doing, a virtuous cycle may be established whereby demand dictates supply and supply, on its part, generates new demand. This type of cycle helps to achieve a more accurate alignment of supply and demand, contributes to the elimination of structural imbalances between them, as well as to the transition of the publishing industry to scale-based growth to quality- and efficiency-based growth. Finally, it can also enhance the contribution of the industry to the national economy.

2.2 Inter-industrial Circulation: A Linking Factor in the Dual Circulation of the Publishing Industry

A review of the cross-sector relationship between various sub sectors of the publishing industry indicates that publishing and its associated industries can mutually integrate and reinforce each other. Combining publishing and education encourages textbook digitalization and online courses, thus increasing the scope of educational publishing. The combination of publishing and cultural tourism helps to create derivative products on the basis of themed publishing IPs and cultural study-tour programs, thereby triggering the scenario-based value of publishing. The publishing-technology integration depends on digital technologies to develop knowledge service platforms, which facilitate closer integration of publishing and technological innovation.

These types of integration have brought about tremendous advantages to the publishing sector, new markets and encouraged the modernization of the publishing plus model. Cross-industrial integration is currently a mainstream trend in the evolution of the publishing industry. The relationship between publishing and other

associated industries like culture, education, technology and tourism is essential to unleash the spillover impacts of publishing and coordination of various aspects of circulation.

Furthermore, inter-industrial circulation assists in breaking the barriers between supply-demand circulation, inter-regional circulation and international circulation. Supply-demand circulation is concerned with the alignment of content supply and consumer demand; inter-regional circulation is concerned with the efficient distribution of resources within regions; and international circulation is concerned with the introduction of global resources as well as the promotion of domestic resources in foreign markets. Inter-industrial circulation, however, intertwines these dimensions by infusing cultural value into associated industries and increasing the development space of publishing via external industrial carriers.

2.3 Inter-regional Circulation: Spatial Support of the Dual Circulation of the Publishing Industry

Inter-regional circulation is the circulation between various regions having different characteristics. The publishing industry has developed unevenly in different regions because of the variations in historical culture, level of development and geographical location. Balanced regional development is one of the policy orientations that are found in the publishing-related plans of the 14th Five-Year Plan period. These strategies focus on standardization and equalization of public publishing services [1], introduction of paired assistance systems whereby eastern areas contribute to the growth of publishing talent in western areas and opening of technical interfaces between digital publishing platforms in developed eastern areas and small and medium-sized publishing houses in central and western areas.

Facilitating interactions between more-developed and less-developed areas can contribute to the discovery of unique local resources, the facilitation of inter-regional circulation, and the development of new consumer markets. This is friendly to realization of complementary benefits and effective resource factor allocation. It also assists publishing industries in various regions to create local clusters of industries.

The dismantling of regional barriers to development will allow various regions to follow

differentiated growth paths according to their resource endowments and enhance coordinated linkages. This will promote a pattern of development whereby regions develop in tandem, contribute to the establishment of a more stable and competitive industrial system, improve competitiveness of regional publishing industries, and finally establish unique advantages in international competition.

2.4 International Circulation: The External Extension of the Dual Circulation of the Publishing Industry

The international circulation of the publishing industry is an extension of a healthy domestic circulation. It aims to transcend national borders, integrate high-quality Chinese cultural products into the global value chain, recycle into domestic industrial upgrading and facilitate the localization of international resources. In the current development environment, the publishing industry cannot just focus on enhancing domestic circulation; it also needs to enhance exchanges and cooperation with other countries and regions.

It is not only a natural course of action in the evolution of the publishing industry, but also a significant driver of China's international image and cultural communication. Publishing's international circulation is one of the primary ways that Chinese culture "goes global". The export of quality publications can embody Chinese values and spirit and promote China's cultural soft power. The key point of a closed loop in international circulation of publishing is the cross-border value creation of content. Once Chinese publications enter the international markets through proper channels, they are tested by the markets. This process is then complemented by market feedback to pinpoint problems, facilitate continuous improvement, and drive upgrading. In this regard, international circulation is not simply an export-oriented process, but a circular process of international dissemination, market test, feedback and improvement.

3. PROBLEMS OF DUAL-CIRCULATION DEVELOPMENT OF THE PUBLISHING INDUSTRY

The publishing sector in China has reached a significant stage of high-quality growth in the last few years. It has maintained its industrial size and impact, becoming one of the fundamental parts of the cultural industry both economically valuable

and culturally communicative in nature. Regarding the scale, according to official data provided by the National Press and Publication Administration, in 2023, China published 11.9 billion copies/sheets of books, which is almost 200,000 titles. The general size of the digital publishing and printing sectors is second largest in the world and digital publishing especially has shown high growth rates. The 20242025 Annual Report on the Digital Publishing Industry in China states that the income of the digital publishing industry in China was more than RMB 1.7485 trillion in 2024, an increase of 8.07 percent year on year, with a broad spectrum of segments including e-books, audiobooks, knowledge-payment products, and digital journals. Digital publishing has therefore turned out to be the heart of the development of the publishing sector not only infusing new energy into the national economy but also being a major conduit through which the cultural needs of the people are addressed.

Nevertheless, with this constant industrial growth, the publishing sector is also becoming more vulnerable to a chain of practical issues in the conditions of the new dual-circulation development pattern that presupposes coordinated domestic and international circulation, quality and efficiency first. Such challenges are the re-emergence of anti-globalization sentiment, inability to transform digitally, structural contradictions within the market, and uneven regional development. Unless these issues are resolved promptly, they will limit the transformation of scale expansion to high-quality development of the industry and undermine its contribution to the dual-circulation system. These challenges are discussed in the following sections.

3.1 The Intersection of Anti-Globalization and Cultural Barriers: Value-Chain Lock-in in the Global Expansion of the Publishing Industry

The recent years have seen the emergence of trade protectionism and anti-globalization sentiment, which has increased geopolitical tensions [2]. The publishing industry being a fundamental bearer of national cultural communication and a significant manifestation of soft power has become one of the major industries that some countries seek to impose barriers on. Chinese publishing is now encountering even more challenges in its attempts to go global compared to product quality and content itself; some nations have purposefully made access to publishing

content conditional on political and cultural matters, thus creating numerous non-tariff barriers that drastically limit the international development space of the Chinese publishing sector under the guise of protecting cultural security and avoiding ideological infiltration.

Currently, the publishing sector in China continues to focus on low-value-added activities of the global value chain like processing-based production and low-end copyright licensing that is a barrier to its shift towards higher-value-added activities. This has seen Chinese publishing businesses struggle to gain huge profits in foreign markets. More importantly, their poor standing in high-end value-chain segments like content copyright control and international communication capacity also constrains the international impact of fine traditional Chinese culture, making it even harder to have Chinese publishing go global.

3.2 Digital Technologies Transforming the Industrial Ecosystem: Disproportional Development in Publishing Digital Transformation.

As of December 2024, China had 1.108 billion internet users and the internet penetration rate had increased to 78.6 per cent, according to data released by official bodies like the Cyberspace Administration of China and the China Internet Network Information Center, making China one of the largest online populations in the world. This large number of internet users has provided a significant base towards digital transformation of the publishing industry. The digital technologies that are emerging as new generations of digital technologies including AI, 5G, AR/VR, and blockchain are quickly infiltrating the whole publishing value chain, facilitating the modernization of digital publishing towards more advanced knowledge services and immersive reading experiences.

According to the 2024/2025 Annual Report on the Digital Publishing Industry in China, the revenue of the digital publishing industry in China has been increasing since 2024, and it is estimated that in 2024, the revenue will be RMB 1.748536 trillion, which is 8.07% higher than in 2023 [3]. The publishing sector is thus emerging as a more significant part of the larger economy. Specifically, over the past years, there has been an increased integration of artificial intelligence and publishing. Certain publishing institutions have already gone ahead to explore and experiment with generative AI

and large language models, resulting in a variety of general-purpose AI models, vertical publishing AI models, and AI tools. The speedy evolution of digital technologies has enhanced innovation and iteration in content creation, channels of consumption, and business models throughout the publishing sector.

Despite the fact that publishing and artificial intelligence have become intertwined more and more, digital transformation is still very uneven throughout the industry. The capital and technological benefits have enabled leading publishing groups to be at the forefront of developing digital ecosystems. In comparison, most small and medium-sized publishers with limited resources and lack of talent are still in the initial phase of digitizing print books. This disparity between large companies and small ones prevents the Chinese publishing sector to reach a real internationalization. The way to reduce the development gap between publishing enterprises and enhance the ability of China to innovate in the sphere of digital technology in order to decrease the distance between developed countries is one of the significant challenges of the industry.

3.3 Simultaneity of Consumption Upgrading and Supply-Demand Mismatch: Structural Contradictions in the Publishing Market

In 2023, China released 11.9 billion copies/sheets of books in almost 200,000 titles. Its book production is one of the largest in the world and the general size of its digital publishing and printing sectors are second in the world, which makes China a true publishing giant [4]. The high production of books on a large scale also indicates, in another perspective, the fast growing demand of publishing products among the Chinese people. Over the past years, an increase in per capita book consumption and more mainstream digital reading habits of the population have brought about some scale effect on demand.

With the upgrading of cultural consumption, publishing consumption has become more individualized, quality-driven and contextual. Knowledge-payment products, audiobooks, and themed publishing are some of the fast-growing segments. At the same time, with the growing popularity of electronic reading, the publishing industry is moving from content to reading. This calls for smart and targeted personalization for readers to cater to the diversified and on-demand

reading habits of users anytime anywhere, thus promoting the transformation and upgrade of publishing [5].

Nonetheless, even with high demand, the publishing sector is yet to satisfy such a huge market. It has a number of problems, such as excessive publications but low quality overall, lack of original material, extreme homogenization of subjects, and numerous works are formulaic and mediocre in quality. New consumer needs in lower-tier markets and older adults have not been sufficiently exploited, and supply is lacking in other areas like high-end academic publishing and premium children books. This leads to the existence of breakpoints in the supply-demand circulation. The needs of readers are not completely met, and the content of mainstream publications does not always correspond to the needs of consumers, which creates structural contradictions in the publishing market and significant imbalance between supply and demand.

3.4 Unbalanced Regional Development and Barriers to the Movement of Publishing Factors

As of 2023, the high-quality publishing resources in China had been concentrated in more than 75 percent of the eastern developed regions with the support of economic and talent advantages, forming such publishing industry clusters as Beijing-Tianjin-Hebei, the Yangtze River Delta, and the Greater Bay Area of Guangdong-Hong Kong-Macao. In comparison, central and western areas, and rural areas continue to experience a deficit of publishing resources. The creation of unique cultural assets like local classics and intangible cultural heritage IPs is not sufficient yet, and because of the absence of proper channels to distribute and promote them, investors cannot see the worth of many excellent traditional cultural assets. This complicates the integration of publishing resources in central and western areas and rural areas into the national publishing circulation system.

Moreover, the segmentation of the publishing market by regions, the inability of copyright trading platforms to interoperate, and limited mobility of talents contribute to the suboptimal cross-regional distribution of publishing factors. The talent of high-end publishing is likely to stay in big cities with more job opportunities and career opportunities, whereas the majority of large publishing companies are situated in megacities

like Beijing, Shanghai, Guangzhou, and Shenzhen. This prevents the optimization of publishing-related resources on a regional basis, which makes inter-regional circulation low in terms of efficiency.

In addition, lack of access to information further increases the disparity between regions. Central and western readers tend to have less access to the newest publishing material, and new reading formats or publications that could already be trending in more developed areas tend to arrive in these areas with a huge delay. This results in uneven awareness and acceptance of the new trends in the publishing industry which subsequently has a significant contribution to the cultural development of the region.

4. DUAL-CIRCULATION DEVELOPMENT PATHWAYS IN THE PUBLISHING INDUSTRY

Considering the existing challenges in the publishing industry, it is crucial to take advantage of the dual-circulation development pattern, be proactive and adapt to new conditions and challenges, and fully utilize the unique resource advantages of the industry. The publishing business ought to pay attention to the coordinated development, enhance the major connections in the industrial chain, enhance inter-industrial circulation systems, and develop new types of publishing development. With its fundamental logic being to remove bottlenecks, activate factors, and enable coordination, this paper suggests five dimensions of digital transformation, IP operation, platform construction, regional coordination, and international expansion as possible development pathways of the publishing industry. These channels are supposed to support the movement of the factors related to publishing, enhance domestic and global collaboration, and contribute to the more sustainable and high-quality development of the publishing industry.

4.1 Encouraging the Deep Integration of Publishing and Technology to Develop New Forms of Digital Publishing

The publishing and technology industries are complementary. Speeding up their integration can also unlock the economic value potential of both the publishing sector and the digital economy. To introduce a digital strategy to the publishing industry and eliminate technological bottlenecks, one should initially strive to speed up the research,

development and implementation of key technologies. The areas that need to be prioritized include AI-assisted editing, intelligent translation, AI-generated content, blockchain-based copyright registration and traceability, and immersive reading technologies, which would reduce the technological gap between developed countries and ours.

Second, new types of digital publishing must be developed. As an illustration, the integration of professional knowledge services can be created to facilitate knowledge-payment platforms among specialized users through aggregating the most recent research findings, bibliometric analysis, and disciplinary knowledge resources in particular areas. Differentiated consumption requirements of different user groups can also be addressed by setting up audiobook matrices. The invitation of experts or celebrities to record audiobooks can motivate more users to gain professional knowledge during their commute or spare time. Moreover, regional themed IPs-based digital exhibition halls can be created to facilitate the shift of publishing enterprises as content carriers to knowledge service providers, thus increasing the awareness of knowledge learning across society.

Third, common technological platforms are to be developed on the publishing industry. These platforms can offer services such as digital content creation, copyright trading and data analysis to small and medium-sized publishers. This would contribute to closing the gap between large enterprises and smaller publishers, lowering the barrier to digital transformation, enabling more small and medium-sized enterprises to successfully transform, and bringing new life to the publishing sector. To this end, the publishing industry ought to fully exploit internet platform and advanced digital technologies in order to speed up the evolution of online publishing, e-books, audiobooks, shared technology platforms, and other new forms. Meanwhile, it must facilitate the overall combination of Internet Plus Publishing with the associated industries, develop new internet-based industrial chains, and increase economic value.

4.2 Emphasizing the Cultivation of Original IP to Establish International Publishing Brands

The close connection between publishing and digital technology has led to the emergence of a value system that is based on intellectual property. The whole process of publishing, such as content creation, production, dissemination, and

consumption is being transformed by digital technologies. In the case of a publishing industry focused on IP development and operation, the immediate priority would be to enhance original content creation, increase protection of original works, and develop iconic IPs with unique Chinese cultural attributes.

Second, the full-chain IP development needs to be encouraged. An example of one-time creation and diversified output should be developed to vertically expand IP into digital content, film and television works, cultural and creative products, and cultural tourism to add value to publishing IP. Third, global publishing brands are to be established. By establishing overseas branches and international co-publishing systems, original IPs can be tailored to the requirements of foreign markets and marketed as a component of the worldwide promotion of Chinese IP.

Based on the principle of introducing high-quality domestic resources to the world, publishing enterprises can increase their international publishing business by exporting copyright, exporting physical books, and opening overseas branches, as well as raising the percentage of Chinese publications in foreign markets. Meanwhile, differentiated market strategies must be implemented based on regional demand. As an example, textbooks in the Chinese language can be marketed in the Southeast Asian nations, whereas books about the traditional Chinese culture and spiritual values can be emphasized in the European and North American markets. This type of diversified market structure can assist in mitigating risks and improve resilience of international publishing.

4.3 Enhancing Platform Empowerment to Facilitate the Publishing Factors Flow

The online book buying, e-reading, and other multidimensional consumption have facilitated the combined growth of the publishing industry in the digital age. New platforms are still offering consumers increased options and diversified reading experiences. The main purpose of a platform system is to unite consumers and producers on real-time basis, enhance efficiency of resource allocation, reduce the barrier to access high-quality publishing material, and allow more consumers to learn about and experience excellent cultural works.

In the view of the industrial chain, platforms can facilitate organizational coordination, structural innovation, value creation, economic efficiency and enterprise development [6]. Thus, a dual-platform system should be constructed which combines the consumption side and the supply side. It is necessary to strive to speed up the construction and enhancement of the supply-side service platforms, stimulate and accelerate the circulation of different factors, eliminate regional and industrial barriers, and provide the free movement of copyright, talent, data, and other resources related to publishing.

Moreover, new vertical platforms in niche areas should be developed to link the digital economy with industrial requirements. Through user preference analysis on platforms like Douyin, Xiaohongshu and Weibo, publishing companies can better understand and respond to market demand in niche markets, thereby enhancing factor allocation efficiency. Finally, online and offline platforms should be connected to create synergies. Online platforms can offer a broader range of reading experiences, while offline platforms can provide more interactive experiences. The synergy between online and offline platforms through encouragement, conversion and complementation can further boost the publishing industry.

4.4 Maximizing Regional Publishing Layouts to Facilitate Coordinated Inter-Regional Development

Less-developed central and western regions, and rural areas continue to experience a shortage of publishing resources, and their publishing markets have not been developed fully compared to the developed eastern coastal regions and first-tier and leading metropolitan areas in China. In order to facilitate the overall growth of the publishing business, regional circulation systems should be enhanced on the principles of balance, coordination, and local distinctiveness.

On the one hand, the development of publishing industry clusters must be promoted. The core regions like Beijing-Tianjin-Hebei, Yangtze River Delta and Guangdong-Hong Kong-Macao Greater Bay Area should be reinforced as leaders and high-quality publishing resources should be promoted to concentrate in competitive clusters. These clusters may turn into technological innovation sources, new business models, and international expansion in the publishing sector, as well as contribute to the growth of the surrounding areas due to spillover effects.

Conversely, more funding ought to be given to publishing projects in the central and western areas. Intangible cultural heritage and ethnic-language publishing local cultural IPs should be created. By means of joint publishing systems where eastern regions contribute to the support of western regions, central and western publishing resources can be more effectively incorporated into the national circulation system. Moreover, cross-regional publishing coordination mechanisms are to be implemented, such as regional publishing alliances, common copyright databases, and interrelated distribution networks, in order to facilitate optimal distribution of publishing factors across regions.

With the help of a three-level linkage process, including core cluster leadership, revitalization of central and western regions, and cross-regional coordination, high-quality resources in the east can reach their full radiating potential, whereas unique resources in central and western areas can be converted into industrial benefits. This will eventually create a regional circulation system where eastern regions are ahead and central and western regions are moving forward in tandem giving the publishing industry a solid spatial foundation to develop the dual-circulation.

4.5 Growing Overseas Publishing Markets to Develop Publishing Exports

To ensure that the fine traditional Chinese culture is communicated to the world, its international communication ability needs to be enhanced. More nations and territories are to be allowed to learn about Chinese culture, appreciate it, and become interested in high-quality Chinese publications. This will assist in improving the appeal, attractiveness and impact of the international communication of China [7].

The publishing sector has an urgent need to develop an international circulation model that is directed by the government, directed by enterprises and localized in operations to expand overseas markets. On the governmental level, there should be maximization of policy support on publishing to go global. The cost of introducing high-quality publications into foreign markets can be minimized by such measures as creating special funds of international publishing, creating international publishing exchange platforms, and simplifying the procedure of copyright exportation.

At the enterprise level, global publishing should evolve from exporting products to exporting

ecosystems. Publishing enterprises should not only export content but also take on more valuable activities in the global publishing value chain. Localized creation and localized distribution can be achieved through cross-border mergers and acquisitions, local branch establishment, and integration of local writers, translators and channels by publishing enterprises.

Lastly, more focus ought to be given to Belt and Road markets. The development of publishing products must be aligned with the requirements of the countries along the route, consumer demand must be defined more accurately, and the alliances in publishing cooperation under the Belt and Road should be formed. These can enhance accuracy and efficiency of international circulation in the publishing sector.

Combined, these actions can enlarge the international publishing business of Chinese publishing enterprises and the proportion of Chinese publications in the international markets. Meanwhile, differentiated strategies must be implemented based on the requirements of various regions, in order to create a diversified market structure and increase the responsiveness of the industry to external risks.

5. CONCLUSION

The 14th Five-Year Plan period is an important phase in which the publishing industry in China can shift to high-quality development. The new dual circulation pattern of development offers a significant strategic opportunity to the industry to break bottlenecks and attain a higher degree of development. The essence of the dual-circulation system in the publishing business is based on two dimensions. On the domestic front, the domestic circulation must be the basis upon which the industrial base is consolidated with digital transformation, accurate alignment of supply and demand as well as coordinated regional development constantly enhancing endogenous growth momentum. International circulation should increase the space of development of the industry by introducing advanced technologies, facilitating the spread of original IP around the world, and intensifying localized activities, thus improving global competitiveness in its entirety.

In the future, the publishing industry needs to enhance the main links between domestic and international circulation even more, facilitate the free movement and effective distribution of

publishing-related factors (knowledge, technology, talent, capital) both within the country and internationally, and finally reach a high level of industrial development. By so doing it will give concrete support to building a strong cultural nation.

New business forms and models that are incubated in the domestic market, including metaverse publishing and AI-assisted reading, along with high-quality content with unique Chinese cultural features, are speeding up their penetration into global markets. Meanwhile, new ideas of foreign publishing, technologies, and experience in management are actively introduced to China, creating a virtuous circle of mutual support between national and foreign circulation.

As the overall national power of China is constantly improved, the world is paying more attention to Chinese culture, which provides good opportunities to make Chinese publishing go global. This historic opportunity should be taken by the publishing industry and offer the international community cultural works that reflect mainstream values in China and at the same time blend artistic excellence with modernity. The industry can reinforce cultural identity and value resonance, increase the power of the international discourse of Chinese publishing, and contribute to high-level opening-up and healthy development of global cultural exchange by using publishing as a significant tool to tell the stories of China well and deepen mutual learning between civilizations.

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