

ASIA REGION



Summary

This region takes in twenty-three (23) IPA members and the geographical scope extends from Jordan to Japan. The total population of the region is 4.2 bn, and India and China are the two most populous nations in the world with 1.4 bn people in each country. Literacy rates vary from lower rates in Pakistan (58%) and Nepal (71%) reaching high figures (over 90%) in sixteen (16) of the IPA member countries in Asia.

The Publishing Industry

Data on ISBNs registered are available for 14 out of the 23 countries surveyed. The top five countries are Japan, Republic of Korea, India, Indonesia and Türkiye. This set of countries also has the largest number of publishing houses.

The Japanese market has largest number of ISBNs registered and Japanese culture is highly popular around the world including the success of manga. Korea is a flourishing publishing market, and the influence of Korean culture has also spread around the world from K-pop to Webtoons.

India is the world's second largest book market for English language content. A large part of the market is books for schools and higher education. The country's young population is driving demand for education and skills. Global publishers rely heavily on the skills of publishing services companies in India. Books are published in a variety of languages other than English, including in Hindi, Bengali and Telugu.

The figure given for the number of publishers in China, another large publishing market, reflects the restructuring of publishing by the government to create around 580 state publishing houses. No figure has been received for this study, but it is estimated that new ISBNs registered in China exceeds 200,000. The trade market displays a strong interest in self-help titles.

Table: ISBNs registered and number of publishers

Country	ISBNs registered	Number of publishers
Japan	902,311	1,785
Republic of Korea	338,237	75,324
India	281,091	24,538
Indonesia	107,856	2,000
Türkiye	83,653	2,500

A comparative measure between national industries is new title production per capita of the population. The first five countries by this measure are Japan, Republic of Korea, Singapore, Türkiye and Jordan.

Fixed Book Pricing Regimes

There is fixed book pricing or equivalent in 4 of the IPA member countries: China, Japan, Nepal and the Republic of Korea.

School Education

Figures on school enrolments are incomplete but the countries with the highest school populations are India, Indonesia, the Philippines, Pakistan, and Japan. India has the highest number of schools in the Asia region, with 1.4 million - 77% of schools are managed by the government and 23% are run privately. Indonesia is ranked second followed by Pakistan. Indonesia reported around 400,000 schools in operation, with the government running 63% of them and 37% run privately. Pakistan has over 140,000 schools: 87% of the schools are run by the government, with the other 13% operated privately.

The countries with the highest proportion of their population in school education are Israel, Philippines, Nepal, Lebanon and Sri Lanka. This reflects the younger demographic in the national populations.

Table: Asian countries with highest proportion of their population in school education

Country	School population as % of total population	% of population aged 0-14
Israel	25	28
Philippines	24	30
Nepal	24	29
Lebanon	20	27
Sri Lanka	19	38

Higher Education

Turning to the numbers in higher education, the five countries with the largest number of students in higher education are India, Indonesia, Philippines, Republic of Korea, and Japan. No figure is provided for China, but the number is estimated to be around 45 m students.

India has the highest number of higher education institutions (over 55,000). Indonesia ranks second with 4,004 higher education institutions – provision is largely offered by the private sector, and 96% of higher education institutions are privately run. Pakistan has 3,223 higher education institutions, with 55% of these public institutions.

The countries with the highest percentage of the population in higher education are the Republic of Korea, Singapore, Lebanon, Israel, and the Philippines.

Table: Asian countries with highest proportion of their population in Higher Education

Country	% of population in Higher Education
Republic of Korea	6
Singapore	5
Israel	4
Lebanon	4
Philippines	4

Imports and Exports

Responses to the survey around the importation of books highlighted 14 countries as the origin of book imports. The three countries most frequently mentioned were the United Kingdom, United States and China. In terms of book exports, 20 countries were highlighted with the ones most often mentioned the United States, Saudi Arabia, China and the United Arab Emirates.

Digital Inclusion

The rates of mobile usage are high across the region with the lowest figure being 69% in Lebanon. Figures exceeding 100% can be seen in 11 countries suggesting high rates of multi-device connections. The proportion of internet users reaches over 90% of the population in 8 of the IPA member countries surveyed. The rate of social media usage ranges from 31% in Pakistan and 33% in China and India to 91% in Lebanon and over 100% in the UAE.

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About International Publishers Association (IPA)

The International Publishers Association (IPA) is the world's largest federation of publishers associations with 92 members in 76 countries. Established in 1896, the IPA is an industry body with a human rights mandate. The IPA's mission is to promote and protect publishing and to raise awareness of publishing as a force for economic, cultural and social development. Working in cooperation with the World Intellectual Property Organization (WIPO) and numerous international NGOs, the IPA champions the interests of book and journal publishing at national and supranational level. Internationally, the IPA actively opposes censorship and promotes copyright, freedom to publish (including through the IPA Prix Voltaire), and literacy.

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