

# Research on Copyright Trade in International Book Fair—Based on the Comparative Analysis of Beijing International Book Fair and London International Book Fair

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## Abstract

Under the background of “cultural going out”, how can Beijing International Book Fair better develop the copyright trade function of the book fair, determine the functional orientation and accelerate the publication of “going out”. As an international professional book fair with copyright trade as its essence, London International Book Fair should learn from and draw lessons from its characteristic functions and professionalism. This paper studies the opening of copyright trade under the background of “cultural going out”, and puts forward the problems at the current stage of Beijing International Book Fair; Then, focusing on copyright trade, this paper compares and analyzes the similarities and differences between the highlights and characteristics of Beijing International Book Fair and London Book Fair, draws on each other’s strengths to make up for their weaknesses, and analyzes the strengths and weaknesses of Beijing International Book Fair, so as to discuss the Enlightenment of London International Book Fair to Beijing International Book Fair and publishing industry; secondly, I think about the book fair and digital IP trade in the new era; the last part is the summary of the full text.

## Keywords

Beijing International Book Fair, London International Book Fair, Copyright Trade, Culture Going Global, Digital IP

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## 1. Introduction

The background of “cultural going out” has lasted for many years. As a large

trading country, China has always been in a deficit in copyright trade. The book fair is a major medium and platform for copyright trade, and the Beijing International Book Fair is the most typical international book fair in China. Therefore, this study focuses on the copyright trade function of the international book fair, finds the existing problems of the Beijing International Book Fair, and studies with the London International Book Fair, a famous professional international book fair, in order to explore how to better develop the Beijing International Book Fair and China's publishing industry in the era of "culture going out".

## **2. Copyright Trade under the Background of "Culture Going Out"**

### **2.1. Enhance Copyright Trade**

The specific implementation plan of "cultural going out" was officially put forward in 2004. In 2005, "the construction of socialist advanced culture should accelerate the implementation of the" going out "strategy of cultural products and promote Chinese culture to the world" (Cai, 2017). The essence of world cultural trade is copyright trade. Copyright trade is not only the productivity to promote the development of publishing industry, but also the first way for Chinese culture to go to the world. Although book exhibition is one of the most basic and original functions of book fairs, the copyright trading function and cultural information exchange function are particularly important, because no matter what kind of book fair, its basic function is to become a medium for cultural communication among publishers, readers and publishing units, and readers and readers, and play a role in publicizing, integrating, centralizing and disseminating information about book publishing, moreover, in today's new media era, it is particularly important to expand the international large-scale book fair and enhance the characteristic function of copyright trade.

### **2.2. Development of Copyright Trade in Beijing International Book Fair**

In recent years, China has made great achievements in the export of book copyright, which has made important contributions to telling the "China story" well and promoting the cultural exchanges between China and foreign countries. China Academy of Press and Publication "2020 China Press and Publication Statistical Data Compilation" shows that during the 13<sup>th</sup> Five-Year Plan period, the scale of Foreign copyright trade of Books in China continues to grow, and the structure of export and introduction is further optimized, gradually turning from quantity growth to qualitative improvement (Zhao, 2021). Under the background of "cultural going out" and the era of new media, the first important meaning of Beijing International Book Fair should be to turn the sale of physical books into copyright trade, and from the sale of copyright to the sale of copyright. In addition, the main purpose of overseas publishers participating in the exhibition has changed from communication with Chinese publishers to horizontal communication with

global publishers. The topics and concerns of the exhibition have changed from paper books to digital publishing (Zhong, 2015). As a platform for copyright trade and going global, Beijing International Book Fair mainly plays three functions in serving the overall situation of the country going global: accelerating the going global of press and publication, promoting Chinese culture to the world and leading the development of the industry. Nowadays, with the development of mobile Internet and the advent of the digital era, Beijing International Exhibition of pictures and traditional publishing are also facing challenges. Therefore, it is particularly important to speed up industrial integration, rapid transformation and broaden functions in time. Therefore, only by meeting the challenges, improving deficiencies and catering to the development of the times can we make long-term progress in copyright trade.

### **3. Existing Problems of Beijing International Book Fair**

#### **3.1. The Organizers Are Mostly Government Departments and Lack Professional Market Players, Which Makes the Development Limited**

The Beijing International Book Fair is hosted by eight ministries and commissions, including the General Administration of Press and Publication (State Copyright Administration), the Ministry of Education, the Ministry of Science and Technology, the Ministry of Culture, the Information Office of the State Council and the Beijing Municipal People's Government, and undertaken by China National Book Import and Export (Group) Corporation (Dai, 2011).

Beijing International Book Fair is an exhibition hosted by the government, and there are as many as eight organizers. This multi-sectoral management model is likely to lead to the problem of doing things separately, thus hindering the government's role in macro-control. Moreover, in recent years, although the government has tried to clarify the role and position of the government market in the cultivation of the international competitiveness of the publishing industry, the government is still the main driving force provider of "going global", (Zhang, & Liu 2014) therefore, the sustainable development of Beijing International Book Fair is not entirely driven by the market and industry, but largely from the participation and intervention of the government.

#### **3.2. Publishers Lack Strong Initiative**

From the aspect of exhibition enthusiasm, the enthusiasm of some domestic publishing houses is not strong. Many small and medium-sized publishing houses only regard participating in the Beijing International Book Fair as a necessary "form", rather than going all out to prepare. At the Beijing International Book Fair, there were a great number of publishers participating in the exhibition, including many well-known large-scale publishers. For small and medium-sized publishers with limited strength, book trade is still some difficulties, let alone copyright trade.

Moreover, due to China's not too loose market economy, for publishing houses, publicity expenses and booth consumption should be borne by themselves, as well as travel expenses, accommodation expenses and so on. These can be insignificant for large publishing houses, but for publishing houses with average strength, it undoubtedly greatly reduces the enthusiasm of participating in the exhibition.

### **3.3. There Is Still a Gap in the Professional Degree of Functional Positioning, and There Is Still Some Confusion between "Professional Field" and "Public Field"**

Although there are "professional venues" and "the public is divided, but sometimes the order is still chaotic. The development trend of the International Book Fair in the future must pay great attention to the importance of copyright trade, because in the digital age, the physical book trade is far from meeting the needs of the market and people. It is urgent to virtualize it, that is, copyright, intellectual property and other resources, so as to realize the copyright trade between professional audiences and exhibitors, so as to enhance the effectiveness of cultural exchanges Fruit.

Moreover, even if ordinary venues and professional venues are distinguished, the book exhibition site is still chaotic, and the ticket price of ordinary visitors is low or even free, which leads to the foreshadowing of potential safety hazards and poor on-site order.

### **3.4. Impact of the Digital Age**

Beijing International Book Fair is a platform and medium for cooperation, exchange and trade between domestic publishers and overseas publishing institutions. However, with the advent of the digital age, this function has been impacted. Due to the intervention of some operators and technology providers, virtual platform hinders the development of physical platform to a certain extent; moreover, with the vigorous development of the new media era, the benefits obtained from book copyright alone can no longer meet the requirements of the times, so it is particularly important for the multi-directional development of digital IP and broadening the functions of Beijing International Book Fair.

## **4. A Comparative Study on the Similarities and Differences between the Highlights and Characteristics of Beijing International Book Fair and London Book Fair**

London International Book Fair is a typical professional book fair. Therefore, focusing on copyright trade, this paper makes a comparative study of Beijing International Book Fair and London Book Fair from the two aspects of location and industrial background and specific links of the book fair, draws on each other's strengths to make up for their weaknesses, analyzes the strengths and weaknesses of Beijing International Book Fair, and discusses the Enlightenment of London International Book Fair to Beijing International Book Fair and pub-

lishing industry.

#### **4.1. Location and Industrial Background**

Whether the International Book Fair can play its special function is related to other factors; because the book fair is different from the comprehensive exhibition, and it is often different from the general exhibition. The specific attributes and functions of the book fair make its success closely related to the location information and cultural environment contained in the venue.

##### **4.1.1. Industry Background**

Britain has always regarded copyright as the core of industrial development. In the 16<sup>th</sup> century, the queen of England stipulated that all publishing houses except Oxford and Cambridge University publishing houses must be built in the capital London; at the beginning of the 18<sup>th</sup> century, Anna law was passed to protect copyright in the form of law. Moreover, the government has also given strong support to the development of the publishing industry by setting up a special culture committee, which spends millions of pounds on book publicity almost every year, especially encouraging the export of books and supporting the publishing industry to occupy the world book market—holding exhibitions overseas or participating in book exhibitions in other countries; the international copyright centre is also in London; moreover, the UK investment and trade agency's book export subsidies are also very strong, providing hundreds of thousands of subsidies to some British publishing companies every year.

As a typical “export-oriented publishing powerhouse”, The UK publishes more than 150,000 new books every year and sells more than £5 billion of books annually. One-third of the books published in the UK are sold overseas. According to the Department for Culture, Media and Sport, the value added of the UK's publishing industry has reached 115.6 million pounds, accounting for 0.92% of total UK exports and 3.1% of total UK exports. It has become the largest creative industry in the UK, with production capacity exceeding that of the film industry and music industry (Sheng, 2018). For Britain, 50% of GDP comes from art exports, most of which is the book industry. Therefore, on the whole, whether looking at the development of British publishing industry or horizontal analysis, Britain is a typical publishing power, and London is well deserved to be the capital of book printing, publishing and trade.

##### **4.1.2. Cross Media Development of Publishing Industry**

Moreover, at the London International Book Fair, it can be seen that exhibitors attach great importance to the development of IP. For example, since its publication in 1997, Harry Potter has evolved from a simple book to a variety of films and games. According to incomplete statistics, the series of Harry Potter books has sold 250 million copies worldwide, and the sales of related products in the world have exceeded 30 billion US dollars (Sheng, 2018). Moreover, the British government has provided a lot of financial support for the BBC's digital reform,

trying to build a digital public service provider.

#### **4.1.3. Circulating Language**

From the perspective of humanistic environment, English is the most popular official language in the world. According to statistics, about 25% of the books published internationally every year are English books. Therefore, British publishers have the inherent advantages of Humanistic Language, which also contributes to the vigorous development of publishing trade at the London International Book Fair. However, if the Beijing International Book Fair wants to develop copyright trade, it still needs to make progress in the translation of English and even small languages.

#### **4.1.4. Copyright Trade Protection Mechanism**

From the current legal situation of intellectual property protection, starting from the trademark law, there are legal provisions such as patent law and copyright law in China; the legal system structure of British publishing industry is relatively perfect, covering professional law and common law. Although there is no publication law in Britain, there is a complete and mature legal protection system for the publishing industry—breaking down general legal provisions. Now there are 20 legal provisions specifically used to protect every link of publishing. Compared with Britain, China's copyright legal system is not perfect, there are some problems such as weak details and the intensity of law enforcement needs to be improved.

From the perspective of the copyright agency mechanism, because the book fair has a time limit, the copyright agency is particularly important. In the process of China's copyright trade, the number of copyright agencies is small, the scope is narrow, and the project is single, which plays little role. The reason why British copyright trade information can circulate is because of the bridge connection function of copyright agents. There are more than 200 copyright agencies in the UK and dozens in London alone (Liu, 2012). If China's copyright agency wants to be established, it must pass the approval of the China Copyright Administration, and take copyright as the basic point to spread various industries. The national copyright administration can only grasp the situation of book copyright trade; in contrast, in the UK, the scope of business is wider, the information network is basically mature, the rules and contracts are rigorous, and the legal awareness is strong.

## **4.2. Specific Links of Book Fair**

This section compares Beijing Book Fair and London Book Fair from the specific links of the book fair, analyzes the advantages and disadvantages of Beijing Book Fair, and discusses the reasons why London International Book Fair can be successfully held in the relevant links.

### **4.2.1. Holding Time**

Judging from the holding time of the two book fairs over the years, the Beijing

International Book Fair is generally held in August and September; since 1981, the London Book Fair has been normally held in March and April in spring. From the perspective of development time, London International Book Fair has some advantages in book copyright trade exchanges. Because the publishing house usually publishes new books in the spring during the year, and because the publishing company will not have the financial statistical pressure for a whole year at the beginning of the year, the agent management and the publisher will be more “generous” in the general transaction during the exhibition, and its target is clear and concise, making the copyright transaction more efficient. In addition, the website of the London Book Fair will also release the exhibitors of the current session in advance. The negotiating parties will communicate in advance, and then face-to-face communication will be conducted again at the London Book Fair site.

At the same time, because the Frankfurt Book Fair is held in the autumn around August and September every year, if the exhibition period is similar, it will be difficult for large publishers to weigh and often choose the Frankfurt Book Fair; the London Book Fair is held in spring, which makes the two exhibitions echo each other and effectively stagger the development time, so as to reduce competition.

#### **4.2.2. Operation Mode**

Beijing International Book Fair relies on the operation mode of “government led and market operation”. Publishing “going global” mainly depends on the platform of book fair. However, judging from the data of China’s overall copyright trade and copyright trade of Beijing International Book Fair over the years, although the import-export ratio of copyright trade reached 1:1.23 in the 13<sup>th</sup> Beijing International Book Fair, and there was a trade surplus for the first time, China’s overall copyright trade has always been in a deficit situation. It can be seen that the agglomeration effect and transaction of book fair, the exhibition market of copyright trade, have not spread to the whole industry on a large scale; moreover, the achievements of Beijing International Book Fair are largely due to the financial subsidies and intervention of the government. The driving force is still the government, not the internal coordination and drive of the industry.

The London International Book Fair was hosted by Reed Exhibitions group in 1985. Its main operation mode depends on the reasonable division of labor and cooperation of various parts. The management mode of the exhibition industry in the UK adheres to the application of “one arm’s distance”, that is, it adopts the method of hierarchical management, achieves the management objectives through policy guidance and economic regulation and control, and realizes the “rule by inaction” (Miao, 2015). Unlike China, the Ministry of culture, media and sports of the British government does not directly cooperate with enterprises and other groups, but reports, feeds and allocates funds for the project through official intermediaries, such as institutions composed of experts such as the British Council and the Arts Council. Therefore, on the whole, it has formed an operation



mode of combining the vertical management of the central government with the horizontal management of local governments and private sectors. For the London International Book Fair, a London Book Fair Advisory Committee has been specially set up to constantly reflect and improve the details of the exhibition, so as to realize the unified and overall management of the exhibition.

#### 4.2.3. Open Audience and Professional Degree

The core of London Book Fair is copyright trade, so the target audience of the exhibition only includes people in the industry and is not open to the public like Beijing International Book Fair. Therefore, there are differences in the opening objects of the two exhibitions, and London International Book Fair is also more professional.

At the Beijing International Book Fair, the main opening objects are professional audiences and ordinary readers; since the 11<sup>th</sup> session, its sessions have also been divided into professional sessions and public sessions. Ordinary visitors can visit the ordinary exhibition area; Professional visitors rely on their professional visitor cards to conduct business exchanges in the copyright trade zone outside the ordinary exhibition area. From the perspective of tickets, the tickets of ordinary readers are cheaper than those of professional visitors. Ordinary readers can buy tickets directly or receive them free of charge through the activities of relevant websites, which just shows that Beijing International Book Fair is a book exhibition event for the public and improve the reading of the whole people. However, according to the data of 2018 (25<sup>th</sup> session) and 2019 (26<sup>th</sup> session), we can find unusual places.

particular year	Number of total visitors (ten thousand)	Number of ordinary visitors (ten thousand)	Number of professional visitors (ten thousand)	Proportion of professional visitors	Year on year growth of professional visitors
2019	32	12.5	17.5	54.7%	16.67%
2018	30	15	15	50%	30%

In the past few years, the proportion of professional visitors to Beijing International Book Fair was not large, but in recent years, the number of professional visitors to Beijing International Book Fair has increased year by year, accounting for an increased proportion, with a significant year-on-year growth rate, indicating that Beijing International Book Fair has paid more and more attention to attracting professional visitors, reflecting the enhancement and necessity of the special function of copyright trade in the development exhibitions of Beijing International Book Fair.

Due to the professionalism of London International Book Fair, even if there are thousands of exhibitors at the same time, the whole environment is still quiet and orderly, and there is no advertising publicity like that in Beijing International Book Fair, which provides sufficient space for communication and negotiation



among exhibitors.

#### **4.2.4. Participation Enthusiasm of Exhibitors**

Due to the high advertising fees and Exhibition expenses of Beijing International Book Fair, some small and medium-sized domestic publishing houses with average strength often flinch or withdraw halfway during the exhibition process; moreover, as large-scale publishing houses dominate, the stronger the stronger and the weaker the weaker, when international publishing houses turn their attention to the Chinese market, it is difficult for small publishing houses and private booksellers to seize the opportunity. Under the dual factors, the participation enthusiasm of some domestic publishing houses is not high. On the other hand, the London Book Fair has no comparable advertising fees, which has little financial pressure on publishing houses, which has stimulated exhibitors to participate year after year, forming a virtuous circle.

#### **4.2.5. Copyright Trading Target Countries**

The copyright trading target countries of London International book fair face the world, especially the advanced countries in the West; East Asian countries account for the majority of the trading partners at the Beijing International Book Fair. In 2019, for example, the number of overseas publishing institutions participating in the exhibition reached 1600, and the proportion of international exhibitors exceeded 60%. Among them, Asian exhibitors accounted for 53.6% of the number of overseas exhibitors, 33% of the total number of exhibitors, and the booth area accounted for 48.7% of the overseas exhibition area. As a result, the major countries and regions of China's publishing industry are increasingly inclined to East Asia, a country with a similar cultural background to China, which limits the object of "going out" of copyright trade.

Although the export of copyright to countries with similar cultural backgrounds will increase the trading volume of copyright trade, in order to face the world, especially with the mainstream market of western advanced countries, improving the international competitiveness of publishing enterprises is the primary challenge—to go to the world, not limited to regions with similar cultures such as Asia, rely on low-cost access to the market, and actively strive for the goal of "entering the mainstream western countries".

#### **4.2.6. Publicity of Exhibition Media**

Beijing International Book Fair has long-term cooperation with a number of industry newspapers and periodicals to vigorously carry out new media marketing and publicity, such as China review, China Publishing and so on. In addition, some new elements have been added, such as the special live broadcast of China publishing network, and the creation of the microblog and wechat official account of Beijing International Book Fair for real-time publicity.

In the early days of the establishment of Beijing International Book Fair, the way to provide information and recruit exhibitors was mail, but this way was slow and easy to lose, resulting in delay and loss. In order to solve this problem,

we have increased technical investment and set up a professional information inquiry platform. All kinds of information of the exhibition can be clearly inquired through the website of Beijing International Book Fair. Moreover, there are two choices at the entrance of the website: English and Chinese, which meet the needs of different language audiences.

After entering the website, in order to make the information query more targeted, it is divided into “exhibitor login interface” interface and “I want to visit” namely audience interface. The classification of information query is also very clear, showing all kinds of information by categories, such as exhibition information, exhibition activities, news center, visit guide, business cooperation and so on.

In order to prevent the special functions of the book fair from becoming a mere formality, the London Book Fair pays more attention to ensuring that the copyright trade is carried out more efficiently at the exhibition. Therefore, the publicity and promotion work in the early stage is detailed and specific, which is convenient for publishers and publishing companies to understand the exhibition information in advance, so that professional visitors can come prepared, directly find suitable exhibitors, and carry out supply and demand exchanges and business negotiations at the same time and space. The official website of the London International Book Fair has a total of seven languages to choose from, which is more international than the Chinese and English languages of the Beijing International Book Fair; while reading online, you can learn about the global publishing industry information, including trade information, book exhibition letters and so on. In terms of media services, there is also a media center to facilitate publishing. The publicity and cooperation of these exhibition media ensure that the London International Book Fair can disseminate information at any time.

## **5. Enlightenment of London International Book Fair to Beijing International Book Fair and Publishing Industry**

### **5.1. Further Improve the Operation Mode and Set up Professional Market Management**

According to the driving factors of the exhibition, the government will generally intervene and play a direct role at the beginning. When the exhibition and the industry are mature, the role of the government will weaken and realize the internal market-oriented promotion of the exhibition industry, which is the only way and inevitable trend of the future of Beijing International exhibition. From the research on the development of London International Book Fair, it can be seen that when it was taken over by Reed Exhibitions group, it entered a new stage. Although government hosting can save some trouble, professional and efficient exhibition companies can comprehensively manage the overall development of the exhibition, explore and innovate and plan ahead, which will have a far-reaching impact and Enlightenment on the next development direction of Beijing International Book Fair.

However, according to China's national conditions and the economic system with Chinese characteristics, it is obviously impossible to completely copy the operation mode of exhibition in other countries. Because there are some advantages of government leadership, such as the proposal of the general development direction of "cultural going out", legal guarantee, macro-control, innovation guidance and so on. Therefore, for the Beijing International Book Fair and even the national exhibition, its operation mode should still maintain the main framework of "government led and market operation". The state should implement policies, laws and capital guarantees for the overall development, and connect in the general direction. However, in some specific links, it is not allowed to interfere. It still needs the free operation of professional exhibition groups and the internal market drive of the industry.

### **5.2. Improve Public Services**

The premise of copyright trade protection is to improve public services. First of all, we should improve the laws related to copyright trade, especially based on each link of publishing and refine the legal provisions. Secondly, we should speed up the improvement of the function of copyright agency, break the time limit of book fair and provide convenience for creators and publishing institutions. In addition, it is urgent to train translation professionals. Beijing International Book Fair should also establish a foreign language translation talent pool and integrate translation resources, so as to provide appropriate and professional translation talents for copyright export.

### **5.3. Strengthening Industrial Integration**

Beijing International Book Fair should vigorously develop industrial integration and pay attention to the changes brought by new technology to the publishing industry. For example, in 2019, we will pay more attention to and combine 5 g new technologies. Facing the new media era, the research and development of IP is particularly important. Copyright trade should not be limited to physical books, but should take this as the starting point, broaden ideas, and extend to various industries through capitalization operation to increase the value of copyright. This requires the organic combination of cultural resources with economic factors and science and technology to realize linkage development and open up a new path for cultural exchange.

### **5.4. Convey China's International Cultural Communication through Urban Culture**

The book fair not only has the function of trade, but also has the function of cultural communication and communication with copyright trade as the core. For example, the London International Book Fair fully shows British culture. According to local conditions, London literature week is established to perfectly integrate the book fair with its country and city. In the historical tradition and in

the eyes of many foreigners, Beijing is almost equal to China. Beijing International Book Fair is to use Beijing to tell Chinese culture at many levels. Therefore, more consideration should be given to how to convey China's international cultural communication through urban culture, consolidate and improve the host country activities. After completing the task of publishing "going global", the organizers should improve the impact of Beijing urban culture on the activities and pave the way for national cultural exchanges.

## 6. Thoughts on Digital IP Trade

With the development of The Times, the book fair is becoming more and more digital, among which THE IP operation chain shows a new trend. Book fair is increasingly determined to promote the integration of publishing culture and new economic industry, break down barriers, integrate upstream and downstream, internal and external resources, and strive to build a "big publishing industry" pattern.

### 6.1. Opportunities and Challenges

The core of IP publishing is to lock in high-quality IP resources, integrate communication channels such as Internet, radio and television, mobile terminals, electronic media and paper carriers, and maximize commercial value in the strong expansion of capital (Chen, 2016). With the exploration of digital IP, the advent of the IP era has brought opportunities for the development of the publishing industry: more diversified publishing content, more accurate audience market, more active copyright trading, more differentiated product research and development, more industrialized publishing mode, etc. (Shi, 2016).

However, opportunities are accompanied by problems and challenges. First, the government does not have all-round protection of intellectual property laws, and the relevant laws of the book fair are not perfect. Second, traditional publishing enterprises are at a disadvantage. At present, many high-quality IP is not in the hands of publishing enterprises, but in the hands of emerging cultural enterprises. This is because most traditional publishing enterprises are content with the status quo and lack the motivation to build high-quality IP; publishing enterprises lack compound talents who understand IP development, operation and management; many traditional publishing enterprises have not fully established professional market-oriented operation processes, which makes them in a disadvantageous position in the competition.

Therefore, the traditional publishing industry chain needs innovation urgently. It is very important to build a new publishing trade industry chain based on high-quality IP.

### 6.2. Solutions

#### 6.2.1. The Government Should Give Full Play to Its Role

Intellectual property is the essence of the innovative development of the publishing industry, and the multi-directional development of copyright is the pre-

requisite for the realization of copyright operation. Because in the current era of knowledge economy, intellectual property is the most important resource, and publishing products are goods that organically integrate wisdom and intellectual wealth. It is particularly important to protect their copyright. Therefore, the state must especially strengthen the legal protection of intellectual property rights, improve laws and regulations, and enhance the intensity of punishment. In addition, we will strengthen the construction of an innovative country and give full play to the country's innovation driven and leading role. In short, we should improve the development system of copyright resources, optimize the operation system of copyright resources and strengthen the protection mechanism of copyright resources (Wang, 2018).

### **6.2.2. Innovative Publishing Industry Chain around High-Quality IP**

Because the traditional publishing enterprises are different in the specific resource allocation and operation ability, we now put forward some suggestions from the perspective of innovative thinking.

The first is to take advantage of the situation. This is the way most publishing houses prefer now. This thinking requires that IP should accumulate attention on social media, and then use it to develop other cultural products. For example, after the popular game "plants vs zombies" in previous years, many publishers began to compete for the authorization of this IP, which was finally obtained by the middle-aged children's publishing house. Later, it developed publications and some cultural products that meet the demands of fans around this IP. In just six months, the sales of publications reached five million copies.

The second is incubation thinking, which requires two points. First, we should have long-term preparation for the original IP. We should not excessively pursue the works of current popular writers to obtain short-term benefits and avoid fishing with all our efforts. Instead, we should have the patience to incubate high-quality IP. Second, we should establish an incubation relationship between publishers and other platforms and cultivate professional incubation institutions, so as to be familiar with other industries, expand to publishing, film and television and other fields, tailor-made and carefully adjust and determine, so as to maximize the overall copyright value.

Finally, the most important thing is to have innovative thinking and international thinking. We should pay attention to the growth of creative groups rather than the homogenization of creative environment. The premise and foundation of innovation is to have an international vision, so as to have a broader vision and ideas. For example, marvel Corporation of the United States, which owns multiple IPs, has realized full copyright operation, and its linkage development of the cultural industry is also obvious to all: comics, theme parks and films have achieved transnational and cross-border development.

## **7. Summary**

Beijing International Book Fair should not only focus on strengthening the "going

out” of the publishing industry, such as strengthening the publicity during the exhibition, especially the activities of publishing new books or signing cooperation contracts; at the same time, we should also strengthen international recruitment. On the other hand, we should adjust measures to local conditions, give full play to the role of “Beijing”, make full use of the cooperation resources such as universities, libraries and museums, and constantly improve the three-dimensional cultural communication system with publishing and going global trade as the core, so as to highlight local Chinese characteristics and reflect international issues.

In short, at this stage, although the Beijing International Book Fair has become more and more mature, it is still a crucial stage, because it has advantages, but there are still deficiencies with world-famous book fairs such as London International Book Fair. For example, copyright trade is still weak, the operation mode needs to be improved, and digital IP trade needs innovation and development. Therefore, in order to go further and further and fully realize the “cultural going out”, the Beijing International Book Fair and China’s publishing industry should constantly learn from other international book fairs, constantly improve themselves and take the national strategy of “cultural going out” as an opportunity; if you want to seek more development in the digital age, Beijing International Book Fair will broaden its functions and strengthen the transformation of digital IP trade, so as to convey China’s international cultural communication through urban culture, improve China’s cultural communication power and the professionalism of Beijing International Book Fair, so as to ensure the long-term development of publishing industry and copyright trade.

### Conflicts of Interest

The author declares no conflicts of interest regarding the publication of this paper.

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