

An Introduction to
Publishing
in Japan

2017–2018

JAPAN BOOK PUBLISHERS ASSOCIATION

An Introduction to Publishing in Japan 2017-2018
© Japan Book Publishers Association 2017

Edited by
International Committee, Japan Book Publishers Association

Published by
Japan Book Publishers Association
6, Fukuromachi, Shinjuku-ku, Tokyo 162-0828, Japan
Tel: (03) 3268-1303 Fax: (03) 3268-1196
www.jbpa.or.jp

Printed in Japan

Preface

This booklet is intended to serve as a brief summary of and an introduction to the Japanese publishing world. As a result of rapid internationalization in recent years, there has been an increase in the number of opportunities for those of us in the Japanese publishing industry to make contact with people in the publishing industry in other countries. Contact with foreign publishers involves not only practical business matters but also discussion of the present publishing situation in Japan. The volume of information on Japanese publishing available to foreign publishers is far less than the amount of information about overseas publishing available to us in Japan, largely because of the barrier of the Japanese language. We at the JBPA believe that it is necessary to take advantage of every opportunity to broaden and deepen overseas knowledge about the Japanese publishing world and to further our understanding of our foreign counterparts. This booklet was produced with those two goals in mind. We hope it will be used as a handy reference tool at book fairs and other international gatherings.

February 2017
International Committee
Japan Book Publishers Association

Contents

1. Outline of the Publishing Industry in Japan	
1-1. Basic Information about Japan.....	7
1-2. Japanese Publishing Industry	
1-3. Sales of book and magazine.....	8
1-4. Distribution of Publication in Japan.....	9
1-4-1. Distribution and Sales of Publication	
1-4-2. Distribution Route of Publication.....	11
1-4-3. Feature of the distribution of publication in Japan.....	12
1-5. Major Players in Japanese Publishing Industries.....	14
1-5-1. Publishers.....	14
1-5-2. Wholesalers.....	15
1-5-3. Bookstores.....	16
2. Trends in the sales volume of publication and changing distribution	
2-1. 10 year change of the sales of book and magazine.....	18
2-2. Changing distribution.....	20
2-3. E-book and E-magazine.....	20
2-4. Best seller list in 2015.....	24
3. The Exportation and Copyright Sales of Japanese Contents	
3-1. OUTLINE.....	26
3-2. World-wide Action of Japanese Publishers.....	26
3-3. Children's Books.....	27
3-4. Manual Books.....	27
3-5. Buying Japanese Contents -How to search contents.....	28
3-6. Selling Foreign Contents in Japan.....	29
3-7. Publishing foreign books in Japan.....	30
4. Percentage of Book reading and Reading promotion	
4-1. Percentage of Book reading.....	31
4-2. Reading promotion activities.....	33

5. Library in Japan	
5-1. National Diet Library.....	35
5-2. Public library and its recent issues.....	36
5-3. Change of Number in Public library.....	38
5-4. Change of Number in University library.....	39
6. Legal Environment of Publishing Industry	
6-1. Situation of the Copyright Law.....	40
6-2. Freedom of Publishing and Expression and Self-Regulation.....	42
6-3. Tax System and Treaties for the Publishing Industry 2016.....	43
6-4. Mechanism of the Authorized Textbooks in Japan.....	44
7. Japan Book Publishers Association (JBPA)	
7-1. Outline of JBPA.....	46
7-2. Japan Publishing Organization for Information Infrastructure Development (JPO).....	47
Appendix 1	
Publishing related Associations and Organizations	
1-1. Publishing related Associations.....	50
1-2. Governmental Offices.....	53
1-3. Main Wholesaler Distributors.....	54
1-4. Main Book and Magazine Importers.....	55
1-5. Literary Agents.....	55
Appendix 2	
List of Members of Japan Book Publishers Association.....	57

Chapter 1

Outline of the Publishing Industry in Japan

1-1. Basic Information about Japan

Population: 126,985,000

Language: Japanese

GDP (revised): \$4,787.6 billion (\$37,701/person)

(US\$1= about 109 yen; yearly average of 2016)

Total population of Japan is about 1.27 million, whose 98% is Japanese, and most of them can only use Japanese language. People aged from 14 years old to 64 comprise 60.3% of the population and that of 65 and over is 27.1%. Declining birth rate and increasing in life expectancy have accelerated the aging society with fewer children. A distribution system of books and magazines is facing various challenges with the rise of digital contents in 2010s. Moreover, Japanese society has also changed by a declining younger generation, an increase of non-permanent employees and a recession for over 20 years. In such a difficult situation, it is a pressing issue that how publishing industry will survive.

1-2. Japanese Publishing Industry

The main characters of the publishing industry in Japan are as follows:

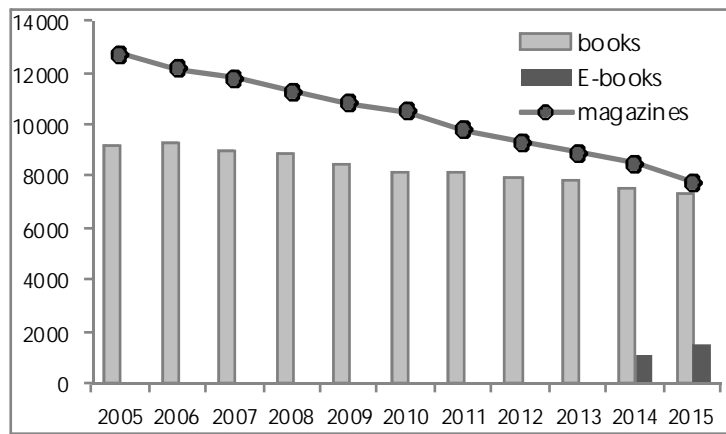
1. Most medium-size and large publishers issue both books and magazines and deliver them to every bookstore throughout the country by some wholesalers. It is a same channel that books and magazines are distributed.
2. A deal between publishers and wholesalers and that of wholesalers and bookstores are based on a consignment selling. The unsold goods can be returned within the period of the commission.
3. Books and magazines can be sold at a fixed price set by publishers in bookstores, which requires a resale price maintenance agreement between publishers and wholesalers and that of wholesalers and bookstore.
4. Bibliographic database: Some major bookstores and wholesalers make their own database. Books.or.jp is database, which open to the public

- that is made by Japan Book Publishers Association: JBPA. National Diet Library also makes their bibliographic list open to the public.
5. ISBN is managed by the Japan ISBN Agency. (See, page 48)

1-3. Sales of book and magazine

Total sales of books and magazines had achieved a peak in 1996. Since then, they have been decreasing for over 20 years. The total sales of books and magazines in 2015 are as follows:

- Books: 742 billion yen (1.7% decline compared to the previous year)
- Magazines: 780 billion yen (8.4% decline)
- Total: 1,522 billion yen (5.3% decline)
- The number of new titles: 76,445 title (209 titles per day)
- The number of titles in print: 980,000 titles
- The number of magazines: 2,991 (monthly)/ 87 (weekly)
- E-books (incl. e-magazines): 150.2 billion yen (31.3% increase)



Source: *Shuppan Shihyo Nenpo* 2016, Shuppan Kagaku Kenkyujo

E-books read by PC or reading devices had been already distributed late 1990s. However, it is the year of 2010 and beyond that the e-book has been wide spread with the advent of kindle and the growth of smart phone users. Shuppan Kagaku Kenkyujo has started collecting the sales data of e-books since 2014. Another statistics about e-books made by

Impress will become apparent in Chapter 2. The e-comic sales account for 76.5% of the total e-book sales with keeping its market share.

1-4. Distribution of Publication in Japan

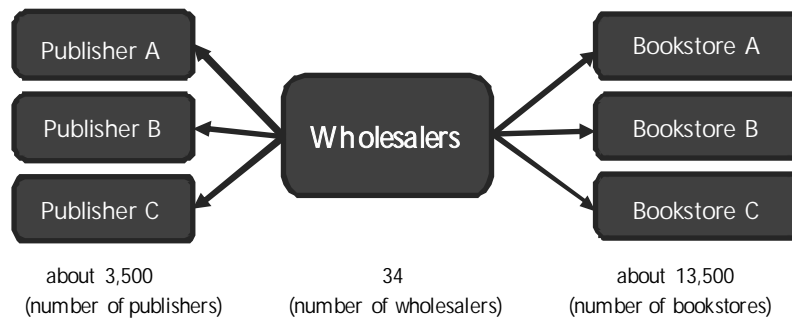
1-4-1. Distribution and Sales of Publication

One of the important roles of a wholesaler is the distribution of publications in Japan. More than 3,000 publishers in Japan issue about 200 new titles per day. Moreover, more than 3,000 titles of magazines are distributed to bookstores. The wholesaler distributes huge volume of books and magazines to more than 13,000 bookstores. Another important role of the wholesaler is the financial function. The wholesalers pay and collect both of publishers and bookstores for publications that they deliver and return. The other role is taking initiative in distribution of new titles. They fix how many books will be delivered each on every bookstore. It is based on the sales data and the size of bookstores. There are a few cases that new titles are distributed by bookstore orders.

The Distribution of Books and Magazine



The wholesalers intermediate between publishers and bookstores.



The presence of wholesalers between publishers and bookstores simplifies the collection and delivery of books as well as the payment and collection of money. Enormous tasks of deals between publishers and bookstores are completely undertaken by the wholesalers. Thanks to the wholesalers, publishers can deliver their books and magazines to every bookstore across the nation regardless the scale of their business.

Estimated sales of books and magazines by sales channels in 2015

Channel	yearly turnover (unit: 1 million yen)	component percentages (%)	compared with a year earlier (%)
1. Bookstore	1,159,593	64.6	94.6
2. Convenience store	190,341	10.6	87.9
3. Internet ¹	172,700	9.6	106.2
4. Others (through wholesalers) ²	81,359	4.6	93.3
5. Direct deal with publishers ³	191,163	10.6	95.4
Total	1,795,156	100	94.9

Source: *Shuppanbustu Hanbaigaku no Jittai 2016*, Nipppan Eigyo Suishinshitsu

Except for the direct deal with publishers, the majority of distribution is through wholesalers. The sales of internet have doubled compared to the year 2007. On the other hand, the sales of CVS have decreased by half and that of bookstores lose about 30% in the same period. The drop of CVS is caused by the decline of the total sales of magazines. Some pure-play online bookstores move toward a direct deal with publishers.

¹ Internet

Sales of printed publications distributed through pure-play online bookstores (ex. Amazon), not including that of e-books. Kinokuniya Bookstore and Maruzen also do the online business, but this channel does not include their sales in principle.

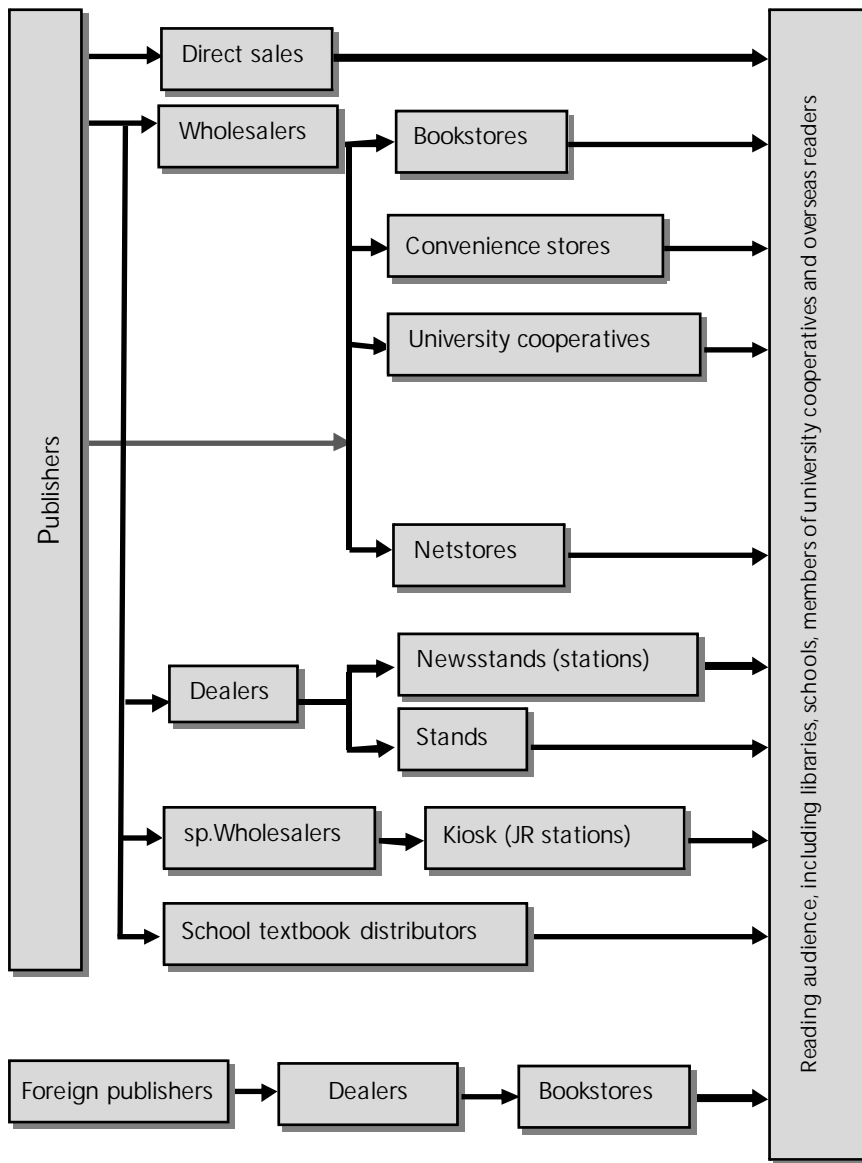
² Others (through wholesalers)

Ex. University cooperative, stand at the station and the supermarket

³ Direct deal with publishers

It is what publishers directly deal with bookstores or readers.

1-4-2. Distribution Route of Publication



1-4-3. Feature of the distribution of publication in Japan

- Books and magazines are sold on the resale price maintenance system.
- There are two ways of deal, one is the outright purchase and the other is the consignment sale.
- Majority of new titles are distributed on the consignment sale, while ordered items are subject to the outright purchase in principle.

What is a resale price maintenance system?

Publishers, as makers, can fix the price of book and magazine by the contract between publishers and wholesalers and that between wholesalers and bookstores in Japan. The anti-monopoly law prohibits such a resale price maintenance contract in principle, but the 6 articles, that are copyrighted materials including books and magazines, are exceptionally allowed to be sold on the fixed price. Although the contract made on a voluntary basis, almost all publications distributed through wholesalers to bookstores are subject to the resale price maintenance contract. It is common that publications are sold on the fixed price in every bookstore even if online bookstores.

The history of Resale Price Maintenance System (RPMS)

On the back of history about RPMS, publisher began to fix the price of book and magazine from 1910s. However, in 1999, the government announced that "RPMS should be revised and might be abolished in the future". After years of discussion with publishing industry, Fair Trade Commission (FTC) -which is the jurisdiction official of anti-monopoly law- announced that RPMS has "maintained" for the time being in 2001. FTC also requested that the publishing industry should find effective ways to make the system "more flexible and practical" for the benefits of readers. FTC is monitoring the situation of flexible operation of RPMS.

What is the consignment sale in Japan?

The consignment sale in Japan is a buying and selling with a return approval. Under each contract, publishers let bookstores sell their publications within a specified period through wholesalers. The bookstores can freely return the publications to the publishers through the wholesalers within this period. It offers an advantage to the bookstores

who will maintain a well-stocked inventory. On the other hand, the wholesalers select new titles and deliver them to the bookstores, even if the bookstores do not order any new title.

What is an outright purchase in Japan?

An outright purchase is a deal that bookstores purchase a book which cannot be returned. Ordered books, that are not new titles, are handled on the rule of outright purchase generally. There are only a few cases that publishers specify some new titles for outright purchase with offering high margin to bookstores. In that case, bookstores try to get many pre-orders from readers, to reduce the number of returned.

Distribution of new titles

1. Between a publisher and a wholesaler
Publishers show wholesalers a sample of new title in order to negotiate business terms such as the number of stock, the wholesale price and the period of consignment sale. The period of commission is commonly 6 month. The payment is basically done after 6 month.
2. Between a wholesaler and a bookstore
Wholesalers select a new title and settle the number of it for the bookstores in view of each bookstore's business size and its past sales data. In rare cases, publishers take initiative to distribute their new titles. The period of commission between a bookstore and a wholesaler is 3 month and half, but the limit of payment is the next month of delivery. Bookstores pay monthly a bill of the books that the wholesaler charged. An amount of money of returned books is deducted from the bill.

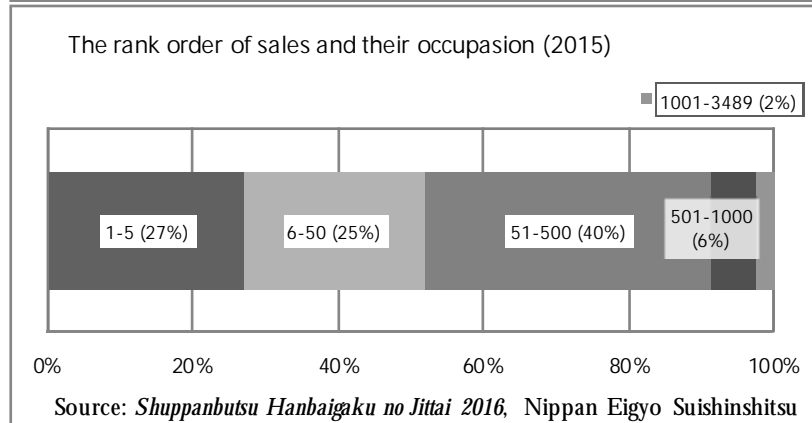
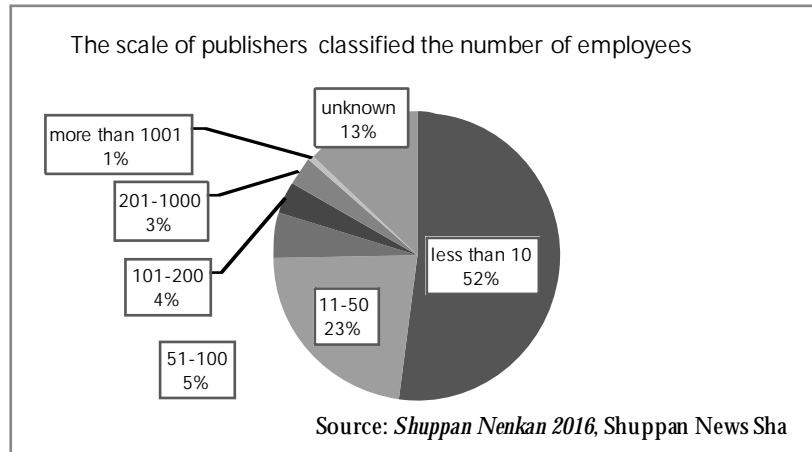
Advantage and disadvantage

- Books and magazines are sold in every small bookstore through the nation at the fixed price with low distribution cost.
- The popular bestselling books sometimes cannot reach a local bookstore by enough copies, because they are concentrated on major high street bookstores in city center.
- The life cycle of new titles has been shortened because bookstores receive many new titles being delivered every day.

1-5. Major Players in Japanese Publishing Industries

1-5-1. Publishers

- The number of Japanese publishers is 3,489. 2,660 are located in Tokyo.
- Everybody can publish any book and magazine without any regulation.
- It is indispensable to acquire the ISBN code, if the publications are distributed on the route through wholesalers and bookstores.
- Most publishers are small or middle-size. Mergers and acquisitions of publishing companies by a major publishing company or a foreign capital seldom occur compared to Europe and the United States.



It is clear from the pie chart that the about half publishers are small companies with less than 10 employees. According to the survey of Oricon, the book sales ranking in 2015 is remarked below: Kodansha, Shueisha, KADOKAWA, Shogakukan, Gakken Publishing, Takarajimasha, Shinchosha, Bungeishunju, SQUARE ENIX, Shobunsha.

1-5-2. Wholesalers

- The Number of the wholesalers is 34 in 2015, 22 of them are member of the Japan Publication Wholesalers Association.
- Two major wholesalers, Nippan (Nippon Shuppan Hanbai) and Tohan, have 70% share of the market, and they have their branches from Hokkaido to Okinawa.

What is their role?

As described before, their roles are the physical distribution (incl. dealing with returned goods), the commercial distribution (adjustment of the number of new titles etc.) and the financial function. As another function, they supply and analyze information (data of point-of-sale) and support bookstores (display of shelf, adoption of various goods). They also support real bookstores to sell e-books over the counter. Furthermore, they engage in book reading promotion. One of the famous promotions is “Morning Book Reading Promotion” at elementary, junior high, and high schools. They also engage in reading to children at bookstores.

Severe situation facing wholesalers

A Bookstore basically deals with only one wholesaler but a publisher deals with some wholesalers. Kurita and Taiyosha, both were major wholesalers, went bankrupt in 2015 and in 2016. To try to escape the recession, wholesalers have embarked management of major bookstores. Tohan has acquired Yaesu Book Center in 2016 and Nippan also became a head stockholder of Bunkyo chain in the same year. Printing company also do the same thing. DNP (Dainippon printing company) made Maruzen and Junkudo its affiliated companies in 2009. DNP also has engaged in the business of e-book and electronic library.

1-5-3. Bookstores

- The number of bookstores is 13,488 in 2015 according to Almedia.
- 10 thousand bookstores have closed during the last decade.
- Small and middle-size stores especially have closed.
- Bookstores start a second business to recover from a severe recession.

Open and close of Bookstores

year	total number	open	close
2004	19,920	410	1,634
2005	18,608	480	1,880
2006	17,911	451	1,342
2007	17,327	475	1,594
2008	17,383	434	1,015
2009	17,187	337	712
2010	16,966	283	570
2011	16,722	256	570
2012	16,371	234	692
2013	15,602	294	1,068
2014	14,658	235	1,109

Total 3,889 12,186

Source: *Shuppan Shihyo Nenpoh 2016*, Shuppan Kagaku Kenkyujo

Under the recession of publishing industry, small and middle-size bookstores have been closing for two decades. According to the survey of Almedia, there are 332 municipalities that have no bookstores in 2015. It is 20% of the total number of municipalities in Japan.

Introduction of new business

Many bookstores have started a new business to recover from a severe recession. One is dealing with other articles such as various goods: stationeries etc. Another is a renovation to place a café space inside a bookstore. Customers can bring unpaid books to the café space. Bookstores try to raise profit margins by introducing new business. The

margins of coffee shop business or subsidiary goods sales are approximately from 30% to 60%, while that of books is about 22%.

It is TSUTAYA (Cultural Convenience Club), Futabashobo and Honya B & B (Books and beer) that are successful to introduce new business that includes rental CD and DVD, talk event, unique assortment of books and café space.

Top 10 bookstores of sales in 2015

The table shows Company Name, their sales (unit: million yen) and the number of their shops.

1	Kinokuniya Bookstore	108,631	66	6	Topculture	32,354	70
2	Maruzen Junkudo shoten	75,907	79	7	Bunkyo do	30,470	197
3	Miraiya shoten	54,846	339	8	Miyawaki shoten	24,509	255
4	Yurindo shoten	52,415	45	9	Sanyodo shoten	23,108	83
5	Futabatosho	34,821	69	10	Sanseido shoten	25,200	36

Source: *Shuppanbutsu Hanbaigaku no Jittai 2016*, Nippan Eigyo Suishinshitsu

Online bookstores

Online bookstores such as Amazon have increased their sales by a well-stocked inventory, low price secondhand books, fast delivery that takes only one day after customer's order. Amazon does not disclose an exact figure but it is said that the sales amount of Amazon is higher than Kinokuniya Bookstore chain. Japanese major bookstores are struggling to compete with Amazon. However, the Japanese book order system is one of the barriers to overcome the giant online retailer. In general, the book order takes about a week for the delivery in Japan. If the bookstores want to shorten the delivery time, they have to make an extra contract with the wholesaler. For the better book order system and the improvement of distribution, publishers, bookstores and wholesalers have to closely cooperate with each other.

Chapter 2.

Trends in the sales volume of publication and changing distribution

2-1. 10 year change of the sales of book and magazine

Year	Book			Magazine		
	circulated figure (unit: 10,000 copies)	number of new titles	rate of return (%)	circulated figure (unit: 10,000 copies)	number of titles	rate of return (%)
1996	91,531	63,054	36.1	386,316	3,257	27.1
2005	73,944	76,528	38.7	287,325	3,642	32.9
2006	75,519	77,722	38.2	269,904	3,652	34.5
2007	75,542	77,417	39.4	261,269	3,644	35.2
2008	75,126	76,322	40.1	243,872	3,613	36.5
2009	71,781	78,555	40.6	226,974	3,539	36.2
2010	70,233	74,714	39	217,222	3,453	35.5
2011	70,013	75,810	37.6	198,970	3,376	36.1
2012	68,790	78,349	37.8	187,339	3,309	37.6
2013	67,738	77,910	37.3	176,368	3,244	38.8
2014	64,461	76,465	37.6	165,088	3,179	40
2015	62,633	76,445	37.2	147,812	3,078	41.8

Source: *Shuppan Shihyo Nenpoh 2016*, Shuppan Kagaku Kenkyujo

As the table above shows, the circulated figures of books and magazines have decreased. The total sales of books were 1,093 billion yen and those of magazines were 1,563 billion yen at a peak in 1996. In 2015, those of books are 742 billion yen falling by 32% and those of magazines are 780 billion yen falling by 50% since 1996.

Under the consignment sale agreement, publishers have delivered their publications as many as possible to increase sales. However, with a continuous decline in publication sales, the high returned rate put increasing pressure on publishers, wholesalers and bookstores. The decline

of the sales of each title imposes publishers to keep on issuing new titles. This exceed number of new titles may cause the high returned rate of books. The factor above makes publishers difficult to make the immediate cutback in new title production. Therefore the improvement of returned rate remains stagnant. Moreover the wholesalers limit the number of purchasing new titles, which cause that some small bookstores cannot stock new titles sufficiently.

The number of new titles from field in 2015

Fields	number of new titles	estimated number of issues (unit: 10,000 copies)	estimated number of issues per 1 title	average price (unit: yen)	estimated sales amount (unit: 1 million yen)
General	828	213	2,572	1,567	3,342
Philosophy	4,199	1,760	4,191	1,224	21,544
History/ Geography	3,953	1,205	3,048	1,422	17,141
Social science	16,745	3,577	2,136	1,566	56,022
Natural science	6,044	1,069	1,769	1,994	21,309
Engineering	4,327	949	2,193	1,956	18,553
Industry	2,565	714	2,784	1,532	10,942
Art/Hobby/ Home	12,939	6,995	5,406	1,111	77,745
Linguistic	1,615	561	3,474	1,405	7,880
Literature	13,478	12,254	9,092	808	99,027
Juvenile	4,305	2,033	4,722	1,100	22,359
School references	5,447	1,136	2,086	1,398	15,874
Total	76,445	32,466	4,247	1,145	371,739

Source: *Shuppan Shihyo Nenpoh 2016*, Shuppan Kagaku Kenkyujo

2-2. Changing distribution

To escape the decline in publication sales, new approaches are implemented. E-books also emerged as a new style of distribution.

Reducing the returned rate and raising the sales

Outright purchase

Publishers specify a few books to adopt an outright purchase on the deal of new titles. Usually, the distribution margin of books gained by bookstores is 22%. With the outright purchase, that is raised from 30% to 50%. Bookstores face a risk of stocks of books unreturnable, while they get a high benefit if they sell out.

Contract of incentive and penalty lead by wholesalers

Publishers specify a book and if one is sold, they pay incentive to bookstores per one copy. Instead of this, if bookstores return these specified books to publishers, they have to pay penalty charge.

Time-limited resale price maintenance contract

Bookstores can discount from cover price after a certain period that publishers had limited. This time-limited RPM is used in combination with the contract of incentive and penalty.

Direct sales

Some publishers deal with bookstores and readers without wholesalers. Direct sales have been used on the deal of some school textbooks and on the deal between bookstores and groups of small publishers. Recently, warehouse companies have actively been joining the business to distribute books, which seems to be one of the reasons for increase of direct sales.

2-3. E-book and E-magazine

- The sales of e-comic occupy 76.5 % of the total sales of e-books (incl. e-magazine).
- E-books are not fixed price items, therefore contents providers and bookstores can freely discount them, especially e-comic.
- Major publishers begin nearly simultaneous publishing of printed books and e-books.

- The number of e-book stores is about 200.

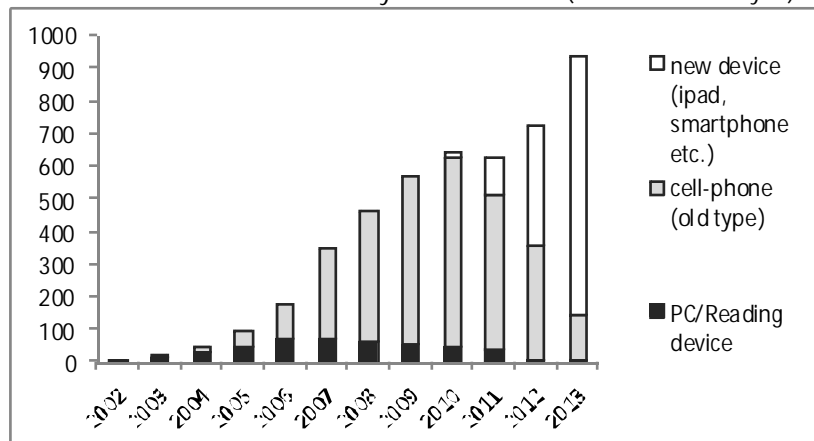
Breakdown of the sales of e-books (unit: 100 million yen)

	2014	2015	year-to-year comparison (%)	share (%)
E-comic	882	1,149	130.3	76.5
Other e-book	192	228	118.8	15.2
E-magazine	70	125	178.6	8.3
Total	1,144	1,502	131.3	100

Source: *Shuppan Shihyo Nenpoh 2016*, Shuppan Kagaku Kenkyujo

From the late 1990s, e-books that were read with reading device or PC had already existed but the year was around 2010 that e-books have been widely spread. It was caused by emergence of iPad, increase of smartphone ownership ratio, launching Kindle and opening of many website for e-books. In 2013, the sales for new device are about 78.9 billion yen, while 14.1 billion yen is for cell-phone, and 0.7 billion yen is for PC/ reading device.

Transition of the e-book sales by each terminal (unit: 100 million yen)



Source: *E-books business survey and report*, Impress

E-book

Major publishing companies have begun to publish fictions in printed books and e-books simultaneously since early 2010s, which led the number of e-book titles to increase. However, the e-book sales are smaller than printed books. For example, though one of the top-selling literature books in 2015 was printed 2.5 million, but it was downloaded only 130 thousand. Medium-size publishers have also started to take up e-book business in the field of how-to books or text books of foreign languages. However, small publishers with no good prospect for return of investment still hesitate to take a step in the e-book business. To support such small publishers, Digital Publishing Initiatives Japan (DPIJ: pubridge) was established in 2012 by the major publishing companies and the aid of government affiliated fund. DPIJ plays an active role of production and distribution of e-books.

E-comic

The sales of e-comics have been increasing by the digitization of past best-selling works and the wide spreading use of smartphone. Many e-book stores provide one episode or first volume of e-comic contents for free. Usually, one volume of comic in printed is consisted of 10 or less episodes. Moreover, free applications for smartphone such as LINE (instant message application) or Comico (free manga application) deliver free contents of serialized comics. It is said that reading comic with smartphones has been common in especially younger generation.

E-magazine

About 600 titles out of 2,415 printed periodical magazines have been delivered as e-magazines. The d-magazine, managed by NTT docomo (mobile phone provider), is one of the famous subscription services that provides major 160 titles of magazines for 400 yen per month. It is said that the number of users of d-magazine is 3.3 million in September 2016. Major publishing companies also provide applications with reading comics such as Magazine pocket by Kodansha, and Shonen Jump by Shueisha. The sales of e-magazines are 12.5 billion yen in 2015, increased 78.6 % compared to the previous year. However, the sales of printed magazines

decreased 8.4% in 2015 and lost 72 billion yen. The e-magazine sales still have not supplemented the printed magazine sales.

E-book Store

Major e-book stores sell not only e-book but also e-comic and e-magazine. It is said that the number of e-book titles is about 0.3 million to 0.8 million. This margin occurs by the different ways how each bookstore count e-book titles. They can be counted as an article, an episode and a volume: same quantity as a printed book. Kindle store has 0.4 million titles in 2016, while hon.jp has 0.8 million in 2015 and DPIJ has 0.3 million. Kindle has a large part of the market of e-books. By the emergence of new participation from other industries, the market of e-books has become competitive. Major e-book stores are listed below:

- Overseas firm: Kindle, iBooks Store, Google Play Books
- Printing company, bookstores: BookLive! (Toppan Printing), honto (DNP), Kinoppy (Kinokuniya bookstore)
- Mobile phone company: d-book/ d-magazine (NTT docomo), Smart Book Store (Softbank)
- Publishers: Book Walker (KADOKAWA)
- Distributors: RakutenKobo, Yahoo!Bookstore
- Pure e-books store: eBookJapan, Papyless
- Specialize only in e-comics: comic cmoa (NTT solmare), LINE Manga (LINE), Mechacomi (amutus)

Distributors of e-books

The works of e-book distributor is a distribution, counting the sales volume and reporting to publishers. Major distributors of e-books are as follows: DPIJ, MobileBook.jp and MediaDo. DPIJ has provided the domestic code number for e-books. MobileBook.jp, which was established by major publishers and DNP, not only distributes e-books but also provides service of digital library system to public and university libraries. MediaDo actively works with overseas companies. It formed a strategic business alliance with OverDrive, Inc. which provides download service for libraries in the world.

Free comic and its advertisement

According to *E-books business survey and report in 2016* which was issued by Impress, about 30% of smart phone users have browsed e-comics by “Free Manga application” in 2015. It provides several services such as free serial comics, offering both of free and fee-charged thickets to read paid comics etc. Moreover, the sales amount of advertisement for Free Manga Application was 4.1 billion yen in 2015 and would be 8.5 billion yen in 2016. A large amount of e-books, especially e-comics, are provided free of charge. It is a key point for success for publishers to generate income from e-books through every business model.

2-4. Best seller list in 2015

	Title	Author	Publisher	Field
1	Hibana (Sparks)	Naoki Matayoshi	BungeiShunju	Literature
2	France-jin wa 10 tyaku sika fuku wo motanai (French woman have only ten clothes)	Jeniffer L. Scott	Daiwa Shobo	Essay
3	Kazoku toiu Yamai (Illness by the name of a family)	Akiko Shimoju	Gentosha	Way to Live
4	Kikudake de Jiritsushinkei ga totonou CD book (The CD that improve your autonomic nerve system)	Hiroyuki Kobayashi/ Takeharu Ohya	Ascom	Health
5	103 sai ni natte wakattakoto (Things I can tell you when I get 103 years-old)	Toko Shinoda	Gentosha	Way to Live
6	Okareta basyo de sakinasai (Bloom where God has planted you.)	Kazuko Watanabe	Gentosha	Way to Live
7	Shin Ningen Kakumei vol.27 (New Human Revolution)	Daisaku Ikeda	Seikyo Shinbun Sha	Religion
8	Chie no Ho (The way of wisdom)	Ryuhō Okawa	Kofukuno Kagakushuppan	Religion

	Title	Author	Publisher	Field
9	Ningen no Bunzai (Known one's place)	Ayako Sono	Gentosha	Essay
10	Kanjoteki ni naranai hon (Emotion Control manual)	Hideki Wada	Sinkosha	Way to Live
11	Gakunen biri no galu ga 1 nen de hensachi wo 40 agete Keiodaigaku ni geneki gokaku shita hanashi (the story of a girl, who had been at the bottom of the class, has entered the top university: Keiogijyuku daigaku.)	Nobutaka Tsubota	KADOKAWA	Non fiction
12	Shika no Oh, two volume book (The king of the Deer)	Nahoko Uehashi	KADOKAWA	Fantasy

The survey of Nippon Shuppan Hanbai

Hibana/Sparks written by a popular comedian Naoki Matayoshi won Akutagawa literature award in 2015. *Hibana* has been introduced on TV several times and whose copies got 2.5 million and was visualized by Netflix. Nahoko Uehashi, the author of *Shika no Oh*, received Hans Christian Andersen Award in 2014.

Best sellers in 2016

The Rabbit Who Wants to Fall Asleep by Carl-Johan Forssén Ehrlin which is world-famous children's book got hit in 2016. It seldom occurs that a translated book become best seller in Japan. *Kimi no Suizoga Tabetai, I want to eat your pancreas* by Yoru Sumino also was best seller in 2016. It had been originally released on free posting novel site and was published by Futabasha. It becomes common to a born-digital book on free site is published in printed book, or e-book by publishers. This movement is very prosperous especially in the genre of comic and Light-novel: modern "pop" novel for teenagers or youngadults.

Chapter 3

The Exportation and Copyright Sales of Japanese Contents

3-1. OUTLINE

Manga and literature is likely to come up to our mind when thinking about the Japanese contents. However, not only these genres but manual books and many other genres of books are taken noticed in Asian, European and North American countries. Recently the house cleaning book *The Life-Changing Magic of Tidying Up: The Japanese Art of Decluttering and Organizing* by Marie Kondo became extraordinary famous in over 30 countries including the United States and European countries. Japanese contents are competing by investing its various genres in the international market. Lately, from contemporary pop novels to manual books are the new genre of the Japanese contents which are focused in areas as China, South Korea, Taiwan and South-East Asian region and other countries.

The ratio of domestic revenue from the international copyright trade as reported in 2015. (US\$1= about 109 yen; yearly average of 2016)

- Total: 12.3 billion yen
- Comics: 9 billion yen (73%)
- Books: 2.5 billion yen (20%)
- Magazines: 8million yen (7%)

Source: *Shuppan Geppoh November 2015*, Shuppan Kagaku Kenkyujo

The main regions of the copyright transaction are South Korea, China and Taiwan. These three regions have strong share in the Japanese international contents sales for both books and comics. Comics are very popular mostly in France and Germany. However when it comes to other genre of Japanese books, it is obvious that the impact slows down in these countries. On the other hand, the new genre of contemporary “pop” novel called the Light-Novel is gaining its popularity in western countries as well as Asian countries.

3-2. The World-wide Action of Japanese Publishers

In case of the Japanese major publishers, Shogakukan founded the Shogakukan Asia in Singapore in 2013. They aim to develop educational

contents such as illustrated reference books, educational manga in ASEAN countries.

KADOKAWA launched its affiliated company in Taiwan in 1999, Hong Kong 2005, China 2010 and Malaysia in 2005. They started e-book service in China by cooperating with Chinese major internet company in 2015. Also, they are enhancing the translation of comics in English in order to bring them up to the international market.

Kodansha started its relationship with China since early time in 1983 through accepting interns from China. In 2005, Kodansha built its affiliated company in China. The house has some titles which copies are more sold in China than in Japan. Kodansha is also engaging in the expansion of children's book in China.

In September 2015, KADOKAWA, Kodansha, Shueisha, Shogakukan and Comic goods company Animate established Japan Manga Alliance in Bangkok, a company that aims to provide the official Manga works and related products in Asia in order to wipe out pirated products from the market.

3-3. Children's Books

The Japanese children's book (illustration books) is highly recognized in Asian countries where the birthing rate is rapidly growing. Furthermore in those economic rising nations, the needs in educational and child care contents are becoming higher. The Japanese educational books using a lot of illustration, and easy-to-understand nursing related manuals for parents have strong needs notably in South-East Asian countries.

3-4. Manual Books

Concerning manual books on such as Aesthetic, Cooking, Housekeeping and hobbies, the reason why the Japanese practical books are popular in world's market can be explain by 1) Its simple explanation and clear formation, 2) Thanks to the detailed and careful guidance the readers can practice (each theme) as it is written in the book, 3) It does not only stand as the guide book but it takes the readers to a better wellness and improvement of ones state of mind. These factors are the characteristics of Japanese practical books with the potential to be accepted by readers from all over the world.

3-5. Buying Japanese Contents -How to search contents

Contacting directly the publishers

The simplest way is contacting a publisher, but be aware of if the publisher has staff who can communicate in English.

Consult the literary agents

Consulting a literary agent can be a very helpful way if someone is looking for a strong supporter in Japan. The literary agent is an expert in publishing for both Japan and overseas. They can introduce Japanese publishers and contents. Also, they will support the client until the final publishing process. See page 55 for the list of major literary agents in Japan.

Publishers Association for Cultural Exchanges (PACE)

<http://www.pace.or.jp/sub5.html>

PACE is a non-profitable organization that consists of large size publishers and related industries in Japan. PACE mainly engages in, 1) Cultural exchanges with overseas relating with publishing, 2) Gathering Japanese publishers to participate book fairs in overseas, 3) Promoting Japanese contents and providing information on Japanese publication.

Searching literature books from the site of Books from Japan

<http://www.booksfromjapan.jp/>

Books from Japan is an ongoing online “book fair” that introduces Japanese best recent works of fiction, nonfiction and children’s books to overseas publishers, editors, and other interested readers. The site is operated by Books from Japan Project team with the cooperation of publishers in Japan.

The site has two main sections: a database of books and a Publishers’ corner of “booths” where participating publishers can introduce their books. The database features books in the following categories: Literature, Children & YA, Other categories and Language Texts.

Search in JAPANSE

Books.or.jp Search Engine / Japanese book prints Database

<http://www.books.or.jp/>

Books.or.jp is an online search engine run by JBPA. It can help you mostly all printed books distributed in Japan except the ones which have been out of print. The search engine can handle queries by a title, an author and key words. By clicking on the publisher's name, visitors can jump to its website and find the detail information of the content. Users can find more than 6,000 companies website by this search engine.

Search from the Site of the National Diet Library

<http://iss.ndl.go.jp/?locale=en&ar=4e1f>

Using "NDL Search" can also help to find contents (books, articles, newspapers, digital materials) of all times. "NDL Search" is an integrated search service of catalogues and digital archives including libraries, national archives, museums, academic institutes and the National Diet Library.

3-6. Selling Foreign Contents in Japan

Circumstances of books translated into Japanese

The most recent survey of books translated into Japanese from foreign language was conducted in 2012. The foreign books most translated into Japanese was books written in English. There were 4,731 translated titles in 2012. Comparing to last survey in 2007, 634 titles were reduced. Translated books count only 8.2 % of all books published in Japan (-1.6% since the last survey). The main reason for the decrease was caused by the fallen numbers of literature, of which 320 titles went down since last survey and 1,584 titles were published in 2012. In general trend, the market needs for translated books in Japan is reducing. However, the genres of new translated titles that gain the figures were Management (+27 titles), Chemistry (+13) and Comics (+44). The translated books of Natural Science were quite successful. The circumstance that the specialized books turned well was due to the high degree of expertise contents and the quality of the book design that attracted the Japanese readers. Also, the success in this genre is esteemed that foreign specialize books had more attractive and catchy theme and large scale of contents to surprise the Japanese readers. These factors can bring possibilities to enlarge the sales in Japanese translated book market.

New titles of translated books in Japan 2012 (through wholesalers)

General works (18)	Engineering (236)
Philosophy (451)	Industry (80)
History, Geography (168)	Art / Living (506)
Social Science (604)	Language (120)
Natural Science (311)	Literature (1,584)

Total numbers of new titles for translated books (4,075)

Total numbers of new titles published (57,466)

Numbers of translated titles by major translated book publishers

Harlequin (501)	Tokyo Sogensha (104)
Hayakawa Shobo (197)	Kodansha (99)
Iwanami Shoten (125)	Hakusuisha (78)

Source of figures above: *Shuppan Shihyo Nenpoh 2014*, Shuppan Kagaku Kenkyujo

3-7. Publishing foreign books in Japan

Consulting Literary Agents

Literary agent can be a strong supporter when foreign publisher hopes to publish their book in Japan. The literary agent will introduce or intermediate publishers from both side in order to achieve issuing the foreign publication in Japan.

Contacting Japanese publishers directly

If you are willing to promote or sell the contents directly to the Japanese publisher, it's better to bring the synopsis together. Beforehand, it is necessary to search in what genre the publisher is fond of.

Selling contents through Book fair

Main book fairs that Japanese publishers assemble are held in Frankfurt, Beijing, Taiwan and Bologna (mostly for children's book). Some Japanese publishers join the book fair to buy foreign copyrights. Also, the Publishers Association for cultural Exchange holds a collected booth in Frankfurt, and Tohan Corp. take part of Japanese exhibitor's secretariat for Japan Expo (Paris, France), TIBE (Taipei, Taiwan) and BIBF (Beijing, China).

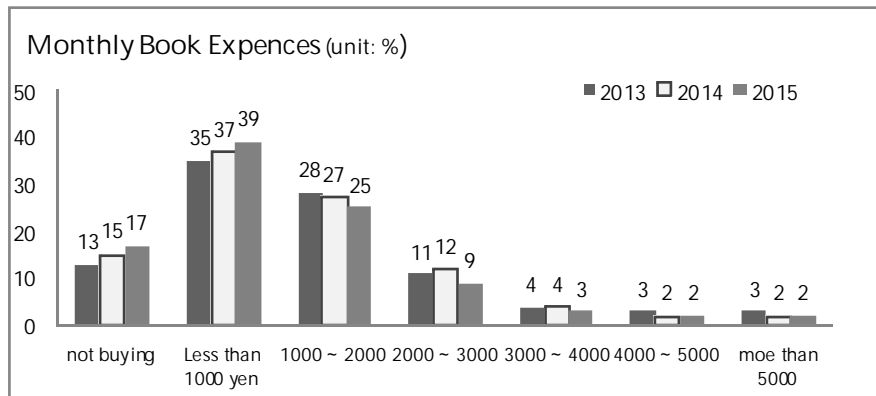
Chapter 4

Percentage of Book reading and Reading promotion

4-1. Percentage of Book reading

According to the opinion survey of the Mainichi Newspapers in 2016 (number of samples is 2,459/ 300 point of whole country), 49% of 16-years-old and above read a book in a month and 70% of them read a book or a magazine. The figure has not been changed in the past decade.

years-old	Read one or more book in a month (%)		Read one or more magazine in a month		Read one or more book or magazine in a month	
	Yes	No	Yes	No	Yes	No
16-19	50	49	24	73	57	41
20-29	50	48	43	55	70	29
30-39	42	56	46	53	65	34
40-49	54	45	52	47	74	25
50-59	56	43	51	48	73	27
60-69	52	45	53	44	74	25
over 70	43	49	53	41	64	32
Average	49	47	50	48	70	29



Source: *Dokusho Yoron Chosa 2016* (opinion survey of reading), the Mainichi Newspapers

Purchase route of book and magazine

years-old	large book store (%)	small/middle size book store	second hand book store	stand at the station	CVS or super-market	Inter-net	Libra-ry	Lend from friends
16-19	43	36	4	1	5	0	3	1
20-29	39	24	4	1	5	11	7	1
30-39	36	21	2	1	10	14	7	2
40-49	37	23	3	0	9	9	9	1
50-59	32	23	4	0	10	9	7	2
60-69	24	28	4	1	13	3	11	2
over 70	15	27	4	1	13	1	10	6

Source: *Dokusho Yoron Chosa 2016* (opinion survey of reading), the Mainichi Newspapers
 *No answer is omitted from the table.

The bookstore is the most familiar place to buy books with every generation. People over-sixties prefer a small or middle-size bookstore to large one or an internet store for buying books. It is concerned that the decline of the number of small or middle-size bookstores put senior people off buying books.

Diversified way to access books or magazines

While the sales of books and magazines are decreasing, opportunities to encounter books in other ways have increased. For example, the increase in tendencies of lending books from public libraries, the rise of new-style secondhand book stores (Book Off), and the frequent use of comic cafés or large-scale rental book stores provided wider opportunities to access books. As concerns rental book stores, Rental Rights Administration Center for publication: RRAC collects fees for rental books, mainly comics from rental book stores. According to the RRAC, the amount of their revenue is 2.4 billion yen in 2015. As other new style of business, a private library has emerged. It open until midnight and serve alcoholic beverages. It is said that the diversification to access books is one of the reasons for the decline in book sales.

Have you ever read e-book?

According to the opinion survey of the Mainichi Newspapers in 2016, the percentage of person that has read e-books is 19% in all generation. That of late 10s is 48%, 20s is 35%, 30s is 41%, 40s is 26%, 50s is 14%, and 60s is 7% and over seventies is 2%. Top five of contents that persons ever read is comic: 66%, novel: 50%, magazine: 21%, newspaper: 15% and others are manual book or business book. As for a reading device, smartphone: 70% is the most used device. The second is iPad etc.: 29%, and followed PC: 28%. Other specialized reading device such as Kindle is only 7%.

4-2. Reading promotion activities

Publishing world makes every effort to promote book reading activities against the decline in publication sales.

Tokyo International Book Fair: TIBF

TIBF which is annually held in Tokyo Big Sight in Ariake was staged September 23rd to 25th in 2015. 469 publishers and related companies exhibited this fair with 40 thousand of visitors. Each publisher exhibited a booth and sold books and magazines at 20% or 50% discount during the fair. Lecture meeting by famous authors, autograph sessions and workshops related to books were held and people in all aged enjoyed.

Bookstart Project (<http://www.bookstart.or.jp/>)

The Book Start Project was first launched in Birmingham, UK, in 1992. In Japan, it was introduced in connection with the Year of Book Reading for Children in 2000 and started the project actions in 2001.

Mothers and babies are given a bag in which there are two picture books and a guidebook for Bookstart when they come for a medical examination at the health center, and mothers are encouraged to talk to their babies by means of reading books. Approximately 982 rural governing bodies, equivalent to 56 % of the total bodies, are carrying out the Bookstart project in 2016, in cooperation with Bookstart Japan, which is a non-profit organization.

Morning Book Reading

The activity “Morning Book Reading in School” was started by a teacher in a high school in Chiba prefecture in 1988. 27,332 schools that are 76 % of entire school, including elementary, junior high and high schools all over the country have carried out this activity in 2016. Students will simply read a book that they chose by themselves without any obligation. They read the book for 10 minutes every day before the lesson begins. They can learn the joy of reading, which relaxes them and prepares them to concentrate on their studies throughout the day.

Biblio battle

The activity “Biblio battle” was started in Kyoto University in 2007, which is a game to introduce one’s favorite book. The rule is as follows: some presentation speakers introduce their favorite books in 5 minutes. Then audiences vote the book that they want to read the most. The book which polls the maximum vote is elected as “Champ book”. This activity is held more than 1,200 times in universities or public libraries throughout the country in 2015.

Chapter 5

Library in Japan

5-1. National Diet Library

<http://www.ndl.go.jp/en/service/tokyo/data.html>

The functions of the National Diet Library include the collecting, organization and preservation of data. It serves the Diet, government and government corporations, but also offers library services to the general public. This is a nation's largest library.

In accordance with the National Diet Library Law, a copy of each book, newspaper, magazine, score, map, phonograms and package-type electronic publications published in Japan must be provided to the NDL.

The International Library of Children's Literature was opened in May 2002. That same year, The Kansai-kan of the National Diet Library was opened in October which serves as a digital library. Now, the NDL consists of three national libraries, Tokyo Main Library, Kansai-kan and The International Library of Children's Literature that cooperate with each other.

The Collection of References in the NDL in 2015

		domestic	foreign
Books	10,534,602	7,799,095	2,735,507
Magazines	11,079,572	7,378,447	3,701,125
Newspapers	5,421,812	3,619,659	1,802,153
Other forms of references	9,109,994		

Source: *Statistis on Library in Japan 2015*, Japan Library Association

*other forms of references includes microfilms, video materials and recorded materials etc.

Digital Collections

NDL has now more than 2.6million digital collections. All digitized material can be utilized in the premises at the NDL. Among these digital materials, about 0.5 million materials that became public domain are accessible on the internet. Also, 1.4 million materials which are still copyrighted but not available in the market can be transferred from the

NDL to other public libraries upon request and can be read at the library and a part of the material is allowed to photocopy.

In case of the materials that have been subjected as transmittable object are revitalized in the market by being republished or digitized, the opt-out measures are provided to the rights holders -including publishers- in order to prevent the infringement on publishing market.

Numbers of references in the National Diet Library in 2015

Periodicals	1,240,000
Books	900,000
Online Publications	300,000
Doctoral Dissertation	140,000
Rare Books and Old Materials	90,000
Historical Recordings Collection	50,000
Others	70,000

Source: http://www.ndl.go.jp/en/aboutus/pdf/digitized_contents_en.pdf

5-2. Public library and its recent issues

Japan has more than 3,200 libraries all over the country but it still has some communities that do not have library. Recently libraries are taken another look at as a key actor for the regional revitalization. Today, the libraries are expected, by making use of its high degree and local-attached collections, as a strong supporter of local business and regional industry promotion. The expectation towards public library's various activities as a regional hub became high than ever before. Yet, the problem of decrease in book purchase budget from the local government is critical. It is said that the criteria of local government to evaluate libraries is attached too much on the number of lending books to library users. So, some of the libraries tend to purchase popular books to get more numbers of books to be lent in order to get the budget. However, this situation could be a threat for the sound and diverse library collection and lack of essential function of public library. The publishing industry is calling for the preservation of diverse collection and the improvement of integral services including a high degree reference function in the public libraries.

The number of public libraries

Total numbers of public libraries	3,261
Total numbers of references lent	about 690 million (-0.7% comparing to last year)
Total numbers of visitors	324million (+1.8%) Note: The actual users are estimated less than 30% of all population.
Total budget for library management	158 billion yen (+1.5%) incl. 2.8 billion yen of purchase of references

Source: *Statistis on Library in Japan 2015*, Japan Library Association

The Librarian Management in Japan

According to a survey conducted by the Japan Library Association, there are about 39,000 public library employees in Japan. Around 10,500 out of them are the regular library staff, and the rate of certified librarians accounts to 52.3%. The number of supplementary staff¹ is 1,304 and only 11.7 % among them have the certification as a librarian. The total numbers of non-regular staff in public library reaches to more than 27,000 and 56.7% out of them are the certified librarians. That is to say, over 50 % of library engaged persons are not treated as regular staff of library. The action of personal shift from non-regular staff to regular staff is strongly required. At the same time, the improvement of the rate of certified librarians should be accomplished.

¹ Supplement staff is a basically public employee who works for public office duties, but they supplementary cover library operation.

The entry of private sector in library management through the designated administrator system

The movement of entries of private sectors into the library management is spreading. Notably in 23 wards in Tokyo metropolitan area, about 44% of libraries introduced the private sectors into the library management. It has a merit for the local government's austerity and administration efficiencies, but there are voices to object to this trend from the point of view that questions the diversity in selection of the collection, and the lack of autonomy in each local public library's management.

The Collaboration of Library with Publishers

While the library's book purchase budget is curtailed, JBPA is attempting to cooperate with the Japan Library Association in order to appeal to the national and local government to raise the budget for books in public libraries. Publishing industry is working together with the library in order to demand to the administration to stand a concrete library policy to satisfy the library collection and an integral public service including a high degree reference function.

5-3. Change of Number in Public library

year	Number of Libraries	Estimated Number of books lent per year (million)	The average Numbers of books lent per one library user	Expense of purchase of books (billion yen)	The ratio of the actual expense of books out of total reference purchase
2006	3,082	641	13.3	23.9	77.2%
2007	3,111	657	13.0	23.5	76.7%
2008	3,126	692	13.5	23.0	74.8%
2009	3,164	712	13.5	22.3	76.0%
2010	3,188	716	13.4	22.1	76.4%
2011	3,210	715	13.2	21.5	75.3%
2012	3,234	711	13.0	21.7	76.2%
2013	3,248	695	12.6	21.1	75.4%
2014	3,246	690	12.4	—	—
2015	3,261	—	—	—	—

Source: *Statistis on Library in Japan 2015*, Japan Library Association

The number of lent and book purchase expenses are based on the fiscal year results.

5-4. Change of Number in University library

year	Number of Libraries	Number of books lent per year	Expense of purchase of books (billion yen)	The ratio of the actual expense of books out of total reference purchase*2
2006	1,654	29,885	26.7	38.6%
2007	1,641	29,521	26.1	37.2%
2008	1,659	30,701	25.9	35.8%
2009	1,673	31,121	24.5	35.5%
2010	1,679	31,892	23.0	34.5%
2011	1,683	31,361	22.6	34.3%
2012	1,679	31,133	21.5	33.1%
2013	1,690	31,371	20.6	31.4%
2014	1,674	31,397	19.4	28.7%
2015	1,677	—	—	—

Source: *Statistis on Library in Japan 2015*, Japan Library Association

*2 The expense of purchase book does not include the expense of overseas digital magazines.

The decline in the ratio of the actual expense of books has been caused by the increase of expense in overseas digital magazine.

Chapter 6

Legal Environment of Publishing Industry

6-1. Situation of the Copyright Law

Recent amendments of the Copyright Law

The Copyright Law of Japan was totally revised in 1971, and especially, since 2000, it has been frequently revised in order to catch up the changes of the way of distribution and usage of copyright material due to the development of digital and networking environment.

The right of publication extended to e-books

The articles of the limitation of copyright regarding the use of the works through the computer network were reviewed in 2012. Around the same time, the right of publication was revised and expanded to e-books as well as printed materials.

The right of publication in Japanese Copyright Law is a part of the reproduction right which belongs to a copyright holder. Due to a contract set the right of publication between a copyright holder and a publisher, the publisher are authorized to publish and to distribute the work exclusively. During the term of the contract, the publisher is able to claim their right against *bona fide* third party who publish and distribute the work. When the contract is terminated, the right of publication is going to return to the right holder.

In 2015, the provisions of the right of publication have been revised for the first time in 80 years since its enactment, and defined the right for printed material as the right in item 1, and e-books which is distributed through digital network as the one in item 2. The publication in item 2 includes website or e-mail magazine theoretically, however, the contents on the website or e-mail magazine are rarely established the right of publication. The right of publication in item 1 and one in item 2 are able to be established separately, but nowadays many publishers tend to publish books both in print and in digital from the beginning of publishing. Publishing contracts that set them both together are becoming a mainstream.

Limitation clauses of copyright

As of November 2016, copyright subcommittee of the Culture Council in the Agency of Cultural Affairs, are undertaking the consideration regarding the review of the copyright limitation clauses. Since the beginning of 21st century, it has been discussed by some industrial analysts that a comprehensive limitation clause of copyright, similar as “fair use” in U.S. law, should be introduced into the Japanese copyright law. On the other hand, most of right holders’ organizations were against the introduction of such limitation of copyright which is legally inconsistent with the individual limitation clauses in Japanese copyright law. The discussion was over in 2012. As a result, these only three articles were established: article 30bis (exploitation of incidental objective works), article 30ter (exploitation in the course of examination), article 30quater (exploitation for the use in a test for the development or practical use of technology).

Intellectual Property Strategic Program

In 2016, Intellectual Property Strategic Program 2016 was published, and it wrote that “from the perspective of flexible adaptation to new innovation and of contributing to the sustainable creation of appealing contents from Japan, it needs to be discussed about flexible limitation copyright including good effect and bad influence and to be developed necessary measures to aim at proposing legislation at the next regular session of the Diet.” Following this instruction, the Copyright subcommittee in the Council of Culture started the consultation on the introduction of the flexible limitation again. They plan to propose legislation at the regular session of the Diet in spring of 2017.

Educational use

On the other hand, the expansion of copyright limitation for educational use is under consideration.

Japanese copyright law allows teachers and students or pupils to use copyrighted works for free to the extent deemed necessary for the purpose of use in the course of lessons. The range of this educational use is actually very wide compared with the copyright law of western

countries. Moreover, it is not always the case that compliance with usage guidelines is thoroughly conducted in schools and universities etc.

The subcommittee of the subdivision on copyright of the Council for Cultural Affairs which had been considering on the review of the copyright limitation for educational use reached a conclusion in December 2016. They propose that the limitation of copyright should be expanded including the so-called time shift transmission of the copyrighted works in the course of lessons. And for that, the subcommittee suggested the remuneration system to pay compensation to copyright owners should be newly introduced. The revise of the Copyright Law would be proposed at the regular session of the Diet in spring of 2017.

TPP Agreement

The amendment of the copyright law according to Trans-Pacific Strategic Economic Partnership (TPP) Agreement has already been approved at the Diet in December 2016. However, as Mr. Donald Trump, new president of the United States of America, expressed the withdrawal from the agreement in January 2017, the outlook is not clear at the present.

Ratification of Marrakech Treaty

The most of the limitations regarding the media conversion for the use of copyrighted works by physically disabled person have already legislated in Japanese copyright law in order to ratify Marrakech Treaty. However as the use of publications in Japanese language is mainly by Japanese who live or stay at foreign countries, there are not serious concerns for the Marrakech Treaty among Japanese publishers.

6-2. Freedom of Publishing and Expression and Self-Regulation

Freedom of Publishing and the Responsible of Publishers

The Constitution of Japan guarantees the freedom of expression. The publishing industry gives a close observation towards regulations and legal reforms that threaten the freedom of expression, publication and press. At the same time the publishing industry sticks to its self-regulation principle (such as sealing the fore edge of the book and display separation in the bookstores to the publications which are assumed to have harmful contents for minors) regarding the protection of child's human rights and

the healthy development of youth. This principle is strongly respected from the view point of freedom and responsible of publishing.

Wiretapping Law is extended to child pornography

The actual wiretapping law allows the investigation towards crimes that involves drugs, firearms, collective stowaway, and organized homicides. However, the amendment of the wiretapping law permits now to set into its target the crimes that have to do with Child Pornography Law. What threatens the media is that Child Pornography Law in Japan still remains its definition ambiguous, so it is questioned how the new Wiretapping law will conduct its effectiveness against citizen and the media agencies. The JBPA and Japan Magazine Association expressed concerns against the amendment of this law expanding its target to the Child Pornography Law from the perspective of the threat to the arbitrary intervention to the freedom of press and publication and the rights to know.

6-3. Tax System and Treaties for the Publishing Industry 2016

In view of the special characteristics of the sales system for publications, special provisions have been made in the national tax law so that the publishing industry can adjust estimated profit to allow for probable losses from damages and returns under the consignment sales system and for depreciation of the value of warehoused books.

Royalties sent to foreign countries are subject to taxation. To prevent double taxation, 66 countries have signed an Income Tax Convention. In Japan, each publishing company must apply to the designated tax office to receive the benefits of the Convention. The countries with which Japan has reciprocally signed the Income Tax Convention and their applicable tax rates as of January 2016 are as follows:

Tax-exempt: Armenia, Azerbaijan, Belarus, Czech, France, Georgia, Germany, Hungary, Kyrgyzstan, Moldova, the Netherlands, Poland, Russia, Slovakia, Sri Lanka, Switzerland, Sweden, Tajikistan, Turkmenistan, UK, Ukraine, USA, Uzbekistan

5% tax rate: Australia, Kazakhstan, New Zealand, Saudi Arabia, Hong Kong, Portugal, Qatar

10% tax rate: Austria, Bangladesh, Belgium, Bulgaria, Brunei, Canada, Chile, China, Denmark, Fiji, Finland, India, Indonesia, Ireland, Italy, Israel,

South Korea, Kuwait, Luxembourg, Malaysia, Mexico, Norway, Oman, Pakistan, the Philippines, Romania, Singapore, South Africa, Spain, Turkey, UAE, Viet Nam, Zambia

12.5% tax rate: Brazil

15% tax rate: Egypt, Thailand

The Appeal for the Reduced Tax Rate on Publication

The consumption tax for all products and services was raised to 8% in Japan including the publication since 2014, and the rate will be increased to 10% in October 2019. JBPA and three other related organizations have been continually taking actions for the reduction of tax rate to the publication. The culture of letters and printings spread by the books and magazines are the wellspring of all contents. Therefore, the tax on publication should not be raised in order to maintain the opportunities to reach the information equally and effectively.

A request for equal taxation towards foreign enterprises

The consumption tax was not added on e-books and other online services transmitted and merchandised from outside Japan. The case was studied under a working team in the Ministry of Finance in Japan and other related organization. Finally since October 2015, the online services provided by foreign agencies are equally taxed to correct the unfair taxation.

6-4. Mechanism of the Authorized Textbooks in Japan

In Japan, textbooks provided to the students of under the education curriculum from elementary school to high school are not issued by the government but are issued by the private publishers. The textbooks issued by the publishers should be approved by the Ministry of Education, Culture, Sports, Science and Technology (=MEXT) after examination for appropriateness to be used at schools. After the textbooks pass the examination, the educational committee of local government has the right to choose which authorized textbook should be applied in each regional schools. The Japanese constitution guarantees the student under compulsory education being provided the textbook for free during their

compulsory education (from elementary to junior high school) curriculum.

Numbers of School textbooks published in 2015

	Elementary School	Junior High School	High School	Special needs education School
Number of Text book by each subject	48	66	761	20
Number of title	253	129	794	281
demands	61 million	35 million	31 million	58 thousand
publishers	15	19	38	7

Source: the numbers in the chapter above are consisted by the information provided from the website of MEXT (http://www.mext.go.jp/a_menu/shotou/kyoukasho/main3_a2.htm)

The Movement of Digital Text books

MEXT carried out the plan to introduce digital text books for from all elementary to high schools. However there is still more to discuss about the budget management to provide the device to each student, and how to deal with the copyright processing, and how to deal with the immense task of authorization.

The reviewing council of digital textbook policy of the MEXT brought up the final report in December 2016. The report revealed that the actions such as revision of related law and environment reformation in order to carry out the official employment of digital textbooks in elementary, junior and high schools in 2020s.

Chapter 7

Japan Book Publishers Association (JBPA)

7-1. Outline of JBPA

Establishment and Membership

Japan Book Publishers Association (JBPA) was established in March 1957 to promote the growth of the publishing industry and to contribute to the development of publishing culture. Today, there are about 420 member companies, the majority of which are located in Tokyo. JBPA has also established branch offices in Osaka and Kyoto. JBPA members produce more than 80 percent of copies published in Japan.

Structure and Activities

JBPA holds monthly Board of Director and Standing Committee meetings, and special committee meetings are scheduled as necessary. The general affairs of the organization are administered by the Executive Office.

The JBPA is active in all areas of publishing, including research and negotiation. The primary concerns of the association are the sales, production and copyright of books. The JBPA also promotes free speech and freedom of the press, offers educational seminars on publishing, participates in the development of publishing-related accounting procedures, pursues international exchanges and liaises with library sectors in Japan.

Major Activities and Services of the JBPA

The Books.or.jp Search Engine/ Japanese Books in Print Database

JBPA's online search engine, www.books.or.jp, can be used to search the list of books in print in Japan (978,000 as of 2016). Books.or.jp gets an average of 450 thousand hits per month from the public and serves to provide general information of books in market.

The database is updated daily, and utilized as the basic database of publications by bookstores, wholesalers and libraries. The search engine can handle queries by the title, author and keyword, and details (title, series title, author, publisher, date of publication, price, size and ISBN number) can be called up from individual search results. Clicking on the publisher's

name will bring up the publisher's contact information, facilitating direct inquiries, and users can jump directly to the websites of publisher.

Publishing Training Course for New and Key Employees

Each April, JBPA holds a two-day publishing training course for new employees of both member and non-member companies. Customized seminars and observation tours can also be arranged for all publishers.

Japan Book Design Awards

Japan Book Design Awards is held during spring season. About 20 books are awarded including the main three prizes (Minister of Education, Culture, Sports, Science and Technology Prize, Minister of Economy Trade and Industry Prize, Tokyo Gubernatorial Prize) and other sponsor prizes. This contest aims not only the promotion of publishing industry including, book design, printing and bookbinding industries, but it also guides the readers' to the appreciation of the art of bookmaking. Winning entries are subsequently entered in the "Best Designed Books from All over the World" exhibition held every March in Leipzig, Germany. In 2015, the award winning book from Japan *MOTION SILHOUETTE* won the "Bronze Medal Prize" of Best Designed Book Award.

7-2. Japan Publishing Organization for Information Infrastructure Development (JPO)

JPO is one of the most familiar organizations to JBPA. Details will be provided in this section

What is JPO?

Japan Publishing Organization for Information Infrastructure Development (JPO) was founded by JBPA, Japan Magazine Publishers Association, Japan Publication Wholesalers Association, Japan Booksellers Federation and Japan Library Association in April, 2002. JPO now mainly consists of Japan ISBN Agency, Japan Publication Registry Office (JPRO), Bookstores Number Administration Center, Future Bookstore Forum. The aims of JPO are: 1) collection and dissemination of publication information, and settlement of standard format of publication information. 2) support of development of exchange system

for electronic publication information and infrastructure 3) research and administration of various publication code systems 4) improvement of publication distribution, 5) research on utilization of intellectual property and copyright administration system.

Japan ISBN Agency

Japan ISBN Agency was founded in purpose of disseminate and administrate of Japan ISBN Code which is based on ISBN. Publishers must register their name in Japan ISBN Agency to acquire publisher's code and ISBN code. In regard to magazines, it is necessary to acquire magazine code, which is a domestic code, per one title of magazine. Tohan, which is one of the main wholesalers, accept the application of magazine code from publishers.

Japan publication Registry Office (JPRO)

JPRO began full operation in 2015 July. They collect bibliographic information such as ISBN, book title, author's name, publisher's name, and right of publication. Collected information both of printed books and e-books are sent to bookstores and wholesalers.

The aims of the establishment of JRPO are as follows:

- Lay the foundation of registering system of bibliographic information of printed books, e-books and rights of publication.
- Publishers, themselves lead to register and to manage bibliographic information
- Unify the information both printed books and e-books.
- To save publishers' labour, using the existing system: Forthcoming book information center of JPO.

The number of the information registered in 2017 January is as follows:

- Basic bibliographic information: 1,153,341
- The number of title of books : 984,780
(incl. 328,926 of books with detailed information)
- The number of e-books: 168,561

JBPA supports cooperative work such as creating and collecting bibliographic information for JPRO. Furthermore, Books.or.jp of JBPA and the database of JPRO are going to be unified by 2018 April.

Bookstores Number Administration Center

This center distributes common bookstores ID to bookstores and administers bookstore number data base which is included bookstore's name, address, phone number, business hours and wholesaler number. These were distributed to user (publisher) by this center.

Future Book Store Forum: FBF

The Future Bookstore Forum is a project led by the Ministry of Economy, Trade Industry, and was confided to JPO in 2011. The aim of this project is 1) activation of real bookstores being strong enough to compete with net bookstores, 2) to implement some verification tests that make people notice an original function and a beneficial feature of real bookstores. FBF has its third project in 2013, whose themes are to make real bookstores more attractive, which disseminates cultural information and sells printed and digital books.

Appendix 1

Publishing related Associations and Organizations

1-1. Publishing related Associations

The Antiquarian Booksellers Association of Japan (ABAJ)
10-10, Yotsuya Sakamachi, Shinjuku-ku, Tokyo 160-0002
Tel: +81-(0)3-3357-1417 Fax: +81-(0)3-3359-7790
www.abaj.gr.jp

The Asia-Pacific Cultural Centre for UNESCO (ACCU)
6, Fukuromachi, Shinjuku-ku, Tokyo 162-8484
Tel: +81-(0)3-3269-4435 Fax: +81-(0)3-3269-4510
www.accu.or.jp

Association for E-publishing Business Solution
JCII Bldg. 6F, 25, Ichibancho, Chiyoda-ku, Tokyo 102-0082
Tel: +81-(0)3-6380-8207 Fax: +81-(0)3-6380-8217
www.aebs.or.jp

The Electronic Book Publishers Association of Japan (EBPAJ)
Otowa YK Bldg. 8F, 1-17-14, Otowa, Bunkyo-ku, Tokyo 112-0013
Tel: +81-(0)3-6912-2091 Fax: +81-(0)3-6912-2092
www.ebpaj.jp

Japanese Board on Books for Young People (JBBY)
6, Fukuromachi, Shinjuku-ku, Tokyo 162-0828
Tel: +81-(0)3-5228-0051 Fax: +81-(0)3-5228-0053
www.jbby.org

Japan Association of International Publications (JAIP)
c/o MHM Limited, 1-1-13, Kanda-Jimbocho, Chiyoda-ku, 101-0051
Tel: +81-(0)3-3518-9631 Fax: +81-(0)3-3518-9523
www.jaip.jp

The All Japan Magazine and Book Publisher's and Editor's Association
5F Tohan ANNEX, 6-21, Higashi-Gokencho, Shinjuku-ku, Tokyo
162-0813
Tel: +81-(0)3-3269-1379 Fax: +81-(0)3-3266-1855
www.ajpea.or.jp

Japan Book Publishers Association (JBPA)
6, Fukuromachi, Shinjuku-ku, Tokyo 162-0828
Tel: +81-(0)3-3268-1303 Fax: +81-(0)3-3268-1196
www.jbpa.or.jp

Japan Booksellers Federation
1-2, Kanda-Surugadai, Chiyoda-ku, Tokyo 101-0062
Tel: +81-(0)3-3294-0388 Fax: +81-(0)3-3295-7180
www.n-shoten.jp

Japan Electronic Publishing Association (JEPA)
Tokyo Dental College South Bldg. 4F, 2-9-2, Misaki-cho, Chiyoda-ku,
Tokyo 101-0061
Tel: +81-(0)3-3556-5224 Fax: +81-(0)3-3556-5259
www.jepa.or.jp

Digital Publishing Initiatives Japan (pubridge)
9F Nishiki-Cho TRAD SQUARE, 3-20, Kanda-Nishikicho,
Chiyoda-Ku, Tokyo 101-0054
Tel: +81-(0)3-6837-1800 Fax: +81-(0)3-6837-1781
www.pubridge.jp

Japan ISBN Agency
6, Fukuromachi, Shinjuku-ku, Tokyo 162-0828
Tel: +81-(0)3-3267-2301 Fax: +81-(0)3-3267-2304
www.isbn-center.jp

Japan Library Association (JLA)
1-11-14, Shinkawa, Chuo-ku, Tokyo 104-0033
Tel: +81-(0)3-3523-0811 Fax: +81-(0)3-3523-0841
www.jla.or.jp

Japan School Library Association (JSLA)
2-2-7, Kasuga, Bunkyo-ku, Tokyo 112-0003
Tel: +81-(0)3-3814-4317 Fax: +81-(0)3-3814-1790
www.j-sla.or.jp

Japan Magazine Publishers Association (JMPA)
1-7, Kanda-Surugadai, Chiyoda-ku, Tokyo 101-0062
Tel: +81-(0)3-3291-0775 Fax: +81-(0)3-3293-6239

www.j-magazine.or.jp

The Japan P.E.N. Club
20-3, Kabutocho, Nihonbashi, Chuo-ku, Tokyo 103-0026
Tel: +81-(0)3-5614-5391 E-mail: info@japanpen.or.jp
www.japanpen.or.jp

Japan Publication Wholesalers Association
1-7, Kanda-Surugadai, Chiyoda-ku, Tokyo 101-0062
Tel: +81-(0)3-3291-6763 Fax: +81-(0)3-3291-6765
www.torikyo.jp

Japan Publishing Organization for Information Infrastructure Development(JPO)
6, Fukuromachi, Shinjuku-ku, Tokyo 162-0828
Tel: +81-(0)3-5261-0539 Fax: +81-(0)3-3268-0378
www.jpo.or.jp

Japan Publishing Industry Foundation for Culture (JPIC)
Jimbo-cho Three Bldg 8F, 3-12-3, Kanda-Jimbocho, Chiyoda-ku,
Tokyo 101-0051
Tel: +81-(0)3-5211-7282 Fax: +81-(0)3-5211-7285
www.jpic.or.jp

Japanese Association of Dealers in Old Books
Koshokaikan Bldg., 3-22, Kanda-Ogawamachi, Chiyoda-ku, Tokyo
101-0052
E-mail: info@kosho.or.jp
www.kosho.or.jp

The Japan Writers' Association
Bungeishunju Bldg Shinkan 5F, 3-23, Kioicho, Chiyoda-ku, Tokyo
102-8559
Tel: +81-(0)3-3265-9657
www.bungeika.or.jp

Publishers Association for Cultural Exchange (PACE), Japan
Shinnichibou Bldg 2F, 1-2-1, Sarugakucho, Chiyoda-ku, Tokyo
101-0064
Tel: +81-(0)3-3291-5685 Fax: +81-(0)3-3233-3645
www.pace.or.jp

The Association of Japanese University Presses
#403 Maison Manroku, 1-14-13, Kudan-Kita, Chiyoda-ku, Tokyo
102-0073
Tel: +81-(0)3-3511-2091
www.ajup-net.com

The Natural Science Publishers' Association of Japan
1F Jimbocho 101 Bldg. 1-101, Kanda-Jimbcho, Chiyoda-ku, Tokyo
101-0051
Tel: +81-(0)3-5577-6301
www.nspa.or.jp

Shuppan Azusakai
#805 Raffine Ochanomizu, 3-28-13, Kanda-Ogawamachi, Chiyoda-ku
Tokyo 101-0052
Tel: +81-(0)3-3292-2323 Fax: +81-(0)3-3292-2325
www.azusakai.or.jp

Japan Medical Publishers Association
KS Bldg. 7F, 5-1-13, Hongo, Bunkyo-ku, Tokyo 113-0033
Tel: +81-(0)3-3818-0160 Fax: +81-(0)3-3818-0159
www.medbooks.or.jp

Textbook Publishers Association of Japan
1-9-28, Sengoku, Koto-ku, Tokyo 135-0015
Tel: +81-(0)3-5606-9781 Fax: +81-(0)3-5606-3086
www.textbook.or.jp

Tokyo International Book Fair Secretariat
Shinjuku Nomura Bldg 18F, 1-26-2, Nishi-Shinju-ku,
Shinjuku-ku, Tokyo 163-0570
Tel: +81-(0)3-3349-8507 Fax: +81-(0)3-3344-2400
www.bookfair.jp

1-2. Governmental Offices
Agency for Cultural Affairs
3-2-2, Kasumigaseki, Chiyoda-ku, Tokyo 100-8959
Tel: +81-(0)3-5253-4111
www.bunka.go.jp

The Japan Foundation
4-4-1, Yotsuya, Shinjuku-ku, Tokyo 160-0004
Tel: +81-(0)3-5369-6075 E-mail: jf-toiawase@jpf.go.jp
www.jpf.go.jp

Ministry of Economy, Trade and Industry
1-3-1, Kasumigaseki, Chiyoda-ku, Tokyo 100-8901
Tel: +81-(0)3-3501-1511
www.meti.go.jp

Ministry of Education, Culture, Sports, Science, and Technology
3-2-2, Kasumigaseki, Chiyoda-ku, Tokyo 100-8959
Tel: +81-(0)3-5253-4111
www.mext.go.jp

Ministry of Foreign Affairs of Japan
2-2-1 Kasumigaseki, Chiyoda-ku, Tokyo 100-8919
Tel: +81-(0)3-3580-3311
www.mofa.go.jp

The National Diet Library
1-10-1 Nagata-cho, Chiyoda-ku, Tokyo 100-8924
Tel: +81-(0)3-3581-2331
www.ndl.go.jp

1-3. Main Wholesaler Distributors
Nippon Shuppan Hanbai Inc. (Nippan)
4-3 Kanda-Surugadai, Chiyoda-ku, Tokyo 101-8710
Tel: +81-(0)3-3233-1111 Fax: +81-(0)3-3292-8521
www.nippan.co.jp

Tohan Corporation
6-24 Higashi Gokencho, Shinjuku-ku, Tokyo, 162-8710
Tel: +81-(0)3-3266-9573 Fax: +81-(0)3-3266-8943
www.tohan.jp

1-4. Main Book and Magazine Importers

Japan Publications Trading Co., Ltd.

1-2-1, Sarugakucho, Chiyoda-ku, Tokyo 160-0064

Tel: +81-(0)3-3292-3751 Fax: +81-(0)3-3292-0410

www.jptco.co.jp

Kinokuniya Company Ltd.

3-7-10 Shimomeguro Meguro-ku, Tokyo 153-8504

Tel: +81-(0)3-6910-0502

www.kinokuniya.co.jp

MARUZEN-YUSHODO Company, Limited

1-9-18, Kaigan, Minato-ku, Tokyo 105-0022

Fax: +81-(0)48-789-3046 E-mail: export@maruzen.co.jp

yushodo.maruzen.co.jp

1-5. Literary Agents

The Asano Agency

Tokuda Bldg. 302, 4-44-8, Sengoku, Bunkyo-ku,

Tokyo 112-0011

Tel: +81-(0)3-3943-4171 Fax: +81-(0)3-3943-7637

E-mail: kiyoshi@asano-agency.com

Bureau des Copyrights Français

3-26-4-903, Hongo, Bunkyo-ku, Tokyo 113-0033

Tel: +81-(0)3-5840-8871 Fax: +81-(0)3-5840-8872

E-mail: corinne.quentin@bcf-tokyo.com

The English Agency (Japan) Ltd.

Sakuragi Bldg. 3F, 6-7-3, Minami Aoyama, Minato-ku,

Tokyo 107-0062

Tel: +81-(0)3-3406-5385 Fax: +81-(0)3-3406-5387

E-mail: eaj@eaj.co.jp

Japan Foreign-Rights Centre

Sun Mall No.3, Rm.201, 1-19-10,

Shinjuku, Shinjuku-ku, Tokyo 160-0022

Tel: +81-(0)3-3226-2711 Fax: +81-(0)3-3226-2714

Japan Uni Agency, Inc.
Tokyodo Jimbocho No.2 Bldg.
1-27, Kanda-Jimbocho, Chiyoda-ku, Tokyo 101-0051
Tel: +81-(0)3-3295-0301 Fax: +81-(0)3-3294-5173
E-mail: Info@japanuni.co.jp
www.japanuni.co.jp

The Kashima Agency
Yanaka Homes 502 & 501, 7-20-6,
Yanaka, Taito-ku, Tokyo 110-0001
Tel: +81-(0)3-5834-1871 Fax: +81-(0)3-5834-1872
E-mail: kashima@kashima-agency.jp

The Sakai Agency
1-58-4F, Kanda-Jimbocho
Chiyoda-ku, Tokyo 101-0051
Tel: +81-(0)3-3295-1405 Fax: +81-(0)3-3295-4366
E-mail: info@sakaiagency.com

Tuttle-Mori Agency
Kanda Jimbocho Building 4F, 2-17 Kanda Jimbocho, Chiyoda-ku,
Tokyo 101-0051
Tel: +81-(0)3230-4081 Fax: +81-(0)3-3234-5249

Appendix 2

List of Members of Japan Book Publishers Association

The information is as follows.

1. Company Name
2. Address
3. Tel and Fax (country code: +81)
4. Website
5. The number of new titles issued during a year
6. Date of foundation
7. Subjects

For more information, such as the name of president, a contact person, please see our website: <http://www.jbpa.or.jp/en>

List of Advertisers

[ASAKURA Publishing Co., Ltd.](#)

[CHUOKEIZAI-SHA HOLDINGS, INC.](#)

[Discover 21, Inc.](#)

[Fukuinkan Shoten Publishers, Inc.](#)

[Genkosha Co., Ltd.](#)

[Hikarinokuni Co., Ltd.](#)

[KIN-NO-HOSHI SHA Co., Ltd.](#)

[KODANSHA Ltd.](#)

[SHOGAKUKAN Inc.](#)

[SHUEISHA Inc.](#)

[Springer Nature](#)

[Toyokan Publilshing Co., Ltd.](#)

[YUHIKAKU Publishing, Co., Ltd.](#)