

Thesis Title	Japanese Book Publishing Industry
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ABSTRACT

The Purpose of this research are to study (1) the history of Japanese book publishing industry; (2) Industrial structure, distribution system and relationship between players in Japanese book publishing industry which promote diversity of books (3) Change in Japanese book publishing industry in the Digital age. The research method was employed to collect documents involved in supply side of publishing industry.

It has been found that Japanese book publishing industry consists of 3 players, Publishers, Wholesalers and Bookstores. Comparing to others, Wholesalers have smaller numbers but significantly influence the oligopoly industry. Wholesalers restrain distributing condition based on 2 major pillars, RPM and Consignment sales systems. These systems promote diversity of books and develop unique characteristic of Japanese industry. Oligopolistic structure and the distribution systems have created since World War II and continue to manage at present.

After analyzing, it has been found that there is an intervention in Japanese book publishing industry by setting specified condition, in order to balance between cultural value and economic value. In conclusion, there are 4 factors promoting diversity of books in the industry: (1) Cooperate behavior in Collective lever between

players; (2) Distribution systems promoting cultural values; (3) Diversity in type of book; (4) Book publishing industrial data are collected and are made available to the public.

In the Digital age, the industry has dramatically declined and be considered in a recession, while, in contrast, Electronic publishing market has continuously grown. However, Japanese Electronic book market confronts with a lack of diversity due to its own traditional book publishing industry's culture, structure and distribution system which does not support developing of Electronic book market. Current problems about the lack of diversity in Electronic book market are summarized as follows: (1) Pricing strategies; (2) Copy right between authors and publishers; (3) Relationship between old and new players; (4) a fixed price for books sold by RPM system. At present, effective system or model of sustainable development between book publishing and Electronic book publishing remains under study.

Keywords: Book publishing, Diversity of books, Book distribution system, Electronic books