

# China Times Publishing Company

(8923)



# Outline

**01**

Company History

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**05**

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Bestsellers

Financial Update

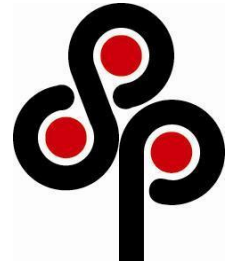
**07**

**04**

Annual Plan

Conclusion

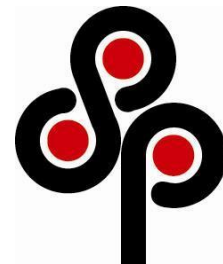
**08**



# Disclaimer

The forward-looking statements contained in this presentation including operational prospect, financial position and business expectation are subject to risk, inferences and uncertainties, actual results may differ materially from those predictive information in these forward-looking statements.

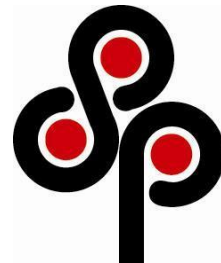
The prospects or predictive contents in this presentation are only reflected to the assessments of future to date, but not expressed, implied nor assurance to the accuracy, completeness and reliability of the forward-looking statements. China Times Publishing Company undertakes no obligation to update this information, whether as a result of new information or future events.



01

# Company History

- Establishment
- History Introduction





China Times Publishing Company was founded by YU, JI-ZHONG (余紀忠)  
the founder of China Times.

During the past 49 years, our publications span the fields of literary fiction,  
commercial fiction, humanities, pop science, business, lifestyle, self-  
improvement, trend, fashion, etc..

China Times Publishing Building  
Location: Wanhua District, Taipei City

# History Introduction

中國時報

1975

Established Publishing  
Department

Established Publishing  
Limited Company

1985

時報出版



1995

Converted to Company  
Limited by Shares

IPO

1999



時報出版  
CHINA TIMES PUBLISHING CO., LTD.  
專業 誠信 創新 責任 文化 事業

2008

Separated from  
China Times Group

Was once an important member of China Times Group.  
(The Group contains newspapers, magazine, television, internet and publishing)

November 2008, the China Times Group was sold to the Want Want Holdings Limited but not including Publishing Company.

The top selling publishing company in Kingstone, Eslite bookstores and Books.com.tw for many years in a row.

Steady Operation, Well-Profit, Assured Quality and Quantity, Excellent Brand Image



新聞是為  
歷史作紀錄  
而文化傳承  
則必須由  
出版事業  
來負擔

一九七五年余紀忠先生創立  
時報出版公司楊蔭之理念  
丙戌夏吉海川余生堂敬書



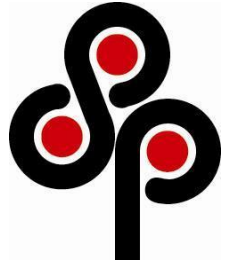
Corporate Value :

Respect for Wisdom and Creativity

02

## Industry status

- Publishing vs. Reading
- Current Situation

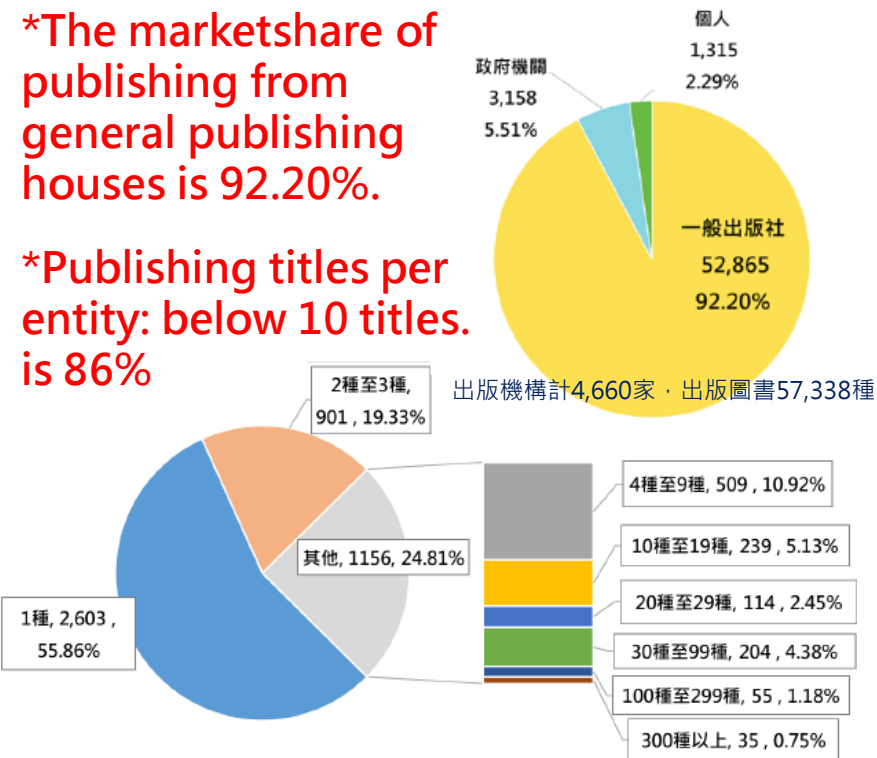




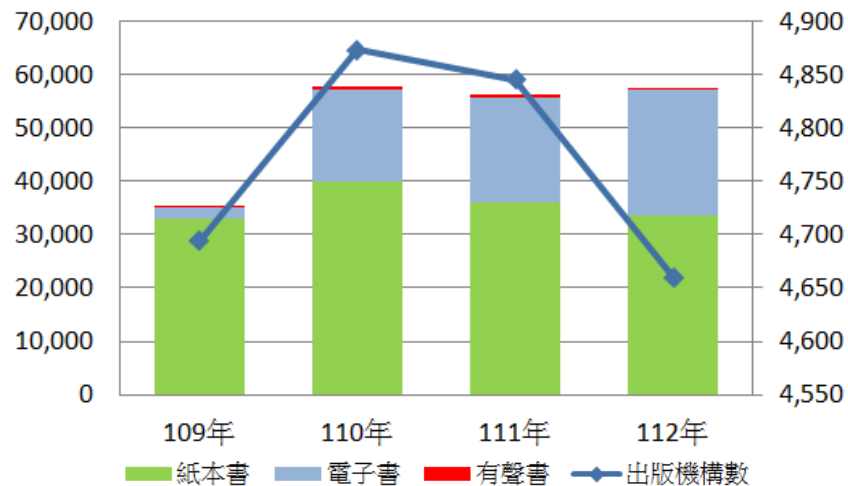
# Publication Volumes VS. Publishing Entities

\*The marketshare of publishing from general publishing houses is 92.20%.

\*Publishing titles per entity: below 10 titles is 86%



## Volumes



## Entities

The volume of new titles is growing 2.17%

# Publication VS. Reading

指標項目	110 年	111 年	112 年	111-112 增加量	近兩年 相較
進館總人次	5,859	8,631	10,837	2,206	▲ (25.55%)
借閱總人次	1,890	2,998	3,528	530	▲ (17.67%)
借閱總冊數	7,783	9,244	12,723	3,479	▲ (37.63%)
紙本圖書 借閱總冊數	6,977	9,311	11,732	2,421	▲ (26.00%)
電子書借閱總冊數 借閱總冊數	806	933	991	58	▲ (6.21%)
累計辦證數	1,926	2,002	2,100	98	▲ (4.89%)
網站資源使用次數	55,529	66,792	80,414	13,622	▲ (20.39%)

(單位：萬，含國立圖書館數據)

**Borrowing rate: the paper books is growing to 26.00%, and the ebook is growing to 6.21%**

(National Central Library-2023 Analysis of Current Situation and Preference of Reading in Taiwan)

排行	類別	百分比	近兩年相較
1	語言文學	53.81%	▼ (5.97%)
2	應用科學	8.32%	▲ (0.51%)
3	自然科學	7.44%	▲ (0.38%)
4	社會科學	6.67%	▲ (0.70%)
5	史地	5.88%	▲ (0.93%)
6	藝術	5.55%	▲ (1.00%)
7	哲學	5.16%	▲ (1.10%)
8	總類	3.67%	▲ (0.53%)
9	宗教	3.51%	▲ (0.83%)

註：僅含紙本圖書借閱數據。

**The language & literature is still the favorite**

年齡層	112年			111 年 比例	近兩年 相較
	排行	借閱冊數 (單位：萬)	比例		
35-44 歲	1	2,654	22.62%	26.56%	
6-11 歲	2	2,417	20.60%	16.38%	▲ (4.22%)
45-54 歲	3	1,782	15.19%	17.84%	
55-64 歲	4	936	7.98%	8.76%	
25-34 歲	5	913	7.78%	9.62%	
65 歲 +	6	846	7.21%	5.98%	▲ (1.23%)
0-5 歲	7	827	7.05%	4.61%	▲ (2.44%)
12-17 歲	8	797	6.79%	6.72%	▲ (0.07%)
18-24 歲	9	560	4.77%	3.53%	▲ (1.24%)

註：僅含紙本圖書借閱數據。

**The best reader is the age of 35~54 years old readers**

## 2023 Analysis of Current Situation and Trends

- In 2023, the volume of new titles ISBN registered is growing 2.17%, but the paper book is descending 7.01%.
- The Covid-19 disease crisis is gone. It makes the readers back to the real bookstore market . It's good news.
- The eBooks market is still the spotlight, but the audio books market is in chaos in 2023.
- Volume Statistics for new titles in 2023:
  - “Humanities” and “Social Sciences” are the favorite topics ( focus on the entities analysis: above 4 titles).
  - The book is often priced in NTD \$300~399 .

(National Central Library-2023 Analysis of Current Situation and Trends of Publishing in Taiwan)

# Publishing Industry Crisis In Taiwan



# Content Selection Dilemma

01

Local  
Author

Authors earning decline  
with sales drop.

02

Foreign  
Books

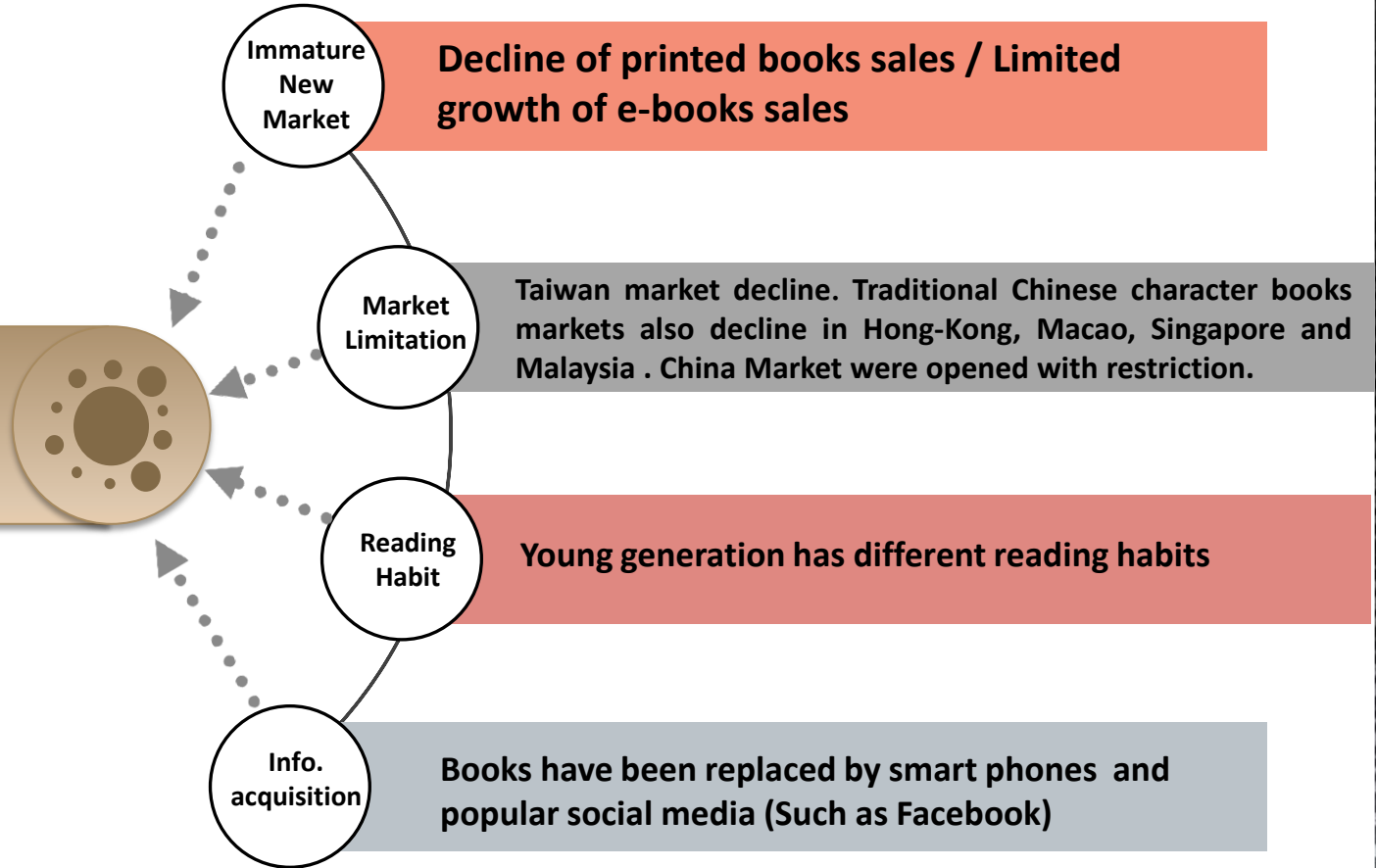
03

Internet  
Celebrity

Publishing content changes,  
as well as qualities and  
standards.

As sales drop, reaching the  
breakeven point become  
more difficult, Especially  
novel or historical books •

## Publishing Industry Crisis In Taiwan

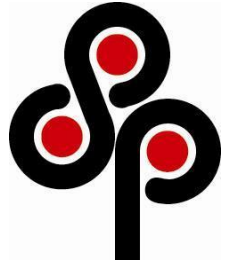




03

## Bestsellers

- Bestsellers
- Book Awards

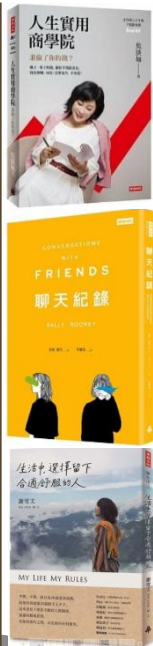


Bestsellers

# Recent Bestsellers



2021



2022



2023

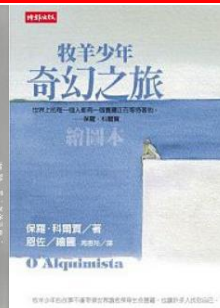


2024.01~06



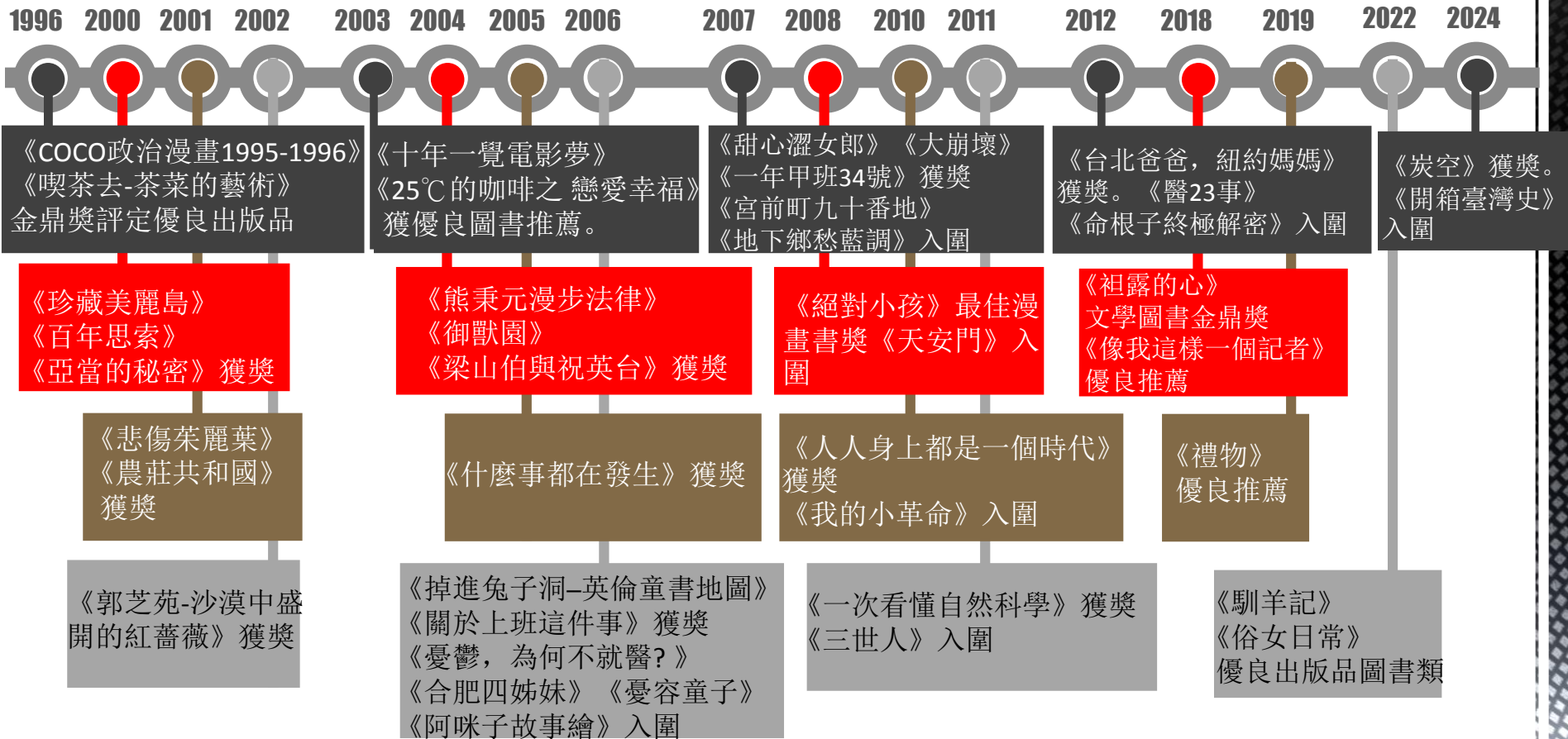
# All-Time Bestsellers

1. The Da Vinci Code
2. EQ
3. The Alchemist
4. Angels & Demons
5. 1Q84 (1)(2)(3)
6. The Private Life of Chairman Mao
7. Norwegian Wood
8. 目送
9. On Seeing the 100% Perfect Girl One Beautiful April Morning
10. 每天清除癌細胞



Every title has sold more than 200k copies.

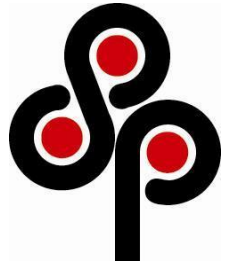
## All-time Book Awards



# 04

## Annual Plans

- Operation Plans
- Production Strategies
- Development Plans





## Annual Operation Plans



1. Based on the Paper books , Move towards the digital and cultural creative industry.
2. Adjust the product research model ,change towards profit model
3. Performance management, enforce internal communication

1. Take the local and international famous authors and their all brands products.
2. Focus the Business Model , and strengthen the digital marketing and sale channels.
3. Build up the B2C platform, and strengthen the customer service system.
4. Dynamic inventory management and optimize the inventory policy.
5. Cross-industry cooperation.
6. Strengthen the digital and audio publishing business .



## Production Strategies





# Development Strategy

## 1. Strengthen the local authors's publishing

Cooperate with local authors ,publish their good words and relative services.

## 2. Widen the digital publishing and marketing

Strengthen the e-commerce platform management , and optimize the B2C and social media business.

## 3. Strengthen the brand effect

Strive for peers or cross-industry cooperation.

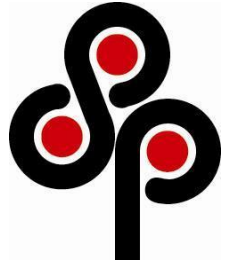
## 4. Develop the cultural creative business

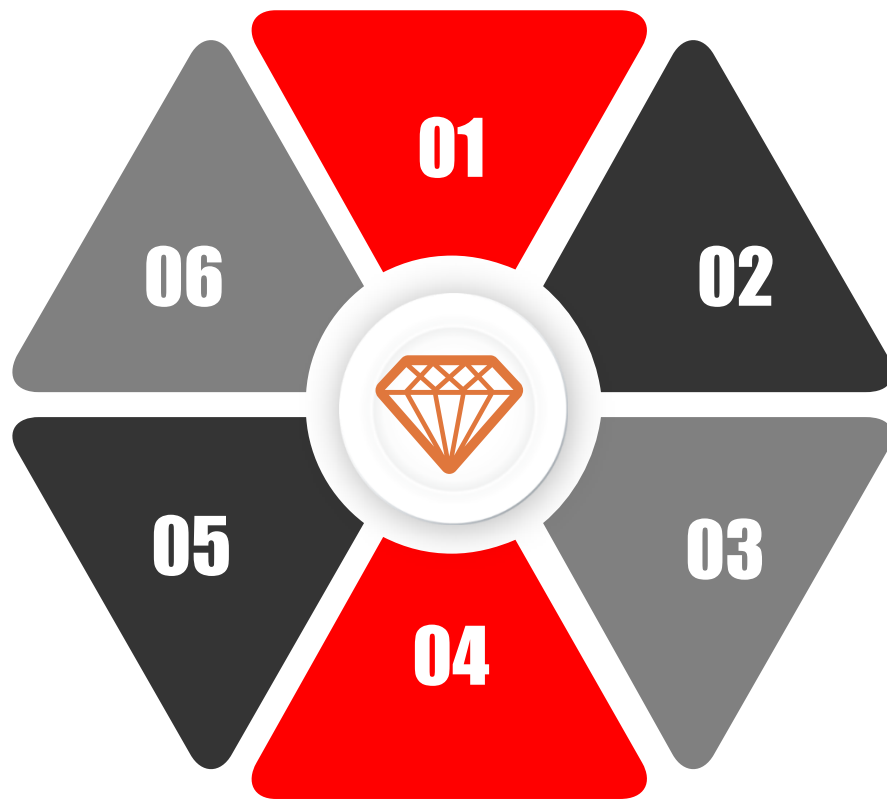
Develop the non-books products, and build up the relative and derivative business system.

05

## Strategy

- Publishing Business Reinforcement
- Sales Channels Expansion
- Digital Publishing
- Diversified Cultural & Creative Content
- Seminars/ Events Coordinate
- Editorial/ Publicity Service





## 1. Publishing Business Reinforcement

Reinforce The Fundamentals.

## 2. Sales Channels Expansion

- Main Traditional Channels
- Other Channels Expansion
- Run Our Own Bookstores

## 3. Digital Publishing

- Continue to Run Digital Publishing
- Book and Non-book Digital Publishing Development

## 4. Diversified Cultural & Creative Content

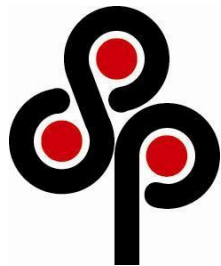
Provide more options for consumers by extending and expanding product lines from books.

## 5. Seminars/ Events Coordinate

Create opportunities for public and reading can meet and get involved.

## 6. Editorial Service

Provide professional integration service. To meet individual and corporation need in publishing service.



# Fundamentals Reinforcement



# Book Launch and Events : 釋證嚴《善，最好的禮物：靜思心靈小語》



## News Report



喵喵書評

<https://meowbooks.tw/book>

善，最好的禮物：靜思心靈小語



琅琅悅讀

善，最好的禮物：靜思心靈小語

## Social Media

(節錄自【靜思書軒全球粉絲專頁】)

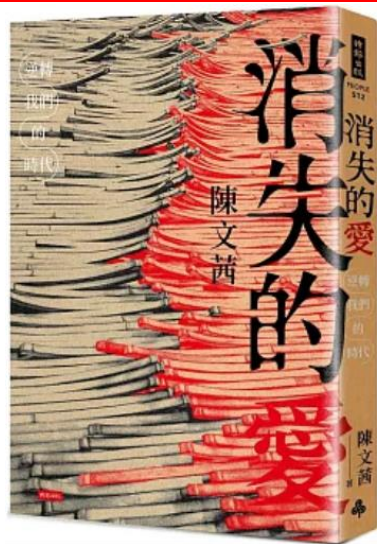


## Readers' sharing session





# Book Launch and Events : 陳文茜《消失的愛：逆轉我們的時代》



## News Report

聯合新聞網

盛治仁 / 鑑往知來 一窺「消失的愛」

天下雜誌

以色列強攻拉法 陳文茜：滅絕人性的黑暗，永不消失的愛

人間通訊社

惠中寺未來與希望講座 陳文茜談消失的愛逆境中我們更需要知識

## Readers' sharing session

## YouTube

(節錄自【佛光山惠中寺】)





# Book Launch and Events：劉潤《勝算：用機率思維找到可複製的核心能力，掌握提高勝算的底層邏輯》

## 勝算

用機率思維找到可複製的核心能力，  
掌握提高勝算的底層邏輯

The Chances  
of  
Success



劉潤——著

定事方向、找對方法、做好決策、累積價值、管理變數、商業邏輯，  
幫你用六大邏輯步驟，117個思維模型，破解複雜難題，提高人生勝算！

劉潤著，湛山文化出版  
謝文憲／主編，王美玲／作圖，王美玲／設計

## News Report

[www.thenewslens.com](http://www.thenewslens.com)

劉潤《勝算》：管理工具大盤點，「事先有沙盤、事後有復盤」助你實現人生目標

Cheers快樂工作人

根本沒有什麼「向上管理」？劉潤：我認為這世上只有一種能力

## Social Media

(節錄自【迷誠品Podcast】)

今天  
讀什麼

328

迷誠品 EP328 | 《勝算》  
誠品 eslite 教你掌握人生的底層邏輯，  
停止盲目努力



來賓 | 謝文憲 (企業講師)

主持 | 林子榆 (誠品職人)

## Book Channel



# Book Launch and Events：雨揚老師《四神天地魔法書：你專屬的居家辦公風水創意學》



## News Report

奇摩新聞

結合風水學與AI科技全新體驗 雨揚老師率四神獸開啟命理新視野

[www.thenewslens.com](http://www.thenewslens.com)

雨揚老師《四神天地魔法書》：匯聚天時地利人和的新概念  
四神與二十八星宿性格分析

TVBS新聞網

3生肖桃花超旺！「這1種人」走財運還有戀情 雨揚老師大解析

## Readers' sharing session

## Social Media

(節錄自【中廣流行網 i like radio 綺麗世界】)





# Book Launch and Events : 巴奈、徐璐《巴奈回家：凱道·二二八公園的二六四四天》



## News Report



原住民族文化事業基金會

「巴奈回家」新書發表 書寫街頭抗爭7年歷程



中央社 CNA

巴奈自傳發表會細數7年抗爭心路 盼落實原民正義



端傳媒 Initium Media

巴奈專訪：陪蔡英文做總統，住在帳篷抗爭七年的她回家了

## Readers' sharing session



(節錄自【中廣流行網 i like radio蘭萱時間】)

## Social Media



【蘭萱時間】訪《巴奈回家》作者 巴奈 Panai Kusui



# Main Traditional Channels

1

## Top 3 Channels

Books.com.tw  
Eslite (over 40 stores)  
Kingstone (over 30 stores)

2

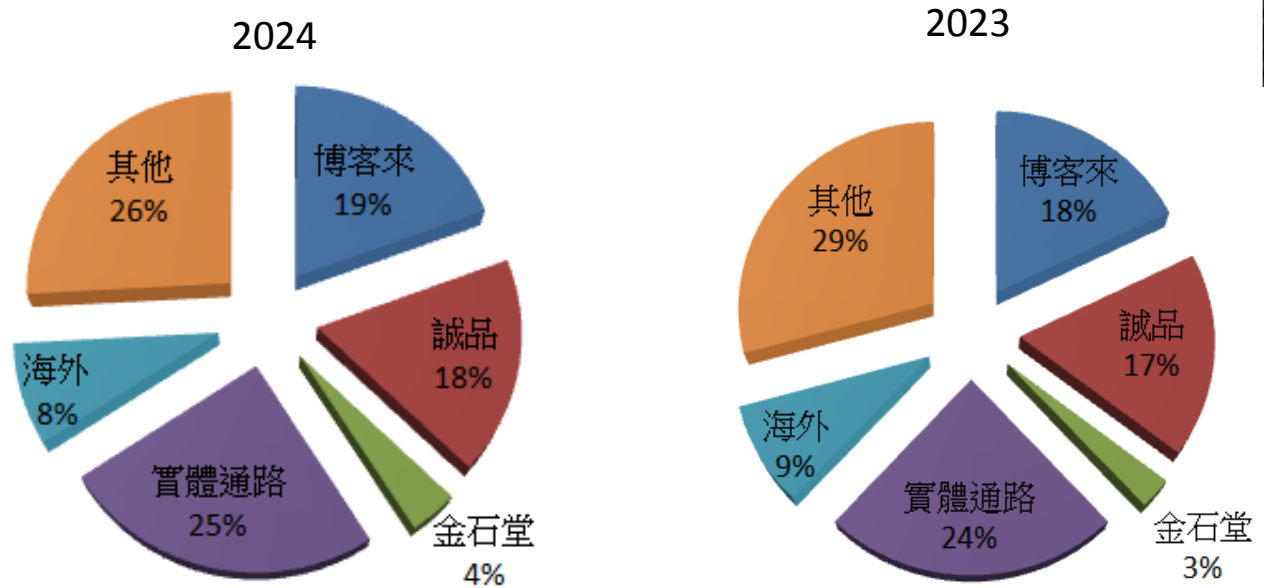
## Traditional Bookstore:

Traditional bookstores  
(over 80 stores)  
Independent bookstores  
(over 10 stores)

3

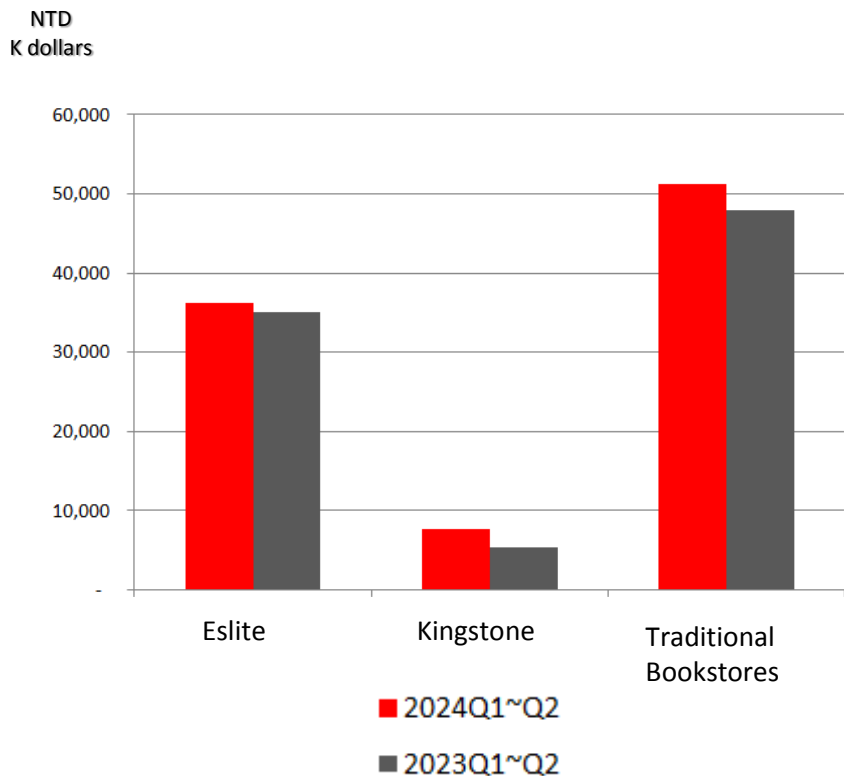
## Overseas Market

China, Hong Kong, Macau,  
Singapore, Malaysia,  
United States of America



Q1~2 Sales Channels  
Market share percentage

# Sales Trend of Traditional Sales Channels



The Covid-19 disease is getting less and less in 2024. It's good for the traditional bookstores ,and make the books sale better. But the traditional bookstores are impacted seriously in new technological progress.

公視新聞網PNN

2024-07-08 12:29

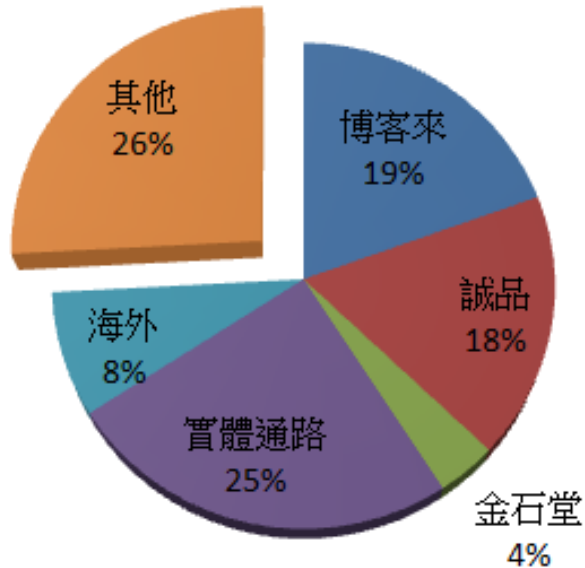
書市經營不易，愛書人  
仍齊聚分享閱讀美好！

台灣的出版現況嚴峻，有人認為紙本書已屆臨黃昏末日，但還是有一群人致力於推動閱讀的樂趣。資深文化人詹宏志從2021年起，就持續為愛書人創造對話的空間，在台中的中央書局舉辦讀書會，邀請各領域名家為讀者說書，不只帶動閱讀風氣，也讓許多經典書籍重返暢銷作品之列。....

鄭淑文 劉建邦 / 採訪報導

黃心亮 / 整理報導

# Other Channels Expansion



- **Online Platforms**
  - Online Shopping platforms
  - Online communities
  - Fan Pages
  - APPs, LINE
- **Special Channels**
  - Libraries
  - Schools procurements
  - Government bids
- **Others**
  - e-Books
  - re-authorize
  - Editorial/ Publicity Service
  - Own bookstores
  - / Independent bookstores

momo

TAAZE 讀冊生活 www.taaze.tw

蝦皮拍賣

PCHome ONLINE 商店街! STORE

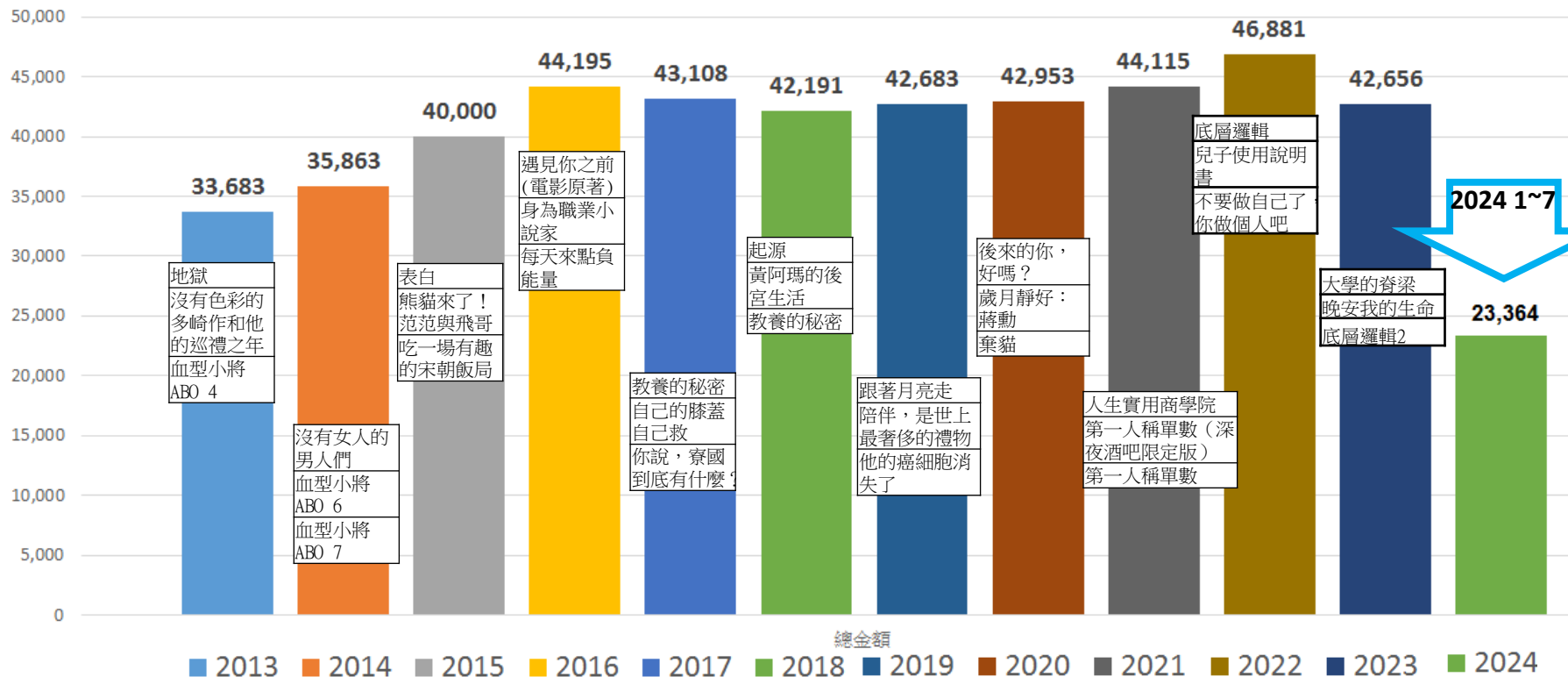
Rakuten 樂天市場

EHS 東森購物



# The Sale Trend in 12 years

單位：萬元



Sales Channels  
Expansion

● Some times Café  
(時報本舖)

# Run Our Own Bookstore

時報本舖 #BOOK美好時光  
1月15日 · #胡毓豪 #攝影講座

時報本舖 4/23 世界閱讀日 / 版權日  
4月23日 · 在閱讀的時光，探索美好驚喜

Book 美好時光 時報出版

胡毓豪 攝影講座

攝影旅行與旅行攝影

2024春節如何拍出好照片

2024.1.24(三) 14:30 - 16:30

- 拍照不只是手部的活動 更是心思的籌謀 -

報名表單



時報本舖  
書 x 咖啡 x 文創 x 場地租借

04.06 - 04.30 閱讀不孤單

**世界閱讀日**

單本**77折** 三本**75折**

時報本舖 #季節甜點 夏季到了🍉  
4月18日 · 本舖限定時間甜點



Sometimes Book Café

**有時。聚聚。**

時報本舖 · 咖啡 · 文創

營業時間：11:00-19:00 (週日公休)

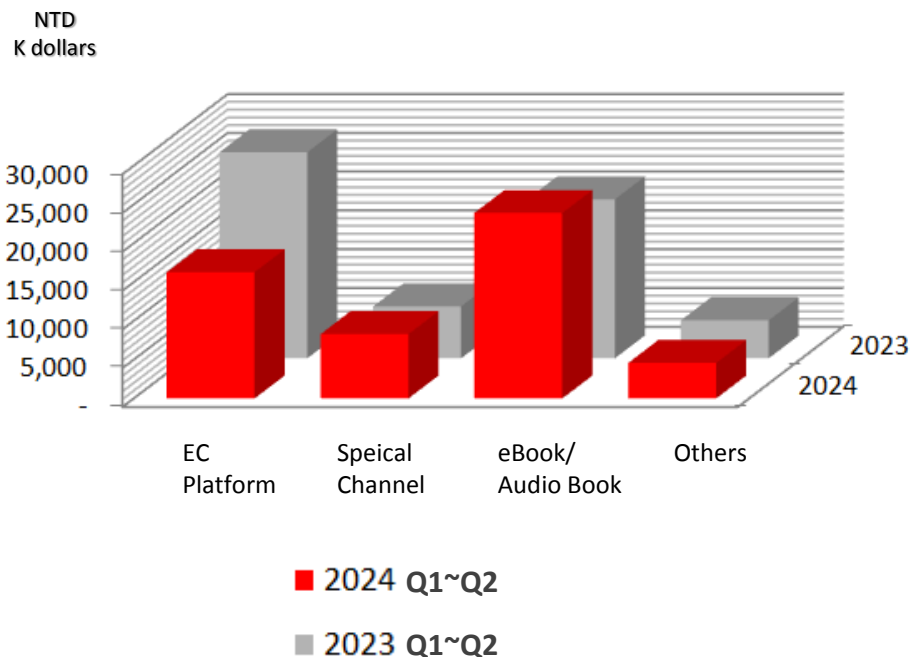
Sales Channels  
Expansion



**Through  
Our Own  
Stores**  
**Enhance Readers  
Service**

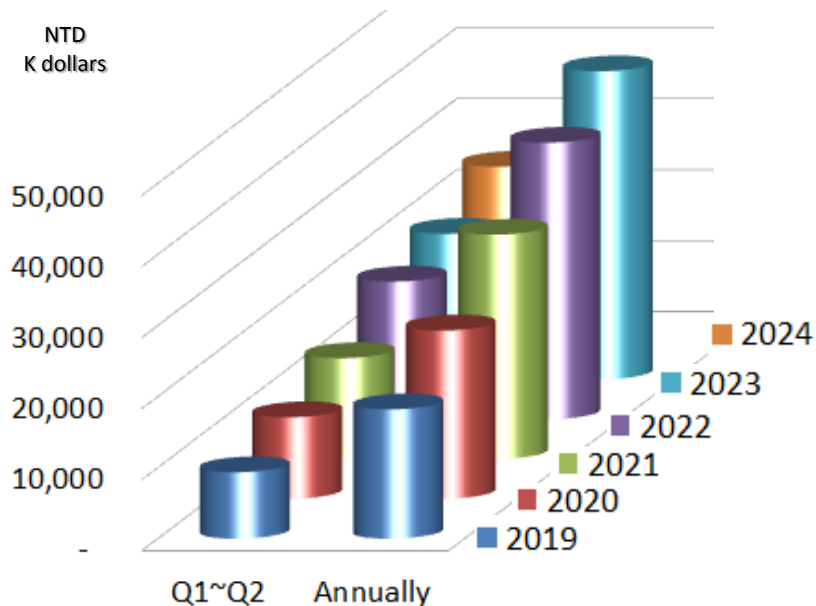


# E-commerce Platform Growth Trend



- The marker share of E-commerce Platform is decending 39%, especially MOMO.com.tw (-50%) in 2024 Q1~2.
- The growing rate of eBooks & audio books is growing 17% in 2023 Q1~2.
- The traditional bookstores (including independent bookstores) is growing 24% in 2024 Q1~2.

# Continue to Run Digital Publishing



Q1~2

↑ 19%

Y

↑ 11%

- Continue to run digital publishing

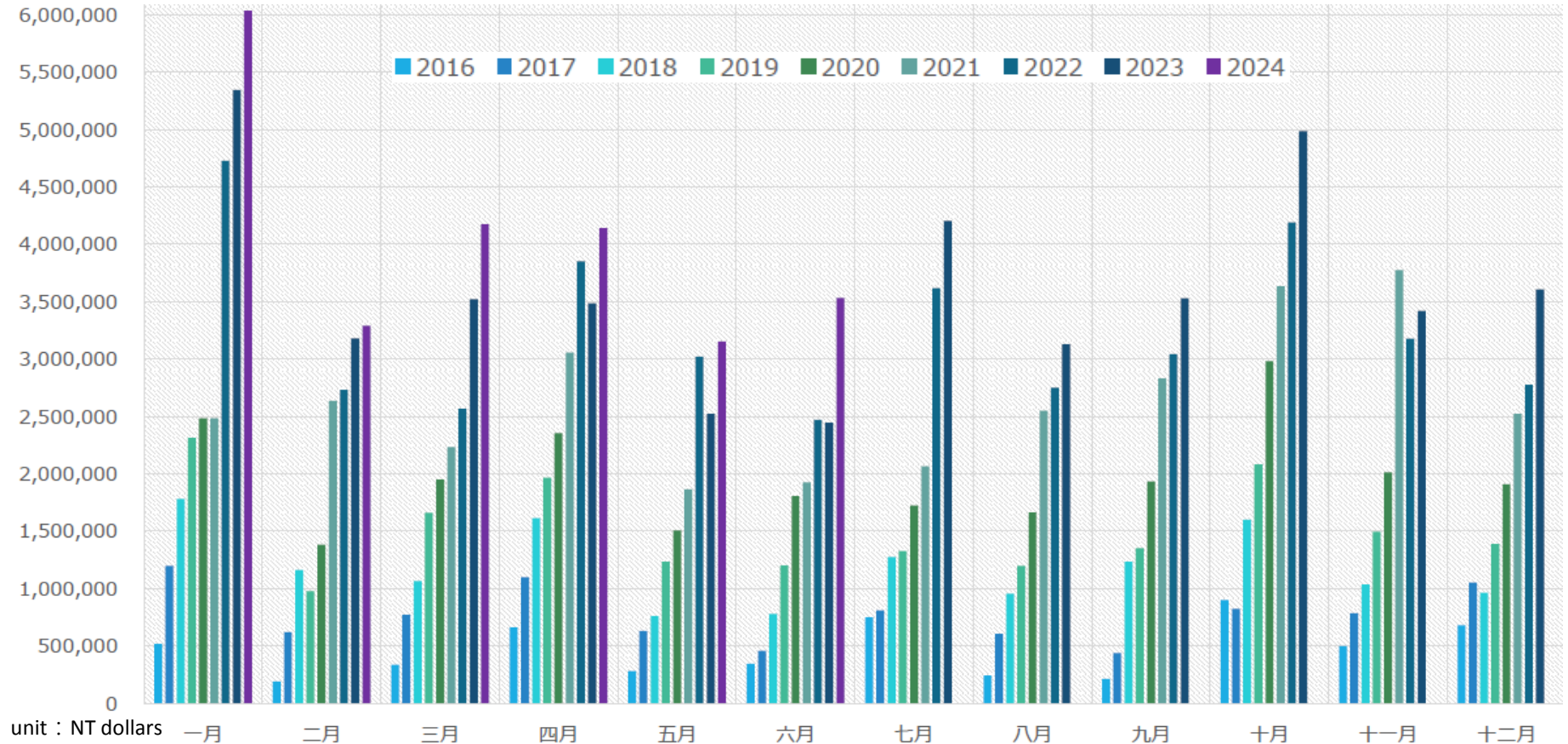
- Strategy

- Acquire e-book rights of most titles.
- Aim for selling e-books and printed books simultaneously.
- Target at different audience based on different preferences and needs of foreign and domestic readers.
- Direct readers to suitable e-book platforms.
- Work with all main channels closely by holding book fairs and launching sales promotion.
- Reinforce cooperation with e-book platforms.

- Develop other digital publications.



# E-books monthly Sales





# Digital Publishing Development

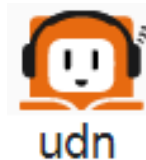
## Our Partners



博客來



Kobo



台灣大哥大



Pubu



iRead



readmoo



HyRead



amazon





## Audio Book Feature:

- Including audio book, audio class, and audio guided reading
- Transferring format: words → audio format
- Easy reading, easy learning in any time



## Sample:Audio class (節錄自 親子天下/線上學校)

### 親子天下 蔡璧名的《醫道習慣》線上課程

蔡璧名的  
《醫道習慣》  
線上課程

優惠價

\$6,999



#### 課程七大重點

594 11 16

分 章節 內容

1. 望診及切診實際操練 - 覺察身體狀態
2. 中醫知識辨別食材藥性 - 建立日常飲食觀
3. 太極武術引導 - 將柔軟的功夫放進身段中
4. 樹立身體中軸 - 走坐臥躺鬆柔身體姿態
5. 老莊經典啟示 - 找回內心安定的力量
6. 凝神練習 - 不受外在影響堅固身心
7. 工具書使用 - 見證越來越好的自己

### 介紹 | 集數

第一章：醫道習慣總論 | 習慣解構與重構・習慣理想的自己 約 58 分鐘

第二章：凝神與解愛 | 在愛裡學會真愛 約 71 分鐘

第三章：樹立身體姿態 | 在走坐臥躺中養育自然鬆柔的身體姿態 約 51 分鐘

第四章：周身俱要輕靈 | 落實生活的技道心 約 61 分鐘

第五章：陰陽五行說本草 | 把中醫知識帶進廚房及日常飲食 約 93 分鐘

第六章：理想運轉 | 小宇宙中虛實分明的逍遙生活 約 39 分鐘

第七章：望氣色練習 | 增強閱讀自我身體的能力 約 87 分鐘

第八章：切脈練習 | 從身體感脈搏自己的心身習慣 約 52 分鐘

九、彩蛋單元

彩蛋 1：行走的虛實步練習 約 20 分鐘

彩蛋 2：太極拳的起勢練習 約 13 分鐘

彩蛋 3：「安排」：觀察「自然」呼吸的「神凝」練習 約 10 分鐘

彩蛋 4：穴道導引的乾坤自由行 約 30 分鐘

彩蛋 5：如何「坐」出「緣督以為經」的身體質感 約 8 分鐘

# Types of Audio Books

## Author Speaking

The author transform his / her words to be audio format. it's another choice for the readers.

## Expert Guiding

The expert chooses the single topic, and then share his / her personal opinion for the audience.

## Audio Book Excerpt

Select the hot topic, and make the audio book excerpt.

## Others

ex PODCAST, Audio Channels...

## 產品通路

性質	平台名稱	性質	平台名稱
大宗 / 大宗	Pubu	零售	Amazon
	UDN		Google
	凌網		Hami
	華藝		Kobo
大宗 / 計次	台灣雲端		MOMO
	凌網		Pubu
月租包	Boka		Readmoo
	Hami		UDN
	Kobo		台灣漫讀
	MOMO		杰思
	博客來		凌網
專案採購	Hami		博客來
點擊	Pubu		華藝
	UDN		讀冊
	點閱串		Pubu
斗內	文策院	文化部計次	台灣雲端
			凌網

# Audio Books On Shelves (Product / Platform)

Rakuten kobo



乩童醫生

由 蘇上豪



皮拉奈奇

Piranesi

由 蘇珊娜·克拉克

Readmoo 讀墨



金月蓮 (台語版)  
【有聲書】

朱嘉漢



洗大象的女人【有聲書】

花柏容

HYREAD



【有聲書】巴奈回家：凱道·二二八公園的二六四四

一刻鯨選



# Cultural & Creative Content Products





# Develop Cultural & Creative seminars

## ■ Seminars(有時聚聚)

In order to stay close to readers and make better progress for both the readers and publishing industry, we've been holding seminars to create opportunities for public and reading can meet and get involved.

### 新書發表會



### 閱讀・咖啡香



### 文創活動場地

#### 聚會場地

借服務



### 曉劇場藝術進駐計劃

★時間：2023/12/9 13:00~15:00

★地點：時報本鋪書店

「曉劇場藝術進駐計劃 - 聯合呈現 -」  
就在本週六!! <https://reurl.cc/1G66dm>





# 到出版社玩初版 活版鉛字印刷體驗



## 2024 到出版社玩初版

### 活動日期

7/3、7/6、7/7、7/13、7/20  
7/21、7/25、7/27、7/28、7/30、7/31  
8/4、8/7、8/10、8/11、8/15、8/17  
8/20、8/21、8/24、8/27

### 活動對象

國小高年級生 可獨立參加  
幼兒園生～國小中低年級 需家長陪同

### 報名方式

至時報本鋪FB填寫線上報名表單

### 活動費用

體驗價 450元 / 人

- 含導覽、鉛字排版印刷體驗、作品、活動體驗證書
- 費用以小朋友為單位計算

### 活動地點

時報本鋪書店

02-2306-6370  
營業時間 11:00-18:00  
台北市和平西路三段240號  
近捷運龍山寺站 2號出口



【粉絲專頁】



走進書店沉浸在美好閱讀書本時，  
曾想過書是如何印製的嗎？

「活版印刷DIY」手腦並用，動手  
撿鉛字、排版，完成自己的鉛字版，  
再一起啟動鉛字印刷機，觀察機器  
如何運作，上墨、送紙、印刷、翻  
紙，完成將文字印在紙上，體驗鉛  
字活版印刷創作。

#時報本鋪 #



# The Summer Camp One

2024 時報出版夏令營

## 翻轉文字 企劃主編營

活動對象：國小中年級 ~ 國中生 (分齡分組)

活動檔次：第一至第五，一梯共五天  
7/19-7/25 7/26-7/32 7/23-7/26  
8/5-8/9 8/12-8/16

活動費用：原價\$7500  
早鳥優惠 \$6800  
優惠 \$614

貼心提醒：學員需自備筆電 or 平板

**學習設計**  
創意讓文學更有魅力，本營設計以中高年級與中學生青少年為對象。絕的時有美與新銳，「企劃中最有用的人才，便是對社會編輯寫作的人」，對於現代媒體、電子書普及、部落格發達，編輯寫作能力是不可或缺的基礎。

**實際內容**  
活動將談作者、編輯、網路媒體專家分享、閱讀文本、實地參訪、寫作發想、創意開關、寫作結構設計與作品發表等。

**營隊成果** 彩色印刷輸出作品集一本

星期一	星期二	星期三	星期四	星期五
早安 報到 8:00起可提前到書店開講				
<b>一本書一個夢</b> 想像與發想 <b>出版計劃</b> 流程、策略	<b>與主編有約</b> 編輯這道路 主編工作甘與苦	<b>版面構成</b> 圖文整合 文案的美 <b>影像編輯</b> 圖片的取捨 大綱目錄	<b>激發想像力</b> 設計與封面 編輯設計 <b>心動第一眼</b> 審計學能大 動手與審計創作	<b>書店學問大</b> 書店的日常 一日店長體驗 看見書店不一樣
午餐 / 午休 12:00 - 13:30				
<b>初書開關</b> 一個關心一個企圖 書名的神秘配方	<b>字字字語</b> 收集資料、編輯 字句組合 文字的取捨	<b>與作者有約</b> 創作這得路 寫作靈感源泉	<b>我是發行人</b> 出版規劃 內容策案	<b>應付的文字</b> 圖文整合 看見有意思
<b>書海尋情</b> 認識各類書籍 動手找書分享最愛	<b>書籍的語言</b> 一本書的構成 動手做設計目錄	<b>強化圖文能力</b> 圖像語言 翻轉文字	<b>創作第一本書</b> 校對、定稿 排版、出樣	<b>創作分享</b> 我的第一本 時光書發表會
下課後可在書店閱讀等家長到 18:30				

09:00 ~ 12:00  
13:30 ~ 16:30

QR Code





# The Summer Camp Two

2024 時報出版夏令營

## 繪本故事創作營

活動對象：國小生 (分齡分組)

活動樣次：週一至週五，一梯共五天

活動費用：原價 \$7500，早鳥優惠 \$6600，優惠至 6/14

學習設計：針對初期接觸寫作或喜愛繪畫創作的國小學生設計，結合繪本、聽故事及故事創作，培養孩童繪畫本及閱讀能力，鍛鍊專注學習的習慣，透過學習互動，促進人際群體互動。創作可促進想像力及觀察力更豐富，以創意啟發為主，課程不設定標題，只有範圍提示，延伸小朋友想像力及創意，自由發揮不同的故事書形式，讓小朋友們在繪本的世界中大玩創意遊戲。

營隊內容：挑選各種主題繪本，分享讀本，引導學員進入繪本的殿堂，提取閱讀興趣，結合活動的遊戲，在故事與互動中，學習創作圖文故事。「手工書創作」在創作過程中學習，透過動手做將創意具體實現，結合美術、文學、生活、記憶與個人想法，藉著縫製自己的手工書創作，提升兒童閱讀的趣味性，更貼近生活主題的探究，擴展閱讀的視野。

成果作品 手工繪本書一本

星期	星期一	星期二	星期三	星期四	星期五
09:00 - 12:00	一起畫故事 想像力開發 故事編寫練習	文字萬花筒 走進故事小徑 創出一個故事	思考向逆 無厘頭不可學 訓練逆向思考 編織這一頁	想像力製造所 圖畫書創作 繪、一本畫	書的摺學 摺一無二 裁剪拼貼
12:00 - 13:30	午餐 / 午休 12:00 - 13:30				
13:30 - 16:30	玩模造 用黏土做點心 麵包出爐了!	花間綠意 幫助的的的 香花花草	東南西北 一筆紙間放一個 自然知識遊戲	閱讀旅行 老火車載歷史 百年甘蜜滋味 (繪本與遊戲)	一本畫的誕生 我的創作夢 紙黏書奇 我的手工繪本書
	桌遊不思議 遊戲交流 我是超級玩家	國藝小學堂 花藝透視 手工紙DIY	主角就是你 繪畫透視故事 書畫進行式	好多好多 好奇的旅人 寫作、繪畫 紀錄美好回憶	我是說書人 誰來說故事 故事萬事萬

下課後可在書店閱讀等家長到 18:30

時報出版 主辦單位

地點：台北市和平西路二段240號1樓 (近中山華埠樓下)  
電話：02-2306 6370 分機 8102



Editorial/ Publicity  
Service



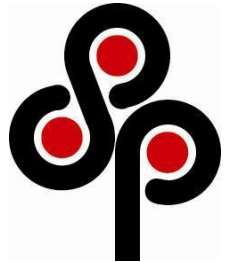
Value-added  
Integration  
Service  
**co-publication**



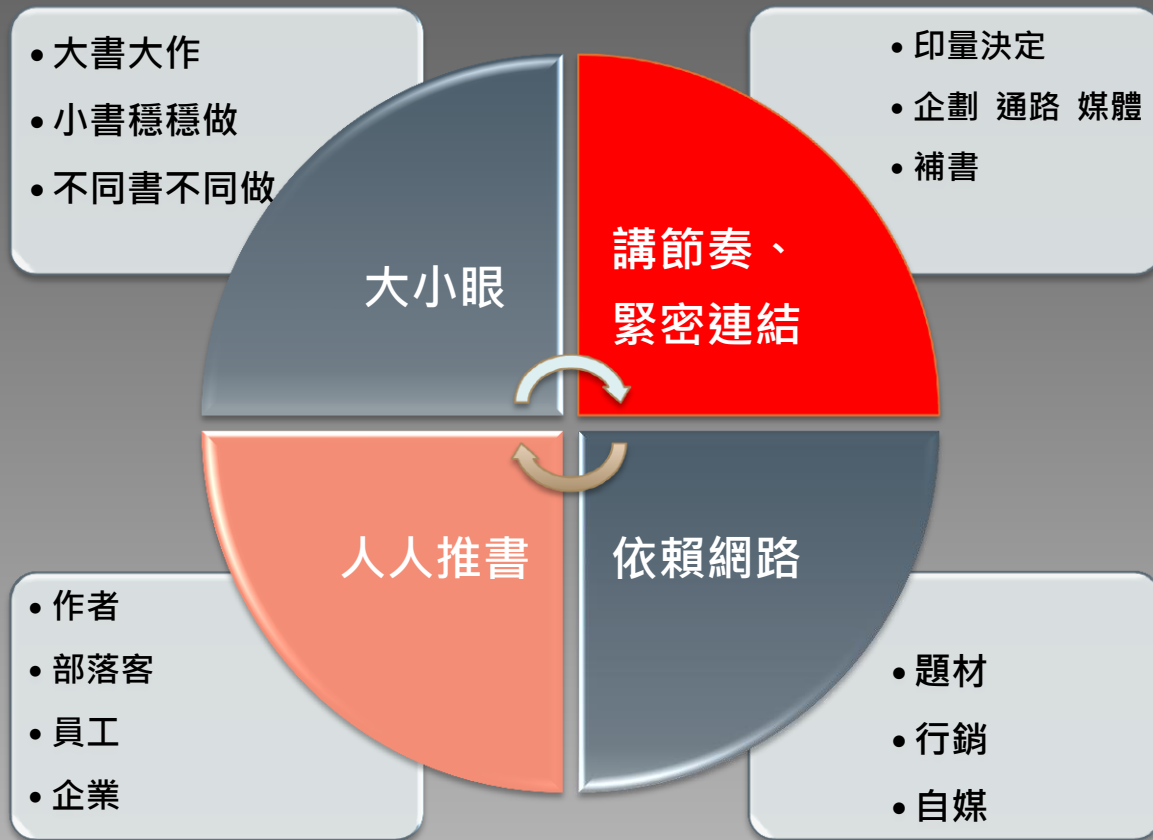
06

# Prospect

- Future Thinking
- Publishing Revival



# Publishing Process Reinforcement





# Publishing Market Redefine



## 打破通路

商場、特賣會、連鎖店、自營店、大陸、網路

- **Sales channels**→Independent bookstores, Bookstore Chains, Individual e-commerce websites
- **Distribution system**→Book, Product distribution

## 多源收益

講座、導讀、商品、影音、經紀、顧問、珍藏品

- **After-Sales Service**→Reading club, Life style club
- **Life Style**→ Consulting service of Reading and exhibition

## 滿足初心

為讀者做書，不是為作者或編者做書

- **Content Provide**→Books, Non-book, Knowledge production line
- **Product Planning**→Create with the topic we choose Books, Magazines, Self-media and Audio projects

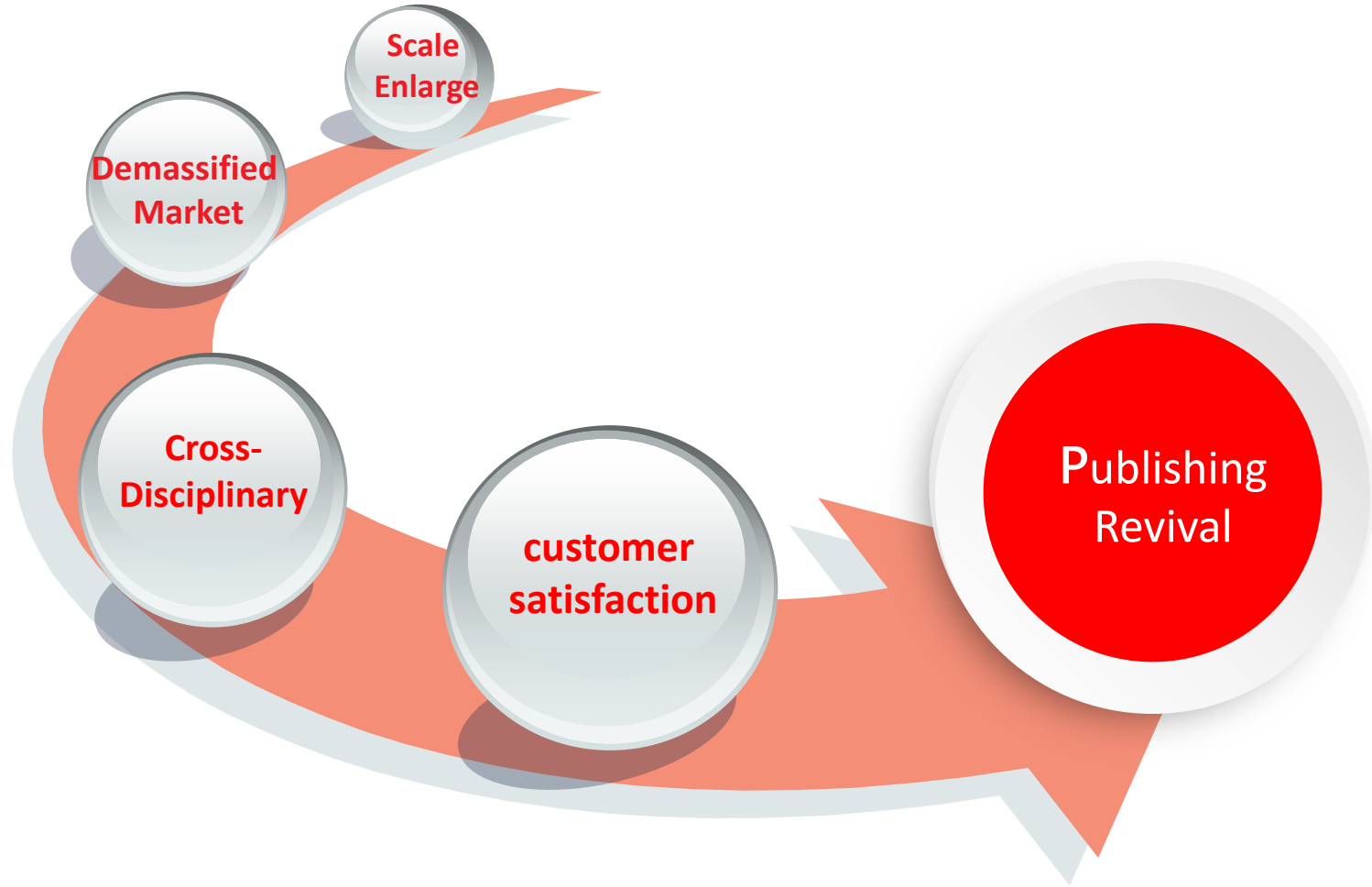
## 不只賣書、也賣作者

滿足讀者需求欲求的、不只是書

- **Author Interactions**→Seminars, Events coordinate
- **Authors Agent**→Publishing, Product Endorsements, Speaking

# Publishing Platforms Operating

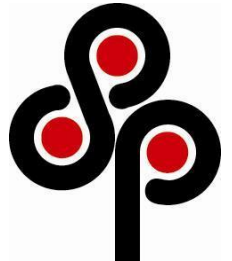




07

# Financial Update

- Balance Sheet (IFRS-consolidated)
- Income statement (IFRS-consolidated)



Unit: NTD K dollars

# Balance Sheet

(IFRS-consolidated)

NTD' 000

	2024/6/30		2023/12/31		2023/6/30	
Accounting Title	Amount	%	Amount	%	Amount	%
Current Assets	556,585	0.66%	560,950	0.66%	553,218	65.83%
Non-Current Assets	292,078	0.34%	292,960	0.34%	287,168	34.17%
Total Assets	848,663	1%	853,910	1%	840,386	100%
Current Liabilities	364,207	0.43%	357,129	0.42%	358,460	42.65%
Non-Current Liabilities	44,629	0.05%	47,698	0.06%	50,304	5.99%
Total Liabilities	408,836	0.48%	404,827	0.47%	408,764	48.64%
Common Stock	303,758	0.36%	303,758	0.36%	303,758	36.15%
Capital Surplus	12,800	0.02%	12,800	0.01%	12,800	1.52%
Retained Earnings	131,980	0.16%	141,937	0.17%	124,891	14.86%
Other Equity	-8,711	-0.01%	-9,412	-0.01%	-9,827	-1.17%
Consolidated Equity Attributed to Stockholders of the Company	439,827	0.52%	449,083	0.53%	431,622	51.36%
Total Stockholders' Equity	439,827	0.52%	449,083	0.53%	431,622	51.36%
Book Value per Share (dollar)	14.48	0.00%	14.78	0.00%	14.21	



Unit: NTD K dollars

# Income statement

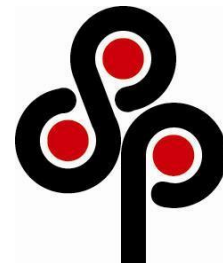
(IFRS-consolidated)

NTD' 000

Accounting Title	Q1~Q2		Q1~Q2		Diff
	Amount	%	Amount	%	Amount
Revenue	205,153	100%	200,419	100%	4,734
Cost of Goods Sold	110,377	54%	111,714	56%	-1,337
Gross Margin ( Loss )	94,776	46%	88,705	44%	6,071
Gross Margin ( Loss ) net	94,776	46%	88,705	44%	6,071
Operating Expense	82,025	40%	79,962	40%	2,063
Operating income(Loss)	12,751	6%	8,743	4%	4,008
Net Non-Operating income(Loss)	3,497	2%	2,457	1%	1,040
Net income(Loss) before tax	16,248	8%	11,200	6%	5,048
Tax Expense(income)	1,905	1%	1,314	1%	591
Income(Loss) from Continuing Operation-net	14,343	7%	9,886	5%	4,457
Net income(Loss) after tax	14,343	7%	9,886	5%	4,457
Other comprehensive income-net	701	0%	-305	0%	1,006
Total comprehensive income	15,044	7%	9,581	5%	5,463
Profit (loss), attributable to:Stockholders of the Company	14,343	7%	9,886	5%	4,457
Comprehensive income(loss), attributable to:Stockholders of the Company	15,044	7%	9,581	5%	5,463
Basic earnings per share(dollar)	0.47	0%	0.32		0.15



# Conclusion



Don't blame readers for not reading books.

Blame us for not presenting the right books which readers want to read.

A photograph of a wooden desk. In the upper left, a stack of books is visible. To their right is a glass of orange juice with a lemon slice. In the lower center, a black e-reader is open, displaying text. To its right, a pair of black-rimmed glasses lies on the desk. In the background, a book with the title 'ICH WERDE AUF DICH WARTEN' is visible.

New Publishing Era



Thank You

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