



KEMENTERIAN PERPADUAN NEGARA
PERPUSTAKAAN NEGARA MALAYSIA

NATIONAL BOOK DATA REPORT

2022/2023

NATIONAL LIBRARY OF MALAYSIA
KUALA LUMPUR
2023

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FOREWORD

Assalamualaikum warahmatullahi wabarakatuh, and greetings.

ALHAMDULILLAH, praise be to Allah SWT, for by His grace, I am honoured to pen a few words in the *National Book Data Report 2022/2023*. Congratulations and well done to the National Library of Malaysia (PNM) and the (UPUM) Sdn. Bhd. for making this publication a reality.



With the significance of data, the role of the government and challenges posed by the Industrial Revolution 4.0, as well as the desire to achieve the aspiration for Malaysia to become a reading nation by 2030, PNM continues its initiative to implement the National Book Data Report 2022/2023.

The government can play a dynamic role in enhancing the competitiveness of the Malaysians in the global business landscape. As we are all aware, the book industry in Malaysia comprises small and medium-sized enterprises (SMEs) that play a significant role, contributing 37.1 percent to the Gross Domestic Product (GDP) and employing more than 47.8 percent of the total workforce in 2021.

This data research is essential to obtain the necessary data types for formulating statistics related to the national book industry. Furthermore, it is needed to aid the development of the book industry by creating a policy for providing reading materials that are in demand by the general population in Malaysia. The implementation of the National Reading Decade (DMK) 2021–2030 with the slogan #MalaysiaMembaca aims to make Malaysia a reading nation and to produce a knowledgeable society on a global scale.

This study was designed to achieve four objectives: to create the most current national book data profile; to explore factors that can assist in the sustainable development of the national book industry; to investigate the issues and challenges present in the national book industry; and to identify opportunities and initiatives to help plan the national book industry in a more systematic manner.

The results of this study will serve as a reference source for stakeholders in decision-making related to book data statistics and will be used as a national indicator to benchmark the book publishing in Malaysia.

Finally, I hope that the efforts to collect data on the book industry in this country will continue and, in turn, aid in accelerating the development of the book industry in Malaysia.

Thank you.

“A READING NATION IS A SUCCESSFUL NATION”

Salasiah binti Abdul Wahab
Director-General
National Library of Malaysia





AT A GLANCE

THE National Book Data Report 2022/2023 is an effort undertaken by the National Library of Malaysia (PNM) to empower the national book industry. As is well-known, PNM is responsible for conducting and coordinating research activities related to librarianship to support the research and development (R&D) of libraries in Malaysia. This study was conducted under the leadership of the Research and Copyright Committee, chaired by the Director-General of PNM, in collaboration with the secretariat of the National Book Council of Malaysia (MBKM), with the goal of building a reading nation by 2030.

The importance of data to the book industry is a crucial aspect of this study. The primary objective is to develop an updated national book data profile, which is discussed in detail in the study findings. The second objective is to assist stakeholders in making informed decisions for formulating statistics pertaining to the country's book data. To achieve this objective, a comprehensive set of indicators has been developed using the latest data obtained through statistical analyses, secondary data, and literature reviews. The study's results are presented in infographics to make it easier for readers to understand and analyse the latest data. The third objective addresses the issues and challenges in the national book industry. The study findings are based on the views and recommendations by key players in Malaysia's book industry. These findings are presented according to the PESTEL framework (Political, Economic, Social, Technological, Environmental, Legal). The same framework is used to explain the final objective, which is to identify the opportunities that have been provided and proposed initiatives. The findings from all the study objectives are then summarised in Chapter 4.0, which serves as the basis for the detailed recommendations listed in the final chapter.

In this study, the perspectives of industry players are measured and assessed through face-to-face interviews and focused group discussions (FGDs). A total of 18 industry players participated in face-to-face interviews, while four group discussions sessions were attended by 25 representatives from the book industry, including government agencies, private entities, statutory bodies, and non-governmental organisations. Moreover, the issues and challenges faced by the book industry were successfully addressed. From this study, opportunities and initiatives have been identified to enable the book industry to be organised and systematically planned. The study also focuses on data obtained from the parties identified as involved in national book affairs.





1.0 INTRODUCTION

1.1 BACKGROUND

The book industry in Malaysia emerged during the British and Dutch colonial eras. During this period, the focus was on providing reading materials and textbooks to support education among the local population.

After the country achieved independence in 1957, efforts to develop the local book industry began. Book publishing became increasingly important in strengthening the national language. This was in line with the establishment of the Dewan Bahasa dan Pustaka (DBP), which played a primary role in the development of the Malay language and literature. As a result of these developments, in the 1960s and 1970s, there was an increase in the publication of local books, academic novels, and educational reading materials written in the Malay language. However, as the 1980s approached, there was a tendency towards English language book publishing, especially among the local writers. This situation led to the growth of various book genres, including literature, motivation, business, and history.

The Malaysian government introduced the National Book Policy [1] in 1981, aiming to provide a comprehensive framework for the development of the book industry. This policy guided efforts to enhance the industry, improve literacy rates, and promote cultural and intellectual values among the Malaysian population. It addressed various facets of the book industry, including writing, publishing, and associated activities.

The National Book Policy encompasses:

- (i) **The development of the book industry:** Enhancing the local book industry by supporting writing, publishing, and promotion activities. This effort also focuses on improving the quality, diversity, and innovation in book publishing.
- (ii) **Enhancing literacy and reading culture:** Improving literacy and nurturing a reading culture among all levels of society. Some models that can be implemented include introducing literacy programmes, reading campaigns, and support for group reading activities.
- (iii) **Support for local writers:** Providing support to local writers by acknowledging their achievements through literary awards, offering writing training programmes, and encouraging the production of high-quality works.
- (iv) **Copyright protection and encouraging creativity:** Prioritising copyright protection ensures that creators receive a fair share of the proceeds from their works. In addition, this policy encourages creativity in the book publishing industry and promotes the use of technology for book innovation.

- (v) **Publishing resource management:** Encompassing resource management measures to ensure the sustainability of the book industry and the development of local writers.
- (vi) **Improving access to reading materials:** Enhancing access to reading materials by encouraging public libraries to provide materials in various ethnic languages and ensuring accessibility for all segments of society.

However, it is imperative that the National Book Policy undergo updates to align with changes in the digital age. These updates should align with changes in the National Education Policy to promote a culture of reading and learning.

The book industry is a complex entity which can be categorised into three main processes, namely authorship, publishing, and marketing.

- (i) Authorship or book writing involves the author, translator, and editor. The National Writers' Association of Malaysia (PENA), the Malaysian Editors' Association (PEM), the Malaysian Translators' Association (PPM), and others under the Federation of National Writers' Association (GAPENA) have been established to enhance the professionalism of creators through collectively conducted activities.
- (ii) Publishing involves the printing of books by printing and publishing organisations or companies. However, publishing should not be viewed solely from an economic perspective but should be viewed as an industry that significantly contributes to intellectual development. The number of books, the types of books produced, the number of bookstores, and libraries reflects the intellectual levels of Malaysian society.
- (iii) Book marketing involves the process of marketing books to readers. This process encompasses sales activities, import and export, promotions, establishing bookstores, and utilising digital technology.

The book industry's landscape can be observed from various perspectives, such as the current value of the book industry contributed by publishing activities to the Gross Domestic Product (GDP), which amounted to MYR4.9 billion in 2021. These figures were obtained through a survey conducted by the Department of Statistics Malaysia (DOSM) from 2013 to 2022.

Lingard [2] suggests that demographic data of a country's population can provide insights into the context and potential of the book industry. The latest report for 2023 from DOSM [3] states that the estimated population of the country is 33.4 million, with the population composition of people aged 15 to 64 years (working age) comprising 70.0 percent and the population composition of people aged 0 to 14 years (young age) being 22.6 percent. The composition of the population aged 0 to 18 years totalled 9.13 million people in 2021. According to the data, the demand for books mainly comes from the dominant population group, which is the age group between 15 to 64 years, who prefers genres such as comics, fiction, and motivational books.

Furthermore, the children's book market is also crucial in the publishing industry. This includes the publication of textbooks, which is the largest contributor to the publishing industry's revenue. From 2016 to 2017, the government allocated a total of MYR416,071,424.66 for textbook publishing contracts. The allocated value for textbook orders amounted to MYR201,089,485.24, including 23,801,237 book units for 2021 [4]. The National Library of Malaysia (PNM) [5] reported that a total of 2,866 (11.8%) reference textbooks, 5,638 (23.2%) children's books and 15,813 (65.0%) adult books were published in 2022. There was a decline in textbook publishing from 2020 to 2022 compared to the previous years. There were no changes in the textbook syllabus that required reprinting. In addition, the publications of textbooks in Braille were also recorded by the Division of Educational Resources and Technology (BSTP) of the Ministry of Education Malaysia (KPM), with a total of 134 titles from 2016 to 2021. However, the number is too small.

The publication of Braille books is carried out by the Malaysian Association for the Blind (MAB) [6]. This effort involves cooperation from various parties, including the National Archives, the Malaysian Institute of Islamic Understanding (IKIM), the Dewan Bahasa dan Pustaka (DBP), PTS Media Group and Pustaka Salam under MAB's Intellectual Project. To date, the MAB website lists only 38 Braille books. Additionally, the Braille Publishing Unit (BPU) [7], under the MAB, was established to produce reading materials in Braille for the use of visually impaired individuals. The primary goal is to ensure visually impaired individuals have access to the same information as those without visual impairments. However, the materials printed in Braille are limited due to copyright issues.

Nevertheless, Malaysia has been granted automatic permission, without the need for the consent of the copyright owner, to produce and distribute accessible format copies for the visually impaired community after Malaysia officially joined the Marrakesh Treaty to Facilitate Access to Published Works for Persons Who Are Blind, Visually Impaired, or Otherwise Print Disabled in 2022 [8]. This reflects the government's efforts to enhance the availability of educational materials in accessible formats for the blind, visually impaired, and print disabled individuals. This treaty makes exceptions to copyright protection, including royalty obligations, to promote social integration and cultural participation for the visually impaired through equal access.

This enhances access to accessible format reading materials from abroad and benefits the visually impaired community, particularly in the higher education and research fields. Malaysia's participation provides broader access to approximately 51,323 registered visually impaired individuals with the Department of Social Welfare to accessible format reading materials.

Lingard [2] classified the three book markets in Malaysia based on language – Malay, English, Chinese, and Tamil. PNM report [5] states that in 2022, books published in Malay amounted to 14,431 titles (59.3%), English 7,462 titles (30.7%), Chinese 1,864 titles (7.7%), Tamil 156 titles (0.06%), while other languages such as Arabic 404 titles (1.7%). This data is reasonable given that the younger generation prefers to read materials in Malay, the primary education medium in Malaysia.

Hassan [9] predicts that in the next three to five years, more people in Malaysia will be reading books in the Malay language. This will increase the demand for the translation of international bestsellers. The translation of popular foreign works was carried out by publishers under government ministries, such as DBP, in the 1980s before it was taken over by the Malaysian National Institute of Translation (later renamed the Malaysian Institute of Translation & Books or ITBM) in the 1990s and 2000s. This responsibility is currently shared by private publishers such as PTS Media Group, Inisiatif Buku Darul Ehsan (IBDE) and The Biblio Press. In addition, the translation of books in Malaysia into foreign languages can boost the translation economy, although accurate and reliable data is not available for sharing by the organisations involved. Only media coverage related to book translations is available, such as Astro Awani, which reported that five book titles were translated and introduced into the Japanese market in 2018[10]. At the same time [11], a fund of MYR10 million was allocated in the 2023 Budget for printing translated copies of the Koran into major foreign languages.

There is a trend indicating that adult readers in Malaysia are more inclined to reading novels, particularly in the romance, thriller, and historical genres by publishers such as *Alaf 21*, *Kaki Novel*, and *Karya Seni*. The popularity of romance novels, in particular, has risen rapidly due to adaptations into films and television series. The primary readership for this category consists of women between the ages of 25 to 35. In recent years, there has been a shift in the reading preferences of Malay-language literature readers. This group has also started to focus on spiritual or motivational books and books related to emotions. This genre is gaining popularity among the young Malay Muslims who seek motivational writings related to their religion, such as publications by Iman Publication. On the other hand, Patriots Publishing publishes books that delve into the Malay world from a geopolitical and political science perspective, presenting information in an accessible language. Patriots Publishing also produces many international history books and is now venturing into the realm of novels with the Mahakarya series. Meanwhile, Ilham Press leads in political book writing, while comic books are the top choice among young readers. Popular publishers of comic books include *Komik M* and *Gempak Starz*. Some popular *Gempak Starz* titles include the comedy series “Lawak Kampus” and Japanese manga translations.

Although the global pandemic from 2020 to 2021 led to the closure of some bookstores in Malaysia, mega bookstores like Books Kinokuniya KLCC, POPULAR and MPH Bookstores remained resilient. While SMO Bookstores, *Hasani* and *Kedai Buku Banggol* continue to grow in the East Coast and Northern regions. One of the recent trends in the bookstore industry is the combination of cafes and books, known as book cafes, which are becoming increasingly popular in major cities. Examples of book cafes include Book Barter Cafe, MeTime BookCafe, and The Biblio Book Cafe.

In 2020, Kuala Lumpur was announced as the 20th World Book Capital, after Sharjah in 2019 and Athens in 2018 [12]. The concept aims to establish a book-related infrastructure, promote book publishing and trade, increase literacy awareness among the public and organise various activities, which include book exhibitions, writing competitions, literary lectures and more. While offering various benefits, such as making Malaysia a publishing hub that supports the

growth of the local publishing industry, it also brings challenges that need to be addressed through continuous efforts and support from various parties, particularly through the rapidly evolving technology and digital publishing.

The presence of digital publishing platforms allows writers and publishers to keep track of the print and e-book publishing progress. In addition, social media play a crucial role in promoting books and local writers, especially with the launch of platforms like MPH Online and Shopee Bookstore, which serve as online channels for selling physical books. Moreover, advancement in digital technology also drives the development of e-Sentral, an application for reading e-books, audiobooks and interactive e-books. This paved the way towards establishing online book enthusiast groups and blogs and further strengthened the reader and writer communities on websites as well as social medial platforms.

Social media platforms, especially Facebook, have become popular tools among authors and publishers to interact and promote their published works. There are several Facebook groups for writers, such as the Geng Jom Menulis, with 23,200 members and the Geng Mari Menulis, with 4,100 members. The popularity of authors is also reflected in their profiles. For example, Ahadiat Akashah has 49,000 followers, while A. Samad Said has 319,000 followers. For book promotion purposes, the Facebook group Buku Apa terbit Hari Ini? has 4,000 members, while the group Baca Buku Apa Hari Ini? has 2,300 members. As for publishers, publishing companies like Fixi that has 119,000 followers, Dewan Bahasa dan Pustaka Malaysia has 465,000 followers, The Patriots has 385,000 followers, and Iman Publication has 30,000 followers on their respective Facebook pages.

The use of e-books had a significant rise during the pandemic, although yet to surpass printed books. In Malaysia, there are several platforms available for accessing e-books. One is the eLib Book Portal, an e-book platform provided by Xentral Methods and subscribed to by PNM. The reception of eLib services reached its highest point during the movement restriction period. Even though the country has entered the endemic phase, the demand for eLib continues to show significant growth and remains relevant [13].

Furthermore, the Libby app provides a variety of reading materials, including magazines, novels, and comics. To access Libby, one can register on the National Library of Malaysia's (PNM) website. Xentral Methods also offers over 10,000 local books in e-book format through their official platform, e-Sentral [14]. KakiBuku [15] is a platform for the marketing of both fiction and non-fiction books from various publishers in Malaysia, while Karang kraf eMall (emall.karangkraf.com/shop/book) exclusively markets e-magazines and e-books published by Karang kraf. Meanwhile, PTS Media Group publishes Malay-language books in various genres. E-book titles from PTS Media Group are available in PDF or EPUB. The PTS Media Group e-book portal serves as a catalogue, whereby an e-book reader or e-reader through platforms like e-Sentral, Google Books, Bachabooku, Ookbee and iBook Store is required for usage. Ookbee (my.ookbee.com) is an e-book platform based in Thailand with a diverse collection that includes novels, e-books, magazines, newspapers, fiction and non-fiction books, as well as audiobooks.

Part of the collection can be accessed for free or via purchase. Karangkrak, Fixi and university publishers are among the local publishers using the Ookbee platform. Perbadanan Kota Buku (PKB) is known [16] as the largest provider of digital book platforms in the country and is looking to collaborate with other e-book platforms in the Asian region to diversify the sources of quality reading materials for the public.

The book industry in Malaysia has undergone significant changes, reflecting the cultural, technological, and creative shifts within the Malaysian society. The industry must continue evolving in sync with the global landscape and the evolving needs of local readers. However, gauging the precise state of the Malaysian book industry remains a challenge, with varying perspectives on its trajectory. As Syazrul Aqram Iman, the CEO of The Patriots, expressed, “I still feel that our national book industry is lacking and falling behind” [16]. Given his extensive experience and qualifications in the field, this statement carries weight and warrants careful consideration. It underscores the importance of a critical examination of the book industry’s progress and the need for further efforts to ensure its vitality and growth.

An Astro Awani news report [17] has raised concerns about a potential crisis that could impede growth, especially in terms of publishing rates, print quantities, market share, and purchasing power. However, another report [19] suggests that the book industry has shown positive growth, particularly with the Kuala Lumpur International Book Fair (KLIBF) 2022 as a benchmark. KLIBF has become a platform for charting Malaysia’s book industry’s development. KLIBF 2023 began on May 26 and was participated by more than 213 exhibitors, including publishers, distributors and bookstores from within and outside the country [20]. A total of 1.6 million people were reported to have visited the fair, an increase from 2022, with 1.3 million visitors [21]. However, it is difficult to obtain complete data, such as sales figures, the number of copies sold, manuscript genres sold, a comprehensive list of exhibitors, and profiles of the highest visitors to depict the book industry’s state truly. Therefore, the actual state of the book industry cannot be ascertained due to the absence of comprehensive data.

Hence, it is crucial to conduct a comprehensive data study to determine the types of data required for formulating statistics related to the publishing industry in the country. The government has a crucial role in elevating Malaysians’ competitiveness in the global business landscape. The Industrial Revolution 4.0 that is changing the global business landscape demands that the book industry continue innovating with more comprehensive initiatives by providing a suitable database for industry players. This study is essential and beneficial to organisations in making policy decisions important in shaping well-directed and effective book initiatives. Ultimately, these will lead the book industry towards success in achieving the vision and mission outlined by stakeholders.

1.2 STUDY OBJECTIVES

The publishing industry comprises small and medium-sized enterprises (SMEs) that play a vital role by contributing 37.4 percent to the Gross Domestic Product (GDP) and employing more than 47.8 percent of the total workforce in 2021. SMEs are among the industries that are highly pressured to adapt to global digital technology, which significantly impacts their prospects.

SMEs need to be provided with timely and relevant information. Malaysia's economic competitiveness in the era of the Industrial Revolution 4.0 needs to be enhanced in terms of transparent, accurate, systematic, and up-to-date information infrastructure. Such an approach will boost the competitiveness of SMEs and benefit all levels of society.

Therefore, the main objective of this study is to establish a comprehensive national book data profile. Due to the lack of structured and grouped data in the country, it is difficult for the government and stakeholders to make informed decisions in statistical development. Moreover, there is a lack of comprehensive and verifiable data to measure whether the country's book industry is growing or shrinking and to understand how this data helps shape future policies for the national book industry.

The National Book Policy introduced in 1981 has not been updated, even though it needs to be implemented alongside the National Education Policy, which has been updated to meet the current needs and align with 21st century competencies. Updating the National Book Policy is crucial as it provides guidelines and goals for developing the book industry in alignment with current trends of the Industrial Revolution 4.0 and the gig economy. This involves identifying opportunities and initiatives to aid in the strategic planning of the book industry based on accurate and reliable data collected from industry players in the book profile database.

Details of the study objectives are as shown in Figure 1:

Figure 1: Study objectives

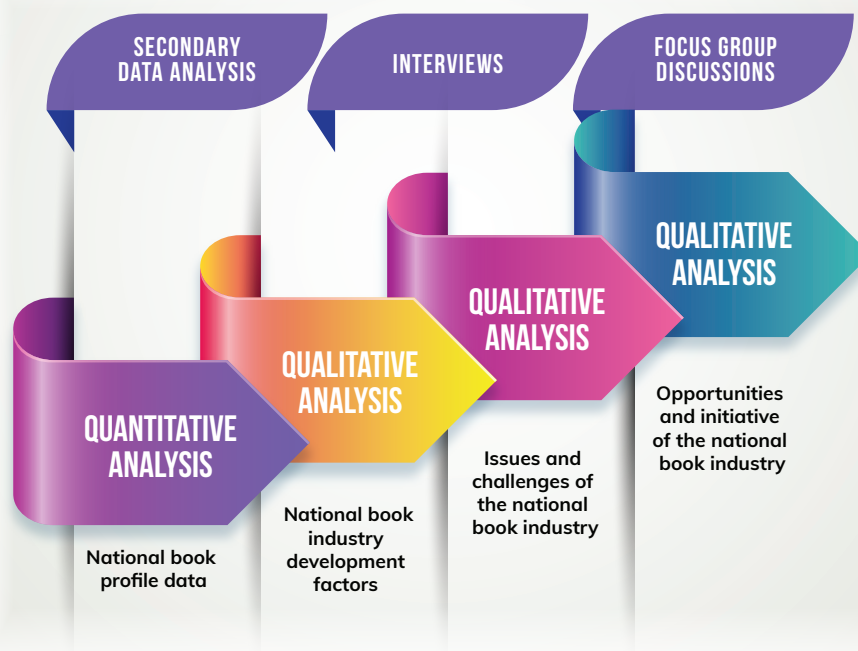


The findings from this study can aid the book industry in developing a policy to provide Malaysians with reading materials that are in high demand. The implementation of the National Reading Decade (DMK) 2021-2030 with the slogan #MalaysiaMembaca aims to make Malaysia a reading nation and produce a globally knowledgeable society. To achieve the desired goals, the results of this study will support DMK's initiatives by highlighting relevant programmes.

2.0 STUDY METHODOLOGY

This section describes the overall implementation of the study, the data collection process, and data analysis. There are three important aspects in this study, namely book data records, indicators measuring book data, and the views of the country's book industry players. In order to achieve the study objectives, the secondary content analysis method and a qualitative study approach through interviews and FDGs were applied as the study design. Figure 2 illustrates the study design based on a mixed methods approach. According to Creswell and Clark [22], study that combines quantitative and qualitative methods is known as mixed methods study, which is a data collection method conducted through surveys, interviews, observations, and document review as part of a study involving data collection and analysis using a combination of both methods simultaneously in one study.

Figure 2: Study design using the mixed method



In research, the application of triangulation is highly synonymous with mixed methods study. In this study, 80 percent of the study uses qualitative methods, while the remaining 20 percent employs a quantitative approach. The use of triangulation in this study aims to strengthen the data collection process. Triangulation in this study is implemented through three methods, namely document review, online market study surveys, interviews and FDGs.

Triangulation method in data collection can be analysed using both qualitative and quantitative methods, often referred to as a multi-method approach in study. In this study, data collected through document content analyses, interviews, and FGDs are analysed qualitatively, while data from surveys are analysed using quantitative methods. Quantitative data collection aims to complement, strengthen, and reinforce the data obtained from primary sources.

2.1 SECONDARY DATA

This study adopts a content analysis method using secondary data to form a profile of the national book data from the following key agencies:

- (i) National Library of Malaysia (PNM)
- (ii) National Book Council of Malaysia (MBKM) (through the MBKM Secretariat, Education Resources and Technology Division, Ministry of Education Malaysia (MOE)
- (iii) Malaysian Book Publishers Association (MABOPA)
- (iv) Education Resources and Technology Division (BSTP), Ministry of Education Malaysia (MOE)
- (v) Relevant global agencies such as the United Nations Educational, Scientific, and Cultural Organisation (UNESCO)

Annual reports, statistical data from stakeholders and relevant agencies, trusted website sources, and scholarly publications related to the book data study are among the secondary data used to construct this book data profile.

The qualitative content analysis method is a systematic approach to interpreting the meaning of qualitative materials by classifying the content as examples within coding categories [23]. This method is applied to large data sets that require explanation, including verbal and visual data, data sampled from other sources (documents, the internet, social media), and data collected through interviews or FGDs.

The collection of secondary data using a document review method is conducted with the following objectives:

- (i) To obtain, gather, and analyse reports or statistics related to book data to capture relevant and comparable current book data.
- (ii) To conduct a literature review from academic publications, existing stakeholder reports, and global agencies such as UNESCO.
- (iii) To identify publishing companies registered under MABOPA for research sampling.
- (iv) To obtain the current book prices and determine the method for calculating the average book prices in the country.

2.1.1 Sampling Method

For this study, there are two methods used to collect secondary data. The first is data collection activities from key agencies such as PNM, MBKM, BSTP MOE, the DOSM, and the Companies Commission of Malaysia (SSM). Secondly, data collection activities involving players in the book industry, such as publishing companies, distribution companies, and writers' associations in Malaysia.

2.1.1.1 Data Collection Activities from Key Agencies

To obtain data such as applications for International Standard Book Numbers (ISBN) and e-ISBN, collection statistics for library acquisitions by subject area and language type, the sources referred to include the PNM Annual Report and PNM Statistics Report, while for book sales data, the sources referenced are from publisher associations such as MABOPA. Meanwhile, relevant data on the national book revenue from local and international book exhibitions are obtained from MBKM. In addition, the value of textbook publishing in Malaysia was also acquired and referenced from BSTP MOE to support study data collection activities. The data owners validated all the data collected to ensure the acquired data accuracy.

2.1.1.2 Data Collection Activities Involving Book Industry Players

One of the initial activities conducted was online market study to establish partnerships with bookstores, distributors, and publishers to obtain sales figures and bestseller lists. However, to obtain book sales data in Malaysia, MABOPA is the primary reference for sales and publishing data for companies registered with them. In addition, only author profiles and member profiles are obtained from associations closely related to the country's book industry under the category of creative works, such as the National Writers Association of Malaysia (PENA), the National Writers Association Alliance (GAPENA), and the Malaysian Academic Publishing Council (MAPIM).

2.1.2 Sampling Criteria

The primary purpose of using the sampling method for publishing companies in this study was to determine the most suitable method for accurately representing the publishing industry's actual state in Malaysia. The need to find an appropriate method arose from a lack of data and data insufficiency issues from all publishing companies. In the future, if complete data can be obtained, a detailed study can be conducted by the government as per the recommendation of experts.

Three criteria were used to select publishing companies for this study from the 166 publishing companies registered with MABOPA in 2023 [24]. These criteria include companies with more than 20 employees, operating since 2013, and generating annual sales of at least MYR15 million, fulfilling the median range recommended by MABOPA. In addition, businesses that fulfil all three criteria are then categorised into several categories, as follows:

- (i) Government-affiliated publishing companies
- (ii) Private publishing companies
- (iii) Translation material publishing companies
- (iv) Educational reference material publishing companies (schools)
- (v) Scholarly material publishing companies

The criteria used for the purpose of this study were based on the position of a company categorised as strong among publishing companies. This illustrates the involvement of various categories of publishing companies that are also considered key players in the book industry in Malaysia.

2.2 BENCHMARKING STUDY

The data profiles used by foreign countries were selected through benchmarking studies. Annual reports on the book industry from other countries were examined. In addition, UNESCO's publication related to the proposed data profiles for a country have been taken into account. The list of selected countries was made based on the following sources:

- (i) **China** – the book market income in China was approximately USD50 million (MYR239 billion) in 2021 [25].
- (ii) **United States** – the book market income in the United States was approximately USD28.1 billion (MYR122.8 billion) in 2022 [26].
- (iii) **Japan** – the book market income in Japan was approximately JPY1.6 trillion (MYR50 billion) in 2022 [27].
- (iv) **Germany** – the book market income in Germany was approximately €9.5 billion (MYR47 billion) in 2020 [28].
- (v) **United Kingdom** – the book market income in the United Kingdom was approximately £7 billion (MYR41 billion) in 2022 [29].

Nevertheless, not all detailed reports from those countries can be obtained or accessed. Therefore, the study was expanded to countries with obtainable and consistent annual reports. Besides that, the content and accuracy of data in the country reports were also considered. During the process of collecting secondary data, the reference country's data profiles will be used as a guide.

Book industry data from the United States, Japan, the United Kingdom, South Korea, Germany, and China are among the international book industries examined in this study. Meanwhile, book industry data from South Africa was examined using the book industry's annual reports.

2.2.1 Benchmarking Study of International Book Industry Reports

This study employed benchmarking methodology to analyse and compare the data with at least five foreign countries. Furthermore, this study used relevant demographics and projections based on current trends. As approved by the government and consultants, this benchmarking study examined international book industry data from the United States, Japan, the United Kingdom, South Korea, South Africa, Germany, and China.

a. UNESCO's Guidelines for the Assessment of the Book Industry

A Methodology to Collect International Book Statistics: Framework - Indicators - Methodology & Strategies - Groundwork for a Test Run, published by UNESCO, is the primary reference for book industry data profiles worldwide. This UNESCO paper [30] was published in 2009 when the publishing industry faced significant challenges due to digital technological advancements, changes in distribution networks, and the global financial crisis. These challenges affected the reading culture and the publishing market. Failure to monitor changes and opportunities can pose risks and negative impacts on the industry and the communities that rely on books as sources of knowledge. Furthermore, stakeholders face difficulties assessing these changes and opportunities due to a lack of reliable data and analyses related to book culture and the global publishing market.

Therefore, UNESCO, the International Publishers Association (IPA), the International Booksellers Association, and the International Federation of Library Associations and Institutions (IFLA) strive to collaborate and address the lack of data and analysis issues. Despite the inconsistent or incomplete nature of data, stakeholders propose a more systematic and effective way to collect and integrate this data. This process must be conducted systematically for quick actions and valuable preliminary findings. Furthermore, stakeholders are calling for the establishment of a strong foundation as a global book model. This model allows recommendations submitted to the government, industries, and other stakeholders to secure the necessary funding to expedite tasks with the desired quality.

UNESCO also aims to make books a tool or medium for disseminating knowledge, preserving cultural heritage, and promoting cross-cultural understanding. Other objectives and efforts include:

- (i) **Promoting literacy and education:** UNESCO works to enhance access to education and literacy rates worldwide. Books are crucial in providing information and learning resources for people worldwide.
- (ii) **Preserving and promoting cultural diversity:** UNESCO supports the effort to preserve language and cultural heritage by promoting the creation and distribution of books in various languages.
- (iii) **Boosting the book industry:** By organising events such as World Book Day and the World Book Capital programme, UNESCO assists in the growth and development of the book industry.

Through initiatives such as UNESCO's World Book Capital programme [31] and World Book Day [32], UNESCO promoted worldwide reading, publishing, and copyright protection. The UNESCO World Book Capital City initiative recognises a city based on its commitment to books, literacy, and the publishing industry. The selected city hosts book-related activities each year to foster a reading

culture and appreciation for written materials. Through these efforts, UNESCO significantly impacts the development and recognition of books worldwide.

The United States

The book publishing industry in the United States is among the largest and most influential in the world. According to Statista, the book industry in the United States generated approximately USD28.1 billion in 2022. This revenue comes from various book formats, including printed books, e-books, and audiobooks, across different market segments, such as trade, education, and professional books. The industry is dominated by the 'Big Five' publishers, namely Penguin Random House, HarperCollins Publishers, Simon & Schuster, Hachette Book Group, and Macmillan Publishers [33]. It also encompasses digital innovation alongside traditional printed books. The popularity of publishing platforms has transformed the industry by offering diverse perspectives and opportunities for writers and readers.

Approximately 86 percent of adults in the United States possess literacy skills [34]. However, it is important to consider that literacy levels vary by demographics and state. Through various programmes and initiatives, continuous efforts were made to address literacy issues in disadvantaged communities. Some factors influencing literacy include education level, income, age, and ethnicity [35].

On average, American adults read around 17 books per year [36]. Mystery, thriller, romance, and science fiction genres are some of the most popular among readers in the United States [37]. Over the years, e-books and audiobooks have gained popularity, and many readers have adopted digital platforms and devices for reading. Library, book clubs, and literary festivals also foster a thriving reading culture.

Japan

Japan's book industry is a large and diverse market encompassing various types of media content, including print, digital, and audio materials. According to Statista, the estimated sales value of the publishing industry in Japan was JPY1.63 trillion in 2022. This figure represents a decrease of approximately JPY400 million compared to the previous year [38]. Japan's publishing industry produces books, magazines, manga, and other media content. The largest market segment is printed books, with sales valued at JPY649.7 billion in 2022 [39]. However, in recent years, digital publishing, especially digital manga, has shown strong growth [40].

Some major publishers in Japan include Kodansha, Shogakukan, Shueisha, Kadokawa, Hakusensha, Shinchosha, and Gentosha [41]. These publishers produce various genres and formats, including novels, manga, magazines, light novels, and children's books. Japan is also known for several popular and influential authors and manga artists, such as Haruki Murakami, Keigo Higashino, Naoki Urasawa, Eiichiro Oda, and Hajime Isayama [41].

The Japan's book industry also faces challenges and opportunities in the global market. One such challenge is the decline of print media due to competition from online media and changing

consumer preferences [42]. Other challenges include intellectual property protection and piracy prevention [42].

On the other hand, opportunities arise, such as the increased demand for Japanese content from foreign markets, especially in Asia and North America. Other opportunities include the development of new technology and platforms that can enhance the quality and accessibility of digital media [42].

A survey conducted in Japan in August 2021 showed that over 53 percent of respondents read only printed books without using e-books [43]. At the same time, nearly 40 percent stated that they read both printed and e-books [43]. Reading activities are often seen as a self-cultivation practice and a way to gain awareness of one's community and country [44]. The Japanese people read various types of books, magazines, manga, newspapers, and more in different places and settings. On average, Japanese people read about 12 books per year [45].

The United Kingdom

The Publishers Association's Annual Report [46] is a comprehensive annual review of the publishing industry in the United Kingdom. It is available for download between MYR500 to MYR600. Nevertheless, the summary and content of the report can be read for free. This report covers genres, publishers, sales figures, exports, averages, and the number of book titles translated based on the source language. In addition, the report, provided and distributed by the local publisher's association in the United Kingdom, also contains information on textbooks, academic journals, and teaching materials in the English language.

According to The Publishers' Association [47], book sales in 2023 reached over £7 billion (approximately MYR41 billion), marking a 16 percent increase compared to 2020. The United Kingdom's market offers various types of books, such as novels, historical fiction, children's books, and cookbooks. Some of the leading companies in the book industry in the United Kingdom are Penguin Random House, HarperCollins Publishers, Hachette UK, and Macmillan Publishers. The book industry in the United Kingdom has also successfully adapted to the changing times, with more authors and publishers embracing e-book formats. This development accounted for approximately 28 percent of book sales in 2023 [47]. The use of e-books, especially during the COVID-19 pandemic, disrupted the traditional book supply chain, forcing many authors to cancel their book events. However, the book publishing industry in the United Kingdom received government assistance through the COVID-19 support programme for the cultural and creative industries, which helped publishers and authors sustain their businesses [48].

The adult literacy rate in the United Kingdom is approximately 99 percent [49]. On average, people in Britain read 15 books per year [50], with popular genres including fantasy, romance, and true crime. The United Kingdom also hosts several prestigious literary festivals and events, such as the International Edinburgh Book Festival, the Hay Festival, and the London Book Fair. These events showcase the best of British and international literature, attracting writers and readers from around the world.

South Korea

The Korean Publishers Association released the South Korean publishing industry annual report, *Publishing Market Statistics*, which can be downloaded for free from the association's website [51]. All original or official reports issued in the Korean language need to be translated. The data obtained includes genres, statistical breakdowns, averages, and the source language's number of translated book titles. The Korean Publishers Association holds the rights to publish this report. The report is issued by the Research Institute Korea Publishing Culture Association Korea Publishing and Reading Policy Research Institute.

In the 2023 report, Statista stated that the South Korean publishing industry was valued at approximately KRW273.7 billion (approximately MYR1.1 billion) [52]. The book market in South Korea encompasses various types of reading materials, including literature, comics, children's books, and textbooks. Literature and comics are the two most popular genres among readers in South Korea [52]. Some well-known publishers in South Korea are Munhakdongne Publishing Group, Haein Publishing Company, and Changbi Publishers. These publishing companies produce books, primarily in the Korean language, and also offer translations of Korean books into English and other languages.

In addition to the printed book industry, the e-book industry is also growing rapidly. E-book publishing is becoming increasingly popular because e-books are more convenient and can be accessed anywhere. According to [53], there are 50.56 million internet users in South Korea in 2023, with an internet penetration rate of 97.6 percent. This means that most South Koreans have access to online book platforms and services. Overall, the publishing industry in South Korea continues to thrive and offers many opportunities to writers, publishers, and readers. However, this industry also faces several challenges, such as intense competition from foreign book markets and changes in digital trends.

The literacy rate among adults in South Korea is among the highest in the world, at approximately 98.8 percent [54]. South Korea has a strong reading culture, with many bookstores, libraries, and book cafes. On average, South Korean adults read 7.3 books per year, while children read an average of 40.7 books per year [55]. Among the favoured genres are self-help, literature, and history.

South Africa

The South African Book Publishing Industry Survey Annual Report [56] has been available for free on the Publishers' Association of South Africa (PASA) website since 2002. However, this report differs from other countries' reports, as the PASA report details the publication of books and textbooks in local languages. This industry report is prepared by the local publishers' association in collaboration with the Department of Information Science at the University of Pretoria, South Africa. Interestingly, this industry report is more detailed, even including types of jobs and company sizes. The data provided includes genres, titles, sales figures, and average book sales.

With local publishers like Penguin Random House South Africa, Jonathan Ball Publishers, and Jacana Media as major players, the book market in South Africa has become more competitive and dynamic, with a market value of R3.3 billion (approximately MYR800 million) in 2022. The most popular genres include fiction and non-fiction, children's books and education.

However, the book industry in South Africa still faces numerous challenges, including a small local market and limited access to international markets. Nevertheless, the South African government has undertaken various initiatives, such as providing financial supports and other incentives, to stimulate the growth and development of the book industry. The demand for digital books has also increased due to the rising popularity of the e-book market. Nevertheless, printed books continue to be the primary choice among readers.

Although estimates indicate that 87 percent of adults are categorised as literate, the reading habits of the South African population have yet reached a satisfactory level. A survey conducted in 2016 found that only about 14 percent of the population are active book readers, while 58 percent of households do not have a single book to read for leisure. On average, South Africans read only about 2.4 books per year.

Germany

The book industry annual report for Germany can be obtained from the German Publishers and Booksellers Association website (*Börsenverein des Deutschen Buchhandels*) [57]. Although the original report is in German, a summary of the German book industry has been translated into English.

In 2020, the German book industry was valued at approximately €9.5 billion (approximately MYR46 billion) [29], with conventional publishers continuing to dominate the market. The five largest publishers with the majority market share are Penguin Random House, Bonnier, Holtzbrinck Publishing Group, HarperCollins, and C.H. Beck. However, the overall German publishing industry is both independent and rapidly growing.

According to the German Publishers and Booksellers Association, the most popular genres in Germany are education, children's books, fiction, and non-fiction. This market is highly competitive, with an estimated 90,000 new books published every year, making it a challenge for publishers and writers to stand out and predict the success of their books.

Of late, e-books and audiobooks have been gaining popularity among readers in Germany. However, physical book sales still dominate the market. E-book publishing accounted for approximately six percent of total book sales in 2020. Nevertheless, according to the German Publishers and Booksellers Association, this figure is expected to increase as more readers switch to digital reading materials.

In Germany, the adult literacy rate is high, at 99 percent. German citizens have a strong reading culture, with the average German reading about 12.2 books per year. In addition to a robust publishing industry, Germany hosts one of the world's largest book fairs.

China

Based on study conducted prior to the preparation of this report, no detailed official reports on China's book industry in English were found. English language information options are limited, and their main industry association websites are written in Mandarin. However, study conducted by Chinese news websites provides a clear picture of the country's book industry.

In 2021, the Chinese book market recorded approximately CNY372 billion (approximately MYR239 billion) returns, representing a 13.8 percent decrease from the book market in 2020 [58]. Conventional publishing, especially government-owned, still dominates the market, with the most popular genres being literature, education, social sciences, and children's books. Publication and distribution of books in China are tightly regulated, with every book requiring government approval before being published.

Although e-books and audiobooks are gaining popularity in China, printed books still account for significant sales. In 2022, e-books were projected to cover 25 percent of the market [59]. This significant increase in digital publishing has forced publishers and writers to adapt. Government assistance programmes such as subsidies, tax incentives, and funding for literary celebrations and events have supported the development of the country's reading culture and industry.

The adult literacy rate in China is also high, at 97.5 percent [59]. The reading habits of the Chinese population are increasing, with an average of 5.2 books per year [59]. Popular genres include self-motivation, literature, and history. The Chinese book market is now one of the largest in the world due to consumer spending resilience and the innovation of digital reading platforms [60].

2.2.2 Summary of the Benchmarking Study

All the countries in this benchmarking study use various techniques to gather and report data on the book industry. The data collection methodology for each country varies depending on the context and unique characteristics of that country. For example:

- (i) **United Kingdom:** Textbooks are categorised into two groups: all-subject books and English language teaching books.
- (ii) **South Korea:** Books translated into Korean from various foreign languages, including Southeast Asian languages.
- (iii) **South African:** Book publishing data from various local languages.

Most countries that produce annual reports on their book industry do so through the country's main book publishing associations. Detailed annual reports usually need to be purchased from these main book publishing associations, such as the book industry annual reports in the United Kingdom and South Korea. However, in some countries like South Africa, these reports can also be accessed for free through the book publishing association's website. In addition, there are reports provided

by firms that produce annual reports or market study organisations such as Anything Research, IBISWorld, and Statista, which can be subscribed at prices ranging from MYR400 to MYR1,200.

For comparison, data from benchmark countries is collected and organised in tabular form (refer to Table 1). Based on the standards of these countries, UPUM Sdn. Bhd. recommends a list of country book data profiles to present this book study's findings and observe developments in the global book industry. However, the content of this list may change based on the book data being collected from time to time.

Table 1: Comparison of benchmark countries

Table of Content	UNESCO	The United States of America	Japan	United Kingdom	South Korea	South Africa	Germany	China
Year		2022	2018	2020	2021	2019-2021	2020-2021	2018
Content		American Association of Publishers Report 2022	Statistics of Publishing in Japan	Publishers Association Yearbook 2020	Publishing Market Statistic 2021	South African Book Publishing Industry Survey 2019-2021	Annual Report Börsenverein des Deutschen Buchhandels	Report on the Development of China's Publishing Industry In 2018
Introduction/ overview			X	/	X	/	/	/
Distribution network/channels			/	X	X	/	X	/
Publishing statistics			/	/	/	/	/	/
Category (children, textbooks)	/	/						
No. of copies of books		/	/	/	/	/	X	/
No. of copies of magazines			/	X	/	X	X	X
Book sales	/	/	/	/	/	/	/	/
Magazine sales			/	/	/	X	/	X
e-book sales		/	/	/	/	/	/	/
Number of new titles	/		/	X	X	/	/	/
Bestsellers			/	X	X	X	/	/
Reader trends			/	X	X	X	/	/
Organisations related to publishing industry (major bookstores, publishing logistic companies)	/		/	X	/	/	/	X
Association of publishers			/	/	X	/	X	X
Major publishers (total publications)	/		/	/	/	/	/	/
Sales of book by bookstores/publisher/ book market			X	/	/	/	/	X
Revenues (business turnover of publisher and publishing market)	/	/	/	/	/	/	/	/
Distribution (no. of bookstores)	/							
Employment (in book industry)			X	/	/	/	X	X
Export	/		X	/	X	X	X	X
Import	/		X	/	X	X	X	/
Publisher sales			X	/	/	X	/	X
Libraries, books and users	/							
Average book price	/							

2.3 INTERVIEWS AND FOCUS GROUP DISCUSSIONS (FGDs)

A qualitative study approach through interviews and focus group discussions (FGD) was carried out in the next phase to gather insights from key players in the book industry. This study method was designed to identify opportunities, initiatives, issues, and challenges within the country's book industry. The activities involve major players in the book industry who were identified, including authors, publishers, and distributors, to understand their perspectives and priorities. The study design and planning process consists of the following phases:

- (i) Sampling of book industry players
- (ii) Development of interview and FGD session protocols
- (iii) Data collection activities involving book industry players

2.3.1 Sampling of Key Players in the Book Industry

This study utilised data from key players in the book industry from government agencies, statutory bodies, and associations involved in the country's book industry. The snowball sampling technique was used to gather informants for this study. The selected informants must meet the required criterion, i.e. they are still active and directly involved in the country's book industry at the time of the study. This sampling involves 15 different agencies in the book industry collectively chosen by PNM and consultants.

The agencies involved were:

- (i) National Library of Malaysia (PNM)
- (ii) National Book Council of Malaysia (MBKM)
- (iii) Dewan Bahasa dan Pustaka (DBP)
- (iv) Malaysian Book Publishers Association (MABOPA)
- (v) National Writers Association of Malaysia (PENA)
- (vi) Malaysian Academic Publishing Council (MAPIM)
- (vii) Malaysian Institute of Translation & Books (ITBM)
- (viii) Perbadanan Kota Buku (PKB)
- (ix) National Book Development Foundation (YPBN)
- (x) Resource and Educational Technology Division, Ministry of Education Malaysia (BSTP, MOE)
- (xi) Malaysian Book Exporters and Importers Associations (MBEIA)
- (xii) Malaysian Editors Association (PEM)
- (xiii) Malaysian Book Contractors Association (PKBM)
- (xiv) Malaysian Comics Enthusiasts Association (PeKOMIK)
- (xv) e-Sentral

A checklist of observations was then created, which included a list of study sampling and the Interview preparation and schedules of the FGD sessions. This checklist focused on informant demographic data, such as the category of government agencies, statutory bodies, and

associations identified as involved in the country's book industry. The observation checklist and prepared questions were used to select informants for interviews. Initially, informants were contacted to determine the appointment date and whether the interviews would be conducted in person and face-to-face or online at a convenient time for the informant.

2.3.2 Development of Interview and Focus Group Discussion (FGD) Protocols

In this phase, the development of instruments for structured interview sessions is undertaken to gather information related to opportunities, initiatives, and challenges. A workshop session to refine these instruments, involving consulting team members and study officers, was conducted to identify essential items that meet the requirements of the ongoing study.

2.3.3 Data Collection Activities with Key Players in the Book Industry

For preliminary data collection activities, an online market study survey was conducted to support the development and improvement of the study instrument. This survey involved 15 agencies related to the country's book industry (refer to 2.3.1). The preliminary data collection activities were conducted to ensure the validity and trustworthiness of the study findings and to diversify informants.

Meanwhile, the qualitative data collection process was conducted using structured question instruments in the form of interviews and FGDs. This aimed to make the activities more effective in achieving the study's primary goal. The assistance of relevant officials and individuals was required, to support and facilitate the data collection process. In addition to obtaining all the necessary information for the study, consultants and researchers ensured that all data collection activities and procedures were carried out orderly and systematically. A total of 18 face-to-face interview sessions with individuals were conducted for this data collection activity. Four FGD sessions were conducted around February and June 2023, involving 25 participants from various agencies, including government agencies, statutory bodies, private agencies, and associations.

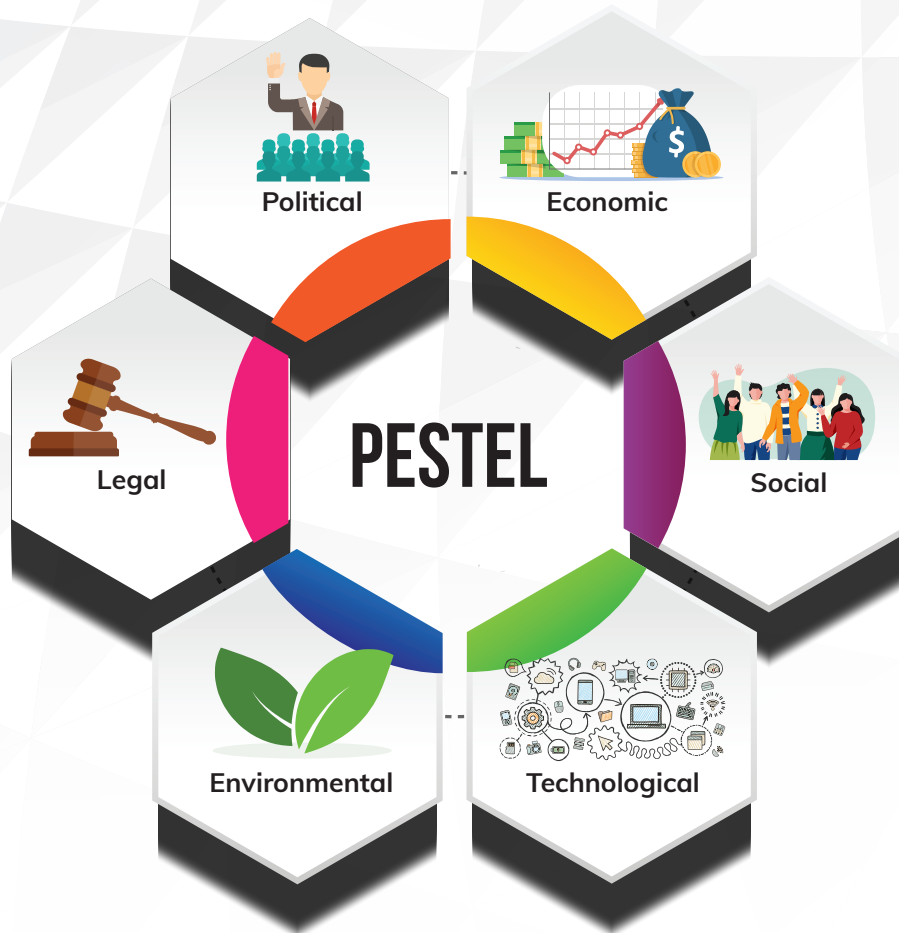
2.4 DATA ANALYSIS METHOD

Descriptive and thematic data analysis methods were used to interpret the study findings. Quantitative data, such as the country's book data profile involving ISBN, publishing, and sales value data, were presented as frequencies and percentages. This analysis process is easier to understand and explain to achieve the primary study objectives. On the other hand, qualitative data used to achieve the third and fourth objectives were presented through a thematic analysis. The purpose of the data analysis conducted through a qualitative approach is to form a more systematic and consistent plan for the book industry.

The transcript was prepared based on qualitative data from interview activities and FGDs. Subsequently, the transcript will be filtered and analysed using ATLAS.ti software. The PESTEL (Political, Economic, Social, Technological, Environmental, Legal) framework and the NOISE (Needs, Opportunities, Improvements, Strengths, Exceptions) model are used to encode the main themes, sub-themes, and relationships between themes. The political factor is the manner and extent of government intervention in the economy or business. The economy can be affected by the government. This can be achieved through laws and regulations. Political stability and its relationship with other countries, such as trade barriers, tax policies, and political stability, are also included, while the economic factor relates to elements that determine the effectiveness of an economy. This factor affects companies and has a lasting impact. This includes any economic inflation, interest, and fluctuation in foreign currency. The social aspect largely takes into account changes in the social environment and social movement requirements for justice or other social movements, such as changes in population and demographics, while the technological factor represents how businesses and industries utilise technology. This involves the aspect in which businesses are in operations, productions or sales of goods and services. In keeping with technological advancement, businesses may utilise them to create and enhance their programmes. The environmental aspect encompasses everything affected by or determined by the environment, such as weather, topography, climate change, and health issues, which will impact this aspect. The legal aspect examines how political elements are incorporated into laws and regulations that can affect consumers or businesses. Once the key issues are identified, the Risk Mitigation Decision Making (RMDM) matrix method is used for further analysis. RMDM is an approach to prioritise opportunities, efforts, and issues, at the highest levels of the country's book industry [61].

PESTEL analysis is a framework designed to help marketers assess if macroeconomic aspects influence an organisation. This framework is a critical step in assisting organisations to identify potential threats and weaknesses that can be used in other frameworks such as SWOT (Strengths, Weaknesses, Opportunities, Threats) or to gain a more comprehensive and holistic understanding of the overall marketing environment. Among the studies that utilised the PESTEL framework are macro-environmental analysis studies to examine the strategic factors influencing the green building industry [62] and big data studies in flood management identification and selection criteria [63].

Figure 3: PESTEL analysis framework



NOISE analysis (Needs, Opportunities, Improvements, Strengths, Exceptions) is a strategic planning tool and an alternative to SWOT analysis. It enables decision-makers to analyse the current state of business and formulate strategic improvement plans. This analysis also uses a problem-solving-focused language approach that helps teams build their knowledge and objectives while addressing identified challenges. Some studies conducted using NOISE analysis include study on how Bank Indonesia delivers its financial policies during the COVID-19 pandemic [64] and a survey on the opportunities for using crypto assets in the renewable energy sector within the framework of European Union law [65].

Figure 4: NOISE framework

To analyse and identify issues and solutions within the country's book industry, this study utilises the RMDM matrix method [61]. This matrix is employed to identify key issues or critical decision criteria that need to be considered in solution selection. These issues are identified based on the findings from interviews and FGDs. Solutions for each issue are determined through document analyses, interviews, FGDs, and the sampling method that was employed.

Each issue was assessed using the weightage method based on positive impact (PI) and negative impact (NI). In this case, positive effect was measured at rates of 1, 5, and 9, while negative effect was measured at rates of 1, 3, and 5. Supporting facts were used to support each of these weights further. These facts are evidence that determines each decision on PI and NI, which was subsequently used to facilitate the review process.

The Monte Carlo simulation method was used to obtain book prices and calculate the country's average book price. The Monte Carlo simulation is a technique that uses random numbers to determine a value based on historical data and computer modelling. Thus far, there is no average price data for the entire range of book publications by genre in Malaysia that any organisation in Malaysia publish. Previous researchers also concur with this statement [66]. Price sampling is obtained by extracting information online from the websites of well-known bookstores in Malaysia, such as MPH Bookstores, Kedai Buku PTS, and Telaga Biru Sdn. Bhd. The sampling of three books for each genre is used for resampling through the simulation calculation. In the context of this study, the Monte Carlo simulation conducts sampled and calculated the average book prices in Malaysia through simulation.





3.0 STUDY FINDINGS

3.1 PROFILE OF THE NATIONAL BOOK INDUSTRY

The book industry in Malaysia involves various stakeholders such as publishers, authors, distributors, libraries, and several government agencies. Although Malaysia's book industry is smaller than developed countries, it shows positive growth and is expected to continue expanding.

The industry is valued at MY6 billion at present. Table 2 presents the annual gross value added of the publishing industry from 2015 to 2021 within the broader Information and Communications Technology (ICT) sector. The gross value added rate in 2015 was MYR5.4 billion, while in 2021, it was MYR5.8 billion. This observation shows that there was a decline in the contribution rate of this activity to the national GDP, decreasing from 0.5 percent in 2015 to 0.38 percent in 2021. This indicates a consistent trend in the country's publishing revenue, ranging from MYR5 billion to MYR6 billion.

Table 2: Gross value added of the publishing industry activity under the main Information and Communication Technology (ICT) sector (in MYR Billion)

Industry	2015	2016	2017	2018	2019	2020	2021
Media and content	11,260	12,068	12,921	13,582	14,439	12,734	12,476
Book publication activities, periodicals and other publications	5,444	5,755	6,011	6,120	6,497	5,919	5,836
Industry gross value added, ICT sector	146,537	158,361	171,981	183,042	195,123	201,430	217,085
GDP	1,176,941	1,249,698	1,372,310	1,447,760	1,512,738	1,418,000	1,545,372

Source: Information and Communication Technology Satellite Account 2015–2021

Malaysia's book industry experienced growth due to recent trends, including the rapid growth of e-books, the emergence of self-publishing, viral marketing techniques, and the popularity of locally published books. Writers can bypass conventional publishing channels and engage directly with their readers via self-publishing and social media platforms like Instagram and TikTok. In addition, readers can benefit from the convenience and lower cost of e-books. Malaysian readers are also interested in high-quality and diverse content, increasing the demand for books.

Malaysia's publishing sector faces numerous challenges, including rising printing costs, competition from electronic publications, and a lack of reading awareness. For instance, the depreciation of the ringgit and paper shortages have contributed to increased printing costs. A weak reading culture also hinders the potential of the book industry. In 2005, PNM produced a Reading Profile Study of the Malaysian population, which reported that only two book copies were read by Malaysians in a year. This number increased to 15 copies in 2014 and 24 copies in 2023, but it still falls short of the ideal target of 30 books per year.

However, according to the DOSM, the number of households classified as middle and upper class is on the rise. This increase will have an impact on the demand for knowledge sources, including books and other reading materials. If well-supported by the government, this expected demand could provide a brighter opportunity for Malaysia's publishing industry. The middle class, the growing population segment, and varying education and income levels can increase the demand for books. The rising demand for educational materials is driven by the growth of the education industry and the need for lifelong learning. The government has provided tax benefits to publishers and bookstores, subsidies to local authors, and programmes to encourage the public to read, including distributing book vouchers as part of the government's commitment to the publishing business.

According to the Registrar of Societies Malaysia (ROS), there are 57 registered organisations related to the book industry. This list can be referred to in Appendix 2. Aside from book publishing businesses and associations, there are also government organisations that are involved in the book industry. These organisations include DBP, PNM, MBKM, MAPIM, MABOPA, PBK, PENA, Budiman Writers Association of Malaysia (BUDIMAN), PEM, PeKOMIK, PKBM, ITBM, YPBN and MBEIA.

The Malaysian Book Industry Chamber (MBIC) consists of PKBM, MABOPA, MBEIA, the Malaysian Booksellers Association (MBA), and the Malaysian Bumiputera Book Industry Association (PIBM). To coordinate issues related to the publishing industry brought forth by these associations and organisations, representatives from these associations are appointed committee members of MBKM to address publishing industry issues raised to the government under the Ministry of Education.

3.1.1 Book Authorship

The diversity of economic, social, and cultural aspects is evident in various fields of literary work. Authors require exceptional skills, knowledge, and creativity. Therefore, literature also significantly shapes the Malaysian population's minds, souls, and identity. Lingard [2] classifies the book market in Malaysia based on languages: Malay, English, Chinese, and Tamil, supported by data from PNM [5]. Data indicates that in 2022, the number of books published in Malay was 14,431 titles (59.3%), English 7,462 titles (30.7%), Chinese 1,864 titles (7.7%), Tamil 156 titles (0.6%), and other languages 404 titles (1.7%), as shown in Table 18. However, the backbone of Malaysian literature is works in the Malay language, as stated in the 2021 National Culture Policy.

The production of works in the Malay language has existed for hundreds of years. Prior to independence, Malay language works were published by writers throughout the Malay Archipelago. However, after the independence of countries like Malaysia, Indonesia, Singapore, and Brunei, each nation developed its own writers' movement.

GAPENA, established in 1970, comprises various writers' associations from across the country. At the national and international levels, GAPENA promotes Malay culture, language, and literature, encompassing a wider network of writers' associations from across the country.

On the other hand, PENA was established in 1961 to unite writers who create works in the Malay language across all writing genres. PENA also provides moral support, encouragement, assistance, and training to fulfil the objectives and literary aspirations to safeguard writers' rights and interests and offer opportunities for writers to develop their talents.

The majority of members in these associations are of Malay ethnicity, but there are also members from other ethnic groups in Malaysia, as well as associate members from countries in the Southeast Asian region.

The National Laureate Award (*Anugerah Sasterawan Negara*) is the highest recognition writers in Malaysia can achieve. The National Laureate Award is accorded to those who have significantly contributed to Malay language literature. This award has been presented by the DBP since 1981 in collaboration with MOE. The recipients of this award are honoured as national literary figures and receive support in their livelihood and creative works. To date, 15 individuals have received the National Laureate Award.

- (i) First National Laureate (1981) - Kamaluddin Muhamad (Keris Mas).
- (ii) Second National Laureate (1982) - Prof. Emeritus Datuk Dr. Shahnnon Ahmad.
- (iii) Third National Laureate (1983) - Datuk Dr. Usman Awang.
- (iv) Fourth National Laureate (1985) - Datuk Dr. A. Samad Said.
- (v) Fifth National Laureate (1987) - Muhammad Dahlan Abdul Biang (Arena Wati).
- (vi) Sixth National Laureate (1991) - Prof. Dr. Muhammad Haji Salleh.
- (vii) Seventh National Laureate (1993) - Datuk Noordin Hassan.
- (viii) Eighth National Laureate (1996) - Datuk Abdullah Hussain.
- (ix) Ninth National Laureate (2003) - Dr. Syed Othman Syed Kelantan (S. Othman Kelantan).
- (x) Tenth National Laureate ((2009) - Datuk Dr. Anwar Ridhwan.
- (xi) Eleventh National Laureate (2012) - Datuk Dr. Ahmad Kamal Abdullah (Kemala).
- (xii) Twelfth National Laureate (2013) - Datuk Haji Baharuddin Zainal (Baha Zain).
- (xiii) Thirteenth National Laureate (2016) - Datuk Dr. Zurinah Hassan.
- (xiv) Fourteenth National Laureate (2019) - Datuk Dr. Siti Zainon Ismail.
- (xv) Fifteenth National Laureate (2021) - Datuk Rahman Shaari.

In addition, at the regional level, Malaysian writers are also recognised by the Association of Southeast Asian Nations (ASEAN) in the Southeast Asian Writers Award (S.E.A. Write Award), which has been presented annually since 1979 to poets and writers in Southeast Asia.

The award is given to writers from each country comprising the ASEAN nations, although not all ASEAN countries are represented each year. The award is sometimes presented for specific works by writers or can also be awarded for lifetime achievements. The types of works honoured vary and include poetry, short stories, novels, dramas, folklore, as well as scholarly and religious works. Since 1979, over 40 Malaysian writers have received this award.

In addition to the awards, books are also brought to the Frankfurt Book Fair by MBKM. Frankfurt Book Fair is the world's largest book trade fair, with 7,300 exhibitors from 100 countries and 296,000 visitors, including booksellers, publishers, literary agents, writers, journalists, libraries, digital platforms, and book organisations or associations, to sell 400,000 copyrights for book content worldwide. Malaysia selects the top 50 titles that meet the criteria set by MBKM for copyright sales. The books brought to the fair encompass genres such as comics or children's books, adult literature, Malaysiana, fiction, non-fiction, education, and culinary. It also serves as recognition for the writers.

There are several non-Malay writers who write in Malay, although not many. Most of them are from the Indian community and have formed a group known as Sasterawan Kavyan, established in 1999 and officially introduced in 2004. Members of this group include:

- (i) Uthaya Sankar SB, who writes novels, short stories, essays, and poetry. He is known for his social commentary and uses pen names such as Shafie Uzein Gharib, Hanuman O, and Leonard Loar.
- (ii) M. Mahanderan, who writes novels, short stories, and poetry. He is also a journalist and translator.
- (iii) Krishanan Maniam, who writes novels, short stories, and essays. He is also a lecturer and researcher.
- (iv) S. Rajagopal, who writes novels, short stories, and poetry. He is also a teacher and columnist.

In addition to writers who write in the Malay, writers who were born in Malaysia or hold Malaysian citizenship also publish their works internationally. They write in multiple languages, including Malay, English, Chinese, and Tamil, and cover a variety of literary genres, including drama, poetry, fiction, and children's books. Some of them have received international recognition and awards for their work. Among the globally recognised Malaysian writers are:

- (i) Tan Twan Eng - recipient of the Man Asian Literary Prize in 2012 and the Walter Scott Prize in 2013 for his novel, *The Garden of Evening Mists*.
- (ii) Tash Aw - longlisted for the Man Booker Prize in 2005 for his novel, *The Harmony Silk Factory* and in 2013 for his novel, *Five Star Billionaire*.
- (iii) Rani Manicka - won the Commonwealth Writers' Prize for Best First Book in the Southeast Asia and South Pacific region in 2003 for her debut novel, *The Rice Mother*.

- (iv) Zen Cho - received the William L. Crawford Fantasy Award in 2015 for her speculative fiction collection, *Spirits Abroad*.
- (v) Mohamed Ghazali Abdul Rashid (Malim Ghozali PK) and Nasran Ahmad Hizam (Nazehran Jose Ahmad) were nominated for the Dublin International Literary Award in 2016 for their novels, *Tree of Sorrow* and *The Last Bastion of Ingei*.

In recent years, there has been a significant development in creative activities in Malaysia, namely the emergence of self-published writers. These authors are not tied to any particular publisher, whether mainstream or new publishers, previously classified as indie publishers. According to Himpunan Penulis Swaterbit Malaysia Facebook group, there are approximately 400 independent authors. The majority, 98 percent, publish their works in Malay, while the remaining two percent publish in English. Their writing focuses on three main genres: fiction, non-fiction, and faction (fact-based fiction).

In addition to literary works, there are also translated works, children's books, and adaptations of novels into television programmes and films. Some statistical data or figures related to can be found in the indicators section.

3.1.2 Book Publishing

Publishing in Malaysia involves producing, distributing, and selling printed or digital materials such as books, newspapers, and magazines. It is regulated by several laws and regulations aimed at ensuring quality, safety, and compliance with national values. Some of the laws and regulations related to publishing in Malaysia are:

- (i) The Printing Press and Publications Act 1984 regulates the use of printing presses and the publication of newspapers in Malaysia. It requires the owners of printing presses and newspaper publishers to obtain a license from the Minister of Home Affairs. The act also grants the minister the power to prohibit or restrict the publication or distribution of any printed material that threatens security, peace, or public order.
- (ii) The Copyright Act 1987 protects the copyright of original works such as books, dramas, music, films, and paintings. It grants exclusive rights to copyright owners to control the use of their works by others. The act also defines the types of copyright infringements and the penalties that can be imposed on those who commit them.

In addition to laws, several agencies and organizations involved in publishing in Malaysia, such as:

- (i) DBP is a government agency responsible for coordinating the Malay language and Malay literature usage in Malaysia. It is also a publishing company that produces books on language, literature, education, history, culture, and religion. DBP organises various activities to promote Malay as the national language and the language of knowledge. The organisation was established as Balai Pustaka in Johor Bahru on 22 June 1956 and was later named "Dewan Bahasa dan Pustaka" in September 1956. DBP relocated to Kuala Lumpur in 1957 and received

its own charter through the Dewan Bahasa dan Pustaka Ordinance 1959. DBP has the authority to formulate policies related to the Malay language and is responsible for disseminating the language and engaging in the book publishing business. DBP opened offices in Kota Kinabalu and Kuching in 1977, taking over the role of the Biro Sastera Borneo.

- (ii) MABOPA is a professional association representing book publishing companies in Malaysia. Among MABOPA's objectives are to safeguard the rights and interests of its members, improve the quality and standards of book publishing, establish good relations with authorities and other organisations related to book publishing, and provide support to its members such as training, seminars, exhibitions, and promotions.
- (iii) MBKM is a non-governmental organisation established to develop the book industry in Malaysia. Some of MBKM's objectives include raising public awareness of the importance of reading, promoting the development of local writers, supporting small and medium-sized publishers, and organising book-related events such as awards, festivals, and book workshops.

In 2022, 944 publishing companies (refer to Appendix 1) were registered with SSM, declining 50 percent from the approximately 2,000 companies in 2016. Only 168 of these companies were members of MABOPA, and around 90 percent had offices in the Klang Valley. Only 10 publishers had more than 100 employees, and 46 publishers had more than 10 employees. Almost all are private companies (sole proprietorship or private limited). Some publishers offer in-house printing, binding, and sales services. These companies include professional book printing and manufacturing companies like Karangraf Media Group Sdn. Bhd. An estimated 48 percent of these companies, such as Karangraf Media Group Sdn. Bhd., Sasbadi Sdn. Bhd. and DBP, have been operating for over two decades.

Before 2018, most publishers in Malaysia primarily focused on publishing books and magazines. For over two decades, weekly and monthly magazines became an important and popular product in the publishing industry as they provided steady income and advertising revenue. However, overall magazine sales declined with the emergence of new devices such as smartphones, tablets and internet-based information and entertainment portals, leading consumers to shift to the internet to access the same content.

Several book publishing statistics are as detailed in the indicator section below. These include the gross output value of publishing activities in Malaysia, major book publishers in Malaysia, the number of book titles by ISBN application, book categories, book languages, book copyrights, and textbook publishing.

3.1.3 Book Marketing

a. Bookstores in Malaysia

This study estimates that in 2023, there are approximately 2,000 bookstores in Malaysia (refer to Table 27). However, the Malaysian Book Association (MBA) has only 99 member companies that are selling

books in 2023. The vast difference could be because some of these companies have multiple branches. For example, Muda Osman Sdn. Bhd. has 25 bookstores in Terengganu, Kelantan and Selangor.

These bookstores are typically found in busy shopping centres or neighbourhoods near schools. Most of these bookstores are small, with an average floor space of 350 square metres. There are also larger bookstores with areas exceeding 5,000 square metres, especially in major cities. Nevertheless, according to global trends, since the late 1990s, there has been a decline in the total number of bookstores. At that time, there was a decrease in the number of private bookstores due to the presence of larger book companies with spacious floor spaces, like MPH Bookstores, Times Bookstores, and POPULAR, as well as the existence of international bookstores such as Books Kinokuniya and Borders.

In 2016, PPOPULAR had 82 outlets, MPH Bookstores had 30 outlets, Times Bookstores had eight outlets, and Borders had seven outlets. The latest data indicates that POPULAR maintained the same number of outlets until 2023. MPH Bookstores, on the other hand, only has nine outlets, while Times Bookstores and Borders have closed all their stores. The main reason for the closure of bookstores in Malaysia in 2023 is the impact brought on by the COVID-19 pandemic in 2020. It is undeniable that prior to the pandemic, the number of bookstores has been declining due to decreased demand for printed books.

Prior to the pandemic, many bookstores tried to compete by selling items other than books and magazines. Bookstores that attracted the most visitors during this time were those that had ample facilities, such as spacious reading areas, attractive designs, children's play areas, and cafes. Books Kinokuniya, Eslite Spectrum, and Tsutaya are examples of hybrid bookstores with modern concepts that also sell and rent audio and video items as well as magazines. MPH Bookstores, BookXcess, and POPULAR are among the most successful bookstores in Malaysia. These bookstores not only have a high number of customers and sales but are also active in distribution and publishing. MPH Bookstores now sells books online, making it one of Malaysia's oldest and largest bookstores. BookXcess is a chain of bookstores that offers surplus books from abroad to customers in Malaysia. POPULAR, which operates in over 80 locations nationwide, also publishes its own books under the Pelangi Publishing brand.

b. Development of Online Bookstores

While most online bookstores do not disclose sales figures, data from DOSM projected that revenue from e-commerce transactions in 2021 would reach MYR1.09 trillion, representing a 21.8 percent increase compared to MYR896 billion in 2020. In the book publishing industry, online book sales have two main effects: First, online book sales bring new marketing strategies to the industry, and second, online book sales serve as a driver for transformation in the distribution of publications.

Online bookstores provide access to their databases or book catalogues. Iman Shoppe, MPH Bookstores, POPULAR, and Kedai Buku PTS are physical bookstores with an online presence. In other words, bookstores that used to operate physically also offer online book sales services. In supporting online purchases, Malaysia's largest e-commerce platforms, such as Lazada and Shopee, provide free delivery service and same-day delivery service. Both of these e-commerce

platforms significantly impact the distribution system in the publishing industry. Apart from selling products through their own websites, publishers and booksellers in Malaysia also actively use Shopee and Lazada.

c. Innovative/New Marketing Approach

In Malaysia, book producers and publishers use new marketing methods such as pre-orders, viral marketing, and value-added channels. Examples of these book marketing methods can be seen in the marketing of the *65 Tahun Muzik Rock di Malaysia* book authored by Associate Prof. Dr. Muhamad Takiyuddin Ismail and published by the University of Malaya Press. Since the book's writing process began in 2020, Associate Prof. Dr. Takiyuddin Ismail attracted Facebook followers with exclusive and substantive stories. By February 2023, when the book was published, his social media followers were ready to purchase. As a result, the first print run has sold 750 copies, and more than half of the sales were made directly by his followers. According to an interview with the writer, this book has become his bestseller compared to his previous 12 books, which averaged 100 copies per month for seven months. Buyers can purchase directly from the writer through meet-and-greet sessions during book festivals and post-launch events. This method is highly effective and is being adopted by many publishers and writers in the country.

Publishers and writers use social media platforms, especially Facebook, to interact and promote their books. There are several Facebook groups for writers, such as the Geng Jom Menulis group, with 23,200 members and the Geng Mari Menulis group, with 4,100 members. These writers also maintain individual websites or profiles. For example, Ahadiat Akashah has 49,000 followers, and A. Samad Said has 319,000 followers. To promote their books, the Facebook group Buku Apa Terbit Hari Ini? has 4,000 members, and the group Baca Buku Apa Hari Ini? has 2,300 members. Fixi has 119,000 followers on its Facebook page, Dewan Bahasa dan Pustaka Malaysia has 466,000 followers, The Patriots has 385,000 followers, and Iman Publication has 30,000 followers.

Writers and publishers also leverage other social media platforms, such as Instagram and TikTok, to market their work, using methods like book reviews and direct interactions with their followers.

Furthermore, there are value-added efforts, such as organising cooking demonstrations to promote cookbooks. This initiative is carried out by YPBM at their book fairs. Karangkrak, on the other hand, annually hosts a carnival alongside their annual warehouse sales. These activities can attract more visitors and lead to better book sales.

d. The Development of e-Book Marketing in Malaysia

According to e-Sentral data, Malaysia's e-book market shows a healthy trend and development. This can be seen from the significant increase in registered users, from 210 users in 2011 to 725,452 in 2021. Of this number, 63 percent of users are female, while the rest are male. In terms of age, the majority are in the age range of 25 to 34 years (33%), followed by the age range of 18 to 24 years (32%) and the age range of 35 to 44 years (18%); the remaining percentage (17%) falls within the age range of 45 years and above. Ninety-one percent of users are of Malay ethnicity, while the remaining nine percent are from other ethnic backgrounds. Among these e-book users, the majority (62%) reside in Kuala Lumpur and Selangor, while the rest (38%) live in other states.

Another interesting fact from the data is the total reading hours of e-books from 2019 to 2023: Readers across the country recorded 400,000 hours of reading - more than 90 percent of their reading falls under general, romance, and young adult novels.

The publishing industry in Malaysia is expected to continue growing in the coming years despite several challenges that need to be addressed. The distribution of e-books and the emergence of self-publishing will pose challenges to the print book business. At the same time, they will create new opportunities for creativity and diversity in the literary world. The increasing population and the growing demand for additional reading materials will provide a reliable source of income for the publishing sector. Furthermore, government support for this sector will help create an environment conducive to the industry's growth.

e. Kuala Lumpur International Book Fair (KLIBF)

MOE, through MBKM, will organise KLIBF in collaboration with six Malaysian book industry associations. KLIBF is a significant event in the global publishing calendar that takes place annually. This event serves as a marketing method that brings together publishers, sellers, and book marketers from both within and outside the country to promote their books.

Since its inception in 1981, KLIBF has recorded over one million visitors annually from 2013 to 2023. This is because KLIBF serves as the perfect and strategic focal point for book enthusiasts to access a wide range of books, whether they are old publications or new releases.

Besides that, various activities are organised by publishers throughout the region, thus adding to the excitement and festivities of KLIBF. Book launches, seminars, conventions, and the likes are among the activities carried out to meet the needs of the reading community, which encompasses people from all walks of life.

Based on a survey conducted by MBKM, among 204 visitors at KLIBF 2022, most visitors expressed satisfaction and felt that their visit to KLIBF 2022, which lasted for 10 days, was worthwhile. A total of 93.6 percent stated that KLIBF 2022 could strengthen and promote reading practices among Malaysians. Unlike other events, KLIBF provides a wide selection of books, which is a key factor in attracting visitors. Furthermore, 82 percent mentioned that the substantial discounts offered were a significant draw, while 74.5 percent appreciated the opportunity to meet their favourite authors.

In terms of spending, 52 percent of the visitors purchased more than 10 copies of books during KLIBF2022, while 25.5 percent bought between six and 10 copies of books. Considering the estimated number of book purchases and the number of visitors, this indicates that the book industry continues to thrive and remains in demand by the public. Despite Malaysia facing economic challenges, out of these book purchases, 34.3 percent stated that they spent between MYR201 and MYR400 on reading materials during the book fair, while 29.4 percent spent between MYR101 and MYR200, and 15.2 percent spent over MYR500 on books and reading materials they were interested in. Of this total, more than 50 percent of visitors were willing to pay over MYR150 for books and reading materials. These findings provide a positive outlook for the book industry in Malaysia, demonstrating sustained growth.

f. *Semarak Membaca Book Voucher*

The *Semarak Membaca* Book Voucher Campaign [67] is an initiative organised by the Ministry of Tourism, Arts, and Culture in collaboration with PNM and MABOPA in 2021. A total of 167 bookstores across Malaysia were selected to receive 500 book vouchers worth MYR5,000 each (MYR10 per voucher) to be redeemed by consumers from 25 October 2021 to 15 November 2021. In addition, 500 e-book vouchers were distributed during the same period through the e-Sentral platform. The redemption cost for the vouchers was reported at MYR885,000, generating sales revenue for the participating bookstores of MYR3,698,565.99 [68], as shown in the breakdown of voucher redemptions (MYR) in Table 3.

Given the success, the ministry agreed to continue this campaign the following year by allocating a total MYR1.9 million to 170 physical bookstores, 200 booksellers on the Shopee platform, and e-Sentral as an e-book platform. The sales record for the second year of this campaign saw an impressive increase in line with the increased funding, with total sales reaching MYR8,056,300.

The involvement of the ministry with full cooperation from the appropriate industry players, as seen in the *Semarak Membaca* Campaign, has proven to be effective in boosting the book industry as a whole. The people gain access to quality reading materials at affordable prices, while industry players, including writers, publishers, and bookstores, also benefit from these purchases. The one million vouchers provided, even indirectly in the form of discounts, generate four million in the book economy, and, even more significantly, contribute to the preservation of book culture within society.

Table 3: *Semarak Membaca* Book Voucher

Semarak Membaca Voucher 2021		
Distribution Category	Voucher Quantity (Units)	Voucher Redemption (MYR)
Physical bookstores	88,500	3,481,529.99
e-Book platforms	5,500	217,036.00
Semarak Membaca Voucher 2022		
Distribution Category	Voucher Quantity (MYR)	Voucher Redemption (MYR)
Physical bookstores	84,000	4,009,737.63
e-book platforms	5,000	246,563.00
Booksellers on Shopee	100,000	3,800,000.00

Source: MABOPA.

3.2 BOOK INDUSTRY MEASUREMENT INDICATORS

As explained in the first chapter, the book industry encompasses three phases namely, creation, publishing, and marketing. A breakdown of indicators according to these phases will explain the indicators in each phase. The selection and formulation of these indicators are based on benchmarking studies conducted for seven countries, which are then analysed and adapted to Malaysia's book industry and the data obtained. From this analysis, 20 indicators were selected and elaborated in this chapter. These indicators are equivalent to 80 percent of the indicators from the benchmark countries. Table 4 shows the details.

Table 4: 19 Book industry measurement indicators

Book Production Phase		
Authorship	Publishing	Marketing
(i) Total writers/editors/translators	(i) Gross output of publishing industry in Malaysia	(i) Total book sales
(ii) Awards to creators	(ii) Main publishers in Malaysia	(ii) Total sales of e-books
(iii) Translated books	(iii) Total titles according to ISBN applications	(iii) Total books according to bookstores in Malaysia
(iv) Types of books/e-books	(iv) Book categories	(iv) Booksellers
(v) Book adaptations (films/dramas)	(v) Language of books	(v) Household expenditure on books
	(vi) Self-published books	(vi) Books import and export
	(vii) Textbooks	(vii) Book price

3.2.1 Authorship

For the authorship phase, the main indicators are the number of registered writers in Malaysia under PENA, the genre most frequently written by writers in Malaysia, the number of independent writers, the number of translated books in Malaysia, and the most popular works published in Malaysia.

a. Number of Writers/Translators/Editors

PENA was established on 12 February 1961 at Universiti Malaya to unite local writers from all levels and various schools of thought (Wikipedia). PENA compiles a list of registered members. As of 2023, there are 429 ordinary members and 295 lifetime members, while five associate members are authors from Singapore and Indonesia.

b. Awards for Writers

Writers in Malaysia receive recognition for their writing through awards received either at the national or international level. Awards are used as indicators as they demonstrate the social impact of the work on society and the industry. Based on the data obtained, the highest national award

is the National Literacy Award. The National Literacy Award is presented to writers who write in Malay and have significantly contributed to developing literature through high-quality writings. To date, 15 individuals have received this award and the list can be viewed on page 28 to 29.

At the ASEAN level, there are several prestigious awards won by writers in Malaysia, such as the S.E.A. Write Award and the *Sastera Mastera Award*. The S.E.A. Write Award is a prestigious award established by the government of Thailand in 1979 to appreciate and recognise outstanding writers and artists from Southeast Asian countries who have produced high-quality creative literary works in various genres, including novels, short stories, poetry, and drama. Table 5 shows the list of writers who have received this award from 1979 to 2018. The complete list can be viewed in Appendix 6.

Table 5: List of S.E.A Write Award recipients (Malaysia)

Name	Year	Name	Year
A. Samad Said	1979	Baharuddin Zainal (Baha Zain)	1980
Abdullah Hussain	1981	Usman Awang	1982
Adibah Amin	1983	A. Latiff Mohiddin	1984
Arena Wati	1985	Ahmad Kamal Abdullah (Kemala)	1986
Noordin Hassan	1987	Azizi Haji Abdullah	1988
Siti Zainon Ismail	1989	Syed Othman Syed Omar (S. Othman Kelantan)	1990
Yahya Hussin (Jihaty Abadi)	1991	Ismail Abbas (Amil Jaya)	1992
Kamaruzzaman Abdul Kadir (Dharmawijaya)	1993	A. Wahab Ali	1994
Suhaimi Haji Muhammad	1995	Zaharah Nawawi	1996
Muhammad Haji Salleh	1997	Othman Puteh	1998
Khadijah Hashim	1999	Lim Swee Tin	2000
Zakaria Ariffin	2001	Mohd Anuar Haji Rethwan (Anwar Ridhwan)	2002
Zakaria Ali	2003	Zurinah Hassan	2004
A. Ghafar Ibrahim	2005	Jong Chian Lai	2006
Rahman Shaari	2007	Hatta Azad Khan	2008
Azmah Nordin	2009	Zainal Palit (Zaen Kasturi)	2010
S.M. Zakir	20 11	Ismail Kassan	2012
Malim Ghozali PK	2013	Zam Ismail	2014
Jasni Matlani	2015	Rejab Ismail	2016
Zainal Abidin Suhaili (Abizai)	2017	Mawar Safei	2018
Dr Shamsudin Othman	2019	Aminah Mokhtar	2020
Mohd Rosli Nik Mat (Rosli K Matari)	2021		

c. Number of books translated by the Malaysian Institute of Translation & Books

Currently, PPM has more than 1,600 members, including scholars, writers, editors, and researchers in the field of translation and translation and interpretation practitioners, both full-time and part-time. PPM is a voluntary professional organisation established under the auspices of DBP. Table 6 shows that 73 percent of the translations under ITBM are involved in translating books from English to Malay.

Table 6: Number of books translated by ITBM

Language	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	Total
English–Malay	145	76	158	154	171	99	5	5	1	11	15	840
Malay–English	10	40	36	27	8	5	3	2	0	0	0	131
Malay–Japanese	5	21	7	1	0	0	1	2	1	0	0	38
Malay–Mandarin	3	10	4	1	0	11	0	0	0	0	0	29
Mandarin–Malay	0	0	0	6	2	11	0	0	0	0	0	19
English–Japanese	0	0	11	3	0	0	2	0	0	1	0	17
Indonesian–Malay	0	0	0	9	0	1	1	1	0	0	0	12
Malay–French	1	2	1	3	1	2	0	0	0	0	0	10
Malay–Semai	0	0	0	4	0	2	0	0	0	0	0	6
Malay–Spanish	1	0	1	0	1	1	0	0	0	0	0	4
Japanese–Malay	0	0	1	3	0	0	0	0	0	0	0	4
Malay–Arabic	0	0	1	0	2	0	0	0	0	0	0	3
Malay–Tamil	1	0	2	0	0	0	0	0	0	0	0	3
Malay–German	0	2	0	1	0	0	0	0	0	0	0	3
Malay–Russian	0	1	1	0	0	0	1	0	0	0	0	3
Malay–Thai	0	0	0	1	2	0	0	0	0	0	0	3
English–Taiwanese	0	0	0	0	0	3	0	0	0	0	0	3
Taiwanese–Malay	0	0	0	0	0	3	0	0	0	0	0	3
French–Malay	0	0	0	2	1	0	0	0	0	0	0	3
English–Korean	0	0	1	0	0	0	1	0	0	0	0	2
Arabic–Malay	0	1	0	0	0	0	1	0	0	0	0	2
German–Malay	2	0	0	0	0	0	0	0	0	0	0	2
Mandarin–English	0	0	0	0	0	0	2	0	0	0	0	2
Thai–Malay	0	0	0	0	0	0	2	0	0	0	0	2
Indonesian–Thai	0	0	0	0	0	1	1	0	0	0	0	2
Malay–Korean	0	1	0	0	0	0	0	0	0	0	0	1
Malay–Iban	0	0	0	1	0	0	0	0	0	0	0	1
Malay–Indonesian	0	0	0	0	0	1	0	0	0	0	0	1
English–Arabic	0	0	0	0	0	0	1	0	0	0	0	1
French–English	0	0	0	1	0	0	0	0	0	0	0	1
Total	168	154	224	217	188	140	21	10	2	12	15	1151

Source: ITBM Report.

d. Types of Books Published by Authors

Table 7 shows the statistics of PNM collection acquisitions based on the category of reading materials from 2013 to 2022 through the Deposit of Library Materials Act, 1986. According to these statistics, Malaysian authors have written extensively in the adult book category, showing an increase of 43 percent. Similarly, children's books declined until 2021, but there was an upsurge in 2022. However, the writing of textbooks had a consistent decline from 2013 to 2022, decreasing by 54 percent.

Table 7: National Library of Malaysia collection by reading material category for 2013–2022 through the Deposit of Library Materials Act, 1986 (Title)

Format	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	Total
Textbooks (reference)	6,241	4,587	3,640	4,857	4,863	5,606	4,435	2,794	2,674	2,866	42,563
Children's books	4,682	4,421	2,806	4,149	3,229	3,510	3,797	3,012	2,780	5,638	38,024
Adult books	9,064	8,961	10,000	10,586	9,121	9,547	10,334	9,274	8,201	15,813	100,901
Total	19,987	17,969	16,446	19,592	17,213	18,663	18,566	15,080	13,655	24,317	181,488

Source: PNM Statistical Report 2013–2022.

e. Book Adaptation (Drama/Film)

The trend of book adaptations is becoming increasingly popular among writers in Malaysia, indicating that works of local authors are being recognised and well-received by the public. Based on a search through secondary data [69], [70], [71], [72], [73], [74], data of local novels adapted into television drama series over a 10-year period from 2013 to 2022 was collected. Appendix 4 showcases the list of drama series or films adapted from novels published from 2013 to 2023. Table 8 shows the number of novels by year of publication from 2013 to 2022 that were adapted into television drama series and films. Table 9, on the other hand, displays television drama series and films from 2013 to 2023 adapted from novels.

Table 8: List of novels adapted into television drama series and films (novel published from 2013 to 2022)

Novel Publication Year	Total Published Novels
2013	7
2014	13
2015	14
2016	26
2017	19
2018	22
2019	16
2020	8
2021	2
2022	4
Total	131

Table 9: List of drama series and film adaptations from novels (2013–2023)

Year	Drama Adaptation from Novel	Film Adaptation from Novel	Total Edition by Year
2013	14	1	15
2014	1	1	2
2015	0	2	2
2016	1	0	1
2017	23	2	25
2018	24	0	24
2019	23	1	24
2020	26	0	26
2021	24	1	25
2022	33	0	33
2023	3	0	3
Total	172	8	180

Table 10, on the other hand, shows the top 10 writers whose novels have been adapted into television drama series or films. The highest number of novels written by a single author adapted into drama and films is eight by Syamnuriezmil. In the publisher category, the trend of adapting novels into dramas indirectly helped raise the profiles of authors and publishers in the book industry. Readers and non-readers of novels are also indirectly drawn to obtain these materials, whether physical or non-physical, to delve into their actual content.

Table 10: Top 10 authors with the most novels adapted into television drama series and films

Authors	Number of Novels
Syamnuriezmil	8
Siti Rosmizah Semail	6
Umie Nadzimah	6
Acik Lana	5
Anna Milia	4
Sophilea	3
Myra Ameer	2
Maya Adira	2
Cik Tet	2
Emy Roberto	2

3.2.2 Publication

a. Gross Output Value of Publishing Activities in Malaysia

The book industry of a country is evaluated based on the contribution of publishing activities to the GDP, which is conducted by DOSM in a given year. According to the statistical report on information and communication for 2013 in Table 11, the gross output value from publishing activities was MYR1.2 billion out of a total of MYR90 billion. This figure increased yearly until 2017, reaching a total of MYR5.3 billion. However, after the pandemic hit the country from 2020 to 2022, the gross output value decreased to MYR4.9 billion.

Table 11: Key statistics for information and communication services in Malaysia in publishing activities

Activity	Gross Output Value	Intermediate Input Value	Value Added	Employees	Salaries and Allowances Paid	Fixed Value/Price
Year	(MYR'000)	(MYR'000)	(MYR'000)	Persons	(MYR'000)	(MYR'000)
2012	1,240,787	617,599	623,188	4,680	173,801	294,455
2014	2,104,927	974,725	1,130,202	8,737	336,015	817,105
2015	4,945,707	2,473,569	2,472,138	16,480	699,902	1,743,484
2017	5,332,362	2,846,344	2,486,018	17,293	780,579	1,872,292
2021	4,967,517	2,908,401	2,059,116	14,735	686,139	1,840,560

Source: Key Statistics for Information and Communication Services in Publishing Activities 2012–2021.

Sales profits for the macro, small, and medium-sized book industry sectors reflect the development of the book industry in Malaysia. The statistics below show the annual earnings obtained by wholesalers and retailers from book sales. These findings are based on data from DOSM in Table 12. In this case, the study was conducted every five years, specifically in 2008, 2013, and 2018.

Table 12: Wholesale book industry

Year	Average Monthly Salary (MYR)	Labour Productivity (MYR)	Number of Organisations	Salaried Workers	Salaries and Allowances Paid (MYR Million)	Sales Value of Goods and Services	Number of Persons Involved
2008	1,693	274,367	1,129	7,874	160	2,418	8,813
2013	2,394	390,861	2,127	8,840	254	4,217	10,789
2018	3,645	549,185	1,891	9,053	396	6,303	11,477

Source: Annual Economic Statistics of Wholesale and Retail Trade, 2008, 2013, 2018.

Table 13 shows the profits generated by wholesalers and retailers from book sales for 2008, 2013, and 2018.

Table 13: Retail book sales

Industry	Year	Average Monthly Salary (MYR)	Labour Productivity (MYR)	Number of Organisations	Salaried Workers	Salaries and Allowances Paid (MYR Million)	Sales value of Goods and Services (MYR Million)	Number of Persons Involved
Retail Sales	2008	1,315	164,505	5,278	17,614	278	3,844	23,367
	2013	2,241	180,111	10,909	26,099	702	6,274	34,834
	2018	2,241	180,111	12,978	29,511	1,063	9,583	38,322
Retail Sales in markets or stalls	2013	1,166	74,468	167	143	2	21	282
	2018	1,166	74,468	204	154	4	27	330

Source: Annual Economic Statistics of Wholesale and Retail Trade, 2008, 2013, 2018.

b. Key Publishers in Malaysia

Table 14 presents a list of key book publishing companies in terms of revenue from 2013 to 2022, obtained from SSM and cross-referenced with the MABOPA membership list.

The list of selected key publishers was identified and is suitable to be used as a sample for indicators of the book industry in Malaysia based on several criteria, as follows: The company has been in operation for more than 10 years, the number of employees in the company exceeds 20 people, and the average annual sales revenue exceeds MYR15 million. This list also takes into account the diversity of publisher categories, including government publishers, private company publishers, publishers in the field of translation, publishers of STEM (Science, Technology, Engineering, and Mathematics) education books, and general and religious book publishers. This study utilises data from industry players associated with government agencies, statutory bodies, and relevant associations.

Throughout this period, the annual income of the publishing companies showed fluctuations, with both decreases and increases. In 2013, the combined annual revenue of 11 selected publishing companies was recorded at MYR412.2 million. Meanwhile, in 2015 and 2016, there was an increase in annual revenue to MYR448.9 million and MYR474.3 million, respectively.

From 2017 to 2020, the annual revenue showed an unstable trend, reaching its highest value in 2019 at MYR477 million and hitting its lowest point in 2020, with MYR408.2 million. However, in 2021, there was an increase to MYR434.3 million, indicating a positive growth trend. These findings suggest that the publishing sector has room for growth and recovery.

The data highlights the resilience and dynamics of the country's publishing sector and the book industry, with annual income fluctuations over the years. The significant increase in income in 2021 indicates opportunities for publishing companies to continue competing. This information is valuable and essential for stakeholders, policymakers, and investors to understand the financial performance and prospects of the publishing industry.

The sales data from SSM is ideal as a primary indicator for the country's book industry in the publishing category, in addition to the GDP data and reports from registered members of MABOPA. Every company registered under the SSM is required to report their annual sales figures. Hence, sales performance can be easily identified, indicating whether the publishing industry is thriving or otherwise.

Table 14: Total income of major publishers in Malaysia from 2013–2022

No	Company Name	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
1	Ar-Risalah Product Sdn. Bhd.	25,224,347.00	23,006,754.00	19,284,281.00	14,995,345.00	10,476,863.00	10,372,200.00	11,106,969.00	9,111,568.00	10,764,413.00	Not applicable
2	Dewan Bahasa dan Pustaka	23,606,976.00	60,854,705.00	89,891,774.00	97,933,891.00	86,387,434.00	98,446,184.00	145,918,030.00	136,055,926.00	122,529,303.00	Not applicable
3	Kadokawa Gempak Starz Sdn. Bhd.	23,074,663.00	24,999,051.00	4,184,506.00	28,819,199.00	27,114,542.00	34,519,743.00	33,056,361.00	19,838,640.00	21,147,430.00	31,170,013.00
4	Grolier (Malaysia) Sdn. Bhd.	58,837,430.00	59,413,587.00	77,062,173.00	86,611,522.00	93,589,282.00	65,042,498.00	72,628,390.00	60,563,299.00	75,085,135.00	Not applicable
5	Malaysian Institute of Translation & Books	16,575,708.00	12,891,553.00	14,336,053.00	10,800,406.00	8,644,855.00	8,473,293.00	9,024,501.00	8,106,236.00	23,817,933.00	Not applicable
6	Grup Buku Karangkraf Sdn. Bhd.	34,358,217.00	34,623,630.00	37,177,781.00	28,110,644.00	20,042,263.00	23,507,052.00	24,998,787.00	31,049,570.00	31,955,552.00	Not applicable
7	Pearson Malaysia Sdn. Bhd.	49,613,258.00	30,535,487.00	26,736,601.00	24,073,319.00	19,035,425.00	17,288,834.00	15,608,352.00	15,021,162.00	13,158,520.00	Not applicable
8	Penerbitan Pelangi Sdn. Bhd.	44,282,709.00	42,987,643.00	39,927,986.00	41,714,461.00	50,404,262.00	45,414,076.00	46,525,378.00	36,630,382.00	43,955,535.00	Not applicable
9	PTS Media Group Sdn. Bhd.	31,816,123.00	29,564,974.00	33,726,791.00	27,772,422.00	20,467,224.00	13,828,165.00	11,504,574.00	12,492,147.00	13,026,896.00	Not applicable
10	Sasbadi Sdn Bhd	77,964,000.00	79,509,000.00	87,954,000.00	92,690,000.00	93,053,000.00	87,841,000.00	87,727,000.00	62,814,000.00	62,902,000.00	69,034,000.00
11	Telaga Biru Sdn. Bhd.	26,845,975.00	20,979,565.00	18,675,524.00	20,833,072.00	19,026,116.00	18,191,567.00	18,907,451.00	16,540,671.00	15,973,348.00	Not applicable
Total		412,199,406.00	419,365,949.00	448,957,470.00	474,354,281.00	448,241,266.00	422,924,612.00	477,005,793.00	408,223,601.00	434,316,065.00	100,204,013.00

Source: SSM and DBP 2013-2022 Annual Report.

c. Book Titles Published

ISBN is a unique identifier for printed books, while e-ISBN refers to the electronic version of ISBN used for e-books. Table 15 presents ISBN and e-ISBN application statistics from 2013 to 2022 based on book titles.

Table 15: Published book titles by ISBN application

Parameter	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
ISBN	23,004	24,277	23,026	24,871	22,258	22,180	22,413	18,159	19,060	18,640
e-ISBN (e-books)	1,640	834	1,833	2,230	943	959	1,593	2,394	6,153	4,113
Total	24,644	25,111	24,859	27,101	23,201	23,139	24,006	20,553	25,213	22,753

Source: PNM Statistical Report 2013-2022.

Changes in ISBN applications have been observed over the past 10 years. From 23,004 titles in 2013, it grew to 24,277 applications in 2014. Until 2016, there were a total of 24,871 ISBN application. However, the number decreased to 22,258 applications in 2017. In 2018, 22,180 ISBN applications were received, while in 2019, applications slightly increased to 22,413. The application rates in 2020 dropped to 18,159. However, 2021 showed a slight improvement, with 19,060 applications. Meanwhile, in 2022, the numbers dropped to 18,640.

The data for e-ISBN applications in Malaysia also showed variation over a specific period. In 2013, there were 1,640 e-ISBN applications, but this number decreased to 834 in 2014. However, the trend shifted in 2015 when 1,833 e-ISBN applications were recorded. That number increased to 2,230 in 2016, followed by a decrease to 943 in 2017. There was a slight increase in 2018, with 959 applications. In 2019, the number continued to rise to 1,593. There was a significant increase in 2020, reaching 2,394 applications. The year 2021 witnessed substantial growth, with 6,153 e-ISBN applications. Finally, in 2022, the total e-ISBN applications amounted to 4,113.

The total number of applications that combine both ISBN and e-ISBN applications also showed fluctuations. In 2013, the overall number was 24,644 applications and continued to increase to 27,101 applications in 2016. However, in each year from 2017 to 2019, there were decreases, with the most significant being 20,553 applications in 2020. Finally, in 2022, the number of applications increased again to 22,753 titles.

Overall, the data depicts the trends and changes in ISBN and e-ISBN applications over specific years and provides valuable insights into the patterns of publishing registration applications in Malaysia. It underscores the continued importance and usage of both print and digital publishing. If data collection on publication applications by title can be conducted comprehensively and

systematically, reporting on local publication materials can be easily obtained and reported to the Ministry of Economy in particular, and the government in general, concerning the country's publishing industry.

d. Categories of Books Published

Table 16 presents statistics on books published based on subject areas. This data was obtained from information on book submissions to PNM (Deposit of Library Materials Act, 1986) reported from 2013 to 2022. The data shows that over these 10 years, a total of 181,488 titles with various topics and subject areas were acquired.

Table 16: Number of book titles published by subject area for 2013-2022 under the Deposit of Library Materials Act, 1986

Subject Area	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	Total
General	174	100	181	227	171	230	245	309	317	229	2,437
Philosophy/psychology	353	247	216	258	213	208	224	210	176	275	2,380
Religion	1,716	1,622	1,474	2,298	1,326	1,693	1,546	1,413	1,212	2,357	16,657
Sociology/statistics	286	383	229	319	243	274	402	324	243	822	3,525
Political science	141	124	119	131	132	175	197	113	86	147	1,365
Economy	371	375	402	497	504	549	529	552	544	681	5,004
Law, public administration, welfare science	473	374	391	578	541	527	626	380	391	1,017	5,298
Military	48	76	50	97	81	68	93	87	102	57	759
Education	1,416	1,266	1,036	1,252	1,274	1,420	1,616	1,130	1,061	1,871	13,342
Trade, communication, transportation	77	60	88	97	68	79	131	71	33	108	812
Tradition, literature	437	231	237	228	144	185	138	81	139	133	1,953
Language	5,031	4,106	3,130	3,644	3,749	3,932	3,459	2,714	2,165	4,095	36,025
Mathematics	1,361	1,074	888	1,436	1,461	1,761	1,562	1,186	1,055	1,976	13,760
Natural science	1,025	1,059	765	603	713	889	1,033	556	424	710	7,777
Medical science, public health science	404	476	376	475	437	490	487	447	437	786	4,815
Technology, engineering, industry	173	267	355	365	305	277	243	272	339	602	3,198
Agriculture, breeding, forestry, hunting, fishery	122	126	235	207	145	146	175	153	130	212	1,651
Domestic science	352	184	244	334	210	193	270	198	143	156	2,284
Administration and organisation management	472	422	490	509	460	520	588	472	407	818	5,158
Physical planning, state and city planning, architecture	294	165	190	168	157	130	326	140	109	198	1,877
Plastic and graphic art, photography	590	583	756	1,004	897	1,070	906	856	572	997	8,231
Music, performing art, cinema films	210	91	609	224	400	374	284	131	71	128	2,522
Sports and plays	157	133	129	114	129	125	231	153	77	181	1,429
Literature	3,239	3,371	2,783	3,264	2,517	2,491	2,264	2,331	2,963	4,652	29,875
Geography	578	603	590	703	476	366	456	409	220	359	4,760
History, biography	487	451	483	560	401	476	471	384	327	554	4,594
Total	19,987	17,969	16,446	19,592	17,213	18,663	18,566	15,080	13,655	24,317	181,488

Source: PNM Statistical Report 2013-2022.

Language and literature titles lead with a total of 36,025 and 29,875 materials published, respectively. While subjects such as administration and organisation management, education and home science showed consistent publications, titles in other subject areas experienced fluctuations. For instance, sports and games, physical planning, urban planning, and architecture saw a decline in acquisitions in specific periods.

Overall, this data provides a valuable overview of publishing trends in various subject areas based on the Deposit of Library Materials Act, 1986 records, as reported in PNM's statistical reports over a 10-year period. These findings highlight the importance of addressing publishing trends, especially in subject areas that cater to diverse reader information needs. Through the categories of books published, the government can gain a clearer understanding of the primary areas of interest in publishing and, at the same time, compare the reading preferences of the Malaysian population to support the country's book industry.

Table 17 shows the number of book titles published under government and non-government categories from 2013 to 2022. This data is obtained from PNM's procurement sources through the Deposit of Library Materials Act, 1986.

Table 17: Number of titles for Government and Non-Government publication categories for 2013–2022 under the Deposit of Library Materials Act, 1986

Publication Category	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	Total
Government publication	2,903	3,060	3,794	4,733	3,150	3,687	4,245	3,714	3,470	6,724	39,480
Non-government publication	17,084	14,909	12,652	14,859	14,063	14,976	14,321	11,366	10,185	17,593	142,008
Jumlah	19,987	17,969	16,446	19,592	17,213	18,663	18,566	15,080	13,655	24,317	181,488

Source: PNM Statistical Report 2013-2022.

From 2013 to 2022, a total of 181,486 titles in the categories of government and non-government publishing were produced. For non-government publication, an interesting trend can be observe. In 2013, PNM recorded 17,084 titles, but this number was decreasing every year until 2021 with only 10,185 titles. This number increased again after 10 years with 17,593 titles in 2022. This data highlights the importance of readers nationwide having access to diverse and comprehensive resources published by government or non-government entities.

e. Language of Books Published

Table 18 presents the number of titles published according to language based PNM's collection statistics from 2013 to 2022. This data provides valuable insight into the diversity of publishing languages in Malaysia. Over these 10 years, 181,488 reading materials in six major languages were published. The Malay language category continues to show significant numbers. The highest publication rate for the Malay language was 14,431 titles in 2022, followed by 12,081 titles in 2016. Publications in this language category continued to increase each year, reaching a total of 103,424 reading materials in 2022.

Table 18: Number of titles published by language type for 2013-2022 under the Deposit of Library Materials Act, 1986

Language Type	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	Total
Malay	10,787	9,965	9,566	12,081	9,611	10,137	9,847	8,681	8,318	14,431	103,424
English	6,146	5,001	4,769	4,914	5,245	5,616	6,054	4,691	4,024	7,462	53,922
Chinese	2,734	2,645	1,812	2,193	1,964	2,456	2,240	1,379	976	1,864	20,263
Tamil	99	149	114	172	139	91	184	137	82	156	1,323
Arabic	180	158	113	170	157	261	199	145	195	333	1,911
Others	41	51	72	62	97	102	42	47	60	71	645
Total	19,987	17,969	16,446	19,592	17,213	18,663	18,566	15,080	13,655	24,317	181,488

Source: National Library Malaysia collection statistic (PNM) by language type for locally produced published materials for 2013-2022 under the Library Depository Act, 1986 (titles).

Between 2013 and 2022, a total of 181,488 titles were released within the government and non-government organisation categories. Particularly noteworthy is the trend observed in non-government organisation publications. In 2013, the National Library of Malaysia (PNM) documented 17,084 titles, witnessing a consistent decline each subsequent year until 2021, reaching a low of 10,185 titles. However, there was a notable resurgence after a decade, with 17,593 titles published in 2022. This data underscores the importance of nationwide access to a diverse and comprehensive array of sources from both government agencies and non-government organisations for readers.

Titles in languages other than Malay, English, Chinese, Tamil, and Arabic fall within the 'Others' category. The number of publications in this category is relatively low, with only 645 titles published

by 2022. This data highlights the importance of meeting linguistic preferences and readers' needs by providing reading materials in various languages. Understanding the publishing trends based on language categories can assist the book industry in determining the direction of an increasingly dynamic publishing landscape.

f. Textbooks

Textbooks are published through the procurement method, through tender or quotation, and through grant allocation to DBP. The Cabinet Committee on the Review of Education Policy Implementation (7 November 1979) [75] stipulated that national schools should use textbooks published by DBP. Chinese/Tamil national-type and secondary school textbooks are selected from titles procured through tender or quotation.

MOE owned the textbook copyright, except foreign publications and novels used as literature. (Refer to the complete statistical report on textbook publication and procurement in Appendix 5.)

Textbook publications orders

There was a significant decrease in copies and allocations for textbook publication orders from 2017 to 2021, as shown in Table 19.

Table 19: Orders of textbook publication 2017-2021

Year	Copies	Allocation (MYR)
2017	26,825,789	273,254,484.59
2018	25,816,914	221,254,325.52
2019	24,377,332	221,719,236.32
2020	25,857,983	188,487,640.41
2021	23,801,237	201,089,485.24

Source: BSTP, MOE.

Braille Textbook Publications

The publication and production of Braille textbooks are categorised based on the type of book packages (activity books and Braille textbooks) and the type of school curriculum (KSSM and KSSR). Referring to Table 20, the total number of titles for Braille textbook publications is 60 titles for secondary schools and 74 titles for primary schools. Both book packages show textbooks as the highest contributors to Braille publication materials.

Table 20: Number of special education textbook publications based on types of book packages

Type of Schools	Book Packages	Total Titles
Secondary School (Braille)	Braille Activity Books	3
	Braille Textbooks	57
Primary School (Braille)	Braille Activity Books	6
	Braille Textbooks	68
Total (Titles)		134

Source: BSTP, MOE.

g. Number of New Publishers

Table 21 presents the statistics of new publishers in Malaysia from 2017 to 2022 based on ISBN applications and the number of publishers involved. From 2017 to 2022, PNM recorded a total of 139,048 ISBN applications, with 7,032 applications coming from new publishers. The increase in new publishers indicates an active publishing industry.

Table 21: Number of new publishers in Malaysia including self-publishers (2017-2022)

Year	ISBN Application	Percentage of ISBN Application	Number of New Publishers	Percentage of Publishers
2017	23,270	16.7%	786	11.2%
2018	23,192	16.7%	920	13.1%
2019	24,061	17.3%	953	13.5%
2020	20,559	14.8%	973	13.8%
2021	25,213	18.1%	1939	27.6%
2022	22,753	16.4%	1461	20.8%
Total	139,048	100%	7032	100%

Source: Research Division, PNM, 2023.

3.2.3 Marketing

Marketing indicators allow publishers to assess the effectiveness of their marketing campaigns. This includes measuring advertising and promotional capabilities and other efforts to attract readers and boost the sales of books. It also helps stakeholders better understand the book market in Malaysia, encompassing reading trends, demand for specific types of books, and reader's needs. Publishers and self-published writers can also use marketing indicators to measure customer satisfaction. Developing these indicators involves collecting feedback from readers on the book's quality, customer service, and overall buying experience. These marketing indicator data enabled publishers to plan more efficient inventory management, identify books most in demand by readers, and ensure stock availability. In fine-tuning marketing indicators, the use of company samples is leveraged upon.

a. Total Book Sales

Table 22 shows the annual sales statistics for publishing companies registered with MABOPA and respondents for its surveys from 2016 to 2022. It offers different variations in the number of registered companies and their annual sales estimates. This data provides valuable insights into the dynamics of the Malaysian publishing industry. The data obtained is based on surveys conducted by MABOPA from 2013 to 2022. However, complete data is only available from 2016 to 2022.

Table 22: Total annual company sales based on MABOPA survey

Year	Number of Companies Under MABOPA	Number of MABOPA Survey Respondents	Estimated Revenue (Based on Data from Respondents)
2016	195	140	848 million
2017	207	63	526 million
2018	217	63	533 million
2019	206	45	593 million
2020	189	38	545 million
2021	163	35	348 million
2022	160	52	531 million

Source: MABOPA.

In 2016, a total of 195 companies were registered with MABOPA. The number of registered companies underwent considerable changes, as depicted in Table 22. However, only 140 companies responded to the conducted survey. The number of registered companies increased to 207 in 2017 and 217 in 2018. Nevertheless, only a few (63 companies) participated in MABOPA's surveys for both years. These findings indicate that there may be issues or changes within the industry landscape. The

number of companies responding to MABOPA's surveys decreased to 206 companies in 2019 and 189 companies in 2020, in line with the declining number of companies participating in the surveys during the two years. The number of registered companies continued to drop significantly, to 163 in 2021 and 160 companies in 2022.

The estimated industry size, or in other words, the estimated annual revenue of publishing companies, also showed changes. Companies registered with MABOPA and survey respondents stated an estimated industry size of MYR847 million in 2016. The number, however, decreased in 2017 to MYR526 million and MYR533 million in 2016. The decline continued into 2021, to MYR348 million. Towards the end of 2022, the publishing companies' estimated annual industry size rebounded to MYR531 million, indicating the potential for recovery and growth in the sector.

This data demonstrates changes in the performance of the industry size and the number of registered companies in Malaysia. This insight can assist policymakers, industry players, and stakeholders in understanding the challenges and opportunities in the publishing industry and making informed choices to stimulate the future growth and advancement of the industry.

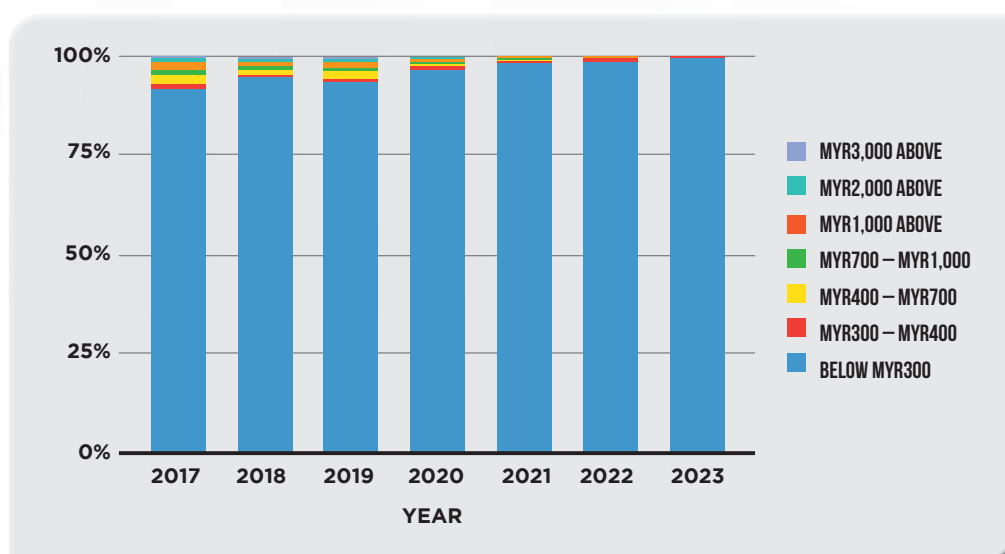
b. Total e-Book Sales

In Malaysia, access to e-book content is readily available through various digital content platforms. Some platforms, such as e-Sentral and OverDrive, also collaborate with several public libraries to provide free access to e-book collections and other reading materials. Other digital content platforms offering similar services include Bookmate, Apple Books, Barnes & Noble Nook, Kindle, Scribd, Rakuten Kobo, and many more. However, for this report, data was obtained exclusively from e-Sentral. The e-Sentral platform offers a collection of e-books in various languages, such as Malay, English, and Chinese. It has partnerships with several local and international publishers, making it highly favoured by Malaysian readers. The percentage of e-book sales per transaction from 2017 to 2022 is shown in Table 23. Over the past six years, the e-book sales per transaction ranged from MYR1 to MYR20, with the most purchased e-books in Malay and English making up 46.4 percent and 38.2 percent, respectively. From these transaction numbers, it can be seen that most users allocate their highest budget. Over the seven years from 2017 to 2023, the majority of e-book users allocated under MYR300 for e-book purchases (refer to Figure 5). According to e-Sentral statistics, from 2020 to 2021, 46.9 percent of users spent between MYR300 and MYR400, while 29 percent spent between MYR400 and MYR700. Twelve percent of users spent MYR1,000, and 10 percent spent between MYR700 and MYR1,000.

Table 23: Percentage of e-book sales per transaction (2017-2022)

Sales of e-books per Transaction	2017	2018	2019	2020	2021	2022
MYR1–MYR20	64%	62%	53%	53%	49%	60%
MYR20–MYR40	24%	26%	36%	34%	34%	31%
MYR40–MYR60	5%	5%	5%	6%	11%	3%
MYR60–MYR80	3%	3%	3%	2%	2%	2%
MYR80–MYR100	2%	2%	2%	2%	2%	2%
MYR100–above	2%	2%	2%	2%	2%	2%

Source: e-Sentral.

Figure 5: Percentage of buyers based on expenditure

Source: e-Sentral.

c. Book Sales by Companies in Malaysia

Table 24 shows the annual book sales statistics based on the number of book copies sold for the 10 selected publishing companies registered with MABOPA sampled from 2016 to 2020.

The estimated number of book copies sold is obtained through annual sales revenue calculations divided by the average book price using the Monte Carlo simulation method. This method has been implemented to simulate book price sampling and analyses in Malaysia, using information on the

average book prices, standard deviations, lower bounds, and upper bounds derived from actual book sampling data.

Table 24: Annual sales statistics for 10 selected companies registered with MABOPA

Company	2016	2017	2018	2019	2020	Total
10 selected companies (MYR)	393 million	330 million	325 million	353 million	353 million	MYR1.754 billion
Number of copies sold	9.255 million	7.772 million	7.654 million	8.313 million	8.313 million	MYR41.307 million

Source: MABOPA

*Note: Based on the Monte Carlo method (refer to Chapter 2.0).

Over the course of five years, 10 selected companies have managed to generate sales totalling MYR1.754 billion. During this period, the sales figures have changed from MYR393 million in 2016 to MYR330 million in 2017. Sales continued to drop to MYR325 million in 2018. However, in 2019, there was a slight increase to MYR353 million, while in 2020, sales remained at MYR353 million.

Furthermore, the number of copies sold by these companies varied from year to year. In 2017, the number sold was 7.772 million copies, compared to 9.255 million copies in 2016. In 2018, the number of copies sold was 7.654 million, which rose to 8.313 million in 2019 and 2020, respectively.

Based on this information, the total sales and the number of copies sold over five years remained within the same range. The data indicates that the selected companies have shown consistent sales performance.

The facts indicate that this data provides an overall picture of the sales trends and performance of the 10 publishing companies over a specific period, making it suitable as a measurement model for stakeholders in the book and publishing industry, including the companies themselves and policymakers. This data can also assist in making decisions and formulating strategies to meet market demand and trends in the publishing industry to increase sales and distribution.

d. Booksellers

Book-selling companies in Malaysia have thrived, based on information from the MBA, which is the leading association representing book-selling companies in Malaysia. In 2023, there are 99 book-selling companies under its umbrella. Table 26 shows the range of the number of employees for these companies. According to the number, Selangor has the highest number of book-selling companies.

Table 25: Total MBA members by state

State	Total Companies	State	Total Companies
Selangor	21	Pahang	4
Kuala Lumpur	22	Kelantan	3
Melaka	1	Sabah	3
Johor	12	Sarawak	7
Pulau Pinang	9	Kedah	10
Perak	5	Negeri Sembilan	2

Source: MBA.

Table 26: Range of number of employees employed by MBA members

No.	Total Employees of Book-Selling Companies	Total Book-Selling Companies
1	Less than 10 persons	16
2	10–20 persons	14
3	20–50 persons	11
4	50–100 persons	4
5	More than 100 persons	6
7	No data	48

Source: MBA.

Table 27: Number of businesses listed as bookstores on Google Maps

State	Number of Bookstores
Wilayah Persekutuan Kuala Lumpur	166
Wilayah Persekutuan Putrajaya	21
Wilayah Persekutuan Labuan	2
Selangor	188
Pahang	19
Negeri Sembilan	79
Melaka	45
Johor	118
Perak	126
Pulau Pinang	124
Terengganu	49
Kelantan	70
Perlis	14
Sabah	73
Sarawak	115
Johor	118
Total	1,327

**Note: The total does not include "temporarily closed" status.
The keywords used are "bookstore" and "location."*

e. Household Book Expenditure

The following table shows the average household book expenditure in Malaysia. Refer to Appendix 3 to view the average household book expenditure by state. The data source is a study conducted by DOSM in line with current needs.

Table 28: Average household book expenditure in Malaysia

Year	Total		Urban		Rural	
	(MYR)	(%)	(MYR)	(%)	(MYR)	(%)
2014	2.10	0.06	2.24	0.06	1.64	0.07
2016	2.13	0.05	2.23	0.05	1.77	0.06
2019	2.46	0.05	2.58	0.05	1.97	0.06
2022	1.52	0.03	1.65	0.03	1.10	0.03

Source: DOSM.

***Note: HS Category 4901 includes printed books, brochures, and similar printed material, whether in single sheets or otherwise.*

f. Imports and Exports of Books

Table 29: Quantity of book imports and exports for Malaysia

Year	Country Imports	Country Exports
2013	330,589,135	275,122,016
2014	345,584,688	308,194,011
2015	362,438,499	366,465,699
2016	345,069,506	426,443,695
2017	328,257,267	505,907,004
2018	328,257,267	505,907,004
2019	315,523,563	510,624,666
2020	228,593,923	350,131,898
2021	183,387,146	245,618,359
2022	273,759,136	291,699,732
Total	3,041,460,130	3,786,114,084

Source: DOSM.

***Note: HS Category 4900 includes printed books, brochures, pamphlets, and similar printed materials, whether in single sheets or otherwise. Data was accessed on August 17, 2023, with a currency exchange rate of US\$1 = MYR4.6270.

Table 29 records an overview of foreign trade statistics regarding the quantity of book product exports and imports from Malaysia to various countries for each year from 2013 to 2022. The United States and Singapore are the largest importers and exporters of the country (refer to Table 30).

Table 30: External trade statistics (in MYR) for imports and exports of books in Malaysia

Country	2013		2014		2015		2016		2017	
	Import	Export	Import	Export	Import	Export	Import	Export	Import	Export
Indonesia	5,299,550	3,982,795	7,387,857	2,944,041	10,009,730	1,840,714	20,764,890	9,795,496	15,528,646	18,813,557
Japan	12,125,595	12,021,864	8,895,639	16,974,665	14,646,520	9,786,377	12,216,831	9,838,387	10,116,502	13,465,952
Philippines	1,277,961	6,806,592	600,608	8,594,563	887,971	9,460,097	380,740	12,567,513	802,626	11,049,374
Singapore	77,589,403	115,914,872	82,443,466	123,632,637	73,839,539	135,656,295	55,145,158	138,288,732	40,557,616	196,165,084
Thailand	9,972,488	14,450,875	7,030,483	13,571,023	8,449,568	23,930,886	9,296,810	34,283,653	13,043,129	37,998,973
United Kingdom	83,401,573	46,758,593	95,613,383	62,955,527	116,200,116	80,641,498	112,833,536	64,535,892	101,031,281	69,041,055
United States	131,263,787	53,592,085	134,384,866	54,029,959	124,206,044	84,894,842	125,273,573	124,491,278	139,293,746	120,028,798
Vietnam	31,809	860,225	60,846	854,562	81,316	826,142	5,200	2,059,606	476,081	1,698,405
Jumlah	320,962,166	254,387,901	336,417,148	283,556,977	348,320,804	347,036,851	335,916,738	395,860,557	320,849,627	468,261,198
Country	2018		2019		2020		2021		2022	
	Import	Export	Import	Export	Import	Export	Import	Export	Import	Export
Indonesia	20,501,645	32,668,182	15,288,561	18,722,453	37,796,940	26,156,835	12,951,199	19,564,085	27,699,894	36,020,170
Japan	12,329,476	11,150,176	8,843,618	6,825,409	7,524,934	5,157,643	6,709,173	5,174,291	7,998,840	15,847,494
Philippines	2,005,812	36,902,159	2,379,008	23,087,911	5,821,711	16,793,165	332,162	16,175,317	1,112,718	7,380,780
Singapore	35,949,399	203,322,420	39,078,920	199,655,399	27,946,933	143,660,338	24,130,768	71,453,931	36,271,679	77,692,977
Thailand	3,704,391	37,662,488	9,609,229	33,918,186	2,580,420	10,381,423	3,674,256	10,501,285	8,954,140	17,169,884
United Kingdom	118,542,386	62,547,058	92,228,772	74,131,942	55,535,654	30,717,013	37,527,369	25,122,733	63,062,968	27,731,480
United States	144,147,930	117,544,655	141,128,797	127,011,056	83,030,044	98,619,807	90,880,747	83,466,715	119,184,412	87,690,421
Vietnam	1,335,441	1,877,984	1,461,362	2,361,409	2,885,265	1,910,388	2,788,780	1,718,928	854,589	599,070
Total	338,516,480	503,675,122	310,018,267	485,713,765	223,121,901	333,396,612	178,994,454	233,177,285	265,139,240	270,132,276

Source: DOSM, External Trade Statistics.

Indonesia: Exports to Indonesia showed varying trends. Despite a decline in 2015, the following years witnessed a significant increase, especially in export quantity, which surged to 36,020,170 units in 2022. This trend indicates remarkable growth compared to previous years.

Japan: From 2013 to 2016, exports to Japan remained stable, ranging between nine and 12 million units. However, there was a significant spike, reaching 15,847,494 units in 2022.

Philippines: Exports to the Philippines saw an apparent increase in 2016, and this upward trend continued in the subsequent years. However, there was a decline in 2021, but the export quantity in 2022 remained significant.

Singapore: Malaysian exports to Singapore showed a stable increase, with a noticeable growth in 2014, 2015, and 2016. The quantity remained relatively high, with some fluctuations in the years that follows.

Thailand: From 2015 to 2017, export quantities to Thailand grew. There was a remarkable growth in 2020, which continued in 2022.

United Kingdom: Malaysian exports to the United Kingdom remained relatively stable over the years with minor fluctuations. However, the quantities for 2019 and 2020 were exceptional.

Vietnam: Export quantities to Vietnam remained relatively consistent, with ups and downs in 2020 and a decline in 2022.

United States: There is a fluctuating trend in exports to the United States. In 2020, the quantity significantly reduced. However, in 2022, the trend showed improvements.

Table 31: Major book exporting and importing countries for Malaysia

No.	Country	Overall Total Imports (MYR)	Overall Total Exports (MYR)
1	United States	1,232,793,946	951,369,616
2	United Kingdom	875,977,038	544,182,791
3	Singapore	492,952,881	1,405,442,685
4	Indonesia	173,228,912	170,508,328
5	Japan	101,407,128	106,242,258
7	Thailand	76,314,914	233,868,676
8	Philippines	15,601,317	148,817,471
9	Vietnam	9,980,689	14,766,719
Total		2,978,256,825	3,575,198,544

Source: DOSM (2013–2022).

g. Book Pricing

According to secondary data findings, no complete data on book pricing is collected by government agencies or private companies by genre each year. However, according to DOSM, the analysis of book pricing is conducted using books released each year to determine the pricing. Based on this source, the Sijil Pelajaran Malaysia (SPM) reference books and Form 3 Mathematics exercise book series are used as samples to measure book pricing trends (see Tables 32 and 33). There was an increasing trend in book pricing throughout the seven years, beginning in 2013. However, in 2020, prices of books dropped by -4.5 percent, as a result of the pandemic. Nevertheless, 2022 saw positive growth for both genres.

Table 32: Average price of book items in expenditure class 0951 (MYR) 2013–2022

Item Description	Year									
	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Sijil Pelajaran Malaysia reference books	26.82	28.27	29.77	31.11	31.9	32.25	32.86	31.39	30.67	31.67
Form 3 Mathematics exercise book series	6.59	7.19	7.05	7.83	8.05	8.19	8.65	9.28	8.22	8.18

Source: DOSM (2013–2022).

Table 33: Changes in the price of book items from 2014 to 2022

Item Code	Item Description	Year									
		2014	2015	2016	2017	2018	2019	2020	2021	2022	
0951021	Sijil Pelajaran Malaysia reference books	5.4	5.3	4.5	2.5	11	19	-4.5	-2.3	3.3	
0951022	Form 3 Mathematics exercise book series	9.1	-2.0	11.1	2.8	1.7	5.6	7.3	-11.4	-0.5	

Source: e-Statistik, DOSM, 2014–2022.

This study uses the Monte Carlo simulation method to assess the average book price categorised by genre based on the Dewey Decimal Classification. This technique provides an overview of the price trends for different book genres in Malaysia, as determined by three well-known book retailers in Malaysia: MPH Bookstores, PTS Publishing House, and Telaga Biru Sdn. Bhd. This technique was also used by Hadi [66] to measure and compare book prices in Malaysia and Japan.

Table 34 shows data related to variations in average book prices across various genres, with the overall average price for each book after considering all the analysed genres being MYR42.46.

Table 34: Average price of each book by title/subject (Dewey Decimal Classification)

No.	Subject	Average Price per Book (MYR)
1	General, computer and information science	24.81
2	Philosophy and Psychology	51.34
3	Religion	42.68
4	Social science	48.33
5	Languages	36.13
6	Pure science	79.63
7	Technology	37.47
8	Science and recreation	27.67
9	Literature	34.80
10	History and Geography	41.74
Average price per book		42.46

**Note: Prices are based on three well-known book retailers in Malaysia (2023).*

The data shows significant differences in the average book price across genres. Pure science is the most expensive genre, with an average price of MYR79.63 per book. Books related to medical science also fall into this category. Psychology and philosophy books have an average price of MYR51.34 per book. In terms of average book price, the social sciences genre takes the third spot with a price of MYR48.33 per book. However, general books, computer and information science, and science and recreation are priced lower, with an average of MYR24.81 and MYR27.67, respectively. Taking all genres into account, the average price per book is MYR42.46. If calculations are made without considering retail prices, the average book price is MYR38.33.

This data demonstrates the price differences in books across various genres, which are essential for both readers and industry players. Understanding price trends for each genre helps book distributors make strategic pricing decisions. In addition, readers can make informed choices based on their interests and budget considerations. This information is crucial for stakeholders in the book industry to meet the needs and demands of book buyers in Malaysia.

3.3 IMPORTANCE OF LIBRARIES TO THE BOOK INDUSTRY IN MALAYSIA

According to the book, *Baca*, by the Malaysian Librarians Association [76], there are six types of libraries in Malaysia (refer to Figure 6). This chapter will explain the importance of libraries to the book industry based on findings obtained from the libraries themselves.

Figure 6: Six types of libraries in Malaysia



3.3.1 National Library

The National Bibliographic Unit of The National Archives of Malaysia is responsible for implementing the National Library Act 1966, which formed the basis for the establishment of PNM in 1966. This unit was later upgraded to the National Library Division, which serves as the secretariat to a committee that reviews the establishment of PNM. As stated in the National Library Act 1972 (Act 80), the objectives of the PNM are as follows:

- (i) To provide a resource of collections at the national level for the present and future generations.
- (ii) To facilitate nationwide access to library resources locally and internationally.
- (iii) To provide leadership in library-related matters.

Table 35 shows cumulative statistics on collections and visitors by the types of libraries in Malaysia from 2013 to 2022. The National Library Malaysia (PNM) has maintained consistent operations, with the book collection increasing from 288,000 copies in 2013 to 317,052 in 2016. However, the number of books purchased has reduced from 2017 onwards. Based on the expenditure for

the purchase of collection materials by PNM (refer to Table 36), the highest expenditure was in 2012, with a total of MYR3.999 million. However, beginning in 2021, it was reduced by 80 percent, leading to a reduction in the purchase of collection materials by PNM (refer to Table 36). This data highlights the diversity of the library landscape in Malaysia, each with its own growth trajectory and unique visitor patterns. It underscores the importance of libraries as knowledge and community centres. It can guide stakeholders and policymakers in understanding the usage and trends in various types of libraries across the country.

Table 35: Number of cumulative book collections and visitors by library types for 2013-2022

Parameter	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
National Library Malaysia (PNM)										
Number of collections	4,231,599	4,495,376	4,787,218	5,104,270	5,327,281	5,495,029	5,710,163	5,923,467	6,109,891	6,355,021
Visitors	357,653	414,797	392,446	398,769	379,469	412,106	734,169	995,759	1,084,595	1,231,584
Community Library										
Number of libraries	-	-	-	-	-	4	5	5	4	4
Number of collections	-	-	-	-	-	5,142	13,660	20,649	29,094	-
Visitors	61,420	77,986	109,691	125,649	99,896	86,066	90,468	22,649	2,571	29,543
State Public Library										
Number of libraries	325	331	336	336	341	343	340	340	337	344
Number of collections	18,399,772	19,845,369	19,744,641	19,330,521	19,961,772	20,583,480	21,113,960	21,844,461	22,789,605	25,620,891
Visitors	10,262,628	11,570,953	10,807,430	11,201,810	11,085,779	10,281,636	9,032,352	3,083,323	7,930,419	15,758,091
Rural Library										
Number of libraries	1,121	1,125	1,121	1,104	1,102	1,102	1,099	1,086	1,088	1,087
Number of collections	10,365,029	10,720,199	11,076,412	11,073,748	12,004,746	12,935,601	13,407,243	13,938,142	14,105,779	15,348,115
Visitors	5,486,943	5,332,867	4,683,337	4,873,525	4,941,804	4,810,923	4,410,164	1,769,306	1,326,246	15,425,756
Academic Library										
Number of libraries	478	463	476	452	437	457	457	426	428	432
Number of collections	98,071,569	162,601,814	142,967,173	52,448,529	44,181,304	34,388,975	67,229,602	68,900,737	114,821,368	234,024,729
Visitors	19,280,741	21,855,835	26,528,452	66,656,695	80,405,685	64,374,162	83,074,044	121,647,128	63,490,131	76,980,412
Specialised Libraries										
Number of libraries	855	921	953	950	893	1,156	1,100	1,097	730	820
Number of collections	21,312,344	27,086,747	29,995,442	17,735,025	22,188,508	23,761,168	26,738,965	27,241,272	26,559,525	28,952,137
Visitors	7,875,635	7,018,069	7,048,421	6,253,820	7,063,059	5,509,484	5,730,178	3,441,693	6,709,710	10,495,073

Source: Source: PNM Report 2013-2022.

Table 36: Purchase of PNM collection

Year	Allocation (MYR)	Expenditure (MYR)
2012	4,000,000.00	3,999,405.96
2013	4,000,000.00	3,983,273.63
2014	3,000,000.00	2,996,344.87
2015	2,000,000.00	1,999,916.23
2016	1,000,000.00	994,303.80
2017	1,000,000.00	999,792.09
2018	1,400,000.00	1,370,376.77
2019	1,200,000.00	1,199,992.86
2020	1,000,000.00	999,461.07
2021	860,300.00	847,229.37
2022	800,000.00	789,417.07

Source: PNM.

3.3.2 Public Libraries

State, territorial, branch, town, village, and mobile libraries provide services as public libraries to the people in each state. Federal, state, and local governments fund them wholly or partially. The types of public libraries in Malaysia include:

(i) **Regional Public Libraries**

These libraries provide library services in areas with populations ranging from 100,000 to 200,000 people and located in Sabah, Sarawak, and the Wilayah Persekutuan Labuan.

(ii) **Metropolitan Public Libraries**

These libraries provide library services in areas with populations ranging from 200,000 to 400,000 people and are categorised as branch libraries.

(iii) **Branch/District Public Libraries**

These libraries provide library services to the local population, including residents in towns, districts, and sub-districts.

(iv) **Town/Community Public Libraries**

These libraries provide library services to local residents in towns and surrounding areas, and are often located within shopping centres.

(v) **Rural Libraries**

These libraries provide library services in rural or remote areas, usually far from town or branch library services.

(vi) **Mobile Libraries**

These libraries move from one location to another on a scheduled basis, providing library services to remote areas using specialised vehicles such as buses or vans.

Public state libraries experienced fluctuations in the number of books, especially in 2015 and 2016. However, the overall trend rose, with a total book collection of 2,831,286 copies in 2022. The visitor range declined each year, with the highest number of visitors being 15,758,091 people in 2022 (refer to Table 35).

The book collections and the number of visitors to community libraries increased gradually. The number of visitors reached its highest point, with 125,649 people in 2016. The number of book collections and visitors in rural libraries varies (refer to Table 35).

Table 37 shows the allocation for the purchase of collection materials for rural libraries. A significant downward trend from 2012 to 2022, with a 78.5 percent drop, significantly impacting the collection of materials in rural libraries.

Table 37: Purchase of collection materials in Rural libraries

Year	Allocation (MYR)	Expenditure (MYR)
2012	7,000,000.00	6,990,000.00
2013	7,000,000.00	6,640,000.00
2014	8,500,000.00	8,140,000.00
2015	3,500,000.00	3,370,000.00
2016	2,500,000.00	2,450,000.00
2017	2,000,000.00	1,970,000.00
2018	2,500,000.00	990,000.00
2019	2,000,000.00	1,950,000.00
2020	2,000,000.00	1,960,000.00
2021	2,000,000.00	1,980,000.00
2022	1,500,000.00	1,500,000.00

Source: PNM.

3.3.3 Academic Libraries

Academic libraries actively support and empower university education, teaching, research, and publication. The primary focus of academic libraries is to provide reference materials, offer services, and provide facilities to library users. Most academic libraries only grant access to users affiliated with their respective institutions and are closed to the general public. Library spaces also serve as meeting and discussion spaces for users.

Academic libraries come under the purview of the Ministry of Higher Education (MOHE) and are categorised into two groups:

(i) **Public University Libraries**

Libraries established in 20 public universities throughout Malaysia, with funding provided by MOHE. They primarily serve the staff, including their lecturers and students, as well as those from other public universities. Memberships in these public university libraries are also open to the public, and they conduct various programmes both within and outside the library.

(ii) **Private Higher Education Institution Libraries**

Libraries established in private universities, colleges, and institutions. They provide library services specifically to the staff and students of their respective organisations.

Academic libraries exhibit varying trends with significant book collections and visitor numbers fluctuations. The book collection figures reached its highest point in 2022, while the highest visitor numbers was recorded at 121,647,128 individuals in 2019.

Based on the library's statistical data, an in-depth study was conducted on the collection of materials in academic libraries to assess the number of purchases and their allocation.

Table 38 shows the expenditure and the number of book copies for five public universities in Malaysia from 2013 to 2022. The findings indicate the involvement of universities as significant clients that purchase and subscribe to books in Malaysia. Academic libraries allocate millions of ringgit to purchase thousands of book copies for their users. However, the declining trend in the number of purchases from year to year, especially for the University of Malaya, reflects a decreasing level of interest in books at the university.

Table 38: Procurement of books at research universities in Malaysia

Book Procurement Cost (MYR)										
No	Public Universities	2014	2015	2016	2017	2018	2019	2020	2021	2022
1	Universiti Malaya	1,060,549.29	605,070.17	1,145,054.88	900,736.83	923,620.11	767,106.46	375,944.05	106,272.05	95,297.98
2	Universiti Kebangsaan Malaysia	2,172,026.99	1,890,602.99	1,907,029.25	586,604.7	503,634.07	622,541.65	484,750.72	539,641.70	486,248.66
3	Universiti Teknologi Malaysia	5,033,168.85	1,528,827.34	509,656.96	224,419.19	345,248.51	426,335.32	642,329.48	394,016.64	492,893.53
4	Universiti Putra Malaysia	Tiada data	tiada data	500,000	500,000.00	500,000.00	500,000.00	300,000.00	50,000.00	No allocation/ NA
5	Universiti Sains Malaysia	1,994,630.30	1,865,038.87	1,080,920.14	1,515,024.80	1,156,848.05	921,982.30	639,515.10	1,241,710.96	1,171,671.12
Number of New Book Titles										
No	Public Universities	2014	2015	2016	2017	2018	2019	2020	2021	2022
1	Universiti Malaya	5,410	2,686	5,718	4,983	4,542	5,578	2,984	1,043	620
2	Universiti Kebangsaan Malaysia	8,997	8,013	6,035	2,466	2,352	3,189	2,080	1,576	1,518
3	Universiti Teknologi Malaysia	14,449	6,218	973	445	1,475	1,014	1,605	873	1,232
4	Universiti Putra Malaysia	No Data	No Data	429	1,650	1,015	1,262	1,211	733	62
5	Universiti Sains Malaysia	4,678	4,835	1,726	2,873	1,934	1,727	1,304	2,807	1,654

Source: University annual reports and the university library's annual reports.
 **Note: May include subscription and book procurement expenses.

3.3.4 Special Libraries

Special libraries are established within organisations such as ministries, departments, statutory bodies and agencies, private firms, and associations. These libraries focus on the specific needs of individuals within the organisation or external researchers who physically or virtually access the particular library to access reference materials. Specialised libraries are divided into two categories:

(i) **Shared Special Libraries (Government Organisations)**

These libraries are located within federal ministries and departments throughout Malaysia, with the PNM being the lead.

(ii) **Special Libraries of Statutory Bodies, Agencies, and Private Entities**

These libraries are located within statutory bodies, agencies, organisations, and private companies. Specialised libraries experience fluctuations in both book collections and the number of visitors.

3.3.5 School Resource Centres

A school resource centre is a small library within a school that provides educational resources, including fiction and non-fiction books, serving as a space with engaging activities where students can learn. The school resource centre offers information and opportunities for teaching and learning to master educational and life skills to form a knowledge-based and reading-friendly society and lifelong learning culture. Hence, students are encouraged to borrow and read books related to their school subjects for reference.

3.3.6 Digital Libraries

Almost all libraries now provide online services for the users' convenience, especially since the onset of the COVID-19 pandemic that has affected the world. Digital library services can be accessed from anywhere and any time, allowing the public to access information and knowledge sources via the internet.

3.4 BOOK INDUSTRY ISSUES AND CHALLENGES

The findings and reporting in this section on issues and challenges are based on the views and suggestions from players in the book industry in Malaysia. The data collection is controlled and structured and does not reflect the actual and official situation.

The book industry in Malaysia faces various issues and challenges. As with other countries, there is an issue of competition between printed books and e-books. Young readers prefer digital materials. In addition, there are also economic issues, in which case, the industry is slowing. For example, book publishers in India have experienced a decline in profit margin and marketing budgets, mainly due to the increasing prices of books resulting from rising costs of paper and human resources [77]. This section will discuss issues and challenges the industry faces based on a PESTEL analysis framework.

3.4.1 Political Issues

a. Absence of an Agency with Authority and Mandate to Collect Data on the Book Industry

As discussed earlier, an important issue in Malaysia's book industry is the absence of accurate statistics on the book industry due to the reluctance of industry players to share data. This issue is discussed in the *Dasar Buku Negara dan TN50: Satu Perjuangan yang Perlu...* [78]. Open data by government agencies is crucial for improving public information delivery transparency. However, the production of open data is still subject to the government agencies' efforts [79]. The government in Malaysia issued a general circular on the implementation of open data in the public section. This circular outlines guidelines for government agencies in providing and sharing data. The objective of implementing open data is to encourage the country's economic growth [80]. Through interviews, the majority of the panel agreed that this issue was a major problem that needs to be addressed. This stems from the lack of agencies or organisations with the authority to collect this data. If we look at other countries like Germany, the industry annual reports can be obtained from the Association of German Publishers and Booksellers website. Without such authorities, no cooperation and legal provisions require data sharing among publishers, distributors, sellers, libraries, and authors. During the interview session, informants provided examples of the lack of accurate and complete reports and data from the Kuala Lumpur International Book Fair (KLIFB), as well as issues of inaccurate publication data through ISBN applications from PNM. This happens because publishers usually apply for an ISBN before publishing a book, though, not all books that receive an ISBN are published.

b. Lack of Government Funding to Develop the Book Industry

The second issue discussed in the interview is the allocation of funds by the government for the development of the book industry. During the COVID-19 pandemic, the Ministry of Communications and Multimedia (MCMC), in collaboration with the government, provided an opportunity for experienced writers with at least six months of experience in literature and book publishing to apply for Literary and Book Publishing Grants. The Prime Minister has allocated a total of MYR20 million to DBP, ITBM and Yayasan Karyawan to boost translation activities as well as promote the

reading of translated material to the public. This is not the first time agencies like DBP and ITBM have received such funding, as in the past, the government allocated MYR18 million under the National Book Industry Stimulus Funding (for 2007 and 2008), which was intended to facilitate the effort of publishing companies in producing educational books and growing the book industry in Malaysia. In 2011, former Malaysian Prime Minister Dato' Sri Najib Tun Razak also announced an allocation of MYR5 million at the Young Writers' Gathering organised by PENA, which was channelled through ITBM to stimulate book publishing in Malaysia, particularly original works by writers across all genres.

This was followed by a MYR2 million funding allocation, beginning in 2012, to promote the publication of high-level scientific and technological books in Malay. This funds were announced by Tan Sri Muhyiddin Yassin, who was then the Deputy Prime Ministry and Minister of Education [81]. In 2013, Tan Sri Muhyiddin Yassin announced a special funding of MYR2 million to DBP to assist writers in intensifying efforts to produce high-quality works and support activities of the writers' association. In 2015, Tan Sri Muhyiddin Yassin once again provided a MYR5 million funds to ITBM as part of the government's commitment to ensure the sustainability of original published works [81]. This initiative is only a part of the funds the government allocated over a 10 year period.

However, an issue arose that smaller publishers do not receive funding from the government. This scenario is different from DBP, which is government-funded, making its books more affordable. In addition, there is also an issue with the allocation given by the government to schools, which is still unable to stimulate the growth of the country's book industry, as they were not meant for the development of library collections. Therefore, some respondents believe that it is essential for the government to encourage more book fairs at the state level. Through this approach, a market can be created while boosting sales revenue without relying on subsidies.

c. External Interference in Policy Implementation and Book Procurement

Another issue raised by industry players is the interference of external parties in forming the National Book Policy, granting awards, and the book procurement process. For example, the National Book Policy is said to be outdated and irrelevant to the current needs. Despite various efforts made for the evaluation process, external interference and bureaucracy delayed the policy's formulation. Until now, the public is still waiting for a policy that meets the current needs and requirements. This delay has led to issues related to unclear criteria and irregularities in award distribution involving the intervention of powerful external parties. Besides that, issues relating PKB was also discussed; in this aspect, changes and internal issues in PKB has changed the planning in the publication of e-books.

d. Structure, Position, and Authority of Government Agencies and Bodies Involved in the National Book Industry are Disorganised and Confusing

Implementation among ministries is not well-coordinated in efforts to ensure the advancement of the book industry in Malaysia. For instance, MOE uses technology in education, while PNM provides free e-Lib access; however, the Ministry of Science, Technology, and Innovation (MOSTI) cannot provide internet access in certain areas. As a result, some communities still have limited access

to reading materials. Additionally, discussions with the industry players have also raised the issue that PNM should be placed within a government agency that can highlight its broader functions.

3.4.2 Economic Issues

a. Excessive Publishing and Translation Costs and Uncontrolled Paper Pricing

In discussions with industry players, economic issues are considered a major barrier to developing the book industry in Malaysia. One of the main issues was the increasing costs of book and e-book publishing. This issue is also widely discussed in newspapers by industry players. The cost of book publishing includes paper prices, printing costs, and writing costs. High paper prices lead to expensive books. Therefore, the government needs to find ways to control paper prices. The book publishing cycle involves multiple parties, and its impact can be seen in the high book pricing and very low purchasing power. If we examine the average book price in Malaysia without isolated costs, which is MYR38 per book, this value is equivalent to the price of a small bag of rice in the market. According to a study by PNM in 2012 [82], the highest average price of a novel published by DBP is MYR24.40. The recent data from a study conducted by Hadi [74] based on book publishing data found that the average book price in Malaysia is MYR27.70. This average pricing experienced a 27 percent increase from 2021 to 2023. The book industry experienced slow growth due to high publishing and selling costs and declining book purchases, resulting in fewer publishers. There are many registered publishers, but the number of active publishers is declining. Furthermore, high printing and pre-press publishing costs are seen as threats in the industry, as there are hidden costs in publishing as though there is a monopoly by some company.

b. Withdrawal and Reduction of Funds and Subsidies, as well as Financial Allocation Constraints by The Government, Slowed Industry Growth.

This issue is related to the discussion on the lack of funding mentioned in the political section. The implications of these funding reductions include book vouchers, which have significantly impacted the book industry. Financial allocation constraints have become a significant factor in the decline of Braille book publishing, which slowed the production of Braille books. The study found that most industry players use their own funding to publish books while governments fund book publishing costs in other countries around the world. Since there is no reliance on government funding, the government will not provide funds as the need does not arise. Collaboration with ITBM, DBP, and PNM is subject to the availability of funds.

c. Publishing Industry in Malaysia Experienced Stunted Growth Compared to other Industries.

No reports indicate that Malaysia's publishing industry can be considered a major industry. The publishing industry is seen as a small or medium-sized business activity. The publishing industry contributes only 1.3 percent to the country's GDP under the information and communication sector. Malaysians have shown an increasing interest in reading, boosting the book market, which had previously experienced a downward trend in 2004. However, since the growth did not occur concurrently, the government paid less attention to this industry despite the publishing industry having significant international potential. Writers do not benefit much from the sales of books they wrote, especially textbooks for universities, unless they are sold to their students to defray the

costs. In addition, small publishers are reluctant to place their books in large bookstores as they are unable to provide huge discounts required by major distributors. Since the book publishing is self-funded, 50 percent of the sales go to the writers. This slow process requires stimulation for the industry growth further.

d. Marketing and Profits for Self-published Books

Self-publishing is more profitable than submitting manuscripts to traditional publishers, as writers can control the entire sales process and earn a larger profit. Writers only receive 10 percent of the profits if they go through a traditional publisher. Self-publishing is seen as an emerging trend that has been gaining momentum recently. However, there are several issues in self-publishing, including capital, affect book design, printing and quality. There are also issues related to copyright and royalties, as well as those related to storage space and rental costs. These issues were also discussed in a special report by Sinar Harian [83].

e. Drastic Changes in Publishing Trends and Business Models

Long-standing publishing trends show increasing sales as the public again emphasises quality, leading the industry to experience growth among a group of readers who highly prioritise the credibility of writers and publishers. The process of printing is a long-term one. As such, publishers must face the reality that while publishing is still an ongoing process, it is unlike before. For instance, magazines used to be very profitable as revenue also came from advertising in addition to magazine sales. However, the business model has changed with time, leading to difficulties and closure. The variety of magazines in the market at present has declined. In the past, Karangkraf published 56 magazine titles in a month, but only two are currently being published. This declining trend in circulation and advertising is discussed in depth [84]. The commercial aspect is increasingly dominating the publishing industry. Publishers no longer have their own philosophy in selecting books to publish; many decisions are made based on profit. Publishers have many options for releasing books, including in genres like biographies and practical guides, which have become alternatives.

f. Marketing and Royalty Issues Raised by Industry Players

Malaysia has a reasonably competitive book market with a variety of publishers and writers. Therefore, the success of book sales in Malaysia requires a strong marketing strategy. Industry players and professionals in the book industry raise various marketing issues, including issues related to self-published books' marketing. Well-known publishers who sell books tend to prioritise their own published books and do not necessarily provide the opportunity or space for self-published writers to market their books independently.

Simultaneous marketing on television for two popular events impacts the level of marketing and promotion of less favoured programmes, an unfair and inappropriate strategy that broadcasters employ.

International marketing is also relatively low due to designs not meeting international standards. Most books published in Malaysia are written for Malaysian readers and not for the global market. This statement aligns with the opinions expressed by experts at a conference at Universiti Putra Malaysia [85].

Malaysia has never lacked good works to be translated, and the Malay world generally has its literary uniqueness through forms like the pantun or classics such as *Sulalatus Salatin* (The Malay Annals) and *Hikayat Hang Tuah* (The Epic of Hang Tuah). However, translating Malay-language works into foreign languages is relatively slow, hampering the ability to disseminate Malaysian literary works internationally.

Furthermore, there are calls for the government and relevant authorities to put in place comprehensive and continuous plans, including awareness programmes on copyright and the Copyright Act. The publishing and book industry in Malaysia does not provide the best employment opportunities for Malaysians, and non-competitive salary offerings make it unpopular among workers in Malaysia. In terms of royalty payments, some novelists and literary authors may be reluctant to invest time in writing manuscripts due to low returns, especially in times of economic instability in Malaysia. This notion is supported by reports [86] on the declining royalty payments.

g. Inflation Leads to Reduced Spending on Quality Reading Materials for Families

Another issue raised pertains to inflation, which has led to reduced spending on quality materials for the entire family. It also decreases consumers' purchasing power, especially for the middle and lower-income groups. The issue of the reading culture has also been a key point of discussion in group conversations. According to industry players, there is a lack of comprehensive and specific strategies to strengthen the reading culture among the B40, M40, and T20 groups, which have different priorities when affected by an uncertain economic situation. Therefore, proposals for improvements to the reading culture have been outlined in chapter related to the way forwards for the book industry.

3.4.3 Social Issues

a. Added Value in The Industry with Government Funding or Assistance

This is not the first time agencies such as DBP and ITBM have received funding from the government. The government had previously allocated the National Book Industry Stimulus Funding amounting to MYR18 million for 2007 and 2008 to catalyse publishing companies to produce scholarly books and boost the national book industry. In 2011, Dato' Sri Najib Razak announced an allocation of MYR5 million during the Young Writers Assembly organised by PENA, channelled through ITBM to stimulate Malaysian book publishing, especially the original works of writers across all genres.

b. Language Issues and Reading Culture of the Malaysians

According to the Malaysian Reading Profile Study 2022/2023 findings, Malaysians' reading culture is still in its infancy, with an average of 24 of books read annually, attributable to the lack of comprehensive and specific strategies to strengthen reading culture among different income groups, such as B40, M40 and T20, each having different priorities when impacted by uncertain economic conditions. The culture needs to be enhanced to encourage Malaysians to purchase and read books published in Malaysia. The younger generation tends to read easy books that can be finished quickly (within an estimated 20-minute reading period, for example). This approach may lead to a long-term decline in reading interest.

Furthermore, there are also threats to languages in the publishing industry. Books can be printed, imported and edited from abroad, but some overly emphasise the use of English, which weakens the Malay language as a competitor. Moreover, publishers who produce books on liberal lifestyles with no limitations can harm the Malays in terms of language and people. There are many linguistic disciplines within the Malay language, but the group that masters these disciplines is small. Grammar, guidelines and proper strategies are required to publish language books because they are not easily marketable. One of the challenges in the publishing industry includes getting expertise in storytelling and bibliotherapy, whereby books are used for therapeutic purposes. Finding quality contributors such as illustrators, translators, and writers remained a challenge in producing high-quality books.

c. Cultural Issues in Malaysian Society

The trend of buying books but not reading them has become prevalent in Malaysian culture. For instance, Malaysia's Kuala Lumpur International Book Fair (KLIBF) consistently receives a high turnout among Malaysians. For example, in 2023, 1.6 million visitors visited KLIBF 2023. The presence of visitors boosts book sales for every publisher and book vendor. However, whether Malaysians buy books for reading material or as decorations arises. A combination of commercial and government policies needs to be considered to promote the growth of the publishing industry while attracting new readers for the long term. Emphasis should be placed on developing a healthy ecosystem for the publishing industry while considering both short-term and long-term impacts. The publication of e-books and books from abroad has led to a reduced interest in books written in the Malay language. If this trend continues, the local publishing industry will be negatively affected, and there may be a tendency to import English-language books from abroad. Society and the government should be attentive and responsive to the needs of the disabled community to ensure that they are not left out in obtaining suitable reading materials. Therefore, PNM strongly focuses on audiobooks and the production of Braille books for the visually impaired.

3.4.4 Technology and Infrastructure Issues

a. Social Media

The rapid pace of the digital world, especially social media, has eroded the public's interest in practising the culture of reading, particularly the younger generation. Findings from interviews and FDGs have identified issues related to social media, which has become the main competitor to book reading as people are more inclined to spend their time browsing social media. This statement is also supported by [87]. The public's reading habits have shifted towards reading short excerpts displayed on electronic devices; readers no longer pay as much attention to long-form reading such as literature books. The use of social media tends to be more casual and entertainment-oriented, even though its usage has expanded and diversified in the present time.

b. Digital Divide

Digital divide refers to the inequality of access to ICT between urban and rural settings due to the socioeconomic disparities that have also become an issue in the book industry landscape, driven by the advancements in digital technology. The digital divide between urban and rural communities has become one of the challenges in the approach to e-book learning. Despite efforts to digitise

textbooks to meet the learning needs of the 21st century, including in response to the COVID-19 pandemic in 2020 and 2021, the digital divide needs to be taken into account to ensure equal educational opportunities for students in remote, rural, and suburban areas. Due to the digital divide, efforts to digitise textbooks have not been successful.

c. Quality of e-Books

Publishers have started producing e-books due to specific demands, especially from millennials who commonly use electronic devices. The production of e-books is not just about converting physical books into digital formats like PDF or EPUB; it should also incorporate added value, such as interactive elements. Digitising books and textbooks, interactive elements, and augmented reality (AR) technology is challenging due to high costs, marketability issues, expertise, and suitability of devices [88]. Producing e-books solely through digitisation without adding interactive elements will result in lower quality and less user-friendly e-books, especially among children, as highlighted by industry players in this study.

3.4.5 Environmental Issues

The primary function of the national library is to collect and preserve published materials within the country for current and future use. The issues raised in this context involve the purchase of books by PNM for distribution to libraries throughout Malaysia, which should be carried out consistently. To achieve this, the government should provide sufficient allocation to ensure the adequacy of the library's collection, as libraries are supposed to be the primary sources for unrestricted access to reading materials.

In Malaysia, copyright laws are specified within the Copyright Act 1987. Each year, we celebrate World Book and Copyright Day on 23 April to promote book publishing, reading and copyright protection. However, making photocopies of books has become a cultural norm among the public, mainly academic textbooks, due to the high cost of the original books. Copying scientific books in higher education institutions harms local publishers or university publishers. [89] also reports the widespread sales of e-book copies on e-commerce platforms, making them easily accessible. Furthermore, piracy remained a challenging issue to address due to the lack of cooperation from the public and low awareness levels.

On the other hand, self-publishing also enriches the writing and publishing activities in the country. However, the main issue in writers' involvement in self-publishing is the capital that affects the quality of books, including design and printing. In addition, book content such as grammar, spelling, and the production of low-quality and repetitive illustrations threaten the self-publishing industry.

3.4.6 Policies, Laws, Guidelines and Government Acts Issues

a. Policies and Guidelines

The Deposit of Library Materials Act, 1986 (Act 331) [90] applies to all publishers and writers in Malaysia. Act 331 stipulates that all published books must be sent to PNM through the National Publication Submission Centre (*Pusat Serahan Terbitan Negara*). This process is essential for the

standardisation of bibliographic records as well as for maintaining statistical records of library materials published in Malaysia. Since the authority responsible for this Act cannot be identified, the enforcement against violations of Act 331 difficult to carry out.

The publication and procurement of textbooks comprise a significant portion of the book industry in Malaysia. In order to prevent monopolies by government publishers, the textbook publishing guidelines need to be reviewed, as we found out from interviews and FGDs.

3.5 INITIATIVES TAKEN AND OPPORTUNITIES THAT WILL POTENTIALLY BENEFIT THE INDUSTRY

This section focuses on the creation of opportunities for the book industry in Malaysia. It also evaluated the initiatives undertaken by various stakeholders involved in the book industry, including government agencies, book publishers and writers. Initiatives refer to efforts carried out to advance the book industry, while opportunities in this context refer to prospects that can be leveraged to enhance the performance of the book industry. The list of initiatives is not exhaustive but aims to highlight some significant efforts.

3.5.1 Politics

Initiatives undertaken include:

- (i) Budget 2023: Prime Minister, Datuk Seri Anwar Ibrahim, announced an allocation of MYR20 million for DBP, ITBM and Yayasan Karyawan, to enhance translation and carry out high-quality publication activities by local writers.
- (ii) Book voucher programmes from 2013 to 2022: Among the book voucher initiatives implemented were the 1Malaysia Book Voucher (BB1M) announced in 2012 and the *Semarak Membaca* Book Voucher in 2021 and 2022.
- (iii) Direct book purchase funds for local writers since 2007: MYR1 million per year is allocated to encourage writing. In this case, PNM can buy works directly from the writers without going through a publisher.
- (iv) Launch of a strategic collaboration between ITBM and Pos Malaysia: This is part of the #MalaysiaMembaca (Malaysia Reads) campaign, aiming to create reading corners in post offices nationwide.
- (v) Income tax exemption for individual book purchases.
- (vi) Introduction of the *Nadi Ilmu Amalan Membaca* (NILAM) programme that monitors reading progress throughout primary and secondary school years.
- (vii) Enforcement of book purchase allocations in state libraries, public libraries, school libraries and other institutions.
- (viii) Reading Promotion Campaign, including the appointment of a national reading icon: The National Reading Icon is an award by PNM, since 2009, to encourage and promote reading. Among the award recipients are prominent figures such as: Director-General of Forest Research Institute Malaysia (FRIM), Dato' Dr. Abd Latiff Mahmod; former Prime

Minister, Tun Dr. Mahatir Mohamad; international Artiste, Tan Sri Michelle Yeoh; and the country's first astronaut, Datuk Dr. Sheikh Muszaphar Shukor Sheikh Mustapha.

- (ix) Promotion of Malaysian books to the global market by MBKM: MBKM brings 50 of the best Malaysian books to international exhibitions such as the Frankfurt Book Fair in Germany.

Opportunities identified:

One of the challenges in the Malaysian book industry is the effort to strengthen support from various entities, such as the government and non-governmental organisations, which can be enhanced. To address this issue, several opportunities can be leveraged: The first opportunity is to encourage collaboration between government agencies and private entities. Such collaboration is specific to contribute to and advance the book industry. For example, in Japan, book agencies and associations do not solely rely on full government support; instead, they collaborate to develop the book industry. The second opportunity is to establish a centralised hub to strengthen the infrastructure of the book industry, such as the Kota Buku Digital Platform, to protect the rights of authors, publishers, and artists. This hub can serve as a reference, research, marketing, and learning centre for those involved in the book industry. The third opportunity is support from representatives through funding to produce books that promote their administrative areas. These books can showcase the respective regions' history, customs, uniqueness, and potential to attract tourists and investors. The fourth opportunity is for the government to encourage authors to diversify their works. Published books should reflect the country's culture, identity, image, and dignity to contribute to national progress, especially by involving children and teenagers. The fifth opportunity is to establish or appoint an authority body with government powers in the management and administration related to a more sustainable and efficient book industry. The placement of such a high authority could be under the Prime Minister's Office, with the power to better connect with various ministry agencies. In this case, there is no need for a new agency to be established, but the identified authority of the existing agency should be further strengthened.

3.5.2 Economy

Initiatives undertaken include:

- (i) The first Malaysia Book Festival was organised by MBKM in 1982. However, the first international book exhibition held in Malaysia dates back to 1972, in conjunction with the International Book Year declared by UNESCO.
- (ii) MABOPA was involved in the management of several book exhibitions and sales events, such as the Children's Book Exhibition during the Early Childhood Education Seminar organised by the Ministry of Education and University of Malaya with the support of the Van Leer Foundation from the Netherlands in the early 1970s. Later, in 1976, MABOPA held a National Book Exhibition at the Kuala Lumpur Chinese Assembly Hall, hoping to make it an annual event.
- (iii) Big Bad Wolf Books organised a book fair that sold surplus books from foreign publishers like the United States and the United Kingdom, starting in 2009, indirectly promoting and selling books at lower prices.

Opportunities identified:

The book industry has the potential to grow by leveraging the present situation. For example, more opportunities can be offered to book entrepreneurs to boost their positivity and competitiveness. These entrepreneurs can expand their enterprises by staying abreast of technological advancements, market trends, and readers' demands. Also, fostering collaboration with various stakeholders, including writers, publishers, distributors, and suppliers, can improve product quality and productivity.

From a sales perspective, the following are some identified opportunities:

- (i) Producing more affordable and eco-friendly books using recycled paper, similar to what is done in Japan, to reduce production costs and attract environmentally conscious readers.
- (ii) Increasing efforts to promote book writing through workshops and training for writers to improve sales strategies. This can help writers produce engaging, high-quality, and relevant works for the target audience.
- (iii) Encouraging the use of digital sales platforms like Shopee. This approach can expand the market and reach more internet-savvy readers. Digital sales platforms can also offer conveniences such as free delivery, discounts, and rewards.
- (iv) Diversifying genre options to boost individual sales or publisher sales. This can cater to the diverse interests and tastes of varying readers. Popular genres such as fantasy, romance, history, science fiction, and motivation can be produced in greater quantity and quality.
- (v) Implementing price controls for books in line with their current value and quality. This can ensure that readers receive value for their money when making a purchase. Book prices must be competitive to compete with products like e-books, magazines and newspapers.

From the marketing perspective, these are the opportunities to consider:

- (i) **Diversifying techniques and business models in market demand creation:** Writers can employ methods such as writing book series, sequels, or prequels, creating spin-offs or crossovers, or novelising popular films or dramas.
- (ii) **Enhancing competitiveness in terms of the type and quality of reading materials produced domestically compared to imported materials:** This can demonstrate that the country's book industry can produce works that are on par with or superior to foreign works. The country's book industry can also export products to international markets through translation or adaptation.
- (iii) **Introducing reading materials that focus on local content as a unique asset to the country's book industry and encompass Malaysian socio-cultural aspects:** This approach can highlight Malaysia's identity, heritage, and cultural diversity to readers both domestically and internationally. Local reading materials can also enhance awareness, appreciation, and patriotism.
- (iv) **Providing advertisements or short films about published books:** These advertisements or short films can provide an overview of the content, themes, and characters of the book. Advertisements or short films can also feature compelling elements like music, graphics, or action that pique readers' curiosity about the book.

- (v) **Translating popular foreign-language books:** Translation efforts can leverage the popularity and demand for books that have been well-received abroad. Translating foreign-language books can also enrich readers' knowledge, experiences, and perspectives of the world and culture.

Book sales should involve collaboration and partnerships between publishers and other industries, such as the food or apparel industry, to attract the general public to book-selling centres. This approach can create a more enjoyable environment for buyers. Other industry collaborators can also offer deals, discounts, or rewards to buyers who purchase books from publishers they are working with to enhance the value and satisfaction of buyers.

3.5.3 Social

Initiatives undertaken include:

- (i) National Reading Decade (DMK) 2021–2030: With the slogan #MalaysiaMembaca, this effort aims to transform Malaysia into a reading nation by 2030, producing a knowledgeable, globally competent society ultimately increasing the percentage of the reading population.
- (ii) In 2016, PNM initiated efforts to complete and upgrade a total of 511 village and community libraries throughout the country to provide both online and physical access that can be owned and managed by the communities themselves.
- (iii) In 2020, PNM offered 13.2 million digital reading materials for free. Readers can access the Stay Home and Read Books Campaign at <http://www.u-pustaka.gov.my>.

Opportunities identified:

Writers, readers, publishers, and stakeholders need to engage more informally and actively when promoting their products. This approach can help foster a sense of community while nurturing a culture of reading and writing. For example, authors can participate in book festivals, workshops, and online platforms to showcase their work and connect with their social media followers. Readers can also benefit from these events and platforms by meeting writers and sharing their thoughts and feedback. Publishers can use these opportunities to discover new talent, market their products, and collaborate with other industry players.

In order to produce suitable and high-quality reading materials, writers must also identify the backgrounds of their readers, be aware of audience demographics, trends and adapt their content accordingly. For example, a writer looking to capture the interest of young adults should consider their interests, values, and challenges and tailor their writing style and language to resonate with them, while a writer aiming for a broader audience should also consider the diversity and inclusivity of their content to avoid stereotyping or biases.

Besides, more young, highly educated individuals are joining the book industry, bringing different perspectives. Young professionals and those with higher education entering this industry open up more opportunities for providing diverse reading materials. The younger

generation has a greater access to information, technology, and resources than previous generations, and they can use these resources to innovate with new forms and writing genres. They can also challenge the status quo and address contemporary issues that are important to them. For example, young writers explore topics like mental health, social justice, the environment, and identity in their books.

Empowering the role of libraries can enhance interaction with the local community. The book industry also needs to intensify campaigns that promote reading activities and indirectly open avenues for book sales in libraries. Libraries play a vital role in promoting literacy and education while providing access to the general public who are unable to afford books. Libraries can also organise various programmes and activities to attract more visitors and readers, such as book clubs, author lectures, storytelling sessions, and exhibitions. The government can support libraries by providing funding, infrastructure, and strong policies to ensure sustainability.

The book industry needs to identify changes in genre preferences among readers. For example, books that incorporate the concept of 'healing' have recently gained popularity among young readers. Changes in genres reflect changes in readers' needs and preferences as well as the influence of global phenomena. The book industry can use data analytics methods to analyse large data sets from various sources, such as sales figures, online reviews, social media posts, and search engine queries, to identify patterns and trends in readers' behaviours.

3.5.4 Technology and Infrastructure

Initiatives undertaken include:

- (i) Collaboration between PNM and several private agencies and non-governmental organisations such as ExxonMobil Malaysia Sdn. Bhd. and Samsung to provide 'smart nets,' which are interactive zones for the public to use electronic devices for reading and learning.
- (ii) Efforts by self-publishers to encourage young writers to write and build networks among self-published writers.
- (iii) The increase in young writers due to the rapid advancement of social media networks as a marketing platform.

Opportunities identified:

Technology plays a pivotal role in leveraging opportunities within the book industry. As we navigate the current wave of technological modernisation, digital media has emerged as a central point of discussion during data collection efforts. Some findings suggest increasing the publication of books in digital formats to engage young readers and digitising existing physical books as new products. Furthermore, technological elements such as augmented reality (AR) need to be added to specific content if physical books are to be retained. The emergence of more young writers and new publishers is vital to invigorate the book industry in Malaysia.

Integrating technology into book publishing is not a new concept, especially in the era of the COVID-19 pandemic. Increased sales through digital platforms post-pandemic have created new job opportunities for local publishers, such as content creators. However, the existing digital content may be unsustainable without a suitable digital platform for the long term. Hence, the government has established the National Digital Connectivity Plan (JENDELA), designed to provide broader coverage and better-quality broadband for the people as the country prepares to transition to 5G technology.

It is also acknowledged that social media are used as a marketing medium in the current book industry. Publishing companies and book distributors use social media to enhance their promotion efforts, aligning with the reading interest trend through platforms like TikTok and Facebook. Social media are crucial for book promotion, especially with TikTok's growing popularity among the current generation. For the general market, buyers seek reading materials that have gone viral on social media platforms like TikTok. Business-based industries such as the book industry can leverage improved connectivity by providing sustainable infrastructure for digital platform availability.

3.5.5 Environment

Initiatives undertaken include:

- (i) Efforts to enhance the skills of publishers and the workforce to meet the needs of the book industry.
- (ii) The implementation of a Book Village, providing training facilities for the book industry through transparent and non-wasteful construction and execution. The Book Village should be activated by inviting domestic players in the book industry to promote published books and take the initiative to showcase reading materials or books that are unsold in the market.
- (iii) The provision of books in libraries, such as PNM enables the public to find references and borrow books.

Opportunities identified:

Creates a positive environment for the book industry by empowering stakeholders' functions to boost the industry. The more defined roles played by each stakeholder in the country's book industry are among the most frequently discussed topics in interviews and public forums. Organising roundtable discussions or dialogue sessions among stakeholders can clarify overlapping functions.

Undeniably, the interest in reading and the selection of reading materials are key elements in developing the country's book industry. Translating content into Malay and other languages in Malaysia according to local preferences can add value and options for readers. The transformation of content from scholarly books into more relaxed reading materials such as comics is also a trend that writers and book publishers embrace in providing reading materials to buyers and readers.

These opportunities are very favourable for developing the country's book industry. Moreover, there is a periodic need to enhance awareness of intellectual property from an infrastructure standpoint. The Malaysian Intellectual Property Corporation (MyIPO) and the Reprographic Rights Centre Malaysia Berhad (MARC) can collaborate to raise awareness about infrastructure and monitor the repurposing of printed and digital works throughout Malaysia.

3.5.6 Acts, Policies, Laws and Guidelines

Initiatives undertaken:

- (i) MBKM is currently updating the latest National Book Policy which will soon be published. The National Book Policy can help create a reading and informed society, thereby elevating the level of professionalism in the book industry.
- (ii) The submission of five printed Malaysiana publications to PNM (Act 331) can promote a reading culture among the community.

Opportunities identified:

In terms of policies, laws, guidelines, and acts, some frequently discussed opportunities include intellectual property, copyright for publishers, national book publishing data, and the national book policy. The efforts made so far by the Ministry of Domestic Trade and Cost of Living (KPDN) and MyIPO is commendable. However, there is a need to further strengthen its enforcement.

Furthermore, intellectual property serves as a new market and increases publishers' awareness and knowledge of copyright. One of the highlighted roles can be attributed to MARC, which is jointly represented by MABOPA, PENA, MAPIM, PeKOMIK, and the Children's Picture Book Association of Malaysia (MYCPB). The establishment and recognition of MARC as a collective management organisation will benefit its members in royalty management and safeguard their welfare in printing and publishing literary, artistic, image, and illustration works.

Comprehensive book publishing data involves various stakeholders. The collection and centralisation of agencies and associations in one place is another opportunity that can be implemented as the primary data aggregator to provide comprehensive national book data. This national book data can assist the country in framing and planning the development of the book industry through economic, infrastructure, and social planning. The current National Book Policy should also be updated and developed to ensure the security and sustainability of the book industry, in line with recent developments. One of the primary objectives of the National Book Policy that should be emphasised is the need to elevate the level of professionalism in the book industry in Malaysia, involving various sectors such as publishing, authorship, and comprehensive marketing. This, in turn, will create a cultured and informed reading society.



4.0 CONCLUSION

To empower the country's book industry, PNM has conducted an industry study, namely the National Book Data Study 2022/2023. This initiative is the ideal solution for assessing the development of the industry. Compared to advanced countries such as the United States, the United Kingdom, Germany, and Japan, which have comprehensive data and profiles on their publishing and book industries, Malaysia lacks open data related to the industry. Indirectly, this open data stimulates the publishing industry in developed countries and opens up opportunities for international investment. Therefore, the comprehensive report is expected to assist the government in formulating the National Book Policy, which has not been updated for a long time, primarily through indicators that serve as benchmarks for industry players, the government, and consumers.

During the 40th Kuala Lumpur International Book Fair (KLIBF) held from 26 May to 4 June, 2023, a total of 1.6 million visitors attended the book fair, an increase from the 1.3 million visitors in 2022. This outstanding turnout proved advantageous for publishing companies, as book sales increased by approximately 20 percent, with an estimated 1.8 million copies sold. KLIF 2023 stood out as a remarkable event overseen by MBKM, with full support from the Publishers Association and several book agencies. This demonstrates that the publishing and book sales industry continues to impact the country's revenue, as recorded in the GDP, amounting to MYR5.8 billion.

The country's book industry profile in this study encompasses the employment, publishing, and marketing aspects. This profile serves as a benchmark for assessing the book industry's development and literacy levels of the Malaysian population. When it comes to the country's book industry, employment, publishing, and marketing are the three main categories that will be emphasised. Combining commercial initiatives with government involvement is crucial to promoting the book industry's growth and encouraging long-term reading habits. The primary focus should be on developing a healthy ecosystem for the book industry, taking into consideration both short-term and long-term impacts, as well as social impacts. The book industry relies on writers and creators to produce quality content. The country's book industry must be strengthened to continue providing quality reading materials to foster intellectual development in society.

The government supports authorship by providing training, funding, publishing assistance, and platforms for talent development. Commercial initiatives like writing contracts are also necessary to incentivise authors. Publishing involves the process of transforming manuscripts into ready-to-sell book products. Commercial initiatives in publishing and collaboration with writers can promote diversity and innovation. The government should provide fiscal incentives and subsidies to publishers who produce books with high educational or cultural value to stimulate the growth of the book publishing industry. As for book marketing, reaching a wider audience is crucial. Commercial initiatives include effective marketing strategies, collaboration with distributors, and promotional activities. On the other hand, the government should provide support by promoting reading culture, book festivals and literacy programmes.

The second objective of this study can be achieved by forming indicators that serve as benchmarks to assess and measure the industry's development over 10 years. With findings from secondary data and supports from industry players' perspectives, a comprehensive report covering aspects of employment, publishing, sales, and promotion has been successfully produced. The sales analysis report for the book industry indicates that this industry contributes 0.38 percent to the country's gross income. This statement reflects that the industry is relatively small and requires strong support from all parties, especially the government, writer associations, publishers, and sellers. In 2022, the Ministry of Entrepreneur Development and Cooperatives (MEDAC) created opportunities to assist entrepreneurs in the book industry, particularly after two years of dealing with the COVID-19 pandemic. There are 11 agencies that can provide various forms of assistance to players in the book industry, whether in the form of loans or grants. This is one of the assistance industry players expect so that they can inject capital into their businesses.

The reporting of this study is not yet complete, as many issues and challenges remain unresolved and require the attention of various parties. The third objective is to investigate the issues and challenges in the book industry in Malaysia. This third objective has been achieved by listing the issues and challenges in the book industry based on interviews and FGDs conducted with industry players. One main issue is that the number of book publications in Malaysia is still at a moderate level compared to developed countries like Japan, which publishes around 150,000 to 200,000 new titles every year. This number includes fiction, non-fiction, and various other genres. The United States, on the other hand, has a huge and diverse book publishing industry. In 2021, approximately 300,000 to 400,000 new titles were published in the United States, covering books in various genres and categories. Therefore, the publication of only 28,000 new titles in a year is quite limited.

In this regard, industry players have put forwards many proposals to see book publishing in Malaysia grow every year. The recommendations include government interventions involving substantial investments and allocations for the book industry. The findings of this study further delve into the fourth objective, specifically focusing on the existing opportunities and initiatives that can be recommended for the industry's future development.

Furthermore, funds should be allocated to cover the entire process, from writing, publishing, marketing and distribution to the hands of consumers. Additionally, what is most frequently requested is the return of book vouchers specifically for the purchase of books by every student in Malaysia. The existence of these vouchers has a significant impact on sales and encourages book publishing. There is no complete data available to indicate the best-selling genres in Malaysia. Actions taken by sellers and publishers to promote books include labelling books as "Bestsellers" even when there is no solid evidence of the number of sales. A legal provision should be established to require data sharing among industry players. This is aimed at ensuring the health and progress of the book industry. Books in Malay are the largest contributors to book publishing in Malaysia, indicating that Malaysians prefer books in Malay.

Key players in the book industry in Malaysia include PNM, DBP, MBKM, MAPIM, MABOPA, PKB, PENA, BUDIMAN, PEM, PeKOMIK, PKBM, ITBM, YPNB and MBEIA. Therefore, collaboration between the

government and these industry players should be established to meet the needs of the entire Malaysian population, aligning with the current developments.

The study findings show that libraries are among Malaysia's major contributors to book purchases and procurement. With an annual budget exceeding MYR500,000, libraries contribute to the sustainability of the book industry. Therefore, libraries are encouraged to continue purchasing printed and electronic reading materials to ensure the continuous growth of this industry.

The publishing and book industry sector contributes to employment opportunities. According to statistical data, this industry provides job opportunities for over 15,000 Malaysians. This significant and healthy contribution encompasses publishing, sales, authorship, and printing.

E-book publishing is gaining popularity among Malaysians, especially during the COVID-19 pandemic. That year, the use of e-Libraries increased significantly, demonstrating the Malaysian public's acceptance of e-books. Findings from discussions with industry players indicate that e-books need to be maintained and further developed. This is because such actions indirectly encourage reading activities among the public.

The book industry in Malaysia is one of the key sectors contributing to the country's intellectual, educational, business, and cultural development. It has experienced significant growth in recent years. The government and various agencies strived to enhance the book infrastructure, support local writers, and promote reading interest among the public. In conclusion, the book industry in Malaysia plays a crucial role in the nation's social, intellectual, and cultural development. Despite facing various issues and challenges, the industry continues to evolve by adapting to technological advancements and societal needs.





5.0 THE WAY FORWARDS FOR THE BOOK INDUSTRY

Updating the National Book Policy

- (i) Establishment of a special committee to collect, manage, and analyse book industry data from industry players, involving legal provisions in the creation and implementation of data-sharing obligations by all industry players, in line with the Implementation of Open Data in the Public Sector (General Circular No. 1, 2015) accessible on the MAMPU website.

Based on benchmarking studies, countries like the United Kingdom, the United States, Germany, China, and South Korea publish book reports through major book publishers' associations. Therefore, MABOPA is seen as a suitable organisation to undertake this responsibility based on the benchmarking studies conducted. The collaboration between MABOPA and MBKM is also considered appropriate to collect, manage, and analyse the book industry data in line with MBKM's objective of developing the national book industry. This data should be collected annually to ensure that the direction of industry development can be accurately and systematically measured.

DOSM also needs to improve the statistical reporting of the book industry by making it one of the country's major sectors. Currently, the Malaysian Standard Industrial Classification (MSIC) places the book industry under the categorisation of Section J - Information and Communication. Within this section, reporting for the book industry is quite isolated. Book publishing studies should be conducted every one or two years and reported under code 58 - Publishing Activities rather than under the lower sub-code 5881. Please refer to Appendix 7 for the MSIC Structure.

- (ii) Enforcement of the law for violations of the Deposit of Library Materials Act, 1986 (Act 331) needs to be carried out so that data related to book publishing in Malaysia can be collected accurately.

Strengthening the National Book Industry

Special support for the book industry in the form of financial injections and strategic planning is needed. Funding for the book industry should be equally distributed among industry players and centrally organised.

- (i) **Provide funding for book industry study** and conduct periodic reading and book data acquisition studies every two to three years to assist the book industry in formulating more effective strategic plans. An estimated MYR7 million is required for this purpose.
- (ii) **Provide funding for digitalisation** to produce 3,000 audiobook titles, interactive e-books, and other creative content formats such as Webtoon comics, Tapas, and others. An initial grant of MYR12 million is estimated to be required for this purpose.

- (iii) **Provide a suitable environment and infrastructure** for the digital reading ecosystem in line with current technological advancements and lifestyles. An initial grant of MYR20 million is estimated to be required to develop a sustainable and competitive digital ecosystem.
- (iv) **Provide funding for Braille book printing** to produce 3,000 book titles as reading materials for people with disabilities at schools, universities and others. An initial grant of MYR15 million is estimated to be required for this purpose.
- (v) **Provide funding for translating** 300 of the country's best books each year, including literary masterpieces, so that content in the Malay language and local culture receives recognition from publishers and readers worldwide. An estimated grant of MYR3 million is needed for this purpose.
- (vi) **Provide funding to showcase Malaysian works internationally** and highlight Malaysia's image as a reading national with a knowledgeable society by presenting quality local works at international book festivals, including preparations to become a guest of honour at the Frankfurt Book Fair within three years. Based on recommendations from stakeholders, an estimated MYRR80 million is required for this purpose.

Strengthening the Reading Culture

The demand for books influences the development of the publishing industry. Therefore, a reading culture in society needs to be nurtured.

- (i) **Provide individual tax exemptions** ranging from MYR2,000 to MYR2,500 specifically for books and not combined with lifestyle needs. This is crucial to making Malaysian society a reading community and enhancing knowledge by purchasing reading materials.
- (ii) **Strengthen the Book Voucher Programme** targeted at primary and secondary school students and students in tertiary education centres (Form 6, colleges, and universities).
- (iii) **Provide grants for organising book festivals throughout the country** with a budget of MYR5 to MYR6 million (as suggested by stakeholders) for 14 locations nationwide so that quality books published by local publishers can be accessible to both urban and rural communities.
- (iv) **Provide funds for the implementation of a comprehensive and sustainable large-scale reading campaign.** This effort needs to be carried out continuously for the next five years to positively impact the people of Malaysia in making reading their lifestyle. Based on the proposal from the stakeholders, an estimated fund of MYR60 million is needed for this purpose.

Appointment of a National Book Representative

Appointing a National Book Representative with the status of a Senator in Parliament to ensure the empowerment of the national publishing industry and the promotion of the reading culture can progress in line with the country's overall development.

In summary, the updated National Book Policy needs to be approved promptly by the cabinet, as it has not been updated since its initial introduction in 1981. This update is essential to align with current trends, including Industrial Revolution 4.0 (IR 4.0) and the gig economy, in strengthening the book industry's contribution to the economy. This can be achieved through the comprehensive and systematic collection of book-related data, measuring and reporting the book industry's annual performance using this study's proposed indicators. Such actions should be taken to ensure that returns from this industry can be generated in a structured manner. Further detailed and in-depth study should be conducted since the book industry is complex and involves various stakeholders and industry players.





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7.0 APPENDICES

Appendix 1: Number of Registered Companies with SSM under the Publishing Category

State	Number of Companies
Johor	29
Kedah	8
Kelantan	12
Melaka	12
Negeri Sembilan	19
Pahang	9
Perak	22
Pulau Pinang	47
Sabah	9
Sarawak	20
Selangor	461
Terengganu	2
Wilayah Persekutuan Putrajaya	3
Wilayah Persekutuan Kuala Lumpur	291
Total Nationwide	944

Appendix 2: List of Publishing-Related Associations

Nos	Association Name	Status	Category	Sub-Category	State
1	Persatuan Pengeksport dan Pengimport Buku Malaysia	Active	Commercial	Services	Wilayah Persekutuan Kuala Lumpur
2	Persatuan Penerbit Buku Malaysia	Active	Commercial	Services	Selangor
3	Persatuan Penjual Alatulis dan Buku, Selangor dan Kuala Lumpur	Active	Commercial	Small Medium Industries	Wilayah Persekutuan Kuala Lumpur
4	Persatuan Penjual-Penjual Akhbar dan Buku Negeri Pulau Pinang	Active	Commercial	Small business and hawkers	Pulau Pinang
5	Persatuan Alatulis dan Penjual Buku Sarawak	Active	Commercial	Small business and hawkers	Sarawak
6	Persekutuan Pertubuhan Penjual Alatulis dan Buku Malaysia	Active	Commercial	Small Medium Industries	Wilayah Persekutuan Kuala Lumpur
7	Persatuan Industri Buku Bumiputera Malaysia	Active	Commercial	Small Medium Industries	Selangor
8	Persatuan Penjual Buku dan Alatulis Johor	Active	Commercial	Services	Johor
9	Persatuan Penjual Buku dan Alatulis Negeri Perak	Active	Commercial	Chamber of Commerce	Perak
10	Persatuan Pengedar Buku Dewan Bahasa dan Pustaka	Active	Commercial	Services	Wilayah Persekutuan Kuala Lumpur
12	Persatuan Penerbit Buku Asean	Active	Commercial	Chamber of Commerce	Selangor
13	Persatuan Penjual Buku Malaysia	Active	Commercial	Small Medium Industries	Wilayah Persekutuan Kuala Lumpur
14	Dewan Industri Buku Melayu, Malaysia (DIBMM)	Active	Commercial	Manufacturing	Perak
15	Persatuan Peniaga-Peniaga Alatulis dan Buku Pahang	Active	Commercial	Services	Pahang
16	Persatuan Penulis-Penulis Tamil Negeri Johor	Active	Culture and Arts	Literature	Johor
17	Gabungan Penulis Penulis Muda Negeri Kelantan (GEMA)	Active	Culture and Arts	Literature	Kelantan
18	Persatuan Penulis Kreatif Kuching	Active	Culture and Arts	Literature	Sarawak
19	Persatuan Penyanyi, Pemuzik, Penulis Lagu Tanah Air, Malaysia (PAPITA)	Active	Culture and Arts	Dance/Song/Music	Wilayah Persekutuan Kuala Lumpur
20	Persatuan Penulis Aliran Tionghua Sarawak	Active	Culture and Arts	Literature	Sarawak
21	Pertubuhan Penulis Bahasa Inggeris Zon Utara Sarawak	Active	Culture and Arts	Literature	Sarawak
22	Persatuan Penulis Negeri Pulau Pinang (2PNP)	Active	Culture and Arts	Literature	Pulau Pinang
23	Persatuan Penulis Berbilang Bahasa (PEN Malaysia)	Active	Culture and Arts	Literature	Selangor

Nos	Association Name	Status	Category	Sub-Category	State
24	Persatuan Penulis Wilayah Persekutuan Putrajaya (PEWIRA)	Active	Culture and Arts	Literature	Wilayah Persekutuan Putrajaya
25	Persatuan Penulis-penulis Johor	Active	Culture and Arts	Literature	Johor
26	Persatuan Penulis-penulis Tamil Negeri Perak	Active	Culture and Arts	Literature	Perak
27	Persatuan Penulis Cina Sabah	Active	Culture and Arts	Literature	Sabah
28	Ikatan Penulis Sabah	Active	Culture and Arts	Literature	Sabah
29	Persatuan Penulis Cina Miri	Active	Culture and Arts	Literature	Sarawak
30	Persatuan Penulis-penulis Tamil Kaviyarasu Somanma Negeri Johor	Active	Culture and Arts	Literature	Johor
31	Persatuan Penulis Kelantan (PPK)	Active	Culture and Arts	Literature	Kelantan
32	Persatuan Penulis dan Penyair Kelantan	Active	Culture and Arts	Literature	Kelantan
33	Persatuan Penulis Negeri Melaka	Active	Culture and Arts	Literature	Melaka
34	Persatuan Penulis-Penulis dan Pembaca Tamil Daerah Larut Matang dan Selama	Active	Culture and Arts	Literature	Perak
35	Persatuan Penulis Malaysia	Active	Culture and Arts	Literature	Selangor
36	Kelab Penulis Kadazandusun Murut Sabah (KELAP MONUNURAT MOMOGUN)	Active	Culture and Arts	Literature	Sabah
37	Kelab Penulis dan Aktivis Seni Kinabatangan, Sabah	Active	Culture and Arts	Literature	Sabah
38	Persatuan Penulis, Pembaca Bahasa Tamil dan Kebudayaan Tamil Tapah, Perak	Active	Culture and Arts	Literature	Perak
39	Persatuan Penulis Perlis	Active	Culture and Arts	Literature	Perlis
40	Persatuan Penulis Wilayah Persekutuan Labuan (PERWILA)	Active	Culture and Arts	Literature	Wilayah Persekutuan Labuan
41	Pertubuhan Seniman Dan Penulis Kelantan (PUSPA)	Active	Culture and Arts	Literature	Kelantan
42	Persatuan Penulis Lakon Layar Kuala Lumpur dan Selangor	Active	Culture and Arts	Drama/Theatre	Wilayah Persekutuan Kuala Lumpur
43	Persatuan Penulis Alam Maya Malaysia (JOM SASTERA)	Active	Culture and Arts	Literature	Wilayah Persekutuan Kuala Lumpur
44	Persatuan Penulis dan Peminat Sastera Perak	Active	Culture and Arts	Literature	Perak
45	Persatuan Penulis dan Pembaca Tamil Sungkai, Perak	Active	Culture and Arts	Literature	Perak
46	Persatuan Penulis Swaterbit Malaysia (PESMA)	Active	Culture and Arts	Literature	Kedah
47	Persatuan Penulis Cina Kuching	Active	Culture and Arts	Literature	Sarawak

Nos	Association Name	Status	Category	Sub-Category	State
48	Pertubuhan Penulis Kuala Lumpur	Active	Culture and Arts	Literature	Wilayah Persekutuan Kuala Lumpur
49	Persatuan Perkembangan Kreativiti Penulisan Karya Tamil	Active	Culture and Arts	Literature	Kedah
50	Pertubuhan Penulis Isu-Isu Wanita Nasional (PENAWAN)	Active	Culture and Arts	Literature	Wilayah Persekutuan Kuala Lumpur
51	Persatuan Penulis dan Pembaca Tamil Malaysia	Active	Culture and Arts	Literature	Wilayah Persekutuan Kuala Lumpur
52	Persatuan Penulis Kreatif Malaysia	Active	Culture and Arts	Literature	Selangor
53	Persatuan Pereka Komik Malaysia	Active	Culture and Arts	Fine Art	Selangor
54	Persatuan Komik dan Web-Komik Malaysia (MYCOMIC)	Active	Culture and Arts	Fine Art	Wilayah Persekutuan Putrajaya
55	Kelab Penggiat Komuniti Buku Negeri Sabah	Active	Culture and Arts	Literature	Sabah
56	Pertubuhan Komuniti Buku Warisan Malaysia (BUKU WARISAN)	Active	Culture and Arts	Literature	Selangor
57	Persatuan Komuniti Buku dan Pengkarya Tangkak Johor	Active	Culture and Arts	Literature	Johor

Source: Registrar of Society Malaysia.

Appendix 3: Average Household Book Expenditure by State in Malaysia

Table 3: Average household book expenditure by State

Total																
Year	Johor (MYR) (%)	Kedah (MYR) (%)	Kelantan (MYR) (%)	Melaka (MYR) (%)	Negeri Sembilan (MYR) (%)	Pahang (MYR) (%)	Pulau Pinang (MYR) (%)	Perak (MYR) (%)								
2016	2.04	0.05	1.95	0.06	3.39	0.12	5.62	0.13	1.12	0.03	2.54	0.08	1.44	0.03	2.43	0.08
2019	2.81	0.06	2.79	0.08	3.09	0.10	3.90	0.08	1.90	0.04	1.58	0.04	2.86	0.06	2.60	0.07
2022	1.74	0.03	2.13	0.06	0.74	0.02	3.78	0.07	1.90	0.04	0.85	0.02	1.86	0.03	1.40	0.04
Year	Perlis (MYR) (%)	Selangor (MYR) (%)	Terengganu (MYR) (%)	Sabah (MYR) (%)	Sarawak (MYR) (%)	W.P. Kuala Lumpur (MYR) (%)	W.P. Labuan (MYR) (%)	W.P. Putrajaya (MYR) (%)								
2016	0.7	0.02	2.24	0.04	2.19	0.06	1.48	0.06	1.79	0.06	1.69	0.03	0.76	0.02	3.91	0.06
2019	1.68	0.05	2.46	0.04	1.96	0.05	1.68	0.06	1.91	0.06	2.85	0.04	1.66	0.04	3.17	0.04
2022	2.98	0.08	1.42	0.02	1.69	0.04	0.63	0.02	1.19	0.03	1.57	0.02	0.08	0	4.27	0.05
Urban Area																
Year	Johor (MYR) (%)	Kedah (MYR) (%)	Kelantan (MYR) (%)	Melaka (MYR) (%)	Negeri Sembilan (MYR) (%)	Pahang (MYR) (%)	Pulau Pinang (MYR) (%)	Perak (MYR) (%)								
2016	1.91	0.04	2.07	0.06	4.25	0.13	5.61	0.13	1.15	0.03	2.94	0.08	1.44	0.03	2.68	0.08
2019	2.71	0.05	2.79	0.08	3.37	0.09	3.90	0.08	2.09	0.05	1.62	0.04	2.84	0.06	2.80	0.07
2022	1.90	0.03	2.46	0.06	1.01	0.03	4.00	0.07	1.76	0.03	1.07	0.02	1.81	0.03	1.44	0.03
Year	Perlis (MYR) (%)	Selangor (MYR) (%)	Terengganu (MYR) (%)	Sabah (MYR) (%)	Sarawak (MYR) (%)	W.P. Kuala Lumpur (MYR) (%)	W.P. Labuan (MYR) (%)	W.P. Putrajaya (MYR) (%)								
2016	0.66	0.02	2.27	0.04	2.35	0.06	1.56	0.05	2.11	0.06	1.69	0.03	0.39	0.01	3.91	0.06
2019	1.81	0.05	2.51	0.04	2.01	0.04	1.89	0.06	2.33	0.06	2.85	0.04	1.63	0.04	3.17	0.04
2022	2.80	0.07	1.45	0.02	1.69	0.03	0.74	0.02	1.16	0.02	1.57	0.02	0.09	0	4.27	0.05
Rural Area																
Year	Johor (MYR) (%)	Kedah (MYR) (%)	Kelantan (MYR) (%)	Melaka (MYR) (%)	Negeri Sembilan (MYR) (%)	Pahang (MYR) (%)	Pulau Pinang (MYR) (%)	Perak (MYR) (%)								
2016	2.48	0.07	1.66	0.06	2.54	0.10	5.67	0.16	1.05	0.04	1.96	0.07	1.37	0.04	1.55	0.06
2019	3.19	0.08	2.80	0.10	2.78	0.10	3.89	0.10	1.26	0.03	1.52	0.05	3.37	0.09	1.75	0.06
2022	1.17	0.03	1.42	0.04	0.51	0.02	1.53	0.03	2.25	0.06	0.60	0.02	2.56	0.06	1.29	0.04
Year	Perlis (MYR) (%)	Selangor (MYR) (%)	Terengganu (MYR) (%)	Sabah (MYR) (%)	Sarawak (MYR) (%)	W.P. Kuala Lumpur (MYR) (%)	W.P. Labuan (MYR) (%)	W.P. Putrajaya (MYR) (%)								
2016	0.76	0.03	1.66	0.05	1.88	0.05	1.35	0.06	1.33	0.06	1.20	0.03	-	-	-	-
2019	1.40	0.04	1.68	0.04	1.85	0.05	1.33	0.06	1.36	0.05	1.94	0.05	-	-	-	-
2022	3.21	0.09	0.75	0.01	1.70	0.04	0.50	0.02	1.23	0.04	0	0	-	-	-	-

*Note: Category HS 4901 includes printed books, brochures, pamphlets and other similar printed materials, whether or not in single sheets (Source: DOSM).

Appendix 4: Book Adaptations (Drama/Film)

Appendix 4a: List of novels published from 2013 to 2022 that have been adapted into TV Series and Films

Book Title	Novel Writer	Year of Publication	ISBN	Publisher	Type of Adaptation
Bukan Kerana Aku Tak Cinta	E-Man Sufi	2013	9789670246451	Karya Seni	Series Drama
Jangan Benci Cintaku	Emy Roberto	2013	9789671192597	Idea kreatif Publication	Series Drama
Dia Yang Kucinta	Indah Hairani	2013	9789670535180	Buku Prima	Series Drama
Curi-Curi Cinta	Siti Rosmizah Semail	2013	9789675822124	SR Publication	Series Drama
Playboy Itu Suami Aku?!	Suri Ryana	2013	9789670448275	Kaki Novel	Series Drama
Bukan Kahwin Paksa	Syamnuriezmil	2013	9789671208403	Karystos Creative Sdn Bhd	Series Drama
Isteri Untuk Disewa	Syamnuriezmil	2013	9789670246604	Karya Seni	Series Drama
The Ghost Bride	Yangsze Choo	2013	9780062227324	William Morrow	Series Drama
Suamiku Paling Sweet	Anjell	2014	9789670246840	Karya Seni	Series Drama
Aku, Dia dan Pinky Promise	Anna Lee	2014	9789673652037	Fajar Pakeer	Series Drama
Biar Mereka Cemburu	Anuar Darwisy	2014	9789674460341	Buku Prima	Series Drama
Mencintaimu Mr. Photographer	Emma Mariam	2014	9789673652136	Fajar Pakeer	Series Drama
Luka di Hati Diya	Hasliza Ismail	2014	9789670448558	Kaki Novel	Series Drama
Arluna	Rin Ahmad	2014	9789670448596	Kaki Novel	Series Drama
Dia yang Ku Jadikan Suami	Rinsya Chasiani	2014	9789675289316	Intens Idea	Series Drama
Cukup Derita Itu	Siti Rosmizah Semail	2014	9789675822162	SR Publication	Series Drama
Nota Buat Cempaka	Sophilea	2014	9789675289323	Intens Idea	Series Drama
Jujurlah Nikahi Aku	Umie Nadzimah	2014	9789670246789	Karya Seni	Series Drama
Sayang Tak Dikenang	Wazrul Shah	2014	9789670567389	Penulisan2u	Series Drama
Setelah Cinta Itu Pergi	East Diani	2014	9789671174128	Love Novel Publication	Series Drama
Isteri Aku Kalis Cinta	Mawar Kamila	2014	9789670657103	Love Novel Publication	Series Drama
Chandelier	Acik Lana	2015	9789670874005	Kaki Novel	Series Drama
Pembancuh Kopi Mr. Vampire	Aii Fariza	2015	9789670448947	Kaki Novel	Series Drama
Pengantin Lelaki untuk Cik Gadis	Aulia Iman	2015	9789671289273	Anaasa Publication	Series Drama
Tunggu Dulu Cinta	Ayu Emelda	2015	9789678605069	Alaf 21	Series Drama
Dia Anak Jeneral	Hezzy Azra	2015	9789678605892	Karangkraf	Series Drama
Pencuri Cinta Kelas Satu	Illa Shanahila	2015	9789670567785	Penulisan2u	Series Drama
Dia Menantu Rahsia	Indah Hairani	2015	9789674461942	Buku Prima	Series Drama
Sabarlah Duhai Hati	Mimie Afinie	2015	9789670718378	Idea kreatif Publication	Series Drama
Ulam Kasih Sambal Cinta	Norzailina Nordin	2015	9789678605465	Alaf 21	Series Drama
Isteri untuk Diiktiraf	Nurfaza Alisya	2015	9789673652501	Fajar Pakeer	Series Drama
P.A lelaki 'kerek'	Rose Eliza	2015	9789674462031	Karangkraf	Series Drama

Book Title	Novel Writer	Year of Publication	ISBN	Publisher	Type of Adaptation
Cik Serba Tahu	Syamnuriezmil	2015	9789670707440	October	Series Drama
Kerana Aku Isteri Bidaan	Tulip Ungu	2015	9789675289354	Intens Idea	Series Drama
Kerana Dia Manusia Biasa	Wan Nur Najihah	2015	9789670567808	Penulisan2u	Series Drama
Red Velvet	Acik Lana	2016	9789670874241	Kaki Novel	Series Drama
Maaf, Saya Tak Sengaja	Akira Dorayaki	2016	9789670907185	Kaki Novel	Series Drama
Hero Seorang Cinderella	Anjell	2016	9789674690076	Karya Seni	Series Drama
Urusan Hati Cik Drama Queen	Areila Sahimi	2016	9789670874265	Kaki Novel	Series Drama
Pujaan Hati Kanda	Aulia Iman	2016	9789670890913	Karya Seni	Series Drama
Tuan Danial	Azizah Ami	2016	9789670883151	Cute Kreatif	Series Drama
Biniku Ninja	Azlan Andi	2016	9789672018032	Buku Pojok	Series Drama
Tiada Arah Jodoh Kita	Ezza Mysara	2016	9789670992464	Penulisan2U	Series Drama
Shhh... I Love You	Farisyah Natasha	2016	9789670992242	Penulisan2U	Series Drama
Asalkan Dia Bahagia	Hani Fazuha	2016	9789670718507	Idea kreatif Publication	Series Drama
Sayang Papa Saya Tak	Hanni Ramsul	2016	9789670874227	Kaki Novel	Series Drama
Duda Pujaan Dara	Hanny Esandra	2016	9789673652914	Fajar Pakeer	Series Drama
Hello, Jangan Tapau Cintaku	Hasreeyati Ramli	2016	9789671385	Hasreeyati Ramli	Series Drama
Pink Smile	Luna Adresia	2016	9789670992358	Penulisan2U	Series Drama
Namaku Bedah	Mohd Sharemy Ikmal	2016	9789673652891	Fajar Pakeer	Series Drama
Dia Bukan Bidadari	Myra Ameer	2016	9789674690083	Karya Seni	Series Drama
Kerna Syurga Bukan Percuma	Najmi Fetih	2016	9789671404812	Tarbiah Sentap	Series Drama
Kau Yang Satu	Nia Azalea	2016	9831240774	Karangkraf	Film
Jejak Karmila	Nilam Himawari, Rizal Wan Ramli	2016	9789672052012	BesQ Publication	Series Drama
Jangan Padam Rindu	Rina Farizq	2016	9789670874173	Kaki Novel	Series Drama
Rindu Awak Separuh Nyawa	Siti Rosmizah Semail	2016	9789675822490	SR Publication	Series Drama
Manuskrip Cinta	Syamnuriezmil	2016	9789670992457	Penulisan2u	Series Drama
Perempuan Paling Bahagia	Syamnuriezmil	2016	9789674690212	Karya Seni	Series Drama
Pinggan Tak Retak, Nasi Tak Dingin	Umi Syidah	2016	9789674690298	Karya Seni	Series Drama
Si Baju Kurung Kasut Kanvas	Umie Nadzimah	2016	9789674390335	Karya Seni	Series Drama
Demi Rindumu	Diya Jamal	2016	9789670907413	Love Novel Publication	Series Drama
The Misadventures of Cik Reen & Encik Ngok Ngek	Maya Adira	2017	9789672035121	Kaseh Aries Publication	Series Drama
Projek Seram - Terowong	A. Darwisy, Zaifuzaman Ahmad, Syasya Bellyna	2017	9789674463915	Buku Prima	Series Drama
Sweet Dreams	Acik Lana	2017	9789671482407	BookU	Series Drama
Tak Ada Cinta Sepertimu	Anna Milia	2017	9789673653171	Fajar Pakeer	Series Drama
Kanvas	Ayumi Syafiqah	2017	9789671537015	PROLOG	Series Drama

Book Title	Novel Writer	Year of Publication	ISBN	Publisher	Type of Adaptation
Cinta Pandang ke-2	Laila Kamilia	2017	9789831246917	Alaf 21	Series Drama
Lelaki Lingkungan Cinta	Lily Haslina Nasir	2017	9789672102137	Penulisan2u	Series Drama
Halalkan Hati yang Ku Curi	Mia Kiff	2017	9789672102083	Penulisan2U	Series Drama
Bicara Cinta	Missa J	2017	9789675822476	SR Publication	Series Drama
Utusan Cinta Buat Adam	Myra Ameer	2017	9789674690687	Karya Seni	Series Drama
Jangan Menangis Cinta	Siti Rosmizah Semail	2017	9789675822537	SR Publication	Series Drama
Ayat-Ayat Halal	Syamnuriezmil	2017	9789671480649	The Chapter Bookstore	Series Drama
Mr. Grey	Syamnuriezmil	2017	9789674690502	Karya Seni	Series Drama
Tolong Sempurnakan Cer- ita Mami	Syamnuriezmil	2017	9789672102281	Penulisan2u	Series Drama
100 Hari Mengenal Cinta	Syu Ariani	2017	9789672102212	Penulisan2U	Series Drama
Lelaki Kiriman Tuhan	Umie Nadzimah	2017	9789672102106	Penulisan2u	Series Drama
Bila Hati Memilih Dia	Wan Nur Najihah	2017	9789674062637	KarnaDya	Series Drama
Cinta yang Pulang	Wawa Akil	2017	NA	Reabook	Series Drama
Raya = Aidil + Fitri	Yumi Hyra	2017	9789671448762	Novel Mania Publication	Series Drama
Derhaka Cinta Jebat	Cik Tet	2018	9789672035343	Kaseh Aries Publication	Series Drama
Dia...Encik Imam Ekspres	Cik Tet	2018	9789672035299	Kaseh Aries Publication	Series Drama
Setelah Terlafaznya Akad	Anna Milia	2018	9789672116141	Dear Novels	Series Drama
Melastik ke Hatimu	Aqma Dee	2018	9789675289750	Intens Idea	Series Drama
Maaf Tak Indah	Emy Roberto	2018	9789672137252	Idea kreatif publication	Series Drama
Derita Terindah	Eshal Nuranis	2018	9789678608848	Alaf 21	Series Drama
Lelakimu yang Dulu	Farah Darianna	2018	9789672137290	Idea kreatif Publication	Series Drama
Patah Sayap Bertongkat Paruh	Hana Ilhami	2018	9789672102427	Penulisan2u	Series Drama
Seribu Rindu	Hani Fazuha	2018	9789672137412	Idea kreatif Publication	Series Drama
Bahagia Bukan Bidaan	Hessa Widad	2018	9789674690762	Karya Seni	Series Drama
Kau? Ceo Aku?	Maya Rahman	2018	9789674062651	KarnaDya	Series Drama
Pelindung Seorang Puteri	Mia Kiff	2018	9789675822599	SR Publication	Series Drama
Seadaanya Aku	Nissa Ahdiya	2018	9789674691011	Karya Seni	Series Drama
Perisik Cinta Tak Diundang	Puteri Aqish	2018	9789675289798	Intens Idea	Series Drama
Cinta Untuk Raf	Rabihah Nur Ridhuan	2018	9789678608831	Karangkraf	Series Drama
Tak Sempurna Mencintaimu	Rehan Makhtar	2018	9789674690830	Karya Seni	Series Drama
Hari Kita Jatuh Cinta	Shera Zulghafar	2018	9789838220835	Fajar Pakeer	Series Drama
7 Hari Mencintaiku	Siti Rosmizah Semail	2018	9789675822582	SR Publication	Series Drama
7 Hari Mencintaiku 2	Siti Rosmizah Semail	2018	9789675822582	SR Publication	Series Drama

Book Title	Novel Writer	Year of Publication	ISBN	Publisher	Type of Adaptation
Jangan Ganggu Jodohku	Umie Nadzimah	2018	9789672102717	Penulisan2u	Series Drama
Tq Kapten!	Qash Irdina	2018	9789672185154	Love Novel Publication	Series Drama
Romantika 4 Hari 3 Malam	Wizana Emilia	2018	9789672185192	Love Novel Publication	Series Drama
I Promise	Acik Lana	2019	9789670874579	Kaki Novel	Series Drama
Kekasih Hati Mr Bodyguard	Ateen Khalid	2019	9789671675991	Suara Hati Publication	Series Drama
Wanita Milik Tuan Putra	Aunie Ayunie	2019	9789838220514	Fajar Pakeer	Series Drama
My Rude Wife	CikNorCinta	2019	9789672300069	Suara Hati Publication	Series Drama
Seindah Tujuh Warna Pelangi	E-Man Sufi	2019	9789672102816	Penulisan2U	Series Drama
Sang Pewaris	Fizziany	2019	9789671567029	Jemari Seni	Series Drama
RIsik Pada Hati	Hanni Ramsul	2019	9789671590096	Teratak Kasih	Series Drama
Tercipta Satu Ikatan	Laydee Amarfi	2019	9789672137511	Idea kreatif Publication	Series Drama
Bukan Gadis Biasa	Liza Nur	2019	9789678609272	Alaf 21	Series Drama
Jodohku Babysitter	Nureen Ahmad	2019	9789672116707	Dear Novels	Series Drama
Cinta Belum Tamat Tempoh	Rehal Nuharis	2019	9789672116608	Dear Novels	Series Drama
Saat Kau Takluk Cinta Ini	Sara Hezra	2019	9789671698723	Orabook Publication	Series Drama
Marry Me, Seniorita	Suri Ryana	2019	9789672300014	Suara Hati Publication	Series Drama
Aku Pilih Bahagia	Umie Nadzimah	2019	9789674691370	Karya Seni	Series Drama
Cinta Yang Tertanggung	Zaza Qry	2019	9789672116523	Dear Novels	Series Drama
Setelah Ku Dimiliki	Zaza Qry	2019	9789672116646	Dear Novels	Series Drama
Ash & Aish	Maya Adira	2020	9789672035411	Kaseh Aries Publication	Series Drama
Akira Khan	Ammara Ayyash	2020	9789675822612	SR Publication	Series Drama
Sekali Lagi Cinta Kembali	Anna Milia	2020	9789672116837	Dear Novels	Series Drama
Tarik Daku ke Syurga	Haitun Kamaraz-aman	2020	NA	Haitun Kamarazaman	Series Drama
Mr. Bibik	Aein Dhiyauddin	2020	9789672185666	Love Novel Publication	Series Drama
Honey-Moon	Nurharyati Ishak	2020	9789838220859	Fajar Pakeer	Series Drama
Pengantin Satu Malam	Sophilea	2020	9789675289859	Intens Idea	Series Drama
Imamku Lelaki Pendosa	Umie Nadzimah	2020	9789674691660	Karya Seni	Series Drama
Love, Elsa	Acik Lana	2021	9789671482414	BookU	Series Drama
Terima Kasih Cinta	Aisya Sofea	2021	9789671795323	Muhaniz Solution	Series Drama
Setelah Terlafaznya Akad 2	Anna Milia	2022	9789672902331	Dear Novels	Series Drama
Lelaki Januari	Hafizah Iszahanid	2022	9789670040059	The Biblio Press	Series Drama
Kerana Dia Suka	Marissa	2022	9789672321170	Penulisan2U	Series Drama
Do You Love Me, Captain?	Sophilea	2022	9789672918240	Intens Media	Series Drama

Appendix 4b: List of TV series and film adaptations of novels published from 2013 to 2023

Film/Drama Title	Drama/Film Language	Type	Year	Platform
Sehangat Asmara	Malay	Series Drama	2013	TV3
Bayangan Rindu	Malay	Film	2013	Cinema
Cinta Kau Dan Aku	Malay	Series Drama	2013	TV1
Epilog Cinta Khirana	Malay	Series Drama	2013	TV3
Love You Mr. Arrogant	Malay	Series Drama	2013	TV3
Sebenarnya, Saya Isteri Dia!	Malay	Series Drama	2013	TV3
Bukan Cinta Monyet	Malay	Series Drama	2013	TV3
Kampung Girl	Malay	Series Drama	2013	TV3
Teduhan Kasih	Malay	Series Drama	2013	TV3
Jodoh itu milik kita	Malay	Series Drama	2013	Astro Mustika
Projek Memikat Suami	Malay	Series Drama	2013	Astro Ria
Ariana Rose	Malay	Series Drama	2013	TV3
Bukan Kerana Aku Tak Cinta	Malay	Series Drama	2013	Astro Mustika
Playboy itu Suami Aku	Malay	Series Drama	2013	TV3
Cinta Pandang Kedua	Malay	Series Drama	2013	TV9
Manisnya Cinta Di Cappadocia	Malay	Film	2014	Cinema
Yes, Boss!	Malay	Series Drama	2014	TV3
Suami Aku Ustaz	Malay	Film	2015	Cinema
Suamiku, Encik Perfect 10!	Malay	Film	2015	Cinema
Jauh	Malay	Series Drama	2016	Astro Ria
Tombiruo: Penunggu Rimba	Malay, Kadazandusun	Film	2017	Cinema
Semusim Rindu	Malay	Series Drama	2017	Astro Prima
My Coffee Prince	Malay	Series Drama	2017	Astro Ria
Bahagia Kasihmu	Malay	Series Drama	2017	TV3
Awak Suka Saya Tak	Malay	Series Drama	2017	Astro Ria
Hikayat Cinta Si Pematah Hati	Malay	Series Drama	2017	Astro Ria
Arluna	Malay	Series Drama	2017	Astro Prima, Maya HD
Mencintaimu Mr. Photographer	Malay	Series Drama	2017	Astro Ria
Suamiku Paling Sweet	Malay	Series Drama	2017	TV3
Cik Serba Tahu	Malay	Series Drama	2017	Astro Ria
Pembancuh Kopi Mr. Vampire	Malay	Series Drama	2017	Hypp Sensasi
Biniku Ninja	Malay	Series Drama	2017	Astro Oasis
Duda Pujaan Dara	Malay	Series Drama	2017	Astro Ria
Hero Seorang Cinderella	Malay	Series Drama	2017	Astro Ria
Jejak Karmila	Malay	Series Drama	2017	TV3
Kerna Syurga Bukan Percuma	Malay	Series Drama	2017	Astro Oasis
Namaku Bedah	Malay	Series Drama	2017	TV9
Perempuan Paling Bahagia	Malay	Series Drama	2017	Astro Oasis, Astro Maya
Pinggian Tak Retak, Nasi Tak Dingin	Malay	Series Drama	2017	TV3

Film/Drama Title	Drama/Film Language	Type	Year	Platform
Red Velvet	Malay	Series Drama	2017	Astro Ria
Sayang Papa Saya Tak	Malay	Series Drama	2017	Astro Ria
Shhh... I Love You	Malay	Series Drama	2017	TV3
Urusan Hati Cik Drama Queen	Malay	Series Drama	2017	Astro Ria
Kau Yang Satu	Malay	Film	2017	Cinema
Dekatkan Jarak Kita	Malay	Series Drama	2017	TV3
Selamat Malam Tan Sri	Malay	Series Drama	2018	TV2
Sesegar Nailofar	Malay	Series Drama	2018	TV1
Lafazkan Kalimah Cintamu	Malay	Series Drama	2018	Astro Ria, Astro Prima
Matahari Cerah Lagi	Malay	Series Drama	2018	TV Okey
Kan Kukejar Cinta Kamu	Malay	Series Drama	2018	Astro Ria
Rahsia Hati Perempuan	Malay	Series Drama	2018	Astro Ria
Isteri Bukan Untuk Disewa	Malay	Series Drama	2018	Astro Ria, Astro Prima
Jangan Benci Cintaku	Malay	Series Drama	2018	TV3
Dia Anak Jeneral	Malay	Series Drama	2018	Tv2
Isteri untuk Diiktiraf	Malay	Series Drama	2018	TV1
Pencuri Cinta Kelas Satu	Malay	Series Drama	2018	Astro Oasis
Sejuta Rasa Buat Adelia	Malay	Series Drama	2018	Astro Ria
Jangan Padam Rindu	Malay	Series Drama	2018	TV Okey
Pujaan Hati Kanda	Malay	Series Drama	2018	TV3
Tiada Arah Jodoh Kita	Malay	Series Drama	2018	TV3
Halalkan Hati yang Ku Curi	Malay	Series Drama	2018	TV3
Lelaki Kiriman Tuhan	Malay	Series Drama	2018	Astro Oasis, Astro Prima
Mr. Grey	Malay	Series Drama	2018	Astro Ria
Ghaib	Malay	Series Drama	2018	Tonton
Bila Aidil Ada Fitri	Malay	Series Drama	2018	Astro Oasis
Tak Ada Cinta Sepertimu	Malay	Series Drama	2018	Astro Ria
Cik Reen & Encik Ngok Ngek	Malay	Series Drama	2018	Astro Ria
Bahagia Bukan Bidaan	Malay	Series Drama	2018	TV3
Seribu Rindu	Malay	Series Drama	2018	TV3
Cemburu Seorang Perempuan	Malay	Series Drama	2019	Astro Ria
Sara Kirana	Malay	Series Drama	2019	TV1
Senafas Rindu	Malay	Series Drama	2019	Astro Ria
The Garden of Evening Mists	English	Film	2019	Cinema
Curi-Curi Cinta	Malay	Series Drama	2019	Astro Ria, Astro Prima
Dia yang Ku Cinta	Malay	Series Drama	2019	TV3
Cetera Hati Diya	Malay	Series Drama	2019	TV3
Nota Buat Cempaka	Malay	Series Drama	2019	TV1
Setelah Cinta Itu Pergi	Malay	Series Drama	2019	TV3
Dia Menantu Rahsia	Malay	Series Drama	2019	TV3

Film/Drama Title	Drama/Film Language	Type	Year	Platform
Kerana Dia Manusia Biasa	Malay	Series Drama	2019	TV3
Pengantin Lelaki untuk Cik Gadis	Malay	Series Drama	2019	Astro Ria
Asalkan Dia Bahagia	Malay	Series Drama	2019	TV3
Demi Rindumu	Malay	Series Drama	2019	Astro Ria
Tuan Danial	Malay	Series Drama	2019	TV3
Sweet Dreams	Malay	Series Drama	2019	Astro Ria
Utusan Cinta Buat Adam	Malay	Series Drama	2019	TV3
Encik Iman Ekspres	Malay	Series Drama	2019	Astro Ria
Lelakimu yang Dulu	Malay	Series Drama	2019	TV3
Patah Sayap Bertongkat Paruh	Malay	Series Drama	2019	Astro Ria
Setelah Terlafaznya Akad	Malay	Series Drama	2019	Astro Ria
TQ Captain	Malay	Series Drama	2019	Astro Ria
Cinta Belum Tamat Tempoh	Malay	Series Drama	2019	Astro Ria
Setelah Ku Dimiliki	Malay	Series Drama	2019	TV3
Perempuan Tanpa Dosa	Malay	Series Drama	2020	Astro Ria
Korban Kasih	Malay	Series Drama	2020	TV1
Di Hujung Ranting	Malay	Series Drama	2020	TV2
Bidadari Salju	Malay	Series Drama	2020	TV3
Bukan Kahwin Paksa	Malay	Series Drama	2020	TV3
The Ghost Bride	Cina (Mandarin, Kantonis), Malay	Series Drama	2020	Netflix
Aku, Dia dan Pinky Promise	Malay	Series Drama	2020	TV Okey
Biar Mereka Cemburu	Malay	Series Drama	2020	Astro Ria
Jujurlah Nikahi Aku	Malay	Series Drama	2020	Astro Ria
Chandelier	Malay	Series Drama	2020	Astro Ria
Manuskrip Cinta	Malay	Series Drama	2020	TV Okey
Pink Smile	Malay	Series Drama	2020	TV3
Kebaya Kasut Kanvas	Malay	Series Drama	2020	TV3
Bicara Cinta	Malay	Series Drama	2020	TV3
Lelaki Lingkungan Cinta	Malay	Series Drama	2020	TV3
Tolong Sempurnakan Cerita Mami	Malay	Series Drama	2020	Astro Ria
7 Hari Mencintaiku 2	Malay	Series Drama	2020	TV3
Rindu Yang Terindah	Malay	Series Drama	2020	TV3
Maaf Tak Indah	Malay	Series Drama	2020	TV3
Pelindung Seorang Puteri	Malay	Series Drama	2020	Astro Ria
Seadaanya Aku	Malay	Series Drama	2020	TV3
Bukan Gadis Biasa	Malay	Series Drama	2020	TV3
Sang Pewaris	Malay	Series Drama	2020	TV3
Seindah Tujuh Warna Pelangi	Malay	Series Drama	2020	TV3
Tercipta Satu Ikatan	Malay	Series Drama	2020	Astro Ria
Pengantin Satu Malam	Malay	Series Drama	2020	TV3

Film/Drama Title	Drama/Film Language	Type	Year	Platform
Ayahanda	Malay	Series Drama	2021	TV3, Disney+ Hotstar
Suara Hati	Malay	Series Drama	2021	Astro Prima
Masih Ada Rindu	Malay	Series Drama	2021	TV3
Seandainya Kau Ada	Malay	Film	2021	Cinema
Mencari Kiblat Cinta	Malay	Series Drama	2021	TV Okey
Cukup Derita Itu	Malay	Series Drama	2021	TV3, IQIYI
Sabarlah Duhai Hati	Malay	Series Drama	2021	TV3
Hello, Jangan Tapau Cintaku	Malay	Series Drama	2021	TV3
Rindu Awak Separuh Nyawa	Malay	Series Drama	2021	Astro Ria
Ayat-Ayat Halal	Malay	Series Drama	2021	TV2
Cinta yang Pulang	Malay	Series Drama	2021	TV2
Kanvas	Malay	Series Drama	2021	TV1
Cinta Untuk Raf	Malay	Series Drama	2021	TV1
Hari Kita Jatuh Cinta	Malay	Series Drama	2021	Awesome TV
Jangan Ganggu Jodohku	Malay	Series Drama	2021	Astro Ria
Melastik ke Hatimu	Malay	Series Drama	2021	TV3
Perisik Cinta Tak Diundang	Malay	Series Drama	2021	TV3, Viu
Romantika 4 Hari 3 Malam	Malay	Series Drama	2021	TV3
Tak Sempurna Mencintaimu	Malay	Series Drama	2021	TV3
I Promise Janji Anaqi	Malay	Series Drama	2021	Astro Ria
Kekasih Hati Mr Bodyguard	Malay	Series Drama	2021	TV3, Disney+ Hotstar
Marry Me Seniorita	Malay	Series Drama	2021	Astro Ria
Saat Kau Takluk Cinta Ini	Malay	Series Drama	2021	TV3, IQIYI
Mr. Bibik	Malay	Series Drama	2021	TV3, IQIYI
Love Elsa	Malay	Series Drama	2021	Astro Ria
Biarkan Ia Pergi	Malay	Series Drama	2022	TV3, Disney+ Hotstar
Kau Cipta Kasih	Malay	Series Drama	2022	TV3
Bisik Bisik Gelora	Malay	Series Drama	2022	TV3, Disney+ Hotstar
Bunga Hati	Malay	Series Drama	2022	Astro Ria
Epilog 3 Naga	Malay	Series Drama	2022	Awesome TV
Dia yang Ku Jadikan Suami	Malay	Series Drama	2022	Astro Ria
Luka di Hati Diya	Malay	Series Drama	2022	TV1
Sayang Tak Dikenang	Malay	Series Drama	2022	TV3
Kerana Aku Isteri Bidaan	Malay	Series Drama	2022	TV3, IQIYI
PA Lelaki Kerek	Malay	Series Drama	2022	TV Okey
Tunggu Dulu Cinta	Malay	Series Drama	2022	TV1
Dia Bukan Bidadari	Malay	Series Drama	2022	TV1
Tiada Maaf Buatmu	Malay	Series Drama	2022	Astro Ria
Bila Hati Memilih Dia	Malay	Series Drama	2022	TV3, IQIYI
Jangan Menangis Cinta	Malay	Series Drama	2022	Astro Ria

Film/Drama Title	Drama/Film Language	Type	Year	Platform
7 Hari Mencintaiku 3	Malay	Series Drama	2022	TV3
Derhaka Cinta Jebat	Malay	Series Drama	2022	TV1
Aku Pilih Bahagia	Malay	Series Drama	2022	TV1
Jodohku Babysitter	Malay	Series Drama	2022	Astro Ria
Melur untuk Firdaus	Malay	Series Drama	2022	TV3, Disney+ Hotstar
Rlsik Pada Hati	Malay	Series Drama	2022	TV3, Disney+ Hotstar
Wanita Milik Tuan Putra	Malay	Series Drama	2022	TV3, Disney+ Hotstar
Ash & Aish	Malay	Series Drama	2022	Astro Ria
Honey-Moon	Malay	Series Drama	2022	TV3, Disney+ Hotstar
Suamiku Lelaki Pendosa	Malay	Series Drama	2022	TV3
Sekali Lagi Cinta Kembali	Malay	Series Drama	2022	TV3, IQIYI
Tarik Aku ke Syurga	Malay	Series Drama	2022	TV3, IQIYI
Terima Kasih Cinta	Malay	Series Drama	2022	TV3
Do You Love Me, Captain?	Malay	Series Drama	2022	TV3
Kerana Dia Suka	Malay	Series Drama	2022	TV3
Kerana Hafsanya Cinta	Malay	Series Drama	2022	TV1
Setelah Terlafaznya Akad 2	Malay	Series Drama	2022	Astro Ria
Demi	Malay	Series Drama	2022	TV Okey
Kau? C.E.O Aku?	Malay	Series Drama	2023	TV1
Cinta Yang Tertangguh	Malay	Series Drama	2023	TV1
Akira Khan	Malay	Series Drama	2023	Astro Ria

Appendix 5: Textbooks

Appendix 5a: Breakdown textbook titles by school category

Textbooks	Number of Titles
Primary School	339
Secondary School	408
Special Education	225
Braille	134
Total	1106

Appendix 5b: Total primary school textbook titles by school type

Primary school type Curriculum	Number of Titles
SJK	11
SJKC	66
SJKT	66
SK	161
SK/SJK	35
Total	339

Appendix 5c: Total Primary School Textbook Titles by Curriculum

Type of Primary School	Number of Titles
J-QAF	4
CEFR	5
PKJR	6
DLP	23
KSSR	301
Total	339

Appendix 5d: Total secondary school textbook titles by curriculum

Secondary School Curriculum	Number of Titles
CEFR	4
KSSMPK	5
PKJR	6
KOMSAS	7
MPAK	8
BTDI	9
KBDMATED	9
MPET	10
MPEI	16
DLP	20
STAM	21
MPV	22
KBDKBT	28
SSeM	44
KSSM	199
Total	408

Appendix 5e: Types of languages in textbook publication materials

Language	Number of Titles
Malay	534
English	112
Chinese	88
Tamil	84
Iban	25
Kadazandusun	25
Semai	25
Arabic	84
Japanese	4
French	5
German	3

**Appendix 5f: Orders for textbook publication materials
by state from 2016 to 2021.**

State	Number of Copies Ordered (2016-2021)
Wilayah Persekutuan Labuan	576,250
Wilayah Persekutuan Putrajaya	1,278,424
Perlis	1,477,812
Melaka	5,009,487
Negeri Sembilan	6,314,809
Wilayah Persekutuan Kuala Lumpur	7,381,965
Pulau Pinang	7,576,707
Terengganu	7,917,600
Pahang	8,640,480
Kelantan	9,706,582
Kedah	10,800,133
Perak	11,575,269
Sarawak	13,177,357
Sabah	16,687,563
Johor	18,456,193
Selangor	30,370,815

Appendix 6: Book Awards

A. Dewan Bahasa dan Pustaka (DBP)

- Anugerah Buku Negara
- Anugerah Buku Negara - Serba Dinamik 2018
- Anugerah Buku Umum Terbaik Ketua Menteri Sabah 2017
- Anugerah Citra Karya DBP
- Anugerah Citra Program DBP
- Anugerah Citra Sahabat DBP
- Anugerah Inovasi Ketua Pengarah DBP
- Anugerah MAPIM-KPM
- Anugerah Persuratan Selatan 2021
- Anugerah Persatuan Sains dan Matematik (PERSAMA) 2018
- Anugerah Sastera Negeri Sembilan 2019
- Anugerah Sastera Negara
- Hadiah Sastera Perdana Malaysia
- Hadiah Sastera Penulis Muda
- Hadiah Sastera Tunas Cipta
- Hadiah Karya Ilmiah
- Anugerah Sasterawan Negeri Sabah ke-2
- Hadiah Cadangan Inovasi DBP
- Hadiah Sastera Darul Iman (HASDI) IV/2019
- Hadiah Sastera Perdana Malaysia

B. The Malaysian Book Publishers Association (MABOPA)

- Malaysian Book Awards

There are fourteen awards in the Malaysian Book Awards as follows:

(i) Anugerah Buku Sastera (Malay Language))

Awards for books in the literary genre, such as novels, short story collections, and poetry.

(ii) Anugerah Buku Bukan Fiksyen (Malay)

Awards for books in the non-fiction genre, such as current issues, motivation, religion, history, politics, science, sports, travelogue, biography, autobiography, and the arts.

(iii) Anugerah Buku Kanak-Kanak: Two to Eight Years (Malay)

Awards for children's genres, such as illustrated books or non-illustrated books suitable for readers in the 2 to 8 years age group. The content of the book should encourage a love for reading among children.

(iv) Anugerah Buku Remaja: Eight to 18 Years (Malay)

Awards for books in the youth genre, such as novels, non-fiction books, collections of short stories, and poetry suitable for the youth age group.

- (v) **Anugerah Buku Fiksyen dan Bukan Fiksyen (English)**
Awards for books in the fiction genre, such as novels, collections of short stories, and poetry, as well as non-fiction books in various genres like current issues, motivation, religion, history, politics, science, sports, travelogue, biography, autobiography, and the arts in the English.
- (vi) **Anugerah Buku Kanak-kanak dan Remaja (English)**
Awards for books in the children's genre, including illustrated or non-illustrated books suitable for readers aged two to eight, and in the youth genre, such as novels, non-fiction books, collections of short stories, and poetry suitable for readers aged 8 to 18 in the English.
- (vii) **Anugerah Buku Pendidikan Sekolah: Rendah dan Menengah (Open)**
Awards for school education books, including textbooks, activity books, workbooks, assessment books, and reference books for primary and secondary levels. Open to Malay, English, Chinese, and Tamil languages.
- (viii) **Anugerah Buku Pendidikan Pengajian Tinggi (Open)**
Awards for higher education books, including textbooks, reference books, and educational journals. Open to Malay and English languages.
- (ix) **Anugerah Kulit Buku Terbaik (Open)**
Awards for book covers that emphasize visual impact, creativity, and unique design. Publishers are required to provide a written explanation of no more than 120 words about the concept behind the book cover design. Open to Malay, English, Chinese, and Tamil languages.
- (x) **Anugerah Visual Buku Terbaik (Open)**
Awards for publications with a strong visual component, such as photography, illustrations, or dominant graphics throughout the publication. This category typically applies to luxury book publications. Open to Malay, English, Chinese, and Tamil languages.
- (xi) **Anugerah Buku Terjemahan (Malay Language)**
Awards for translated books from various languages into Malay across different genres.
- (xii) **Anugerah Buku Popular (Open)**
Awards for all books are nominated in all categories, and voting is open to registered users on the e-Sentral portal.
- (xiii) **Anugerah Buku Bahasa Cina**
Award for books written in Chinese in various genres.
- (xiv) **Anugerah Buku Bahasa Tamil**
Award for books written in Tamil in various genres.

C. National Library of Malaysia (PNM)

- **Anugerah Buku PNM 2011**
 - Children's Category (Fiction and Non-Fiction)
 - Adult Category Fiction and Non Fiction)
 - Readers/Viewers Choice (Fiction and Non Fiction)
 - Special Publisher Award
- **Anugerah Buku PNM-RTM 2013**
 - (i) Best Award in the Children's Category
 - Fiction and Non Fiction
 - Malay and English
 - (ii) Best Adult Category
 - Fiction and Non Fiction
 - Malay and English
 - (iii) Best Government Publication
 - Fiction and Non Fiction
 - Malay and English
 - (vi) Viewers Choice Book Award
 - (v) Premier Award
- **Anugerah Buku PNM 2020**
 - Adult Category (Malay language)
 - Adult Category (English language)
 - Adult Category (Chinese language)
 - Children's Category (Malay language)
 - Children's Category (Chinese Language)
 - Readers Choice Category (Malay language)
 - Readers Choice Category (english language)
 - Readers Choice Category (Chinese language)
 - Readers Choice Category (Tamil language)

D. Yayasan Pembangunan Buku Negara (YPBN)

- **Anugerah Buku Negara**

There are 4 main categories in the National Book Award organised by YPBN. Here is the list of National Book Award categories:

(i) Anugerah Perdana

- Tokoh Penulis Diraja
- Tokoh Buku Negara
- Tokoh Sejarawan
- Anugerah Perdana Za'ba (Tokoh Linguistik)
- Anugerah Perdana Aminuddin Baki
- Anugerah Perdana Munsyi Abdullah
- Tokoh Penerbit Buku Negara
- Tokoh Buku Penyelidikan
- Tokoh Buku Industri Getah
- Tokoh Seni/Pelukis Negara
- Tokoh Korporat
- Best Publisher (Government Agency)
- Best Publisher (Private)
- Best Bookstore

(ii) Anugerah Pengajian Tinggi

- Best Scientific Book
- Best Art and Creativity Book
- Best Technical Book
- Best Biography Book
- Best Islamic Book
- Best Book Design
- Best Luxury Book

(iii) Anugerah Buku ASEAN

- ASEAN Literary Figure

(iv) Anugerah Industri Buku

- Best General Book (Language Category)
- Best General Book (History Category)
- Best General Book (Science Category)
- Best General Book (Economics Category)
- Best General Book (Law Category)
- Best General Book (Islamic History Category)
- Best General Book (Islamic Science Category)
- Best General Book (Islamic Law Category)
- Best General Book (Sports Category)
- Best General Book (Education Category)
- Best General Book (Writing Category)
- Best General Book (Civilization Category)
- Best General Book (Motivation Category)

- Best General Book (Biography Category)
- Best General Book (Photography Category)
- Best General Book (Heritage Treasury Category)
- Best General Book (Arts and Crafts Category)
- Best General Book (Natural Heritage Category)
- Best General Book (Culinary Category)
- Best General Book (Travelogue Category)
- Best General Book (Heritage Studies Category)
- Best General Book (Herbal Category)
- Best General Book (Visual Arts Category)
- Best General Book (R&D Category)
- Best General Book (Environmental Category)
- Best General Book (Mandarin Language Category)
- Best General Book (Editing Category)
- Best General Book (Literature Category)
- Best General Book (Literary Organisation Category)
- Best Translation Book (English to Malay)
- Best Luxury Book
- Best Children's Book
- Best Book Design
- Encyclopedia Publisher (General)
- Best Novel (Science Fiction & Technology)
- Bestselling Novel
- Prolific Writer
- Prolific Novelist
- Promising Novelist
- Best Editor

- **Anugerah Buku Sarawak**

- Sarawak Book Figure
- Sarawak Author Figure
- Prolific Author
- Best Poetry Book
- Popular Novelist
- Best Novel

E. ASEAN

- *S.E.A. Write Award (The South East Asia Write Award)*
- *Anugerah Penulis Muda Asia Tenggara (Asean Young Writers Award)*

Appendix 7: MSIC Structure

Carian Struktur MSIC

Nyatakan skop aktiviti ekonomi anda :

Seksyen :

Bahagian :

Kumpulan :

Kelas :

Keterangan :

Paparan Maklumat Kod MSIC 2008

Seksyen : J - Maklumat dan komunikasi

Bahagian : 58 - Aktiviti penerbitan

Kumpulan : 581 - Aktiviti penerbitan buku, terbitan berkala dan penerbitan lain

Kelas : 5811 - Penerbitan buku

Perkara : 58110 - Penerbitan buku, brosur dan penerbitan lain

Jadual untuk 4 digit

Kelas	Keterangan	Termasuk	Tidak termasuk
5811	Penerbitan buku	aktiviti penerbitan buku dalam bentuk cetakan, elektronik (CD, paparan elektronik, dll.) atau dalam bentuk audio atau di internet	(a) pengeluaran glob, lihat 32909 (b) penerbitan bahan pengiklanan, lihat 58190 (c) penerbitan buku dan helaian muzik lihat 59200 (d) aktiviti oleh penulis bebas, lihat 90004

Jadual untuk 5 digit

Perkara	Keterangan	Termasuk	Tidak termasuk	MSIC 2000	Kod Penyiasatan	Keterangan Penyiasatan
58110	Penerbitan buku, brosur dan penerbitan lain	(a) penerbitan risalah dan penerbitan yang seumpamanya, termasuk penerbitan kamus dan ensiklopedia (b) penerbitan atlas, peta dan carta (c) penerbitan buku audio (d) penerbitan ensiklopedia, dll. dalam bentuk CD-ROM (e) penerbitan buku secara on-line, dll.		22110		

