

In the afternoon, reports were given by the regional resource centers. First, Director Fu Tsufang of National Cheng Kung University talked about "The Mobile Library and Medical Science Popularization: Taking 'Drink More Water, Healthy Kidney Power' as an example." Section Chief Cheng Hsiang of the Reading and Collection Department of Taipei City Library discussed, "Taipei City Library Loves Reading: the Sharing of Lesson Plans for a Youth Media Literacy Course". Section Officer Hsieh Chun-hao of the Cultural Affairs Bureau of Yilan County Government talked about, "Two or Three Matters Concerning When we Explore 'Emotional Relationships and Brain Science' Together", and Professor Ch'en Hui-yu of the Department of Physics of National Chung Hsing University talked about "Gender Equality Inspiration From Reading 'Women's Power In'."

This was followed by experience sharing by Director Li Chun of the National Central Library on "Experience Sharing on the National Library's OPEN LAB Space Construction, Equipment Planning and Operation Strategy" and Section Chief Li P'eih-suan of the Hsinchu County Government Cultural Affairs Bureau Library on "Experience Sharing on the Planning of the Hsinchu County Main Library", enabling all public library partners to gain a better understanding of the Public Library Establishment of Technological Operations and Innovative Service Environment Implementation Plan in public library construction from 2025 to 2028.



*A joint photo showing public library partners*

## ■ 2024 Report on Taiwan's Reading Landscape: Digital Reading Ability Surges by 99.8%, Library Services Continue Two-Track Model

The 2024 Report on Taiwan's Reading Landscape Press Conference was held in the NCL Briefing Room at 10am on the morning of March 27th, 2025. During the conference, the reading abilities and interests of Taiwan's public in 2024 were explored and analyzed. The reading abilities of the greater public were analyzed through operational service statistics

from public libraries throughout Taiwan. In addition, the conference commended cities that demonstrated excellent performance in overall reading abilities as well as cities that demonstrated excellent sub-category reading performance.

Director of the Ministry of Education's Department of Lifelong Education Hsueh-cheng Liang expressed his gratitude to the county and city leaders as well as to public libraries for their efforts in establishing collection resources and promoting reading and literacy. The statistics in this year's report show that the achievements of each area of library service have all improved in the year since the previous report. In particular, as the digital economy continues to develop and with the Ministry of Education, city and county governments continuing to devote resources in this area, borrowing rates for e-books have nearly doubled (experiencing growth of 99.8% over the previous year), demonstrating that e-book reading is an important trend moving into the future. This year's Report on Taiwan's Reading Landscape Press Conference included some updates. In addition to awards commending cities that demonstrated excellent reading performance, awards were also specially handed out to counties, cities, towns, and townships that demonstrated jumps in overall reading abilities in order to commend and encourage the hard work of librarians working on the frontlines of literacy and reading efforts. The Taiwan's Reading Landscape Press Conference also sought recommendations of book lovers from each participating city and county to attend the event and share their experiences, honoring and sharing the joy they experience in reading. Reading is an important source of competitiveness for a country. Only through reading can we expand our horizons and deepen our perspectives. Therefore, we hope to continue working hard to collectively cultivate competitive strengths and communities of avid readers with our partners in county and city governments.



*Director of the Ministry of Education's Department of Lifelong Education Hsueh-cheng Liang gives remarks at the press conference*

During the press conference, National Central Library Director-General Han-ching Wang analyzed

the “Reading Abilities of Taiwan’s Public,” by looking back at public reading performance across various categories in 2024. Through the active efforts of public libraries in cities and counties throughout Taiwan in 2024, the number of library visitors, total number of borrowers, total books borrowed, and the use of website resources all demonstrated continued growth from 2023, presenting important indicators of reading ability. Particularly worth highlighting is the 99.8% increase in e-book borrowing. The total number of e-books borrowed by Taiwan’s population exceeded 19.8 million e-books. The number of borrowers increased an astonishing 168.07%, demonstrating that in the post-COVID19 world, digital reading habits have already become deeply ingrained in society, serving as a vital channel for people to access reading materials.



*Group Photo at 2024 Report on Taiwan’s Reading Landscape Press Conference*

Furthermore, with regards to “Public Reading Interests,” a comprehensive look at reading interests in Taiwan showed that books in the Languages and Literature category were most favored, making up 53.76% of all books read. These included translated novels, Taiwanese works, and a variety of diverse topics. Content preferences leaned toward warm stories, fantasy and adventure, suspense and detective stories. Looking at the age distribution of the reading population, the report found that 35-44-year-old readers continue to be the strongest utilizers of public libraries, borrowing a total of 27,540,000 books in 2024 (21.66% of all borrowed books). Within this data, the most frequently borrowed category was Languages and Literature (making up 64.28% of borrowed books among this age group). In this year’s report, 6-11-year-old students took second place in reading ability, borrowing a total of 25,320,000 books across categories (19.92% of all borrowed books). In addition, this year’s report demonstrated a slight increase of 0.91% among readers 12-17 years-old, moving this demographic up one spot in the rankings and demonstrating that even in this era of digital information inundation, teens continue to value the

experience of reading physical books, particularly including the categories of literature, popular science, and self-exploration. These books are reigniting an interest in reading among teens. An analysis of various rankings of books most favored by readers in 2024 resulted in a list including 7 books each in the categories of “psychology and philosophy” and “investing and wealth management,” showing these to be the favorite categories among readers.

In the ranking of Languages and Literature books, both translated works and works by Taiwanese authors were popular among readers, equally represented in the rankings. Among these, warm stories and adventure/detective stories were the most popular. Outside of literature, the rankings for 8 other major genres demonstrated that books on effective studying, deep reading techniques, and self-exploration and growth to be the most popular types of content. The classic *How to Read a Book* appeared in the rankings for the 9th consecutive year. Books that entered the rankings in the Philosophy genre were like diverse prescriptions for the soul, guiding readers to deeply contemplate the intrinsic nature of reading and work, exploring the goals and values of life; books in the religion genre mostly focused on spiritual growth, faith and fate, emotional management and self-understanding, helping readers to resolve the anxieties and instability of living in our modern high-pressure societies. In the Nature and Science genre, 13 new books made it into the rankings. In addition to books focusing on biodiversity and the environment, the craze around AI made a rapid blitz into the rankings, with books on the subject accounting for one fourth of ranked books in the genre. While Applied Science books continued to feature traditional topics such as achieving and extending health and time management, mental health and other life topic books are gradually increasing. In the Social Science category, investment and wealth management books overwhelmingly dominated the rankings, making up 80% of ranked books. Stock investment, ETF investment and wealth management were the three major trends readers focused on to guide them toward realizing financial security. Books that made the rankings in the History and Geography genre mostly focused on Taiwan humanities and history, while travel guides for foreign countries also came back into readers’ favor once again after the COVID-19 pandemic. In the Arts, an emphasis on outdoor experiences found in previous years was also joined by works on meditative Zen drawings, art interpretation, and videogame design, all of which found deep favor among readers.

Finally, within the “City Reading Performance”

section of the report, the municipalities of Taipei City, New Taipei City, and Taoyuan City as well as Hsinchu, Miaoli, Yilan, Taitung, Penghu, and Kinmen Counties were all commended for demonstrating “Excellent Overall Reading Performance,” for their excellent achievements in enriching library collections, promoting reading, library use, and library service development. At the town and township level, performance in Miaoli County was particularly impressive, with 4 towns and townships entering the 2024 list of Excellent Overall Reading Performance; Changhua County and Yunlin County each had 3 towns and townships honored on the list, while Pingtung County, Taitung County, and Kinmen County each had 2 towns and townships make the list, a commendable accomplishment for each of these counties. In the “Cities Demonstrating Overall Reading Ability Improvement,” the counties and cities commended were Tainan City, Hsinchu City, and Kinmen County, while commended towns and townships, and county-administered cities included Miaoli City, Chiayi County’s Puzi City, Pingtung County’s Changzhi Township, Majia Township, and Sandimen Township, Kinmen County’s Jinning Township, Chiayi County’s Meishan Township, and Hualien County’s Xincheng Township. Libraries in these counties, cities, and townships have enthusiastically worked with local communities to promote diverse programming, also investing funds into the building and renovation of library buildings. By providing a quality reading environment and rich reading activities, these libraries have been at the forefront of enhancing and enriching local reading landscapes.

## ■ Taipei Publishing Forum 2025 Winter Festival

On January 8, 2025, in the international conference hall of the National Central Library’s arts and culture center, the National Central Library and the Taipei Publishing Association jointly held the conference *The Distance Between Good Books and Bestsellers? Calculation and a Destiny of Success and Failure in Publishing Marketing!* Taipei Publishing Forum 2025 Winter Festival. The event brought many publishers together all at once. Through the exchange that resulted of different experiences, opinions and case studies, it was hoped to be able to identify a way for Taiwan’s publishing industry to remain invincible and profitable.

Invited to the event were Vice President Wenying Chang of the Taiwan Creative Content Agency and Chairman Chengmin Chao of the Taipei Publishing Association, who deliver opening speeches. In the

first half of the forum, P’eiying Wu, editor-in-chief of Commonwealth Publishing, Chunkuo Chia, editor-in-chief of Booker Publications, Lin Yanchieh, deputy general manager of Parenting Commonwealth, and Chang Kuowen, general manager of Nanmen Bookstore, looked at publishing marketing from an editor’s perspective, and shared the marketing codes of book publishing with the marketing codes of value proposition, brand strategy and team commitment, combined with the three-by-three grid of business models. They also shared the codes of book sales from the perspective of business operations, including book selection, package sales, online pre-ordering, advertising marketing, and thinking about copywriting.

In the second half of the comprehensive forum, the moderator, Chairman Chengmin Chao, and Editor-in-Chief P’eiying Wu, Editor-in-Chief Chunkuo Chia, Deputy General Manager Lin Yanchieh, and General Manager Chang Kuowen took the theme of “Exploring New Business Marketing Methods for Taiwan Publishing” and explored the mainstream of best-selling books, channel layout, business marketing methods, and calculations of publishing operations from the annual rankings. Participants asked questions enthusiastically, and the event ended successfully with lively interactions among publishing partners, writers and readers.



*Group photo of distinguished guest*

## ■ Mr. Masahiro Kinoshita of the National Diet Library of Japan Invited to NCL for a Lecture and Exchange Session

To enhance professional exchange between Taiwan and the international library community, the National Central Library hosted a special lecture on March 6, 2025, featuring Mr. Masahiro Kinoshita from the National Diet Library (NDL) of Japan. The lecture, titled “Exploring the Treasury of Knowledge in the Digital Age: The National Diet Library in Japan and