

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