

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

the Future Development of Its Digital Collections,” was held in the library’s presentation room. Mr. Kinoshita shared recent developments in the NDL’s operations and the progress of its digital collection initiatives. A discussion session followed in the conference room, providing an opportunity for further exchange and dialogue.

Mr. Kinoshita currently serves as the Head of the Second Asian Section, Asian Information and Literature Division, at the Kansai-kan of the National Diet Library, where he is responsible for managing Chinese-language materials. His visit to Taiwan is part of an overseas research project aimed at understanding the current state of digitalization and digital preservation in major Asian libraries. In her opening remarks, NCL Director-General Han-Ching Wang emphasized that with the advent of the digital age, the ways in which knowledge and culture are preserved, transmitted, and shared are undergoing profound transformation. Libraries, as custodians and disseminators of knowledge, are now facing unprecedented challenges and opportunities. She highlighted that the NDL’s Vision for the Future 2021–2025 identifies this five-year period as a critical phase for integrating digital resources with a wide range of knowledge-based activities. Two key goals of this digital transformation are: (1) achieving universal access by providing a wide array of digital services to users, and (2) expanding national digital infrastructure with the aim of building a permanent foundation for universal access. These objectives closely align with the National Central Library’s recent efforts in developing digital services and digital preservation infrastructure. Upon learning of Mr. Kinoshita’s interest in conducting research in Taiwan, the National Central Library extended a special invitation for him to share his practical insights and research findings, with the aim of deepening mutual understanding between NDL and Taiwan’s library professionals regarding the future of digital development.



Mr. Kinoshita giving his lecture

This event marked the first time since 2010 that a representative from NDL came to NCL to deliver a lecture. In his presentation, Mr. Kinoshita not only provided an overview of the current operations and management of the NDL but also offered an in-depth introduction to the development of its digital collections and services. He highlighted key initiatives such as the NDL Lab and its associated services, sharing insights with fellow library professionals. Mr. Kinoshita also elaborated on recent developments at NDL, including the implementation of digital document delivery services aimed at individual users, the launch of the NDL Lab experimental service website (<https://lab.ndl.go.jp>), and the establishment of various forms of "collaborator" frameworks that leverage the specialized expertise of staff across departments. He also showcased digital tools such as the NDL Ngram Viewer, full-text and image-based search functionalities, and the NDL Classical Books OCR-Lite project. The event was conducted in an atmosphere of lively professional engagement, drawing active participation and numerous questions from attendees. Following the lecture, Mr. Kinoshita held further discussions with NCL departments on a range of topics including digital development, web archiving, digital preservation, applications of artificial intelligence, legal deposit of digital content, and database management, fostering meaningful exchange and collaboration.



A group picture after the discussion