

# Exploring the Development Path of Digital Collections in the Publishing Industry under the Background of Cultural Digitalization

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**Abstract:** In the current social context, promoting technological innovation and empowering industrial transformation with technological development has become an important means of deepening economic development, thus promoting the rapid development of the digital economy, and emerging industrial forms and structures emerge endlessly. Digital collections have become innovative cultural carriers, highlighting the rapid momentum of cultural digitization development. The direction of digital development in the future cultural industry is to integrate traditional cultural industries with emerging technologies. The production, dissemination, and sales of cultural industries will enter a new stage of online development using science and technology.

**Keywords:** Publishing industry; Digital collectibles; Blockchain; Exploration

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## Introduction

In the current social context, promoting technological innovation and empowering industrial transformation with technological development has become an important means of deepening economic development, thus promoting the rapid development of the digital economy, and emerging industrial forms and structures emerge endlessly. In order to respond to the current development situation and adjust the development pattern, China has made new strategic arrangements for the development of a cultural powerhouse and digital economy. The 14th Five Year Plan for National Economic and Social Development of the People's Republic of China and the Outline of Long Range Objectives for 2035 clearly propose the implementation of the digital strategy of the cultural industry, accelerate the development of new cultural enterprises, cultural formats, and cultural consumption models. In summary, it can be seen that the direction of digital development in the future cultural industry is to integrate traditional cultural industries with emerging technologies. The production, dissemination, and sales of cultural industries will enter a new stage of online development using science and technology.

Cultural carriers are constantly emerging in new forms with the progress of human society. Today, digital collections have become innovative cultural carriers, highlighting the rapid momentum of cultural digitization development. In 2021, the US publishing industry took the lead in exploring the field of digital collectibles. In March 2022, Beijing Changjiang New Century Cultural Media Co., Ltd. (hereinafter referred to as Changjiang New Century) collaborated with Fire Chain Technology to create China's first NFT digital collectibles in the publishing industry, which were sold out in just 20 seconds after going online. In the context of cultural digitization, digital collections provide a path worth exploring for the integrated development of the publishing industry.

## 1. The Meaning and Properties of Digital Collections

Digital collections are different from physical collections in attribute characteristics and collection forms. Digital collections refer to the use of blockchain technology to generate unique digital vouchers corresponding to specific works and artworks, and achieve authentic digital distribution, purchase, collection and use on the basis of protecting their digital rights management. Its types are very diverse, such as digital images, music, videos, 3D models, electronic tickets, digital souvenirs, and so on. The digital collection encrypted by digital means has unique and non replicable characteristics.

At present, most of China's digital collections are concentrated in cultural and artistic aspects. Digital collections are essentially

cultural products, and the publishing industry has a deep resource storage. It is precisely because of their diverse characteristics that the development prospects of digital collections are very promising. If the publishing unit has original artistic works and owns their copyrights, these resources can provide rich materials for digital collections. For example, the work “The World” that sparked a wave in the film and television market a while ago, and its author Liang Xiaosheng, also won the 10th Mao Dun Literature Award for this work. The digital rights management of this work belongs to China Youth Publishing House. Therefore, in June 2022, China Youth Publishing House released the 8K digital collection “On Earth”, which attracted many attentions once it came out. Providing digital collection development and promotion ideas for traditional publications such as popular books.

## **2. The Embodiment of Publishing Industry Advantages in the Development of Digital Collections**

The publishing industry is the main force in disseminating ideas and culture, and bears an important mission in disseminating traditional culture and recording historical spirit. The accumulation of history gives the publishing industry a voice and credibility that other industries do not possess. The application of these forces in the development and distribution of digital collections is undoubtedly a unique advantage for the publishing industry. Moreover, the current development of the digital collectibles market is unstable, and the phenomenon of mixed publishers and works is repeatedly prohibited. In this situation, the credibility of the publishing industry is the reassurance of consumers.

## **3. Development Approaches for Digital Collections in the Publishing Industry**

At present, multiple publishing houses in China have seen promising prospects in the industry and started issuing digital collectibles. The current forms of digital collections in China’s publishing industry mainly include the following aspects.

### **3.1 Digital collections related to the author’s surroundings and publication IP**

Famous writers themselves can be recognized by the public, and their inherent traffic and reputation are the key to opening the digital collectible market. Excellent works are also worthy of repeated development. The highly praised creative content of the audience and the author’s own popularity endow the publication with strong IP attributes. This type of publication has a high degree of adhesion with the audience and is more likely to be favored by the market. Publishing units can tap into the IP resources of the publication and fully utilize the author’s own influence to derive many peripheral products, such as exclusive author signatures, behind the scenes photos, video interviews, etc. for this publication. This type of digital collection has a diverse variety, a wide audience, and high praise.

### **3.2 About the plot of publication content and surrounding digital collections**

At present, the digital collectibles distributed in China mainly revolve around cultural products, which are based on content creation. The emergence of digital collectibles can diversify the content or character endings of works, rather than being limited to the publication content of paper books. And the surrounding areas of publications, such as animations related to storylines, character costumes, creative props, character costumes, and so on. The economic benefits of the “Harry Potter” series of books in related industries have reached approximately \$200 billion, with derivatives accounting for 80% of the revenue. Publishing units use technological means to label products with unique identification and ownership information, turning the surrounding areas of publications into online products, making them digital collectibles, deeply exploring work resources, and driving economic benefits.

### **3.3 On the Combination of Online and Offline Digital Library Collection**

Digital collections can be seen as a fusion of traditional publications and digital assets, specifically, a combination of limited edition paper publications and digital collection tickets. Digital collections can use blockchain technology to encode physical publications and collection tickets sold, each code being unique and immutable. Collectors actually receive offline publications and online collection tickets. My publishing industry has already explored digital book collections. In early May 2022, Xinhua Wenxuan Sichuan Digital Publishing Media collaborated with “Alibaba Auction” to release the first digital book collection - “Zhan Pai”. The author has also written many excellent works such as “Dust Settles” and “Silversmith under the Moonlight”. He is also the winner of the Mao Dun Literature Award and Lu Xun Literature Award, with high market and audience recognition.

### **3.4 The Choice of Platforms in the Development of Digital Collections in the Publishing Industry**

The distribution of digital products in China mainly relies on platforms. If the platform goes bankrupt or shuts down, the digital collectibles on the chain may be lost at any time. Therefore, it is crucial for publishers to choose a distribution platform. Examining platform qualifications, evaluating platform strength, selecting authoritative, large-scale, powerful, and highly credible platforms as much as possible, fully understanding their operating rules, combining them with their own reality, and timely responding to issues

arising during the distribution process have become mandatory courses for publishers.

### **3.5 Digital Collection Trading Should Strictly Adhere to the Legal Bottom Line**

Virtual currency transactions, illegal fundraising, speculation, and induced purchases are strictly prohibited during digital collectibles trading in China. The value of digital products should be reasonably evaluated, and publishers and distributors should strictly comply with relevant laws, regulations, and market trading principles. Obey national regulation, strictly abide by the legal bottom line, return to the value system, reasonably apply market rules, and create a trading environment that is calm and clear.

### **Conclusion**

The current development of the digital collectibles market in the publishing industry is in its infancy, and the industry's development is not stable. The future development of digital collectibles in the publishing industry should be vigorous and upward. In the context of cultural digitization, digital collections have opened up a new development path for the integrated development of the publishing industry. The publishing industry has dug into existing resources, expanded industrial channels, utilized technological means, expanded profit channels, and improved digital ecological construction. The extensive mass base, well-known author group, deep content foundation, rich IP resources, and strong credibility and dissemination power of the publishing industry have laid a solid foundation for its exploration of the digital collection market. At the same time, publishing units need to strictly adhere to the policy bottom line, strictly control the value orientation of public opinion, return to the value dimension, pay attention to content quality construction, carefully choose cooperation institutions and platforms, and contribute to building an open, transparent, and sound market environment, achieving industry integration, transformation, and upgrading, and promoting the construction of China's cultural digital industry.

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