

- b) Are any countries excluded by treaty from any taxes or restrictions? If yes, describe.

D. BOOK PUBLISHING

Please complete the following table.

1. Market data

About 130 English and 60 French titles published by Chinese publishers a year, plus many imports in original languages.

- a) How many English/French language titles are available in this country/territory? (See chart columns 1 and 3.)
- b) How many copies of English/French language titles were sold last year in this country/territory? (See chart columns 2 and 4.)
- c) How many foreign language title translations are available in this country/territory? (See chart column 5.)
about 10,000 translated per year
- d) How many copies of translated foreign language titles? (See chart column 6.) 8 million copies

2. Pricing

- a) What is the average retail price of a hard cover best seller in this territory/country? \$ want very cheap editions, i.e. \$1.00
- b) What is the cost of printing a hard cover best seller in this territory/country for:
- Quantity = 50,000? \$2.6 US per copy (including paper cost)
- Quantity = 200,000? \$2.15 US per copy (including paper cost)
- c) What is the cost of printing a soft cover best seller in this territory/country for:
- Quantity = 50,000? \$ 1.6 US per copy (including paper cost)
- Quantity = 200,000? \$ 1.3 US per copy (including paper cost)