



# *K12*

# Textbook Publishing

# *in China*

Chunchi Yu China Education Publishing & Media Group Co. Ltd



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# **PART 01**

## **Overview of K12 Education in China**



# Part 1

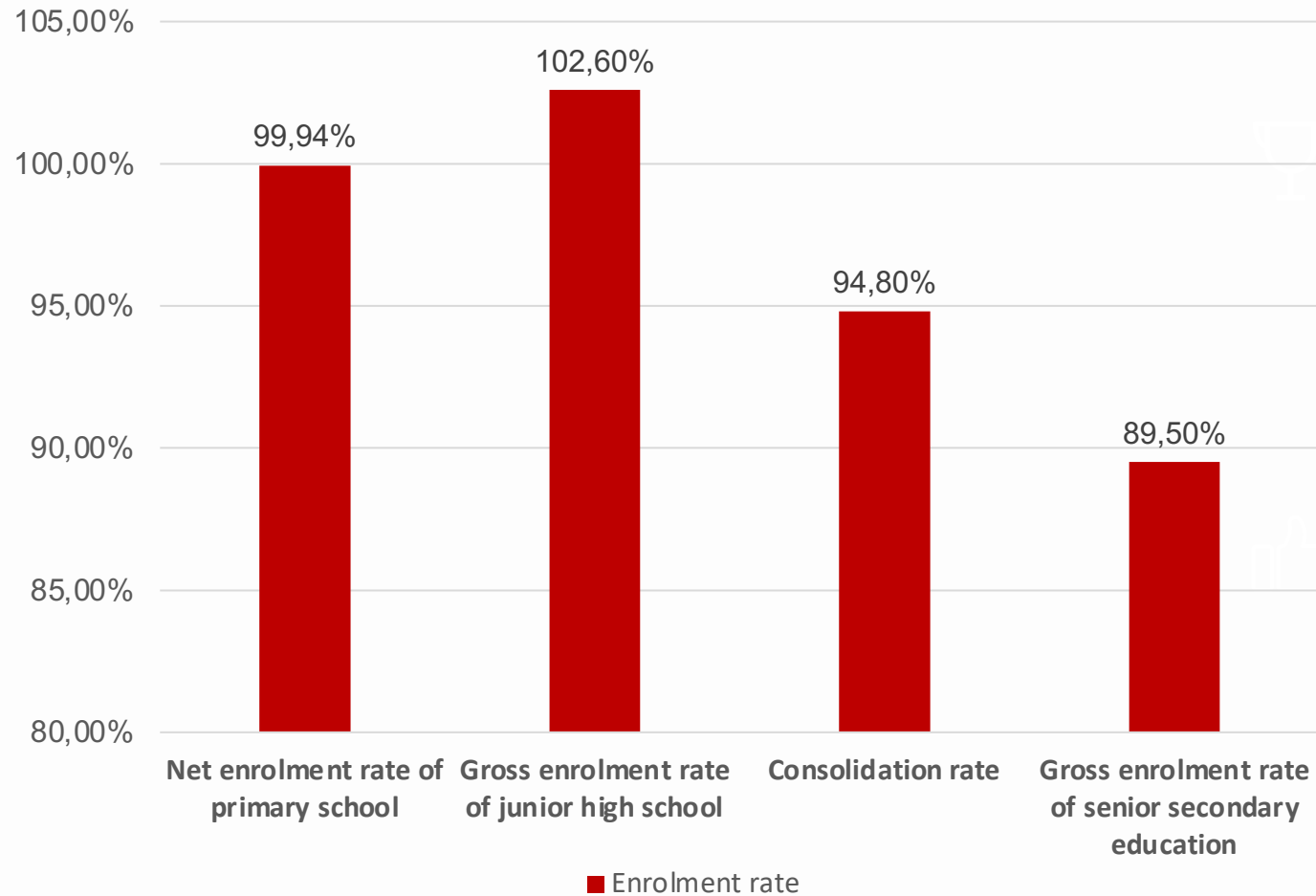
## 2019 statistics: school, students and teachers

	<b>Primary Schools Education</b>	<b>Junior Secondary Education</b>	<b>Senior Secondary Education</b>
Schools	160,000	52,000	14,000
Students	106 million	48 million	24 million
Teachers	5.9 million	3.7 million	1.9 million

Pre-school education also celebrates a period of sustained development. K12 education is witnessing the fastest and best development in China over the last decade and more



# 2019 Statistics: Enrolment Rate

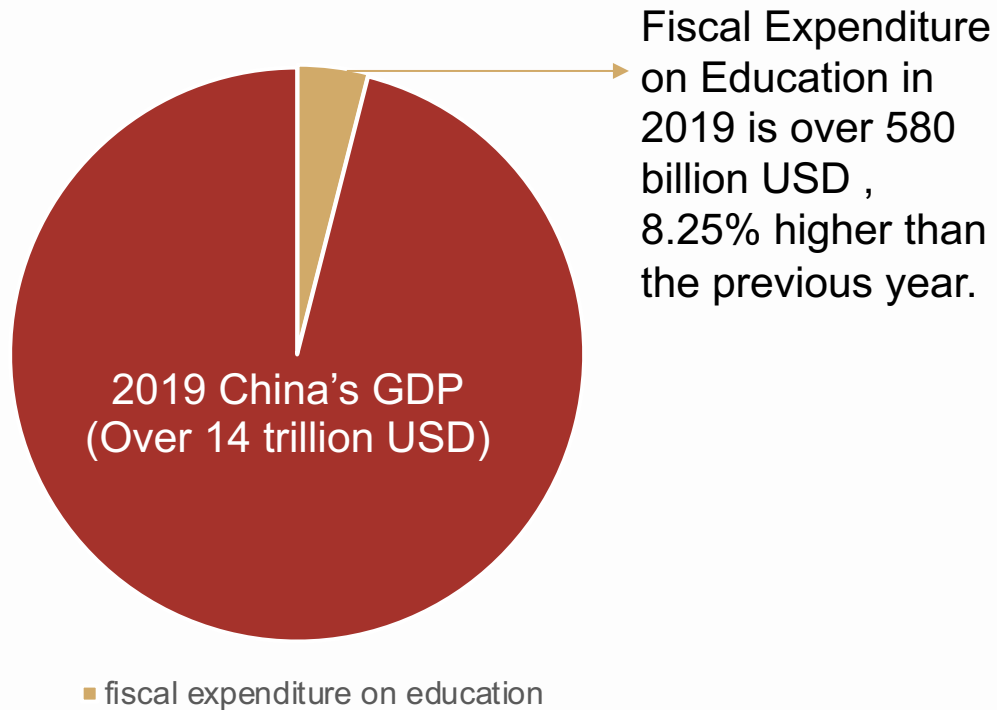


## consolidation rate

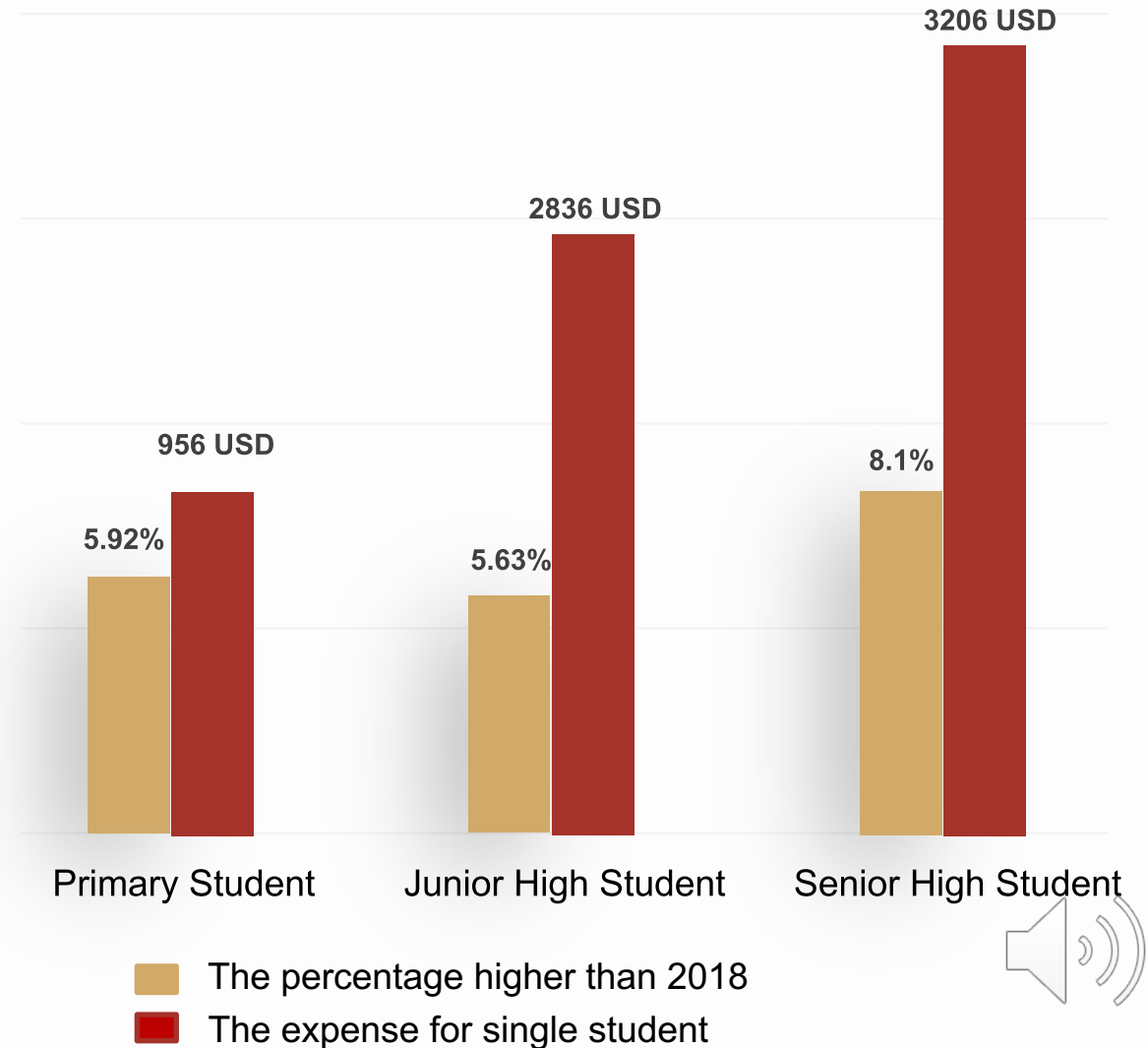
A term for the compulsory education in China, arithmetically the percentage of the assemble enrolment dividing into contemporary graduates.



# 2019 Statistics: Fiscal Expenditure on Education



The eighth consecutive year that the figure had exceeded 4%.





# **PART 02**

## **Textbook Compilation and Selection System in K12 Education**

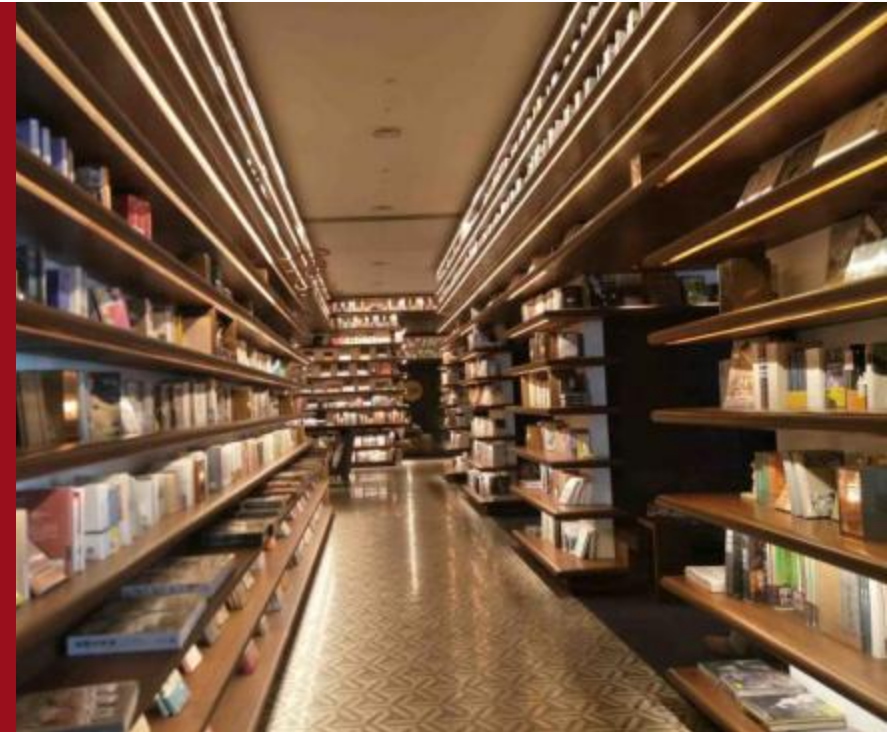


# Part 2

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In 2001, the government issued a policy to encourage bidding for the publication of primary and secondary school textbooks. Since then, the monopolized market of primary and secondary school textbooks has been open to all publishers.

**Publishing  
market**





# CASE STUDY

FLTRP with McMillan Education  
*New Standard English*

People's Education Press with  
Cengage Learning *English*



# Textbook Management System

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Supervision and  
coordination of  
textbook publication

National Textbook  
Committee

Researches in  
textbook theories  
and practices.

National Institute  
for Curriculum  
and Textbook  
Research

Department of  
National Textbooks

Promulgates  
textbook plans

# Textbook Compilation

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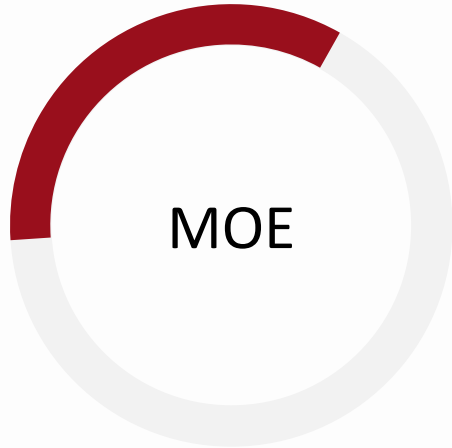
On the one hand, textbook compilers and examiners are required to meet certain standards and requirements.



On the other hand, Three-Subject Courses – Morality and Rule of Law, Chinese Language and Culture, and History – People's Education Press is the exclusive publisher.

# Textbook Selection Procedures

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providing selection  
policies, procedures and  
guidelines



responsible for local textbook  
selection, management and  
supervision



# **PART 03**

## **K12 Textbook Publication of PEP**



# K12 Textbook Publication of PEP

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**Digitalization of Textbooks  
for K12 Education**





# Digitalization of Textbooks for K12 Education







# Thank You !



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