The Development Path of Music Publishing under the "Double Reduction" Policy in China

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Abstract: *The "Double Deduction" policy effectively reduces the academic burden of students and promotes the transformation of school education methods and family education concepts. The policy also brings good prospects for music publishing, promotes publishing units to think about the transformation path of value-added and quality improvement, and gain a larger share in the broad market in the future. The development opportunities of music publishing under the "Double Reduction" situation include the dual needs of policy-oriented "burden reduction and quality improvement" and aesthetic education, the explosive growth of online education demand caused by the changes in the situation, and the sharing of educational resources to promote the fair and balanced development of education. The high-quality development of music publishing will help deepen quality education in the new era and meet the diverse needs of students for all-round development. The development path of music publishing under the situation of "Double Reduction" mainly includes: expanding the space for topic selection and helping diversified after-school services; deepening integrated development and improving the digital resource structure; strengthening industry linkage and cooperation and creating a resource aggregation platform.*

Keywords: *Music Publishing; "Double Reduction" Policy; Music Education; Digital Publishing; Education Reform; Online Education*

1. Introduction

In July 2021, the general office of the Communist Party of China Central Committee and the State Council issued the "Opinions on Further Reducing the Burden of Homework and Off-campus Training for Students in Compulsory Education" (referred to as the "Double Reduction" policy), which had received keen attention from all walks of life. The "Double Reduction" policy is the choice of education development, to advocate all-round education and promote the high-quality development of basic education [1]. The implementation of the policy effectively promotes the reduction of students' academic burden and meets the requirements of parents for burden reduction. Meanwhile, the policy also promotes the reform of school education methods and family education concepts, which has a profound impact on China's education pattern. The fundamental task of education is to foster virtue through education. Music education is an important part of all-round education. The high-quality development of music publishing will contribute to strengthening all-round education to meet the diverse needs of students' all-round development in the new era. Under the situation of "Double Reduction", the real issue that publishers need to think deeply about is: how to seize development opportunities, accelerate the integration of publishing transformation and innovation, publish more high-quality books, and play a leading role in the market.

2. Current Situations and Trends of Music Publishing

Broadly defined, music publishing includes books, newspapers, magazines, records, multimedia, digital products, network products, and other publishing media and forms. With the increasing demand of Chinese readers for spiritual culture, the music publishing industry presents a "Blue Ocean" market for all age groups, from teenagers, and adults to the elderly. The number of publishing houses involves in music publishing in China has also skyrocketed from less than 10 to more than 480 [2]. It is difficult for the paper resources of the traditional publishing industry to be presented in a three-dimensional and diversified manner, and it is also difficult to adapt to the reading habits and reading scenes of contemporary people. The development of digital technology has led to changes in reading methods

and consumption habits, and the digital transformation of music publishing is the general trend.

The publishing types of traditional music publications mainly include music textbooks, theoretical knowledge, score, songbooks, popular reading materials, etc. In the face of the changes and impacts of the rapid increase in the amount of information in the "Internet Plus" era, the traditional publishing model of music books should no longer adapt to the ever-changing market. It is urgent to explore the development pattern of digital transformation to make publishing channels more diversified. To a certain extent, digital publishing will save the time cost of content editing, paper proofreading, printing, and publishing, shorten production time and circulation time, and facilitate market feedback and adjustment. And for readers, it is more convenient to obtain the desired music materials without being restricted by time and place. Many publishing units have actively explored digital transformation and achieved results. For example, the People's Music Publishing House promoted the construction of the "Music + Publishing + Internet" project, by using big data analysis to optimize topic selection. Similarly, Shanghai Music Publishing House had also launched music audiobooks and e-reading books, by cooperating with multiple platforms such as Amazon Kindle Reading, WeChat Reading, and others.

The traditional music publishing industry of China is dominated by paper publications. The Internet has prompted a huge change in music publishing from publishing channels and publishing forms to publishing content. Digital publishing has become the main force in China's music publishing industry [3]. The publishing industry needs to integrate existing music book resources for digital transformation, speed up the process of paper-data integration, and use big data analysis to understand readers' needs and provide customized services. At present, the main problems facing the digital transformation of music publishing are the insufficient development of digital music resources, the relative lack of intellectual property protection, and the shortage of digital publishing talents. The protection of intellectual property rights is the basic guarantee for the digital development of music books. Relevant laws, regulations, and industry standards are being formulated and improved. The competent government departments continue to play a leading role in cracking down on music piracy and infringement and promoting the standardization of Internet music publishing. Digital publishing and integrated publishing are the development trends in the publishing industry. However, the training mode of digital publishing talents lags behind the development speed of the industry. Publishing professional and technical personnel master new knowledge, new situations, and new business forms through continuing education. Talent training is of great significance to the progress of the publishing industry [4], so it is necessary to strengthen the post-employment training of publishing talents to adapt to the development. In addition, it is necessary to increase the investment and integration of capital, technology, and talents, strengthen the promotion and publicity of music digital publishing, speed up the process of integration of existing music publishing papers, and develop publishing products that meet the needs of music education and market orientation.

3. Development Opportunities for Music Publishing under the Situation of "Double Reduction"

The essence of publishing is cultural choice and value shaping. Under the situation of "Double Reduction", music publishing should take the individualized and refined needs of juvenile readers into consideration. High-quality music publications can help to create a good educational ecology and promote the sustainable development of the publishing industry. The development opportunities of music publishing under the situation of "Double Reduction" include the following three aspects.

3.1 Policy guidance - the dual needs of "reducing the burden and improving quality" and aesthetic education

The "Double Reduction" policy promotes the "reduction of burden and improvement of quality" in education, strives to build a high-quality education and teaching environment, and promotes the all-round development of students. As the academic burden of students is reduced, students can have more spare time to cultivate their interests and hobbies and improve their comprehensive literacy. Before the implementation of the "Double Reduction" policy, in 2020, the general office of the Communist Party of China Central Committee and the State Council issued the "Opinions on Comprehensively Strengthening and Improving School Aesthetic Education in the New Era", which proposed that, " It is necessary to deepen the teaching reform comprehensively, offer a wide range of aesthetic education courses, and speed up the innovation and development of art disciplines.". With the requirements for "reducing the burden and improving the quality" of education, the emphasis on aesthetic education, and the rapid development of Internet emerging technologies, music publishing

will inevitably usher in new development opportunities. According to the "Main Results of National Education Statistics 2021" [5] of the Ministry of Education, there will be 207,200 compulsory education schools in China in 2021, with 158 million students. The huge group of students in compulsory education provides incremental space for music publishing. Policy guidance, social environment, technological innovation, etc. are all driving forces for the development of music education. Juvenile students grow up in the era of the rapid development of the Internet in the 21st century, live in a digital and information-based social development environment, and are accustomed to reading on mobile devices such as mobile phones and computers. Their demand for music publishing, especially online resources, is huge.

3.2 Situation change - the explosive growth in demand for online education

Under the influence of COVID-19, the demand for online education is exploding. Under the multiple effects of active and passive factors, online education has gradually become one of the current nearly normalized education and teaching methods. In February 2021, the Ministry of Education, the National Development and Reform Commission, and other five ministries and commissions jointly issued the "Opinions on Vigorously Strengthening the Construction and Application of Online Education and Teaching Resources in Primary and Secondary Schools", which proposed that, "By 2025, it is necessary to form an online education platform system with clear positioning, interconnection, co-construction, and sharing; subject curriculum resource system covering various special education and textbook versions; cover policy guarantee system of construction operation and maintenance, resource development, teaching application and implementation." Compared with traditional classroom education, online education is less restricted by space and time, and students have more autonomy and flexibility in learning. For students who study online, the form of audio-visual interaction can achieve better learning effects [6]. Combining the text and scores in music books with audio, video, animation, games and other elements will stimulate students' interest in self-exploratory learning, and the demand for online education will bring new opportunities for music publishing.

3.3 Resource sharing - promoting fair and balanced development of education

High-quality music publishing resources can provide solutions for the expansion of music classrooms in economically backward areas, push the integration of urban and rural compulsory education, and promote fair and balanced development of education. It is particularly important to optimize the topic selection of music publishing. Publishing units can conduct research on topics for teenagers' music education, go deep into primary and secondary schools to understand teenagers' needs, and customize corresponding music book resources. The publishing unit can also plan in cooperation with the provincial and municipal education authorities and well-known school groups to serve the needs of primary and middle school students for the expansion of music resources. The People's Music Publishing House has undertaken the compilation and publication of music textbooks for compulsory education periods and ordinary high schools and has won the first and second prizes of national excellent teaching materials for many times. Relying on the advantages of textbook publishing, the People's Music Publishing House has continuously strengthened the supporting services of music textbooks for primary and secondary schools in recent years, and has deeply integrated with the media to create a "Music Teaching Resource Platform", and launched high-quality resources such as "Expert Columns" to readers occasionally. At present, China is in the process of high-quality education development. Education needs to cover and ensure the sharing of resources among different income groups, promote the balanced development of education in various regions, and promote a good atmosphere of education fairness. Music fusion publishing resources can be an important supplement.

4. Thoughts on the Development Path of Music Publishing under the Situation of "Double Reduction"

With the continuous deepening of education reform, music publishing will play a positive role in improving the quality of quality education and promoting the all-round development of students. Under the situation of "Double Reduction", the development path of music publishing is proposed as follows.

4.1 Expanding the space for topic selection and helping diversified after-school services

According to the "Double Reduction" policy, "Improving the level of school after-school services to

meet the diverse needs of students", "Carrying out a variety of popular science, sports, art, labor, reading, interest groups, and community activities", " Schools should make full use of resource advantages, effectively implement various after-school education services, and meet the diverse learning needs of students on campus.", the comments reflect the goal of deepening quality education, and also put forward requirements for the school's after-school services. First of all, schools are the main positions of music education. It is necessary to develop diversified activity courses and supporting teaching materials, break through the inherent teaching mode, and link classrooms with digital music resources, which will help to create a "new ecology" of music education. It is understood that primary and secondary schools in various places actively formulate implementation plans for after-school services. Many schools have launched corresponding club courses for students to choose independently, broaden students' horizons, meet the needs of after-school services, and reflect the orientation of quality education.

The community courses of after-school services are usually taught by full-time or part-time teachers. However, there are few books related to music clubs in the market. This provides room for growth in the topic selection and planning of music publishing and also provides an entry point for music publishing houses to develop school terminal services. Under the situation of "Double Reduction", the demand for high-quality music extracurricular reading materials, and related services has increased sharply. Teaching materials for various music club courses are yet to be compiled and published, such as the instructional textbooks of choral clubs, folk music clubs, orchestral clubs, and pop band clubs. Music club courses can plan digital teaching materials that integrate text, music scores, audio, and video to meet the music development needs of students in compulsory education. Music publishers should seize the opportunity to step up the planning of such novel and practical after-school service music publications or develop teacher instruction manuals for music extension courses. This can provide a practical reference for after-school services such as clubs and interest groups for schools, teachers, and readers in need.

The "Double Reduction" policy also proposes to improve the home-school-community coordination mechanism. In the process of transition from traditional education to quality education, music publishers can also find growth points for publishing in the popularization of children's music, home-school co-education, and other family education topics, to take the initiative in market competition. The "Double Reduction" policy reduces the academic burden and indoctrination education and advocates replacing autonomous learning methods. Extracurricular reading music publications have market potential and prospects. For example, children's music culture books can combine an interdisciplinary perspective, spread excellent traditional culture, integrate music and poetry in the way of audio-visual books, and open up multiple appreciation channels for listening, reading, speaking, and singing. Planning such family education parent-child reading materials has a multiplier effect on the improvement of students' musical literacy and literary accomplishment, thereby promoting home-school co-education.

4.2 Deepening integrated development and improving the digital resource structure

On the one hand, China's publishing industry takes cutting-edge technologies such as artificial intelligence, big data, cloud computing, and 5G as its technological starting point. And on the other hand, it takes emerging formats such as social media, webcasting, and short-form video as its development targets [7]. Firstly, music books urgently need to strengthen the integrated development of traditional publishing and digital publishing and accelerate the in-depth integration of media. For example, the all-media book "Expedition - A Collection of Excellent Songs to Fight the COVID-19" jointly created by Shanghai Music Publishing House, Shanghai Musicians Association, and Shanghai Radio Station, brings readers an immersive experience in the form of "Text + Audio + Video". Secondly, scene-based audio products can precisely meet the reading needs of readers, design corresponding music reading recommendations in fragmented times such as commuting, sports, and bedtime, and match online music reading on mobile terminal devices with vertical services. In addition, with the advent of the 5G, technologies such as augmented reality, virtual reality, and holographic projection may be used in the digital dissemination of music resources to enhance users' audio-visual interactive experience and bring new growth momentum and development opportunities to music fusion publishing.

Strengthening the digital publishing of music books does not mean abandoning the traditional publishing model, but rather deeply integrating existing resources, coordinating the ratio of paper publishing and online publishing, and improving the digital resource structure. The advantage of professional publishing houses is that they have a large number of high-quality music resources, and

can build digital music libraries through the integration and reuse of resources. For example, Shanghai Music Publishing House is working on building a cloud platform for music books that integrates paper, electricity, sound, and image. In addition, some publishing houses have undertaken the publishing of music textbooks for primary and secondary schools, and can actively explore the transition from textbook publishing to curriculum publishing by relying on the existing advantages of educational and teaching resources [8]. Music publishers need to actively develop three-dimensional teaching materials. Three-dimensional teaching materials are the integration of text digitization, audio, and video digitization, teaching feedback digitization, and teaching effectiveness digitization. This kind of teaching material facilitates the close connection of various teaching links and improves students' autonomous learning ability. In recent years, Jiangsu Province and other places have included music in senior high school entrance examinations, and gradually explored the inclusion of music in high school graduation exams. These measures focus on examining students' musical literacy, which is conducive to the all-round development of students' moral, intellectual, physical, and artistic skills. The development of three-dimensional music teaching materials can integrate teaching, learning, and testing in music classrooms, which is convenient for students to link perceptual music experience with theoretical knowledge, enhance students' core literacy and achieve better teaching effects.

4.3 Strengthening industry linkage and cooperation and creating a resource aggregation platform

The transformation and development of music publishing need to strengthen the industry linkage and cooperation, build a resource aggregation platform, and use a variety of publicity and marketing channels to form a new format of intelligent publishing. The "Double Reduction" policy proposes to strengthen and improve free online learning services. For example, the Ministry of Education has created an online learning platform for primary and middle school students, which provides high-quality course videos of music teaching materials from elementary school to high school. Each publishing unit should build a music digital platform actively. Professional publishing houses can accelerate the in-depth development based on existing digital platforms, reasonably develop free online learning platforms (for example, mobile music libraries, online audio-visual programs, online reading clubs, etc.) suitable for teenagers' music learning, and make recommendations for music resources. In addition, the publishing house can also use the third-party music digital platform to deeply link with the existing literature and art book publishing resources, realize the resource reorganization and optimization and expand the market influence. For example, in 2019, Shanghai Music Publishing House reached cooperation with Beijing KUKE Music Co., Ltd. KUKE Music owns the music copyrights of more than 900 top record companies in the world, mainly classical music. The integration of Shanghai Music Publishing House's scorebooks and KUKE's online music resources explores a new model for the digital development of music books in the Internet age. The linkage and cooperation in the industry will promote the transformation and upgrading of the digital development of music jointly.

The digital platform can integrate digital books, audio and video resources, book promotion, distribution and sales, and value-added services to form a "Product + Service" resource aggregation platform to promote compound upgrades. For publishers, accurate topic selection and high-quality content are the keys to success or failure. Broadening digital distribution carriers and optimizing marketing models are also particularly important for the digital development of music books. Music publishers can use the community marketing model to establish reading groups, and hold offline reading activities regularly to attract juvenile readers. Music publishers have expanded online publicity channels through various methods, such as WeChat, Weibo, Tiktok, and official websites, to push introductions and promotions of related books. At the same time, it is supplemented by the promotion of the traffic model of online live broadcasts and short-form videos to expand the radiation area. Online and offline composite marketing channels are conducive to enhancing the brand influence of music digital publishing.

Optimizing professional value-added services can achieve a win-win situation in terms of market reputation and economic benefits, and improve the core competitiveness of publishing units. The profit space of digital platforms is also a practical issue that publishers must consider. As a long-selling category of music books, teaching materials such as music grade test materials and art test music materials have a relatively stable market space and audience. Related services such as digital course development and teaching guidance can bring more choices to juvenile readers. For example, Shanghai Music Publishing House and Dalian Jiayin Technology Co., Ltd. jointly launched the application "Hearing Mi Duo", which integrates various functions such as score audition, online sparring, teacher recommendation, and remote live broadcast to explore new formats of online music education. KUKE Music developed "KUKE Intelligent Piano Classroom" under the advantages of the digital platform,

which intellectualized the traditional classroom and provided a reference idea for the function extension of the music education industry in the Internet Plus era [9].

5. Conclusion

Under the situation of "Double Reduction", the trend of quality education brings good prospects for music publishing and promotes publishing units to think about the transformation path of value-added and quality improvement, be better and more refined, gain a larger share in the broad market in the future, and accumulate industry recognition and reader reputation. Music publishing units should seize the opportunity of modern development, expand the space for topic selection, and help diversified after-school services; deepen integrated development, improve the digital resource structure; strengthen industry linkage and cooperation and create a resource aggregation platform. High-quality music publications will provide better personalized and high-quality reading services for juvenile readers, and contribute to the prosperity of socialist literature and art and the construction of a great power of education.

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