

Statistical Bulletin

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Digital publishing activities thrive; sales nearly triple over the past seven years.

1. According to statistics on the number of profit-seeking enterprises and their sales, publishing activities¹ comprise publishing of newspapers, journals and periodicals, and books, and are further divided into physical and digital publishing based on primary sales channels. Between 2018 and 2025, the number of physical publishing of newspapers declined from 207 to 172, a decrease of 16.9%, while physical publishing of journals and periodicals fell by 14.4%. This trend is linked to the gradual shift in reading habits toward digital formats. Physical publishing of books, supported by rigid demand for textbooks and professional books, remained largely stable in number. In contrast, digital publishing has grown rapidly, benefiting from the widespread use of mobile devices and the rise of app-based subscription services. The number of digital publishing of newspapers, journals and periodicals both increased by around 90%, while digital publishing of books more than doubled. In terms of sales, physical publishing of newspapers recorded NT\$5.02 billion in 2025, down 47.6% from 2018—the steepest decline among the three subcategories. Digital channels, however, showed strong growth, with combined sales exceeding NT\$2 billion in 2025. Across all categories, digital publishing sales roughly tripled over the seven-year period, indicating that the publishing market continues to shift toward digital content and subscription services.

Overview of Publishing Activities in Business Units and Sales

			Unit: unit; NT\$million, %						
Year			2018	2021	2022	2023	2024	2025	compared to 2018 (%)
Item									
Units	Newspapers	Physical	207	193	186	185	177	172	-16.9
		Digital	45	59	64	77	80	87	93.3
	Journals & Periodicals	Physical	1,198	1,116	1,083	1,077	1,060	1,026	-14.4
		Digital	49	70	77	83	93	95	93.9
	Books	Physical	1,769	1,816	1,797	1,780	1,786	1,781	0.7
		Digital	69	102	120	128	136	143	107.2
Sales	Total	Physical	43,493	41,924	40,226	40,172	42,102	40,963	-5.8
		Digital	705	1,333	1,476	1,589	1,972	2,140	203.6
	Newspapers	Physical	9,579	7,310	7,117	5,712	6,028	5,018	-47.6
		Digital	77	124	156	167	213	229	196.7
	Journals & Periodicals	Physical	15,075	15,407	14,416	15,610	15,426	15,291	1.4
		Digital	215	370	512	531	631	646	200.1
	Books	Physical	18,839	19,207	18,694	18,851	20,648	20,655	9.6
		Digital	412	839	808	890	1,128	1,265	206.8

¹ This article is based on the scope defined in the Standard Industrial Classification of Taxation (9th revision). It covers the three subclasses under Group 581 "Publishing of Books, Periodicals and Other Publishing Activities": Newspaper (5811), Journal and Periodical (5812), and Book (5813). Each subclass is further coded with "-11" for physical and "-12" for digital (e.g., 5811-11, 5811-12). Group 5819 "Other Publishing Activities" (such as greeting cards and telephone directories) is excluded due to its very small share of units and sales and the absence of a physical/digital distinction.

2. Regarding the regional distribution of the digital publishing activities in 2025, Taipei City ranked first in both the number of establishments and sales across publishing of newspapers, journals and periodicals, and books. Its share of establishments ranged from 35% to 50%, while sales concentration was even more pronounced—particularly for digital newspapers, where Taipei City accounted for 91.7% of sales. This reflects the fact that large-scale digital news media and online platforms are predominantly headquartered in Taipei, capturing the majority of advertising and subscription revenue. Outside Taipei City, digital publishers are mainly located in New Taipei City, Kaohsiung City, and Taichung City, with shares of establishments around 10–20%, though their shares of sales remain below 10% in each case.

Digital Publishing Activities in Business Units and Sales in 2025 – by County/City							
Rank		Newspapers		Journals & Periodicals		Books	
		Units	Sales	Units	Sales	Units	Sales
1	County/City	Taipei	Taipei	Taipei	Taipei	Taipei	Taipei
	Proportion	35.6	91.7	43.2	81.0	49.7	76.5
2	County/City	Kaohsiung	Taichung	New Taipei	Kaohsiung	New Taipei	Kaohsiung
	Proportion	19.5	2.3	15.8	6.2	11.9	8.1
3	County/City	Taichung	Hualien	Taichung	Taichung	Taichung	Tainan
	Proportion	10.3	1.7	12.6	3.9	10.5	4.6

Data Source: Fiscal Information Agency, Ministry of Finance.