

Nation pushes for global channels for media

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Chinese publication firms are encouraged to expand abroad

Domestic publication companies will be encouraged to invest abroad by establishing overseas branches, making media takeovers or working with foreign counterparts as partners, according to the latest guideline released by the General Administration of Press and Publication.

Private capital will be permitted to enter the China publishing industry as content suppliers or partners to publish books on science and technology, finance, arts and other fields, according to the guideline.

China previously only allowed limited private investment in printing and publishing industry.

It now encourages local publishing companies to take self-financing measures by issuing corporate bonds, inviting foreign investments and going public.