

Online literature booms in China



Online literature is booming in China, and its market size has exceeded 9 billion yuan. [File Photo]

Online literature is booming in China, and its market size has exceeded 9 billion yuan (about 1.32 billion U.S. dollars), authorities said.

By the end of 2016, there were 333 million online literature readers, accounting for 43.3 percent of the total number of netizens in China, according to Beijing Municipal Bureau of Press, Publication, Radio, Film and Television.

Among them, 304 million users access literature through mobile phones.

Over the last 20 years, China's online literature industry has registered explosive growth, with an annual growth rate of 20 percent, the bureau said.

An online literature convention will be held in Beijing from August 11 to 13.

"China's online literature has entered an era of golden opportunities. Much of the literature has gone beyond borders to overseas countries and regions," said Yang Shuo, head of the bureau.