

Abstract

**A Study on Use Activation and Fair Competition of a
Textbook Copyright License Market**

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Textbooks Copyright derivative producers are entrusted to market transactions without any institutional procedure to use the textbook copyright. Under the textbook price control of government, textbook publishers can not expect excess profits in the textbook market, so they can pursue maximized combined profit by integrating the value chain of textbooks and textbook derivatives. Textbook publishers have incentives to monopolize the textbook copyright license market and derivatives markets based on market share in the textbook market.

If the textbooks market share leads to the dominant position of textbook derivatives market and textbook publishers are able to maximize profits through vertical integration with the textbook derivative market and the textbook licensing market, they can prevent the entry of special firms into the derivatives market. Therefore, in order to diversify textbook derivative products and stimulate market competition, it is desirable to revitalize the textbook copyright license market as well as to relax regulations on textbook prices.

Keywords

Textbook, Copyright, Fair Competition, License, Collective Copyright Management, Combined Profit, Entry Barriers.

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