

**International Standard Book Number (ISBN),  
International Standard Serial Number (ISSN), and  
International Standard Music Number (ISMN)  
2023-2024 Report**

By Jennifer B. Dimasaca, RL and Marie Joy H. Bestoir, RL



**National Library of the Philippines  
Manila  
2025**

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## **Executive Summary**

The publishing industry in the Philippines is experiencing significant growth, with a 26.5% increase in ISBN applications from 2023 to 2024. Children's books, textbooks, and trade books are the most in-demand categories, with the National Capital Region (NCR) dominating the ISBN application landscape. English remains the dominant language, but there's a notable growth in Filipino and regional languages like Cebuano and Hiligaynon.

In contrast, ISSN applications remained stable, but with a 21.2% decrease in approved applications. Regional disparities persist, with NCR leading the way and some regions experiencing significant declines. While English remains dominant, bilingual publications and online formats are gaining traction.

ISMN applications, however, decreased by 18% in 2024, with NCR experiencing significant growth.

The report highlights key takeaways, including the growing demand for ISBNs, regional disparities, the importance of language diversity, and the shift towards digital publications.

## **Introduction**

In the Philippines, International Standard Book Numbers (ISBNs), International Standard Serial Numbers (ISSNs), and International Standard Music Numbers (ISMNs) play a crucial role in the country's publishing industry. The National Library of the Philippines (NLP) is responsible for assigning ISBNs and ISSNs, which are unique identifiers for books, e-books, serial publications and continuing resources, respectively. On the other hand, the Philippine Music Registry assigns ISMNs, which identify printed

and digital music publications. These identifiers facilitate cataloging, ordering, and inventory management, making it easier for authors, publishers, and readers to access and discover published materials. By adopting these international standards, the Philippine publishing industry aims to promote standardization, support authors and publishers, and contribute to the country's cultural and intellectual heritage.

The ISBN, ISSN, and ISMN Philippines report aims to provide a comprehensive overview of the current state of book, serial, and music publishing in the Philippines, with a focus on the assignment and registration of ISBNs, ISSNs, and ISMNs. The report's scope includes tracking publishing industry trends, promoting standardization, and supporting authors and publishers. Specifically, it covers the assignment and registration of ISBNs, ISSNs, and ISMNs in the Philippines, including data on the number of identifiers assigned, growth rates, and top registrants. By examining the country's publishing landscape, the report provides valuable insights and information for authors, publishers, and other stakeholders in the Philippine publishing industry.

Let us also be reminded that having an ISBN, ISSN, and ISMN does not guarantee the quality of works being published in the country, thus, Publishers have their own screening criteria for their publications. Publisher/s is the group, organization, company or individual who is responsible for initiating the production of a particular publication. Normally, the publisher is also the person or body who bears the cost or financial risk in making a product available.

## **Market Analysis**

The Philippine publishing industry is a thriving market with over 400 literary artists contributing to its growth. The industry's value-added economic contribution has been steadily increasing, according to data from the Philippine Statistics Authority. This growth can be attributed to various factors, including government initiatives, digitalization, and a growing demand for educational content.

Government initiatives, such as those led by the National Book Development Board (NBDB) and Intellectual Property Office of the Philippines (IPOPHL), aim to promote the publishing industry. The rise of digital publishing platforms and online bookstores is also changing the way people consume books in the Philippines. Furthermore, the increasing

demand for educational materials, particularly in the K-12 segment, is driving market growth.

The industry was valued at PHP 11.4 billion (approximately USD 220 million) in 2020 and is expected to grow at a compound annual growth rate of 4.5% from 2020 to 2025. Trade books account for the largest share of the market, followed by textbooks and educational materials, and other publications. Young adults and students are significant target markets, driving demand for fiction, self-help, and inspirational books, as well as textbooks and educational materials.

Despite growth prospects, the industry faces challenges such as piracy and copyright infringement, which threaten the livelihoods of authors and publishers. Competition from international players also poses a challenge for local publishers. However, opportunities for growth and innovation exist, particularly in digital publishing and niche markets such as educational content, children's books, and regional languages.

The shift to digital publishing presents opportunities for publishers to reach a wider audience and explore new business models. Additionally, publishers can tap into niche markets to drive growth. Overall, the Philippine publishing industry has shown resilience and growth despite challenges, and its future prospects look promising.

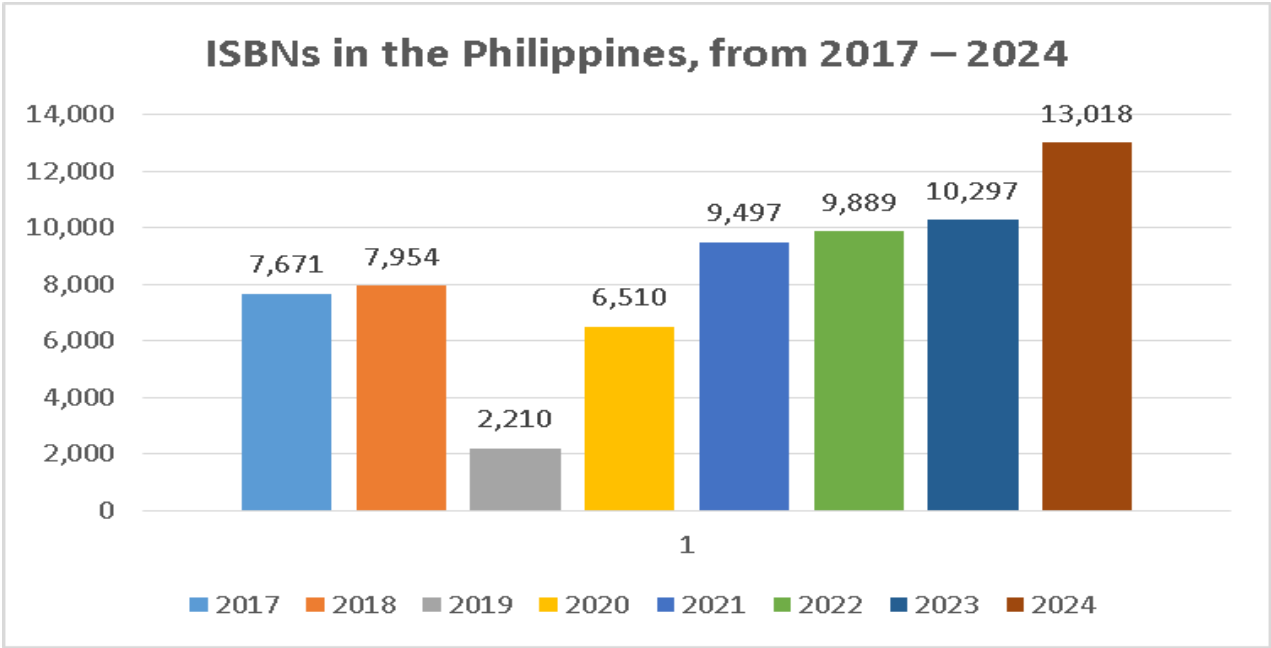
### **International Standard Book Number (ISBN) Trends**

International Standard Book Number (ISBN) is an internationally recognized system whereby code numbers are assigned to books for easy identification and speedy exchange of information among publishers and all segments of the book industry and allied sectors. Specifically, it is a unique and unchangeable code number assigned to one title, one binding or edition of a published work.

An ISBN is not mandatory, and does not convey any form of legal or provide copyright protection on a work. It is essentially a product identifier used by publishers, booksellers, libraries, internet retailers and other supply chain participants for ordering, listing, sales records and stock control purposes. The ISBN identifies the registrant as well as the specific title, edition and format.

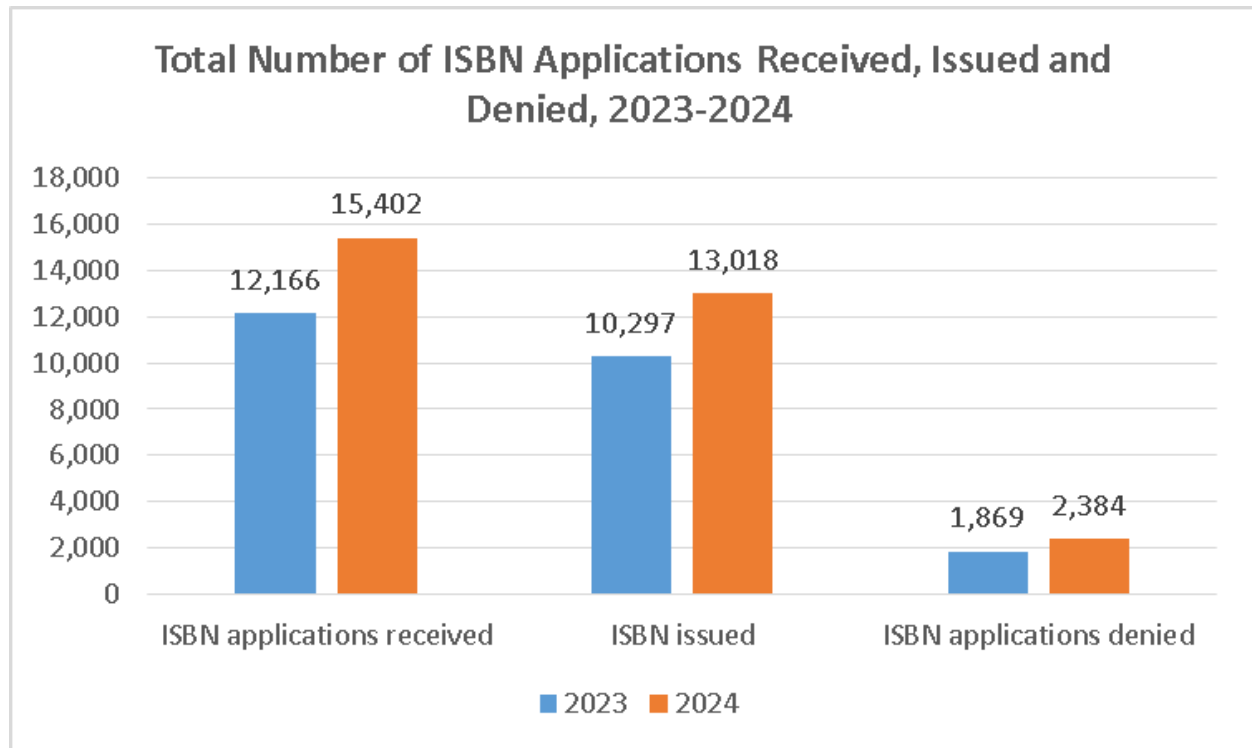
Table 1: ISBNs in the Philippines, from 2017 – 2024

Year	Total Number of ISBN issued
2017	7,671
2018	7,954
2019	2,210
2020	6,510
2021	9,497
2022	9,889
2023	10,297
2024	13,018



**Table 2: Total Number of ISBN Applications Received, Issued and Denied, 2023-2024**

Status	2023	2024
ISBN applications received	12,166	15,402
ISBN issued	10,297	13,018
ISBN applications denied	1,869	2,384

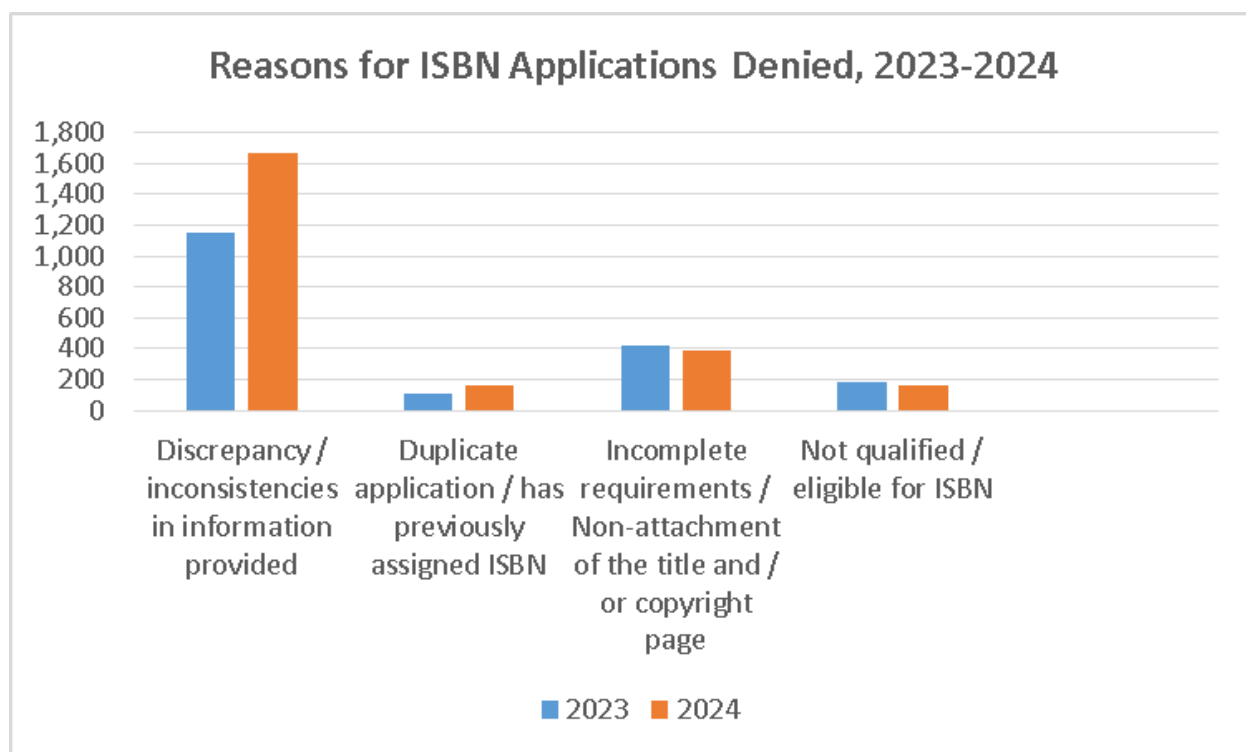


**Table 3: Reasons for ISBN Applications Denied, 2023-2024**

Reason for Denied ISBN Application	2023	2024
Discrepancy /	1,151	1,665



inconsistencies in information provided		
Duplicate application / has previously assigned ISBN	108	166
Incomplete requirements / Non-attachment of the title and / or copyright page	424	388
Not qualified / eligible for ISBN	186	165



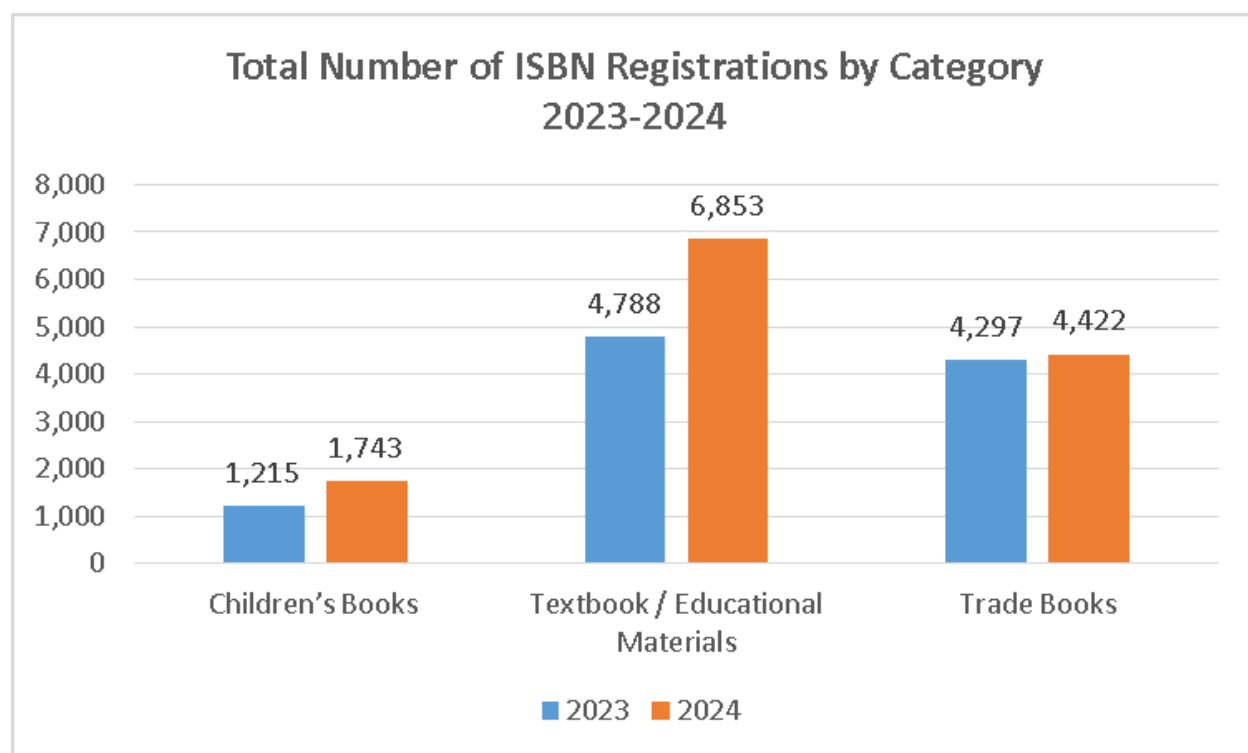
- Increase in total ISBN applications received: 2024 saw a significant increase of 3,236 applications (26.5% growth) compared to 2023. The significant increase in total applications received and processed suggests a growing demand for ISBNs in the Philippines, indicating a thriving publishing industry.

- Increase in total ISBN applications issued: 2024 also saw an increase of 2,721 applications (26.4% growth) compared to 2023. The increase in applications denied indicate an increase in incomplete or ineligible applications. The acceptance rate for 2023 is approximately 84.7% (10,297/12,166), while for 2024 it's approximately 84.5% (13,018/15,402).
- Increase in total ISBN applications denied: 2024 saw an increase of 515 applications (27.5% growth) compared to 2023. The growth rate of applications denied (27.5%) is slightly higher than the growth rate of applications received (26.5%) and processed (26.4%), which may warrant further investigation to understand the underlying reasons. The denial rate for 2023 is approximately 15.3% (1,869/12,166), while for 2024 it's approximately 15.5% (2,384/15,402). The following are the reasons for denial of ISBN applications for the years 2023-2024:
  - Discrepancy/Inconsistencies in Information: This reason saw the largest increase, with a 45% rise from 1,151 in 2023 to 1,665 in 2024. The significant increase in discrepancies/inconsistencies in information suggests that applicants need to double-check their data before submission.
  - Duplicate Application/Has Previously Assigned ISBN: This reason increased by 54% from 108 in 2023 to 166 in 2024. The rise in duplicate applications indicates that applicants may not be aware of existing ISBN assignments or are not checking the database properly.
  - Incomplete Requirements: This reason decreased by 8.5% from 424 in 2023 to 388 in 2024.
  - Not Qualified/Eligible for ISBN: This reason decreased by 11.3% from 186 in 2023 to 165 in 2024.

The decrease in incomplete requirements and not qualified/eligible for ISBN suggests that applicants are becoming more aware of the necessary requirements and eligibility criteria due to the NLP efforts like #BSM and information materials posted in NLP Social Media, Website and <https://ins-poas.nlp.gov.ph/>.

**Table 4: Total Number of ISBN Registrations by Category, 2023 - 2024**

Category	2023	2024
Children's Books	1,215	1,743
Textbook / Educational Materials	4,788	6,853
Trade Books	4,297	4,422



- Children's Books: 43.5% increase from 1,215 in 2023 to 1,743 in 2024. The substantial increase in children's book applications indicates a growing interest in creating content for young readers, potentially driven by a growing awareness of the importance of early childhood education.
- Textbook / Educational Materials: 43.1% increase from 4,788 in 2023 to 6,853 in 2024. The significant increase in textbook/educational materials suggests a growing demand for educational content, possibly driven by the education sector's shift towards digital learning.

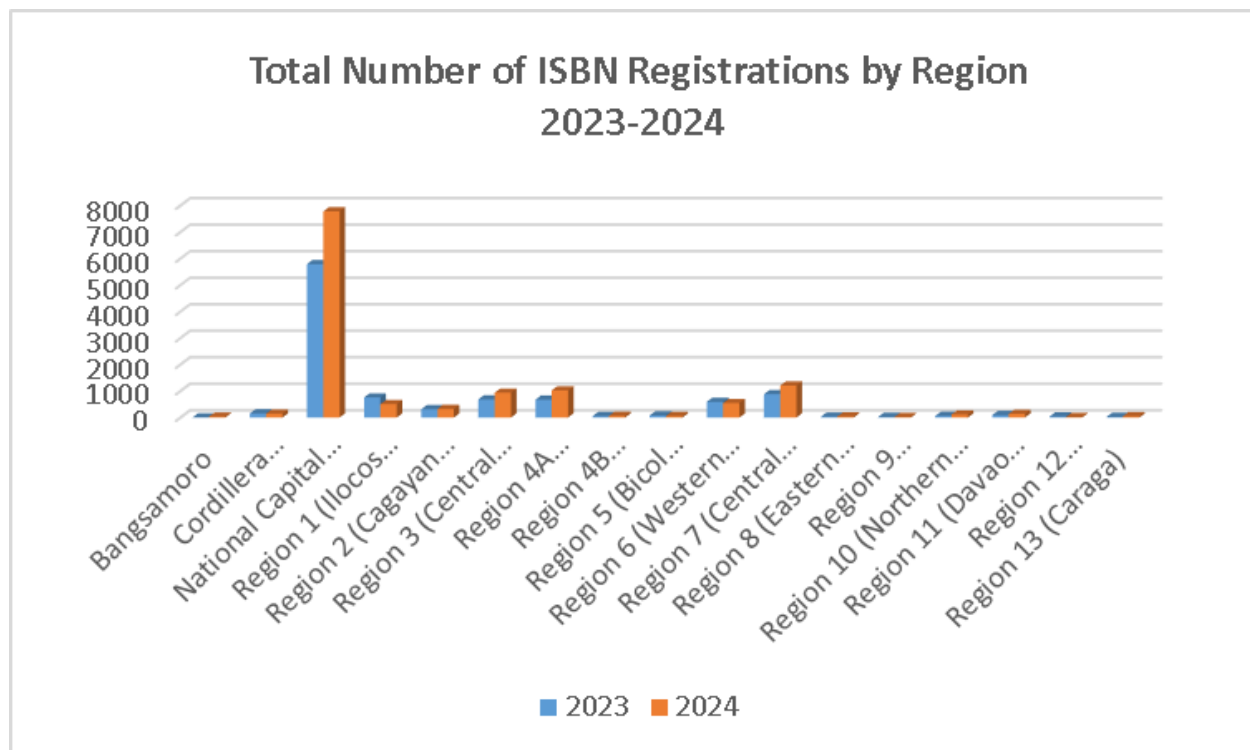
- Trade Books: 3.0% increase from 4,294 in 2023 to 4,422 in 2024. The relatively stable growth in trade book applications suggests a consistent demand for fiction and non-fiction books in the general market.

Publishers and authors looking to stay competitive should consider expanding their offerings to capitalize on the growing demand for educational materials and children's books. By exploring niche markets within these categories, they can differentiate themselves from the competition and establish a unique presence in the market. To make informed decisions about their content strategies, it's essential for publishers and authors to continuously monitor market trends and category growth, allowing them to adapt and evolve in response to changing demands.

**Table 5: Total Number of ISBN Registrations by Region, 2023-2024**

<b>Region</b>	<b>2023</b>	<b>2024</b>
Bangsamoro	6	36
Cordillera Administrative Region	159	146
National Capital Region	5,789	7,780
Region 1 (Ilocos Region)	759	506
Region 2 (Cagayan valley)	314	325
Region 3 (Central Luzon)	684	938
Region 4A (Calabarzon)	676	1,025
Region 4B (Mimaropa)	56	65
Region 5 (Bicol Region)	81	58
Region 6 (Western Visayas)	593	547
Region 7 (Central Visayas)	884	1,207
Region 8 (Eastern Visayas)	39	40
Region 9 (Zamboanga Peninsula)	26	23
Region 10 (Northern Mindanao)	67	115

Region 11 (Davao Region)	98	138
Region 12 (Soccsksargen)	40	20
Region 13 (Caraga)	26	49
<b>TOTAL</b>	<b>10,297</b>	<b>13,018</b>



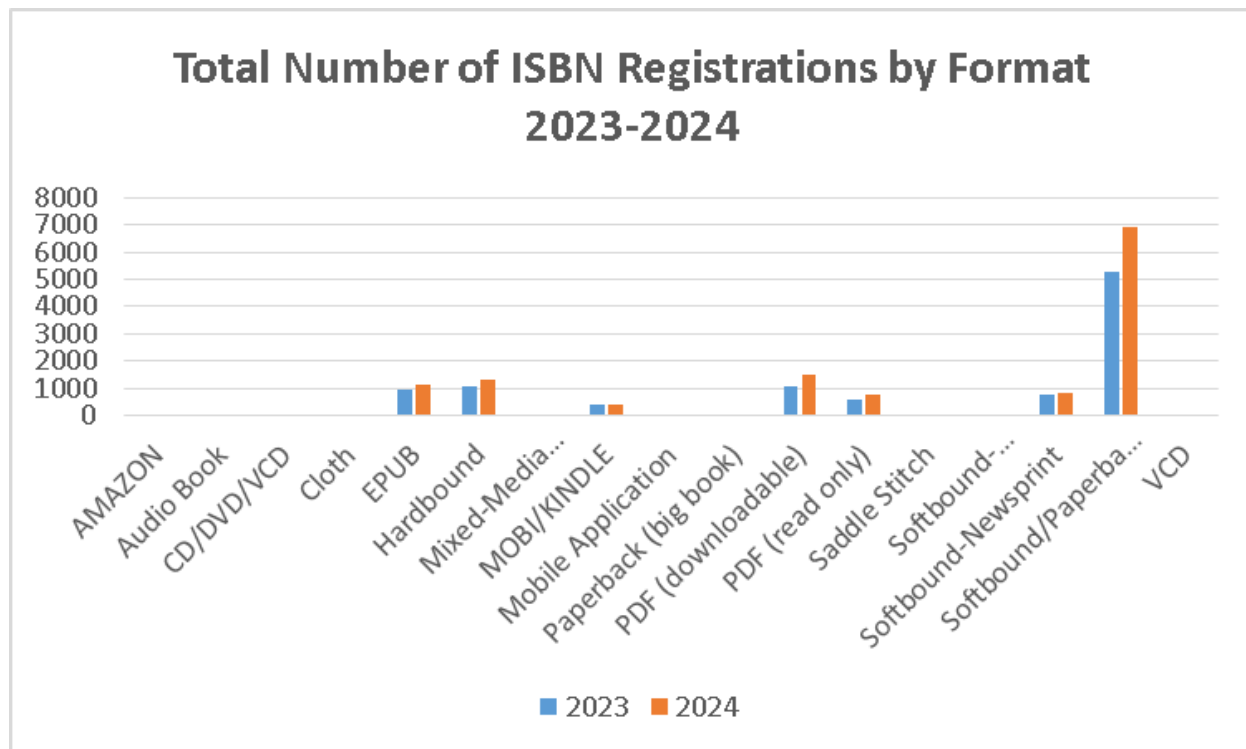
- National Capital Region (NCR): 34.4% increase from 5,789 in 2023 to 7,780 in 2024. The National Capital Region continues to dominate the ISBN application landscape, with a significant increase in applications.
- Region 7 (Central Visayas) and Region 4A (Calabarzon): Region 7 (Central Visayas) 36.6% increase from 884 in 2023 to 1,207 in 2024 and Region 4A (Calabarzon): 51.5% increase from 676 in 2023 to 1,025 in 2024, showed substantial growth, indicating the emergence of regional publishing centers.
- Region 1 (Ilocos Region): 33.3% decrease from 759 in 2023 to 506 in 2024. Region 1 (Ilocos Region) saw a notable decline in applications, which may require further investigation to understand the underlying reasons.

Publishers and authors can capitalize on the growing demand in regional markets, particularly in Central Visayas and Calabarzon, by exploring these areas and adapting their content accordingly. To succeed, it's essential to stay informed about regional trends, continuously monitoring the market to identify opportunities and challenges. By creating content that resonates with regional interests and needs, publishers and authors can establish a strong presence in these markets and expand their reach.

**Table 6: Total Number of ISBN Registrations by Format, 2023-2024**

<b>Format</b>	<b>2023</b>	<b>2024</b>
AMAZON	1	0
Audio Book	5	36
CD/DVD/VCD	9	17
Cloth	23	44
EPUB	953	1,149
Hardbound	1,095	1,325
Mixed-Media Publication (Kit)	42	31
MOBI/KINDLE	375	386
Mobile Application	1	0
Paperback (big book)	57	0
PDF (downloadable)	1,089	1,490
PDF (read only)	591	784
Saddle Stitch	30	0
Softbound-Mechanical Bond	15	0
Softbound-Newsprint	739	844
Softbound/Paperback	5,269	6,909

VCD	3	3
<b>TOTAL</b>	<b>10,297</b>	<b>13,018</b>



- Paperback / Softbound: 31.1% increase from 5,269 in 2023 to 6,909 in 2024. Paperback formats continue to dominate the market, with a substantial increase in applications.
- Audio Book: 620% increase from 5 in 2023 to 36 in 2024. The significant growth in audio book applications suggests a growing interest in this format.
- Hardbound: 21.1% increase from 1,095 in 2023 to 1,325 in 2024. Hardbound formats showed moderate growth, indicating a stable demand for this format.
- MOBI/KINDLE: 2.9% increase from 375 in 2023 to 386 in 2024
- Mixed-Media Kits: 26.2% decrease from 42 in 2023 to 31 in 2024
- PDF (Downloadable): 36.7% increase from 1,089 in 2023 to 1,490 in 2024
- EPUB: 20.6% increase from 953 in 2023 to 1,149 in 2024

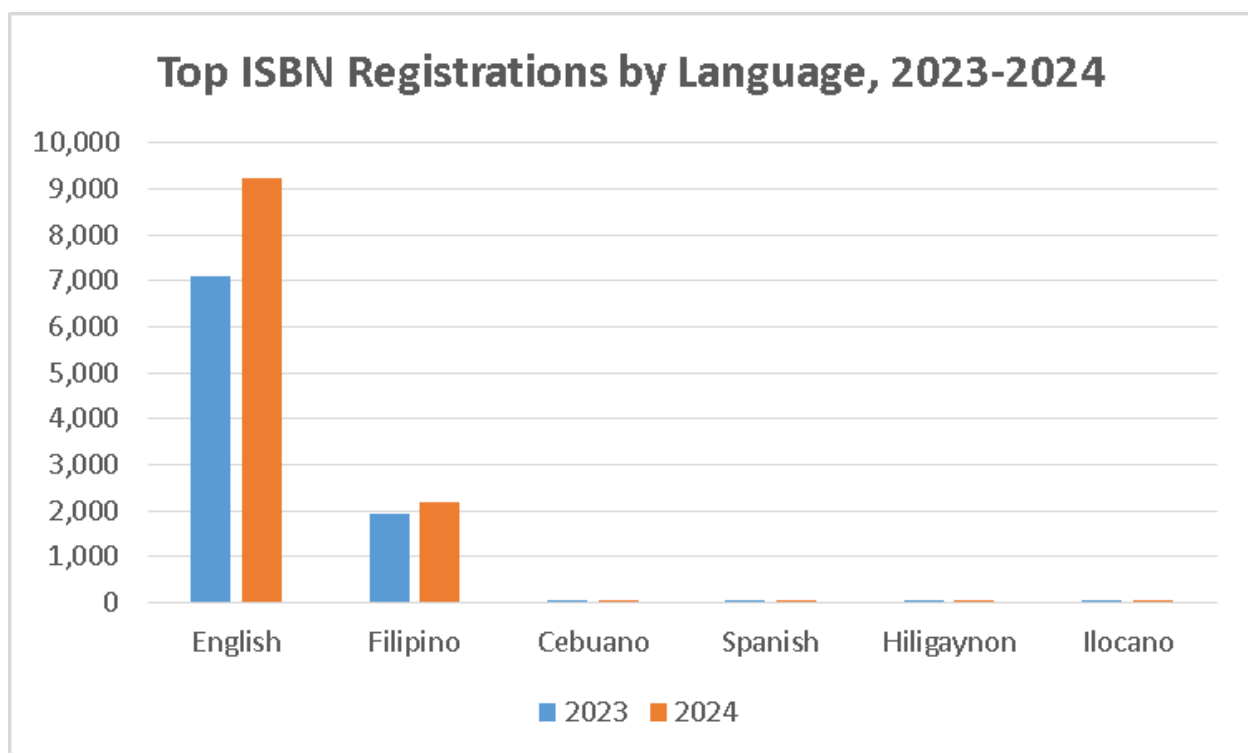
PDF, EPUB, and MOBI/KINDLE formats showed significant growth, indicating an increasing demand for digital content.

To stay competitive, publishers and authors should consider expanding their content offerings to cater to diverse reader preferences. This can be achieved by making their content available in various formats, including digital and audio. Investing in digital infrastructure, such as e-book platforms and digital distribution channels, is also crucial to meet the growing demand for digital content. Furthermore, the rising popularity of audio books presents a new opportunity for publishers and authors to tap into this market and reach a wider audience.

**Table 7: Top ISBN Registrations by Language, 2023-2024**

<b>Language</b>	<b>2023</b>	<b>2024</b>
English	7,114	9,237
Filipino	1,942	2,170
Cebuano	52	42
Spanish	17	9
Hiligaynon	15	19
Ilocano	39	46





- English: 29.7% increase from 7,114 in 2023 to 9,237 in 2024. In both years, English dominated the language distribution, accounting for approximately 75% of all ISBN applications in 2023 and 80% in 2024.
- Filipino: 11.8% increase from 1,942 in 2023 to 2,170 in 2024. Filipino, the national language, ranked second in both years, with a moderate increase in applications from 2023 to 2024.
- Spanish: 47.1% decrease from 17 in 2023 to 9 in 2024. Spanish, which was once a dominant language in the Philippines, accounted for a negligible percentage of ISBN applications in both years, with a decline in applications from 2023 to 2024.
- Cebuano: 19.2% decrease from 52 in 2023 to 42 in 2024.
- Hiligaynon: 26.7% increase from 15 in 2023 to 19 in 2024.
- Ilocano: 17.9% increase from 39 in 2023 to 46 in 2024

Regional languages, such as Cebuano, Hiligaynon, and Ilocano, accounted for a small percentage of ISBN applications in both years. While these languages showed some growth, their overall numbers remained relatively low.

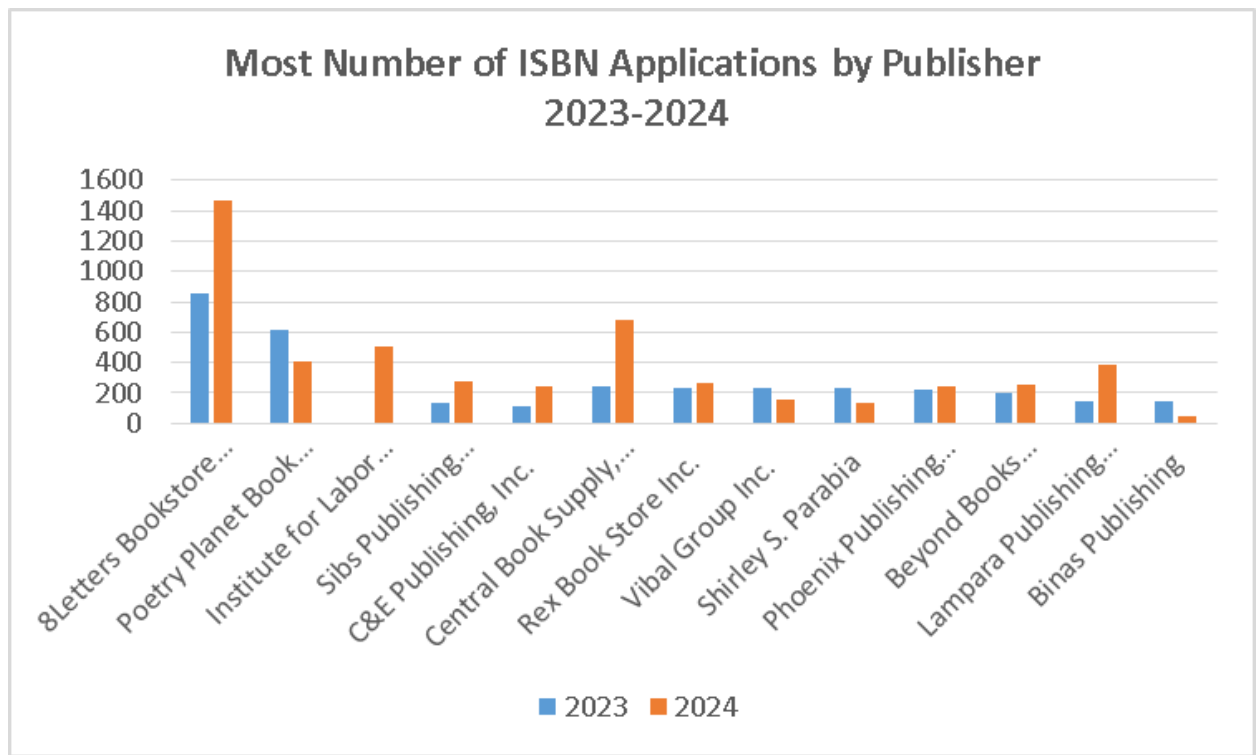
To effectively reach and engage with their target audiences, publishers and authors should consider publishing content in multiple languages, including regional languages. By doing so, they can tap into specific markets and expand their reader base. Additionally, staying up-to-date with language trends through continuous monitoring can provide valuable insights, enabling publishers and authors to make informed decisions about their content strategies and adapt to changing audience needs.

Despite English being the dominant language in ISBN applications, it's essential to encourage and support the creation of content in other languages, such as Filipino and regional languages, to promote language diversity. Regional languages, in particular, offer publishers a chance to connect with specific markets and expand their audience. Furthermore, preserving and promoting regional languages, including Spanish, is crucial for maintaining the country's rich linguistic heritage and cultural diversity.

**Table 8: Most Number of ISBN Applications by Publisher, 2023-2024**

<b>Name of Publisher</b>	<b>2023</b>	<b>2024</b>
8Letters Bookstore and Publishing	851	1,469
Poetry Planet Book Publishing House	617	405
Institute for Labor Studies	0	504
Sibs Publishing House, Inc.	135	273
C&E Publishing, Inc.	116	248
Central Book Supply, Inc.	246	678
Rex Book Store Inc.	235	263
Vibal Group Inc.	233	157

Shirley S. Parabia	231	136
Phoenix Publishing House Inc.	221	241
Beyond Books Publication	205	255
Lampara Publishing House, Inc.	150	383
Binas Publishing	149	46



1. 8Letters Bookstore and Publishing: +618 applications (85.5% increase)
2. Central Book Supply, Inc.: +432 applications (175.6% increase)
3. Institute for Labor Studies: +504 applications (new entrant)
4. Lampara Publishing House, Inc.: +233 applications (155.3% increase)

The notable increase in ISBN applications among top performers suggests a rising demand for their publications. Meanwhile, the arrival of new publishers like Institute for Labor Studies demonstrates that there are still opportunities for fresh entrants in the market. Conversely, traditional publishers such as Vibal Group Inc. and Poetry Planet Book Publishing House have experienced a decline, indicating a need to adjust to shifting

market trends. By focusing on specific niches, publishers like 8Letters Bookstore and Publishing can capitalize on targeted audiences and discover new avenues for growth.

**Conclusion**

The Philippine publishing industry is experiencing significant growth, driven by increasing demand for educational materials, children's books, and digital content. This expansion is evident in the rising number of ISBN applications, particularly in regional languages and formats. To stay competitive, publishers should focus on creating content that caters to growing markets, invest in digital infrastructure, and consider publishing in regional languages to tap into specific markets. By monitoring market trends, diversifying content offerings, and investing in digital infrastructure, publishers and authors can make informed decisions, adapt to changing market conditions, and capitalize on emerging opportunities, ultimately driving the industry's continued growth and success.

**International Standard Serial Number (ISSN) Trends**

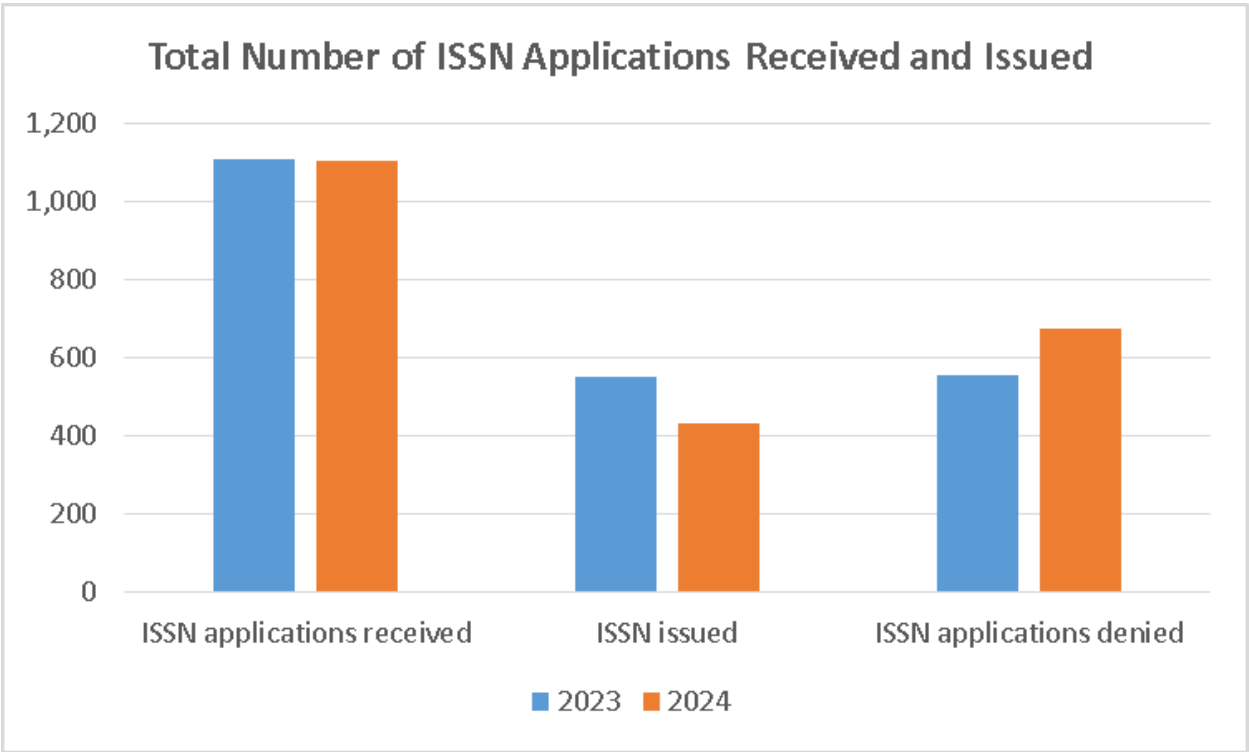
International Standard Serial Number (ISSN) is an international identifier for serials and continuing resources in the electronic and print worlds. It can be assigned to any serial or continuing resource whether past, present or to be published in the foreseeable future whatever the medium of production (e.g. print, online, CD-ROM, etc.).

An ISSN is not mandatory, and does not convey any form of legal or provide copyright protection on a work.

**Table 9: Total Number of ISSN Applications Received and Issued**

<b>Total Number</b>	<b>2023</b>	<b>2024</b>
ISSN applications received	1,109	1,107
ISSN issued	551	434

ISSN applications denied	558	677
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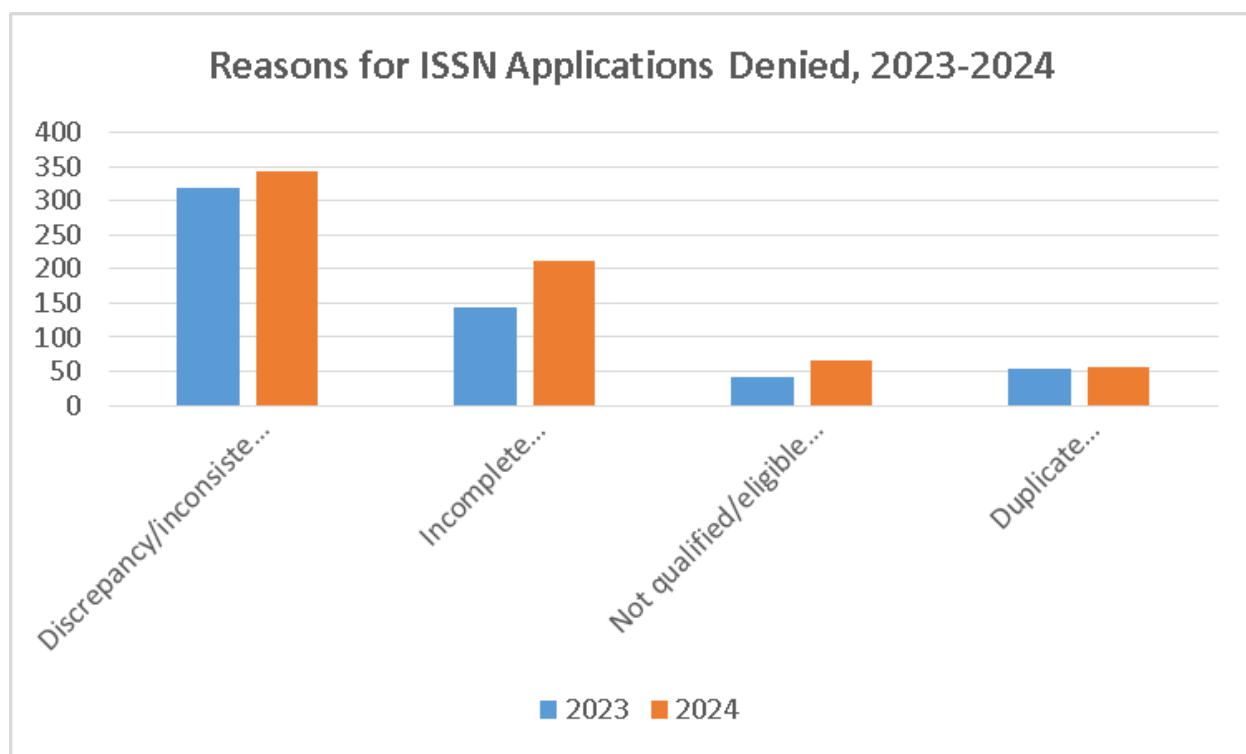


1. Stable Submission Rate: The number of submitted applications remained relatively stable, with a negligible decrease of 2 applications in 2024.
2. Declining Approval Rate: The number of approved applications decreased by 117 (21.2%) in 2024.
3. Increasing Denial Rate: The number of denied applications increased by 119 (21.3%) in 2024.

**Table 10: Reasons for ISSN Applications Denied, 2023-2024**

Reason of ISSN Applications Denied	2023	2024
Discrepancy/inconsistencies in information provided	319	343
Incomplete requirements/Non-	144	213

attachment of mock copy		
Not qualified/eligible for ISSN	42	65
Duplicate application/has previously assigned ISSN	53	56



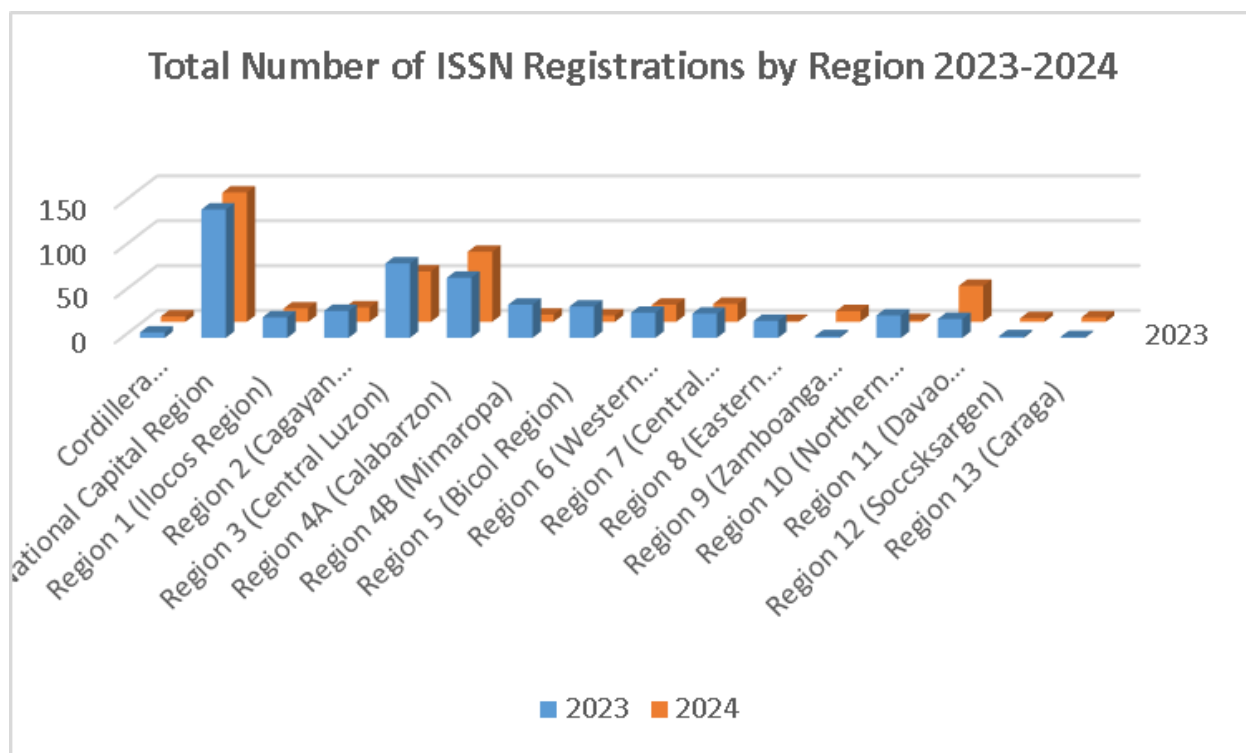
1. Discrepancy/inconsistencies in information provided: This reason accounted for the largest number of denials in both years, with a moderate increase of 24 denials in 2024.
2. Incomplete requirements/Non-attachment of mock copy: This reason saw a significant increase of 69 denials in 2024, indicating a growing issue with applicants failing to provide complete requirements.
3. Not qualified/eligible for ISSN: This reason also saw an increase of 23 denials in 2024, suggesting that more applicants did not meet the eligibility criteria.
4. Duplicate application/has previously assigned ISSN: This reason saw a minor increase of 3 denials in 2024.

To address the high denial rates, several improvements can be made. Clearer application guidelines and instructions are necessary to reduce discrepancies and inconsistencies in the information provided. Additionally, enhancing the review process can ensure that applicants provide complete and accurate information. Educating applicants on the eligibility criteria and requirements for ISSN registration can also help minimize denials due to non-qualification. Finally, streamlining the application process can reduce errors and inconsistencies, ultimately leading to fewer denials and a more efficient registration process.

**Table 11: Total Number of ISSN Registrations by Region, 2023-2024**

<b>Region</b>	<b>2023</b>	<b>2024</b>
Cordillera Administrative Region	6	6
National Capital Region	143	144
Region 1 (Ilocos Region)	23	15
Region 2 (Cagayan Valley)	30	16
Region 3 (Central Luzon)	83	56
Region 4A (Calabarzon)	67	78
Region 4B (Mimaropa)	37	8
Region 5 (Bicol Region)	35	7
Region 6 (Western Visayas)	28	19
Region 7 (Central Visayas)	27	20
Region 8 (Eastern Visayas)	19	1

Region 9 (Zamboanga Peninsula)	2	12
Region 10 (Northern Mindanao)	25	2
Region 11 (Davao Region)	21	40
Region 12 (Soccsksargen)	2	4
Region 13 (Caraga)	1	5



#### Top Regions by Application Volume:

1. National Capital Region (NCR): Consistently high application volume, with 143 applications in 2023 and 144 in 2024.
2. Region 3 (Central Luzon): Significant application volume, but with a notable decline from 83 in 2023 to 56 in 2024.
3. Region 4A (Calabarzon): Moderate application volume, with an increase from 67 in 2023 to 78 in 2024.



#### Regions with Notable Changes:

1. Region 4B (Mimaropa): Significant decline from 37 in 2023 to 8 in 2024.
2. Region 5 (Bicol Region): Sharp decline from 35 in 2023 to 7 in 2024.
3. Region 8 (Eastern Visayas): Decline from 19 in 2023 to 1 in 2024.
4. Region 10 (Northern Mindanao): Decline from 25 in 2023 to 2 in 2024.

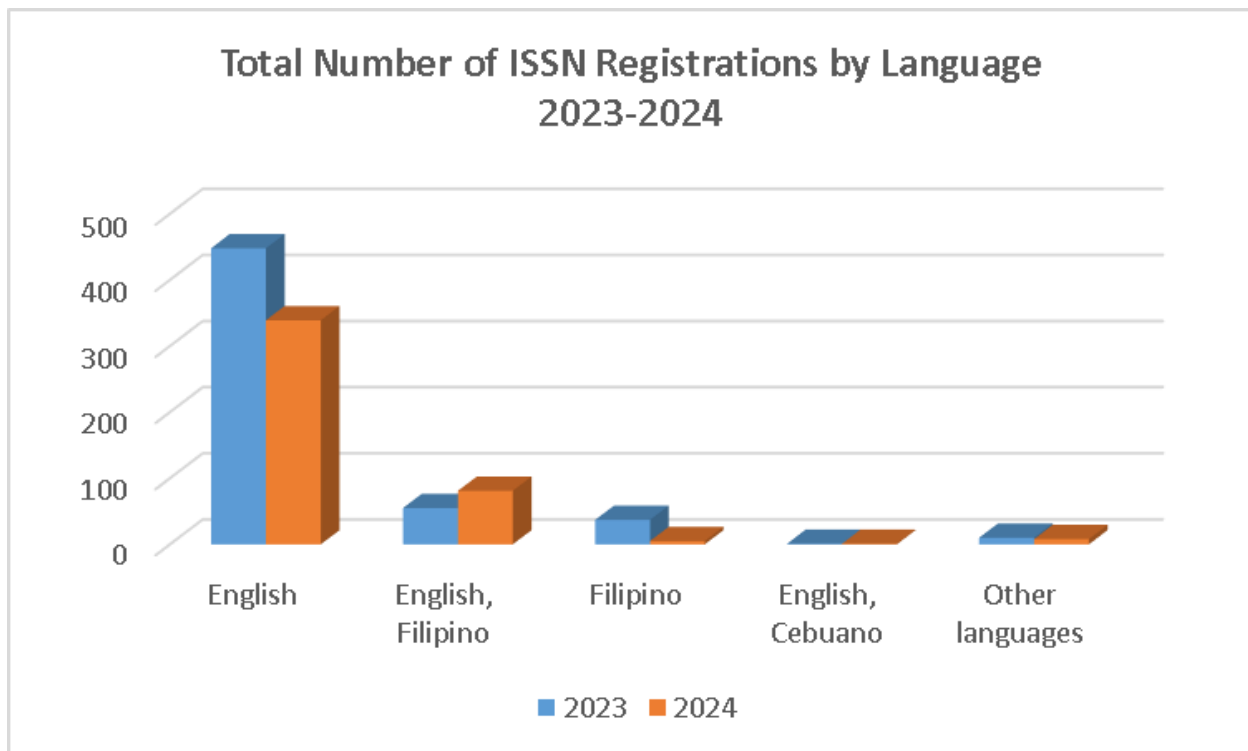
#### Regions with Growth:

1. Region 11 (Davao Region): Increase from 21 in 2023 to 40 in 2024.
2. Region 9 (Zamboanga Peninsula): Increase from 2 in 2023 to 12 in 2024.

The regional ISSN application data reveals notable disparities, with certain regions experiencing significant increases or decreases in application volume. To address these disparities, regions with declining application numbers may benefit from targeted support and outreach initiatives to stimulate more applications. Furthermore, the data suggests that regional publishing trends may be at play, with some regions demonstrating a stronger demand for ISSN registration, highlighting opportunities for publishers to tap into these markets.

**Table 12: Total Number of ISSN Registrations by Language, 2023-2024**

Language	2023	2024
English	448	339
English, Filipino	55	81
Filipino	37	5
English, Cebuano	1	1
Other languages	10	8



#### Dominant Languages:

1. English: Remains the dominant language, but with a significant decline of 109 applications in 2024.
2. English, Filipino: Shows a notable increase of 26 applications in 2024, indicating a growing trend towards bilingual publications.

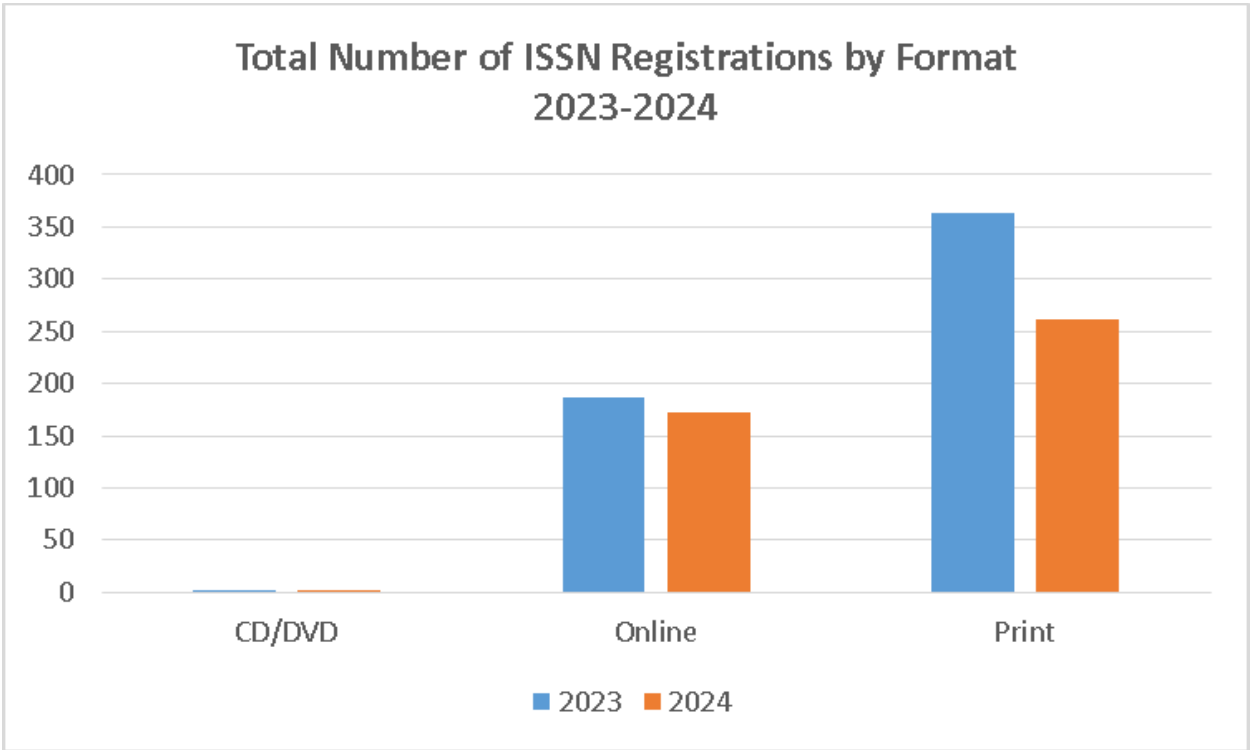
#### Declining Languages:

1. Filipino: Experienced a sharp decline of 32 applications in 2024, raising concerns about the decreasing use of the Filipino language in publications.
2. Other languages: Also declined, with 2 fewer applications in 2024.

The data underscores the importance of promoting language diversity in publications, with a focus on supporting indigenous languages. Moreover, the significant decline in Filipino language publications highlights the need for efforts to promote and support its use. Meanwhile, the growing trend towards bilingual publications, particularly in English and Filipino, suggests that publishers catering to diverse language markets may require additional resources and support to meet this demand.

Table 13: Total Number of ISSN Registrations by Format, 2023-2024

Format	2023	2024
CD/DVD	1	1
Online	186	172
Print	364	261

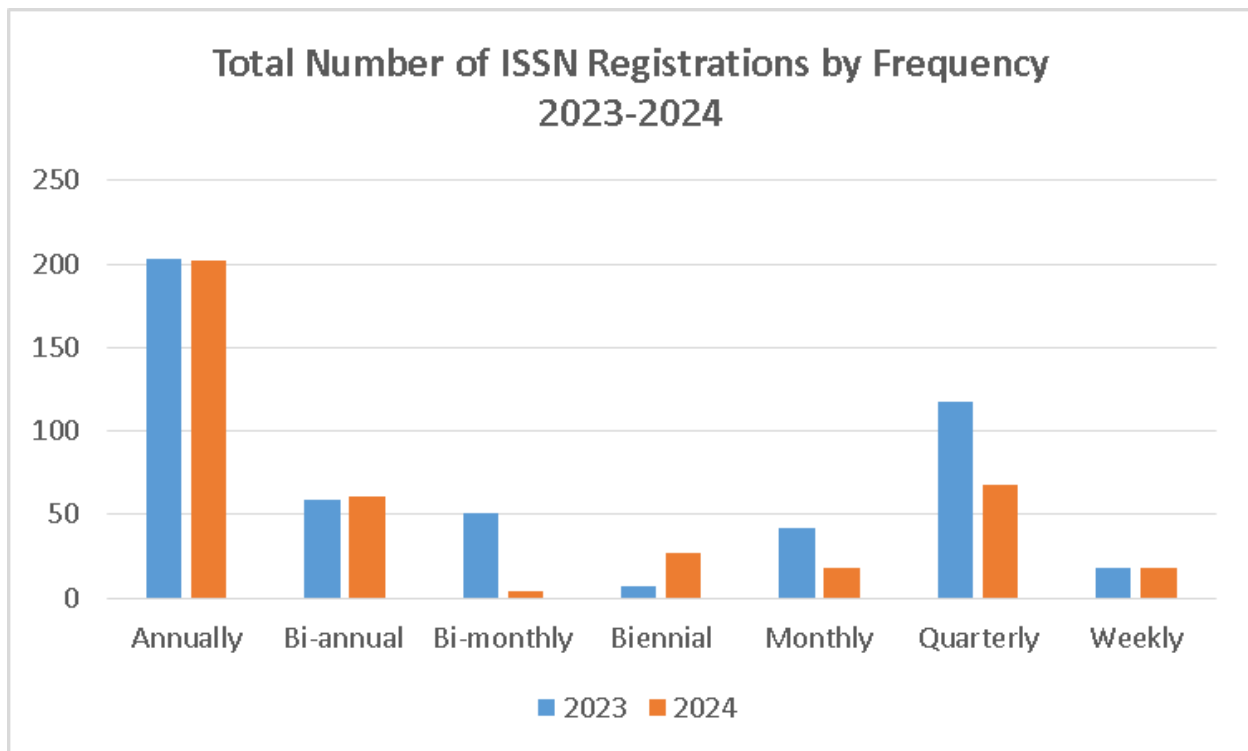


1. Print format: The print format experienced a significant decline of 103 applications in 2024, indicating a shift away from traditional print publications.
2. Online format: The online format remained relatively stable, with a moderate decline of 14 applications in 2024.
3. CD/DVD format: The CD/DVD format remained unchanged, with only 1 application in both 2023 and 2024.

The decline in print format applications suggests a significant shift towards digital publications, prompting publishers to reassess their strategies and adapt their content formats. Meanwhile, the stability of online format applications presents opportunities for publishers to explore digital platforms and expand their audience reach. Additionally, the CD/DVD format applications may indicate a niche market for publishers specializing in audio-visual content or multimedia publications, offering a targeted avenue for growth.

**Table 14: Total Number of ISSN Registrations by Frequency, 2023-2024**

<b>Format</b>	<b>2023</b>	<b>2024</b>
Annually	203	202
Bi-annual	59	61
Bi-monthly	51	4
Biennial	7	27
Monthly	42	18
Quarterly	117	68
Weekly	18	18



1. Quarterly and Bi-Monthly decline: The quarterly and bi-monthly frequencies experienced significant declines of 49 and 47 applications, respectively, in 2024.
2. Biennial growth: The biennial frequency saw a notable increase of 20 applications in 2024.
3. Annual and Weekly stability: The annual and weekly frequencies remained relatively stable, with minimal changes in 2024.

The decline in quarterly and bi-monthly publications suggests a shift towards less frequent publishing, possibly driven by changes in reader preferences or publishing strategies. Conversely, the growing demand for biennial publications indicates an increasing interest in publications with longer production cycles. Meanwhile, the steady demand for annual and weekly publications provides a stable foundation for publishers, allowing them to build on these consistent frequencies.

### **Conclusion:**

The analysis of ISSN applications in the Philippines reveals a complex landscape with declining and growing trends. Despite a stable number of applications, the approval rate

decreased, and denial rates increased, mainly due to discrepancies in information, incomplete requirements, and non-qualification. Regional disparities, a decline in Filipino language publications, and a shift towards digital formats were also observed. To address these trends, publishers and authors should improve the application process, promote language diversity, and cater to digital formats. Recommendations include clearer guidelines, targeted support for regions, and investing in digital infrastructure. By addressing these trends and recommendations, publishers and authors can navigate the complexities of the ISSN application process, promote language diversity, and drive the growth and development of the publishing industry in the Philippines.

**International Standard Music Number (ISMN) Trends**

International Standard Music Number (ISMN) is a unique 13-digit number for the identification of all printed and digital music publications i.e. notated music such as scores, vocal scores, sheet music, and anthologies of music, music part or separate parts for a particular instrumentation from a specific publisher or producer. It is compatible with the international EAN-13 digit barcode, an internationally recognized system whereby code numbers are assigned to facilitate international cooperation and information exchange.

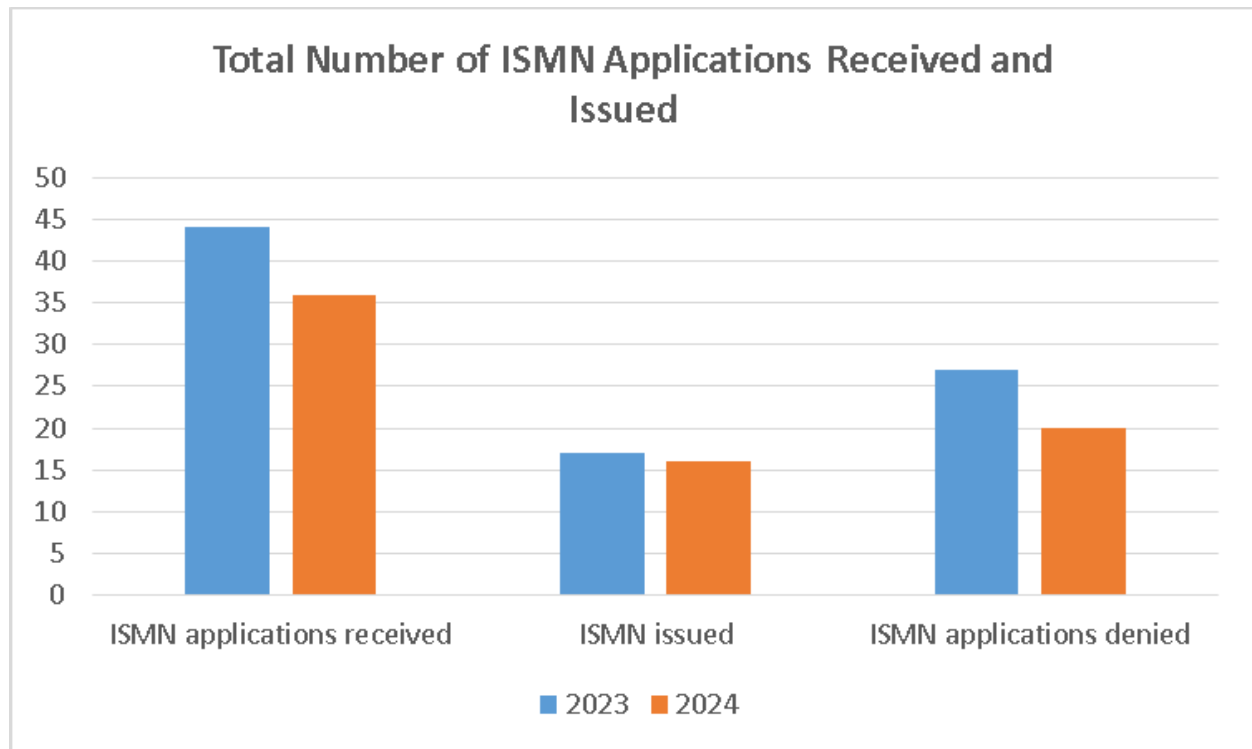
The ISMN is used to identify publications of notated music, whether available for sale, hire, gratis or for copyright purposes only.

The assignment of an ISMN to a publication of notated music, shall not imply any meaning or value as legal evidence with regard to the ownership of rights to that publication.

**Table 15: Total Number of ISMN Applications Received and Issued**

Total Number	2023	2024
--------------	------	------

ISMN applications received	44	36
ISMN issued	17	16
ISMN applications denied	27	20



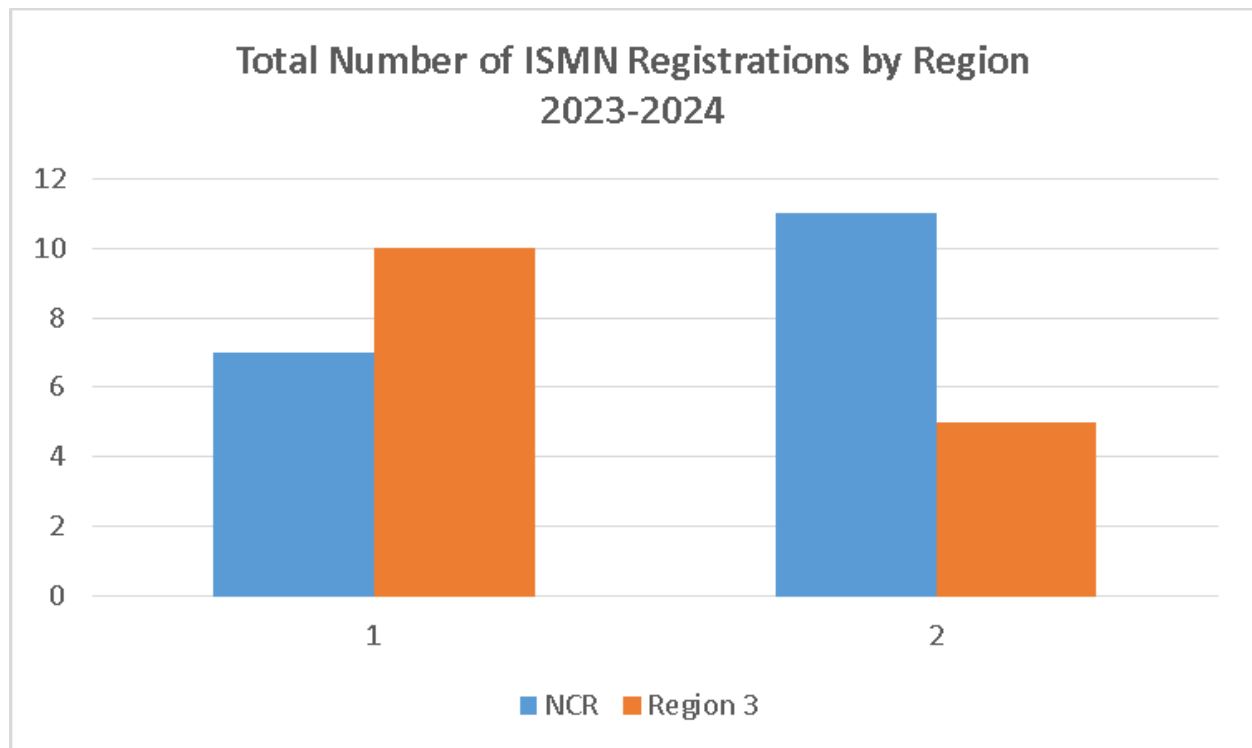
1. Decrease in applications received: An 18% decrease in applications received in 2024 (36) compared to 2023 (44).
2. Slight decrease in applications processed: A 6% decrease in applications processed in 2024 (16) compared to 2023 (17).
3. Noticeable decrease in applications denied: A 26% decrease in applications denied in 2024 (20) compared to 2023 (27).

The decline in applications received suggests that it may be necessary to review and refine marketing strategies or application processes to boost interest and attract more applicants. Meanwhile, the processing system appears to be operating efficiently, as evidenced by the slight decrease in applications processed. Furthermore, the reduction

in denied applications implies that either applicants are now better prepared or the application process has been improved, resulting in a higher approval rate.

**Table 16: Total Number of ISMN Registrations by Region, 2023-2024**

Region	2023	2024
NCR	7	11
Region 3	10	5
Total	17	16



1. NCR growth: NCR experienced a significant increase in applications received, rising by 57% (from 7 to 11) between 2023 and 2024.



2. Region 3 decline: Region 3 saw a substantial decrease in applications received, dropping by 50% (from 10 to 5) between 2023 and 2024.

The surge in applications from the National Capital Region presents an opportunity to provide targeted support and outreach, potentially driving further growth in this area. In contrast, the decline in applications from Region 3 suggests that there may be underlying challenges or barriers that need to be addressed through specialized interventions. The divergent trends in these two regions underscore the importance of developing tailored strategies to meet the unique needs of each region and bridge the gap in application rates.

**Conclusion:**

The analysis of ISMN applications in the Philippines shows a decline in applications received and processed, but with notable regional variations. While the National Capital Region saw significant growth, Region 3 experienced a substantial decline. The decrease in denied applications suggests improvements in the application process or applicant preparedness. To address these trends, refining marketing strategies and application processes is crucial to boost interest and attract applicants. Targeted support for regions with growth potential, such as NCR, and specialized interventions for declining regions, like Region 3, can help promote growth, increase accessibility, and support the development of music publications in the Philippines.

**Future Directions for the Philippine Publishing Industry**

The Philippine publishing industry is poised for growth, driven by increasing demand for digital content, a growing middle class, and a thriving literary scene. To capitalize on these trends, the industry should focus on the following future directions:

1. Digital Transformation: Invest in digital infrastructure, such as e-book platforms, online distribution channels, and digital marketing tools, to cater to the growing demand for digital content.

2. **Diversification of Content:** Expand content offerings to cater to diverse reader preferences, including regional languages, genres, and formats, to tap into niche markets.
3. **Regional Development:** Provide targeted support and outreach initiatives to stimulate publishing activities in regions with growth potential, addressing regional disparities and promoting inclusivity.
4. **Language Preservation:** Promote and support the use of indigenous languages, such as Filipino, to preserve cultural heritage and cater to diverse reader preferences.
5. **Industry Collaboration:** Foster collaboration among publishers, authors, and stakeholders to share best practices, address common challenges, and promote the growth of the industry.
6. **Capacity Building:** Provide training and development programs for publishers, authors, and industry professionals to enhance skills, knowledge, and competitiveness.
7. **Marketing and Promotion:** Develop effective marketing and promotion strategies to increase visibility, reach new audiences, and drive sales.
8. **Copyright Protection:** Strengthen copyright protection mechanisms to safeguard intellectual property rights, promote creativity, and support the growth of the industry.
9. **Innovation and Technology:** Leverage innovative technologies, such as artificial intelligence, block chain, and data analytics, to enhance publishing processes, improve efficiency, and drive growth.
10. **International Cooperation:** Foster international cooperation and partnerships to promote Philippine literature, expand market reach, and facilitate knowledge sharing.

By pursuing these future directions, the Philippine publishing industry can capitalize on emerging trends, address challenges, and drive growth, ultimately promoting a vibrant and inclusive literary ecosystem.

## Appendices

### Glossary of Terms

**Book trade** The operations and arrangements that exist in a specific country for the manufacture, distribution, and sale of books to the public, including publishers and their associations, printers and binders, retail booksellers and their trade associations, jobbers and dealers, and the generally accepted practices, standards, and codes governing their activities. (Reitz, 2004, p. 97)

**E-publication**, see Electronic publication

**Electronic publication** A work in digital form capable of being read or otherwise perceived, distributed to the general public electronically. The category includes electronic journals and e-prints, electronic magazines and newspapers, electronic books, Web sites, Weblogs, etc. Some electronic publications are online versions of print publications; others are “born digital”. Synonymous with e-publication. (Reitz, 2004, p. 244)

**ISBN** International Standard Book Number

**ISMN** International Standard Music Number

**ISSN** International Standard Serial Number

**PDF** Portable Document Format

**Publisher** A person or corporate entity that prepares and issues printed materials for public sale or distribution, normally on the basis of a legal contract in which the publisher is granted certain exclusive rights in exchange for assuming the financial risk of publication and agreeing to compensate the author, usually with a share of the profits. (Reitz, 2004, p. 579)

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## Statistics

### ISBN

ISBN Status	2023	2024
Number of applications received	12,166	15,402
Number of applications processed	10,297	13,018
Number of applications denied	1,869	2,384

Reasons for ISBN Applications Denied	2023	2024
Discrepancy / inconsistencies in information provided	1,151	1,665
Duplicate application / has previously assigned ISBN	108	166
Incomplete requirements / Non-attachment of the title and / or copyright page	424	388
Not qualified / eligible for ISBN	186	165
<b>Total</b>	<b>1,869</b>	<b>2,384</b>

Category	2023	2024
Children's book	1,215	1,743
Textbook / educational materials	4,788	6,853
Trade books	4,294	4,422
	10,297	13,018

<b>Region</b>	<b>2023</b>	<b>2024</b>
Bangsamoro	6	36
Cordillera Administrative Region	159	146
National Capital Region	5,789	7,780
Region 1 (Ilocos Region)	759	506
Region 2 (Cagayan valley)	314	325
Region 3 (Central Luzon)	684	938
Region 4A (Calabarzon)	676	1,025
Region 4B (Mimaropa)	56	65
Region 5 (Bicol Region)	81	58
Region 6 (Western Visayas)	593	547
Region 7 (Central Visayas)	884	1,207
Region 8 (Eastern Visayas)	39	40
Region 9 (Zamboanga Peninsula)	26	23
Region 10 (Northern Mindanao)	67	115
Region 11 (Davao Region)	98	138
Region 12 (Soccsksargen)	40	20
Region 13 (Caraga)	26	49
<b>Total</b>	<b>10,297</b>	<b>13,018</b>

<b>Format</b>	<b>2023</b>	<b>2024</b>
AMAZON	1	0
Audio Book	5	36
CD/DVD/VCD	9	17
Cloth	23	44
EPUB	953	1,149
Hardbound	1,095	1,325

Mixed-Media Publication (Kit)	42	31
MOBI/KINDLE	375	386
Mobile Application	1	0
Paperback (big book)	57	0
PDF (downloadable)	1,089	1,490
PDF (read only)	591	784
Saddle Stitch	30	0
Softbound-Mechanical Bond	15	0
Softbound-Newsprint	739	844
Softbound/Paperback	5,269	6,909
VCD	3	3
<b>Total</b>	<b>10,297</b>	<b>13,018</b>

<b>Language</b>	<b>2023</b>	<b>2024</b>
Akeanon (Aklan)	7	0
Arabic	0	48
Archaic Kinaray-a/Binukidnon, Contemporary Kinaray-a, Filipino, English	0	2
Asi Language	1	0
Ayta Magbukun	0	2
Bicol	19	20
Bikol, Cebuano, Chavacano, Filipino, Ilokano, Kankanaey, Kiniray-a, Pangasinan, Waray	0	1
Bolinao	1	0
Burmese	1	0
Cebuano	52	42

Chinese	5	8
English	7,114	9,237
English, Bahasa-Malaysia	1	1
English, Akeanon	2	1
English, Bicol	4	5
English, Bisaya	4	0
English, Bolinao	1	0
English, Bontok	1	0
English, Capisnon	1	0
English, Cebuano	44	13
English, Chinese Mandarin	60	3
English, Filipino / Filipino, English	800	1,095
English, Filipino, Aklanon	0	1
English, Filipino, Arabic	2	0
English, Filipino, Balangao, Iloko	1	0
English, Filipino, Bicol	4	3
English, Filipino, Bikolano, Cebuano, Chavacano, Hiligaynon, Ilokano, Kapampangan, Waray	2	0
English, Filipino, Bisaya	3	0
English, Filipino, Capiznon	0	2
English, Filipino, Cebuano	0	7
English, Filipino, Cebuano	1	0
English, Filipino, Cebuano, Bahasa Indonesia, Bahasa Malaysia, Thai, Fukien, Korean, Mandarin, Nihonggo, Sindhi, Dutch, French, German, Italian, Portuguese, Spanish,	0	2



Arabic, Philippine Languages		
English, Filipino, Chinese	1	0
English, Filipino, French	0	3
English, Filipino, Hiligaynon	8	13
English, Filipino, Hiligaynon, German	1	0
English, Filipino, Ilocano	1	7
English, Filipino, Italian	1	0
English, Filipino, Kankanaey	0	2
English, Filipino, Kapampangan	0	1
English, Filipino, Mandarin	0	1
English, Filipino, Meranaw	0	8
English, Filipino, Palawanon	1	0
English, Filipino, Pangasinense	0	4
English, Filipino, Persian	1	0
English, Filipino, Spanish	0	3
English, Filipino, Spanish	2	0
English, Filipino, Surigaonon	0	5
English, Filipino, Surigaonon, Bahasa, Cebuano	1	0
English, Filipino, Surigaonon, Ilokano, Cebuano	1	0
English, Filipino, Surigaonon,	1	0

Japanese,Cebuano		
English, Filipino, Surigaonon, Pampango,Cebuano	1	0
English, Filipino, Tagbanua	1	0
English, Filipino, Tausug	0	2
English, Filipino, Tuwali, Keley-i, Yattuka, Ifugao	1	0
English, Filipino, Waray, Cebuano, Hiligaynon	1	0
English, Filipino, Waray, Spanish	0	2
English, Filipino, with some Italian and German phrases	3	0
English, Finuntok	1	0
English, Hebrew	0	2
English, Hiligaynon	2	45
English, Hiligaynon, Cebuano	0	2
English, Ibaloy, Ilocano	0	2
English, Ilocano	6	10
English, Ilokano, Ibanag	2	0
English, Ivatan	2	0
English, Japanese	1	0
English, Kalanguya	1	0
English, Kankana-ëy	0	3
English, Kapampangan	2	5
English, Kapampangan, Spanish	0	1
English, Kinaray-a	6	0
English, Korean	4	0
English, Latin	10	0

English, Mandarin, Chinese	0	6
English, Meranaw	1	22
English, Mother Tongue	0	3
English, Pangasinan	0	1
English, Philippine Local Dialect	2	0
English, Sinadanga	1	0
English, Sinama, Bisaya	0	15
English, Spanish	17	9
English, Spanish, Latin	0	2
English, Vietnamese	0	4
English, Waray	0	2
English, Yakan terms	1	0
English, Ybanag	0	2
Filipino	1,942	2,170
Filipino, Agta	0	2
Filipino, Alta	0	2
Filipino, Ayta Magbukun	0	2
Filipino, Bikol	1	0
Filipino, Binisaya	3	0
Filipino, Boïnën	2	0
Filipino, Cebuano	26	12
Filipino, Cuyunen	1	0
Filipino, Hiligaynon	7	0
Filipino, Ilokano	1	2
Filipino, Inata	0	2
Filipino, Kamayo	2	0
Filipino, Kapampangan	0	2
Filipino, Kinaray-a	2	0
Filipino, Mandaya	0	2
Filipino, Meranaw	0	2

Filipino, Rinkonada	0	2
Filipino, Sorsoganon	0	2
Filipino, Spanish	2	0
Filipino, Tagbanua	1	2
Filipino, Waray	1	1
French	0	6
German	1	2
Guinina-ang Pasil Kalinga	1	0
Hebrew	1	0
Hiligaynon	15	19
Ibanag	0	3
Ifugao-Batad	0	1
Ifugao-Tuwali	0	1
Ilocano	39	46
Ilocano, Ibanag	2	3
Inakeanon	1	0
Kalanguya	0	1
Kapampangan	1	0
Kinaray-a	0	1
Marinduque	0	14
Minasbate or Masbatenyo	1	0
Panayan	1	0
Pangasinense	5	0
Pinela'wan	2	3
Spanish	5	8
Surigaonon-Arabic-Cebuano-Tagalog-English	0	1
Surigaonon-Fookien-Cebuano-Tagalog-English	0	2
Surigaonon-Indonesia-Cebuano-Tagalog-English	0	2

Surigaonon-Korean-Cebuano-Tagalog-English	0	1
Surigaonon-Mandarin-Cebuano-Tagalog-English	0	2
Talaandig	1	0
Tuwali	0	1
vietnamese	1	0
Visaya	10	0
Waray	2	16
Wikang Tawbuid	1	0
<b>Total</b>	<b>10,297</b>	<b>13,018</b>

## ISSN

<b>ISSN Status</b>	<b>2023</b>	<b>2024</b>
Number of applications received	<b>1,109</b>	<b>1,107</b>
Number of applications processed	<b>551</b>	<b>434</b>
Number of applications denied	<b>558</b>	<b>677</b>

<b>Reasons for ISSN Applications Denied</b>	<b>2023</b>	<b>2024</b>
Discrepancy / inconsistencies in information provided	<b>319</b>	<b>343</b>
Duplicate application / has previously assigned ISSN	<b>53</b>	<b>56</b>
Incomplete requirements /	<b>144</b>	<b>213</b>

Non-attachment of mock copy of the publication / Inaccessible URL		
Not qualified / eligible for ISSN	42	65
<b>Total</b>	<b>558</b>	<b>677</b>

<b>Region</b>	<b>2023</b>	<b>2024</b>
Bangsamoro	2	1
Cordillera Administrative Region	6	6
National Capital Region	143	144
Region 1 (Ilocos Region)	23	15
Region 2 (Cagayan valley)	30	16
Region 3 (Central Luzon)	83	56
Region 4A (Calabarzon)	67	78
Region 4B (Mimaropa)	37	8
Region 5 (Bicol Region)	35	7
Region 6 (Western Visayas)	28	19
Region 7 (Central Visayas)	27	20
Region 8 (Eastern Visayas)	19	1
Region 9 (Zamboanga Peninsula)	2	12
Region 10 (Northern Mindanao)	25	2
Region 11 (Davao Region)	21	40
Region 12 (Soccsksargen)	2	4
Region 13 (Caraga)	1	5
<b>Total</b>	<b>551</b>	<b>434</b>

<b>Language</b>	<b>2023</b>	<b>2024</b>
Bicol, Filipino, English	0	2

English	448	339
English, cebuano	1	1
English, filipino	55	81
English, filipino, bisaya	1	0
English, Filipino, Chinese	0	1
English, Filipino, Ilokano	0	2
English, Filipino, Ilokano, Ibanag	0	1
English, Filipino, Philippine Dialects	0	1
English, hiligaynon, kinaray-a	1	0
English, Spanish	0	1
Filipino	37	5
Filipino, english	5	0
Hiligaynon, Kinaray-a, Aklanon, Filipino, English	2	0
Ilokano, Filipino English	1	0
<b>Total</b>	<b>551</b>	<b>434</b>

<b>Format</b>	<b>2023</b>	<b>2024</b>
CD/DVD	1	1
Online	186	172
Print	364	261
<b>Total</b>	<b>551</b>	<b>434</b>

<b>Frequency</b>	<b>2023</b>	<b>2024</b>
Annually	203	202
Bi-annual	59	61
Bi-Monthly	51	4
Biennial	7	27

Biweekly	1	0
Irregular	9	0
Monthly	42	18
Quarterly	117	68
Quinquennial	2	2
Semestral	1	0
Semi-annual	32	26
Sexennial	1	2
Triannual	4	3
Triennial	4	3
Weekly	18	18
<b>Total</b>	<b>551</b>	<b>434</b>

## ISMN

<b>Status</b>	<b>2023</b>	<b>2024</b>
Number of applications received	44	36
Number of applications processed	17	16
Number of applications denied	27	20

<b>Region</b>	<b>2023</b>	<b>2024</b>
National Capital Region	7	11
Region 3 (Central Luzon)	10	5



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