

2023 Asian Publishers Fellowship Program



GAO Shan

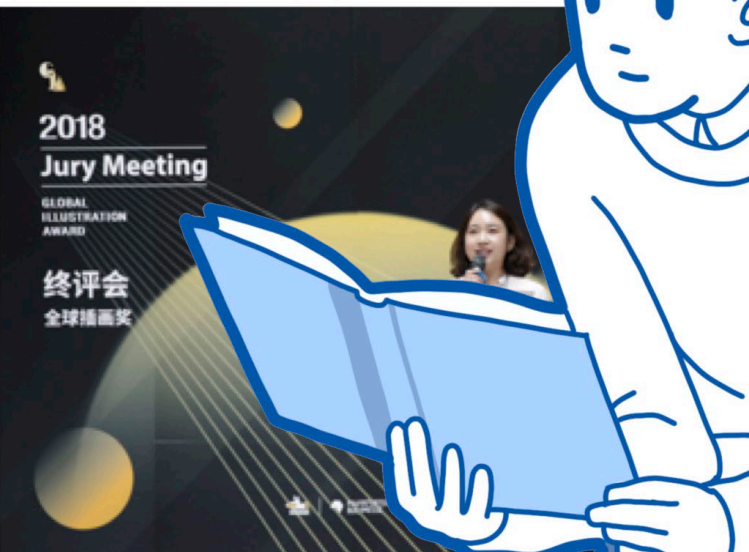
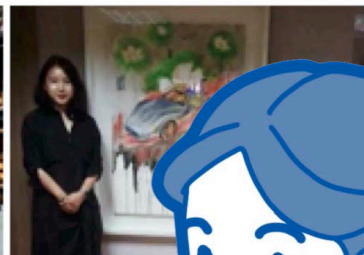
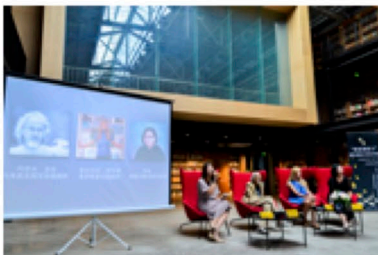
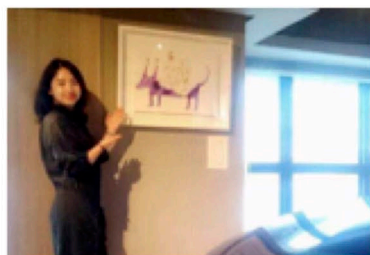
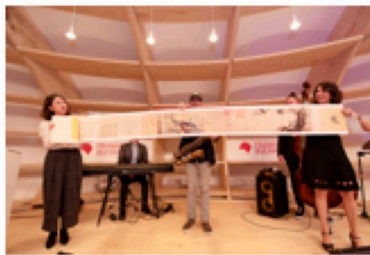


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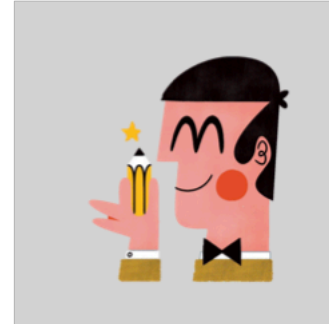
CEO and Co-founder of IlluSalon

Chief of Global Illustration Award

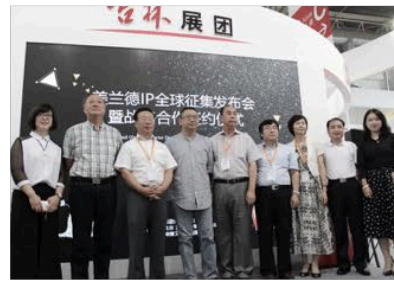
Expert of International Standard Link Identifier



illuSalon Co., Ltd.



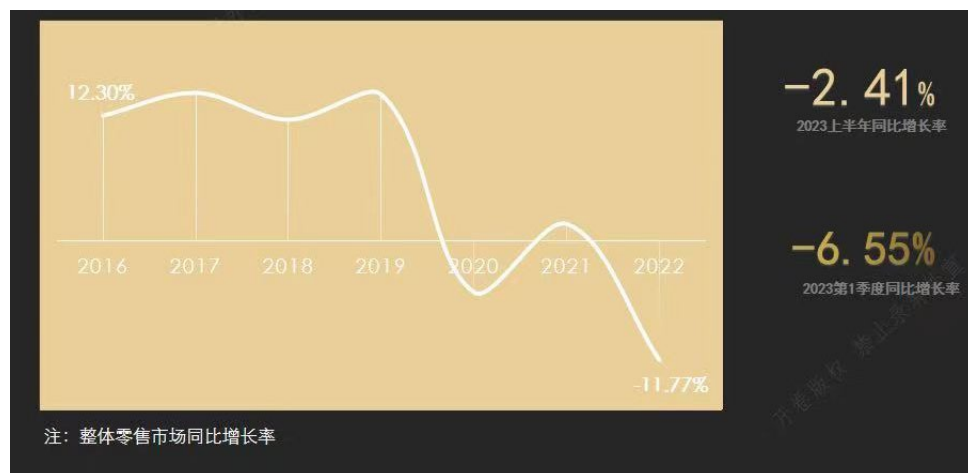
- Established in 2016
- illuSalon is an international illustration agency and a children's book publisher.
- Every year, we publish around 100 titles of children's books. The distinct feature of our books is they are full of beautiful illustrations, such as ***"Picture Books from International Awarded Illustrators (30 titles)"***, ***"Reading Up Series: Progressive Chinese Reading Picture Books (60 titles)"*** ***"My first Accessible Reading Books (100 titles)"***, etc.
- With powerful International Standard Link Identifier (ISLI) system to facilitate the efficient circulation of illustrations, and the protection of copyright
- One of the operation organizations of Global Illustration Award (GIA), a major international illustration award organized by Frankfurt Book Fair and International Information Content Industry Association



The trends in Chinese book market

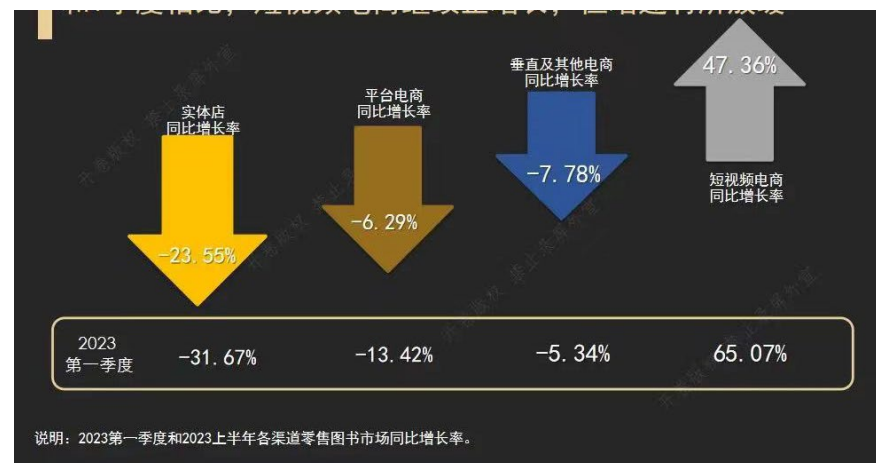
General: Smaller drop

87.1billion RMB (12billion USD)



It decreased by 2.41% in the first half of 2023,
With decreasing of 6.55% in the first quarter.

Channel: live-commerce keeps increasing (new media environment)

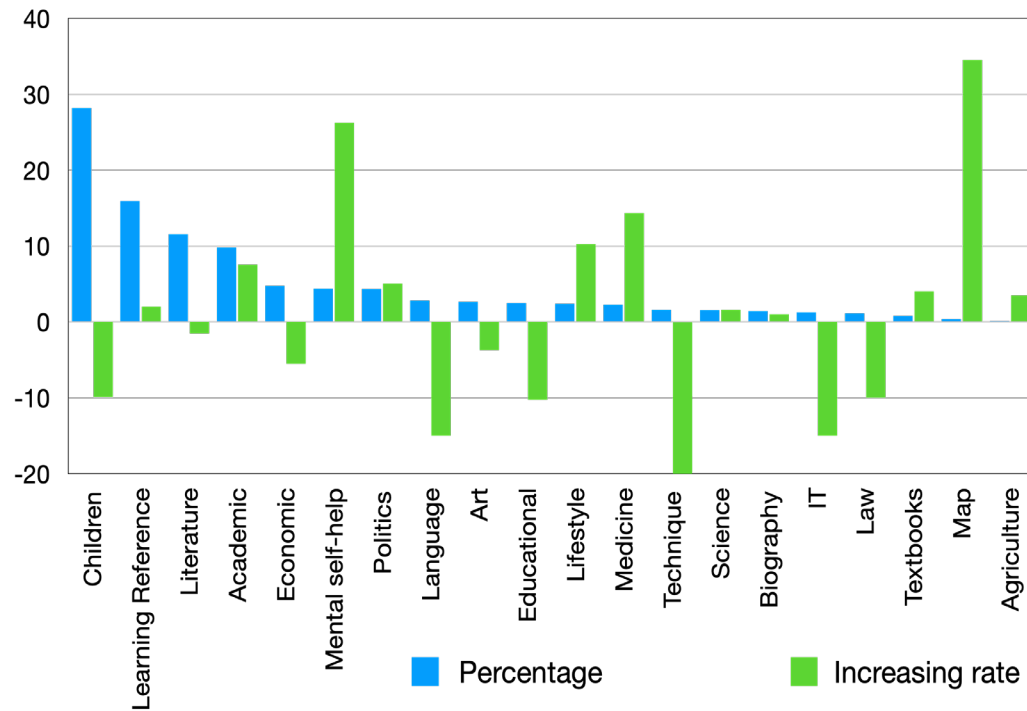


Live-commerce channel increased by 47.36%,
In which physical books store channel lose the most 23.56%,
e-commerce lose 6.29% and vertical e-commerce lose 7.78%

- Product:**
- Top 1 category--Children books declining by 9.87% (high discount for live commerce channel) leads the whole market drops.
 - Mental self-help category increased outstandingly.

Bestsellers are about helping deal with uncertainties.

Each category's percentage and increasing rate



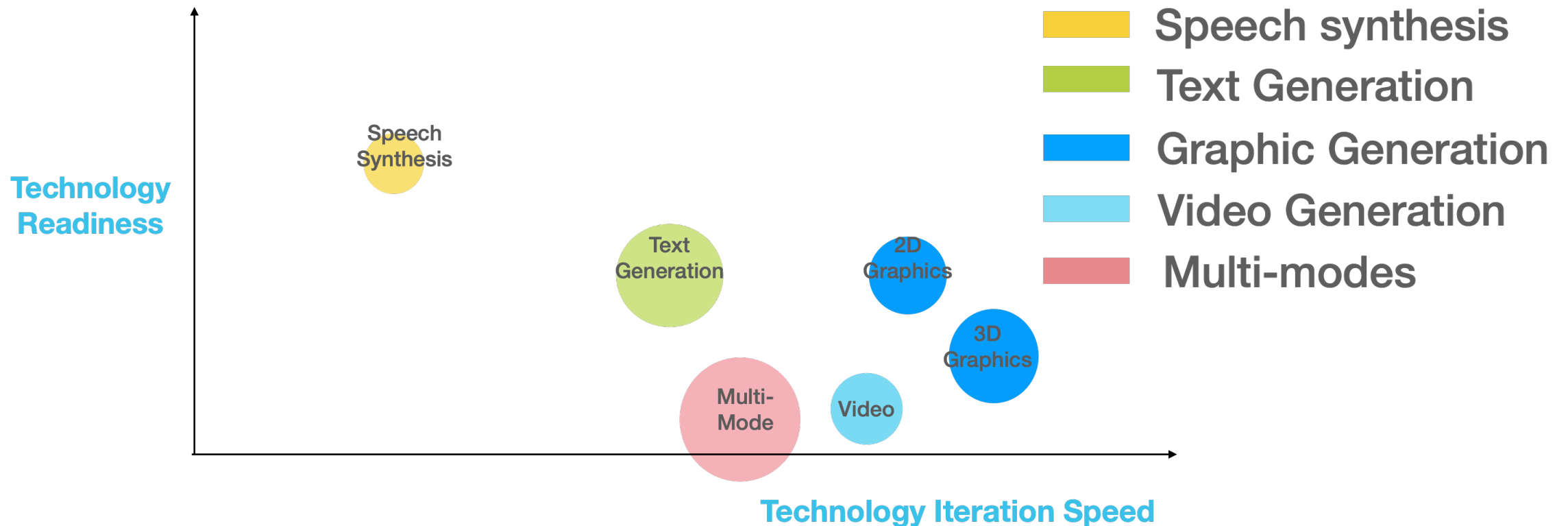
How to Survive in a Recession;
The Minimalist Entrepreneur: How Great Founders Do More with Less;
The Secret of Your Money; Large Business Circle;
Digital Transformation of THE Organization, etc.

AI market scale in China: 500b RMB (70b USD), with 4,300 entrepreneurs.

AI Generated Content (AIGC) the most critical focus for Chinese publishers

AIGC Readiness chart shows the successful AIGC Application in different media

AIGC Application Readiness in China Recent Market



Speech Synthesis

Easy to access, widely applied



In a second



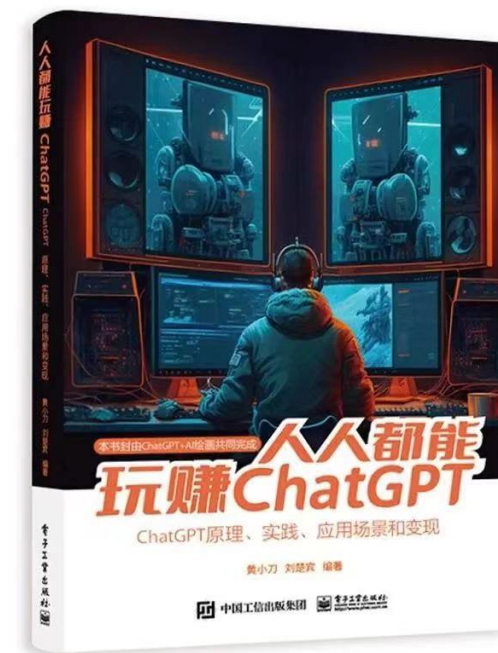
Text
Generation

A book about ChatGPT took only 28 days from topic collection to being published, with the help of ChatGPT.

“Everyone can handle ChatGPT”



28 DAYS



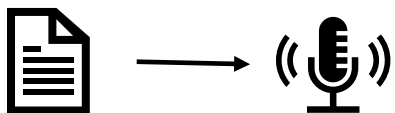
Graphics Generation

A picture book created by a 4 years old girl with the help of Ernie Bot sold the copyright successfully to a professional children book publisher.



Examples AIGC applied in Chinese network literature platform

AUDIO BOOKS



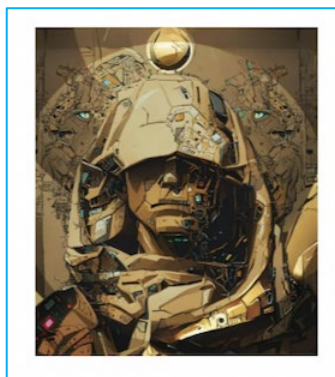
According to the real context of the text story, **vividly simulate the timbre to shape the characters.**

AI generation

1. AI streamer
2. AI assisted creation
3. AI painting

A screenshot of a web interface for AI character description generation. It features three tabs: '男生描写' (Male description), '女生描写' (Female description), and '其他描写' (Other description). Below the tabs are two input fields: '关键字: 最多10组, 用“.”或者回车隔开' (Keywords: up to 10 groups, separated by dots or line breaks) and '辅助短语: 最多10组, 用“.”或者回车隔开' (Auxiliary phrases: up to 10 groups, separated by dots or line breaks). A '一键生成描写' (One-click generate description) button is at the bottom.

One-bond generation of detailed description with key words input



AI modeling learns from various images, synthesizes preliminary generated pictures to form original pictures

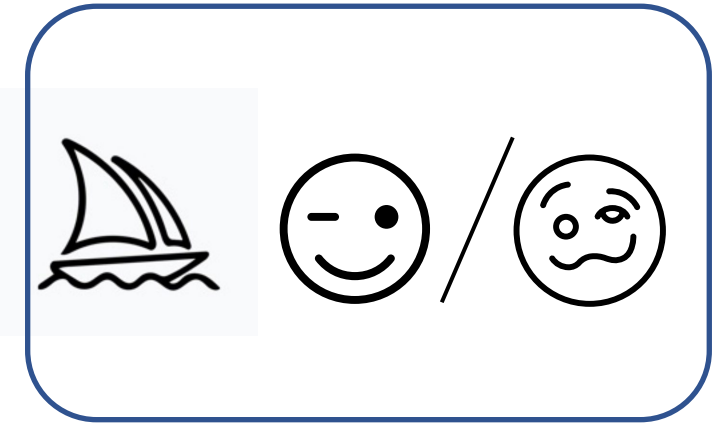
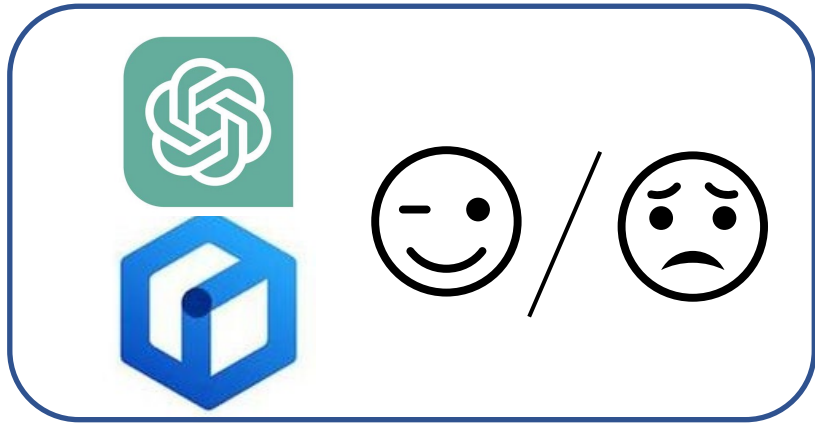
AIGC in Patterned Category

Basing on specified pattern, to outline the story, and set relationship of characters and key plots. Continue stories following the existing style.

Literature transformed to Comics and Cartoons



AI tools I use frequently and the effectiveness in my personal experience



AI +

What AI tools do in our working flow in my company:



Topic collection:
basic survey,
competitor analysis
and brainstorming



Writing: outlining,
text polishing,
optimizing logics



Translating: AI
translating +
manually review



Editing: automatic
review and errors
fixing



To confirm
demands with
clients



To highlight
requests for
illustrators

Our AI Projects

- Working with a professional AI tech team in proper illustration projects
- Illustrations for Network literature and avatar



Assessment of AI Impact for publishing

Higher efficiency

- Containers of content are becoming alive. “Media is the message”.
- Workflow of publishing could be optimized.

A mixed bag

- Supporting but not dominating
- Both brilliant works and nonsense works are generated.
- More fake information and “polluted” content

It needs deep convergence between AI tech and industries to balance quality and efficiency. (data index, standard, link, value....)

We could be a force from publishing industry to help to find a balance between tech (including AI) and publishing industry, quality and efficiency.

Messages to fellow Asian publishers

Sharing the message, which is encouraging me



Curiosity



Imagination



Active learning



To experience and feel directly



To practice and innovate

Book Recommendation



"I Deliver Packages in Beijing" HU Anyan

ISBN: 9787572609268

A memoir-style book written by a courier in Beijing. It tells the daily life in 3 years and shows the the living conditions and employment situations of migrant workers in large cities like Beijing. Career/ work has become a person's most important identity tag.

"As White as Snow, as High as Mountain" ZHANG Tianyi

ISBN: 9787020166930

Top 1 literature in 2022. The contemporary women's fiction novel tells a group of women's lives and struggles in different periods of their lives about marriage, family, career, and female identity.



"Jian Shang" LI Shuo

ISBN: 9787559852533

The historical novel tells the story of the Shang Dynasty from its inception to its collapse in the late second millennium BC, which is also the beginning of modern Chinese civilization.

Thank you
and have fun!

Email: shan662shan@126.com

