



How GenAI changes publishing industry in Korea: A brief case study of Hanbit

November 2023

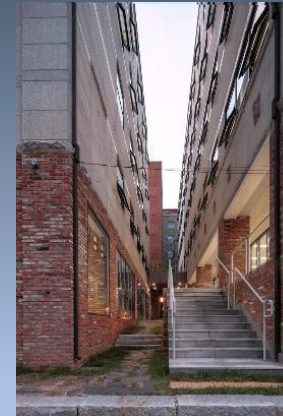
Hanbit Media / Kai Song



About us

We, Hanbit Publishing Network, are the **no. 1 Book publisher** of Computer & Technology in Korea.

- **31-year** publishing experience since 1993
- **Cover various fields** such as Computer & Technology, College Textbooks, Business & Money, Self-Help, Children's book, Travel and etc.
- **Copyright export** over 200 **titles** to China, Taiwan, Thailand, Vietnam, Japan etc.
- Pursuing a vision of Asia Publishing Network



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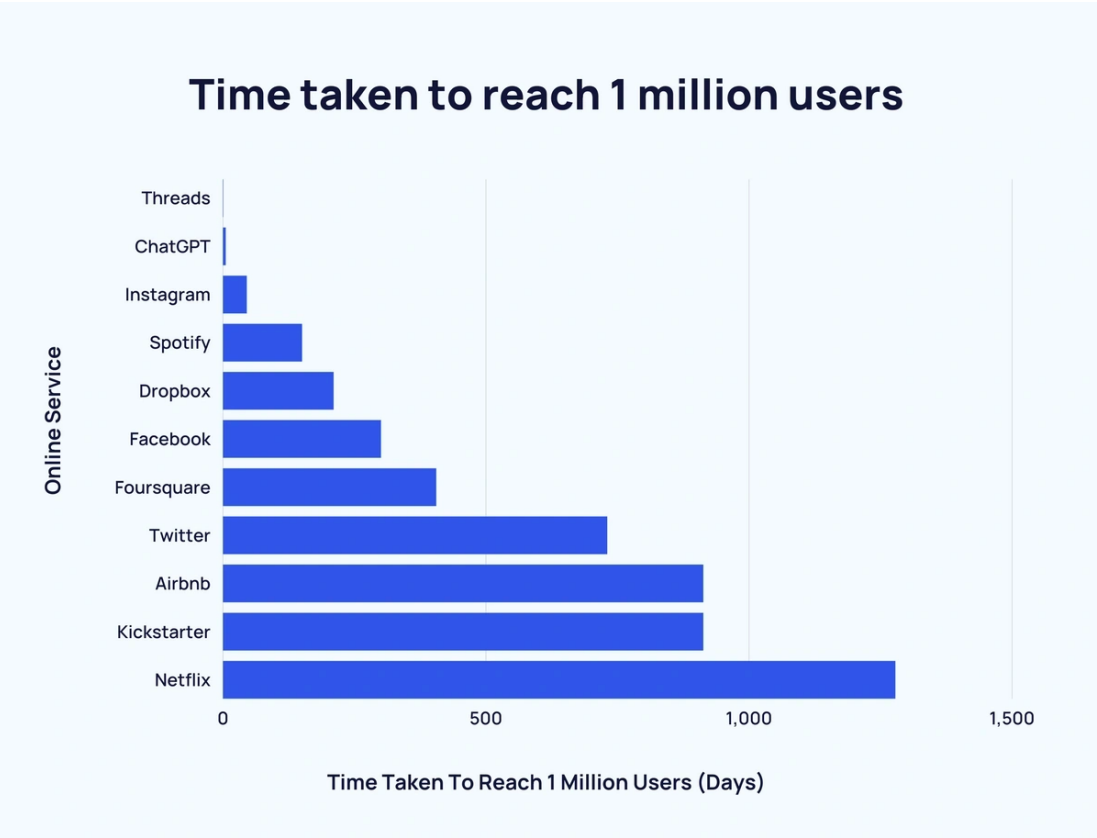
Part
1

The Wave of AI Revolution Hits Korean Publishing industry

Prompt: a young boy with smile,
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Singularity

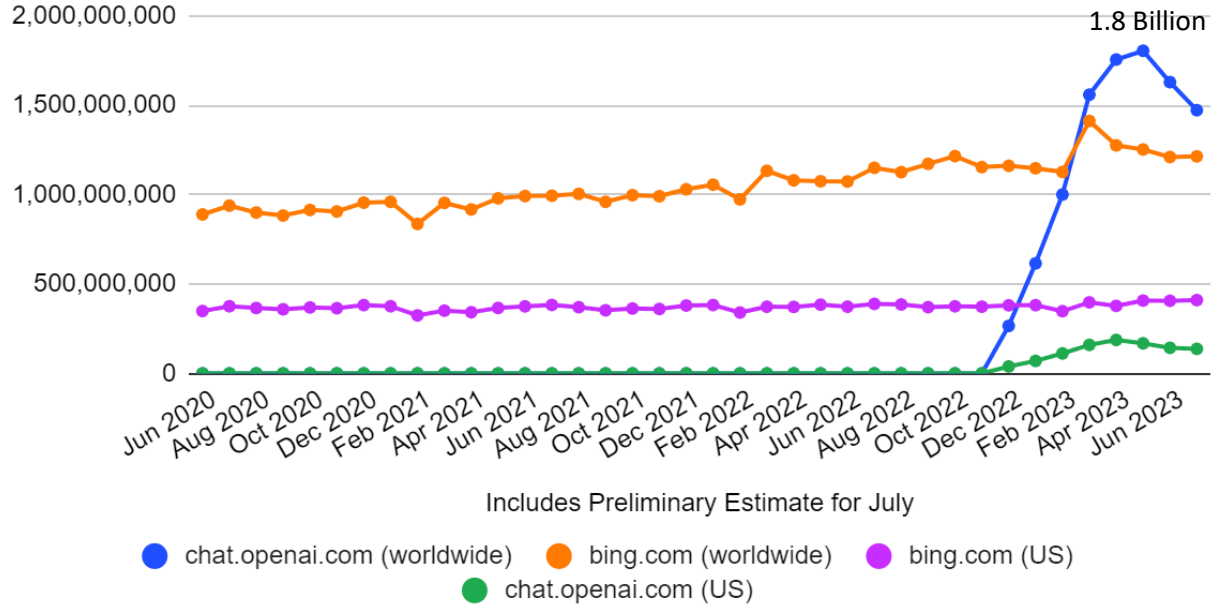
- With the emergence of ChatGPT, the singularity has finally arrived.
- It reached one million users faster than any other service on Earth. (Later, Meta's thread broke the record)



△ source: <https://explodingtopics.com>

ChatGPT and Bing

Monthly Visits Desktop & Mobile Web Worldwide



△ source: <https://www.similarweb.com>

Singularity

Phenomenon on GenAI in Korea

- In fact, before the introduction of ChatGPT at the end of last year (November 2022) in Korea, there had been rapid AI integration across various industries, including mobility, robotics, medical, and etc.(There are a few LLMs released companies as well.)
- ChatGPT sparked a surge in daily AI usage among office workers and students.
 - A generative AI transforming the tech landscape. Catalyzed the generalization and broad acceptance of AI.
 - Office professionals and students now incorporate AI tools into daily tasks and academic assignments.



Status of LLMs in Korean companies

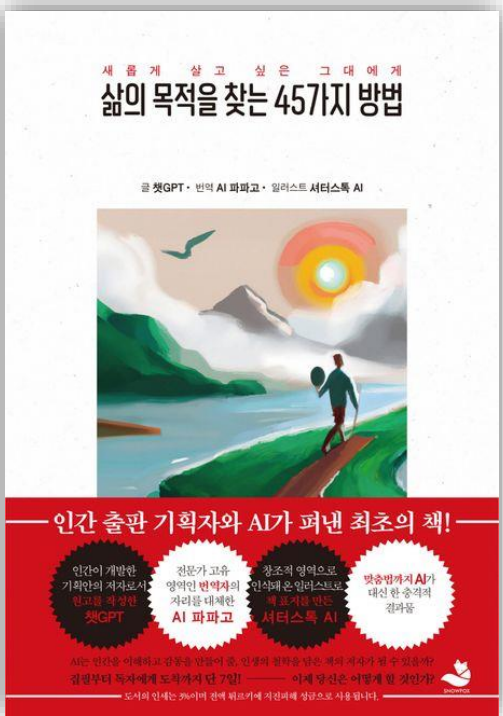
Naver leads the market, followed by services from multiple companies including Kakao, SK Telecom, LG Electronics, KT, NCsoft and Saltlux. In addition, a variety of domestic AI startups have emerged.

Company Name	Model Name	Number of Parameters	Release Date	Features
Naver	HyperCLOVA	204 billion	May 2021	Korean language-specific model with Korean data learning volume 6,500 times GPT-3, Used in search, shopping, voice recognition, etc.
Naver	HyperCLOVA X	204 billion + @	August 2023	Latest Korean language-specific model with Korean data learning released by Naver.
Kakao	KoGPT	60 billion	November 2021	GPT-3's Korean language-specific model, Utilizes Google Tensor Processing Unit, Korean data learning (200 billion tokens). KoGPT 2.0 is planned to release in 2023.
Kakao	minDALL-E	1.3 billion	April 2022	Image creation model (Text-to-image)
Kakao	RQ-Transformer	3.9 billion	April 2022	Upgraded version of minDALL-E (double image creation speed and dataset size), Image creation model developed with proprietary technology of subsidiary KakaoBrain
Kakao	Karlo	3.3 billion	December 2022	Open source release of AI artist 'Karlo 1.0', Tool for creating images in various styles, Trained on a text-image dataset of 180 million images
SK Telecom	Adot	39 billion	May 2022	GPT-3 Korean version, Acquired 21% stake in Conan Technology for Adot enhancement, Plans to introduce long-term memory and multimodal technology, Scheduled to provide call content briefings, job recommendations, and proxy reception in the second half
KT	Miteum	200 billion	2023 (planned)	Promoting interactive services based on Miteum
LG	EXAONE	300 billion	December 2021	Developed by LG Group as a super-large AI, Largest number of parameters in Korea, Collaboration with LGU+
Konan Technology	Konan LLM	41 billion	October 2023	The language model is utilizing 700 billion tokens in total. Among these, 322 billion tokens are in Korean

ChatGPT's Impact on the Korean Book Market

Rise of books written and influenced by ChatGPT

- The significance of publishers' proactive response to the AI revolution.
- Launching a series of books, some even authored by ChatGPT, marking a new chapter in literature.
- In 2023, **more than 250 books** related to GenAI were published



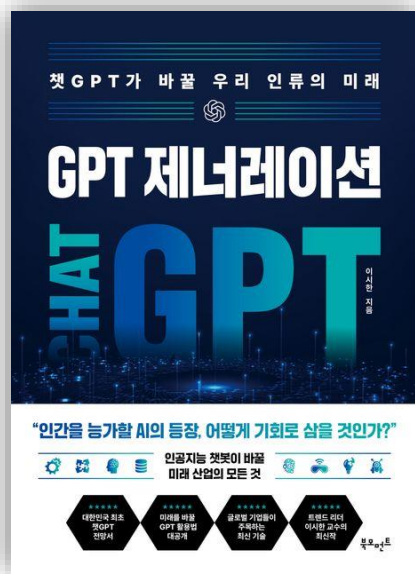
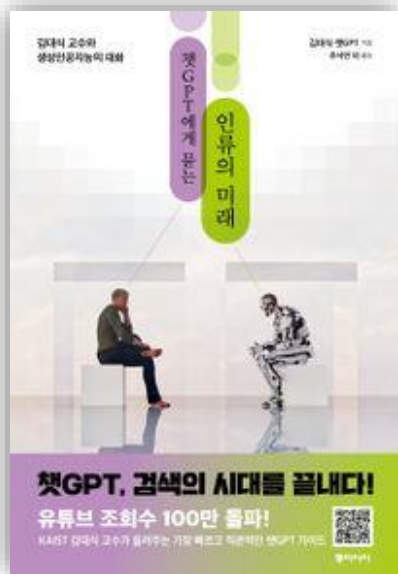
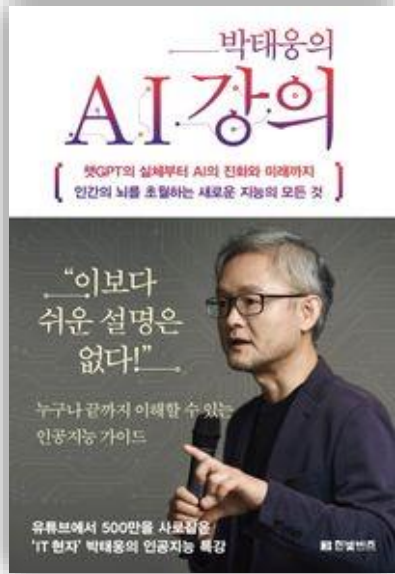
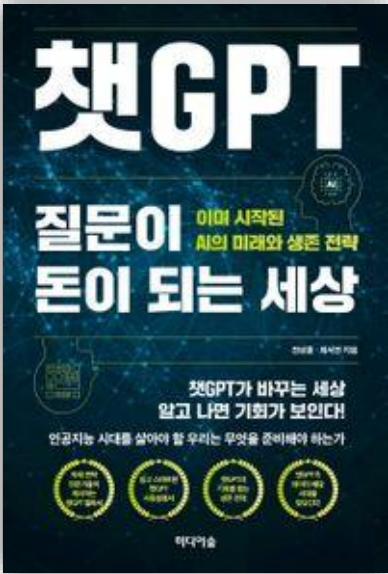
“45 Ways to Find the Purpose of Life” / published by Snowfox Books

1. **Task Execution:** Chat GPT successfully authored, edited, proofread, and designed the book cover.
2. **Collaboration:** Seamless integration with [Naver's "Papago"](#) for flawless English translation.
3. **Efficiency:** Process condensed from potential months or years to **just 32 hours**.

ChatGPT's Impact on the Korean Book Market

Over 250 GenAI-related books released in Korean bookstores from late February to October 2023.

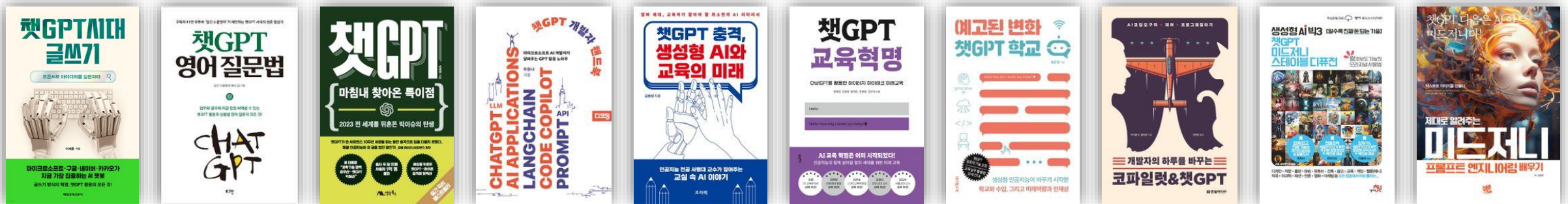
- Unprecedented surge in publications on a single theme in such a short time.
- According to [Kyobo Bookshop](https://www.kyobobook.co.kr), the largest book store in Korea, Bestsellers include "A World Where Questions Earn You Money: ChatGPT(Media Soop)", "Park Taewoong's AI Lecture(Hanbit Biz)", "Real ChatGPT Usage guide(Wikibooks)", "The GPT Generation" (Book Moment), "Asking the Future of Humanity to ChatGPT(Dong Asia Books)" led Computer/IT, the economic/business/Money book charts.



ChatGPT's Impact on the Korean Book Market

Still beginning stage of GenAI adoption in Korean publishing industry and the range of topics covered by ChatGPT is limited

- Mainly introductory, Prompt engineering, Topic-based Guidance & practical application(English study, report writing, Copilot) Midjourney & Stable diffusion prompt book, ChatGPT API application
 - Books like "Working with ChatGPT's Texts" by Oh Soo-Min provide hands-on techniques for crafting and structuring narratives with ChatGPT.
 - "Learn Mid-Journey Prompt Engineering the Right Way" by Ahn Chang-hyun shows how to make an image with text prompt.
 - "ChatGPT Developer's Handbook" by Joo Hanna Guides to Leveraging GPT Expertise for programmers.
 - "ChatGPT English Questioning Techniques" by Leva Kim presents ways to learn English with ChatGPT.
 - "The Future of Education with Generative AI" by Kim Yongsung is all about the basic AI literacy for educators need to Know





Part
2

A brief case study of **Hanbit**

Prompt: a young girl with smile,
pencil character sketch by Lois van
Baarle

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LLMs can streamline content generation and refine many facets of the publishing process. However, when integrating LLMs, there are essential considerations and inherent limitations to bear in mind. The current industry landscape is abuzz with the potential enhancements in productivity offered by LLMs. At Hanbit, we perceive a significant opportunity for LLMs to elevate the contributions of those engaged in publishing. This technology has the potential to supersede some labor-intensive publishing tasks and provide invaluable assistance to editors in their daily endeavors.

**The AI Arms Race
is Changing
Everything**
_TIME 02.07.2023



**There is a famous quote
by Arthur C. Clarke
"Any sufficiently
advanced technology is
indistinguishable from
magic."**

There are a lot of things to consider

- In which area do you introduce GenAI? What are your problems, and are the solutions for them appropriate? How do you prioritize applying it to all company members, specific functions, or customer-facing services?
- Are we prepared and in the right conditions to utilize GenAI optimally? Concerns and issues publishers needs to address.
- Should you encourage the use of GenAI? In which department and for which tasks would you invest generously? How do you provide educational support to them?
- How do you overcome the dilemma between corporate security and productivity enhancement?
Is your approach to your problems leaning towards quick innovation or thorough stability?

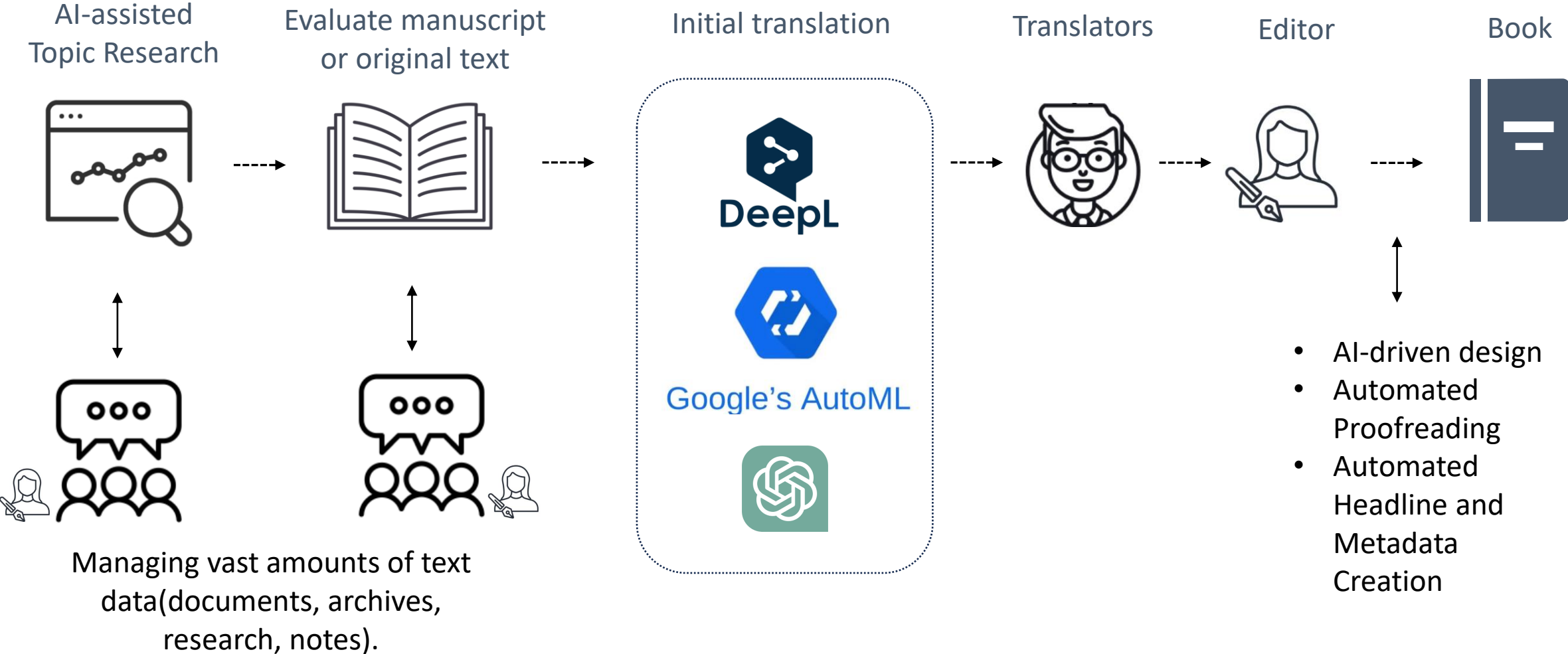


LLM is Magic Transformed publishing and highlighted AI's vast potential

- We believe that it is a better idea do not simply sit idly by and wait for LLMs to magically transform publishing and unleash the immense potential of AI. Therefore, we are testing small things that can be tried in the publishing company. We haven't achieved results yet, but we would like to share the aspects we've considered.
 - Initial translation & Localization
 - Article Style and Tone Modification
 - Automated Proofreading
 - Automated Headline and Metadata Creation
 - AI-assisted Topic Research
 - Data-driven Statistical Analysis(Audience Sentiment Analysis)
 - Utilizing the LLM API, develop chatbots for enhancing reader engagement and an AI-driven service agent to assist employees
 - AI-driven Layout and Design
 - Audio Content Generation
 - Build LLMs in-house

Publication process powered by AI

Focus on high-priority projects such as identifying and promoting quality content. A role of AI is not to replace editors but to assist them. Boost content creation efficiency, improving production speed and quality with AI tools to enhance productivity, not to replace human creativity with LLMs. Reduce time by weeding out unpublishable manuscripts with using an LLM filter.



Thank you for your attention

Q&A

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