



# AI and Publishing A New Chapter in Publishing

Vena Ouyang

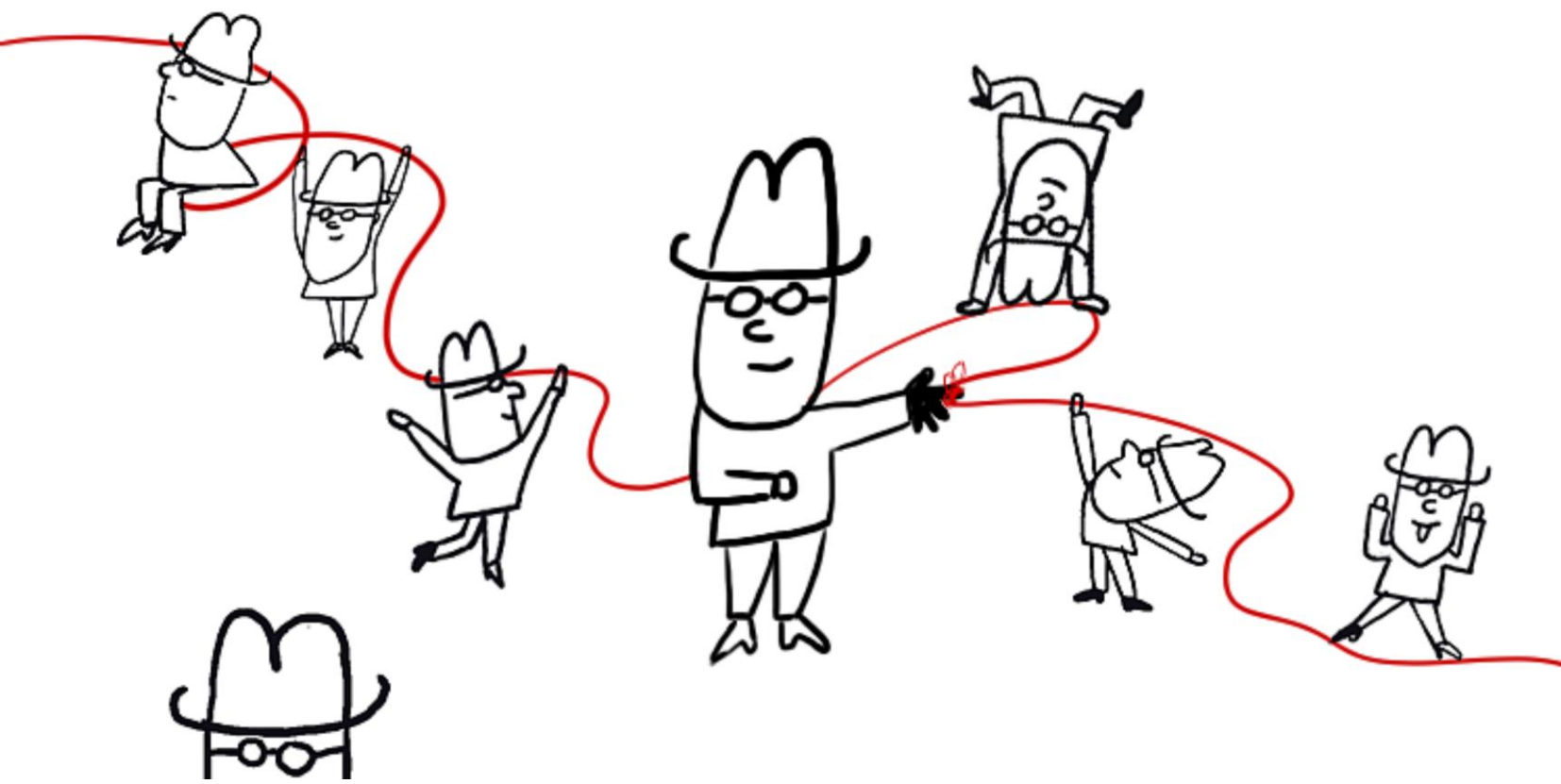


言长文化  
YAN CHANG CULTURE

Shanghai Yan Chang Culture & Communication Co., Ltd.

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01

Personal & Company Introduction

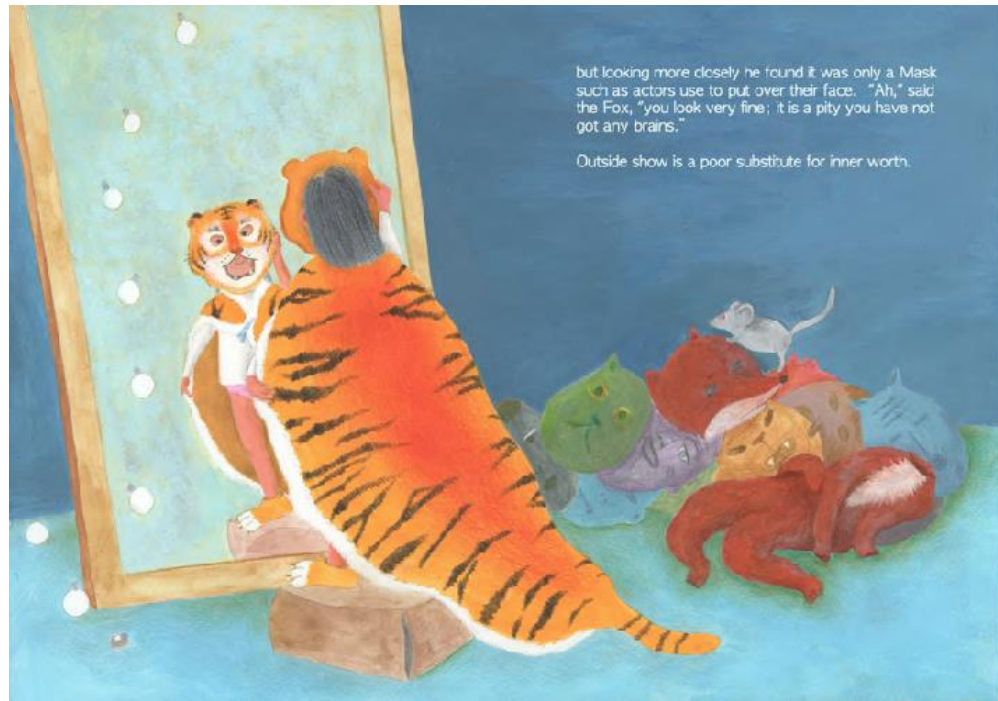
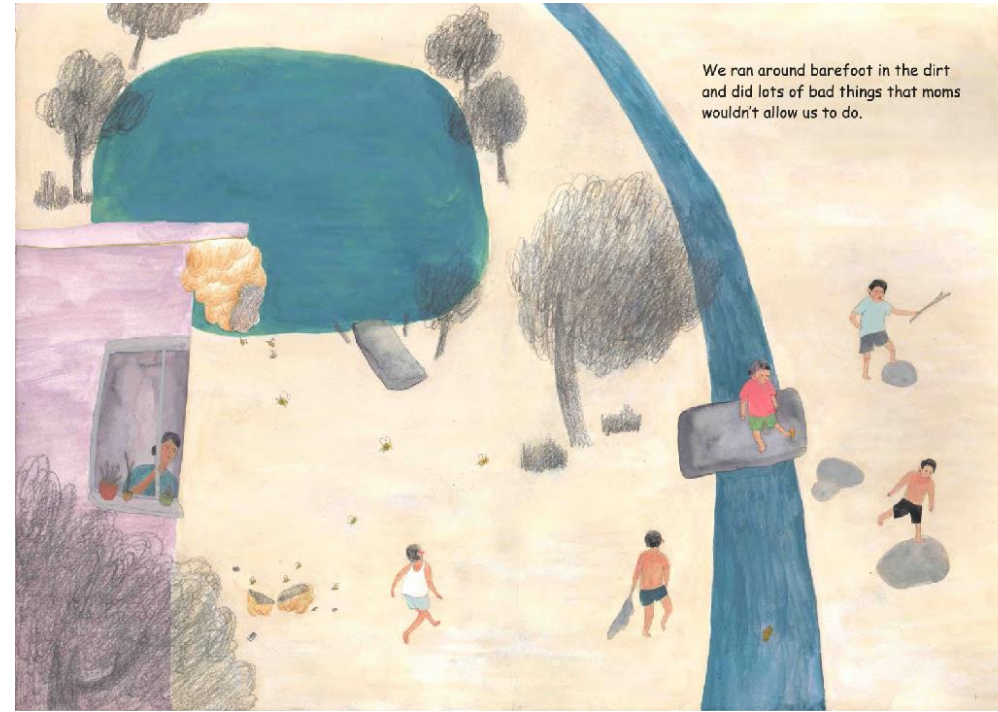


Vena Ouyang

★ Graduated in Children's Literature: Children's Book Illustration from Goldsmiths, University of London in 2021.

★ Children's book editor and rights manager at Yan Chang Company

★ Illustrator and picture book maker, who is curious and enthusiastic about the mysteries of nature.



言长文化  
YAN CHANG CULTURE

“Yan” and “Chang” :

“Yan” (言) means “diction” , or “to express words”

“Chang” (长) is a word full of auspicious meanings, such as “extension” , “growth” , and “longevity” .

Therefore, we are devoted to extending possibilities and potential for a better expression of the words.



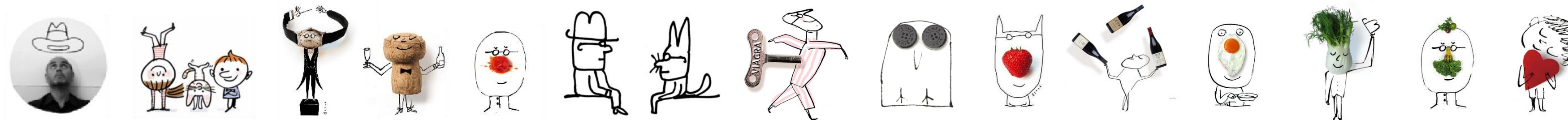
FOUNDER  
Solene Xie



Solene has been the only consultant for the Shanghai International Children's Book Fair since 2018. She planned and organised more than 50 professional seminars covering a wide array of topics.

The 10th China Shanghai International Children's Book Fair (CCBF), will be held from 17 to 19 November 2023 at Shanghai World Expo Exhibition and Convention Centre.

- ★ Engaged in Children's book publishing for more than 15 years;
- ★ Consultant of Shanghai International Children's Book Fair (CCBF);
- ★ Exclusive agent of French artist Serge Bloch's exhibition and merchandising rights in Mainland China;
- ★ Translator of Children's books from French to Chinese (eg. "Babapapa" and Claude Ponti's works) .....

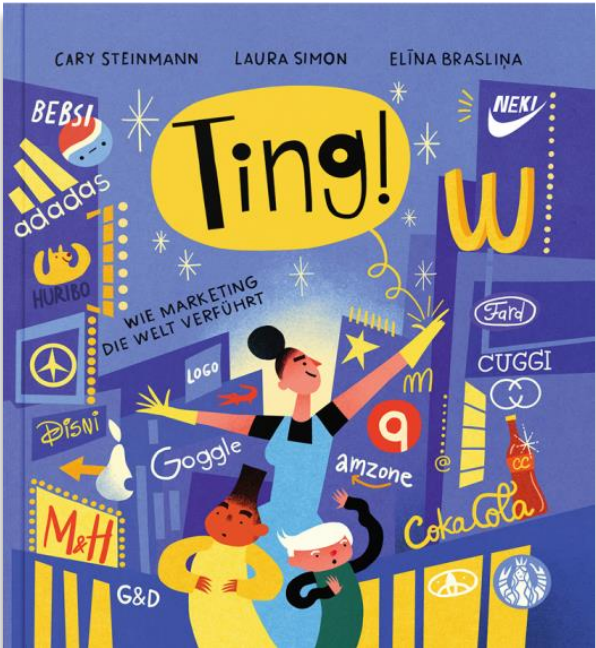
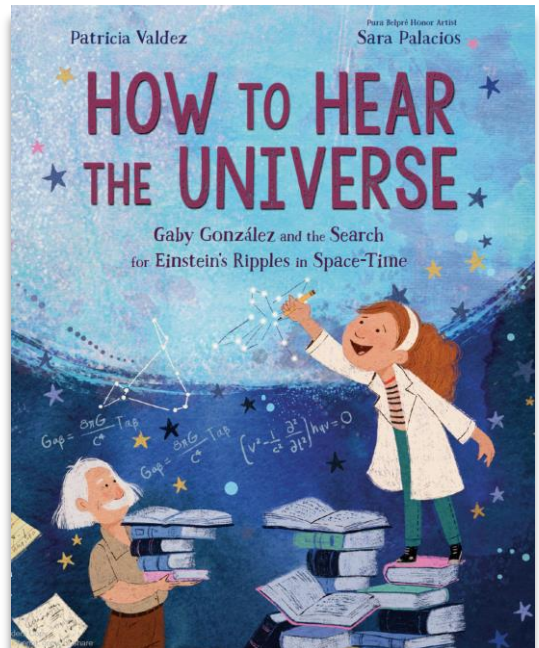
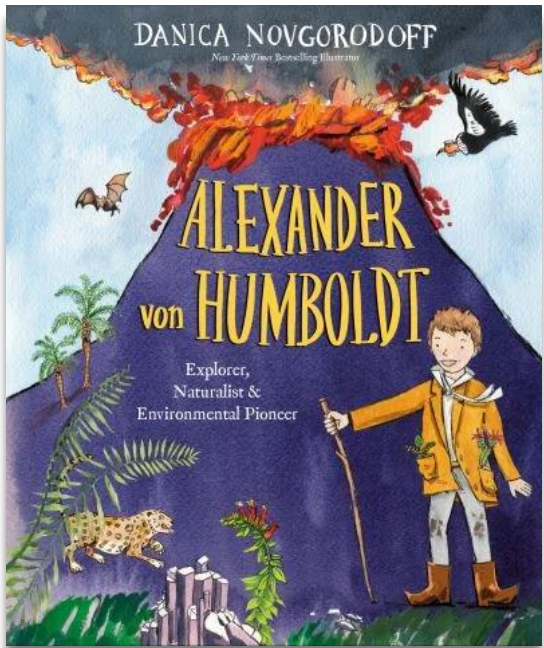
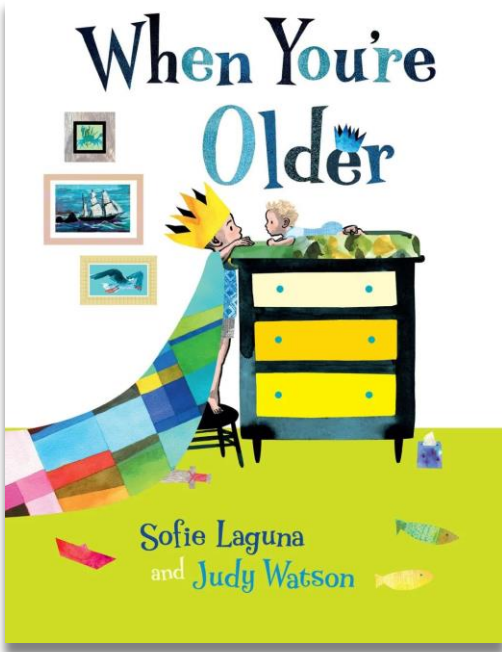
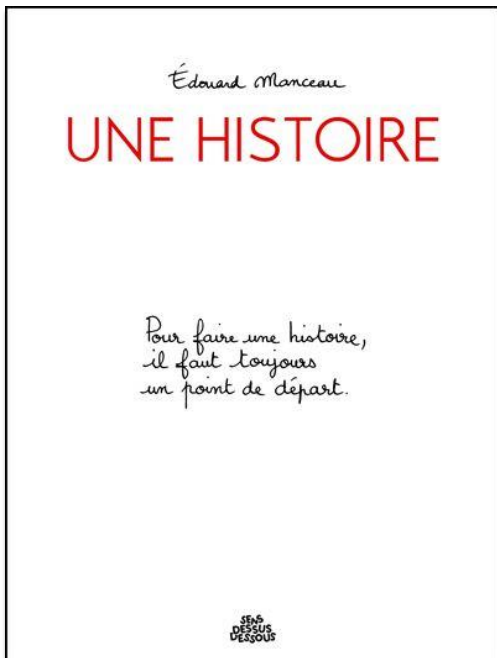
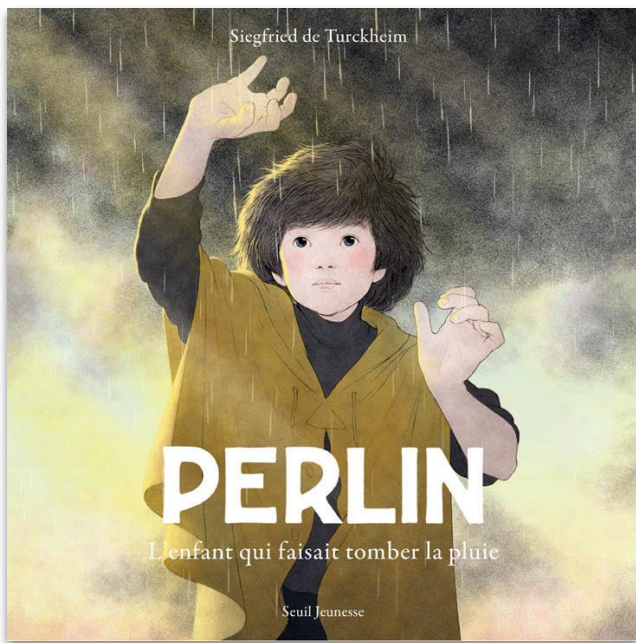
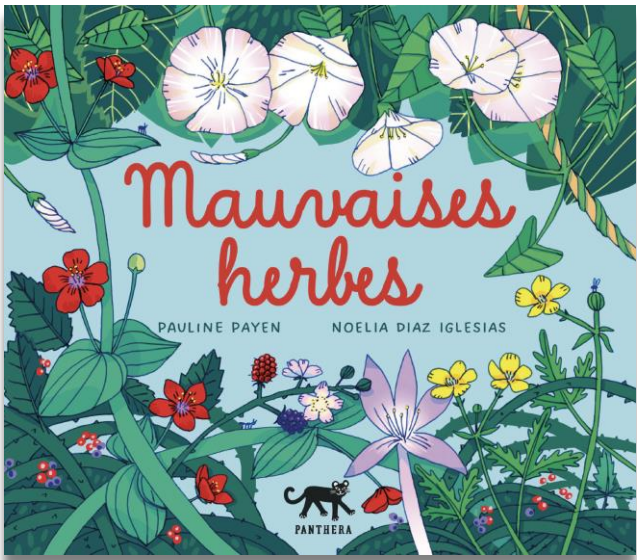
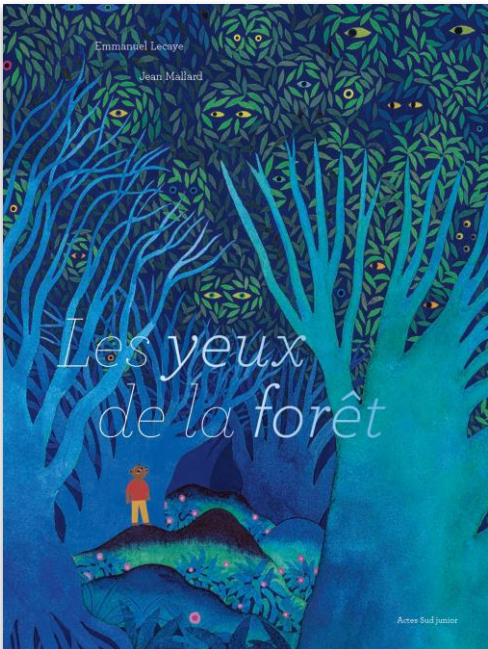


©Serge Bloch

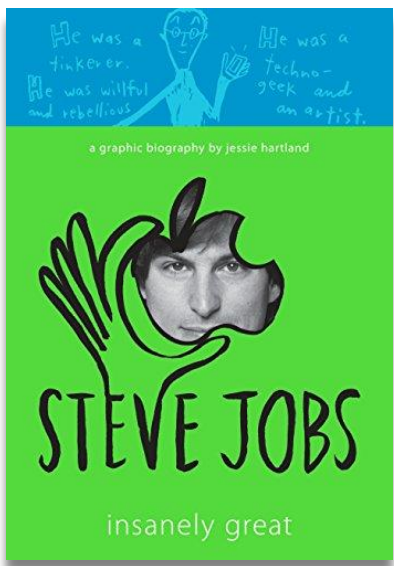
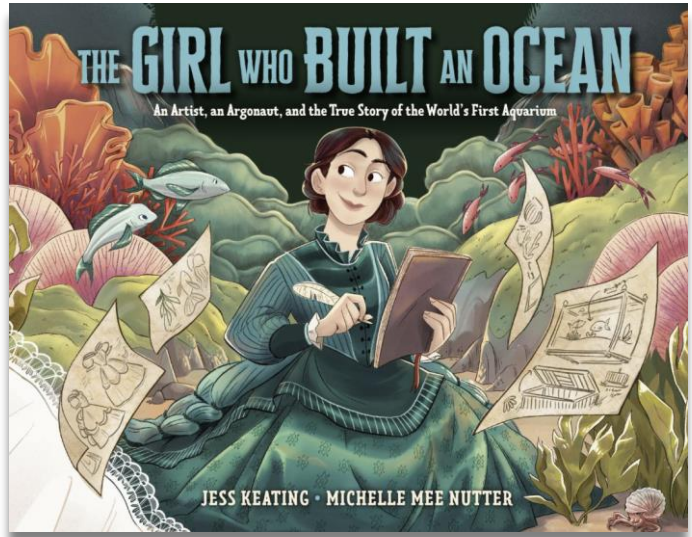
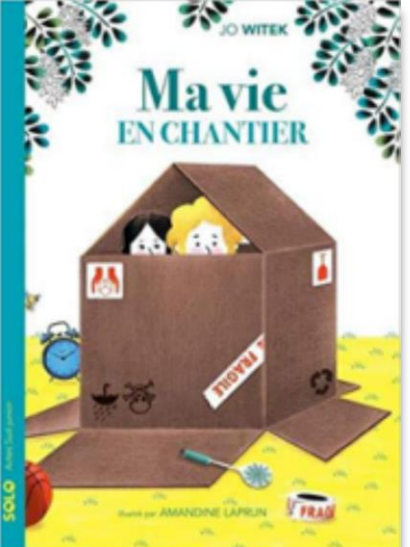
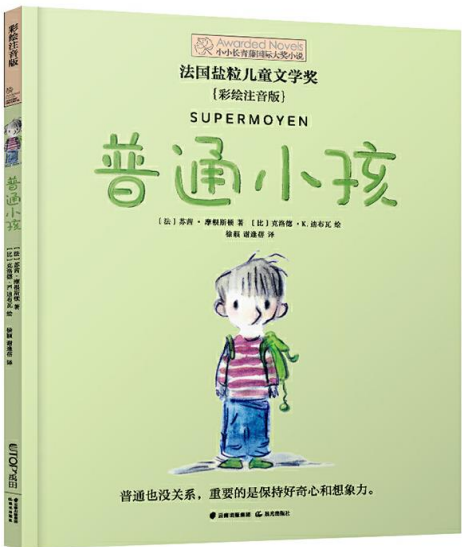
# Children's book co-publisher

## Picture book

## Non-fiction



## Middle grade



Yan Chang associates with the state-owned publisher to publish children's books. We have had more than 40 books since 2021.



French Artist/Author  
Aurore petit



## “A mother is a house” series

Proprietor: Les Fourmis Rouges (France)

Author-illustrator: Aurore petit



**你好呀，妈妈！**  
**Bonjour Maman!**  
 沉浸式情境互动展  
**全球首站**

4.10  
8.31  
2023

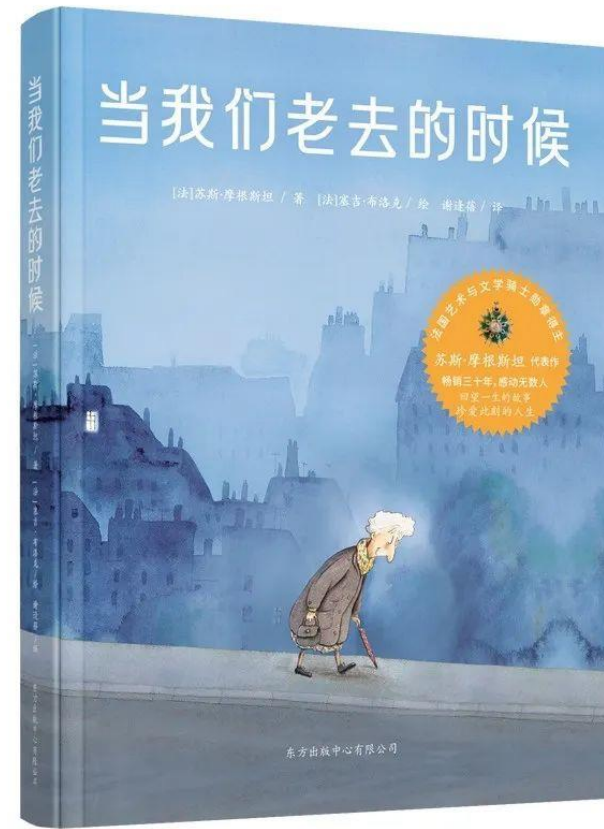
奥洛尔·佩缇  
 一次来自  
 法国原创绘本的  
 生命力之旅

杭州宝龙艺术中心  
 浙江省杭州市滨江区滨盛路3867号宝龙城5F  
 Powerlong Art Center  
 5F Powerlong City Building, No.3867 Binsheng Road, Hangzhou





French Artist/Author  
Serge Bloch



# Une Vieille Histoire

Proprietor: Éditions Sarbacane (France)

Author: Susie Morgenstern

Illustrator: Serge Bloch

**SARBACANE**  
éditeur de création



Beijing 2018



Shenzhen 2019



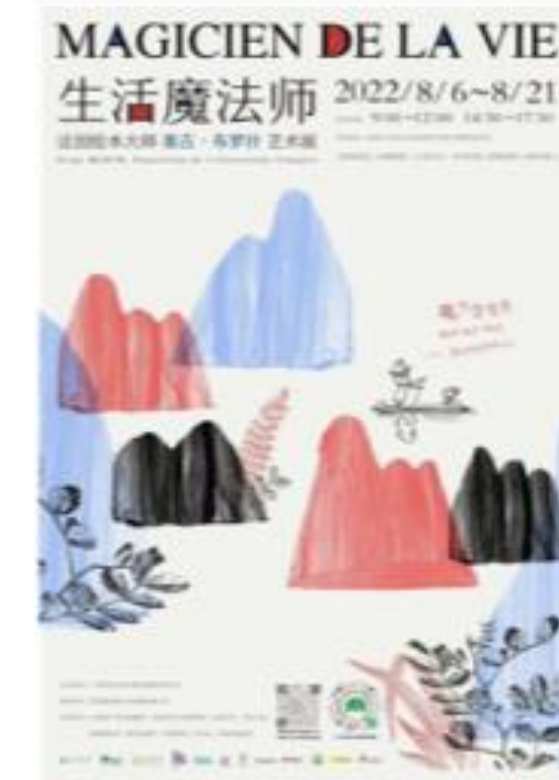
Shanghai 2021



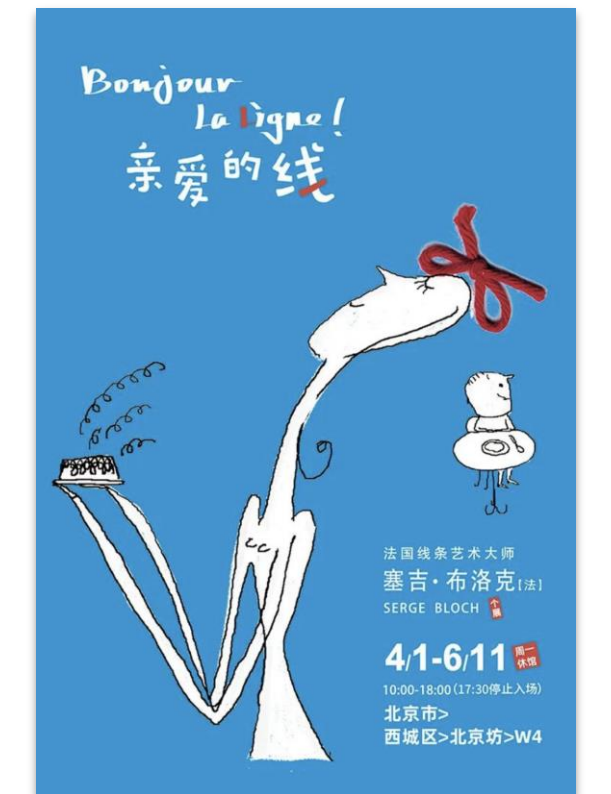
Hangzhou 2021



Xiamen 2022



Guilin 2022



Beijing 2023



# A literary agency representing children's book authors & illustrators



Long Xiangmei



Monica Liaw



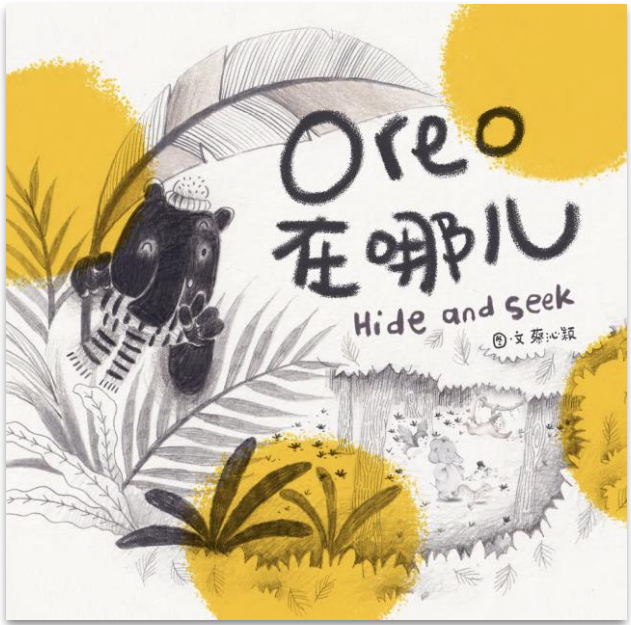
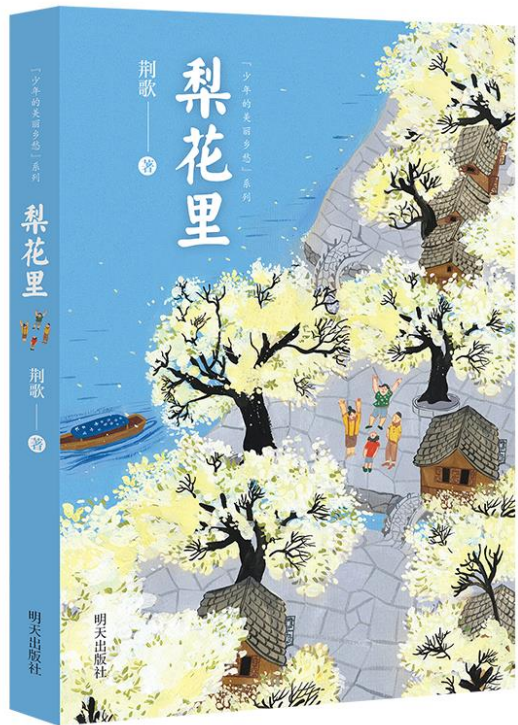
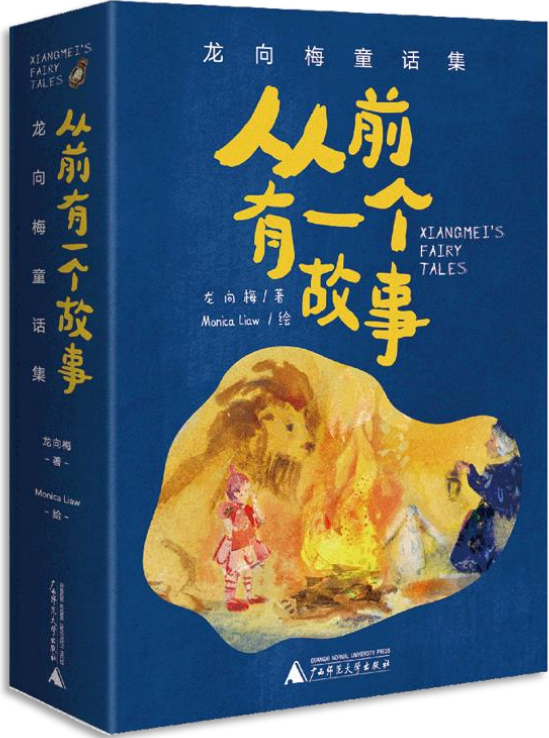
Cara Wang



Tian Ziqian



Mae Besom

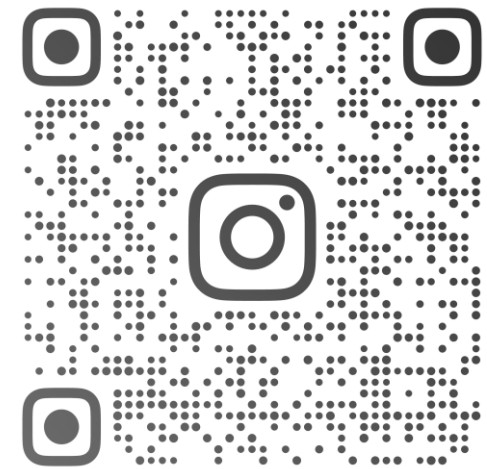


Children's Books

Brands

We hope to bring our devoted and dedicated service to more creative minds with our customized publishing resources along with our diverse rights management.

# The Project "Pictures and Words from China"



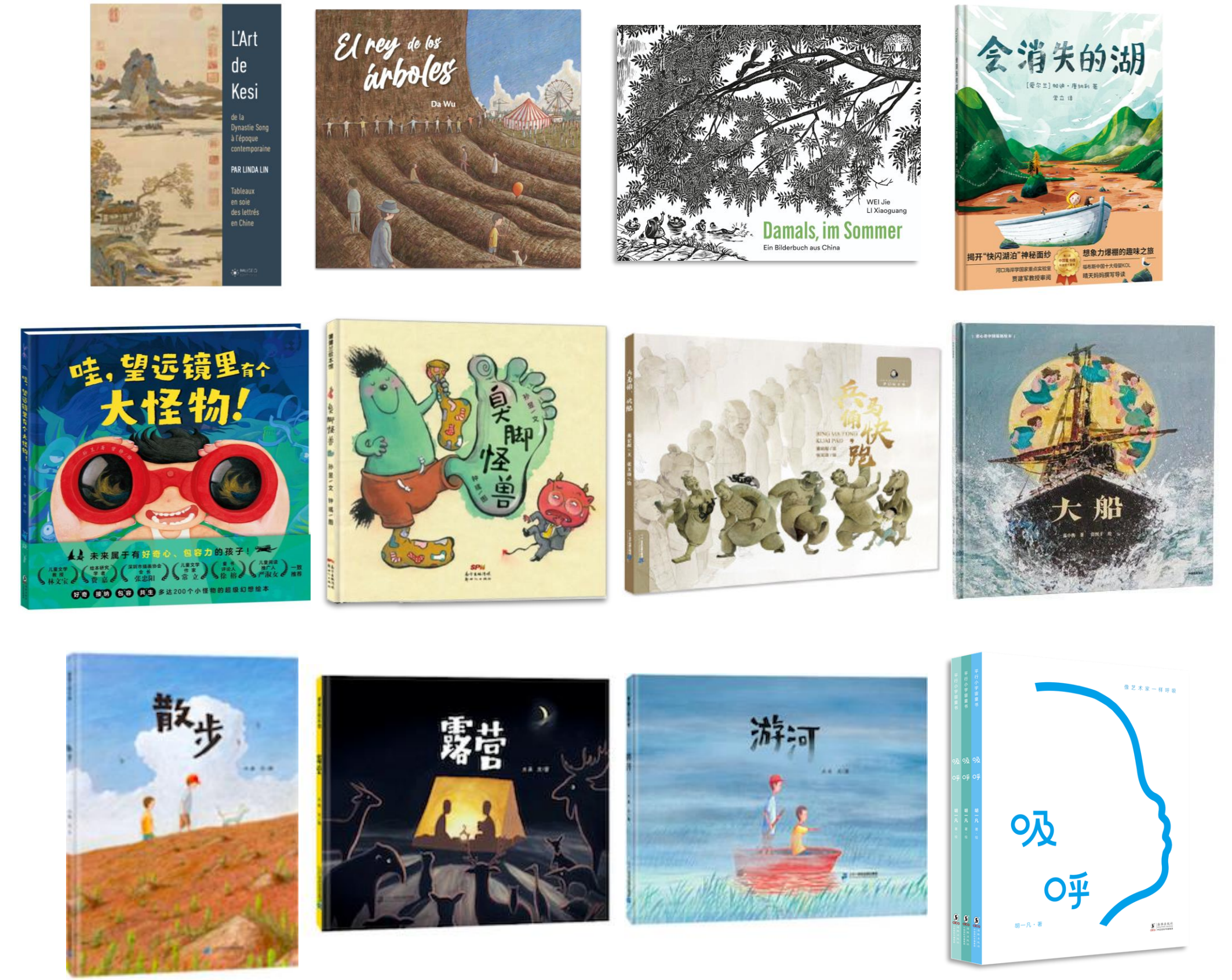
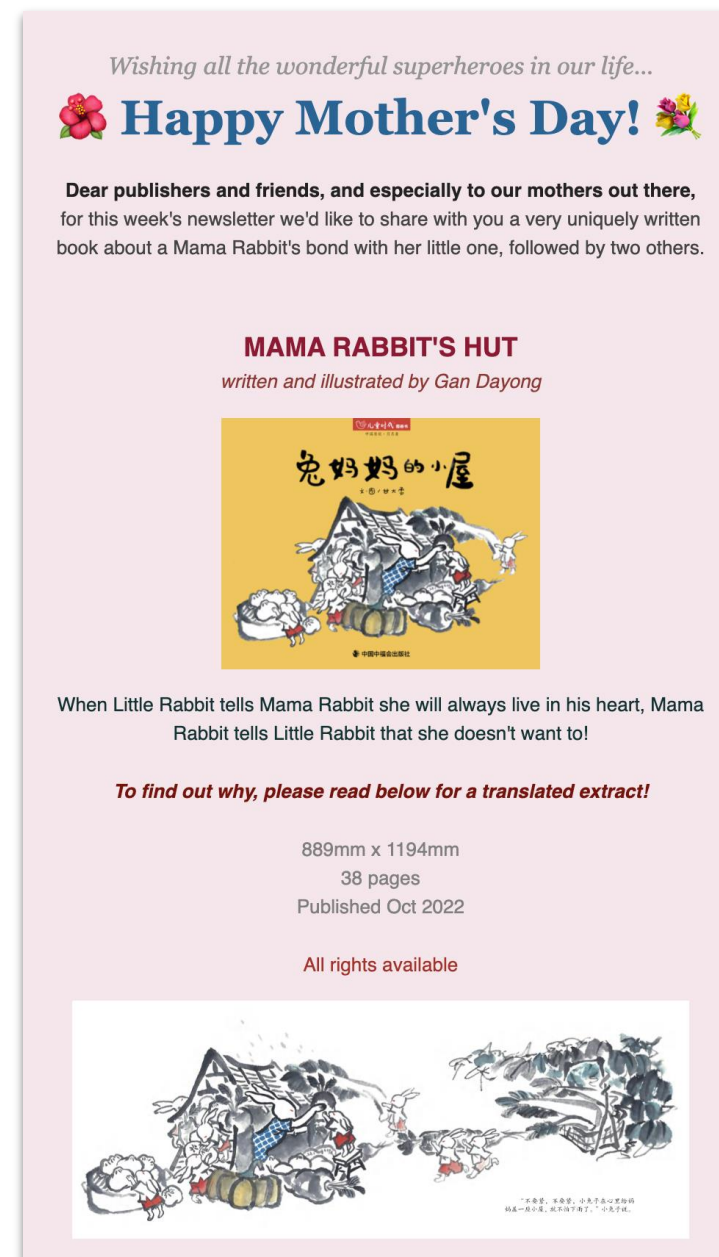
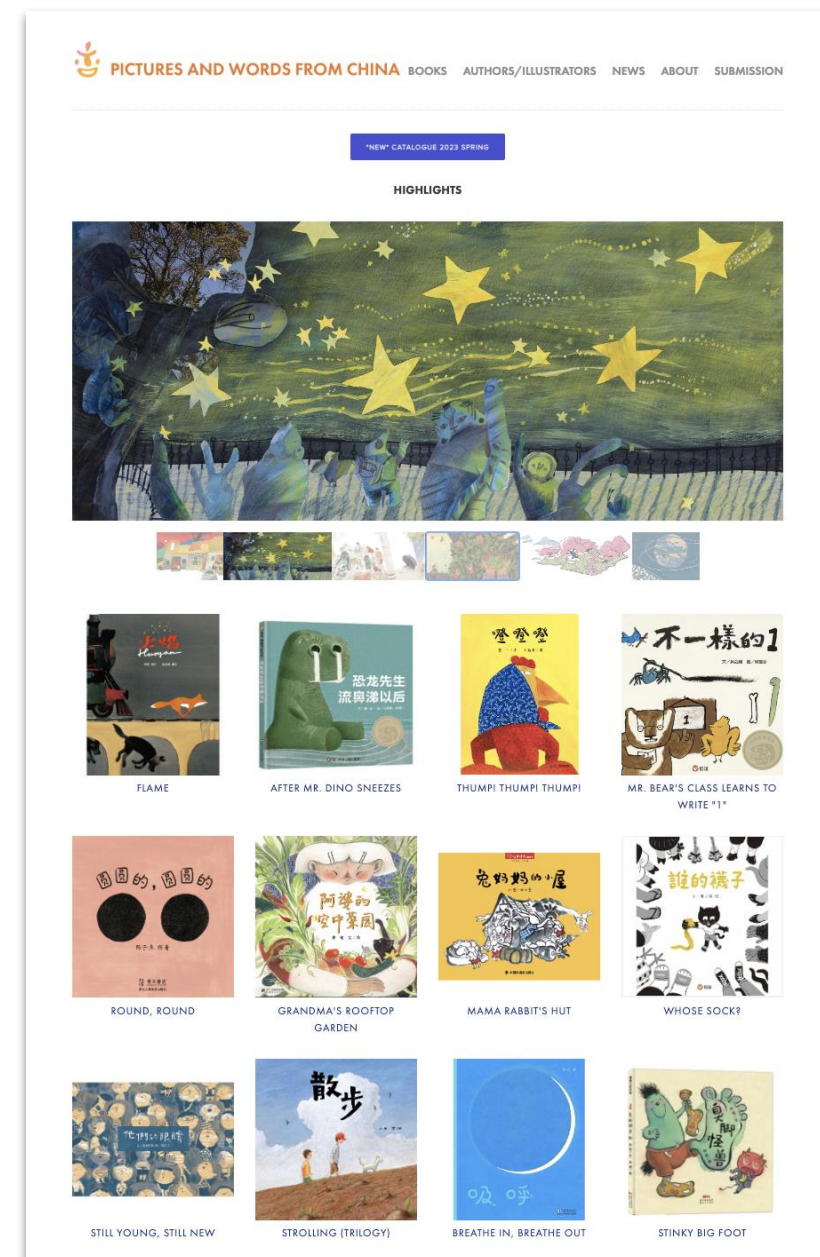
PICTURES.WORDS.CHINA

Website



Website → <https://www.pictureswordschina.com>

## Newsletters



Book Rights have been sold in English, Spanish, French, Germany, Italian, Portuguese, Turkish...

02

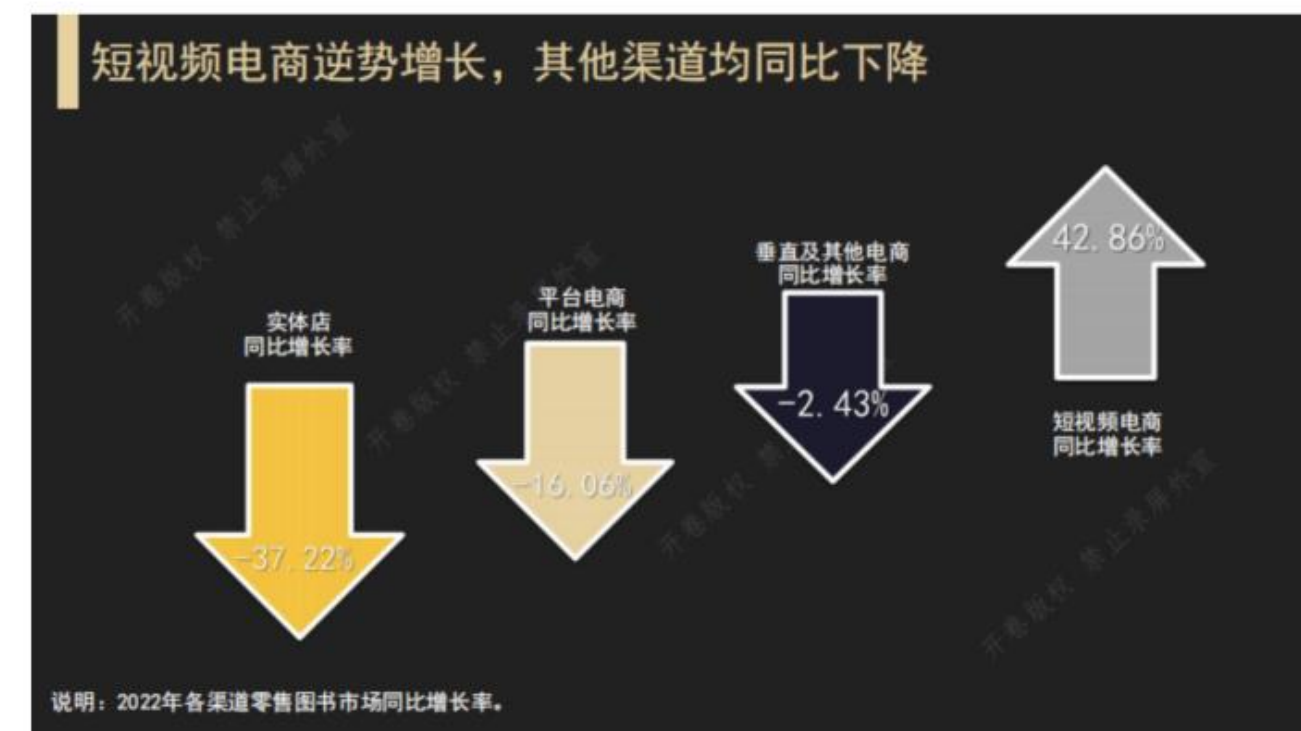
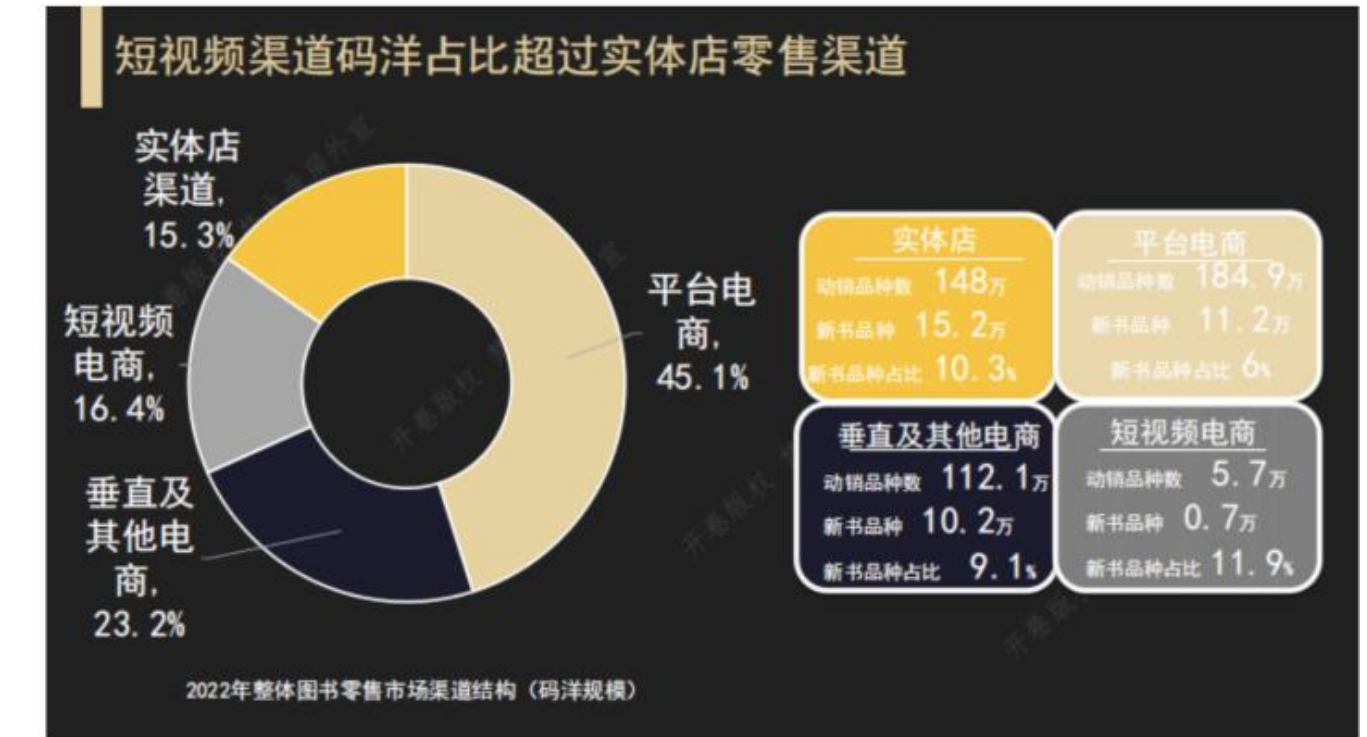
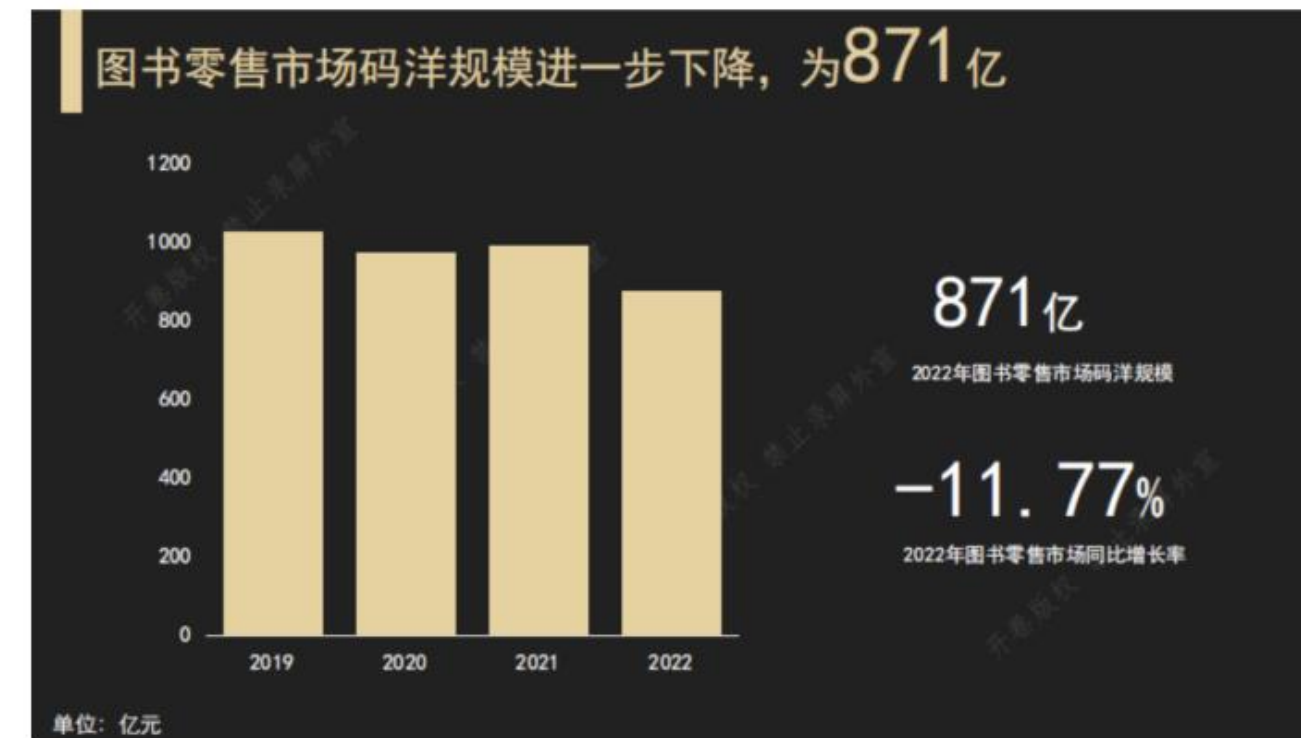
## Current Publishing Trends

# Overall book sales in mainland China decreased in 2022, but online sales driven by TikTok and other short-video platforms are growing rapidly.

★Year over year, book sales in the overall market in China declined 11.77% — something brightly contrasted by short-video e-commerce (TikTok and other platforms) jumping a prodigious 42.86% in the same period.

★The short-video e-commerce activities blew right past the staggered physical-store channels—that comes with big discounts.

★The children's book genre was the only sector in publishing in China to grow in 2022. Children's titles sell increasingly through short-form video channels, with 54.7% of children's books—the highest ratio of all categories—sold in this way.



# China Bestsellers in the first three quarters of 2023: What the childrens are reading

★Classic Children's Books & New Book Series

★Comics has evolved and includes a wide variety of topics such as science, psychology, history, ancient poetry, etc.

★Psychology books for children

★Children's behavior and habits education books

★Meaningful and educational books for children sold by short-video e-commerce

## 少儿头部畅销书和畅销热点

经典系列以及新作销售稳定，新系列崭露头角

屁屁侦探系列、米小圈上学记、大中华寻宝系列  
新系列：“米吴科学漫画”、强国少年高新科技知识丛书



短视频渠道畅销书学习色彩浓厚

自我管理、科学、语言启蒙、数感启蒙、专注力训练

### 漫画+ 风潮持续

漫画科学、漫画心理、漫画数学、漫画历史、漫画古诗、漫画成语、漫画安全教育



### 心理学和心理健康成热点，但也出现同质化现象

《漫画小学生心理(全4册)》《漫画儿童心理学》《漫画小学生心理学》



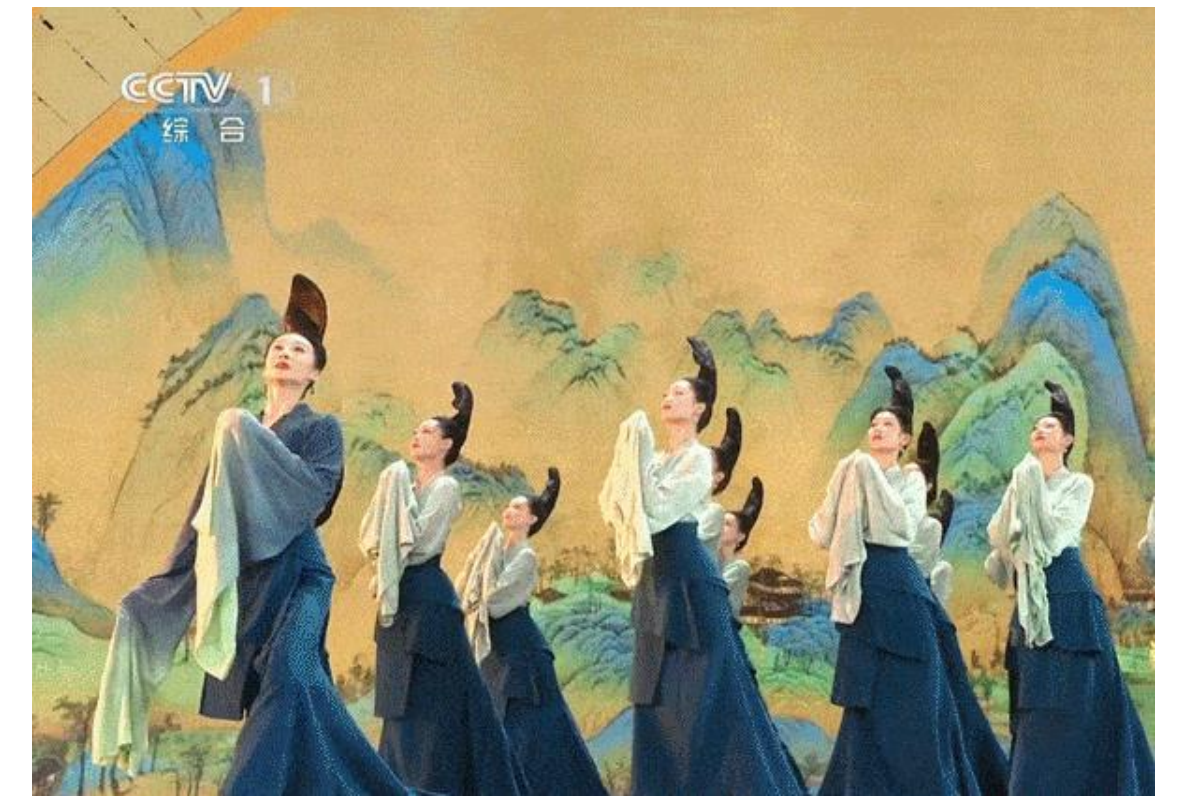
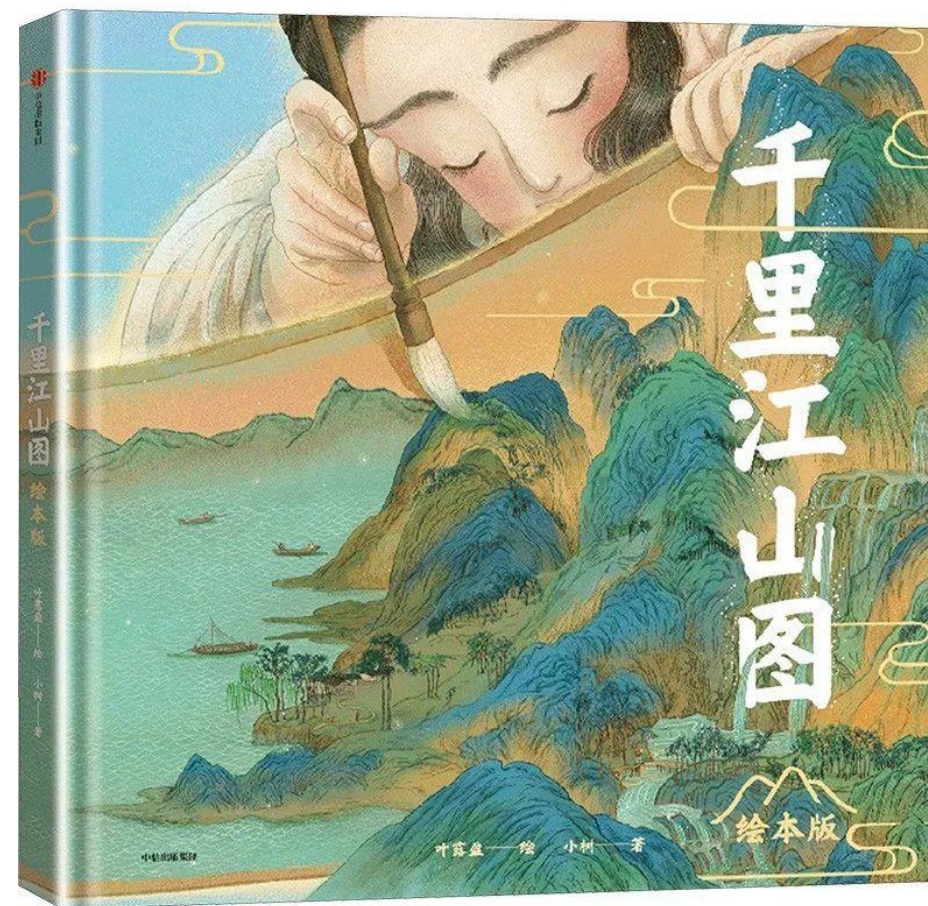
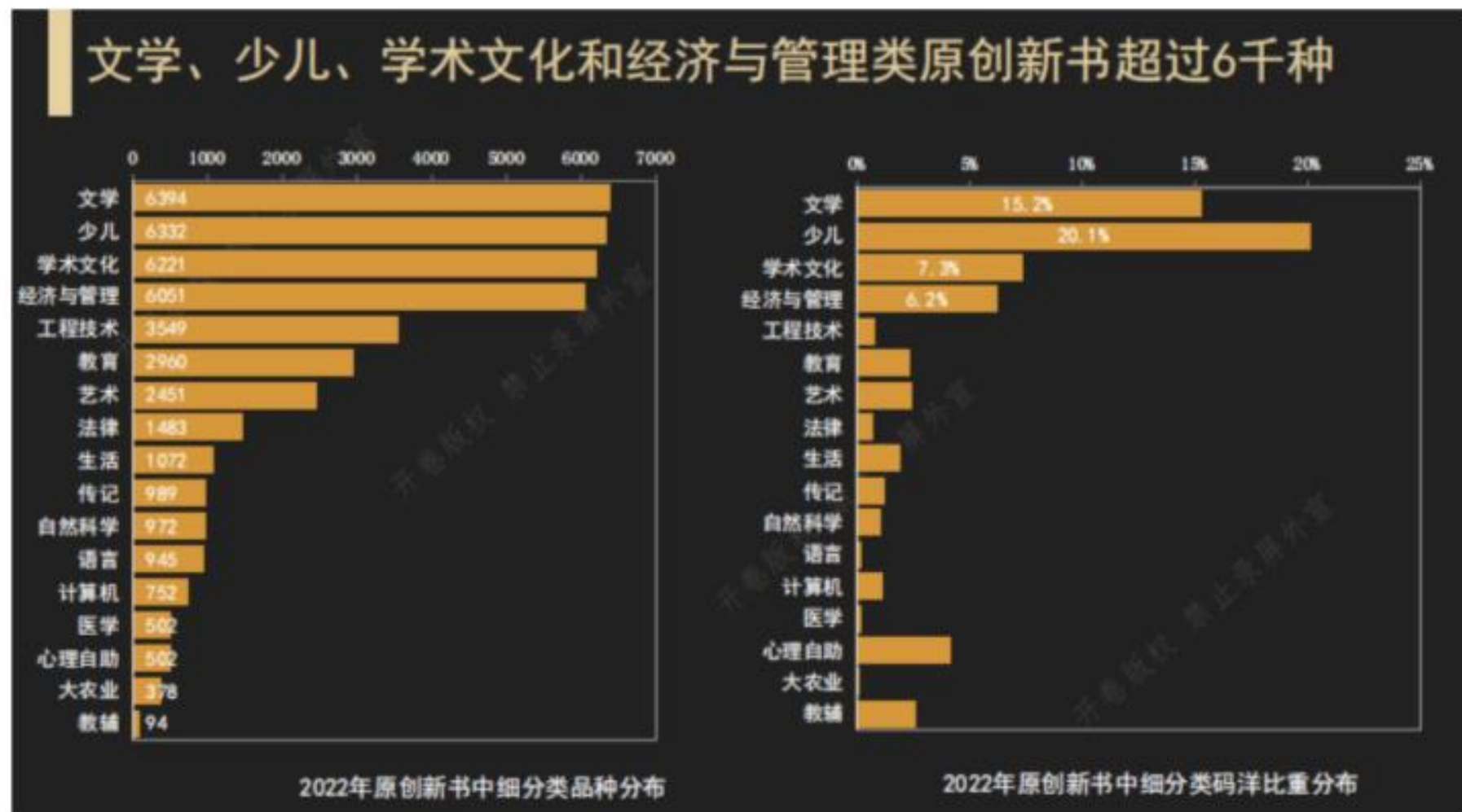
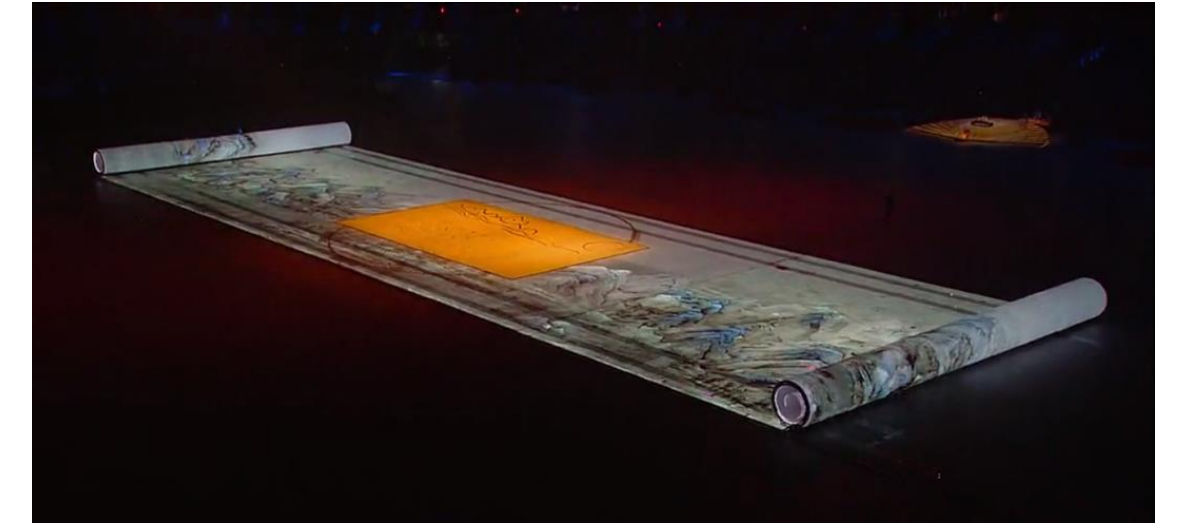
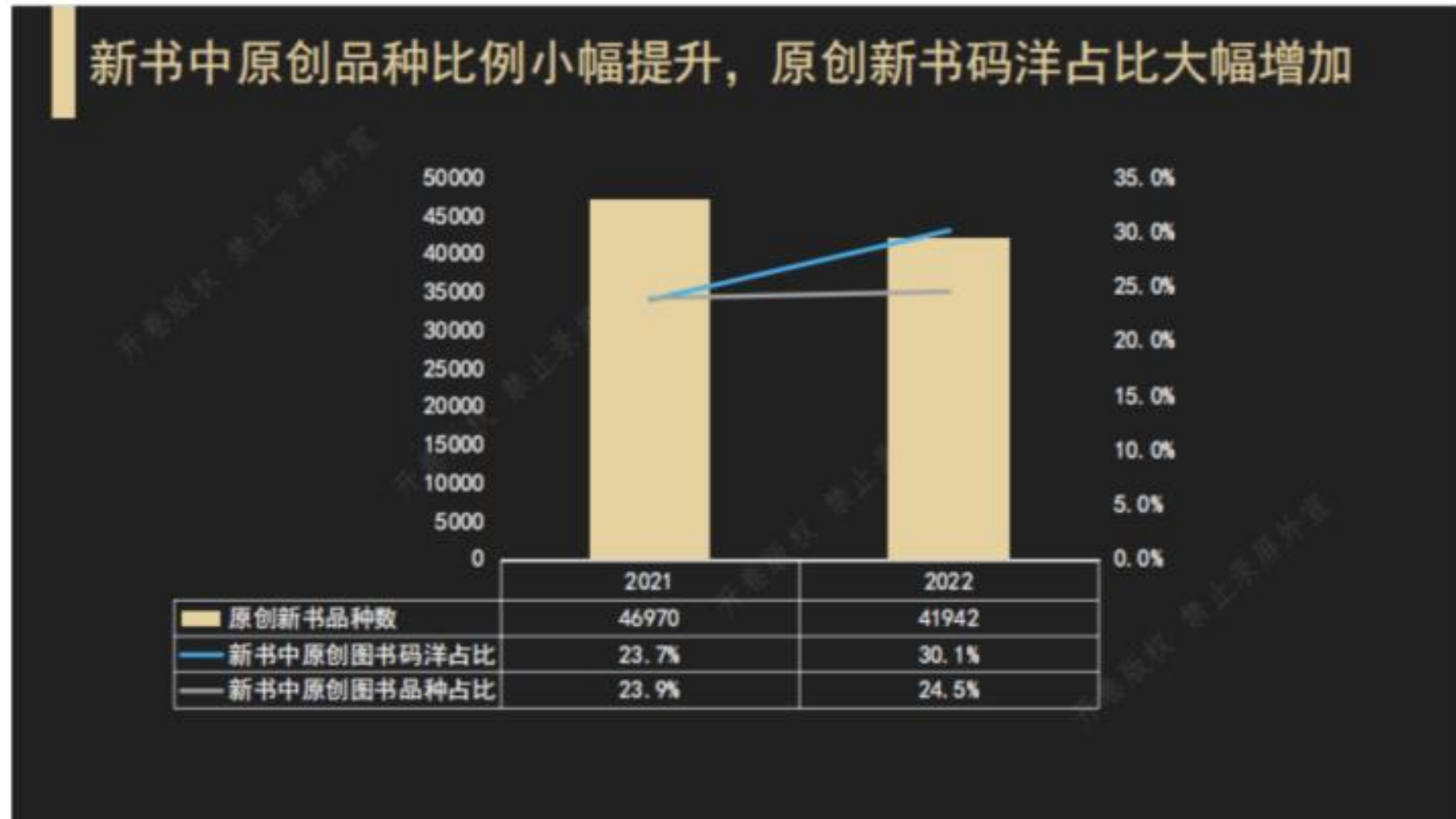
### 礼仪、教养受重视

有教养:那些祖辈教给父辈,父辈教给我的小事

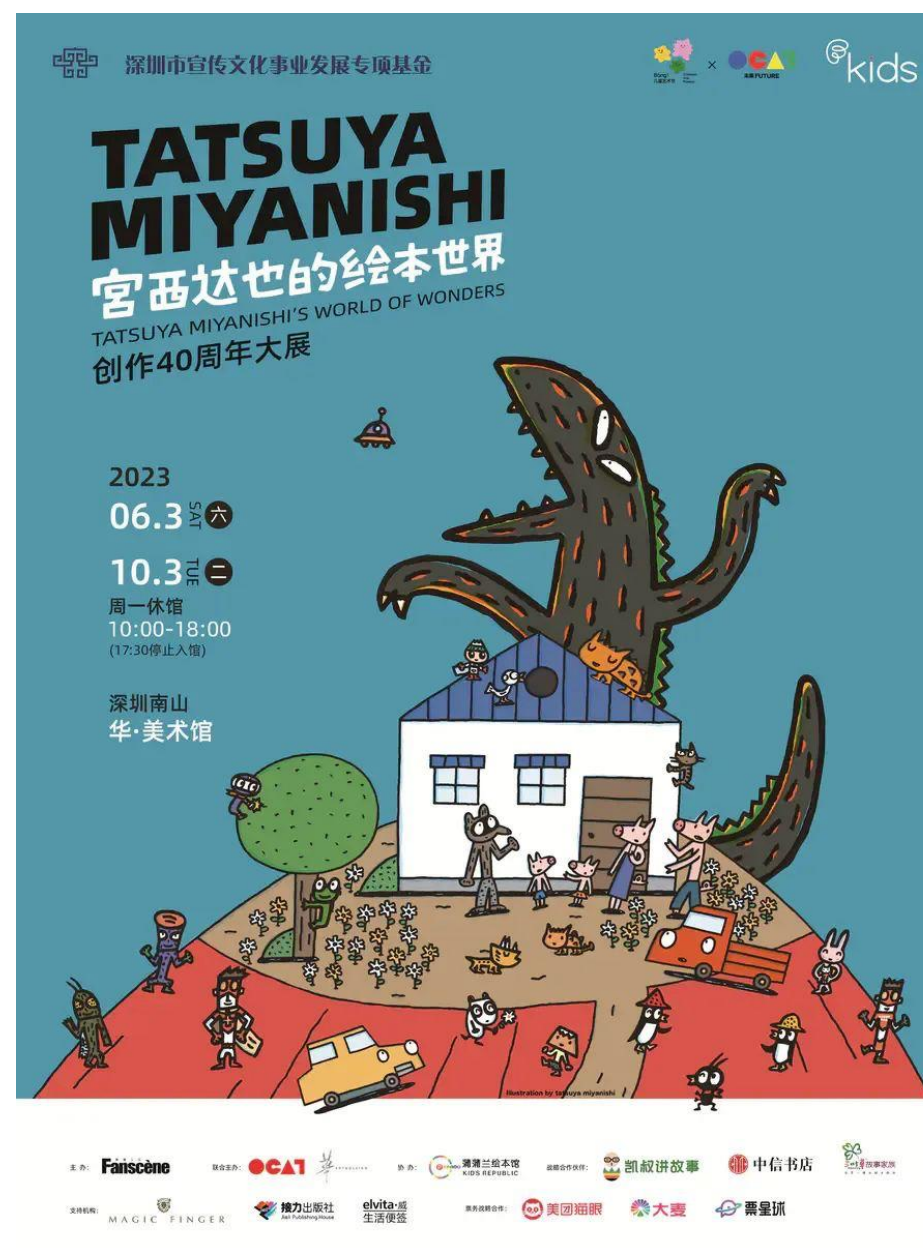


Beijing  
Openbook

# Chinese original children's books & Children's Books that Celebrate Chinese Culture



# Children's books have been adapted as Movies, Children's plays, Exhibitions...



# Interactive Reading Experiences

In a world where technology is constantly advancing, it's no surprise that children's book publishers are exploring new ways to make reading a more interactive experience.



AI Reading Pen & Robot



03

AI & Publishing

# Successful AI applications

★CITIC Press (a publisher): AIGC has been used in translation, book cover making and marketing.



★Lelequ (a publisher): AI reading pens are able to reproduce the voices of parents through "AI" technology.



★Tencent Animation and Comics: Mindplayer released a AIGC comic called "The ARES Awakening".



★NetEase (a game company): announced that they will be installing the first game version of ChatGPT ever used in a game, with their new upcoming MMORPG, Justice Online Mobile.



★Xiaohongshu (a social platform) released its own AI-powered features that allow users to generate images based on written content or rough sketches, eliminating the need to upload original pictures.



# Personal Experience with AI tools

As an editor and rights manager

- ★ Translating
- ★ Copywriting
- ★ Email polishing
- ★ Marketing




童书小编的寻宝日常  
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IP属地: 上海

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从世界各地甄选优质绘本  
欢迎私信洽谈绘本出版、展览、文创、阅读推广等合作^-^

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As an Illustrator and picture book creator



MIDJOURNEY  
All about imagination



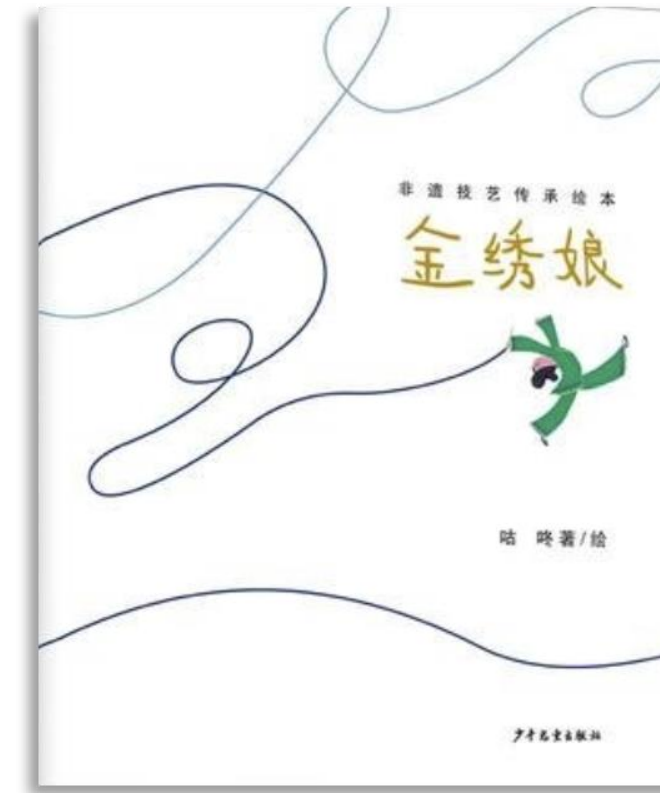
MULTIPLE POSES GARDENERS  
PROFESSIONAL MIDJOURNEY PROMPT

# AI in our company

## ★Marketing & Discovery

AI can help us produce engaging and personalized content for our target reader, such as ads and videos.

AI can help us understand reader needs, preferences and behavior, and tailor our marketing campaigns accordingly.



Video

## ★The entertainment industries

AI is going to enable books to morph into additional revenue-producing mediums, in ways we've never seen before.

—publishing expert Thad McIlroy



Song



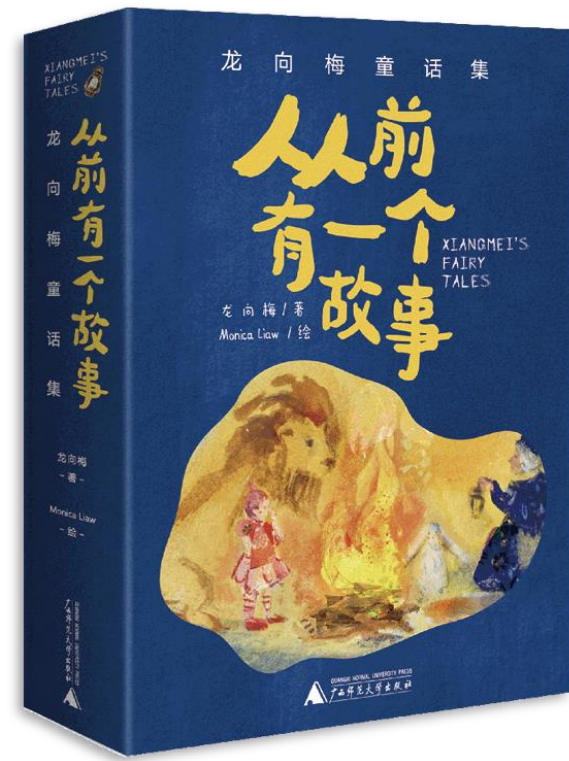
Game



Curriculum Development

04

Book Recommendations



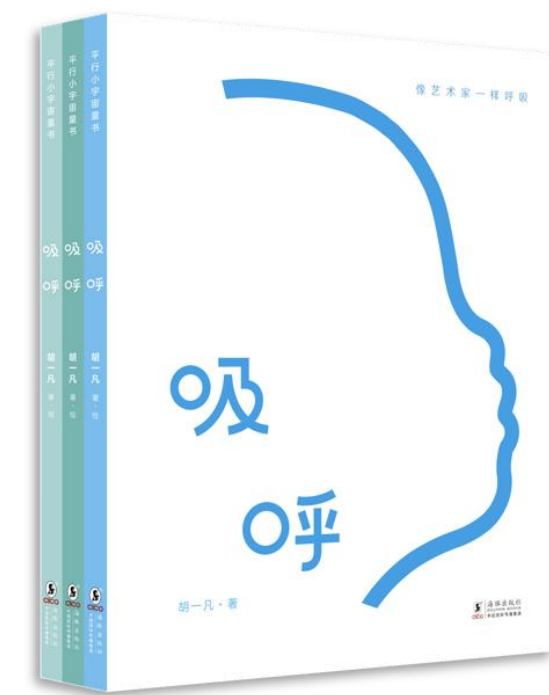
## Xiangmei's Fantasy Tales (Series of 5)

Jan 2022

Author: Xiangmei Long

Illustrator: Monica Liaw

★ Winner of the 2022 Chen Bochui International Children's Literature Award



## Breath In, Breath Out (Three-Volume Set)

Mar 2023

Author: Hu Yifan

★ Selected in dPICTUS 100 Outstanding Picturebooks 2023



## Summer Story

Jan 2022

Author: Wei Jie

Illustrator: Li Xiaoguang





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Instagram



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