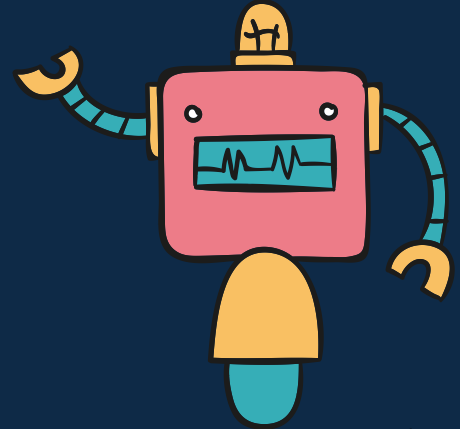
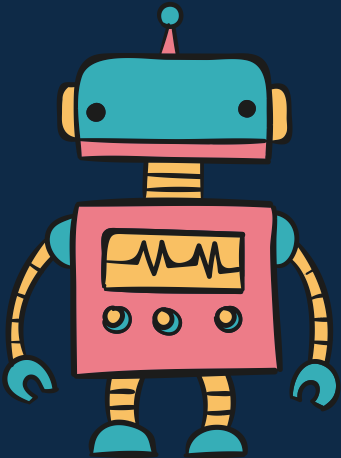


A.I & PUBLISHING

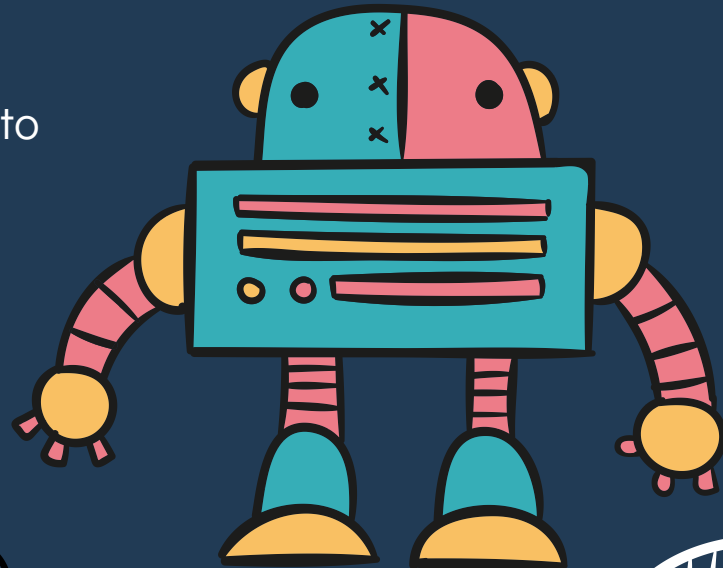
Rebecca Poulin | MPUB 2024



What is A.I?

Large Language Models (LLM) & Generative Pretrained Transformers (GPT)

These models use “reasonable continuation” to decide what is most likely to be written following what has already been written by analyzing data from billions of sources.

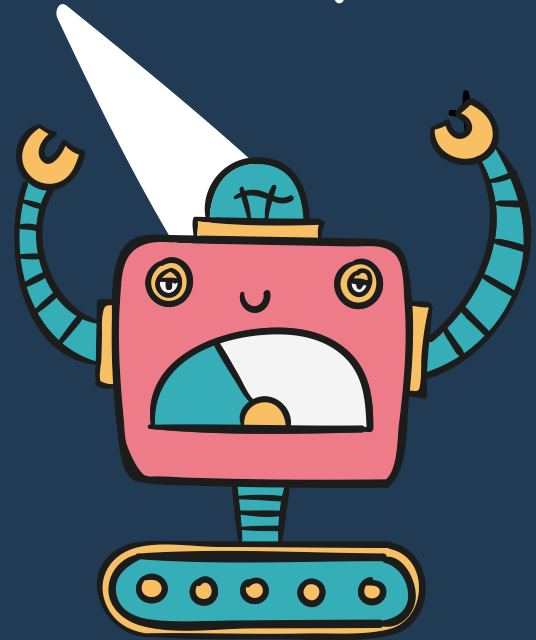


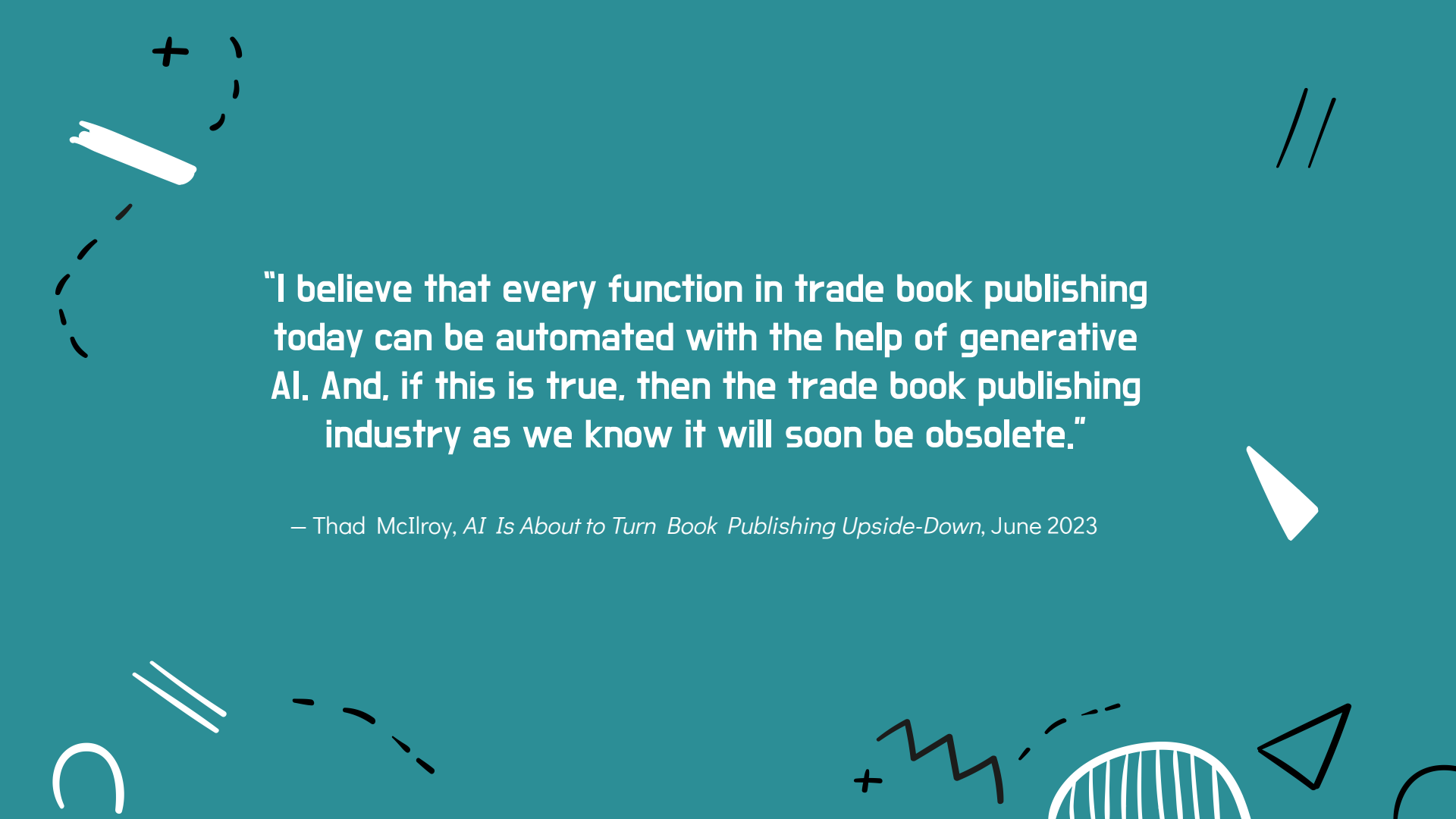
The background is a solid dark blue. It is decorated with various white and orange geometric shapes and lines. At the top, there is a white triangle, a dashed white line, and a black zigzag line. On the right side, there is a white circle, two parallel black lines, and a white triangle. At the bottom, there is a white triangle, a dashed white line, a black circle, and a white circle. The text "PROBABILITY" is in orange, bold, sans-serif font. Below it is a white plus sign. Below that is the word "RANDOMNESS" in orange, bold, sans-serif font.

PROBABILITY + RANDOMNESS

How will A.I Effect the Publishing Industry?

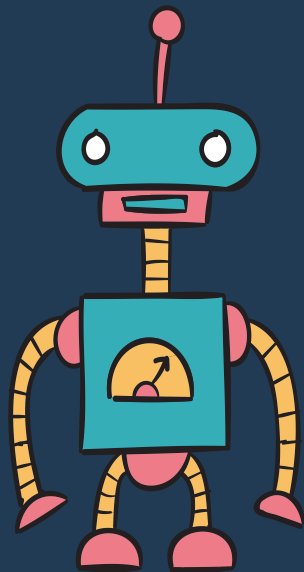
In **SO** many ways!





"I believe that every function in trade book publishing today can be automated with the help of generative AI. And, if this is true, then the trade book publishing industry as we know it will soon be obsolete."

— Thad McIlroy, *AI Is About to Turn Book Publishing Upside-Down*, June 2023



01

Acquisitions and
Editorial

02

Production

03

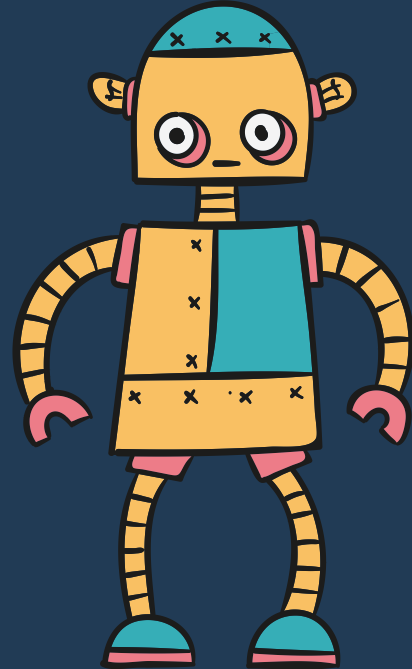
Distribution

04

Audio

+ Acquisitions and Editorial

- ChatGPT may be used as an acquisitions editor, sifting through a long forgotten “slush pile” to find books that are well written.
- A.I powered tools may be used for editing works (as seen in Carol’s presentation).
- Tools may verify and fact check information.
- A.I may generate copy for editors and authors.
- A.I may translate works.





But will it do a good job?

Currently, human intervention is almost always necessary!



ChatGPT

Title: The Enchanted Kingdom

Chapter 1: The Whispering Woods

In the heart of a land veiled in mist and mystery, where the trees sang with the whispers of ancient secrets and the stars danced in a ballet of magic, there lay the Enchanted Kingdom. It was a realm untouched by time, where the air was thick with the fragrance of wildflowers and the rivers shimmered with the light of a thousand fireflies.

In a quaint village nestled at the edge of the Whispering Woods, where the trees whispered tales of adventure and longing, lived a young maiden named Elara. With hair like spun gold and eyes the color of the morning sky, she wandered through the cobblestone streets, her heart filled with dreams of faraway lands and daring escapades.

But in the Enchanted Kingdom, dreams were not mere fantasies; they were the threads that wove the fabric of reality. And so, as Elara watched the sun dip below the horizon, casting a golden glow upon the rooftops, she felt a stirring deep within her soul—a longing for something beyond the confines of her village.

As if in answer to her silent plea, a gentle breeze swept through the Whispering Woods, carrying with it the faint melody of an ancient song. Entranced, Elara followed the sound, her feet dancing over moss-covered stones and fallen leaves until she reached the heart of the forest.

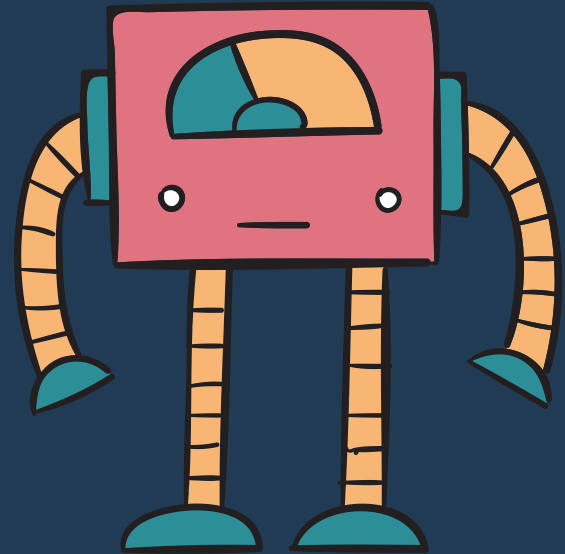
There, beneath a canopy of starlit branches, she discovered a clearing bathed in moonlight. And standing amidst the ethereal glow was a figure unlike any she had ever seen—a young man with eyes as dark as midnight and a smile that seemed to hold the promise of eternity.

"Who are you?" Elara whispered, her voice barely louder than the rustle of leaves in the wind.



Production

- Many pieces of the production process are already fully or semi-automated (such as typesetting systems), these will likely improve
- Tools like Midjourney, DALL-E, and Stable Diffusion allow language based prompts to create artistic outputs.
- Analysis of image content to create accessible text descriptions.







But will it do a good job?

Best for concept development and reference imagery! **NOT** final product.





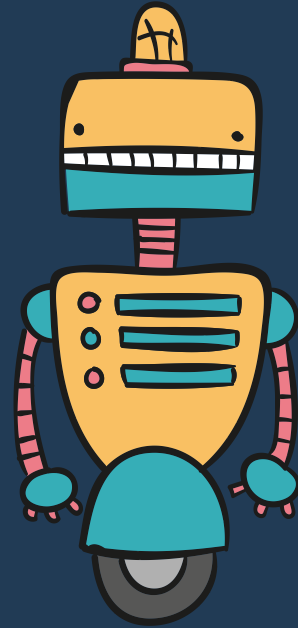
**"With some Mid Journey imagery sneaking its way
into stock libraries, we need to be sure that any
imagery we find in these libraries is actually created
by its creator."**

— Micaela Alcaino, *AI's Influence on Cover Design and the Future of Book Publishing: How to
Utilise These New Tools in a Healthy Way*, July 2023



+ Distribution & Marketing

- A.I powered tools may provide insights into sales information and the market, allowing for better sales and marketing plans.
- ChatGPT may be used to create personas our outline marketing plans or analysis data.
- A.I Algorithms may help publishers understand their audience needs and target the right audience.





But will it do a good job?

Many A.I marketing tools exist, helping create analytics from data.



Work smarter, faster using AI and automation

We'll help you end repetitive, manual tasks in seconds.

Sprout processes an average of 600M messages a day

Enhance your team's efficiency. Automatically assign priority status and filter high volumes of incoming customer messages so you can maintain focus and address messages in order of importance.

Source: Sprout Social

Sprout delivers a 233% return on investment

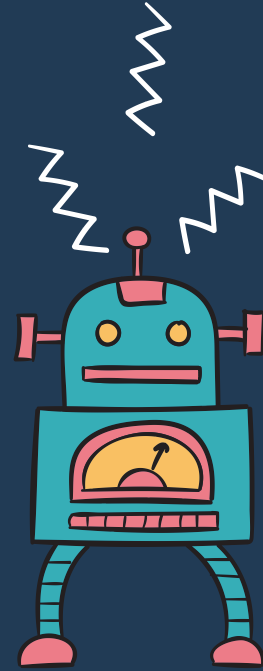
Hit the ground running with analysis-ready models that fit into your existing workflows. Sprout's AI and automation doesn't require manual setup or continuous investment — so you can start seeing value immediately.

Source: Source: Total Economic Impact™ Study by Forrester Consulting



Audio

- Editors, designers, acquisitions, etc, may use aps such as Speechify to read out manuscripts to help with their workflow.
- Audiobooks as covered by Ed.













But will it do a good job?

As we saw with Ed's presentation...
Questionable!




Cut Your Reading Time in Half. Let Speechify Read to You.

 Gwyneth Paltrow English Female Voice		 Snoop Dogg English Male Voice	
 John English Male Voice		 Mr. Beast English Male Voice	

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5-star reviews

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"It's not that books won't be written and published and read; it's only that the mechanisms by which they are developed and sold will largely be machine driven, and so the publishing industry will have a very different form. New opportunities will appear behind the fast-closing doors.."

— Thad McIlroy, *AI Is About to Turn Book Publishing Upside-Down*, June 2023



Discussion Questions

- Do you currently use A.I in your workflow? If so, which tools? If not, which tools would you be interested in trying?
 - Do you think it is a good thing to bring A.I tools into the publishing workflow? Do you see it as a net-positive or a negative for the industry?
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Thank you!

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