



Publishing 3.0

Hong Kong Smart e-Book Hub

Smart Publishing A New Legend of Innovation

LEARNING & TEACHING EXPO 2023

Artificial Intelligence:
The Catalyst for
e-reading

By Dr Sharon Wong



Hong Kong
Reprographic Rights
Licensing Society
香港書刊版權授權協會

HONG KONG REPROGRAPHIC RIGHTS LICENSING SOCIETY (HKRRLS)



- Non-profit organisation
- Established in 1995 by Hong Kong authors and publishers
- Registered by the Hong Kong Intellectual Property Department
- Provides **an economic and efficient one-stop licensing solution for copyright owners** and the public, enabling the public to obtain licenses to use works from creators and publishers worldwide
- Our organisation is a member of the **International Federation of Reproduction Rights Organisations**, representing millions of publications in Hong Kong and overseas.
- Committed to advocating for reasonable copyright protection for authors and the industry, as well as raising **public awareness** of Hong Kong copyright law and collective rights management.



EXECUTIVE DIRECTOR

WONG YIN YUE SHARON, PHD, LLM

Core Principles for Copyright and Generative AI

#Publishing3.0
#AIPublishing



CORE PRINCIPLES FOR COPYRIGHT AND GENERATIVE AI



TRANSPARENCY AND INTELLECTUAL PROPERTY (IP)

- Rightholders can understand how their content/images has been used, assert their copyright and identify where infringement have taken place.

CREATOR'S CHOICE

- Permission is required for the use of rightholders works by generative AI

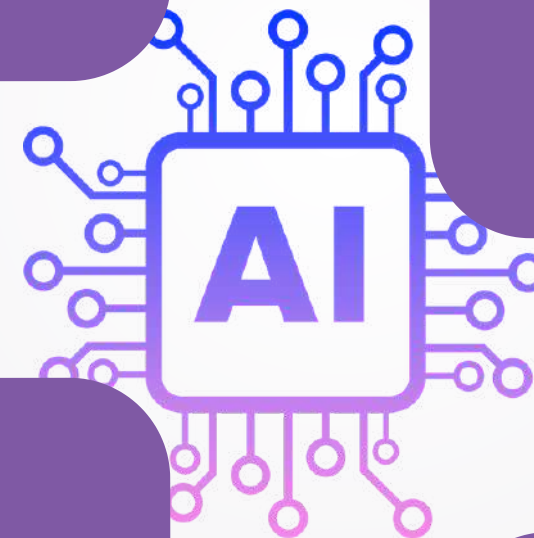


ATTRIBUTION & AUTHENTICITY

- It must be clear whether a work has been created by a human, generative AI,
- or is a hybrid creation. In any case, this should not undermine the
- integrity, accuracy or original meaning of the original works.

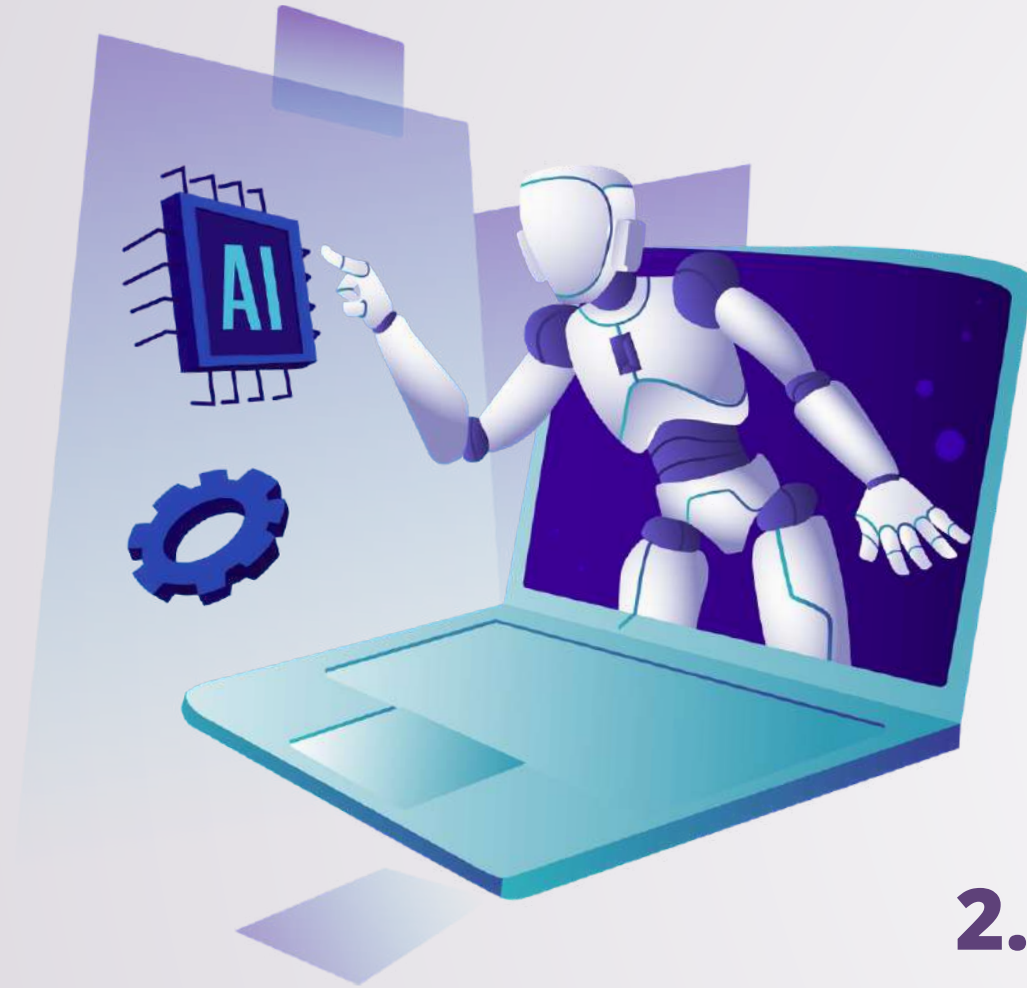
FAIR REMUNERATION AND COMPENSATION

- Consent, Credit for Authors & Payment/Compensation



AI APPLICATION FOR THE BOOK PUBLISHING INDUSTRY AND ITS BENEFITS

AI is revolutionizing the way books are created, marketed, and consumed, offering numerous benefits for publishers, authors, and readers alike.



- AI algorithms can analyse and interpret information to identify trends, patterns, and reader preferences.
- This helps publishers make **data-driven decisions** when it comes to book acquisitions, marketing strategies, and audience segmentation.
- By understanding their target audience better, publishers can tailor their offerings to meet readers' demands, resulting in increased sales and customer satisfaction.

2. PUBLISHERS

1. EDITORS

3. READERS

- AI also plays a significant role in streamlining the editing and proofreading process.
- AI-powered tools can automatically check grammar, spelling, and sentence structure, reducing the reliance on human editors and proofreaders.
- These tools not only save time but also improve the accuracy and consistency of the final product.
- By minimising human error, AI contributes to the production of high-quality books.

- AI algorithms can provide **personalised book recommendations** to readers.
- This enhances the browsing **experience** and helps readers discover books they are likely to enjoy.
- AI-powered marketing campaigns can be tailored to individual readers, **increasing engagement and conversion rates**.

Introducing: “Publishing 3.0 – Hong Kong Smart e-Book Hub” Scheme

#Publishing3.0
#AIPublishing



"PUBLISHING 3.0 - HONG KONG SMART E-BOOK HUB" SCHEME

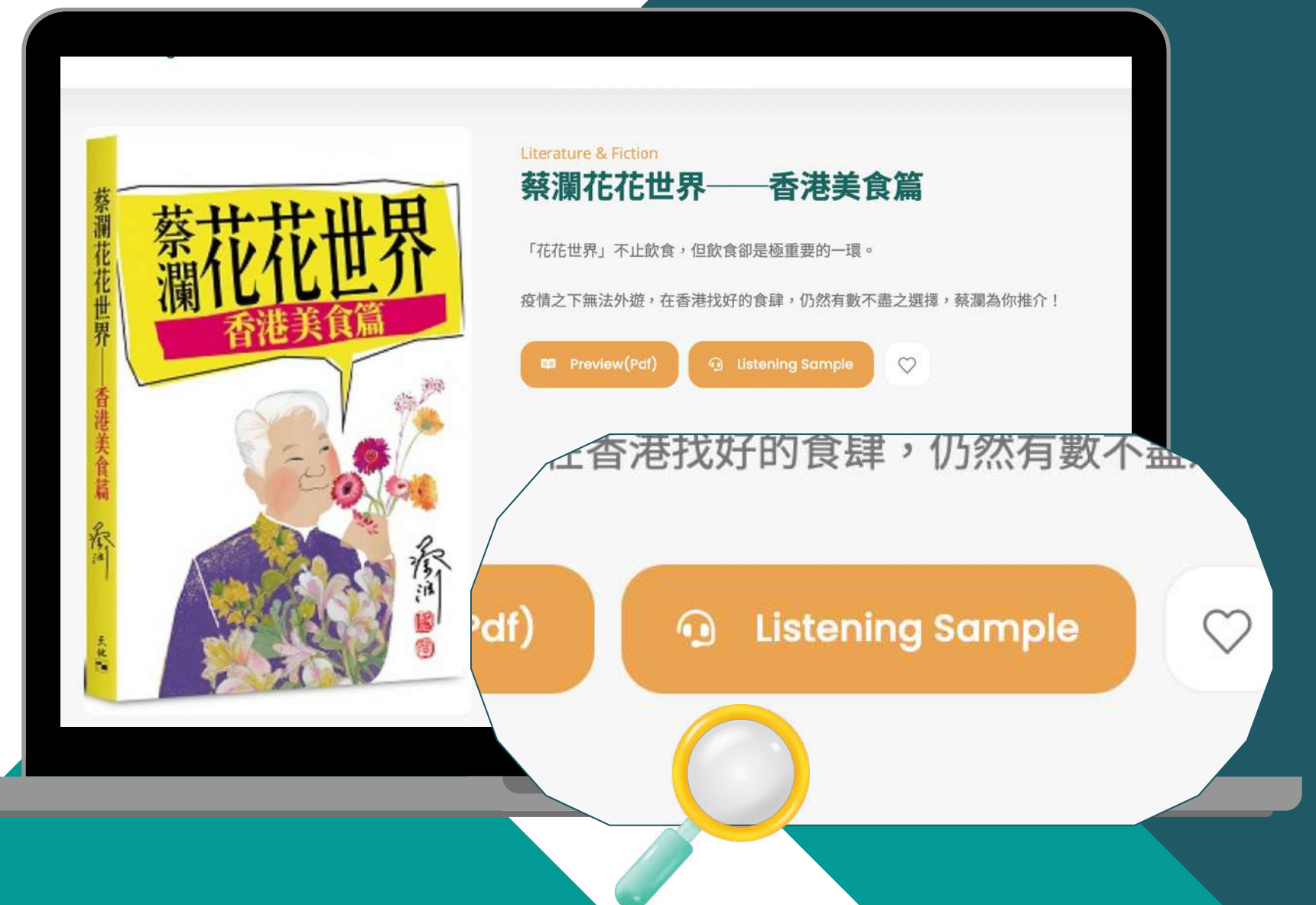
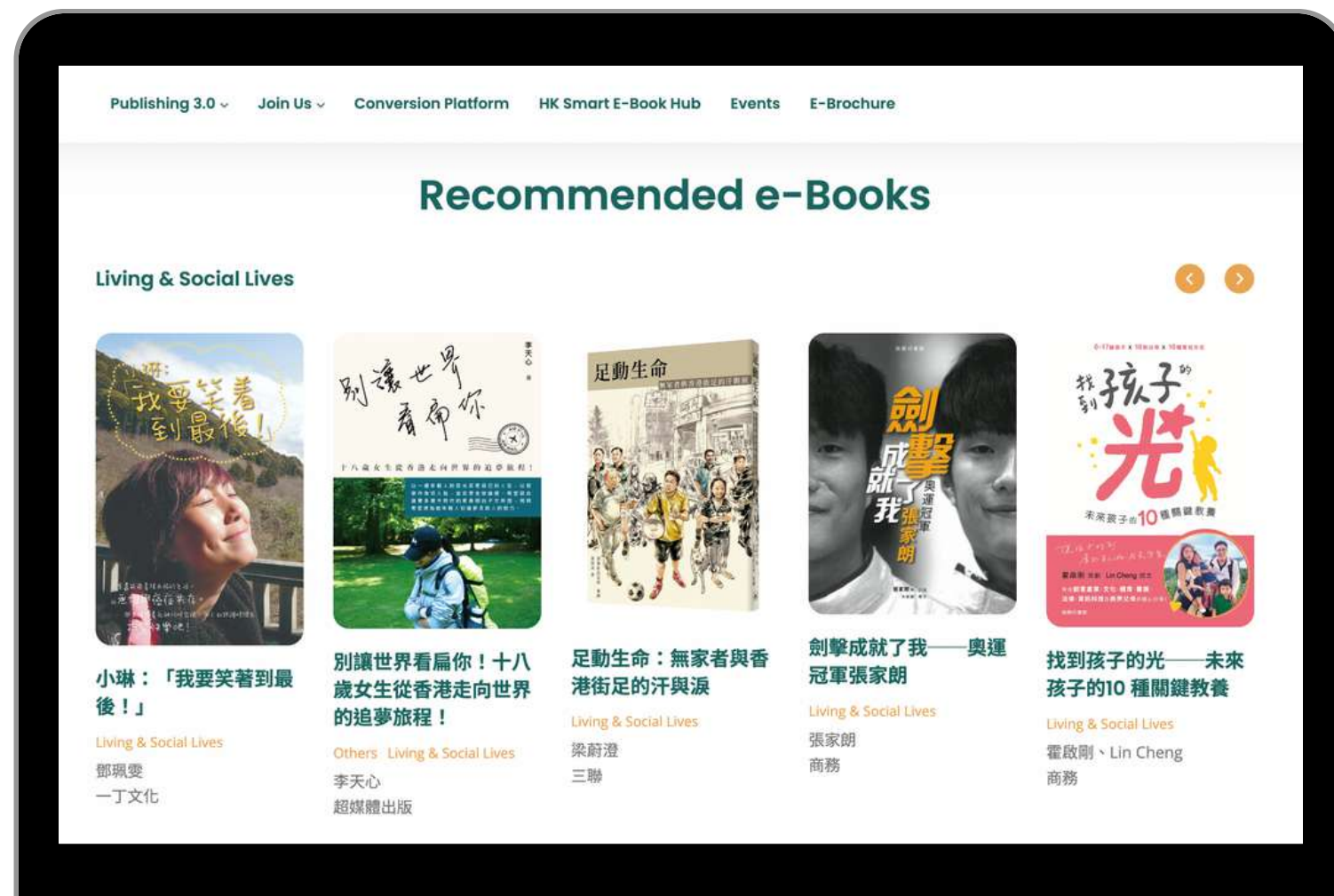
Our goal is to present to the world Hong Kong's creative achievements and ability to integrate artificial intelligence (AI) into publishing, and build up Hong Kong as a regional hub for copyright trading of e-books and audio books.



ONE-STOP SERVICE PORTAL

We are a e-book hub with integrated conversion capabilities

publishing3.hk



Selected Chinese and English e-books and audiobooks, including works by classic and emerging authors

Available for copyright trading or bulk purchase
Readers can "explore Hong Kong through reading"



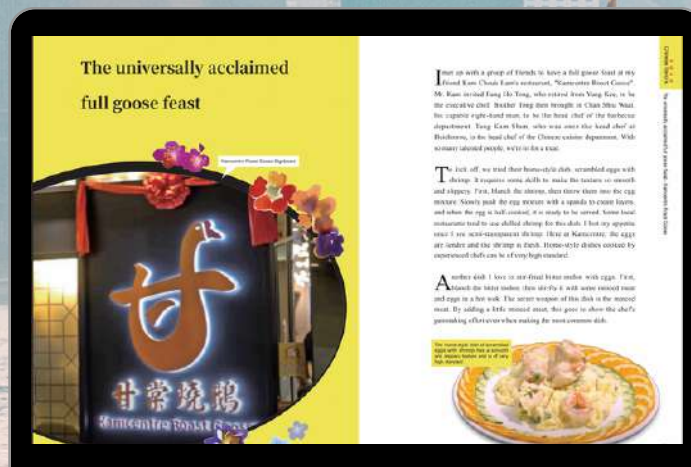
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Category/ keyword search



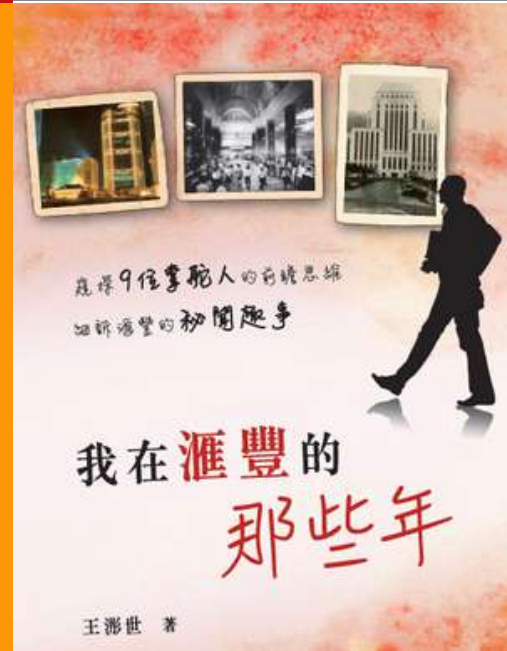
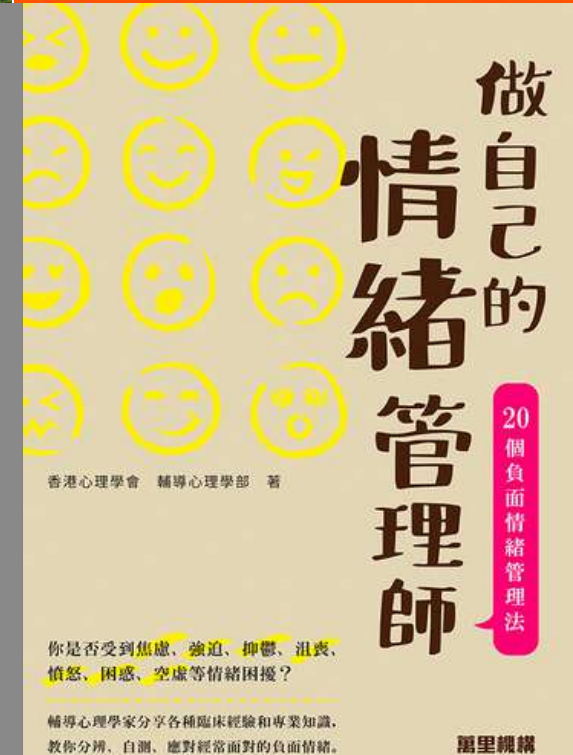
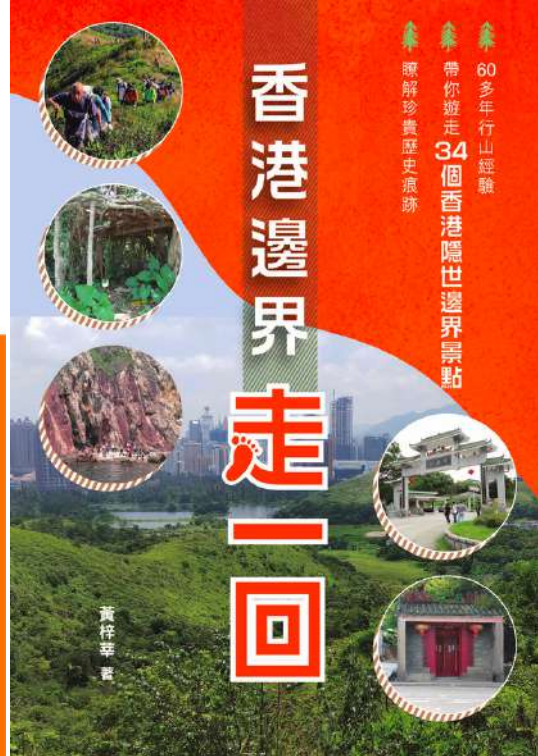
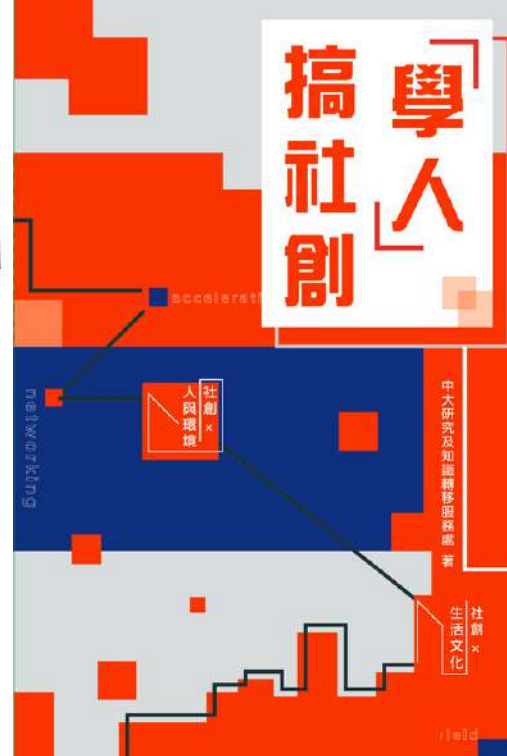
Three language options



AI translation tools for English translation

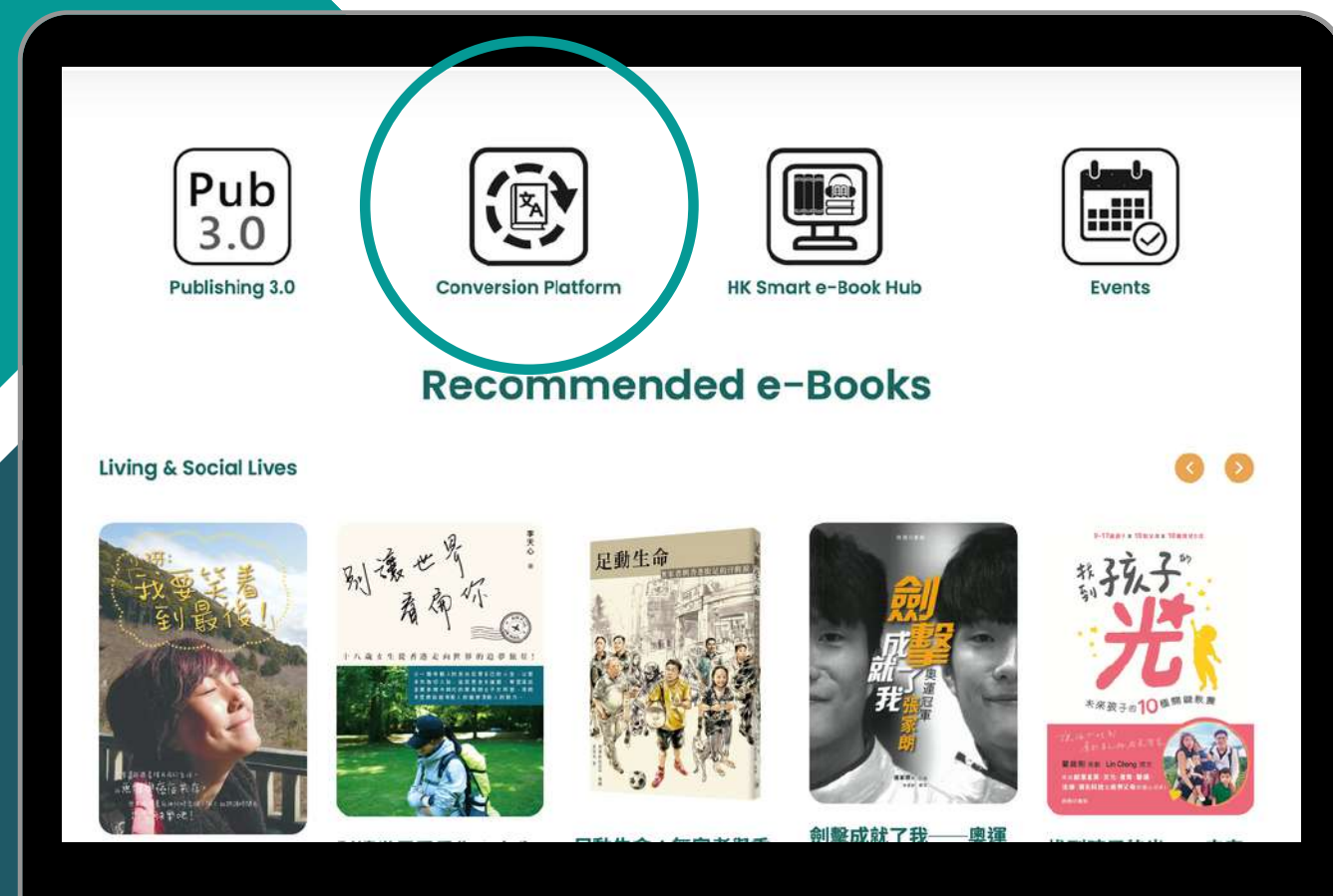


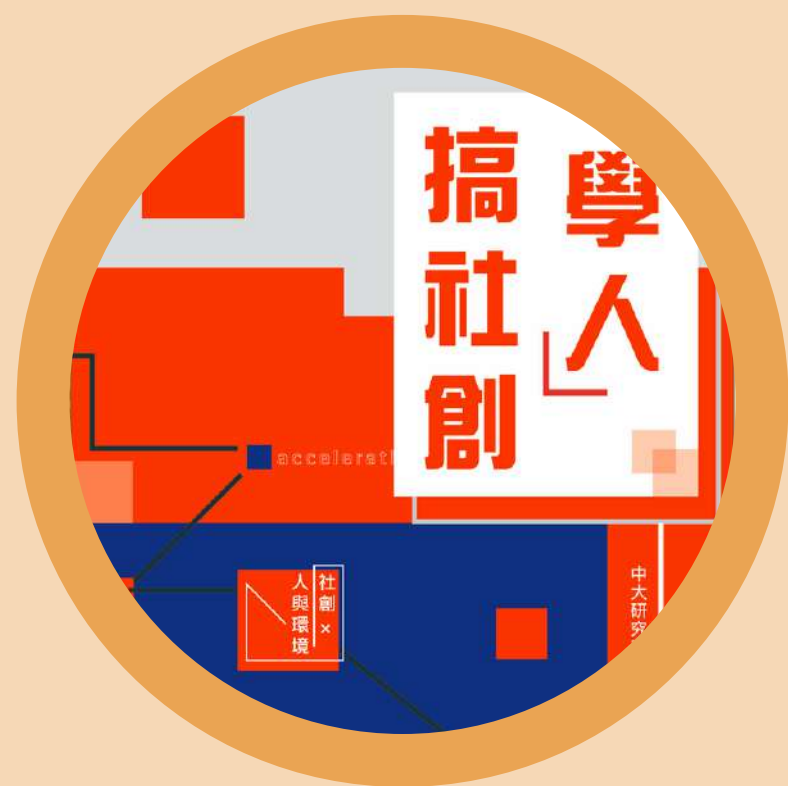
Hong Kong Published books cover a wide range of topics and categories



"E-BOOK PUBLISHING CONVERSION PLATFORM"

- Enables Hong Kong publishers to translate their Chinese publications to English using AI
- Convert these both Chinese and English versions into bilingual smart e-books as well as trilingual audio books in Cantonese, Putonghua and English.
- The conversion takes place with minimal human intervention and hence can save the publishers' efforts.





ACADEMICS TAP INTO SOCIAL INNOVATION

Written by The Research and Knowledge
Transfer Office (RKT)

Cantonese Audiobook

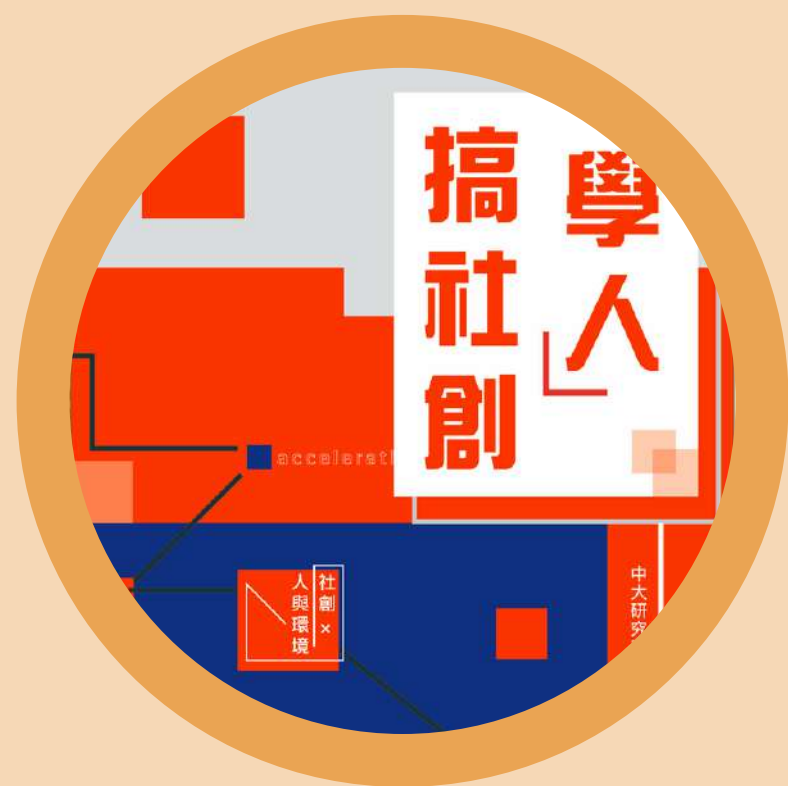


參與《學是學非》，湯博士表示是他教學生涯的重大改變，可用親切的方法展現基本科學原理。（圖片提供：湯博士的物理空間Facebook）

人生重要轉捩點

人生軌跡本來「波動」不大，直至2014年接拍了《學是學非》，生活始變得「壯闊波瀾」。「影響好大，可以嘗試好多奇怪的東西。」去中、小學，乃至社區商場為大小朋友舉行講座、遊戲活動、擔任畢業禮的主禮嘉賓等等，主題都離不開科普教育。在公仔箱前喜感盡現，眼前的湯博士卻一本正經，他透露取經對象是美國物理學家兼「整蠱專家」費曼（Richard Feynman）。

「好喜歡他（費曼）的表達手法。他是一個好奇怪的人，有許多古靈精怪的想法，市井，平民，會講粗口，表達手法貼地。」他如此形容這位諾貝爾獎得主。



ACADEMICS TAP INTO SOCIAL INNOVATION

Written by The Research and Knowledge Transfer Office (RKT)

Putonghua Audiobook

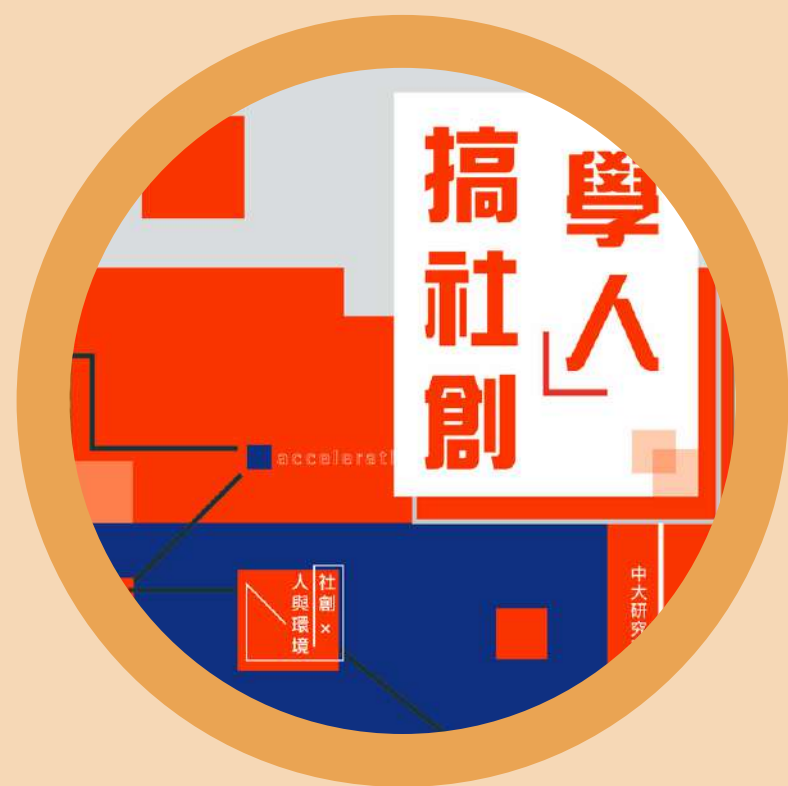


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ACADEMICS TAP INTO SOCIAL INNOVATION

Written by The Research and Knowledge Transfer Office (RKT)

English Audiobook



Joining Sidewalk Scientist is a milestone in Dr Tong's teaching career – he's given a stage to illustrate fundamental scientific principles in a lively manner. (Photo: " 湯博士的物理空間 " / Facebook)

Turning points

His life has been more or less "stationary" until six years ago, when Sidewalk Scientist's invitation arrived and stirred things up. "It was huge for me. Had the privilege to try loads of weird stuff." From schools to communities and shopping malls, he held talks, hosted games and activities, officiated graduations – all of which revolved around STEM education. Contrary to his comedic façade on the screen, Dr Tong looks dead serious throughout our interview. He admits having modelled himself on American physicist-"prankster" Richard Feynman.

"I love how he (Feynman) expresses himself. He's a weirdo, full of peculiar thoughts, vulgar and down-to-earth. He swears too." He so describes the Nobel Prize winner.



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