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# AI and Publishing Overview

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# Introductions—George Walkley

- Independent strategy consultant, Chair at Midas Group, NED Burleigh Dodds Science Publishing
- Publishing and digital transformation experience: Hachette UK
- Asked to develop AI training by IPG following 2023 member survey
- First independent, CPD-accredited training on Generative AI for book publishers
- Based on research with technology companies, investors, and publishing businesses, and now delivered to delegates from more than 260 publishers worldwide
- Aggregate perspective on AI transformation
- Agenda: key developments, publishing use cases

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# Key Developments

1. Integration at operating system and application level: iOS, Google Workspace, Office 365, move from opt-in to opt-out
2. Decreasing cost at scale: 92% reduction in cost for 4o, driven by increased efficiency of models, DeepSeek claims 90% saving
3. Hallucination: 1.33% in top three models. But Apple Intelligence, Fable: problem with generative outputs at scale
4. New models: model selection now an issue (OpenAI 7+, Gemini 5+), OpenAI roadmap
5. Agentic AI: ChatGPT Tasks, Copilot, Operator, Deep Research

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# Key Developments

6. UK AI strategy: Clifford Review, consultation on AI and copyright
7. Fair Use: OpenAI vs Raw Story; Meta use of LibGen; Thomson Reuters/Westlaw
8. US Copyright Office: second report on AI and copyright, material created by humans using AI is copyrightable, but case-by-case determination of level of control (prompts not enough)
9. Ongoing concern from creatives (Christies)
10. Workplace impacts: nearly a quarter of workforce using on weekly basis, half of those that do not comfortable admitting it, fewer than half of executives say their org has clear policies (FT), growing use of AI as part of core product/experience in adjacent sectors such as journalism and education (book publishing: general productivity benefit)

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# Approach to AI

- Institutional context, content, policies, risk appetite
- Experimentation: top down versus bottom up
- Content creation versus general administrative benefit
- Nature of inputs and usage of outputs — IP, balance of risk
- Understanding the difference between ML-based automation and generative AI: is repeatability/consistency important? (variability even with same prompts)
- For generative applications, what is the nature of the question being asked? Binary, or multiple valid yeses? Scale of output?
- Tooling

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# Levels of AI Usage

- Level 1: taking a single task or process and replacing/augmenting with LLM outputs or integrated software (focus of experimentation, fast, lower risk)
  - Most publishers at this level already, even on an unplanned basis
- Level 2: using an existing product/tool to accomplish particular task (procurement and setup, quick, higher cost)
- Level 3: integration of AI into existing corporate system, or into core product, through plugin or software development (design, development or procurement, slow, high risk)
  - E.g. AI in ERP, bibliographic system, Pearson textbooks, BDS AgNetZero

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# Publishing Use Cases

## **With basic LLM access/prompts:**

- Ideation – book, title, cover concepts, outlining
- Repurposing/reformatting content
- Translation (limited)
- Marketing planning
- Marketing assets (e.g. A+)
- SEO / accessibility
- Data/automation/scripts
- Teaching/upskilling
- Custom GPTs

## **With application integration:**

- Images (Adobe Firefly)

## **With basic agentic AI (emergent):**

- Repetitive tasks
- Retrieval of information from online systems/portals
- Market research and report generation

## **With specialist development:**

- Integration of AI into core product/content (Pearson, BDS)

## **With specialist products (not endorsement):**

- Authoring (Clio)
- Manuscript evaluation (Storywise)
- Scholarly workflow (Kotahi)
- Trade workflow (Veristage)
- Proofing (Editrix, Proofcheck)
- Translation (HeyGen, Nuanxed)
- Marketing (Shimmr, Zapier)
- Video creation (Synthesia)
- Audio creation (11 Labs)

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# Thank You

- IPG Conference 25-26 February: Ed Newton-Rex, Fairly Trained; Will Crook, Publishers Licensing Services
- Quarterly online training sessions
- Questions afterwards: [hello@outsidecontext.co.uk](mailto:hello@outsidecontext.co.uk), or [www.linkedin.com/in/georgewalkley](http://www.linkedin.com/in/georgewalkley)
- Slides: [www.georgewalkley.com](http://www.georgewalkley.com)
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