

Korea's GenAI Publishing Lesson

Trust · Creators · Infrastructure

3-minute opening remarks

1

technology
transforming
publishing

AI reaches readers before it writes books.

Korean market reality

Discovery	AI recommendation in bookstores, libraries and reading platforms
Reading support	Conversational reading companions inside e-book services
Disclosure	“Click publishing” and AI-made books raise reader-trust issues

**Reader
confidence
becomes a
publishing
asset.**

Not only automation —
but origin, quality, rights.

AI expands choices. Humans create meaning.

Red Dog Culture House · No Imagination Allowed

**AI did not simply “make” the work.
It generated possibilities.**

Human creators selected, corrected, directed, voiced, composed — and took responsibility.

70 : 30

Find what AI does well
+
find what humans do best

AI hybrid workflow

GenAI is the next layer of publishing innovation.

CommunicationBooks

Template publishing
Multi-format publishing
Print-on-demand / long tail
Large-print books & audiobooks
Rights-aware AI data and R&D

HAP

Human Authored
Publication

A trust mark for distinguishing human-authored work from “click publishing.”

**AI works when it connects
to publishing systems.**

The Korean lesson

**GenAI can expand reading, creativity and access —
but only if publishing builds trust around it.**

Disclose	how AI is used
License	training and reading services
Document	human-in-the-loop workflows
Invest	in publishing infrastructure

**Not “AI instead of
books.”
AI governed by
publishing.**