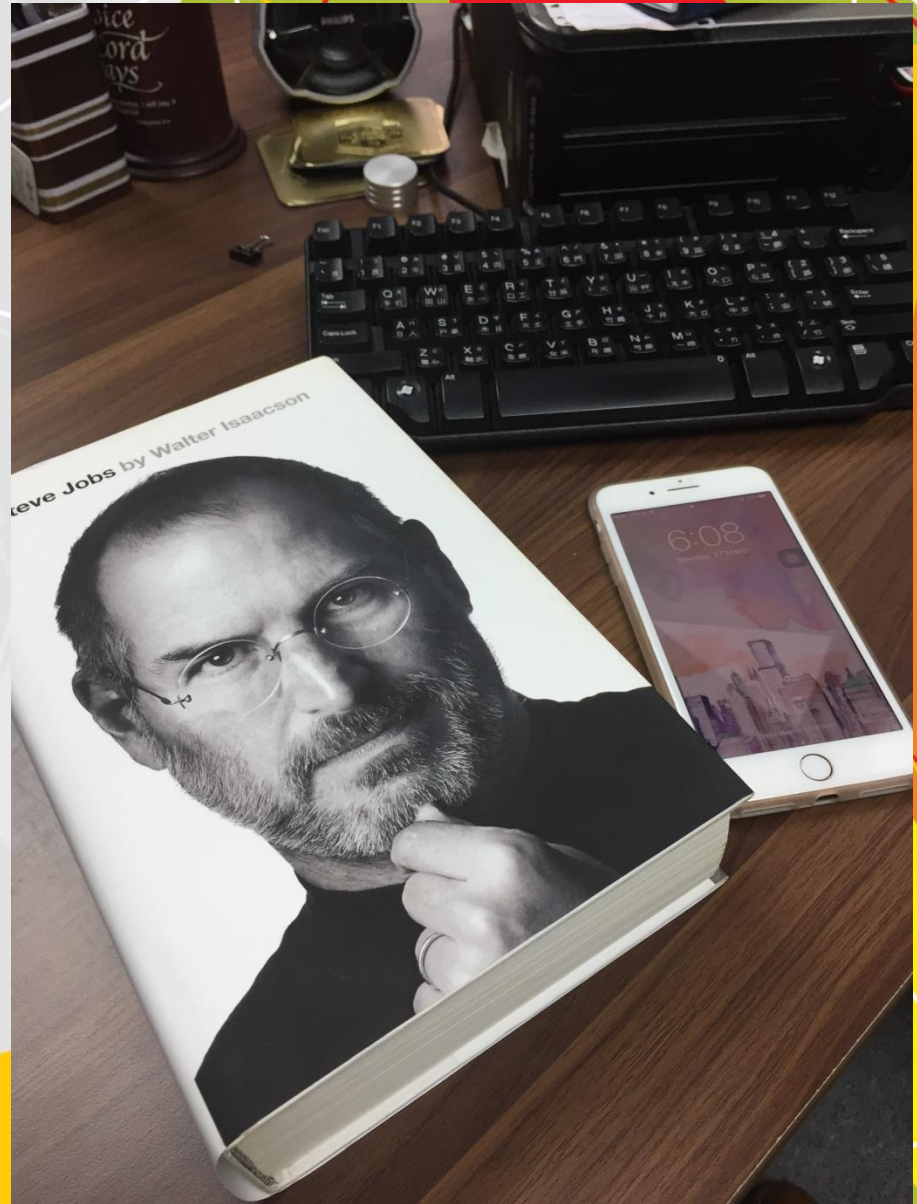


MANAGING CHANGE OF PUBLISHING BUSINESS IN DIGITAL AGE

BY DEREK LEE
31/03/ 2017





Self Introduction

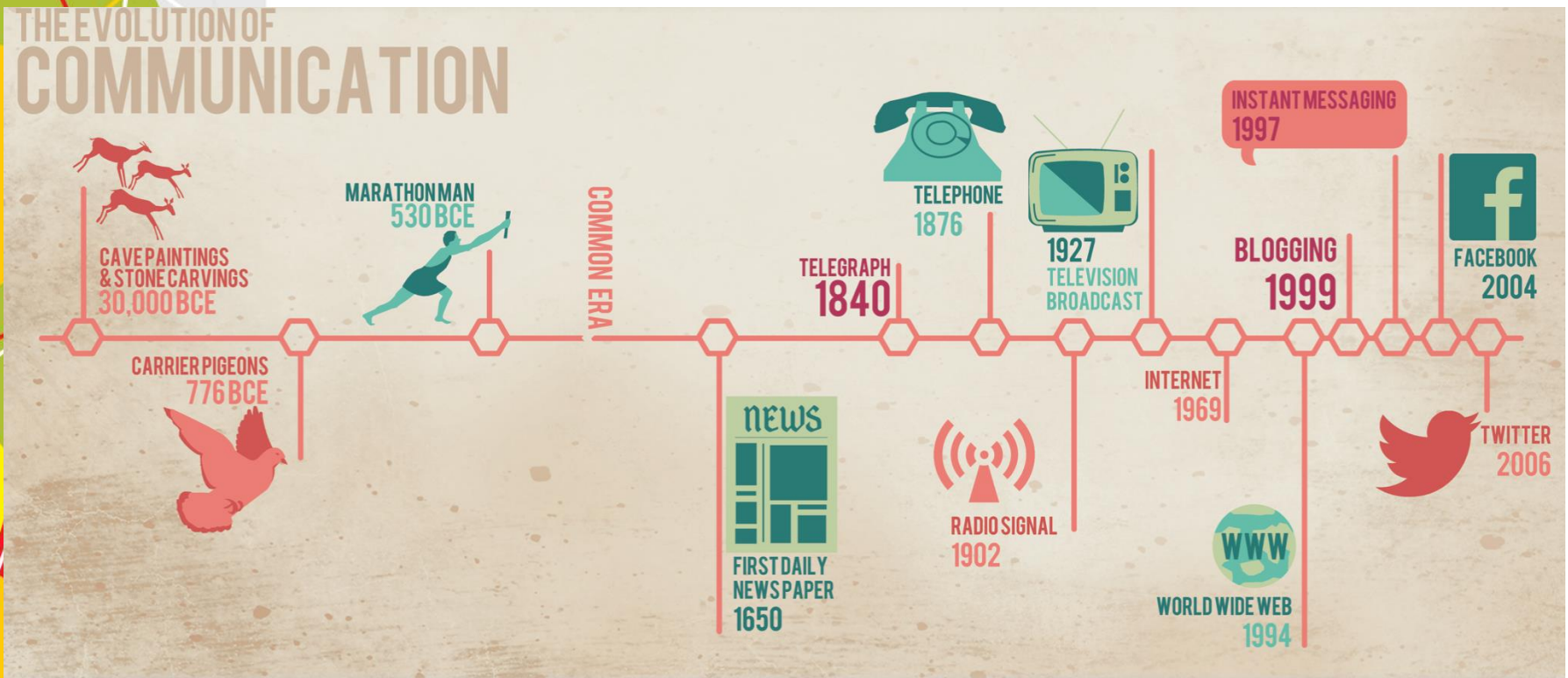
- ❖ CEO of Enrich Culture Group, Founded in 2004
- ❖ Offices in HK, Singapore, Beijing, USA
- ❖ Joined publishing industry since 1989
- ❖ Majors in marketing & IT
- ❖ Chairman of Hong Kong Tradebook Publishers Association & Directors of many publishing & copyright organisations

About Enrich Publishing



Enrich Publishing was founded in 2004. With smart editorial direction, charming design, and multifaceted marketing, we adhere to a concept of “Boutique Publishing”. Enrich is the market leader and game-changer in Hong Kong book market.

Evolution of Communication





Publishing in Digital Age

- ❑ **Distribution mode will be diverse: book shops, tablets, phones, PC, other new reading devices**
- ❑ **Distributed content will be on demand, segmented & cross platforms**



Publishing in Digital Age

- Age of disruption
- What should we do?
- EDM + MVP
- But with new thoughts, new means, new strategies



Successful Organization: MVP

- ❑ **MISSION** : define your market positioning
- ❑ **VISION** : define your direction short and long term
- ❑ **PASSION** : define your life and death

Successful Publisher: EDM

- ❑ **EDITORIAL** : if Content is King, then Customer is God
- ❑ **DESIGN** : if design is nothing, then perception is everything
- ❑ **MARKETING** : if book can talk and walk, then we can scrap marketing

Authors & Key Opinion Leaders

❑ Building a Knowledge-based Community by Authors or Key Opinion Leaders (KOL)



Social Media



「WealthHub睿富」
理財投資智慧平台
Hong Kong best online
media platform for
investment and wealth
management



Social Media



「健康之源」

EnrichHealth.com
is the first **health** thematic
online media platform in
HK



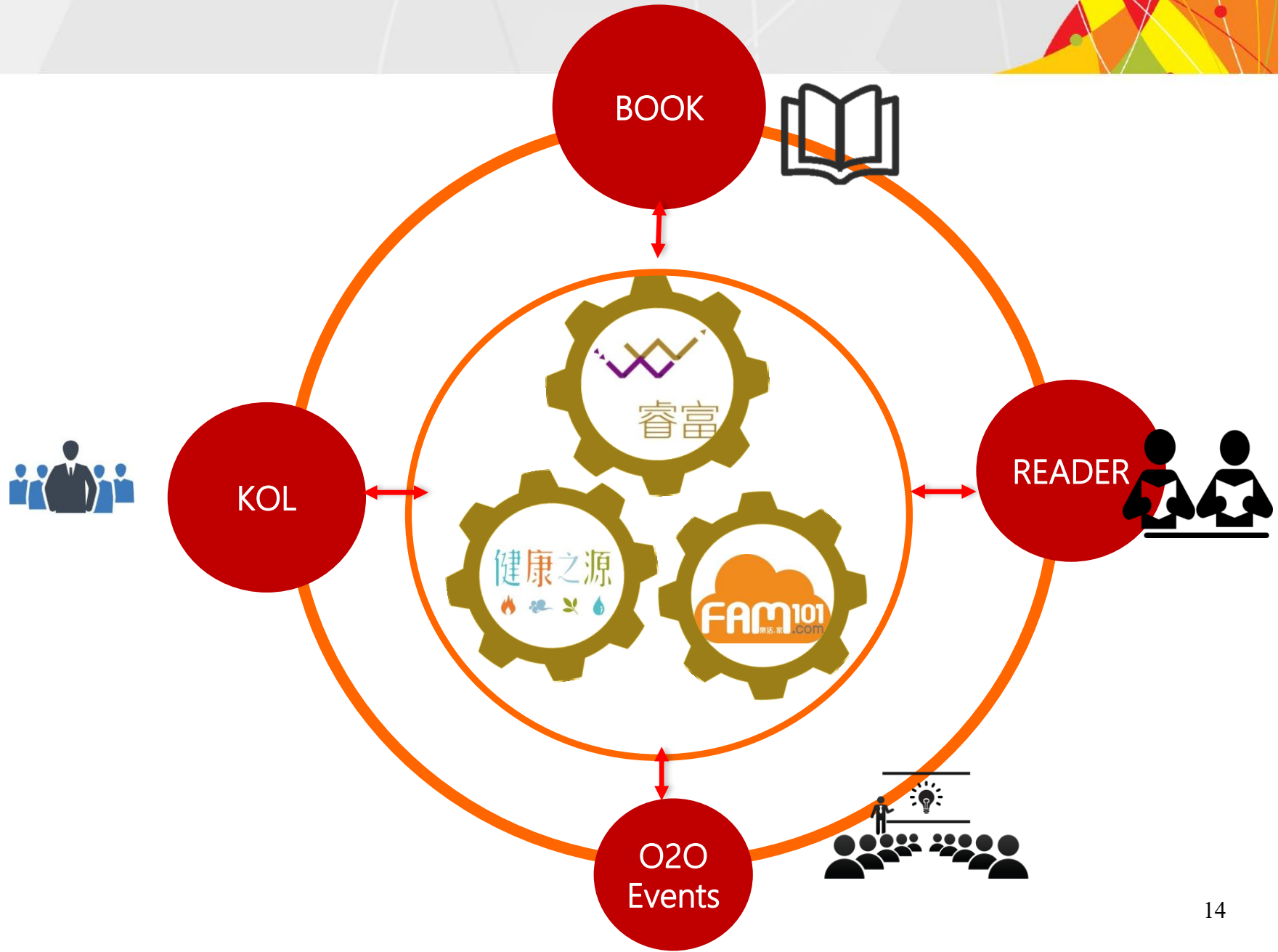
Social Media



The Best Media Platform
for good **parenting** guides
and wisdom for HK
Chinese



Transformative Business Model





Publishing in Digital Age

- ❑ **As a publisher, they will continue to survive**
- ❑ **Technology can change people's wants, but not their needs**
- ❑ **Adapt, improvise and overcome**

My Facebook Fanpage

iPad 16:56 78%

搜尋人物、地點和事物

專頁 活動 洞察報告

富足的CEO 不離地 金錢解毒 藉銷 母語河港 與錢對話 圖不文符 武道狂詩

李偉榮 書到用時
建立專頁的用戶名稱

傳送訊息

發佈 相片 推廣 編輯專頁

主頁 帖子 影片 相片 關於

建立活動
讓用戶能夠輕鬆找到你的下一個活動。在 Facebook 上建立活動。

562 個讚好 本週 1 個 +

557 人追蹤

搜尋

- Angel Cheng 22分鐘前登入
- Louis NG
- 黎泉輝 1分鐘前登入
- Desmond Lai 37分鐘前登入
- Choi Man Ching
- Joey Chong 1分鐘前登入
- Bryan Ong 7分鐘前登入
- Willy Lai 2分鐘前登入
- Jeffrey Hui 1小時前登入





dank u
Tack ju faleminderit
Asante 谢谢 Tak mulțumesc
kiitos **Salamat!** Gracias
Merci Terima kasih Aliquam
ありがとう **Dankie** Obrigado
köszönöm grazie
Aliquam Go raibh maith agat
děkuii **Thank you**