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K-Book Trends

offers Korea's highly informative publishing content to those in the global publishing industry.

韩书趋势

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K-Book Trends

韩书趋势

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Trends

Diverse Ways to Love Books

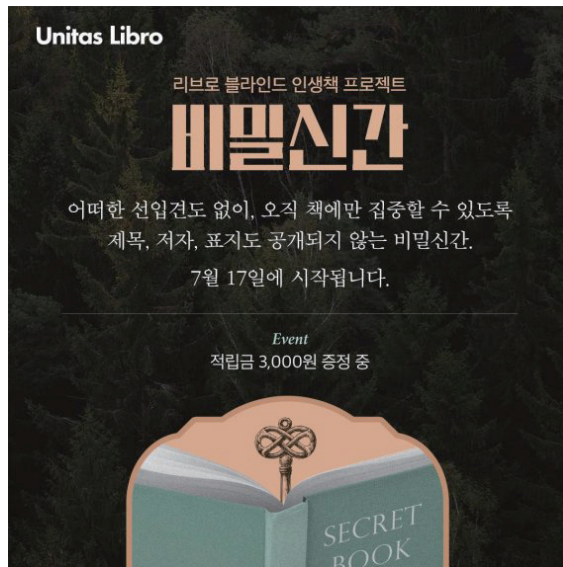
Written by Yeon Seung (Reporter at *Seoul Economic Daily*)

Dubbed the ‘oldest form of media’, books have been handed ‘death sentences’ with every new appearance of technology. As the use of Internet spread and ‘new media’ shook up the media world along with social networking sites, many forecast a gloomy end to books, saying they would no longer be able to function as a medium to communicate and deliver knowledge. With the appearance of e-books, these doomsayers only found more ground to base their projections upon. One new technology after another seemed to bring the death of books closer.

However, these concerns have proved to be unfounded worries based on a number of reasons. One would be a research study that

shows content read from physical books is remembered longer than information read online, and readers who have already viscerally realized this are seeking out physical books.

Internet broadcast channels like YouTube and podcasts were also seen as threats to books. But this, too, merely proved itself to be an overly pessimistic view. Internet broadcasts or multi-channel networks have actually worked to promote physical books and cast a spotlight on new or undiscovered authors. Social media influencers (users who have more than 100,000 followers) have also been publishing their online content in the form of books and prompted a new impact on the publishing world. This is in part the reason why the committee in charge of the Year of Books in South Korea has been focusing on social media due to the impact some influencers have. The committee has launched a campaign called ‘I’m a BookTuber (Book+YouTuber)’ and ‘With Book’. One project the executive committee’s leader is actively pushing is the former. Jeong Eun-sook, the executive committee leader, said: “The speed at which things spread on the Internet is very fast.” “We focused on the impact social media, especially YouTube, has on book marketing and spreading book reading culture on a whole,” she said. The South Korean ministry of culture and sports saw the country’s reading rates fall to a record low last year and designated 2018 as the year of books, subsequently launching various projects to promote reading. In 2017, four out of 10 adults in South Korea



said they did not read one book all year while the national reading rate slowed to 59.9 percent, the worst ever since records were first kept in 1994. In 1994, the adult reading rate was 86.8 percent.

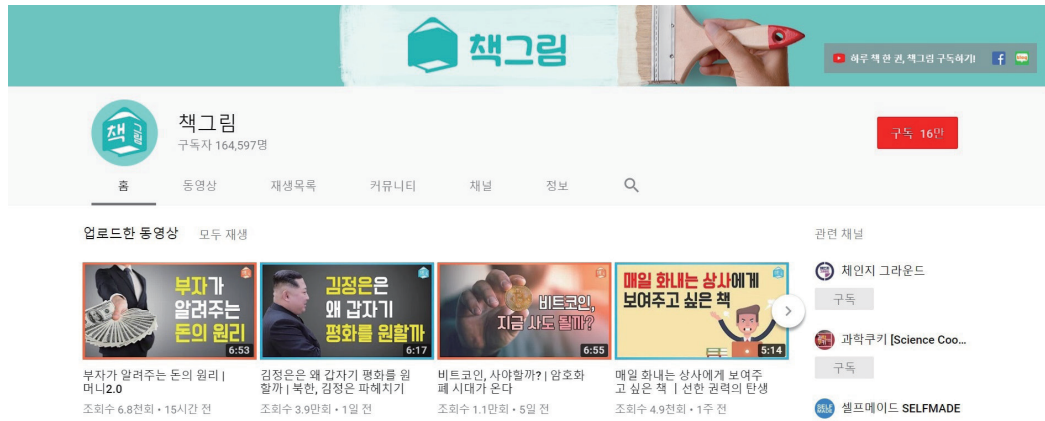
These days, social media influencers who promote their individual content in a number of areas like beauty, fashion and games are gaining in popularity and among them, 'book creators' have also gained substantial followers. One-person media creators who first gained attention by broadcasting games, showing off their makeup chops and eating food are now involving books in their content. This has created a group called 'BookTubers' like the 'Book Talking Cast', 'Winter Bookstore', 'Joanne Booktuber' and 'Choco Boongeobbang'. In addition to these BookTubers who introduce new books online and read excerpts from them, 'Book Creators' have also been actively gaining attention by writing reviews or even managing their own book cafes or unique neighborhood bookstores.

Education company ST Unitas' Internet book retail arm called Libro boosted book sales by launching a 'secret new book' project in which new publications would be introduced by these Book Creators for 10 to 15 minutes without their disclosing the book's cover, plot or author. More readers began to buy books based solely on the recommendations made by the 'Book Talking Cast', Libro has said, leading to the increase in sales of literature. The 'Book Talking Cast' is known for delivering information about books easily and quickly in three minutes and they can also be found on Facebook. Libro gained many readers through interviews with authors, the secret new book project and social lives to draw in teens and those in their 20s. Libro has also launched various projects involving neighborhood bookstores and small bookstores with Book Creators to profit from their influence. Another Internet book retail brand by ST Unitas called Connects Book began a book recommendation service early this year by involving BookTuber 'The Man Who Reads Books'. Connects Book focuses on book curation where books are selected personally by professionals in various industries. 'The Man Who Reads Books' is a BookTuber who gained fame by introducing excerpts from certain books and has more than 1.2 million followers on social media. His books *I am Thankful to Myself*(Hummingbird) and *Words to Myself 100*(Hummingbird) have both found themselves on bestseller lists and the influencer has his own knowledge curation services on Facebook and YouTube called 'Talking Knowledge'.

‘Winter Bookstore’ is also a well-known Book Creator. Having majored in philosophy and psychology, ‘Winter Bookstore’ has shown a great deal of expertise when it comes to books and her voice has helped her gain fame. In addition to introducing and reading books online, she has videos on interesting topics like ‘How to talk about books you haven’t read’, helping her followers approach books more easily.

‘Diana’s Bookshelf’ also creates content on YouTube. Known as a content creator who keeps her face hidden, videos from ‘Diana’s Bookshelf’ only feature her voice and still images. Rather than recommend many books at a time, her videos focus on one book each. In addition to books, the content creator also uploads vlogs of her daily life, letting followers in on her private life.





‘Chaek Geurim’ is also a YouTuber who introduces books on self-development, psychology and human relationships through whiteboard animation videos. The YouTuber describes books by drawing pictures on a whiteboard and the summaries of books on the videos are succinct and easy to understand while the drawings are not complicated.

There are some critics who point out these YouTubers keep readers from reading books, while others say they present good tools for those who are too busy in their everyday lives to read books. One industry executive has said, “All tools can be double-edged and Internet book channels are the same”. “Because readers have all the information they need on books from these YouTube channels, they might not feel the need to purchase these books themselves. In an extreme case, we might have Book Creators become the only people who read books,” the executive said. However, these Internet channels are today’s trend the industry should keep in line

with and others say these channels have helped sales of physical books. “Even if the videos by these Book Creators are well made, readers will always want to read the original book. That is their intellectual instinct,” another industry executive said. “In the case of those who follow these YouTubers, they subscribe because they see these channels as a source of information rather than simple entertainment. I think they will encourage readers to buy books,” he added.



The digital age has also seen the birth of new authors. Books made with content from the Internet have seen themselves rise to the top of bestseller lists. *Every Moment Was You* (Ha Tae-wan, Wisdom House), *I Like Myself Just The Way I Am* (Cho Yu-mi, Hummingbird), *There Was Not A Day When I Did Not Love You* (Kim Jae-sik, Sam&Parkers), *Because of Special You* (Kim

Ji-hoon, RH Korea) and *I'll Embrace Your Heart*(Kim Ji-hoon, RH Korea) were all written by social media influencers and bookstagrammers (social media users who upload pictures of books on their Instagram accounts). These books all became bestsellers as soon as they were published.

In the past, if those who wrote long-form on the Internet were considered simple bloggers, now these people are finding a new audience via 'writing applications' like Publy and Brunch. They are considered official authors and this is no longer a strange concept, according to those in the industry. "Through digital writing platforms, one can easily call themselves authors now once they gain understanding and support from readers," said one. "From a publisher's point of view, these online works have already proven their potential to be popular and this can guarantee book sales." One publishing executive added, "In addition to books on humanities, young readers who have spent their years mostly watching television and communicating on the Internet might find literature difficult to digest." "I think writing that's been done by those who understand where these readers are coming from will draw more attention," he said.

Thanks to this, the publishing industry is currently in a race for the hottest Internet authors. Kim Dong-sik, who used to be a factory worker in Seongsu-dong in Seoul, found Internet fame once

his entries on popular web community ‘Today’s Humor’ gained popularity. Web novel *Why Would Secretary Kim Do That*(Jeong Kyung-yoon, Gaha) was also adapted into a webtoon and later, the novel was turned into a television drama and is now often named as a good example of how one literary work can be used in different media. “Essay collections based on social media content have now been published many times and now we’re seeing different Internet authors now like Kim Dong-sik who have uploaded their own writing series on places like Brunchbook or Naver Portfolio,” said one bookstore industry executive. “You don’t need to officially join the authors’ league to have that title anymore because books can be published in so many different ways based on where the content is derived from.”

Due to this trend, publishers are seeking out well-known Internet authors more than ever. Small Korean publishers especially aim to publish works by authors already popular online in order to minimize risk and secure as many readers as possible. This has recently been the same for bigger publishers as well. Two major examples would be Ha Tae-wan and Kim Jae-sik, who were published by Wisdom House and Sam&Parkers. “In the past when Internet novelist Guiyeoni published her web novel *He Was Cool*(Bandi Publishing) there were voices of disdain toward her work but now I feel we’re living in quite a different age,” said a publishing industry executive. “These days, unless you’re a bestselling author it’s difficult to see books go on to the second

edition. Publishing works by these Internet authors shows the changing of trends and it's a business strategy, too, to reduce risk."

There are those who say Internet authors will always find themselves limited somehow, however. "It might be hard to find recognition as a real author after your work on Brunch was published offline," said another publishing industry executive. "This is because it will be difficult to set your foot in the door with other real authors who never wrote online. These new authors might find themselves exempt from literary awards and there will be limits." This executive went on to say, "If this group of new authors grows enough to pressure the existing group of authors then we might see some tension and competition but realistically, I doubt the group will grow to that extent."

In the offline world, there are now vending machines that sell books. South Korea's first used-book vending machine called 'The Excitement Machine' lets customers choose a genre of their choice from romance, mystery, travel, knowledge and self-development. Once the right buttons are pressed, out comes a random book nicely packaged. The name comes from the randomness of not knowing what kind of book you'll be presented with. The vending machine was created by Yonsei University students in a team called 'Chaek(book) It Out,' who are also part of international non-profit organization Enactus. This group of students first came up with the idea three years ago when they were seeking ideas to keep



bookstores in Cheonggyecheon, Seoul alive. Why do people want to buy random books through a vending machine when personal taste is so important in choosing books? Seoul National University professor Kwak Geum-joo says, “Youth in their 20s and 30s are suffering unprecedented unemployment and have to give up so much in life.” “This shows their attitude towards life to accept whatever is given them, rather than choose what they want after many experiences that have shown them nothing goes the way they would like,” Kwak said.

Korean Publisher

The Birth of Publishing Company 'BookGoodCome'

The Discovery of Small Universes In Picture Books

Reading picture books always leaves one wanting more. They take roughly 10 minutes to read. Like swallowing noodles, one can easily leaf through picture books but the content lingers for longer. That lingering feeling like a savory flavor one finds difficult to shake even after a long period of time.

Here is a publisher that creates its own savory flavor while creating small universes in picture books. After opening its doors in 2009, BookGoodCome has been contacted by distinguished publishers from locations around the world. We spoke to author couple Lee Rury and Lee Sun-young who manage BookGoodCome and its four hard-working employees.

Written by Jihye Gwon

A surprising relationship that started with *Coda the Polar Bear*, the seed of BookGoodCome

KPIPA

We are curious as to how BookGoodCome came to be.

Lee Sun-young

We first began our business in 2009 and the following year, we participated in the Bologna Children's Book Fair with just one book. That book was *Coda the Polar Bear*(Written by Lee Rury, illustrated by

Bae Woory). It was Lee Rury's first picture book after she had found a life-changing picture book around the age of 30. Before then she had been preparing to become a novelist. It was courageous but that one book we took to the children's book fair then became the seed for our company today. That year we pulled off exports to Israel and Turkey. This year was our eighth year participating in the Bologna book fair and this autumn we will have our seventh exhibit at the Frankfurt international book fair. Considering our size, BookGoodCome has done pretty well so far and our books have been sold into the United States, France, Spain, Italy, Taiwan and China - a total of 13 countries. And we've signed some 50 different export contracts.



Coda the Polar Bear published into several languages

KPIPA

We heard you created a special relationship that first year at the Bologna book fair.

Lee Sun-young

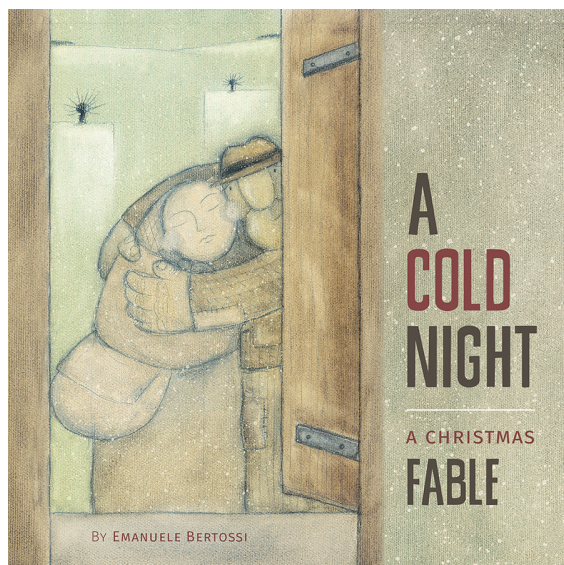
Yes, we had the good fortune to meet Emanuele Bertossi, who

illustrated our second *Coda the Polar Bear* book. We've continued to work with Bertossi even through our *Black Coda* series. Recently at the Seoul International Book Fair, Lee Rury and Bertossi had an event with the theme picture book travel where they met with readers. Every year we meet with Bertossi at book fairs and this year was the first time we met in Seoul. The illustrator is like family now and he came with his spouse to Korea this year. When we think of how we first met the illustrator, we are amazed at how some relationships come about.



BookGoodCome's exhibit booth at the Bologna Children's Book Fair(left)
With Bertossi, an Italian picture book illustrator(right)

Our first year at the Bologna book fair, we had briefly left our spots at our booth and when we returned we found a lady sitting there. We offered her *Coda the Polar Bear* and after she read it, she started crying and told us it was a very beautiful book. She told us she wanted to buy it. Lee Rury autographed the copy of the book and gave it to her as a gift.



Later that evening, the lady came back with a man to our booth. We found out her husband was an Italian illustrator, Emanuele Bertossi. Bertossi gave us one of his books which he autographed. This book was a non-profit publication created by a dialect-preservation committee in Friuli, northern Italy. As soon as I read the English translation of the book, I decided to publish it through BookGoodCome. It was a book with a beautiful story of how humans were kept alive through the spirit of caring and worrying about other beings. Several months later this book was published as *The Day Snow Comes* thanks to the help of author Lee Sun-won. It became a picture book that used the dialect of Gangneung, which is slightly similar to the dialect used in Friuli.

KPIPA

The keywords for BookGoodCome can be summarized into: environment, coexistence and healing. We are curious as to whether there was a special reason for the publisher in selecting these themes.

Lee Rury

My three keywords in life are polar bears, dolphins and penguins. To me, they're not just animals but beings that have souls just like us. I believe the animals on our planet are our friends. That's why I naturally think of the environment and upon this basis of solidarity with nature, our philosophy at BookGoodCome has become these three words: environment, coexistence and healing. The name of our company in Korean is 'polar bear' and because of that we try to take some responsibility in helping them.

Another aspect of what we do is 'healing'. Through making picture books we came to realize there were more adults than we thought experiencing personal growth and healing through picture books. Some still think picture books are just for children, but it's only natural for adults to want to read picture books. I think people who have run into at least one profound picture book in their lifetime would wholly agree.

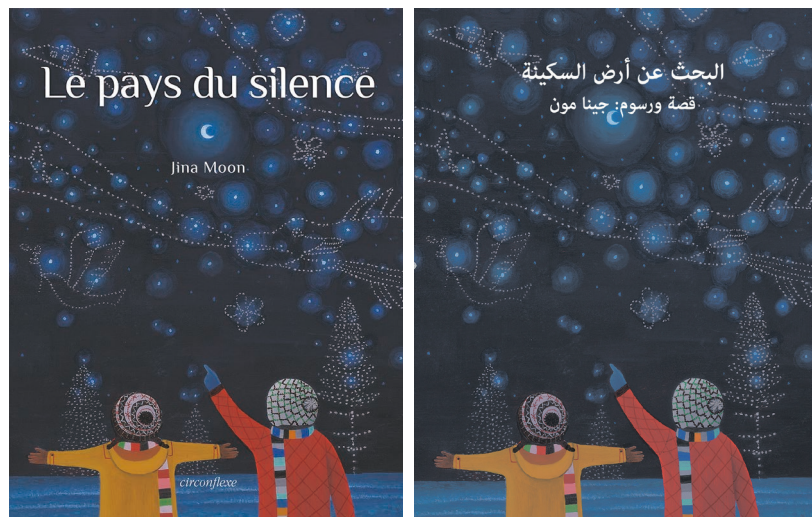
KPIPA

Who is one picture book author that has remained in your memory the most?

Lee Sun-young

That would be *In Search of A Quiet Land* by Moon Jina. In the case of Moon, she had created a dummy through a picture book workshop at SangSang Madang. We saw that dummy at an exhibit at one of the book fairs in Bologna. At that time we were reviewing dummies by

authors at our booth and we got to know Moon this way as well. After finishing her book I had tears in my eyes. The book addressed death and the illustrations were extraordinary. We ended up adding some drama to the book, editing it a bit before publishing. This book has sold steadily overseas including France. It talks about death but it's not just sad and helps readers to focus on their present lives. This book was our first book created by the first author we discovered.



French and Arabic versions of *In Search of A Quiet Land*

For authors, dummies are completed versions of their books. Of course, the dummies go through many changes before they are officially published but that's all part of the process for books before they reach their final version. It's rare for a dummy to be absolutely perfect. We try to see the potential within dummies - like an unpolished stone. We tell ourselves, "That would be a very beautiful stone once it's carved and polished." For most, if the illustrations are good, the stories are mediocre. If the story is good, the illustrations are not. It's up the publisher to try to find that balance. Of course, various

situations may arise due to the personal preferences of the publisher or editor, but whether the work shows high completion or low, BookGoodCome is always open to honest stories that touch hearts.

KPIPA

Could you tell us about your successful exports?

Lee Sun-young

The book on *Black Coda* which we worked on with Bertossi is finally being published in Italy. The book had been published in 11 other countries before but Italy was not one of them so we'd felt it was a bit unfortunate. But after eight years following our debut at the Bologna Children's Book Fair the book is being published in Italy. We met the head of the Italian publisher that will be releasing the book, Babalibri, in Seoul a few years ago at the Seoul International Book Fair. We were able to share our joy in releasing the book in Italy. Ironically, the executive thanked us for introducing him to Bertossi, saying he got to know the illustrator through a small publisher in South Korea.(Laughs)



KPIPA

Please tell us about your plans for the future or any books you might be planning.

Lee Sun-young

Last year our Lee Rury was one of the judges at a picture book challenge jointly hosted by Naver Grafolio and Wow Book Arts Center. One of the award recipients, Lee Mi-seong, will publish a book through us soon called *Waktoo*. It's a book carrying unique illustrations and fresh ideas.

Also we are in the finishing stages of making a parody of *John Patrick Norman McHennessy* called *Sam, The Boy Who Was Always Late*. *John Patrick Norman McHennessy* is Lee Rury's most favorite picture book and the book's author, John Burningham, is one of the authors who really got Lee Rury into picture books. In addition to these, we are planning on publishing *Dad Dad Tell Us A Fun Story* and *The Sleeping Grandmother* by João Vaz de Carvalho.

In the second half of this year, BookGoodCome will be participating in the moving book fair to Vietnam in July, the Frankfurt book fair in October and the Guadalajara book fair in November. We're trying to participate in as many small book fairs as we can as well.

I think growing our network with other publishers in different countries and conveying our unique philosophy are important for us right now as picture books can be understood in all different countries. Like we said earlier, relationships begin in quite interesting ways.



KPIPA

Lastly, could you tell us about some of your books that most represent BookGoodCome for our offshore readers?

Lee Sun-young

That would be Ditori's *Do You Want To Imagine Colors*. The author had worked as an art teacher's assistant for a year at a school for the blind and one of the students had asked, "What do colors look like?" I think the author felt guilty about being unable to give the student a proper answer then. With that experience in mind, the author then tried to create a picture book in which readers could imagine colors with their senses excluding sight. For example, yellow would be the flavor of tangy lemonade while green would be the smell of grass when you're in a forest, taking a deep breath in. Red would be the heat from a warm campfire. It was a very new kind of idea that would enable everyone to have a new experience whether they were handicapped or not. As soon as we saw that dummy, we knew we wanted to publish it. The book was published early this year and introduced at the Bologna book fair. We signed a deal there with France's Circonflexe. I think it'd be great to introduce this book elsewhere if we have the opportunity.

Issue

Book Ecosystem Vision Forum - the 3rd

'The Birth of An Author'

Written by Gwon Ji-hye

The third part of the <Book Ecosystem Vision Forum> called 'The Birth of An Author' was hosted at a hall inside the JU center, a cultural space for young South Koreans on May 31. "What do publishers need to do in order for authors to feel the actions of publishers are a form of 'beautiful interference'? This is a place where we will discuss how to increase the number of local writers," said Jeong Eun-sook, head of the forum's executive committee. This section of the webzine aims to summarize what was discussed at the forum regarding the birth of new authors while introducing what lies ahead for the forum and its content.



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A short brief on the panel discussions(in chronological order)

“Becoming a writer and living as a writer”

- Author Park Chun-hong *Type and Modern Times*(Nermer Books)

The completion of an author is his readers but at the same time, the readers are the future of writers. If there were no readers there would be no writing and if there was no writing there would not be any reading. Like Moebius’ infinite loop, reading and writing are one and cannot be divided from one another.

“Excellent writers can come about if non-literature is not alienated”

- Kim Hyung-bo, head of Across Book

“What would generate more interest, foreign books or Korean books?”

From many aspects, Korean books are easier to profit from as no translation costs are required. When looking at yearly bestsellers from Kyobo Book Center, Korean books take up more than 60 percent of the books on the list when excluding books on science. There is only a small chance for foreign books to become bestsellers in South Korea, but publishers are still actively publishing foreign books. This is because of problems regarding steady manuscript output from local writers and the difficulty in securing good manuscripts from authors in South Korea. However, when considering a publisher's long-term sustainability, there should be many local writers who can work together with publishers to create books for them to share values and maintain friendly relationships.

**“Now is the time to think about author management businesses”
- Hong Soon-cheol, head of BC Agency**

Many believe the signing of Korean authors Kim Young-ha, Kim Yeon-su and Kim Joong-hyeok by entertainment agencies last year as ‘creators’ was a big turning point for the industry. Author management businesses provide a stable environment for authors to continue writing while the companies can profit from their work and expand their influence on society and culture to the fullest. This was done out of trust that the writers would not only be able to create text but also generate other content as well. Outside South Korea like in the Americas and Europe, author management is not a new thing. If writers who have already become famous through their books can create additional value, then profit from that could

easily be returned to the publishing market and right now is the time to seek ways to establish a virtuous cycle.

“Securing a base for authors to create”

- Pyo Jeong-hoon, a publishing critic

There is a need to secure a base for intermediate writers and the importance they carry in delivering professional information and knowledge to the general public. Currently intermediate writers are not covered by government subsidies like others are privy to, like the welfare law for artists, the literature promotion law and support for writers. The publishing industry must make efforts to create a base for these writers to enjoy the benefits from government support.

The Year of Reading Together, Forum schedule for the year

The Book Ecology Forum was launched for the discussion of innovating publishing policies and preparing substitute measures. From March when the forum began, the speakers have been diagnosing the present of all parts of the ecology of books every month and going forward, they will offer visions for publishing and reading policies based on their findings. The following is a schedule for the forum and brief summaries of why the themes were selected.

2018 Forum Schedule(June through December in bold)

March, 29	(First session) [Forum Launch] Discussing the now in book ecology	
April, 4	(Second session) The new face of the book	
May, 31	(Third session) The birth of new authors	
June, 22	(Fourth session) Publishing business models Discussion on profit models for publishers and their growth engines	Linked to the Seoul International Book Fair
July, 26	(Fifth session) Bookstores meet readers	
August, 30	(Sixth session) Libraries talk of tomorrow	
September, 27	(Seventh session) Those who read, those who don't Discussion on how to narrow the gap between people who read and those who don't	
October, 25	(Eighth session) The science of reading A session on how our brains change when we are reading and now reading and discussion on the values of reading	International Forum
November, 29	(Ninth session) Curating the world through books Recommendation of books for readers, the biggest issue for the publishing industry worldwide	
December, 13	(Tenth session) Closing the Year of Books and challenges ahead	Closing forum

Related links on the 2018 Year of Books and Reading Together

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Instagram www.instagram.com/together2018book/

Youtube www.youtube.com/channel/UC1uD4gpJaQvQSadk8sVITDQ

Column 1

K-Thrillers lead Hallyu publications in Europe

Written by Joseph Lee, President of KL Management

As we are approaching the third quarter of this year, K-thrillers (Korean thrillers) are emerging as the new leading force in the world's publishing market. And at the center of that whirlwind are authors like Jeong You-jeong, Kim Un-su and Seo Mi-ae. The attention on these authors - whose work can be summarized into three words: mystery, thriller, crime - has been heating up from global publishers. Not only has interest been burgeoning in Europe, especially English speaking countries there, but also in Asia. One point to note is that this interest from the global publishing market in Korean literature, especially K-thrillers, is not entirely new. Global publishers, especially those in English dominant countries, have consistently been drawn to titles in this genre. However, if that interest had not led to exports before, soft interest at home and

a lack of sales marketing for these books were likely to blame. What is important is that despite many Korean authors continuously publishing diverse novels over the years inside the country, attempts at taking them abroad have been lukewarm. It is clear K-thrillers have had a slow start when compared with the success Korean movies of the same genre enjoyed at home and abroad. Despite the slow start, it is encouraging to know these books are now making inroads to book markets outside South Korea.

The translation rights for Jeong You-jeong's *The Good Son*(Eunhaengnamu) have been sold into 16 countries so far: the United States, England, France, Germany, Switzerland, Spain, Finland, Indonesia, Vietnam, Thailand, Taiwan, Japan, Czech Republic, Turkey, Brazil and Italy. And as of now, the book has been published in France, England and the United States. One intriguing fact would be that England's Goldsboro Books, known for providing its membership readers with autographed first edition copies, sold 200 pre-ordered copies of Jeong's novel before the book was officially launched in early May this year. Since then the novel has been receiving positive feedback from readers there. In the United States, the novel was released on June 5 and the response has been equal to that seen in England. As an example, the first edition copies to be published in the United States all sold out in the pre-order stage, prompting the publisher to immediately provide more. *Seven Years of Darkness*(Eunhaengnamu), another novel by Jeong that was also adapted into a movie, has also seen

much popularity. This novel has already been published in France, Germany, Switzerland, China, Taiwan, Vietnam and Japan and is scheduled to be translated and published in Thailand. One new fact would be that Penguin Books in the United States has acquired the translation rights to this book, boding well for the author's global success going forward.

Kim Un-su is one of South Korea's writers who has taken the world's publishing markets by storm over the past year through his novel, *The Plotters* (Munhakdongne). The novel tells the story of architects who are paid to plan out the deaths of others while an assassin carries out these plans for a price. Those who disappear one by one at the hands of these people appear in this novel. The fact that the translation rights to this novel were sold to 19 different countries even before the publication of an English version is a testament to his success. The English version of Kim's novel is scheduled to be published in the second half of this year through Australia's Text Publishing and after that the novel is expected to see even more demand. The markets where translation rights to *The Plotters* were sold are : England, the United States, Japan, France, Australia, Vietnam, Germany, Italy, Turkey, Russia, Poland, Sweden, Spain, Mexico, Greece, Taiwan, Portugal, Bulgaria and Czech Republic. So far the book has been published in Japan and France. One interesting thing to keep track of going forward will be that Doubleday in the United States and Fourth Estate in England will be publishing Kim's novel next year. These two publishers are

known for their significant influence in English-language book markets. After the book is published by them, it is only natural to expect the novel will receive more attention. In addition to *The Plotters*, Kim's *Hot-Blooded* that was published in 2016 has also been the subject of much attention. Translation rights for this novel have been sold to Germany, Italy and France.

Author Seo Mi-ae is known for her work as a screenwriter for television dramas and films. She recently transformed into a best-selling author with her novel *The Night Your Star Vanished*(Elixir). This is a thriller telling the story of a person who starts out on putting together a complex puzzle after receiving a note that says 'The real culprit is elsewhere'. On this journey the main character discovers facts they were unaware of before while seeking out others involved in the book's main plot. The popularity for Seo's *The Night Your Star Vanished* comes amid interest for another novel by Seo called *The Good Girl*(novelmine) published in 2010. This book gained in popularity around the time when London hosted its annual book fair in April last year. The novel addresses the struggle by its main character who tries to keep a child's soul pure and blocking the child from being influenced by an adult who has turned dark. It tells readers that serial murders do not occur just because of the actions of one individual but also because of families and society. After the April London book fair last year, *The Good Girl* saw its translation rights sold to Germany and Italy and most recently, to HarperCollins, one of the biggest publishers in the United States.

Ecco Press, one of its imprints, will be publishing the book. It was the first time for a Korean book to be sold to HarperCollins.

By looking at these cases we can easily learn Korean literature has a different standing in the global market than it did before. Translation rights have been sold to some of the best publishers in the English language world such as Penguin, Knopf, Doubleday, HarperCollins, Little Brown UK and Fourth Estate. This is a clear shift compared to previous years, representing how differently Korean literature is being perceived now and how its power is growing in the global publishing market. Recently, another Korean novel called *Marilyn and Me* by Lee Ji-min has sparked interest. This is a story about Marilyn Monroe and her interpreter named Alice which takes place in February of 1954, shortly after the end of the Korean War. The novel tells their story over a course of three nights and four days, and hopes are high this book will also catch the eye of publishers outside South Korea.

Column 2

Publication Content Breathing Anew In A Mobile Age

Poetry App "Siyoil"

Written by Jeon Byung-wook

(Team leader, Digital Enterprises at Media Changbi/Management Team leader, Siyoil)

Poetry and mobile

Siyoil was planned and launched out of necessity for a platform on which users could read at least one poem a day, easily find poetry and share it with other users. Those in charge of the project believed poetry was a literary genre ‘made for’ mobile devices like smartphones, where aesthetic content is consumed everyday. After its launch, the application has improved consistently, tailored to the needs of its users, and more poems have been added including new works. On April 23, the app marked its first anniversary and a new section called ‘Poem Diary’ was launched where users could upload works of poetry and writing on the app like they would in a diary. Siyoil saw more than 200,000 users register before

시요일

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its first anniversary. In comparison, the Facebook account for Changbi, Siyoil's parent company, took seven years to gain more than 200,000 followers. There are some differences in operating costs for the two communication channels as well as their target clients and user interfaces, but they can both be used as marketing strategies. Siyoil was able to secure many users quickly because the company was able to use its pre-existing intellectual property in a mobile environment.

Siyoil's services and functions

Once the app is downloaded, users can enjoy one selected poem a day. The 'poem a day' function is usually the first thing users see once the app is launched and the poems, selected by young poets, are chosen to match the day they are provided. With a push alarm, app users get one new poem a day delivered to their phone. Users can also read poems recommended to them by theme, including emotions and situations. Other free functions include 'Siyoil's choice' where various forms of prose can be accessed on books,

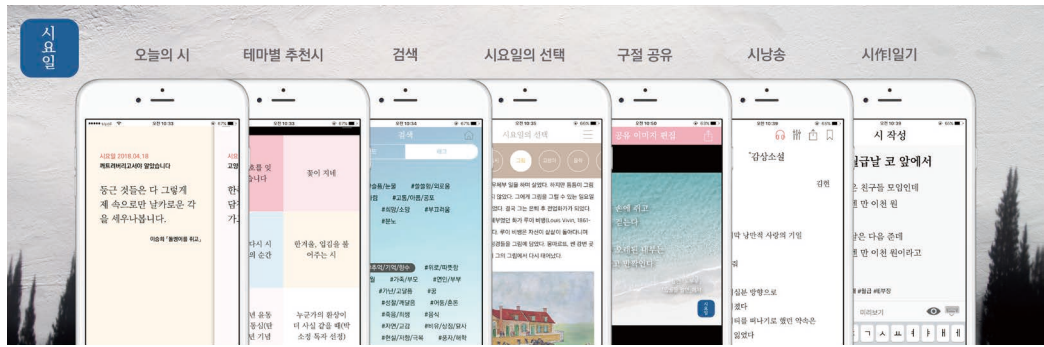


arts, music, movies, travel and pets. The app also offers a keyword search function that lets users search for specific poem titles and text. Tag searches are also possible inside the app, enabling users to search for certain works of poetry based on their themes, emotions, time and elements. Users can also bookmark poems they like and share custom-decorated images of poems or verses. Inside the app are also audio recordings of some poems created by the poets themselves.

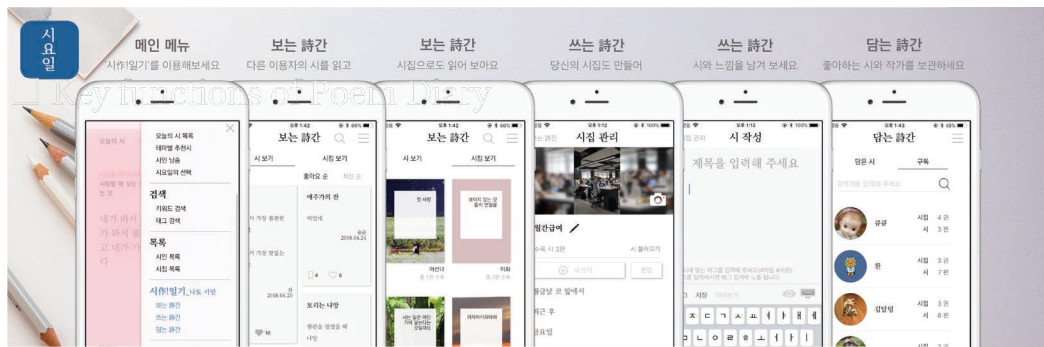
Achievements over the past year

Siyoil currently has roughly 550 collections of poetry from over 320 poets. A total of some-35,000 poems can be accessed through the application. Over the past year, users have read about 96 percent of the entire registry and that number has been growing.

The most searched for poem collections have been: *The Order In Which Pain Is Comforted*(Changbi, Kim Kyung-mi), *Words Closest to the Heart*(Changbi, Park So-ran), *Dandelion Flute, The Sky, Wind, Stars and Poetry*(Changbi, Yun Dong-ju) and *Variation of Love*(Changbi, Kim Soo-young). This, in part, was linked to the ‘poem a day’ function. One thing to note was the fact that readers reacted positively to works by relatively new or unknown poets like Park So-ran or Choi Young-sook. This showed the poetry curation function had worked well in shedding light on hidden poets. This function was found to have affected paper book sales as well. In the case of physical poetry collections, sales turn stagnant around the 2,000 copy level unless the book is by a well-known poet. Sales also start declining six months after the date of publication. However, collections with poems that have been introduced through Siyoil saw sales either hold steady or even increase. When categorized by gender, 61.2 percent of members are women, 36.6 percent are men while 2.2 percent are unidentified. Sorted by age, 48 percent of the app’s users are in their 20s while 24 percent are in their teens, 16 percent in their 30s and 7.6 percent in their 40s. When considering the fact paper poetry collections were usually consumed by readers in their 30s and 40s, the application has contributed in boosting the number of younger poetry consumers in their teens and 20s who are naturally more accustomed to digital content.



Siyoil's key functions



Key functions of Poem Diary

Siyoil going forward

Siyoil has been gearing up to provide even more poems for its users. Different modern poems and new works of poetry have been consistently uploaded and soon the application will upload the *Gosijo Daejeon* (Korean University Research Center for Ethnic Culture, 2012), an anthology of ancient Korean poetry that was compiled for 23 years by seven Korean literature academics including Korea University emeritus professor Kim Heung-gyu. This was the first attempt at collecting all known Korean sijo in one publication and soon, Siyoil will have roughly 45,000 works of ancient Korean poetry once the collection is uploaded. Siyoil is

also aiming to add B2B functions and one of these was launched on May 15 called 'Siyoil School' for schools. Siyoil School is available in both web and mobile versions and can be tailored to school lessons. The company is also in the process of preparing a Siyoil Library function thanks to interest from several libraries. The function is expected to meet the needs of both libraries and those who use libraries. Aside these, Siyoil also plans to combine POD(publication on demand) to Siyoil to enable users to create their own poetry collections in paper form. The application sees itself as a new kind of platform by continuously developing and growing.

Book Summary

Export Prospects of Korean Books

KPIPA's Choice for Supporting Abstract · Sample Translation

Operate the Chefbot of Hamburger Castle

1. Publication Details

Imprint | Hanbit Media
Title | Hanbit Media
Author | Kyungsun Yoo
Illustrator | Misun Kim
Format | 183x235
Binding | Paperback
Pages | 76 pages
ISBN | 978-89-684-8870-2

2. Contact

Name | Seungmo Cho
Phone | +82-2-2128-8748
Email | marketing@hanbit.co.kr
URL | www.hanbit.co.kr

3. Marketing Information

Issued Copies / Bestselling Ranking | 5,000 copies
Subject | Fairy Tale for Children
Target Readership | Ages 7-10
Media Review and Advertisement |
Learning computational thinking by reading stories



4. About the Author

[Author - Kyungsun Yoo]

M.A. in computer science education

[Illustrator - Misun Kim]

Illustrated several books including *Ding Dong Ding Dong*, *Colorful Colors*, and *Lullabies for Babies*.

5. About the Book

One day, suddenly, Minnih and Lee are transported to the Software Kingdom, where they meet Bef, the little knight. The three embark on a journey to save the perilous Software Kingdom. Children can improve their computational thinking as they venture through the Software Kingdom with Minnih, Lee and Bef, completing various missions.

Helen Keller, Who Speaks with Her Hands

1. Publication Details

Imprint | DARAKWON

Title | Helen Keller, Who Speaks with Her Hands

Subtitle | World Figures in Textbooks to Meet
Before Entering School – No. 1

Author | Mihye Kim

Illustrator | Mija Cho

Format | 230×235

Binding | Hard cover

Pages | 48 pages

ISBN | 978-89-277-4681-2 74810



2. Contact

Name | Woonsun Choi

Phone | +82-2-736-2031 (extension 270)

Email | 1004fh@darakwon.co.kr

URL | <http://www.darakwon.co.kr>

3. Marketing Information

Issued Copies / Bestselling Ranking | 2,000 copies

Subject | The story of Helen Keller, who overcame her disabilities and became a world figure

Target Readers | Children ages 6–8

Media review and advertisement copy I

The perfect picture book about a world figure for children who have just learned the Korean language and are building their reading habits. This book is written and drawn for children around the ages of who are now reading by themselves. The book details Helen Keller's life from when she was a child, so young readers will be able to easily relate to her story and find it enjoyable. And by understanding a person from another era and through indirect experiences, readers will be able to develop character. When they are in school, children may wonder why certain figures are mentioned in their textbooks. This book is part of a series that introduces these figures to children before they enter school. Though short, this book delivers a strong message to satisfy children's curiosity. By looking at the world figure when she was a child, readers can discover themselves and can sometimes laugh. And by learning about how the world figure achieved her dreams, readers can delve into their own dreams through their imagination.

4. About the Author

[Author - Mihye Kim]

When Mihye Kim writes children's poems the stars sparkle brightly over a cat meeting a dog and flowers meeting grass. Kim has written *Korean Figures in Textbooks to Meet Before Entering School – No. 2: Magic Hands Jang Yeong-sil*; the nursery rhymes "Send Dad Just for One Day," "I'm Not Okay, Meow," and "Meet Flower"; and the picture books *A Bird that Draws*, *A Tiger Taken by the Grim Reaper*, and *Pink Rabbit's Chuseok*. Kim has won Today's Nursery Rhymes Literary Award for *Baby Magpie's Umbrella* and the Ragazzi Award at the Bologna Children's Book Fair for the picture book *Temple Built of Stone, Seokguram*.

[Illustrator - Mija Cho]

Mija Cho graduated from Hongik University with a major in painting. Currently, Cho resides in Chuncheon, Kangwon province, working on picture books. Cho tries to draw pictures that kids can relate to by using clear colors and freeform lines. Cho's works include *The Spider Climbs Up on His Web*, *Riding the Yellow Submarine*, *Breezy Wind*, *I Like Flowers*, *Making Bubbles*, *I'm Going to Sleep in My Room*, and *I Didn't Pee*.

5. About the Book

Helen Keller, Who Speaks with Her Hands

In the nineteen months after being born, Helen Keller loses her sight, hearing, and ability to speak. The average person thinks it is impossible to achieve their dreams with just one disability. However, Helen Keller overcomes all of her disabilities and becomes the first disabled person to enter college to study what she desires. Her incredible life and writings—made possible through perseverance, commitment, and imagination—move and inspire people.

Top Formula for New TOPIK II

1. Publication Details

Imprint | Pagijong Press
Title | Top Formula for New TOPIK II
Author | Park So-yeung, Kim Hyo-jin
Format | 188x257
Binding | Paperback
Pages | (192+86) pages
ISBN | 979-11-5848-283-1 (13710)

2. Contact

Name | Cho Eun Hye
Phone | +82-70-4261-9547
Email | pijbook@naver.com
URL | www.pjbook.com

3. About the Author and Illustrator

[Park So-yeung]

M.A. from Sungshin University in Korean Language Education.
Korean language instructor at the Global Cultural Center, Sungshin University.
Korean language instructor at the Vision Center for Foreigners in Hanam.
Currently, lecturer at the Language Education Institute at Konkuk University, Seoul.

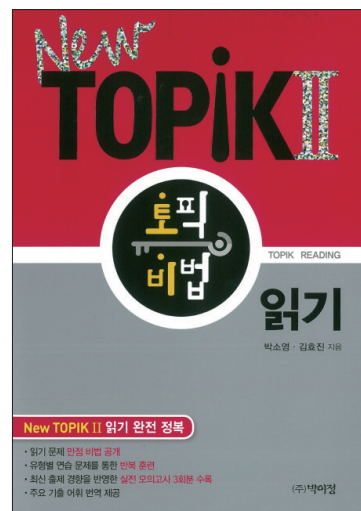
[Kim Hyo-jin]

M.A. from Ewha Womans University in Korean Language Education.
Completed the course work for doctoral degree in Korean Culture and Korean Language at Ewha Womans University.
Instructor of Korean language at the Multi-Cultural Center of Eunpyeong District, Seoul.
Instructor of Korean language at Kukje Theological University and Seminary.
Instructor of Korean language at Jianguo Teacher's University in Jianguo Province, China.
Currently, lecturer at the Language Institute, Konkuk University, Seoul.

5. About the Book

The revised New *TOPIK II Study Guide*, with thoroughly analyzed texts and sentences, will enable the test takers to use the book more effectively. This book is divided into intermediate and advanced sections so that the users can choose the appropriate level.

The book consists of six parts: "Strategies for Solving the Problem," a secret methodology for specific types of questions; "Actual Questions on the Exam"



that students can have a glimpse of an actual test previously used; “Must Memorize!” provides all the important phrases and expressions one needs to know; “Practice Questions” presents identical set of questions from a real test; “Actual Questions” is a section where one can study on his or her own; and the “Answers and Explanation for the Practice and Actual Questions” section gives out all the answers and explains them in detail.

In the supplement, one will find the compilations of “adverbs,” “idiomatic expressions,” “proverbs,” “vocabulary of emotions,” and “list of vocabulary from the main text” that are on the test, while the probable questions based on the ones from the previous tests of TOPIK 16-41 have been included. The English, Japanese, and Chinese translations of the text are also provided for easier understanding. In the final section of the book, three trial tests are available in preparation for the test.

Every Moment Was You

Imprint | Wisdomhouse Mediagroup Inc.

Title | Every Moment Was You

Subtitle | Talking about Our Glittering Nights,
Dreams, and Love

Author | Ha Tae-wan

Illustrator | Chloe

Format | 138×208

Binding | Paperback

Pages | 272 pages

ISBN | 979-11-6220-291-3 (03810)

2. Contact

Name | Kwon Minkyung

Phone | +82-31-936-4199

Email | ohappyday@wisdomhouse.co.kr

URL | www.wisdomhouse.co.kr

3. Marketing Information

Awards, Recommendations, and Selections | 122,486 copies sold.

Bestseller in the major bookstores such as Kyobo, Youngpoong, Yes24, and Interpark.

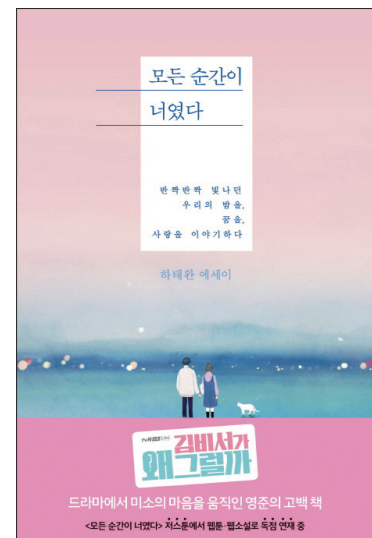
Subject | Love, comfort, and dreams of youth.

Target Readers | Teenagers and readers in their 20s

Media review and advertisement copy |

Words from the heart sent to those who need both excitement and comfort.

A sensitive set of essays by Ha Tae-wan, whose earlier book soothed the hearts of 500,000 readers.



4. About the Author

The author wants to write about an emotion, not a limited sort, but one of great breadth. The kind that enters the hearts of many people. For some, it can be the joy of love, for others solace at a time of separation, and for still others a stern admonition or piece of advice. He writes not artificially, but realistically, from the depths of his heart.

He believes in the power of these texts of various lengths. He hopes every one of his writings, each one written from his heart, to be an accurate signpost on the confusing path called life.

Ha has previously published *#ToYou*.

5. Overview

A New Book by Ha Tae-wan, Who Soothed 500,000 Readers with His Book *#To You!*

Illuminating Stories of Sympathy and Comfort for You in a Gloomy Night

The author, who wrote about love, youth, and life in *#To You* and who is much beloved on SNSs, has written his second set of essays *Every Moment Was You*. It contains texts delivering comfort and sympathy for every moment when one needs comfort or excitement, or when one is hurt by someone.

When one suffers restless thoughts throughout the night, when one wants to be loved, when one needs comfort after an exhausting day, the author speaks to you quietly what you need to hear. Not a superficial comfort or love, just saying "Cheer up," or "I love you," but a confession from the whole heart that you are never alone at any moment, that you are thought of every moment, so that you can look back on the moments of the past and gain strength to be yourself, not shaken any more.

Publishing Industry

South Korea's Digital Publishing Contents Platform

Written by Baek Won-keun (President, Books & Society Research Institute)

In the digital age, books are no longer only in paper form but in all kinds of versions becoming evolved and expanded thanks to digital technology. When you take books only in paper form, it looks like the crisis of books is structurally inevitable, but when you combine them with all kinds of digital publications and digital publication content, a new publication market and reading culture have born anew. One thing that represents this change would be the platform services for publications. One characteristic of publishing platforms is that it brings together content goods that users, who have interest in a variety of categories, are expected to like and take an interest in. They fulfill the needs of many publishers and consumers at the same time. The platforms are managed by many different companies and entities, and this piece introduces two platforms that South Korean publishers currently manage directly.

One platform service geared towards children would be the Woongjin Book Club, operated by Woongjin Thinkbig (established in 1980) since 2015. Those who pay a monthly fee that ranges from 40,000 won to 159,000 won can enjoy a membership that provides everything books, educational lessons and other digital content. The available content can be enjoyed on tablet PCs. Educational lessons via the platform must be paid for by subject and teachers' lessons are also provided along with learning material. As of end-April this year, the number of paying users on Woongjin Book Club stood at 380,000. Woongjin Thinkbig is originally known for learning material and educational books for children. The company faced management troubles in 2012 but succeeded in turning its business around by shifting its content to a digital platform. Aside from tens of thousands of its original learning content, Woongjin Thinkbig has partnerships with more than 150 publishers inside and outside the country and provides more than 10,000 kinds of content to the Book Club. These partnerships were made in order to meet the demand of various readers. Also through curation services, roughly 200 kinds of reading topics are selected every week based on users' age and themes to spark interest in reading. It's a digital platform, but the company also stresses the importance of the link between the platform and paper books. The platform encourages children of this day and age who are accustomed to e-books, audio and video to take interest in paper books. Users can also use the platform's reading album service to leave records of the books they read in writing, drawing or voice recording.

In the 1980s, when the need for democracy was strong under military rule in the country, South Korea was experiencing an age of poetry. There were some poetry collections that reached a million copies in sales and others that remained at the top of the bestseller list year-round. The people's thirst for democracy and the need to live as humanly as possible were similar to the poems that rose in popularity. It was truly the heyday for poetry, one difficult to come by in the history of the world.

Now in South Korea where everyone carries around smartphones, poetry collections are known for their lack of popularity. In this situation, literature publisher Changbi(established in 1966) created an environment for poetry in a digital age. After three years of preparation, the company launched a poetry app called 'Siyoil'. Fitting for a publisher that has released many poems for an extended period of time, the app has more than 35,000 poems written by some 320 poets. The poets include well-known writers as well as recently debuted poets. The monthly fee for the app is 5,000 won but users can pay half that amount if they pay for an entire year's worth of services. As of the end of April this year, roughly 200,000 users have subscribed to Siyoil.

One of Siyoil's strongest features is that functions difficult to have on paper, like recommendations, searches and multimedia content are available. The publisher is aiming to create an 'open platform' where everyone - the users and poets alike can live together by uploading poetry collections released by other publishers. Changbi is currently preparing POD(poetry on demand) services

after having created a platform where users can read poetry as an everyday experience. Through this POD service, readers can create their own personalized collections of poetry and keep it for themselves or give them to others as presents. The number of readers may have declined dramatically, but Changbi has created a way for users to easily find themselves in the universe of poetry right in their hands. Now, smartphones are not the enemy of books but rather magical tools that are essential to bringing books closer to people.

Aside these two platforms, online novel platform BritG by Mineumsa, webtoon and web novel platform Justoon by Wisdom House are also examples of publishers' aggressive attempts at entering South Korea's entertainment web content market that has expanded swiftly.

Guaranteeing various content and access that can satisfy readers is important for platforms. Eventually, these platforms will all aim to provide tailored services for each and every user. For this, publishers need to closely cooperate to think from a reader's point of view to draw them in and there is a need for friendly technology and marketing to be further developed.

Best Seller

Aggregate data as of the fifth week of May

South Korea's May Bestsellers

Written by Choi Ji-hye (Branding part, marketing dept at YES24)

Explosion of interest in *Cryptography From the Third-Floor Secretariat*, a tell-all on Kim Jong Un's regime amid swift changes on the Korean peninsula








Former North Korean deputy ambassador to the United Kingdom Thae Yong Ho's memoir *Cryptography From the Third-Floor Secretariat* topped YES24's bestseller list in the fifth week of May for a second week. This book, which tells the secrets of Kim Jong Un's regime in North Korea sold roughly 3,000 copies within three days of publication on YES24 and has been at the center of a whirlwind in the bookstore industry. Among its readers, 38.9 percent are 50 or older and 28 percent of its readers were men in their 50s or older.

Literature has strong showing with Bernard Werber's *Demain Les Chats*, Winnie the Pooh series

Bernard Werber's latest novel *Demain Les Chats* has quickly climbed the bestseller list - not a surprise for South Koreans' most favorite French author. The first part found itself at No. 3 after climbing 15 spots compared to the previous week while the second part followed closely behind at No. 4 after jumping 16 spots. *Fireflies* by Haruki Murakami (Munhakdongne) sat in ninth place, its popularity driven by the movie adapted from the novel, "Burning", by South Korean director Lee Chang-dong. The movie recently competed at the Cannes. Meanwhile, May can truly be called the month of 'Winnie the Pooh' as the series featuring the beloved character saw immense popularity and interest from readers. *Pooh Bear, Happiness Happens Every Day* (RH Korea) that offers everyday advice for a happy life and the second book in the series *Pooh Bear, It's OK to Not Hurry* (RH Korea) stood at second and fifth place on the bestseller list, finishing up May with powerful demand.

<Bestsellers for Fifth Week of May From No.1 to 15>

No.		Title	Writer	Publisher	Genre
1		<i>Cryptography From the Third-Floor Secretariat</i>	Thae Yong Ho	Guiparang	Society/ Politics
2		<i>Pooh Bear, Happiness Happens Every Day</i>	Winnie the Pooh Original Works	RH Korea	Essay
3		<i>Demain Les Chats 1</i>	Bernard Werber	Open Books	Novel
4		<i>Demain Les Chats 2</i>	Bernard Werber	Open Books	Novel
5		<i>Pooh Bear, It's OK Not to Hurry</i>	Winnie the Pooh Original Works	RH Korea	Essay
6		<i>The Mystery Genius: Butt Detective 6</i>	Troll	Mirae-N Iseum	Children
7		<i>2018 Seonjae Korean SOS Practice exams for Seoul City+ Strengthening knowledge</i>	Lee Seon-jae	ST Unitas	Study material
8		<i>Ji-young Kim Born in '82</i>	Cho Nam-joo	Minumsa	Novel

No.		Title	Writer	Publisher	Genre
9		<i>Fireflies</i>	Haruki Murakami	Munhakdongne	Novel
10		<i>How To Respond Smiling To A Rude Person</i>	Jeong Mun-jeong	Gana	Essay
11		<i>Tribe of Mentors</i>	Tim Ferriss	Tornado	Self Development
12		<i>I Have Decided To Live As Me</i>	Kim Su-hyun	Maumsup	Essay
13		<i>Every Moment Was You</i>	Ha Tae-wan	Wisdom House	Essay
14		<i>I Accidentally Worked Hard At Life</i>	Ha Wan	Woongjin Jisikhouse	Essay
15		<i>2018 Seonjae Korean SOS Exams for Seoul City+ Strengthening Knowledge</i>	Lee Seon-jae	ST Unitas	Study material

* Information provided by YES24

Info

Overseas Publication Grants

Publication Industry Promotion Agency of Korea (KPIPA) requests your interest and participation in our "Overseas Publication Grants," a project that promotes export of Korean publications to overseas markets.

1. Project Overview

- **Purpose** : Support the overseas publication of outstanding Korean works in order to lay the groundwork for a “Korean Wave” in the publishing industry.
- **Summary** : Provide partial grants to overseas publishers that have published or will publish Korean works in 2018 under a copyright agreement with a Korean publisher.

2. Project Details

Category	Details
Eligibility	Overseas publishers that imported a copyright of a Korean book · Publishers who have published or will publish in 2018; must be able to submit a dummy book(temporally bound book)
	※ Publishing must be completed by October 31, 2018. ※ Dummy books must have 50% or more of the entire book including cover.
Application & Selection	Twice per year (Application deadline : End of April & July; Recipient selection : Middle of May & August)
Grant	2,500USD per title (lump-sum payment after publication). ※ For book series, funding granted for up to 3 books.

3. Application

- **Period**

- 1st round : March 7, 2018 (WED) - May 7, 2018 (Mon)
- 2nd round : May 21, 2018 (Mon) - July 30, 2018 (Mon)

- **Required documents**

- ① Application form (KPIPA template)

- Fill out the form available on the KPIPA website www.kpipa.or.kr.

- ② A copy of the copyright contract and translation contract

- ③ A dummy book (in a PDF format; 50% or more of the entire book including cover)

- **Method:** Submit via e-mail.

- E-mail: kbookcenter.kpipa@gmail.com
- Point of contact: Overseas Business Team ☎ +82-63-219-2767

4. Selection Criteria

- Integrated assessment based on quality, prospects in overseas markets, and detailed publication plan.

5. Grant Process

- **Selection result notified individually**

- 1st round: At the middle of May
- 2nd round: At the middle of August

- **Sign an agreement on publication support**

- In accordance with the agreement, the copyright page must state that the book received support from KPIPA.

- (※For published books, attach any adhesive label or sticker instead and add the statement afterward on the second edition)

- **Submit final report(KPIPA template) and published books**

- Books should be published by October 31, 2018.

- Submit three years of annual reports (2018-2020).

- Reports are expected to include information about results which bookstores sell the books and critical and popular reviews of the books.

- **Provide grants**

6. Others

- Submitted documents and books will not be returned.

- A book that does not have a clear overseas publication contract may be removed from the candidate list, and the responsibility for all issues that may arise from the removal shall lie on the publisher.

- Books that have received or are to receive publication support from other Korean organizations such as the Literature Translation Institute of Korea and the Korea Creative Content Agency are not eligible.

When confirmed that a book has obtained multiple grants with same conditions, such restrictions as agreement cancelation and funding withdrawal may happen even after the signing of the agreement.

- Funding may not be provided if the selected book is published and submitted late without any justifiable reasons and if the final report on publication does not lay out full details.
- This announcement is subject to change depending on the circumstances.

President, Publication Industry Promotion Agency of Korea

趋势

— 热爱书的各种方法

作者. Yeon Seung (首尔经济记者)

每当出现新的技术，书这种“oldest media”都会面临危机。一些人认为随着互联网的普及、新媒体和社交网站的出现，书已不再是互相沟通和传达信息的媒介。还有些人担忧电子书会完全替代纸质书，并且信息技术的发展会带来纸质书消失的危机。

但一些事情证明这只是过度的担忧。研究结果证明透过书获取的信息与从网上获取的信息相比，大脑记忆的时间出现很大的差异。并且人们已经亲身体会到了这种差异，因此纸质书仍然会有人阅读。

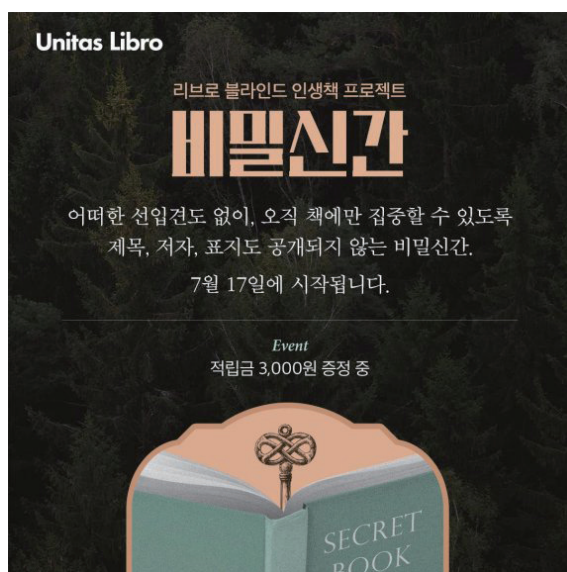
有一段时间随着youtube和播客等互联网渠道的发展，认为新媒体会威胁纸质书的地位，但这也是过度的悲观。因为多通道网络(Multi channel network：MCN)等互联网渠道反倒成为了介绍和宣传书籍并挖掘新人作家的管道。甚至一些社交媒体上的影响者(在社交网络上拥有10万以上的粉丝，并发挥影响力的人)收集上传在网上的文章后进行发刊，而成为了畅销书作家。这种趋势不仅影响到出版界，还影响了整个文坛。因此“书之年”的组织委员会也开始关注社交媒体的影响力，随之展开

一系列有关项目。组织委员会推出的项目有“我也是Booktuber(Book+Youtuber)”和“With Book活动”。 Jeong Eun-sook执行委员长最关心的项目就是“我也是Booktuber”，郑委员长说“互联网扩散的速度非常之快，因此我们也开始关注年轻人使用的社交媒体平台，也看到了这一平台所产生的宣传效果”。去年韩国人的阅读率为史上最低，因此文化体育观光部把今年定为“书之年”，展开各种宣传阅读的活动。统计显示，去年10个成人中有4个人在一年中连一本书都没有读，这一数据是从1994年开始的国民阅读时态调查中的最低成绩，比率为59.9%，1994年进行的第一次调查中成人阅读率高达86.8%。

从事化妆、服装、游戏等领域的一人直播creator(创造者)非常活跃地活动，其中最近受关注的领域就是介绍书籍的“Book creator”。说明游戏、化妆法、吃播开始的一人直播目前已经扩散到了图书领域，在youtube有名的有“Book Talking Cast”，“冬季书店”，“Joanne Booktuber”，“巧克力鲫鱼饼”等Booktuber。除了介绍书并进行朗读的Booktuber以外，还有进行评论、运营书咖啡厅、运营书店的书藉介绍者(Book+Creator)。

教育公司ST Unitas的网上书店品牌-Libro最近展开的“秘密新刊”项目，成功的促进了图书的销售量，“秘密新刊”是在不介绍书的内容、作家和封面的情况下，Book creator用10-15分钟的时间向观众介绍他为什么选择这本书。公司指出透过介绍小说的“Book Talking Cast”上传的视频，成功促进了秘密新刊的购买率，这提升了整个文学领域的销售额。“Book Talking Cast”是在脸上受欢迎的Book creator，

在不到3分钟的时间内简明扼要地传达书中的信息。又透过与作家进行访谈、秘密新刊项目和Social Live等活动吸引10到20几岁年龄段的人群，通过这些文化内容得到更多的读者。随着Book creator项目的影响力逐渐提升，Libro又与社区书店和小型书店进行各种项目。ST Unitas的综合网上书店品牌-conects book从今年年初开始，各领域专家以店中店(shop in shop)形式推荐书，在“特别的书

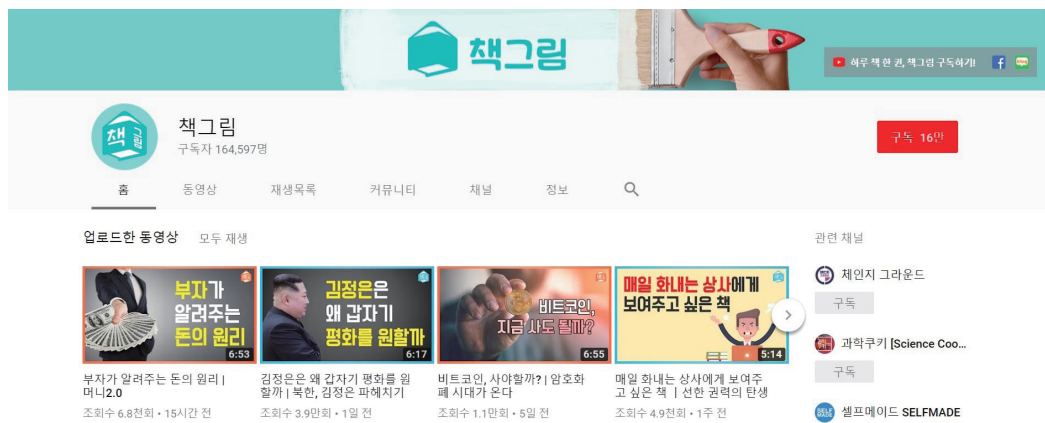




店”裡提供Booktuber-“读书的男人”服务。除外，conects book也经营由各领域专家亲自推荐书籍的书店。“读书的男人”是有名的Booktuber，通过解说书中的好句子来介绍书籍。目前“读书的男人”在社交网络上已经拥有120万人以上的阅读者，可以说是最具代表性的影响者(Influencer)。这位影响者写作的作品-“感谢我自己”(Hummingbird)，“100个对我说的话”(Hummingbird)等作品都已成为畅销书，并且在脸书和youtube进行的“讲解知识”已经成为知识策展(curation)频道。

“冬季书店”也是代表性的Book creator，学习哲学家心理学的冬季书店不仅对书的理解程度深，并且声音非常好听，因此拥有很多粉丝。冬季书店不仅介绍书和朗读书，还通过视频介绍一些有趣的主题(比如《如何谈论你还没读过的书》)，因此对书很生疏的人也可以在很短的时间内对书产生兴趣。‘Diana’s Bookshelf’是youtube上活动的Book creator，采取不公开面貌只通过声音和停止的画面来进行说明的独特形式。他不会介绍很多部作品，而是集中于一部作品进行深入的讲解。除了讲解书之外，还通过视频博客(vlog.video+blog，拍摄日常生活的视频)与读者进行沟通。

“书画”也是在youtube活动的Book creator，透过白板动画视频针对自我开发、心理学和人际关系方面的书籍进行讲解。白板动画是指在白色的画面上一边画画一边



讲解的视频，通过视频可以更容易获取书中的信息，简明扼要的讲解方式和一目了然的动画让人感觉已经读完了作品。

对这些新媒体有些人表示积极的态度，认为这可以让人们对书产生兴趣并且对于繁忙的现代人来说是一个获取信息的好方法。但也有些人担忧因为人们可以在短时间内了解书中的内容，因此这反而成为了不去购买书籍的原因。出版界人士指出“所有的东西都有两面性，介绍书的新媒体也一样。因为人们已经通过网络媒体了解了书中的内容，因此人们会觉得没有必要购买书来阅读，这样反而会出现只有Book creator买书阅读的极端现象”。但网络渠道已是不可逆转的趋势，我们不得不跟随这个趋势。有人指出也有些人是在了解书的内容后而去购买书籍阅读，出版界的另外一位人士指出“Book creator的讲解再好也不会超过人获取知识的本能，特别是阅读这一频道的读者是为了获取信息而阅读的，不是单纯的把频道当作娱乐，所以会更加促进书的购买力”。

首先，网络时代的写作方式培养出很多新人作家，在网上上传的文章成为畅销书的事例越来越多。“所有的瞬间都是你(Ha Tae-wan, wisdomhouse)”，“I Like Myself Just The Way I Am (Cho Yu-mi, Hummingbird)”，“没有一天不爱你(Kim Jae-sik, samnparkers)”，“因为是珍贵的你(Kim Ji-hoon, Rhk)”，“拥抱你的心灵(Kim Ji-hoon, Rhk)”等都是网络上著名的影响者及bookstagramer(上传书照片之后设置“bookstagram”主题标签的用户)，这些作家的书一出版就成为畅销书。

其次，通过PUBLY, Brunch等“写作APP”和脸书、Instagram等社交媒体上上传的文章让读者深受同感，过去的博客现在成为了作家，这种现象对我们已经不再陌生。出版界人士指出“目前通过互联网这个平台，只要能够获取读者同感，都能很



容易成为作家，不像过去一定要经过登坛的难关。对于出版社来说这些是已经证明大众性的作品，因此出版之后可以保障读者的购买，对出版社而言是很有魅力的”。另外一位人士指出“对于藉由电视或网络接触人文学和文学的年轻读者而言这会是很难的领域，但符合读者接受程度的著作会很容易获取同感”。

争取网络作家又是一个新的出版趋势。圣水洞劳工出身的Kim Dong-sik作家上传的“今天的幽默”成为畅销书。网络小说“金助理怎么突然这样(Jeong Kyung-yoon, gahabooks)”目前已经制作为网络漫画，藉由小说和漫画的人气又拍摄成电视剧，是一源多用(One-Source Multi-Use)的代表例子。书店界人士指出“把通过社交网络与读者进行沟通的内容撰写成散文的书有很多，现在已经开始出版比如brunch book和Naver portfolio等新的网络空间上连载的作品，还有像 Kim Dong-sik 作家，选择把上传在特定网络的小说编成小说集进行出版的方式。越来越多的作家在网络上就可以创作作品，不像过去需要通过登坛的方式”。

随着这种趋势很多出版社为了与网络作家签约付出很多的努力，特别是小型出版社可以通过出版已经在网上确认大众性的作品来获取一部分的读者。因为通过这种方式可以降低出版风险，所以出版社积极地利用有人气的网络作品。不仅是小型出版社，大型出版社也加入了这一竞争行列中。代表性的例子就是 Ha Tae-wan 作家的“所有的瞬间都是你”和 Kim Jae-sik 作家的“没有一天不爱你”，这两部作品是大型出版社wisdomhouse和samnparkers出版的。出版界人士指出“过去可爱淘作家的网络小说‘那小子真帅’出版时出现了很多不友善的眼光，但现在出现了翻天覆地

的变化。现在出版界的情况是如果不是畅销书作家就很难进行第二次印刷，在这种业界情况中对已认可的网络作品进行出版是一种时代的表现，也是减少风险的举措”。

除了这种积极的想法之外，有些人认为网络作家毕竟还存在着局限。出版界人士指出“通过brunch等新平台出道的作家今后会遇到困难，因为要进入登坛作家行列是很艰难的。另外还会被排除在文学奖作品范围外，虽然制度外的作家可以透过竞争来促进文化界的发展，但目前还为时尚早”。

除了这些网络上的趋势之外，在线下流行的是通过自动售货机购买书的文化。这是国内最早通过售货机销售旧书的“心动售货机”。投入5000元韩币后选择自己喜欢的领域(比如爱情、推理、旅行、知识、自我开发等)，包装的书就会出来。因为不知道会出来什么书，所以也称为“心动售货机”。“心动售货机”是大学生们想出来的点子，这些大学生是在国际非营利团体创行(Enactus)活动的延世大学学生，组团的名字叫“书 it out”。这是3年前他们为了重新復甦清溪川旧书房而开始的项目。那么人们为什么会消费“随机售货机”呢？首尔大学 Kwak Geum-joo 心理系教授指出“目前韩国的20几与30几岁的年轻人经历史无前例的青年失业，是‘N抛时代’的代表性例子，反映了现在的年轻人因为诸多失败的经验，已经开始抛弃自我选择的生活”。



韩国出版业

图书出版“北极熊”的诞生

发现图画书中的小宇宙

图画书有很深的韵味，读完一部作品最长也就10分钟左右，就像吃面条一样，只需几分钟就能读完，但余韵就像舌尖上的美味一样很久都忘不了。

今天要介绍的出版社就是这种能留下余韵的出版社，是个透过图画书表述小宇宙的出版社。北极熊出版社自2009年设立之后受到了很多有名海外出版社的邀请。今天采访的是北极熊出版社4名能以一当百的职员，以及出版社的老闆Rury Lee& Lee Sun-young两位作家。

作者. Jihye Gwon

北极熊出版社的‘种子书(seed book)’，
缘分从《北极熊Coda黑鼻子》开始

KPIPA

请向我们海外的读者介绍一下北极熊出版社设立的过程。

李代表

2009年设立的北极熊，在设立第二年就拿着“一本”书参加了意大利博洛尼亚国际少儿图书展，这本书的名字叫《北极熊Coda黑鼻子》(编：Rury Lee，绘：Bae Woory)(2010)。原本李作家的目标是成为小说家，但在准备作家的过程中遇见了一本改变他命运的图画书，《北极熊Coda黑鼻子》是他创作的第一个作品。我们勇敢地拿着这唯一的一本书参加意大利博洛尼亚国际少儿图书展，这成为北极熊发展到至今的契机。首次参加的图书展活动中我们还很幸运的向土耳其和以色列这两个国家出口了版权。今年已经是第八次参

加博洛尼亚国际少儿图书展，并且第七次参加每年秋天举办的法兰克福图书展。我们出版社规模虽小，在海外的成绩还是很不错的，成功签署了50多件海外版权契约，在美国、法国、西班牙、意大利、台湾和中国等13个国家出版了北极熊的作品。



▲ 出版到世界各地的《黑鼻子》

KPIPA

听说第一次参加博洛尼亚图书展时结下了很特别的缘分。

李代表

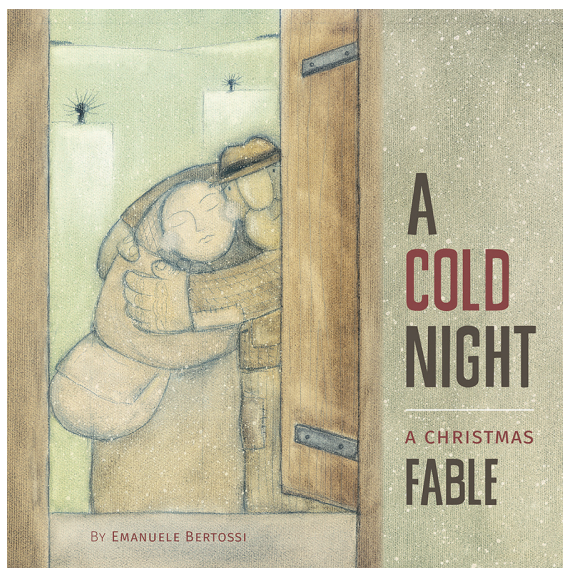
北极熊Coda暖心故事系列的第二本是《温暖的呼吸》，我们在图书展与画这部作品的Emanuele Bertossi结下了很深的缘分。我们之间的合作维持到现在的《黑鼻子》。最近举办的首尔国际图书展中李作家与Emanuele Bertossi以‘图画书旅行’为主题进行了与读者见面的活动。我们每年都会通过图书展会面，这次是第一次在韩国见面。我们之间就像家人一样，关系非常亲密，这次是他们夫妇共同访问韩国，每次想到我们第一次见面的场景总感觉缘分是很奇妙的东西。



▲ 博洛尼亚儿童图书展北极熊展区 ▲ 与意大利图画书作家Bertossi

第一次参加博洛尼亚图书展的那一年，我离开了位子一会儿，回来后有位大妈坐在我们的展区内，我推荐了《北极熊Coda黑鼻子》，这位大妈读完后一边流泪一边跟我说这本书真的是太美丽了。随后她说想购买这本书，李作家很高兴地在这本书上签名后送给了这位大妈。

那天晚上这位大妈带着一位男士又重新来到了我们的展区，后来才知道这位大妈的丈夫是意大利的图画书作家-Bertossi。Bertossi把有自己签名的书送给了我们，这本书是意大利北部地区Friuli的方言保存委员会后援制作的非卖品。我读完英文版之后马上就决定要出版这本书，书的内容是‘珍惜生命’，‘拯救人类’的故事。几个月后在Lee Sun-won作家的帮助下成功出版《下雪的天》。我们为了保存原著裡方言的語氣，韩语翻译版特别使用了江陵(韩国的地区名)地区的方言。



命’，‘拯救人类’的故事。几个月后在Lee Sun-won作家的帮助下成功出版《下雪的天》。我们为了保存原著裡方言的語氣，韩语翻译版特别使用了江陵(韩国的地区名)地区的方言。

KPIPA

北极熊出版社的关键词可以整理为环境、共生与治愈。能说明一下为什么追求这三个概念吗？

Rury Lee作家

北极熊、海豚和企鹅是我人生的三大关键词，对我来说它们不只是动物，而是有灵魂的动物。我认为它们是共同生活在地球上的朋友，因此也就自然而然地开始关注环境问题，在这样的意识下环境、共生和治愈就成为了北极熊出版社追求的哲学。因为我们出版社的名字叫北极熊，所以感觉肩负着对北极熊的责任感。

还有一个重要的层面就是“治愈”，制作图画书后才知道透过图画书体验自我发展并得到心灵治愈的成人比我想象的要多很多。有些人现在还认为图画书是孩子们的专有物，但成人看图画书也是理所当然的。曾藉由图画书治愈过心灵的人一定能明白我现在所说的话。

KPIPA

您是怎么选择作品的？最印象深刻的是哪一次？

李代表

印象最深刻的是Moon Jina作家的《寻找宁静的世界》。文作家是为了‘想象空间图画书研讨会’制作临时样本(Dummy Book)的。我第一次看到这本书是在博洛尼亚展示厅，当时我们展区正在评论作家们的临时样本，也是在那里遇见了文作家。我看完文作家的作品后不禁掉下了眼泪，这是一篇以死亡为题材的作品，除了内容以外图画也非常优秀。后来经过多次的修改后成功出版了这部作品。这部作品在法国和其他国家很受欢迎，虽然是以死亡作为主题，但涵盖的内容不只是悲伤，反而读完之后会能给生活带来正能量。这部作品是我们出版社经由临时样本挖掘到的第一位作家和第一部作品。



▲ 法国和阿拉伯语版《寻找宁静的世界》

虽然从临时样本到正式出版需要很多的修正，但对于作家而言临时样本也可说是完整版。在临时样本阶段完成度高的作品并不多，但我们会在其中看出“可能性”，就像寻找原石一样。我们会预测这个原石加工后会不会成为闪耀的宝石。大部分的作品都是绘画好但内容跟不上，或者是内容好但绘画跟不上，使其保持均衡就是出版社要做的工作。当然了，根据出版社追求的方向和编辑的观点会出现不同情况，但不管完成度高不高只要是传达“感动”的作品我们北极熊都随时欢迎。

KPIPA

能向我们介绍最具代表性的海外版权实例吗？

李代表

与Emanuele Bertossi合作创作的《黑鼻子》终于在意大利成功出版。这本书其实在海外11个国家都出口了版权，但反倒在意大利没能出版，所以一直觉得很遗憾。参加博洛尼亚儿童图书展的第八年终于在意大利出刊了这本书。我与当地出版社-Babalibri的代表早在几年前的首尔国际图书展就已经结缘，当时还向他介绍了我们出版的书。这次在意大利出版之后Babalibri也与我们分享他们的喜悦。有趣的是Babalibri出版社的代表向我们传达

谢意说很感谢能够通过韩国的小型出版社认识这么优秀的作家(指的是 Bertossi)。

KPIPA

目前在策划中的作品或今后的计划是什么？

李代表

去年Naver grafolio和wowbookcenter共同举办的图画书challenge项目中 Rury Lee作家担任了评审员。获奖作品中的Lee Mi-seong作家的《Waktoo》即将正式出版，这部作品的魅力在于充满个性的绘画和新鲜的创意。

另外模仿《迟到大王约翰》的《迟到大王萨姆》也即将出版，目前处于收尾阶段。《迟到大王约翰》的作者约翰伯宁罕(John Burningham)是让李作家进入图画书世界的作家，也是李作家个人最尊敬的作家之一。此外João Vaz de Carvalho作家的《Dad Dad Tell Us A Fun Story》和《The Sleeping Grandmother》也即将在韩国出版。

今年下半年我们出版社计划参加7月份举办的“寻访越南图书展”，10月法兰克福图书展和11月瓜达拉哈拉图书展，如果有机会的话也会争取参加更多小型的图书展。

图画书是不分国籍的，因此我认为目前需要的就是要与更多符合我们出版社



价值观的海外出版社建立交流网。因为我认为缘分是很奇妙的东西，总会开始在我们意想不到的地方。

KPIPA

最后请向我们海外的读者介绍带有北极熊特色的作品吧。

李代表

我想介绍的作品是Ditori作家的《Do You Want To Imagine Colors?》。作者过去在盲人学校当过一年左右的美术志愿者，当时有一个小朋友问她“颜色是什么样子的？”，当时她不知道要怎样回答才好。后来作者总是心里放不下当时没能回答小朋友的提问，因此根据这个经验制作了用“视觉”以外的其他感官来想象颜色的图画书。比如黄色是爽口的柠檬汁味道，绿色是在树林中深呼吸时闻到的青草味，红色就像暖暖的篝火一样。这本书不管是不是盲人，都能体验到新的东西，可以说是非常新鲜的主题。看完临时样本之后我马上就决定要出版这本书，这本书在今年初正式出刊，在博洛尼亚图书展进行展示后也与法国Circonflexe出版社成功签下了出版合约。今后如果有机会的话还想把这本书介绍到其他国家去。



热点

<书生态界长远规划论坛>第三届

“作者的诞生”

作者. Gwon Ji-hye



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5月31日在‘青年文化空间(JU)’Nicholas厅举办了书生态界长远规划论坛，本次论坛的主题为“作者的诞生”。Jeong Eun-sook执行委员长在宣布论坛开幕之前强调“要怎样让作者认为出版界人士的活动是正面的干涉？要怎样開發更多的国内作家？”。在此次论坛中将简单说明各嘉宾带来的主题，随后介绍论坛的日程(包括总结论坛)及主要内容。

各嘉宾介绍主题（按发表顺序）

“成为作家&作家的生活”

- Park Chun-hong作家(《活字和近代》(nermerbooks)作家)

作家的完成是靠读者，同时读者也是作家的未来。没有“读”就没有“写”，相反地没有“写”就没有“读”。读和写就像是麦比乌斯带一样是内外无法区分的一体。

不疏离“非文学”才能培养出好作家

- Kim Hyung-bo across出版社代表

“外国书籍与国内书籍中哪一方更有利？”

国内书不需要翻译费，从各种观点来看，国内书籍更有利。实际上教保文库各年度畅销书前30名，中除去科学领域後有60%是国内书。虽然外国作品成为畅销书的可能性较小，但一些出版社仍然持续出版外国书籍。其原因是认为国内书籍在获取原稿方面缺乏稳定性。金代表认为因为在国内很难获取已经验证的作家原稿，所以持续发行国外作品。考虑到出版社的持续经营，需要更多可以分享共同的价值理念并维持合作关系的国内作家。

“需要积极考虑作家管理(management)事业”

- Hong Soon-cheol BC中介代表

我认为去年 Kim Young-ha, Kim Yeon-su, Kim Joong-hyeok 三位作家与娱乐公司签署‘创作者(Creator)的契约’，证明了业界面临巨大的转变期。‘作家管理事业’首先能让作家在稳定的环境下进行创作，其次可以更容易挖掘优秀的著作权，这可以实现文化的价值和发挥社会影响力。这些公司进行作家管理是因为这些作家不仅可以写作还可以创作出多种文化内容(content)。在英美国家和欧洲‘作家管理体系’已经是很普遍的现象，藉由书出名的作家可以透过名声再创造出更多附加价值，从中获取的利益会重新流入出版市场。我们需要为构建这种良性循环付出更多努力。

“为作家扩充创作基础”

- Pyo Jeong-hoon 出版评论家

大众作家能够很好地把专门的主题向大众传达，目前出版界需要更多这样的大众作家，并且奠定他们的创作基础。目前大众作家不属于艺术人福祉法、文学振兴法、著作出版支持等政策优惠的对象。今后为了让处于这种死角的作家获取政策优惠，出版界要做出更多的努力。

“共阅(共同阅读)书之年”，论坛日程

书生态界论坛是为了创新出版市场并树立对策而举办，从3月份开始的论坛每月围绕部分主题进行讨论，并以讨论的结果为基础提出有关出版和阅读的政策方向。以下是介绍今后将讨论的主题及选择该主题的背景。

2018年论坛日程 (6月~12月)

3.29	(第一届) 【开幕论坛】 讲述书生态界的今天	
4.4	(第二届) 书的新面貌	
5.31	(第三届) 作者的诞生	
6.22	(第四届) 出版经营模式	与首尔国际图书展合作
7.26	(第五届) 书店, 与读者相见	
8.30	(第六届) 图书馆, 讲述明天	
9.27	(第七届) 阅读的人, 不阅读的人 讲述缩小读者与非读者间距离的方法	
10.25	(第八届) 阅读的科学 研究我们的大脑在阅读时和不阅读时的差异, 并讨论阅读的价值。	国际论坛
11.29	(第九届) 通过书策展世界 推荐全世界出版界的关注焦点-为读者提供针对性图书。	
12.13	(第十届) 总结书之年&书生态界今后的课题	总结论坛

共阅2018书之年, 链接网站

官方网站 www.book2018.org

脸书 www.facebook.com/together2018book

照片墙 www.instagram.com/together2018book/

YouTube www.youtube.com/channel/UC1uD4gpJaQvQSadk8sVITDQ

专栏 1

韩国惊悚(K-Thriller)， 英美地区和欧洲拉动着出版韩流

作者. Joseph Lee (President of KL Management)

2018年第三季度即将来临，国际出版市场中K-Thriller正在拉动着出版韩流。目前全世界的出版市场十分关注丁柚井、金彦洙和徐美爱Seo Mi-ae等作家的小说作品。这几位作家的作品都涵盖悬疑、惊悚、犯罪等关键词。其实关注这几位作家的不仅是英美和欧洲，亚洲地区也正逐渐关注这几位小说家。其实国际出版市场关注韩国文学，特别是关注惊悚领域的作品并不是近期出现的现象。尤其在英美地区从过去开始就一直关注着惊悚领域的作品，只是韩国出版界一直没有关注这一类的文学，并且也没有对进入海外市场的版权营销及宣传做出积极的努力。值得关注的是其实韩国出版市场过去就已经有部分作家写了各种领域的小说作品，但很遗憾的是一直缺乏对进入国际出版市场的努力。考虑到惊悚电影早已在国内市场和海外电影市场获得观众们的喜爱，直到今天才进入海外市场的K-Thriller文学确实起步较晚。但令人鼓舞的是虽然起步晚，但走进世界出版市场重心的速度却非常的快。

丁柚井(You-jeong Jeong)作家的作品《物种起源(The Good Son)》(EunHaengNaMu)的海外版权到目前已经成功出口到美国、英国、法国、德国(瑞士)、西班牙、芬兰、印度尼西亚、越南、泰国、台湾、日本、捷克、

土耳其、巴西、意大利等16个国家，并且在法国、英国和美国已经成功出版。值得关注的是在英国戈尔兹伯勒书店(Goldsboro Books)已经销售了200部预先订购书籍(英国的著名书店，书店会员可以预先订购作家亲笔签名的初版作品)，今年5月初终于正式出版，并获得了当地读者的积极评价。除了英国外，在美国也相当受欢迎。美国的出版日期为6月5号，但初版在正式出刊之前就已经通过优先订购售完，因此马上又进行了第二次印刷。丁作家的另外一部成功作《七年之夜(Seven Years of Darkness)》(EunHaengNaMu)制作为电影之后受到巨大关注。已经出刊的国家有法国、德国、瑞士、中国、台湾、越南和日本，也即将在泰国翻译出版。还有一个好消息是美国的企鹅出版社已经购买了这本书的版权，这会更加巩固丁作家在国际出版市场中的文学地位。

金彦洙(Un-su Kim)作家藉由《策划者们(The Plotters)》(文学村)，成为了过去一年中国际出版市场最受关注的韩国作家。这部作品的版权在英文版出来之前就已经出口到19个国家，这证明了金作家和《策划者们》在国际舞台上的人气。这部小说的英文版今年下半年将在澳大利亚由Text Publishing出版社进行出版，预估今后翻译版权会出口到更多国家。这部作品的版权目前已经卖到英国、美国、日本、法国、澳大利亚、越南、德国、意大利、土耳其、俄罗斯、波兰、瑞典、西班牙、墨西哥、希腊、台湾、葡萄牙、保加利亚和杰克等国家。目前在海外已出版的国家只有日本和法国。这部作品在澳大利亚出版翻译版之后，2019年将在美国道布尔迪出版社(Doubleday)和英国Fourth Estate出刊，这部作品的关键在于这两家出版社。因为这两家出版社在英美国非常具有影响力，这两家出版社出版之后，全世界出版市场应会对这部作品做出更多评价。作品中出现‘策划者’和‘暗杀者’，策划者收款策划暗杀，暗杀者是策划者付款雇佣的人。作品讲述的故事围绕策划者和暗杀者，还有逐渐消失的周边人物。与这部作品同时受到关注的是2016年出刊的最新作《热血(Hot-Blooded)》(文学村)，这部作品的翻译版权也已经卖到了德国、

意大利和法国。

著名的电视剧和电影剧本作家徐美爱最近在韩出版的《The Night Your Star Vanished》(Elixir)使她成为了畅销书作家。这部作品裡作家提供了惊悚作品需具备的各种要素给读者。作品讲述的是主人公收到“真凶另有其人”这一纸条后，只靠这一个线索寻找真凶，并在过程中慢慢发现围绕着自己的真相。除了这部作品以外，早在2010年出版的小说《The Good Girl》(novelmine)今年4月参加伦敦图书展之后受到全世界出版市场的巨大关注。内容是生活在黑暗世界裡的成年人与渐渐学坏的孩子之间发生的事情，这位成年人为了守护孩子的灵魂而进行斗争。作品裡想说的是连环杀人案也许并不是一个人的错误，而是家庭和社会要共同承担的责任。这部作品在4月举办的伦敦图书展中已经向德国和意大利出口了翻译版权，英文版权最近又卖到美国著名出版社之一的哈珀柯林斯出版社(HarperCollins)，将由Ecco Press进行翻译出版。这是首次卖到哈珀柯林斯出版社的韩国文学作品。

从上述几个例子中可以看到目前韩国文学的地位上升了不少。由英美地区最著名出版社(企鹅出版社、克诺夫出版社、道布尔迪出版社、哈珀柯林斯出版社、Little Brown UK、Fourth Estate)进行出版的作品陆续登场，今后也会持续在其他国家进行翻译出版。这种现象在过去是很罕见的，这同时又证明了在国际出版市场中逐渐上升的韩国文学的地位及实力。最近受关注的另外一部作品是Ji-min Lee作家的小说《我与梦露(Marilyn and Me)》(thatbook)，这部作品的时间背景为韩国战争发生后不久的1954年2月，主人公为‘梦露’和作为翻译家的‘我(爱丽丝)’，内容讲述了两个女人共同度过四天三夜的旅程。这是一部非常有魅力的小说，期待这部作品今后能吸引英美地区及国际出版市场。

专栏 2

互联网时代，重新诞生的出版内容

诗APP<siyoil>

作者. Jeon Byung-wook (媒体创批 数字事业组长/siyoil运营组长)

诗和移动通信

这是一个可以每天阅读一篇诗，可以更容易接触诗并与他人分享的平台。Siyoil就是在这种追求下诞生的。我们认为在移动时代出现的各种感性内容中，诗才是最适合时代趋势的文学领域。目前不仅根据用户的需求提升应用程序，还持续的增加新作品来扩充作品数量。今年4月23日为了纪念siyoil创办一周年，上架了“诗作！日记”，用户可以在程序中展示自己的诗和文章，就像写日记一样，通过这个空间无论是谁都可以成为诗人。创批的脸书用户花了7年时间才超过20万人，但Siyoil推出不到一年，用户就已经超过了20万人。虽然这两个渠道在费用、主要针对的用户、活动方式上有差异，但共同之处是都可以当作营销窗口。Siyoil之所以可以如此迅速的掌握用户，原因在于将诗(公司的内容IP(Interactual Property))适当地应用到了移动环境中。

시요일

시요일

Siyoil的服务及功能

Siyoil只需下载就可以每天看到精选的一篇诗。“今天的诗”是Siyoil的第一个画面，通过年轻诗人的策展每天提供符合当天的诗，用户可以通过提示每天看到新的诗。此外还可以免费利用“主题推荐诗”和“Siyoil的选择”，“主题推荐诗”围绕着感情、情况等主题编集几篇诗推荐给用户，“Siyoil的选择”提供诗、书、图画、音乐、电影、旅行、宠物等多种主题的散文。“关键词搜索”是透过搜索诗的题目和文章中的内容来查看资料，“标签(tag)搜索”是将分类为主题、感情、时间和素材的作品透过标签进行搜索。自己喜欢的作品可以剪贴后选择语句和背景制作成卡片形象与他人分享。提供音源的作品还可以听到诗人亲自朗诵的诗。

创办一周年所带来的意义

在Siyoil可以看到320多名诗人写的550多本诗集，共有3万5千多篇诗。去年一年间整个内容的阅读率超过96%，目前阅读率持续呈现上升趋势。受欢迎的诗集顺序为《消除痛苦的顺序》(创批, Kim Kyung-mi)>《Words Closest to the Heart》(Park So-ran)>《蒲公英笛子》，《天空、风、星星和诗》(创批, Yun Dong-ju)>《爱情变奏曲》(创批, Kim Soo-young)，受欢迎的诗集与“今天的诗”有很大关联。值得关注的是大众认知度较低的诗人



(Choi Young-sook)或新人作家(Park So-ran)作家的作品也很受欢迎，这证明了Siyoil策展在宣传诗(人)方面发挥了重要作用。这种良性循环同时影响到了纸质书的销售，一般情况下如果不是著名作家，一般只会初版两千部，新刊的市场反应也是出版6个月后就出现消减的倾向。但在Siyoil策展中受欢迎的诗集与前一年同期相比，销售量能维持或小幅上升。用户的男女比例为女(61.2%)>男(36.6%)>其他(2.2%)，女性比率较高，年龄段为20多岁(48%)>10多岁(24%)>30多岁(16%)>40多岁(7.6%)，从中我们可以知道读者层从三四十岁的读者(阅读纸质书诗集的主要人群)扩散到了十几与二十几岁的读者。



▲ Siyoil主要功能



▲ 诗作日记主要功能

今后的Siyoil

Siyoil今后也会为收集更多的诗。持续上传更多现代诗和新刊诗集，特别是Kim Heung-gyu教授等6位韩国文学教授花了23年的时间共同编纂的《古时调大全》(高丽大学民族文化研究院，2012)也即将搭载在Siyoil。这本书是首次汇集韩国时调的作品，共有4万5千多篇。此外Siyoil目前正在扩张B2B模式，第一个项目是今年5月15日(教师节)推出的Siyoil的学校版本，名叫“Siyoil学校”。与Siyoil不同之处在于同时提供网页和移动服务，可以帮助学生学习。除外基于许多图书馆的关注，而准备开设“Siyoil图书馆”，今后将提供更多便利的服务。除了这些服务之外我们还计划推出“按需出版”服务，透过这个服务用户可以汇集自己喜欢的作品制作成纸质书。今后我们将不断发展并扩张，实现成为出版产业的新平台。

书籍概要

有望出口的韩国图书

韩国出版文化产业振兴院(KPIPA)摘录·支持样品翻译的评选作品

<一本书搞定韩国语写作>

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博而精出版社

2. 图书信息

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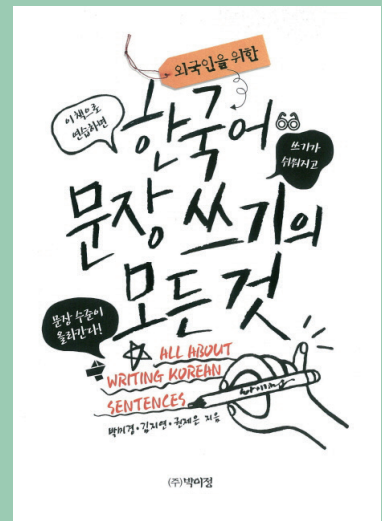
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毕业于庆北大学国语国文系, 高中国语教师。曾任中国洛阳外国语学院韩国语系外教, 现任安东大学韩国语学堂讲师

[金智妍(音译)]

毕业于岭南大学, 曾在中国潍坊工程职业学院任韩国语外教, 作为韩国国际合作团体团员在国外教授韩国语。现任安东大学韩国语学堂讲师

[权制恩(音译)]

毕业于淑明女子大学国语国文系, 在同校研究生院获得硕士学位, 现任安东大学韩国语学堂讲师

5. 图书简介

本书谨推荐给如下人群：

- 总是只能写出简短的句子
- 很难写出正确的句子
- 单词量够了, 却不会造句
- 经常写病句, 但不知该如何修改。
- 写不出中级水平的句子
- TOPIK 写作部分的分数非常差
- 不知道该如何做写作练习

教材简介：

“写作很难”，对教授韩国语的教师们来说，这句话经常可以听到，但每每苦于难以给出有效的解决方案来。本书无论对韩国语老师还是正在中级阶段学习的外国学生来说，都是一本非常实用的教材。可以说，本书囊括了有关韩国语句子写作的各阶段学习方法及所有练习过程。

写作学习该如何开始？如何进行练习？这是外国学生们非常苦恼的一件事情。本书是指导他们走出迷径的指路明灯。

教材构成：

为了帮助学生们正确并优美地写出文章的最基本构成单位——句子，本书特别对韩国语的特点进行了详细分析说明，同时还配备了具体练习题。所有练习题都分不同阶段不同类别分别构成，让学生们轻松自如、水到渠成地熟悉和掌握写作技巧。基本练习结束后，在下一阶段中，编者还按不同类别配备了大量的高级阶段练习题，目的是帮助学生在掌握基本要领的基础上扩展句子的内容，练习写出更高水平文章的要领。

<思考的人们>

1. 出版社信息

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http://www.sanzinibook.com

2. 图书信息

书名 | 思考的人们

副题 | 郑永善长篇小说

作者 | 郑永善

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封页装帧 | Paperback

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3. 负责人信息

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4. 营销信息

图书主题 | 脱北者, 南北分断(韩国现代小说)

主要读者层 | 成人

媒体评论及 广告文案 | 在韩国社会中, 脱北者意味着什么?

5. 作者简介

1997年在《文艺中央》发表作品步入文坛。

曾出版小说集《平行之美》，长篇小说《线月亮》、《水的时间》、《羞愧们》、《软糯筋道的恐惧》等。

曾获釜山小说文学奖, 釜山作家奖, 凤笙文化奖(文学部分)等。

2013~2014年, 受教育部委派, 赴京畿道安城“哈那院(脱北者居民安居支援事务所)”的青少年学校就职。

6. 图书简介

在二十一世纪的今天, 世界上唯一不能自由行动的地方——北韩, 却不断有人选择穿越国境来到半岛的南部。这篇小说以“脱北者”的故事为主题。主人公周英来到一家连招牌都没有的小出版社面试。在那里, 他遇到了出身国情院的“鼻子”, 对方给周英安排了在网络上发帖

子的工作。大选结束后,“鼻子”又介绍周英去为帮助脱北者们在南韩定居而建立的教育机构——“联合院”做合同工职员。在那里,周英遇到了因为各种原因而逃离北韩、来到南韩的孩子们。

在这些孩子们中,有为了自由而选择“脱北”的秀智、希望靠踢足球赚钱的昌洙等等。作品为我们展示了以各种理由选择来南韩定居的孩子们的生活。他们不但要时刻忍受孤独与孤立的命运,还不得不随时被要求证明自己的出身,只有证明自己才能被这里接受,这一点让孩子们备受折磨。在新自由主义理论支配一切的韩国社会里,他们所能得到的自由仅仅局限于市场经济所能允许的范围内而已。“北韩”出身的标签几乎每时每刻都在压迫他们。对他们来说,既没有勾画自身生活的力量,也不可能拥有脱离理念和体制束缚的、真正属于自身的空间。

<孔子和苏格拉底>

1. 出版社信息

老山鹰出版社

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2. 图书信息

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作者 | 李丙勳

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3. 负责人信息

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4. 营销信息

图书主题 | 孔子和苏格拉底的政治思想

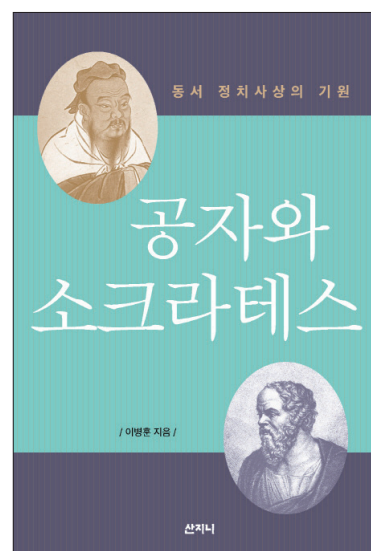
主要读者群 | 普通读者

媒体评论及广告文案 |

孔子和苏格拉底, 讲述今日政治。

何为理想国家?

深入了解孔子和苏格拉底的政治思想!



5. 作者简介

宪法学家。曾在全州大学教授宪法学课程，现为该大学名誉教授。撰写了《宪法：理论和案例》、《从文化观点看法律解释》、《何为议会主义》等著作，译有《从历史观点看法律哲学》。

6. 图书简介

本书的作者——法学家李丙勳教授在学习完汉语和儒学经典后，又开始研究起孔子和苏格拉底的人生。作者从政治学角度出发，对孔子和苏格拉底进行了长期研究，并最终以“国家和个人的关系”为主题，揭示了两位人物的政治思想。

本书通过被视为东西政治思想源头的孔子和苏格拉底的人生，对理想的国家和政治进行了讨论。本书的第一章介绍了孔子和苏格拉底的思想以及他们试图实现的理想国家和政治。本书第二章介绍孔子和苏格拉底的人生，介绍了他们为创建人本社会而奋斗的一生和思想。

本书试图借孔子和苏格拉底的人生与思想告诉读者两位贤人希望实现的政治是一种为个人人生服务的政治。虽然两位哲学家之间存在着东方君主政治和西方民主政治的政治背景差异，但两人的观点都涉及人类生活与政治的相互影响。孔子和苏格拉底都将“正义”和“道德”视为享受正常人生的条件。对此，作者认为以人为中心的政治是实现正义和道德的过程，历史则是这种政治意识的进化过程。

作品还分析了当今的现实以及大众的政治意识形态是否在按正确的方向发展。作品揭露了民众因充满“谎言与伪善”的政治而遭受痛苦的现实，强调应重视孔子和苏格拉底思想中正确的人生方向。

<深夜里的候鸟通讯>

1. 出版社信息

Blue bicycle Publishing Co.
www.paja.co.kr

2. 图书信息

书名 | 深夜里的候鸟通讯
副标题 | 一年只有两次的奇怪广播
作者 | 全贤桢
插图作者 | 李敬锡
页数 | 46p



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3. 负责人信息

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4. 营销信息

图书主题 | 孔通过候鸟了解地球环境及共存共生

主要读者群 | 6-10岁

媒体评价及广告词 |

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与人类共存的候鸟的苦恼、烦恼和选择! 现在开始播放内容恰到好处的高质量候鸟新闻。

5. 作者简介

[文：全贤桢]

在大学学过建筑。自当了妈妈, 喜欢上童话书后, 开始学习创作。因为深信图书蕴含的绝对能量能让自己成为一个很不错的奶奶, 作者现在仍在努力补充能量。

2017年入选南极世宗基地30周年纪念4人体验团, 在南极亲身体会了一段难以忘怀的生活。

凭借《加油! 胖子俱乐部》获得第19届黄金妖魔奖。作品有《就在这儿等你》、《Hello,吴吉妮》、《尼采大叔的芭蕾教室》、《普利策老师的广播班》等。

[图：李敬锡]

漫画家兼插图师。目前正在积极创作与众不同的精彩故事。

现在儿童素养杂志《是鲸鱼干的》连载漫画作品《大伙儿的车逃跑了》, 在儿童科学杂志《科学家》连载漫画作品《酱缸台SF》。为《速奏称霸战》、《田园交响曲 1》、《僵尸的时光》、《倒霉蛋乙植》等漫画作品创作过图文, 并参与了《大家的日常故事》、《无法离去的人们》、《连接岛与岛》等纪实漫画的创作。

曾为《胡须战争》、《兄弟出马》、《首尔先生丁若铨和海洋探险队1、2、3》、《喜欢动物园吗?》、《最喜欢公休日》、《噢, 赚钱?》、《蟒蛇先生升天大决战》、《狸猫法官朋朋》、《我喜欢黄衣服!》、《高尔夫天才日九》等作品创作过插图。

6. 图书简介

作品通过一年迁徙两次的候鸟的故事,对身为自然一部分的人类该如何生活、灭种究竟意味着什么、什么是共生共存等问题提出了质疑。作品通过某个一年只播两次、因实时报道候鸟迁徙消息而高居收听率榜首的节目的独特设定,如实展现了生态界的现况、候鸟所目睹的环境变化及其关于和人类共存的看法。

世界各地的候鸟通讯员带来的候鸟朋友的消息时而搞笑、时而奇特、时而恐怖,而所有故事的中心都能看到我们人类的身影。人类的利己主义改变了大地的模样,污染了水源,导致了气候的变化。这种改变让包括候鸟在内的各种生命逐渐消失,或者让它们深陷困境,要寻找新的生活方式。现在已经到了作为自然一部分的人类寻求共存的时候。希望候鸟的故事能成为这种尝试的第一步。

作品介绍了减肥达人苏格兰园林莺的现况、备受夜晚飞行之苦的短尾鹱的首次飞行、滩涂消失后在到处寻找栖息地的过程中累死的“年度最佳飞行员”大滨鹬、为寻找食物而与大规模冰层解冻做生死搏斗的阿德利企鹅、与奉命查明候鸟暴君苍鹰成群死亡原因的候鸟探长的电话通话、白鹤的天国——城市中心垃圾场的秘密、是否要往栖息地迁徙及乌鸦GO-STOP等不为人知、生动而新奇的候鸟消息。

出版业

韩国数字化出版平台

作者. Won-Keun Baek(书与社会研究所代表)
(Books & Society Research Institute, President)

在数字化时代，书除了纸质形态以外，正以与数字化技术相结合的形式进化并扩张。这在纸质书的观点上是个巨大的危机，但在数字图书和数字化出版立场上，这种趋势是一种新的出版市场和阅读文化。象征这种变化的就是出版界出现的平台服务。出版平台的特征是可以透过平台阅读用户关注的特定主题，进而满足众多生产者和消费者的需求。平台运营主体非常多，今天在这里将给读者介绍两家值得关注的韩国出版社直接运营的平台。

儿童出版物的代表性平台服务是Wjthinkbig(设立于1980年)2015年开始提供的熊津读书俱乐部(woongjin book club)服务。用户只要每月付会员费(4万~15万9千)就可以在注册期间阅读平台提供的‘图书’、‘学习’和‘数字内容’，而且可以通过平板电脑观看。‘学习’板块需要与各科目签署契约，辅导书里包括教师讲课的服务。2018年4月末熊津读书俱乐部的付费会员为38万名。过去以儿童辅导书和全集出名的Wjthinkbig在2012年经历经营危机之后重新发展成为以数字化为基础的平台企业。

Wjthinkbig除了提供数万种自家生产的内容之外，还与150多家国内外出版社签署契约，提供一万种以上的作品，目的在于符合各种读者对不同作品的需求。除外每周还通过策展，根据年龄段和主题更新提供200多种阅读话题，激发读者对书的兴趣。Wjthinkbig虽然提供的是数字化平台，但同时也非常重视与纸质书之间的联系。目的是为了让出生在数字化时代的儿童，除了电子书、音频和录像之外同时对纸质书产生兴趣。出于这种想法所提供的服务就是‘阅读相册服务’(读完书之后通过写、画和声音来记录读后感)。

上个世纪80年代在军事统治下民主化运动进入高潮期，同时也是韩国‘诗’的时代。当时不仅创造了百万销量的诗集，还出现了诗集占据年均综合畅销书第一位的奇景。大型书店还专门设立了诗集畅销书柜台。追求基本生活的民主化渴望似乎与追求生活的诗有许多共同之处。这段时期是史无前例的诗集全盛时代。

随着互联网的发展，每个韩国人的手中都拿着一部手机，现在诗集已经是‘卖不出去的’代名词。在这种情况下文化出版社创批(1996年设立)为了在数字化时代中营造新的生态体系，经过3年的准备时间於2017年推出了诗的专门APP‘siyoil’。基于出版诗集的雄厚历史，共搭载了320多名诗人的3万5千多篇诗，其中包括著名诗人和刚登坛的年轻诗人。每月费用为5千块韩币，如果一次性支付一年的费用，将在总价格消减50%。以2018年4月末为基准，‘siyoil’的会员数已超过20万人。

‘siyoil’的优点在于推荐、搜索和多媒体功能，这是纸质书没有办法做到的。出版社的目标是把其他出版社发行的书籍也都放入这个APP，进而实现出版社和诗人可以共生的‘开放平台’。创批出版社通过‘siyoil’实现了人们在数字化时代中每天阅读诗的新局面。除此之外，目前正在准备推出定制服务(POD)，读者可以挑选自己喜欢的诗进行定制后当作礼物送给他人。‘siyoil’是透过智能手机阅读诗的新手段，也是‘新书’的象征。虽然阅读诗的人并不

多，但创批出版社透过‘siyoil’可以让人们随时随地阅读诗词。智能手机不再是书的敌人，而是进入书中的重要通道。

对于平台运营最重要的是保障读者对作品的需求及亲和力，最终的目标就是向每一位读者提供针对型服务。为实现这一目标需要站在读者的立场，加强出版社之间的紧密合作，并完善可以吸引读者的“亲和的技术及营销方法”。

畅销书

5月韩国畅销书趋势

2018年5月第5周统计结果

作者. Ji-hye Choi (YES24营销本部品牌推广组)

在急剧变化的朝鲜半岛局势下揭露金正恩政权真相的《三楼秘书室的暗号》受到关注。

YES245月第五周的综合畅销书排行中，前朝鲜驻英国大使馆公使太永浩的自传《三楼秘书室的暗号》(guiparang)连续两周记录综合第一位。揭露朝鲜金正恩政权真相的这部作品，出版第三天仅在YES24就已经记录了3000部销售量。读者的38.9%是50多岁的人群，特别是50岁以上的男性读者比率28%为最高。

呈现强势的有贝纳尔·韦尔贝的新作《猫》和小熊维尼系列等文学领域图书

韩国人最喜欢的法国作家贝纳尔·韦尔贝的新作《猫》(openbooks)第一篇与前一周相比上升了15位,记录了第三位,第二篇上升了16位,记录第四位。另外,入围第71届戛纳

国际电影节竞争部分的Lee Chang-dong导演的新作电影“BURNING”原作小说集一村上春树的作品《萤火虫》(文学村)排在第九位。另外5月的焦点是维尼小熊,它的人气不断上升。透过迪斯尼卡通形象传达怎样过幸福的生活,散文《小熊维尼,幸福每天都在(RHK)》系列和第二个故事《小熊维尼,不必焦急》(RHK)各占据了第二位和第五位,在5月中一直是畅销书。

<2018 5月第5周畅销书1~15位>

排行	标志	著作名	作家	出版社	领域
1		三楼秘书室的暗号	太永浩	guiparang	社会政治
2		小熊维尼, 幸福每天都在	小熊维尼原著	RHK	诗/散文
3		猫1	贝纳尔·韦尔贝	openbooks	小说
4		猫2	贝纳尔·韦尔贝	openbooks	小说
5		小熊维尼, 不必焦急	小熊维尼原著	RHK	诗/散文
6		推理天才屁屁侦探6	田中阳子	Mirae N Iseum	儿童
7		2018Seonjae国语SOS首尔市+知识型强化考试 最终核心整理及实战模拟考试	Lee Seon-jae	ST Unitas	考试参考书 资格证

排行	标志	著作名	作家	出版社	领域
8		82年生金志英	赵南珠	民音社	小说
9		萤火虫	村上春树	文学村	小说
10		对无礼的人微笑应对的方法	Jeong Mun-jeong	Ganapub	诗/散文
11		现在不做什么时候做	蒂姆·菲利斯	tornado	自我开发
12		我决定做我自己	金秀贤	Maumsup (心里的森林)	诗/散文
13		所有的瞬间都是你	Ha Tae-wan	Wisdomhouse	诗/散文
14		一不小心认真工作 (I Accidentally Worked Hard At Life)	Ha Wan	Woongjin jsikhouse	散文
15		2018Seonjae国语SOS首尔市+知识型强化考试	Lee Seon-jae	ST Unitas	考试参考书 资格证

* 资料来源: YES24

公报

2018出版内容海外发行 赞助项目公告

为了扩大韩国出版物在海外的发行，韩国出版文化振兴院实行的<出版内容海外发行赞助项目>如下，希望积极关注并参与。

1. 项目概要

- 项目目的：通过韩国优秀出版物的海外发行，打造出版物韩流基础。
- 主要内容：与韩国出版公司已签订了著作权合同，出版了2018年图书，或准备要出版的出版社的出版费用。

2. 项目内容

区别	详细内容
赞助对象	有韩国出版物著作权许可的海外出版公司 限于2018年已出版或准备出版的，递交时可以提出临时性装订版时 ※必须在2018年 10月 31日止，完成发行。 ※临时性装订版时，应提交整个图书的1/2以上(包括封面)
提交及评选	2次/年(4,7月末结束提交， 5,8月中旬评选大奖)
赞助金	2,500US/种(出版后一次性支付) ※系列出版物时，赞助3卷以内。

3. 申请方法

- 申请期间
 - 1次：2018.3.8.(周四)~2018.5.7.(周一)
 - 2次：2018.5.21.(周一)~2018.7.30.(周一)
- 申请资料(必须)
 - ① 赞助申请书(振兴院申请表, Application form for 2018 Overseas Publication Grants)
 - 进入振兴院官网www.kpipa.or.kr下载后填写。
 - ② 著作权合同(Copyright contract)及翻译合同(Translation Contract)副本
 - ③ 临时性出版物(PDF格式, 包括封面的整个图书的 1/2 以上)
- 申请方法：网上(e-mail) 受理及提交
 - e-mail :kbookcenter.kpipa@gmail.com
 - 问询处：全球事业部☎ 063-219-2767(韩语/英语)

4. 评选标准

- 图书质量的优秀性
- 海外市场的适合性
- 出版计划的具体性

5. 项目执行程序

- 评选结果的发布：个别通知被评选企业
 - 1次：5月中旬
 - 2次：8月中旬

- 签订出版赞助约定
 - 根据约定，在著作权页面明示振兴院的制作赞助事实。
(※已出版的图书，贴标签来代替及出版时先修订后印刷)
- 发行报告书及受理出版图书
 - 2018年 10月 31日(周一)前完成发行
 - 向振兴院提交出版图书及包括赞助年度在内的三年内，每年应用业绩报告书(振兴院样式)
- 赞助金的支付

6. 其他

- 已提交的资料和作品一律不返还。
- 若包括韩国国内出版物海外发行赞助事项不明图书时，不得参加大奖评选，并因此而发生的所有责任归出版公司。
- 曾接受过韩国文学翻译院、韩国文化产业振兴院等韩国国内其他机构的出版赞助或准备出版的图书，应在本项目赞助对象中排除。若发现同一内容重复被赞助的事实时，解除已签订合同，返还赞助金等采取制裁措施。
- 出版及图书的提交无正当理由而迟延或发行报告书的内容不完整时，不支付赞助金。
- 以上公告内容根据情形，部分内容可以进行变更。

韩国出版产业振兴院长