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Reflections on the Digital Transformation of Professional Children's Publishing Houses (Post-print)

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Abstract

This paper analyzes the impact of digital technology on children's publishing houses, identifies the unique advantages of digital media, explores the challenges encountered by professional children's publishing houses during digital transformation, and proposes effective strategies for successful transformation, including controlling high-quality digital resources, cultivating digital publishing professionals, expanding advantages and services, clarifying goals and positioning, and exploring new digital business models, with the aim of providing reference for those concerned with this topic.

Full Text

Some Thoughts on the Digital Transformation of Professional Children's Publishing Houses

Abstract: This paper analyzes the impact of digital technology on children's publishing houses, clarifies the unique advantages of digital media, explores the problems encountered by professional children's publishing houses in digital transformation, and proposes effective strategies for successful transformation, including controlling high-quality digital resources, cultivating more digital publishing talent, expanding advantages and services, clarifying goals and positioning, and exploring new digital business models, hoping to provide references for those concerned with this topic.

Keywords: professional children's publishing houses; digital transformation; digital content; business model; advantages and services

With the progress of the times and advances in science and technology, digital media continues to emerge and has profoundly impacted all industries. In this new environment, traditional children's publishing houses that produce paper

books face new challenges, as digital media has severely impacted paper book products and significantly affected previous profit models. Therefore, digital transformation has become an inevitable trend and a new development direction for professional children's publishing houses.

1.1 Impact on Content Providers

In the context of the technological era, not only have many online bookstores emerged, but a large number of libraries have also converted paper-based reading materials into databases, including children's books, providing great convenience for children's reading. For example, Amazon possesses a vast collection of reading materials, which has had a certain impact on traditional paper-based children's books. Similarly, China Mobile's Reading Base also provides a large number of electronic books. Especially with the increasing popularity of internet technology today, search engines are used more frequently, allowing children to search for different types of digital reading content. At the same time, in the digital context, children have autonomous and diverse choices regarding the sources of reading content, all of which seriously threaten the position of traditional professional children's publishing houses and negatively impact their development.

1.2 Impact on Publishing and Sales Models

In the new era, an increasing number of platforms have joined the reading market, such as Amazon, and some e-commerce companies have gradually entered the e-book market, such as Dangdang and JD.com, gradually forming a digital publishing industry chain. Moreover, the service quality of these platforms continues to improve. As shown in Figure 1[Figure 1: see original paper], each online bookstore has established clear regulations on delivery times, meeting the reading needs of modern people. At the same time, in the era of big data, databases have been effectively utilized, which has a certain promoting effect on strengthening e-commerce platforms for traditional publishing. At present, changes in publishing and sales models have presented new problems and challenges for professional children's publishing houses, prompting them to continuously reform and transform.

2. Main Factors Constraining Digital Transformation

2.1 Lack of Innovation and Backward Mindsets

Lack of innovation is one of the most critical constraints hindering the digital transformation of professional children's publishing houses. Against the backdrop of the digital age, many children's publishing houses have relatively backward mindsets, still influenced by traditional business concepts, which seriously impedes their progress and development[1]. Ideological misconceptions are mainly manifested in two aspects: First, a wait-and-see attitude, which

to some extent reflects a resistance to new things like digital technology, perceiving it as unfathomable and daring not to try or apply it. Although some professional children's publishing houses recognize the advantages of digital technology, they still place their hopes on collaborators, making it difficult to obtain high-quality digital resources. Second, children's publishing houses have relatively slow responses to new technology, underestimating the power of digitalization, or believing that the position of professional children's publishing is deeply entrenched and the last paradise of traditional publishing, resulting in weak crisis awareness and transformation and upgrading consciousness.

2.2 Unclear Goals and Copyright Issues

Based on the current transformation situation of professional children's publishing houses, their digital transformation has a certain degree of blindness. Mainly due to the severe impact of digital media, many children's publishing houses have lost their pace, undertaking transformation without proper planning, resulting in various problems. Additionally, in the digital environment, there are copyright infringement issues, which are specifically manifested in three aspects: First, large-scale piracy and infringement have become one of the major public hazards, which is not conducive to creating a favorable transformation environment. Second, due to the special nature of the internet, the professionalism of copyright is difficult to guarantee. Third, the number of paper books is relatively large, making it difficult to ensure that all books have corresponding digital copyrights. These issues are the main factors constraining the digital transformation of professional children's publishing houses and affect their mastery of digital resources.

2.3 Talent Shortage

The digital transformation of professional children's publishing houses places higher demands on relevant talent, requiring not only rich professional knowledge but also proficient mastery of digital technology. However, judging from the current talent development situation, there is a severe shortage of interdisciplinary talent, making it difficult to interface with digital technology providers and encountering various problems during the transformation process, which is not conducive to smooth transformation. For example, there currently exist multiple text formats for digital publishing, such as CEB, PDF, PDG, etc., which often require format conversion. In such cases, relevant personnel need to utilize appropriate software. For instance, to convert PDF to CAD format, one can download and install the software shown in Figure 2[Figure 2: see original paper] to achieve the fastest conversion speed. If professional children's publishing houses lack excellent digital technology talent, it will greatly constrain the development of digital publishing and make it difficult to integrate publishing with digital technology.

2.4 Profit Model Problems

Although the business model of traditional publishing is relatively well-developed, the emergence of digital technology has continuously exposed the drawbacks of previous business models. However, since digital publishing is a completely new publishing format, a complete profit model has not yet been formed at this stage, making it difficult to ensure the preservation and appreciation of assets in children's publishing houses and adversely affecting previous economic benefits. At the same time, many professional children's publishing houses place too much emphasis on immediate interests, investing human and material resources in the development of paper books while neglecting exploration of new profit models, which is not conducive to their long-term development and inability to adapt to the development of the digital era.

3. Effective Strategies for Digital Transformation

3.1 Active Innovation and Acquisition of High-Quality Digital Content Resources

Innovation is the soul of a nation. In the development of professional children's publishing houses, only through continuous innovation can they provide inexhaustible momentum for development and enable them to meet the challenges brought by the digital age in a more perfect posture. At the same time, content, technology, and channels are the most critical factors for the development of children's publishing houses. Among these three factors, the position of content cannot be underestimated and plays a fundamental role. This is mainly because both technology and channels serve the content. Therefore, in the digital transformation process of professional children's publishing houses, attention should be paid to changes in content, and the core competitiveness of content should always be maintained. By continuously enriching content and utilizing high-quality digital content resources, they can not only attract more people and provide them with good experiences but also enhance their influence and establish a good image, laying a solid foundation for their long-term development. To fully leverage content advantages, it is necessary to further improve content integration capabilities for efficient digital transformation. Additionally, content innovation is also crucial, especially ensuring that digital content has independent intellectual property rights. To avoid being eliminated by the times, attention should also be paid to the rational use of digital media, organically combining digital content of the new era with various media formats as much as possible to meet readers' needs and promote the continuous progress and development of professional children's publishing houses[2].

3.2 Clear Goals and Scientific Transformation Planning

Currently, digital reading has gradually become one of the important reading methods and is deeply loved and welcomed by people. In this environment,

the territory of traditional professional children' s publishing houses is continuously being eroded, and the previously vibrant scene is gradually disappearing, while digitalization has become the main direction for the transformation and upgrading of children' s publishing houses. Therefore, professional children' s publishing houses should position themselves reasonably, grasp the opportunities, and preferably clarify their future development direction before the final pattern of digital publishing is formed. They should set reasonable goals based on actual conditions and plan as early as possible. During this critical transformation period, professional children' s publishing houses should recognize their shortcomings while also focusing on leveraging their advantages. In the digital transformation process, they can establish reasonable goals according to the requirements of differentiated competition and attach importance to finding digital publishing growth points. Additionally, they must have a correct understanding of the digital era and formulate specific plans for transformation and upgrading under digital conditions according to market development directions, continuously digitally transforming traditional publishing.

3.3 Focus on Cultivating Digital Publishing Talent

As the important subject of digital transformation in professional children' s publishing houses, human beings' comprehensive quality and capabilities have a significant impact on the success of transformation. Therefore, cultivating digital publishing talent is essential. Moreover, in the transformation process, whether digitally transforming traditional publishing or developing digital publishing fields, support from talent is indispensable. Therefore, in the transformation and upgrading of professional children' s publishing houses, it is necessary to further strengthen talent cultivation efforts and strive to establish a high-quality talent team. Judging from the current situation of professional children' s publishing houses, most of them have low levels of informatization and relatively few digital technology professionals, which seriously hinders the transformation process from traditional to digital children' s publishing houses. To better face challenges and change the passive position of previous publishing houses, it is necessary to cultivate digital publishing talent. On the one hand, attention should be paid to introducing digital talent, and on the other hand, relevant training work should be done well, as shown in Figure 3[Figure 3: see original paper], to form a high-quality talent team and lay a good foundation for successful transformation and upgrading. To improve their position in the market, they need to have talent in at least two aspects: on the one hand, those who have mastered IT technology and also have the ability to edit digital products; on the other hand, those with pure technical skills to effectively ensure the normal operation of relevant software and hardware. Moreover, in today' s society, all competition ultimately boils down to talent competition. In professional children' s publishing houses, only by having high-quality digital talent can they occupy a favorable position.

3.4 Leveraging Advantages and Optimizing Services

Internet technology has had an important impact on people's lives and social development. Therefore, for professional children's publishing houses to achieve sustainable development, they also need to understand the characteristics of network technology and modern information technology, and can use advanced technology to explore their own resource advantages and enhance their competitive strength[3]. At the same time, to bring good experiences to children, it is also necessary to continuously improve service quality. This requires fully utilizing network characteristics and appropriately extending services to meet the needs of parents and children and improve their satisfaction. For example, the internet has interactive features, so it can be used to interact and communicate with children, fostering a sense of familiarity with the publishing house and mobilizing children's enthusiasm. Meanwhile, in the transformation process of professional children's publishing houses, this can be used as an entry point to gradually change the previous role of content provider, provide better services for children, and thus build a comprehensive platform controlled by multiple technology operators. Additionally, establishing an interactive children's reading community is also very important. To fully leverage the advantages of this community, multiple functions can be integrated, such as publishing, sales, and interactive functions, which can not only meet the different needs of children but also innovate profit models and play an important role in increasing economic profits. Besides, in the digital transformation process, professional children's publishing houses should also focus on expanding other market advantages to make the digital children's publishing house bigger and stronger. For example, through market research, it can be found that the online game market has huge development potential. Therefore, professional children's publishing houses can reasonably utilize this advantage to organically combine their product themes with online games, which can not only further expand their influence but also bring cross-media benefits to a large extent, creating favorable conditions for the sustainable development of professional children's publishing houses.

3.5 Exploring New Digital Business Models

Digital media has a huge impact on the development of publishing houses. Judging from the current development situation of publishing houses nationwide, 90% of publishing houses have already ventured into digital publishing. In continuous development, new business models have gradually formed, with multiple types of models that compensate for the shortcomings of traditional business models[4]. For example, operating platforms are one of the most important business models, providing favorable conditions for business operations. Similarly, the establishment of educational websites and databases belongs to new business models, which not only facilitate business management but also help increase economic benefits. Therefore, to improve economic benefits, traditional professional children's publishing houses also need to keep pace with the times, actively update their concepts, have the courage to innovate traditional busi-

ness models, and fully utilize digital technology to comprehensively transform the traditional publishing industry, making it keep up with the times and meet the needs of modern people. For example, they can leverage the management role of information technology to standardize and manage the publishing process of children's books. Similarly, they can use network technology to upgrade and improve the book distribution system and transform book logistics, which can fundamentally improve book sales efficiency and promote continuous improvement in circulation efficiency, thereby promoting their own sound and rapid development and maximizing economic benefits.

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