**Indonesian Children’s Publishing in New Era:**

**Opportunities and Challenges**

ASIAN FESTIVAL OF CHILDREN’S CONTENT 2017

Name of Conference:

**Indonesian Children’s Publishing in New Era: Opportunities and Challenges**

Speakers:

**Thomas Nung Atasana** & **Remon Agus** (Indonesia)

Moderator:

**Salina Lee** (Malaysia)

Date & Time:

**18 May 2017**, **4:45 pm – 6:00 pm**

Venue

**L1, Visitors Briefing Room, National Library, Singapore**

Title of Presentation by Thomas Nung Atasana:

**LICENSING CHILDREN’S BOOK RIGHTS ABROAD > Indonesian Perspective**

1. OPPORTUNITIES

From the Indonesian experiences, opportunities to export copyrights actually open to Indonesian children’s book publishers and authors. We have series of children’s books and it turns out to be more in demand compared to individual titles. Our strong points for exporting copyrights are the availability of abundant titles of universal and Islamic content combined with the works of our talented illustrators. Besides, we have our neighbouring country, Malaysia, as the most prospective buyer. Furthermore, nowadays more and more Indonesian children’s books are available in English, ready for licensing.

2. RIGHTS SOLD

There are evidences that we have managed to sell children’s book rights abroad. It makes us confidence to keep on selling rights for more series and individual titles. Data of rights sold are presented below:

a. Folktale – sold to China, Korea, Singapore and Germany

b. Picture Books, Universal – sold to Malaysia, China, Pakistan, Singapore, Germany, Korea, India, Vietnam

c. Picture Books, Islamic Content – sold to Malaysia, Turkey, Pakistan and Australia

d. Learning Activity & Object – sold to Malaysia, China, Singapore

e. Comic Books – sold to Japan and Malaysia

3. CHALLENGES

We understand that we face challenges in exporting rights of children’s books, due to the following facts:

a. A tight global competition: children’s book publishers tend to sell copyrights than to buy ones – except world bestselling titles or series.

b. Relatively high production cost, due to the high use of full colour pictures and quality paper, making publishers reluctant to buy foreign copyrights.

c. High expenses to attend international book fairs such as Bologna Children’s Book Fair and Frankfurt Book Fair.

d. More choices for children to spend their spare and leisure times other than reading books, such as playing computer games, watching TV and Youtube.

4. STRATEGIC POINTS

We have strategic points that give valuable supports in our effort to sell copyrights:

a. Rights sold to Malaysia as a prospective buyer provides supporting evidences to export rights of Indonesian children’s books to other countries.

b. Indonesia as Guest of Honour Country of Frankfurt Book Fair 2015 – and considered as a successful one – effectively promotes Indonesian quality books as well as talented authors, illustrators and comic artists abroad. Indonesia also provides Translation Funding Program (LitRI). This program helps reducing overseas publishers’ production costs in translating Indonesian children’s books into their languages.

c. Based on the demand to prepare for Frankfurt Book Fair 2015, now more and more Indonesian children’s books are translated into foreign languages, especially English.

5. STRATEGIC STEPS

Such strategic points really encourage us in implementing strategic steps that work in facing the above challenges by adopting the right business plans:

a. Offering quality products that attract children to read

b. Setting flexible price

c. Preparing promotion with suitable marketing supports

d. Optimizing distribution to countries that have purchased and licensed our copyrights

e. Closing a deal with a contract in license transaction

f. Attending international book fairs to meet more prospects and do networking

g. Maintaining process and doing follow-ups

6. LEGAL ASPECT

To close a deal with a good contract is our goal in selling rights, and make sure that the contract covers points that are important to our goal.

Thomas Nung Atasana, 21 April 2017