

Selling to China: A US Company's Experience

Houghton Mifflin Harcourt

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Introduction

- Candace Finn
 - Senior Manager
 - Domestic and foreign subsidiary rights
 - HMH Books for Young Readers, Clarion, and Franchise
- Week in Beijing
 - June 2015
 - Has yielded over 100 Chinese license thus far

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- Inspiration
 - Success of UK colleagues
 - Emergence of Shanghai Book Fair
 - Exponential sales growth in 2014
- Market Research
 - 2nd largest book market in the world
 - Concentrated spending on family education/entertainment
 - Relaxation of One Child Policy

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Approach

1. Consult with co-agents to assess primary options
2. Mine the backlist
3. Attract with awards
4. Organize and curate unexploited projects
5. Compile comprehensive and interactive presentation
6. Coordinate meeting schedule
7. Gather physical and digital material

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In Beijing

- 5 days of meetings
 - 3 co-agents with infrastructure to host HMH's needs
 - Primarily met traditional established children's publishers
 - Some emerging publishers with VC funding
 - New media companies with cross distribution platforms
- 60 minutes of quality over quantity
 - Forge new relationships & fortify long term ones

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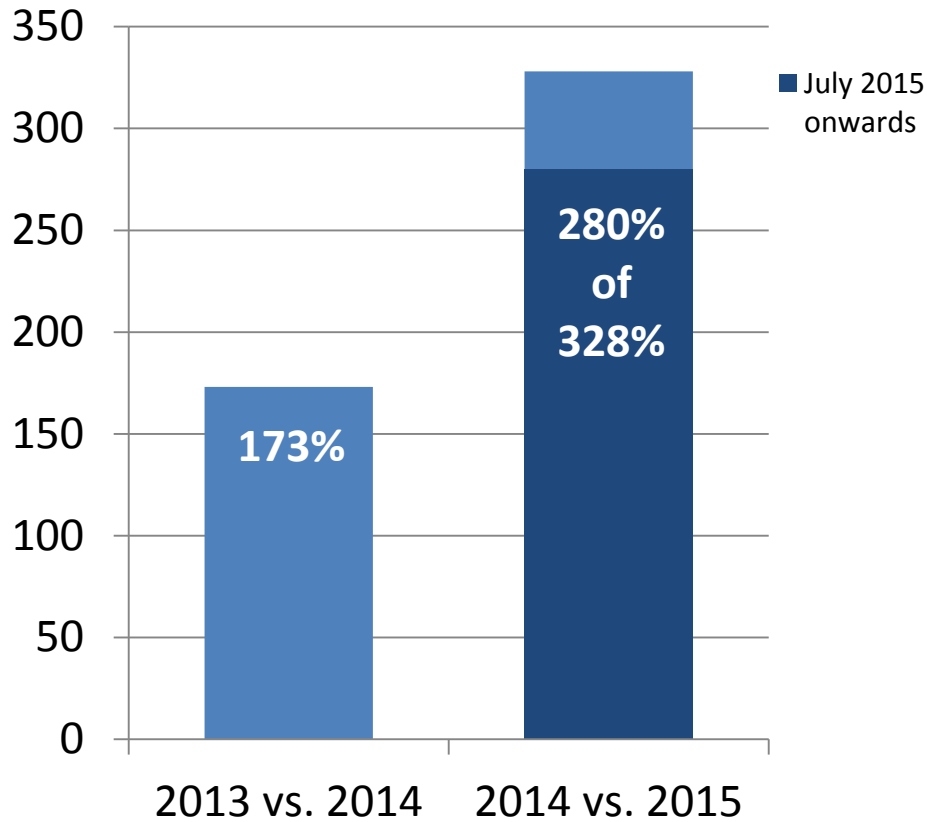
Results

- At least 350 requests in 20 meetings
- Competition for both new & expiring licenses – competition abounds
- Highlight on visual and younger picture book or nonfiction series
- Increase in licensing
 - + Offer revenue
 - + Number of offers

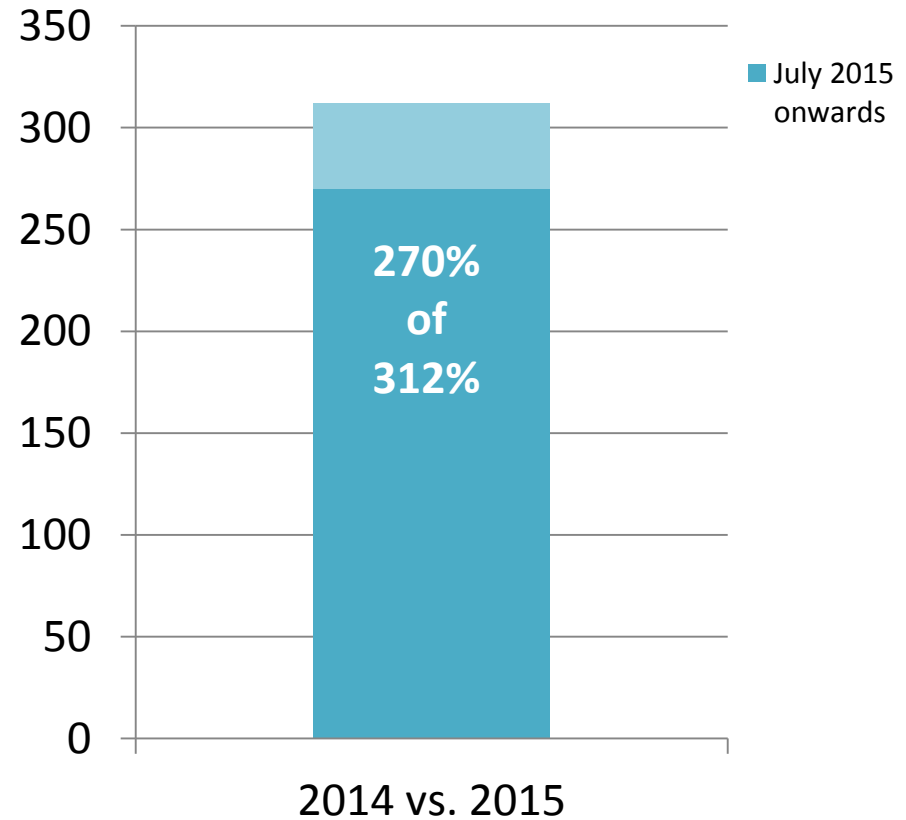
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Increase in offer revenue



Increase in number of offers



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Conclusions

- First US publisher to visit China directly
- 4 unique ways for US publishers to showcase their lists in China – though first looks limit success
- Baby boom to business boom
- Publishers want to invite authors to tap into the educational markets and drive sales
- Untapped potential in digital licensing
- Shanghai Book Fair still maturing
- Amazing destination!

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