



**Persistent**

# Agentic AI for Publishers





## Abstract

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**The publishing industry is entering a new era shaped by always-on audiences, multimodal content consumption and expectations of immediacy, personalization and relevance.**

Readers no longer experience books as static artifacts; instead, they engage with stories across text, audio, video, social platforms and interactive formats. At the same time, publishers face increasing pressure to scale content creation, rights management and monetization without compromising editorial integrity or creative control.

Agentic AI introduces a transformational approach — intelligent, goal-driven systems that can reason, coordinate and act across publishing workflows. By embedding agentic capabilities into editorial, marketing, rights, production and distribution processes, publishers can operate with greater agility, unlock new formats such as audiobooks and short-form media at scale and meet rapidly evolving customer expectations while preserving the human essence of storytelling.

# The Challenge

- **Shifting audience behavior:** Readers increasingly consume content through audiobooks, summaries, clips and social discovery rather than through linear reading alone.
- **Rising expectations for speed and relevance:** Customers expect instant availability, personalized recommendations and content tailored to their moment, device and context.
- **Operational complexity:** Managing manuscripts, audio adaptations, translations, rights and supply chains across global markets places significant strain on traditional workflows.
- **Creative scale vs. control:** Publishers must expand formats and reach without diluting editorial standards or overwhelming internal teams.

# The Opportunity

Agentic AI enables publishers to rethink how work happens — shifting from static processes to intelligent, adaptive publishing operations. Instead of tools that wait for instructions, agentic systems pursue outcomes: Evaluating manuscripts, preparing audio adaptations, identifying rights opportunities and coordinating downstream actions.

This approach allows publishers to respond to market signals in real-time. A manuscript is no longer just reviewed but it is analyzed for audience fit, audio potential, international appeal and multiformat adaptation simultaneously. Audiobooks can be conceptualized, previewed and marketed earlier in the lifecycle, rather than treated as an afterthought.

The result is a powerful shift:



## For Readers

Timely, accessible content delivered in the format they prefer i.e. text, audio or multimedia.



## For Authors

Faster feedback, broader reach and richer creative support across formats.



## For Publishers

Scalable growth, operational resilience and new monetization paths without proportional increases in cost.



## Industry Context and Trends

Explosive growth of audiobooks and spoken-word content is redefining what it means to “publish” a book.

- Discovery has shifted to digital and social ecosystems, demanding rapid content adaptation and greater marketing responsiveness.
- Global distribution and rights complexity require continuous awareness of contracts, territories and expirations timelines.
- Consumers now expect personalization by default, even as privacy regulations limit traditional data strategies.
- Speed to market has become a competitive differentiator, not just content quality.

# Solution Overview

## Key Tenets



### Outcome Driven Agents

Agents are designed around publishing goals such as editorial decisions, audio production readiness and rights optimization rather than isolated tasks. They continuously assess context and act across systems.



### Multimodal by Design

Text, audio, video and visual assets are treated as first-class outputs. Agentic workflows support audiobook teasers, summaries, trailers and adaptations alongside manuscripts.



### Human Creativity Amplified

Editors, producers and marketers guide direction and judgment, while agents handle scale, analysis and orchestration.



### Ecosystem Flexibility

Works across hyperscaler platforms, foundation models and partner tools, allowing publishers to evolve without lock-in.



### Trust, Governance and Transparency

Built-in controls ensure ethical use, editorial accountability and operational oversight.

# Solution Architecture

The following architecture illustrates how an agentic platform sits at the center of publisher operations, connecting users, enterprise data and systems through intelligent search, reasoning and action.

## Agent Layer

Editorial agents, audio content agents, rights intelligence agents and production optimization agents.

## Reasoning Layer

Foundation models capable of language, audio and multimodal understanding.

## Data and Integration Layer

Secure access to manuscripts, contracts, metadata, audience signals and partner platforms.

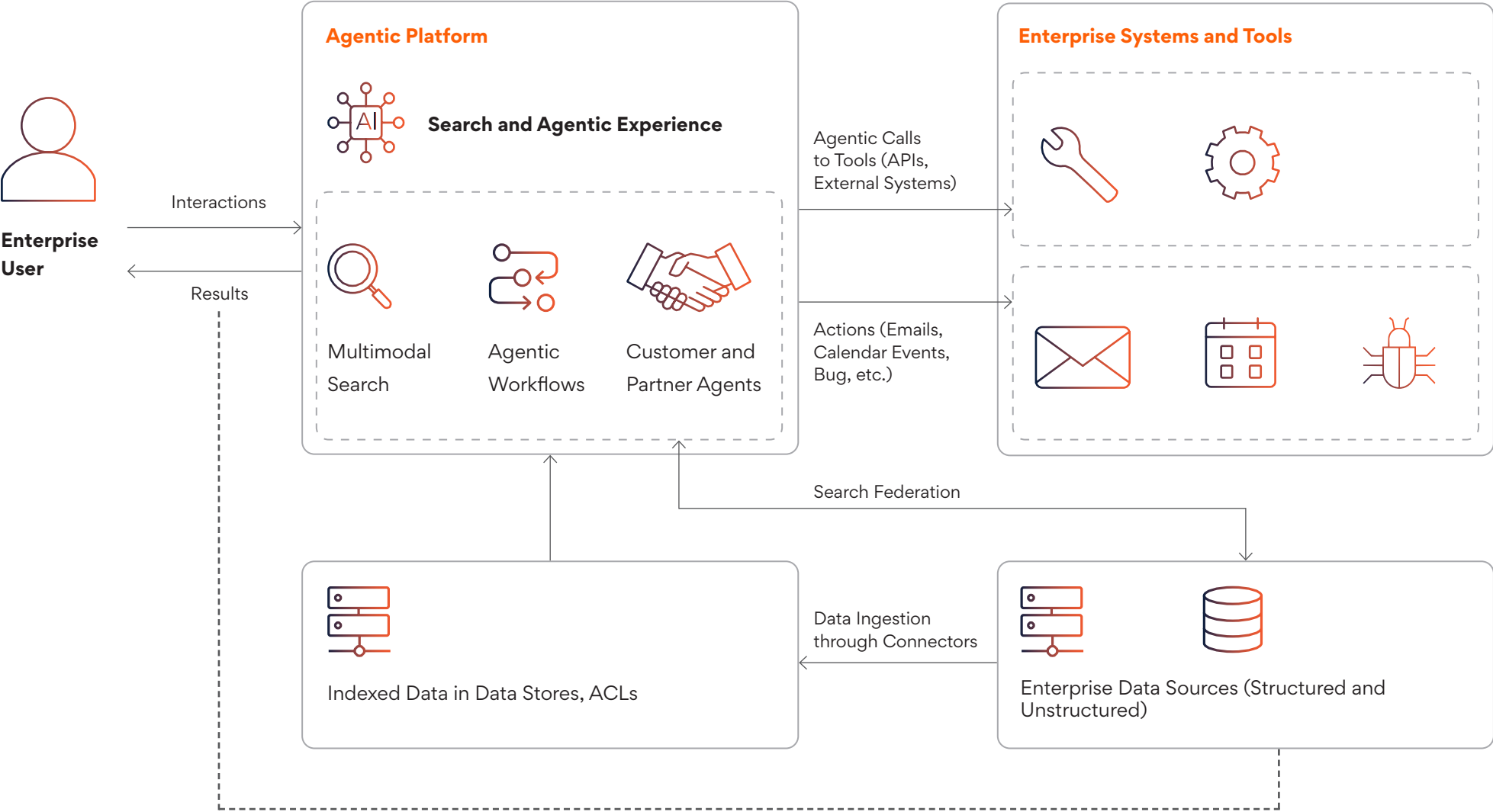
## Action Layer

Execution of tasks such as content generation, rights alerts, campaign launches and workflow updates.

## Governance and Observability

Monitoring costs, quality, compliance and outcomes across agent activity.

# Solution Architecture



# Implementation Roadmap

## Phase 1



### Intelligent Foundations

- Connect editorial, rights and content repositories into a unified intelligence layer.
- Deploy agents for discovery, summarization and contextual analysis.
- Establish governance, security and editorial oversight mechanisms.

## Phase 2



### Multiformat Enablement

- Introduce agents for audiobook readiness, audio previews and spoken-content workflows.
- Enable coordinated actions across editorial, marketing and production systems.
- Embed human review checkpoints for creative and legal validation.

## Phase 3



### Adaptive Publishing Operations

- Scale to multi-agent collaboration across departments.
- Continuously refine recommendations and workflows using feedback and performance data.
- Deliver real-time insights into audience demand, format performance and revenue opportunities.

# Business Benefits

Agentic AI creates durable value across the publishing ecosystem:

## Faster Time-to-Market

Accelerates editorial decisions, audio production and launch readiness.

## Expanded Revenue Streams

Unlocks audiobooks, international rights and derivative formats earlier and more reliably.

## Enhanced Reader Engagement

Meets audiences where they are, in the format they prefer.

## Operational Resilience

Reduces dependency on manual coordination and institutional bottlenecks.

## Sustainable Creative Scale

Enables growth without sacrificing editorial quality or author relationships.

By embracing Agentic AI, publishers evolve from linear content producers into adaptive storytelling platforms that are capable of responding to changing customer expectations, emerging formats and global opportunities with intelligence and intent.

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## About Persistent

Persistent Systems (BSE: 533179 and NSE: PERSISTENT) is a global services and solutions company delivering AI-led, platform driven Digital Engineering and Enterprise Modernization to businesses across industries. With over 26,500 employees located in 18 countries, the Company is committed to innovation and client success. Persistent offers a comprehensive suite of services, including software engineering, product development, data and analytics, CX transformation, cloud computing, and intelligent automation. The Company is part of the MSCI India Index and is included in key indices of the National Stock Exchange of India, including the Nifty Midcap 50, Nifty IT, and Nifty MidCap Liquid 15, as well as several on the BSE such as the S&P BSE 100 and S&P BSE SENSEX Next 50. Persistent is also a constituent of the Dow Jones Sustainability World Index. The Company has achieved carbon neutrality, reinforcing its commitment to sustainability and responsible business practices. Persistent has also been named one of America's Greatest Workplaces for Inclusion & Diversity 2025 by Newsweek and Plant A Insights Group. As a participant of the United Nations Global Compact, the Company is committed to aligning strategies and operations with universal principles on human rights, labor, environment, and anti-corruption, as well as take actions that advance societal goals. With 468% growth in brand value since 2020, Persistent is the fastest-growing IT services brand in 'Brand Finance India 100' 2025 Report.

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