



Reimagine the role of reading, books and authors in young people's learning experience.

Penguin wants to be at the forefront of a revolution in using books and authors to bring to life the joy of reading.

With the continual **rise of social media** usage, screen time is a growing issue faced by many people. Studies have shown the negative impacts of screen time, and the benefits of book reading are their direct opposite.

At the age of 11, **90% had their own device**, and phone ownership was “almost universal” once children were in secondary school. **39% say they could not live without their phone.**

Aristotle once said that “Man is by nature a social animal”, therefore it is reasonable to be distracted by social media—for the fear of missing out (FOMO) and the need to feel connected with people.

However, book reading is very much a solitary activity and requires a lot of effort to stay focused on a book without being distracted by smartphone and its activities.

Could not live without books is too far fetched, but can we make people live with books at the very least?

How can Penguin help to reimagine the role of reading and bring to life the joy of reading for young people?



At the age of 11-13, Children are hitting a time when peers will have the most influence on them.

- Desire increased independence from their parents
- Want to spend more time with friends than family.
- Confide in their peers and rely more on friendships
- Learning to accept and value other points of view
- Communicating with peers through a variety of methods
- Demonstrating the ability to set personal goals
- Developing persistence