NEW TOOLS FOR PROMOTING BOOK EXPORTS – GEN AI, AUDIOBOOK SAMPLES AND MARKETING IN NETWORKS

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GOAL: HOW TO INTRODUCE AND PROMOTE FINNISH LITTERATURE?

- A 14 month research project supported by EU and the City of Oulu. Co-operating with Helsinki Literary Agency, Business Oulu and the University of Oulu

- The purpose of the project is to make a marketing package including three different texts:

  1) Translation experiments with Gen AI

  2) Audiobook samples using Gen AI

  3) Short podcast in English, introducing writers and their books

WHAT HAVE WE DONE SO FAR?

- Chosen six texts from local writers: modern poems, poems and rhymes for children, shaped and prose poems, prose written in dialect, prose approaching drama text and prose mixing fictional and non fictional text.

- Chosen two translators: from Finnish to English and from Finnish to Swedish.

- Translated 10 pages of each text to both languages with Chat GPT 5.

- … Are in a process of evaluating the quality of AI translations with expertise of translators.

WHAT WILL HAPPEN NEXT...

- We will start experimenting with *Text to sound and sound to text* –programs to see if the translator can work faster by reading the translation instead of writing it.

- Will test the possibility to make audiobook samples with these programs.

- Contact the participants of our former translating and marketing project (Black Hole, 2020-2022) in order to test if this package of three texts could make the work of literary agents more efficient.

- First seminar at the end of November 2025: Results of Gen AI translation in fiction.

NEXT YEAR

- We will make short video interviews in English with at least a couple of writers.

- Form the whole package - translation, audiobook example and interview – and send it to Black Hole organisation members, who have shown an interest in the project.

- Collect the feedback.

- Second seminar at the end of May 2026: Summary and results of project.

THANK YOU FOR YOUR INTEREST!