

Empowerment of Generative AI in the International Dissemination of Chinese Audiobooks from the Perspective of Platform Infrastructure

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Abstract: Despite the abundance of quality Chinese audiobooks, few are recognized in the international market. The international audiobook market, often overlooked by China's audiobook industry, presents a primary issue: the lack of international platforms for Chinese audiobooks. The internationalization of China's audiobook industry faces challenges like low adaptability, platform mismanagement, and stagnant talent development. From a platform infrastructure perspective, generative AI empowers the international growth of Chinese audiobooks by enhancing quality and market adaptability, and assisting in platform building and management. In talent development, generative AI provides scenario-based dialogues to improve audio expression skills and train international audio expression thinking. Additionally, the participation of cultural transmitters like foreign influencers and international students should be emphasized, alongside professional talent cultivation and standardized management.

Keywords: Audiobook, Generative AI, International Communication, Platform Society.

1. Introduction

Generative AI, as a recent technological breakthrough, infuses new vitality into production forces. Audiobooks, a resurgent force in 21st-century communication, connect life through sound, fill fragmented life gaps, and meet information needs while avoiding ineffective reading. They hold great potential in telling China's stories and spreading its culture. Although the international audiobook market is thriving, with China producing notable works, few Chinese audiobooks make a mark internationally. This is due to a lack of international channels and platform development. The core issue is how to apply AI as a new production force in the international dissemination of Chinese audiobooks. Van Dijk posits that platforms drive technological innovation and economic development and are intermediaries connecting people globally.[1] This study analyzes the struggles of Chinese audiobooks in the international market, exploring feasible strategies for global reach through platform infrastructure theory.

2. Platform Absence: Current Development of Domestic and International Audiobook Markets

The market for printed books is declining, while audiobooks, supported by the internet, show strong vitality. Globally, the US and China are leaders in the audiobook market. China's audiobook industry, driven by a vast domestic market, parallels the US, which extends its audiobook industry globally. The audiobook industry is booming worldwide, becoming a cultural bridge. Industry growth requires a large market and robust management. International audiobook platforms are thriving, with Audible as a prime example, under Amazon, the largest e-book store globally. While both the US and China lead in audiobook industry development, China's efforts in building international platforms lag.

Domestically, the audiobook market is vibrant, with diverse platforms providing convenient and varied options for readers. The development is supported by policies and professional associations. Since 2018, the "National Audiobook Excellence Project" has selected 153 outstanding audiobooks for publication, with coordinated promotion across various channels. The trend towards industrialization is evident, with embedded industry models integrating audiobooks with e-books and video books. The establishment of the Audiobook Professional Committee by the China Audio-Visual and Digital Publishing Association marks the industry's maturity.

Despite domestic and international audiobook industry growth, international exchange pathways are obscured. The lack of international management on platforms like Audible and the absence of professional Chinese platforms are primary issues.

This absence not only reflects a lack of quality Chinese audiobooks on international platforms but also a lack of international branding for Chinese audiobook platforms. As international cultural exchanges become platform-oriented, Van Dijk's research on "platform society" emphasizes the need for infrastructure platforms to form ecosystems, acting as gatekeepers and intermediaries. Without a strong international platform, China must rely on platforms like Audible to disseminate limited Chinese audiobooks.

3. Platform Mismanagement: Struggles of Quality Chinese Audiobooks

3.1. Low International Market Adaptability of Chinese Audiobooks

Michel Foucault views language evolution as a struggle, with discourse power influenced by various factors. [2] Audiobooks, as a form of cultural dialogue, rely on the quantity, variety, and influence of international content. The absence of professional Chinese platforms results in rootless presence in international markets. Platforms like Audible predominantly feature works from their own countries and languages. In 2023, none of Audible's "best seller 100" included Chinese creators or products. China's discourse power is hindered by both political factors and cross-cultural barriers like language and cultural differences.

Quality domestic audiobooks, known for knowledge, culture, science, and storytelling, appeal to international audiences. Works like "The Sea Speaks," "Troublemaker Goes to School," and "Wildlife Rescue Station," selected for the 2022 Excellence Project, are popular domestically.[3] However, these products struggle internationally due to a lack of international creation awareness and professional thinking, facing high cross-cultural communication barriers. The shortage of international audiobook professionals further exacerbates the issue, highlighting the need for multilingual scholars and practitioners to adapt Chinese audiobooks for global platforms.

3.2. Professional International Platform Mismanagement

As digital media infrastructure, platforms facilitate international communication. China's international media platforms include bilingual news outlets like China Daily and CCTV-4, and

multilingual resources from CGTN. However, audiobook platforms have not achieved similar internationalization. Myaudiobook, aimed at overseas Chinese, struggles due to non-professional management, limited resources, and poor promotion. [4] Domestic platforms like Himalaya and Yunting have yet to establish international versions, limiting services to domestic users. Professional international platforms require diverse resources and policy support to maintain long-term operations and openness beyond overseas Chinese.

3.3. Stagnant International Audio Talent System

According to the 2022 national reading survey, over 35% of Chinese adults listen to books.[5] The domestic audiobook market is expanding, yet product quality remains an issue due to talent shortages. While the industry has grown, transitioning to international markets requires capable professionals. Current creation models involve professional hosts or studios, with part-time creation also prevalent. However, international expansion demands innovation, hindered by limited talent. The integration of VR, AR, and generative AI into creation processes presents opportunities and challenges, highlighting the need for intelligent technology talent and deep cultural understanding.

4. Platform Reconstruction: Strategies for International Dissemination of Chinese Audiobooks

4.1. Generative AI Enhances Multidimensional Expression of Audiobooks

Generative AI technology, through interactive dialogue and content generation, revitalizes the international creation and dissemination of Chinese audiobooks. Two main types of Chinese audiobooks gain international traction: those introducing Chinese culture and those serving functional purposes like learning Mandarin. Overcoming language barriers is crucial. Generative AI supports text translation and refinement, with technologies like ChatGPT4o, Sora, Gemini, and Speechelo enabling multi-modal conversions. As of 2023, Himalaya's AIGC content exceeds 2.4 billion minutes, with over 10 albums surpassing 100 million plays. AI application in creation enriches the international reading experience.

To enhance international influence, both quality and quantity must be ensured. AI-driven creation efficiency surpasses manual efforts, allowing for increased production and multidimensional presentation. Text-to-audio technologies like Speechelo convert texts into audio, offering multilingual versions with emotional nuances, significantly boosting creation volume. Platforms like Audible employ AI for content generation, with 5% of its 2021 content AI-generated. AI also supports "audio+visual" narrative expressions, providing diverse reader choices and fulfilling various reading scenarios. International creation needs to adapt narrative forms and convey Chinese perspectives.

4.2. Generative AI Supports International Audiobook Platform Management

Audiobooks, now a lifestyle, require platform-based original content production. [6] Professional platforms mark industrialization. AI helps transition from platform reliance to platform construction. Leveraging international platforms like Audible and Storytel facilitates Chinese audiobook dissemination. AI analyzes reader preferences, assisting in strategy formulation and enhancing fan loyalty. Platforms like Audible use AI for personalized book recommendations, building user communities. International cooperation and efficient distribution channels are essential for strengthening Chinese audiobook impact.

Current international platform management lacks regulation, affecting quality. Sustained platform operation requires resource management. Integrating AI into management systems aids content tagging, precise targeting, and algorithmic recommendations, reinforcing brand features. Domestic

brands like Himalaya exemplify content richness and multifunctionality. AI serves as a "reading manager," providing tailored services. Internationalization necessitates professional platform construction to enhance Chinese cultural influence.

4.3. Generative AI Designs Scenario-Based Talent Training

Audio talents are divided into management and creation roles. Management talents oversee platform structure and resources, while creation talents ensure product quality. AI enhances training systems, offering interactive, scenario-based environments for practical management training. It supports targeted training for precise dissemination and international management. Domestic training relies on corporate workshops, but international perspectives are scarce. AI-driven training engages professionals in high-frequency dialogue, developing international thinking and expression. Monitoring and assessment use AI to design targeted exercises, improving talent quality.

The creation of international audiobooks often lacks multicultural talents, resulting in single-direction cultural output. Utilizing foreign influencers and students with multicultural backgrounds can bridge cultural gaps, facilitating language and contextual adaptation. These groups, as reserve talents, require professional training and organized management. Encouraging their involvement in creation enhances internationalization efforts. Dynamic management based on project roles fosters innovation. Strict content quality control is essential for brand image and platform sustainability.

5. Conclusion

In a rapidly changing global landscape, audiobooks are crucial for soft cultural power. The industry is thriving, offering cultural and political dialogue opportunities. Supporting international development, building professional platforms, and encouraging multicultural participation are vital. Technology plays a key role. Generative AI fosters diversity in creation, supports platform management, and aids talent training, ensuring international growth and cultural dissemination.

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