



Module 4 (Beletrina / RWCC team)

HOW TO MANAGE DIVERSITY IN TRANSLATIONS AND HANDLE VARIOUS DIGITAL FORMATS (ebooks; audiobooks) UNDER CHALLENGING ECONOMIC AND CULTURAL CONDITIONS

Develop expertise in two particularly challenging fields of book publishing:

- Learn about book market developments specifically for literary translations across various European countries, how to find and apply for translation grants.
- Understand the requirements for producing and distributing ebooks and audiobooks, build respective title catalogues, and get familiar with basics in successfully distributing these digital products, even in small or highly fragmented market environments.

Register for 2 days of lectures and workshops with leading experts and practitioners.

Part 01: Thursday, December 2nd, 2021, 10.00 to 13.00 AM

With **RUEDIGER WISCHENBART** and **MICHAELA ANNA FLEISCHHACKER** (www.wischenbart.com, Austria), **MIHA KOVAC** (University of Ljubljana, Slovenia) and **YANA GENOVA** (www.nextpage.org, Bulgaria)





Part 02: Friday, December 3rd, 2021, 10.00 to 13.00

With **KATJA REISTER** (Audiobook consultant, formerly Audible, Germany),
CARLO CARRENHO (Streetlib, publishing expert, Sweden),
MIHA KOVAC and **RUEDIGER WISCHENBART**.



Over the past fifteen years, book publishing has been in a state of **continuous transformation**, driven by the combined factors of digital technologies – which introduced new formats for books - and new business and distribution models – notably **direct-2-consumer**, **subscription** and **streaming**. As a result, markets and their various segments have increasingly diversified, by territory, genre category, and targeted reading audiences. The recent pandemic has accelerated these transformational processes further.

In addition, authors have found new ways to produce and disseminate their works, in self-publishing models, as well as targeting and directly catering to ever more specialized niche audiences and subcultures. Technological innovation has furthermore added new opportunities to address impaired audiences with books.

In this changing environment, innovation, adaptation and often also specialization has been key to publishers for maintaining their economic viability.

Particularly publishers in smaller markets, and small publishing ventures confront ever harder economic challenges, as average print runs of niche titles have declined, competition from large corporations has increased, and resources for learning and experimenting are very limited to the smallest actors who, however, traditionally play a key role in bring novel literary voices and literary translations to the book audiences.

This training module introduces dedicated research into the relevant fields and explores in theory and practice how smaller stakeholders in the book business can take advantage of innovative practices to meet their goals.



1. LITERARY TRANSLATION FLOWS IN EUROPE AND THEIR SETBACK/RESEARCH from the DIVERSITY REPORTS

What are relevant success stories in European publishing of literary translations? And what can we learn from harsh setbacks? How do translations travel well across Europe and what - if anything - happens to local bestsellers when they are translated and published in other markets? How can potentially commercially successful translations from and for smaller markets and languages be identified?

PROGRAM

Thursday, December 2nd, 2021, from 10.00 to 13.00

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| 10.00 | LECTURE: Ruediger Wischenbart, Miha Kovac
An overview of European translation markets |
| 10.45-11.00 | COFFEE BREAK |
| 11.00-11.45 | CASE STUDIES
Michaela Anna Fleischhacker, Miha Kovač, Ruediger Wischenbart
Case studies on new authoring, cross media publishing and new translations models, based on the Diversity Report series (www.culturaltransfers.org) |
| 11.45-12.00 | COFFEE BREAK |
| 12.00-13.00 | WORKSHOP: Yana Genova
A guide to using translation grants |



2. NEW MULTIFORMAT AND MULTI-CHANNEL MODES, AS OPPORTUNITIES AND CHALLENGES FOR PUBLISHERS SPECIALIZED IN LITERARY TRANSLATION: EBOOKS, AUDIOBOOKS, SUBSCRIPTION AND STREAMING.

How can a successful audio publishing model be developed? How to produce audiobooks? How to handle rights? How to combine audiobooks with other audio content such as podcasts and audio series to create a successful audio subscription model? Where to look for synergies between print, e- and audio publishing? And how to engage in innovative practices even in small markets and in the light of new economic challenges?

PROGRAM

Friday, December 3rd, 2021, from 10.00 to 13.00

- 10.00-10.45 **KEYNOTE TALK:** Katja Reister (Audiobook consultant, formerly Audible, Germany)
Managing digital titles for multi-format, multi-channel and multi-business-model distribution (pre-recorded)
- 10.46-11.00 **COFFEE BREAK**
- 11.00-11.45 **WORKSHOP:** Carlo Carrenho (StreetLib, publishing expert, Sweden)
Developing content for audiobooks (live)
- 11.46-12.00 **COFFEE BREAK**
- 12.00-13.00 **WORKSHOP:** Miha Kovac, Ruediger Wischenbart
Specifics of developing audiobooks for small markets. SWOT analysis.