

Beyond Squid Game: Translating Asian film and TV for a hungry global market

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The South Korean mega-hit Squid Game is but one example of an ever growing pool of Asian video content riding the boom in streaming services to a global audience. And while translations are key to bridging the language divide, what are the factors that make for a good translation? Will fan-based translation and artificial intelligence make trained human translators redundant? Translation studies expert Assoc Prof Ester Leung and linguist Dr Sunyoung Oh discuss the art and business of translating Asian film and television with host Ali Moore.

An Asia Institute podcast. Produced and edited by [profactual.com](#). Music by [audionautix.com](#). Transcript [here](#).

Main image (L-R): Assoc Prof Ester Leung and Dr Sunyoung Oh.

Listing image: Squid Game icon. Credit: [Marco Verch Professional Photographer/Flickr](#).