

Internet dating: will AI kill the web?

【经济学人 The Intelligence 20250717 网络约会：人工智能会终结互联网吗？】

Summary: The Economist podcast discusses how AI is transforming internet usage by providing instant answers, potentially reducing traffic to original content websites and threatening their revenue models. It also covers Austria's political shifts and North Korea's new beach resort aimed at domestic tourists.

摘要：《经济学人》播客探讨了人工智能如何通过提供即时答案改变互联网使用方式，可能减少原始内容网站的流量并威胁其收入模式。节目还涵盖了奥地利政治格局变化和朝鲜针对国内游客新建的海滨度假村。



🕒 Estimated Reading Time: 34 min

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-

 00:00:03

 The Economist Hello and welcome to the intelligence from the economist.

《经济学人》播客：欢迎收听《经济学人》的"The Intelligence"节目。

 I'm Rosie Blore.

我是罗茜·布洛尔。

 And I'm Jason Palmer.


我是杰森·帕尔默。

 Every weekday we provide a fresh perspective on the events shaping your world.

每个工作日我们都为您提供塑造世界的事件的新视角。

 In Austria's most recent election, the far right party got the largest share of the votes.

在奥地利最近的选举中，极右翼政党获得了最大份额的选票。

 That's left the other parties in an unusual three-way coalition.

这导致其他政党组成了一个不寻常的三方联盟。

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▶ Our correspondent meets the accidental chancellor.

我们的记者采访了这位意外上任的总理。

▶ And tired of all those overblown beach resorts in places like Florida and Spain, good news travelers, glamorous new accommodations await you in North Korea.

厌倦了佛罗里达和西班牙等地那些过度开发的沙滩度假村？旅行者们有好消息了，朝鲜正在为您准备华丽的新住宿设施。

▶ Our correspondent explains the motives behind a curious tourism push.

我们的记者解释了这波奇特旅游推广背后的动机。

▶ But first...

但首先...

▶ Remember that sound?

还记得那个声音吗？

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▶ The internet has become a bit more user-friendly since the days of dial-up.

自拨号上网时代以来，互联网变得稍微用户友好了一些。

▶ Now it's a constant presence in our pocket, an inescapable part of everyday life.

现在它常驻我们的口袋，成为日常生活中不可避免的一部分。

▶ The connection speeds are faster than they once were.

连接速度比过去快多了。

▶ The way we navigate the internet has barely altered.

我们浏览互联网的方式几乎没有改变。

▶ Use a search engine to get where we want to go.

使用搜索引擎到达我们想去的地方。

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▶ But now something is rapidly changing how we interact with the web.

但现在有样东西正在快速改变我们与网络的互动方式。

▶ Artificial intelligence.

人工智能。

▶ AI is really transforming the way that people find information on the web.

人工智能正在真正改变人们在网络上寻找信息的方式。

▶ It's bringing more knowledge to more people more quickly.

它正在更快地向更多人传播更多知识。

▶ Tom Wainwright is the economist's media editor.

汤姆·温赖特是《经济学人》的媒体编辑。

▶ But the concern is that at the same time it may be killing the web.

但令人担忧的是，与此同时它可能正在扼杀互联网。

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▶ Tom, how precisely is AI actually changing the way most of us use the internet?

汤姆，人工智能究竟是如何改变我们大多数人使用互联网的方式的？

🎧 Well, if you think back to a couple of years ago, the way that a typical person found information online was to go to a search engine, type in that query, and they would be given a list of links to follow.

嗯，如果你回想几年前，普通人查找网上信息的方式是去搜索引擎，输入查询，然后他们会得到一个链接列表供点击。

🎧 But then chat GPT arrived in 2022.

但后来在2022年出现了ChatGPT。

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🎧 Shortly after that, search engines like Google began changing the way that they worked.

不久之后，像谷歌这样的搜索引擎开始改变它们的工作方式。

🎧 What happens now is that you type in your query, and as well as or instead of being given that list of links, you get given an AI-generated summary, which is in effect a kind of potted answer to your question.

现在的情况是，你输入查询，除了或代替获得链接列表，你会得到一个AI生成的摘要，这实际上是对你问题的一种浓缩回答。

🎧 In many instances, users of the search engines no longer need to click through to the websites which provided the original source material.

在许多情况下，搜索引擎的用户不再需要点击进入提供原始资料的网站。

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🎧 The search engine or answer engine, as people sometimes call them, just gives them the answer.

搜索引擎或人们有时称之为答案引擎的东西，直接给他们答案。

🎧 And so in many cases, that's the end of their journey.

因此在许多情况下，这就是他们旅程的终点。

🎧 In many ways, these answer engines are fantastic.

从很多方面来说，这些答案引擎很棒。

🎧 They say people time, they give them a nice summary without them having to click through and read dozens of websites or by themselves, and users seem to really like it.

它们节省人们时间，提供一个很好的摘要，无需点击阅读数十个网站或自己整理，用户似乎真的很喜欢这样。

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🎧 But there is a problem because for the websites that provide that original source information, they're no longer getting as much human traffic, and that means they're no longer getting as much advertising revenue.

但问题是，对于那些提供原始信息来源的网站来说，它们不再获得那么多人类流量，这意味着它们不再获得那么多广告收入。

🎧 And in the long run, that may mean that those websites cease to exist.

长远来看，这可能意味着这些网站将不复存在。

🎧 So what does that mean for those websites?

那么这对这些网站意味着什么？

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🎧 And by those websites, we mean publishers, like the economist and many others, right?

我们所说的这些网站是指像《经济学人》和许多其他出版商，对吧？

🎧 Well, it's all kinds of publishers.

嗯，是各种出版商。

🎧 Yeah, I mean, we're talking about content broadly, and this is a difficult one because, of course, as a news organisation, we have a dog in this fight, and we try not to let that influence what we say on it.

是的，我是说，我们广泛地谈论内容，这是个难题，因为当然，作为新闻机构，我们在这场斗争中有利害关系，我们尽量不让这影响我们对此的言论。

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🎧 But I want to make clear with this that we're not just talking about news publishers here.

但我想明确表示，我们这里谈论的不只是新闻出版商。

🎧 We're also talking about every kind of information resource that you can imagine on the web.

我们也在谈论你能想到的网络上的各种信息资源。

🎧 To give some examples, we see that if you look at total web traffic over the last year, according to similar web, which is one data provider, it's fallen by about 15% in the last 12 months.

举些例子，我们看到，如果你查看过去一年的总网络流量，根据数据提供商SimilarWeb的数据，过去12个月下降了约15%。

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▶ That's such traffic to websites overall.

这是网站整体流量。

▶ And if you drill down into different categories, you find that, for example, visits to science and education sites have gone down by about 10%, such traffic to reference sites like Wikipedia, overall has gone down by 15%, and traffic to health sites has gone down by more than 30%.

如果深入不同类别，你会发现，例如，科学和教育网站的访问量下降了约10%，像维基百科这样的参考网站整体流量下降了15%，健康网站的流量下降了30%以上。

▶ So this isn't just a newspaper problem.

所以这不只是报纸的问题。

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▶ This is a question about how people find content broadly on the internet.

这是一个关于人们如何在互联网上广泛寻找内容的问题。

▶ And how does that affect how those publishers make money?

那么这如何影响这些出版商的盈利方式？

▶ Traffic really is the kind of currency of the internet.

流量确实是互联网的一种货币。

▶ You get people to come to your site, and then you monetize those visitors by typically showing them ads, or you might sell them subscriptions, or sell them stuff.

你让人们访问你的网站，然后通常通过向他们展示广告来将这些访问变现，或者你可能向他们销售订阅或商品。

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⏮ But either way, making them visit your website is the top of the funnel, if you like.

但无论哪种方式，让他们访问你的网站可以说是漏斗的顶端。

⏮ And so as that type of traffic is closed off, to some extent, by these AI answer engines, content companies of all kinds have fewer opportunities to make money, because their content is in effect kind of sucked out of their website and summarized very efficiently by these answer engines, which, however, mean that people, humans, no one can need to visit the source of that content.

因此，随着这类流量在某种程度上被这些AI答案引擎阻断，各类内容公司赚钱的机会更少了，因为他们的内容实际上被从网站上吸走，被这些答案引擎非常高效地总结，而这意味着人们不再需要访问内容的来源。

⏮ So how are big media companies or other publishers trying to get around that?

那么大型媒体公司或其他出版商如何试图绕过这一点？

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⏮ Well, some of the bigger brands have been doing deals with the AI companies.

嗯，一些大品牌一直在与AI公司做交易。

⏮ There's a nice phrase by Robert Thompson, the head of newscorp, who talks about wooing and suing.

新闻集团负责人罗伯特·汤姆森有个很好的说法，他谈到"求爱与诉讼"。

⏮ The wooing is doing deals.

求爱就是做交易。

⏮ They've done a deal with open AI.

他们与OpenAI达成了协议。

▶ The suing speaks for itself.

诉讼不言自明。

▶ It's legal action against AI companies that take content without paying or without permission.

这是对那些未经付费或未经许可获取内容的AI公司采取的法律行动。

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▶ And that works for the bigger brands, but for the smaller brands, it's much harder, because if you're a tiny local newspaper, you just don't have the clout to go to Google and say, you know, we'd like a few million dollars, please.

这对大品牌有效，但对小品牌来说要困难得多，因为如果你是一家小型地方报纸，你根本没有底气去谷歌说，我们想要几百万美元。

▶ So this wooing and suing approach might work for some, but it's not going to work for everybody.

所以这种求爱与诉讼的方法可能对某些人有效，但不会对所有人都有效。

▶ I should add that the economist's parent company hasn't yet taken a public position on whether it's going to license our work.

我应该补充，《经济学人》的母公司尚未就是否会授权我们的工作公开表态。

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▶ So you talk about these licensing deals.

那么你谈到这些许可协议。

▶ Are they any good?

它们有什么好处？

▶ Well, I mean, they sound big, but the question is really, is this enough to compensate for what's being lost?

嗯，我是说，它们听起来很大，但问题确实是，这足以补偿正在失去的东西吗？

▶ I think most publishers that I've spoken to are a bit skeptical.

我认为我交谈过的大多数出版商都有点怀疑。

▶ They like to talk about the value of these deals.

他们喜欢谈论这些交易的价值。

▶ In most cases, you're talking about millions of dollars a year, but as a share of what they are currently making from online advertising, in many cases, it's not that much.

在大多数情况下，你谈论的是每年数百万美元，但与他们目前从在线广告中获得的收入相比，在许多情况下，这并不是那么多。

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▶ One case, for example, is Reddit, which has a licensing deal with Google.

例如，Reddit有一个案例，它与谷歌有许可协议。

▶ And it's been reported that that's worth \$60 million a year.

据报道，这价值每年6000万美元。

▶ But that's \$60 million a year is not a huge amount when compared with the more than \$20 billion that Reddit lost in market capitalization earlier this year when investors panicked about its Google search traffic being bumpier than usual.

但每年6000万美元与Reddit今年早些时候因投资者对其谷歌搜索流量比平时更不稳定感到恐慌而损失的超过200亿美元市值相比，并不是一个大数目。

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▶ So the money sounds good, but I think you have to compare it against what is potentially being lost.

所以钱听起来不错，但我认为你必须将其与可能失去的东西进行比较。

▶ And when you do that, I think it looks a bit less good.

当你这样做时，我认为它看起来就不那么好了。

▶ And what about for the smaller companies that, as you say, aren't going to be even be able to make those deals?

那么对于那些如你所说甚至无法达成这些交易的小公司呢？

▶ So they just have to suck it up?

所以他们只能忍受？

▶ I think so far, yes, basically, there's not much they can do.

我认为到目前为止，是的，基本上，他们无能为力。

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▶ They can block AI crawlers from crawling their content.

他们可以阻止AI爬虫抓取他们的内容。

▶ But so what?

但那又怎样？

▶ They're not big enough to really force the companies to pay them.

他们不够大，无法真正迫使公司付钱给他们。

🎧 And if they block them from crawling them, then it just means they get zero visibility in search, which isn't going to help them.

如果他们阻止爬虫抓取，那只是意味着他们在搜索中获得零可见性，这不会对他们有帮助。

🎧 There are some solutions being proposed.

有一些解决方案被提出。

🎧 Some people would like to introduce a system where AI crawlers get charged on a kind of pay as you crawl basis.

有些人想引入一种系统，让AI爬虫按抓取付费。

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🎧 So the AI bot would visit a website and be told, you can't read this unless you pay X amount of money.

所以AI机器人会访问一个网站并被告知，除非你支付X金额，否则你不能阅读这个。

🎧 And the amount of money would be roughly equivalent to the kind of some that the site might have made in showing efforts to a human user in the past.

金额大致相当于网站过去向人类用户展示广告可能获得的收入。

🎧 Another startup that I spoke to has got a plan where it's looking at the answers that chatbox give and analyzing those answers to try and determine where the information originally came from so that any revenue from the chatbot could then be shared in part with the sources that it came from.

我交谈过的另一家初创公司有一个计划，它查看聊天机器人给出的答案并分析这些答案，试图确定信息最初来自哪里，这样来自聊天机器人的任何收入就可以部分与信息来源共享。

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⏮ All of these things are quite hard to coordinate, though, because there's a bit of a collective action problem in that until everybody does this, the AI sites can just use other sites instead.

不过，所有这些都很难协调，因为存在一点集体行动问题，即在每个人都这样做之前，AI网站可以只使用其他网站。

⏮ And of course, the internet is pretty big.

当然，互联网非常大。

⏮ Except if you're a small local newspaper saying we want you to pay, you don't have very much market power.

除非你是一家小型地方报纸说我们想要你付钱，否则你没有很大的市场力量。

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⏮ One possible solution to this comes from a very big internet security company called Cloudflare, which provides security infrastructure to about a fifth of the entire web.

一个可能的解决方案来自一家非常大的互联网安全公司Cloudflare，它为大约五分之一的整个网络提供安全基础设施。

⏮ And they said recently that from now on, all of their new customers are going to get the option by default to block AI crawlers or ask them for money.

他们最近表示，从现在开始，所有新客户默认将获得阻止AI爬虫或向他们要钱的选项。

⏮ So that could be the beginnings of a coordinated attempt to change the way that content is exchanged on the web.

所以这可能是协调尝试改变网络上内容交换方式的开始。

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⏮ It's going to be hard, though, because the web is just so big and coordinating an effort across millions or hundreds of millions of sites is not an easy thing to do.

不过这将很困难，因为网络太大了，协调数百万或数亿网站的努力不是一件容易的事。

⏮ So Tom, what's your verdict?

那么汤姆，你的结论是什么？

⏮ Does AI spell the death of the internet?

人工智能预示着互联网的死亡吗？

⏮ The death of the web has been declared many times before, wrongly.

网络的死亡以前被宣布过很多次，都是错误的。

⏮ People thought that smartphone apps would mean the death of the web, and it didn't.

人们认为智能手机应用程序意味着网络的死亡，但并没有。

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⏮ People thought that social media would mean the death of the web, and it didn't.

人们认为社交媒体意味着网络的死亡，但并没有。

⏮ So I'd be nervous about saying that this is definitely it, but I am really worried actually about what's happening because something fundamental is changing here.


所以我会紧张地说这肯定是它，但我实际上对正在发生的事情非常担心，因为一些根本性的东西正在改变。

⏮ The central economic fuel of the web is drying up, because the decades now websites have operated on the basis that they get visitors and they monetize those visitors.

网络的核心经济燃料正在枯竭，因为几十年来网站一直以获取访问者并将这些访问者变现为基础运作。

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 And now that's just not happening anymore.

而现在这不再发生了。

 We're seeing big examples of sites just getting big, big drops in human traffic.

我们看到网站人类流量大幅下降的大例子。

 And as a result of that, big drops in their revenue, and if this continues, then the incentives to create content are going to dry up, and if that happens, then content itself is going to dry up.

结果，它们的收入大幅下降，如果这种情况继续下去，那么创建内容的动力将会枯竭，如果发生这种情况，那么内容本身将会枯竭。

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 And I think in that instance, we're all in big trouble.

我认为在那种情况下，我们都会有大麻烦。

 Tom, fascinating, terrifying stuff.

汤姆，迷人又可怕的东西。

 Thank you so much for talking to me.

非常感谢你和我交谈。

▶ No problem, thank you.

没问题，谢谢你。

▶ Across Europe, support for hard-right groups is surging.

在整个欧洲，对极右翼团体的支持正在激增。

▶ In May, Poland elected a president back by the law and justice party.

5月，波兰选举了法律与公正党支持的总统。

▶ In Germany and February, the AFD doubled its share of the vote.

在德国，2月份，德国选择党的得票率翻了一番。

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▶ And in Austria last September, the Freedom Party got more votes than any other.

而在奥地利去年9月，自由党获得了比其他任何政党都多的选票。

▶ After months of negotiation, it was kept from power by the country's first coalition of three centrist parties.

经过数月的谈判，该国首次由三个中间派政党组成的联盟阻止其掌权。

▶ That alliance is now headed by Chancellor Christian Stokker, head of the People's Party.

该联盟现在由人民党领袖克里斯蒂安·斯托克总理领导。

▶ I recently went to interview the Austrian Chancellor Christian Stokker in Vienna in his grand wood-panelled office on Bahlhausplatz in the Imperial Hofburg.

我最近在维也纳帝国霍夫堡的巴尔豪斯广场采访了奥地利总理克里斯蒂安·斯托克，在他宏伟的木板办公室。

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▶ Vendelin von Brädo is our senior Germany correspondent.

文德林·冯·布拉多是我们驻德国的高级记者。

▶ He was virtually unknown even in Austria before he became Chancellor, so I was very interested to meet him.

在他成为总理之前，即使在奥地利他也几乎不为人所知，所以我非常有兴趣见到他。

▶ He has a very calm demeanor.

他举止非常冷静。

▶ His nickname is the Buddha of Bahlhausplatz.

他的绰号是巴尔豪斯广场的佛陀。

▶ And he was like that during the interview.

他在采访中就是那样。

▶ His response very precise, very calm.

他的回答非常精确，非常冷静。

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▶ You sort of got the impression that nothing can really disturb us calm.

你隐约觉得没什么能真正打破我们的平静。

▶ I'm sure some things can, but that's the impression I got.

我确信有些事可以，但这是我的直观感受。

▶ And Vendelin, you said you were virtually unknown in Austria before he became Chancellor.

文德林，你说他在成为总理前在奥地利几乎无人知晓。

▶ When did he become Chancellor and how did that happen?

他何时成为总理？过程是怎样的？

▶ He became Chancellor about four months ago.

他大约四个月前就任总理。

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▶ After a period of turmoil in Austrian politics, basically what happened is that the hard-right party got more votes than any other party at the federal elections last September.

奥地利政局经历动荡后，根本原因是去年九月联邦选举中极右翼政党得票率最高。

▶ Subsequently, the three centrist parties tried to form a coalition.

随后三个中派政党试图组建联盟。

▶ The talks failed and the previous Chancellor Karl Nehammer resigned.

谈判破裂，前总理卡尔尼·哈马尔辞职。

▶ Christian Stokker fully expected to also resign as General Secretary of the party, because he was also a very close ally of Karl Nehammer.

克里斯蒂安·斯托克原以为也将辞去党秘书长职务，因他曾是哈马尔的亲密盟友。

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▶ But instead he was asked to lead talks with the hard-right party, the Freedom Party, to try to form a coalition between center-right and hard-right.

但他却被指派领导与极右翼自由党的谈判，试图组建中右翼与极右翼的联合政府。

▶ These talks failed too.

这些谈判也失败了。

▶ And so the original talks were revived between the three center parties.

于是三个中派政党重启了最初谈判。

▶ And agreement came together and Christian Stokker became Chancellor, but he really is an accidental Chancellor.

协议达成后斯托克成为总理，但他实属意外上位。

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▶ I put that to him at the start of our interviews.

我在采访开头就向他指出了这点。

▶ He told me a very amusing story of how he drove in jeans and a polineg to the meeting of party leaders.

他讲了个趣事：自己穿牛仔裤和Polo衫开车去参加党领袖会议。

▶ And then he was told that he is the one who will lead coalition talks with the far-right leader Herbert Kikker, and he had to hustle to get a suit to his office and change in order to talk to the press afterwards.

随后他被告知将领导与极右翼领袖赫伯特·基克尔的联盟谈判，只得匆忙让办公室送西装更换以便会后见媒体。

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▶ We don't talk about Austria very much on the show Vendolin.

文德林，我们节目很少讨论奥地利。

▶ Just fill in some context for me.

请为我补充些背景。

▶ What are the main fault lines in Austrian politics?

奥地利政治的主要分歧是什么？

▶ Indeed Austria is a small country of around 10 million people in the middle of middle Europe, so to speak.

奥地利确是个约千万人口的欧洲中部小国。

▶ With a very proud history, the Austro-Hungarian empire, but it is in the big scheme of things not a very important country.

虽有奥匈帝国的辉煌历史，但总体不算重要国家。

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▶ But it has had an important hard-right party for a long time now.

但其极右翼政党长期占据重要地位。

▶ And this party, the Freedom Party has actually been in government full times and is in government in five of the nine states.

自由党多次参与执政，目前在九州中五州掌权。

▶ So even more than another European countries, the hard-right plays a big political role in Austrian politics.

相比其他欧洲国家，极右翼在奥地利政坛影响更大。

▶ And that's why we are so interested in Austria because we think that Austria could be a blueprint for other European countries.

因此我们关注奥地利——它可能成为欧洲国家的蓝本。

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▶ And that is of course a slightly scary prospect with such a prominent hard-right party.

极右翼政党如此突出确实令人忧心。

▶ When I spoke to him, you could really see how Staka dislikes Kikker.

采访中能明显看出斯托克厌恶基克尔。

▶ He wanted to illustrate how he wasn't competent at all when he was interior minister in a previous government.

他举例说明基克尔任内政部长时完全不称职。

▶ So Herbert Kikker had in his time that he didn't know that he was not.

赫伯特·基克尔任职期间连自己不胜任都不知道。

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▶ He said he's unable to do it.

他说基克尔根本无力胜任。

▶ He said he's actually not even competent apart from being a poisonous person.

除人品恶劣外，基克尔也毫无能力。

▶ He wasn't quite so calm then.

说到这时他明显激动起来。

🎧 So how far is the far-right party in Austria reflective of that broader rise in far-right populism across Europe?

奥地利极右翼政党多大程度上反映了欧洲极右民粹主义的崛起？

🎧 Well, I would say the Freedom Party in Austria is almost a pioneer.

我认为奥地利自由党堪称先驱。

🎧 I mean, they've been around for decades and it's played an important role in Austrian politics for decades, which is not the case in other European countries, certainly not in Germany.

该党活跃数十年，长期影响奥地利政治——这与其他欧洲国家（尤其德国）不同。

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🎧 When now the hard-right AFD, the alternative for Germany, is also increasingly playing a big role in national politics.

而如今德国极右翼选择党也逐渐在国家政治中扮演重要角色。

🎧 So in that sense, Austria was earlier than other European countries and others, Hungary, Germany have followed.

因此奥地利可谓先行者，匈牙利、德国等随后跟进。

🎧 So there's a coalition now with Staka at the helm.

现在斯托克领导着联合政府。

🎧 How's that actually going?

实际运作如何？

🎧 So far it's gone not badly.

目前进展尚可。

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▶ First of all, the three parties in power are quite different, but they managed so far to keep a united front.

执政三党虽分歧大，但迄今维持着统一战线。

▶ He seems to have a very competent team, his foreign minister, his justice minister, his economy minister, and his finance minister all have a very good and sound reputation.

他的团队能力出众——外交、司法、经济及财政部长均声誉良好。

▶ And of course it's not an easy time because Austria's public finances are in poor state.

当然当前形势艰难：奥地利公共财政状况糟糕。

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▶ There's still the war in Ukraine that's influencing Austrian politics.

乌克兰战争仍影响着奥地利政治。

▶ And Austria is very much affected by Donald Trump's trade war and trade policies.

特朗普的贸易战和政策也严重波及奥地利。

▶ So Kostya Anstaka took over as chancellor as a very difficult moment for Austria.

因此斯托克接任总理时正值奥地利艰难时期。

▶ And you say that Austria's public finances are in disarray.

你提到奥地利公共财政混乱。

▶ How much will this political turmoil and the bringing together of three quite different parties affect the economy?

政治动荡及三党联合对经济影响多大？

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▶ Well, just when I was in Vienna, the European Union Commission opened an excessive budget deficit procedure against Austria.

我在维也纳时，欧盟委员会刚对奥启动超额赤字程序。

▶ Austria's not alone.

奥地利并非个例。

▶ Many other European countries have that same close supervision by the EU because of the large budget deficit.

许多欧洲国家也因巨额赤字受欧盟严密监督。

▶ But for Austria, it's particularly humiliating because there were always very proudly a frugal country like Germany and the Netherlands.

但对奥地利尤为耻辱——它向来以德荷般的节俭为傲。

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▶ So it does influence the current government a lot.

这严重影响着现政府。

▶ First of all, the economy is stagnating.

首先经济停滞不前。

▶ It's not doing well.

状况不佳。

▶ And they'll have to do quite painful cuts in public expenditure.

必须大幅削减公共开支。

▶ In fact, they've already started doing them.

事实上已开始实施。

▶ And that's never very popular because things like the climate bonus, which was a subsidy for climate policies, has been cut.

这类措施总不受欢迎——气候政策补贴等已被削减。

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▶ There's going to be cuts in pension payments.

养老金将缩水。

▶ Few people are going to be allowed to retire early.

提前退休受限。

▶ All these things are not very popular.

这些举措都不得民心。

▶ And that will of course affect the standing of the three party government.

自然会影响三党政府的支持率。

▶ As you say, Vendolin, a three-way coalition is notoriously tricky to pull off.

如你所言文德林，三方联盟 notoriously 难维系。

▶ And particularly when you want to push through some really unpopular moves, how likely is it that they will be successful and persuade people not to vote for the far right populist next time?

尤其推行不得民心的政策时，他们有多大可能成功说服民众下次不投极右民粹主义？

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▶ It's quite hard to make that prediction, but they are driven by the specter of Herbert Kikkell, the leader of the far right party in the chance of a win.

难以预测，但他们被极右领袖基克尔可能胜选的阴影驱动着。

▶ That's the one thing they hope to avoid.

这是他们最想避免的。

▶ It's the glue that keeps these three very disparate parties together.

这是维系三党的粘合剂。

▶ It's a powerful driver, but of course, it's still hard to predict whether they will manage to stay together until 2029.

虽是强力驱动，但仍难预测能否维持到2029年。

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▶ Vendolin, thank you so much for talking to me.

文德林，非常感谢接受采访。

▶ It's always a pleasure to talk to you, Rosie.

罗西，和你交谈总是很愉快。

▶ In the time since then, it's been completely transformed.

此后情况已彻底改变。

▶ In late June, they announced the opening of this enormous new resort there right on the beach.

六月底他们宣布海滨大型新度假村开业。

▶ It claims to have five kilometers of pristine beaches, 54 hotels, shopping centers, cinemas, you know, all those kinds of things that you might expect in any resort anywhere in the world.

号称拥有五公里原始海滩、54家酒店、购物中心、影院等全球度假村标配设施。

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▶ So of course, being North Korean wanting to make a big show of this for the papers and for their propaganda outlets, they opened it in this enormous celebration, dancing fireworks a whole nine yards.

朝鲜当然要大肆宣传——开业庆典极尽隆重，歌舞烟花一应俱全。

▶ Kim Jong-un, the country's dictator, was of course in attendance and looking pretty happy, sat there with his wife and his daughter watching people go down waterslides and looking out over the sea.

最高领导人金正恩携妻女出席，满意地观看滑水道活动并眺望海景。

▶ So hang on, pardon my confusion.

等等，我有点困惑。

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▶ Is there like lots of demand for getaways in North Korea?

朝鲜真有大量度假需求吗？

▶ What are you saying you're not anxious to go, Jason?

杰森，你听起来并不向往？

▶ And convince me, carry on.

请说服我，继续。

▶ All right, well, yeah, I mean, North Korean tourism has been a thing for quite a long time.

朝鲜旅游业其实存在已久。

▶ I mean, for decades really, but especially in the last 10 to 15 years under Kim Jong-un and now during Kim Jong-un, they've been making a really concerted effort to build up their tourism industry.

近10-15年金正恩执政期间更全力发展旅游业。

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▶ And part of the demand for that comes from outside of North Korea.

部分需求来自境外游客。

▶ Back in 2019, NK News, which is an outlet based in Seoul and works on North Korea, estimated that 350,000 Chinese tourists had come in that year.

2019年首尔媒体NK News估计当年有35万中国游客访朝。

▶ And that's a tight yearner for the regime.

这对政权是笔可观的收入。

▶ That said, the pandemic killed it all.

但疫情中断了一切。

⏮ No one could go in or out basically for years and years.

多年间几乎无人进出。

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⏮ And it was only really in February of 2024 that the first tourists were allowed to come back in.

直到2024年2月才重新开放旅游。

⏮ And so this weapons testing site come resort is a way to get things back to pre-COVID levels, to beyond pre-COVID levels.

这个武器试验场改造的度假村旨在恢复甚至超越疫情前水平。

⏮ Well, trying to judge the intentions of the North Korean regime is a bit of a fool's game.

揣测朝鲜政权意图如同徒劳。

⏮ You know, you can read what they say.

可参考其官方说辞。

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⏮ You can try and work out what makes more sense of as an explanation for their actions, but ultimately a lot of North Korea watching is just sort of best guesses.

也可推测其行为逻辑，但多数观察终归是猜测。

🎧 I think it's probably pretty unlikely actually that their intention, at least at the minute, is to get us back to those kind of levels.

我认为他们目前不太可能意图恢复当年游客量。

🎧 We should look at the nature of the resort itself.

应关注度假村本身性质。

🎧 The Ro-Dang-Shim-Hung claims that it has capacity for 20,000 people.

"露天综合休养地"宣称可容纳2万人。

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🎧 Now, the 350,000 Chinese tourists I talked about, that's a thousand coming in a day.

35万中国游客相当于每日千人流量。

🎧 You would need more tourists than that to fill it up.

要填满度假村需更多游客。

🎧 And besides, if you are Russian or Chinese or a Westerner, you can go to Bali or you can go to Spain.

何况俄中或西方游客可选择巴厘岛或西班牙等地。

🎧 You can go to places where they have Wi-Fi and all sorts of other Western amenities.

那些地方有WiFi等西方便利设施。

🎧 That you're not going to be able to get out of in North Korea.

而朝鲜无法提供这些。

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▶ So if it's not for foreigners, it's for North Koreans.

若非面向外国人，就是为朝鲜民众。

▶ Exactly.

正是。

▶ North Korea is a country like any other and people need to go on holiday.

朝鲜与其他国家一样，民众也需要度假。

▶ And part of this will be demand from the nascent middle class who have grown out of the marketization that followed famine in the 90s.

部分需求来自90年代饥荒后市场化催生的新兴中产阶级。

▶ And it's a gray area in the North Korean economy.

这是朝鲜经济的灰色地带。

▶ Essentially, the state still considers itself to be nominally socialist, but in the gaps, a certain form of capitalism has grown up.

名义上仍是社会主义国家，但缝隙中已滋长某种资本主义形态。

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▶ And this has made some people extremely rich over the last few decades.

过去几十年让部分人暴富。

▶ They have money they want to spend it.

他们有钱想消费。

▶ And a tourist resort is a pretty good way of doing that.

旅游度假村是理想消费场所。

🎧 I don't know how much of this has mitigated my sense of doubt about this.

不知这些是否减轻了我的疑虑。

🎧 Should I want to go?

我该想去吗？

🎧 Do you want to go?

你想去吗？

🎧 You're a Korea's expert.

你作为朝鲜问题专家。

🎧 Would you like to sprawl out on that beach?

想去那片海滩躺平吗？

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🎧 Make a sign, Castle?

做个手势？

🎧 I mean, so I must admit to two things.

我得承认两点。

🎧 One of which is I loathe the climate on the peninsula during the summer.

一是厌恶半岛夏季气候。

🎧 And also I have never been on a beach resort holiday in my life.

二是我从未去过海滩度假村。

🎧 But you know, when September, October rolls round, temperature drops a little.

但九十月气温下降时。

🎵 You know, offered the opportunity, I'd probably go to Wonson, Calma.

若有机会我可能去元山或葛麻。

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🎵 Have a look around, see what it's all about, why not?

看看究竟如何，何乐不为？

🎵 I hope your invitation comes in the post.

希望邀请函早日寄到。

🎵 Thanks for your time, Andrew.

安德鲁，感谢你的时间。

🎵 Thanks very much for having me.

非常感谢邀请。

🎵 You're welcome.

不客气。

🎵 That's it for this episode of The Intelligence.

本期《情报》节目到此结束。

🎵 We'll see you back here tomorrow.

明天再见。

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