Translating Europe Forum 2017
New skills, new markets, new profiles

Innovation in Audiovisual Translation
The Audiovisual Translation Market

Brussels, November 2017
Agenda

1. The Audiovisual Translation (AVT) market
2. Challenges & trends in AVT
3. Research projects
4. Skills for translators & new job profiles
The audiovisual translation market
Definition

Audiovisual Translation (AVT): A branch of translation that deals with the transfer of multimodal and multimedia texts to another language/culture.

Multimodal:
- Audio
  - Dialogue
  - Music & effects
- Video
  - Images
  - On-screen text

Multimedia:
- Cinema
- Television
- Home entertainment VHS/SD/BD
- OTT
- Web; social media
- Tablets & mobile devices
- Other settings: theatres, museums, etc.
Types of AVT

• Subtitling
  • Subtitles for hearing audiences (interlingual & intralingual)
  • Subtitling & captioning for the deaf and hard-of-hearing (intralingual & interlingual)
  • Audio subtitles
  • Surtitling

• Revoicing
  • Dubbing
  • Voice over
  • Narration
  • Interpreting
  • Sign language interpreting
  • Audio description
A brief history of AVT

1940’s
Birth of subtitling & dubbing

1970’s
Birth of home entertainment (VHS)

1970’s
Line 21 CC for the deaf and HOH

1980’s
Birth of audio description

1980’s
First subtitling workstations

1980’s
Cable & satellite

1980’s
Live CC/subtitling

1990’s
Digital video formats

1990’s
Template subtitle workflows

1990’s
Dial-up modems

1990’s
Homeworkers

1990’s
Audio description

2000’s
Sophisticated workstations

2000’s
Respeaking

2000’s
Broadband internet;
Centralisation;
Outsourcing;
Increased legislation on accessibility

2000’s
VOD (cable & IPTV telcos)

2010’s
UGC on social media;
YouTube captioned videos;
MOOCs

2010’s
OTT
Netflix, Amazon Prime, Hulu, etc.

2010’s
Cloud-based platforms

TODAY

Title: A brief history of AVT

- **1940’s**: Birth of subtitling & dubbing
- **1970’s**: Birth of home entertainment (VHS), Line 21 CC for the deaf and HOH
- **1980’s**: Birth of audio description, First subtitling workstations, Cable & satellite, Live CC/subtitling
- **1990’s**: Digital video formats, Template subtitle workflows, Dial-up modems, Homeworkers, Audio description
- **2000’s**: Sophisticated workstations, Respeaking, Broadband internet, Centralisation, Outsourcing, Increased legislation on accessibility
- **2010’s**: UGC on social media, YouTube captioned videos, MOOCs, OTT (Netflix, Amazon Prime, Hulu, etc.), Cloud-based platforms
- **TODAY**
Audiovisual localisation services @ Deluxe

Scripting
• Transcription
• Dialogue or Spotting Lists
• “As Broadcast” Scripts
• Continuity

Dubbing
• Project & Contract Management
• Casting
• Translations
• Language Dubbing

Audio
• Centralized Mixing
• Conforming, Encoding, Laybacks
• Foley
• ADR Recording
• Music Replacement, Design, Restoration

Subtitling
• Subtitle translation
• Conform existing translations
• Forced subtitles
• Text translation
• Metadata translation

Picture Editorial
• Title and graphic localization
• Censorship
• Compliance
• Screeners

Access Services
• Closed Captions / Teletext subtitles / Subtitles for the deaf and hard of hearing
• Audio Description
• Sign language interpreting
The size of the language industry

Market size of the global language services industry from 2009 to 2020 (in billion U.S. dollars)

- 2009: 23.5 billion U.S. dollars
- 2010: 26.3 billion U.S. dollars
- 2011: 28.34 billion U.S. dollars
- 2012: 33.05 billion U.S. dollars
- 2013: 34.78 billion U.S. dollars
- 2014: 37.19 billion U.S. dollars
- 2015: 38.16 billion U.S. dollars
- 2016: 40.27 billion U.S. dollars
- 2020*: 45 billion U.S. dollars

Source:
Common Sense Advisory; Global Language Solutions
© Statista 2017

Additional Information:
Worldwide, Common Sense Advisory; 2009 to 2016
The size of the AVT industry

◆ 2009, EC DGT, Study of the Language Industry in the EU
  ✓ 85% of EU subtitling and dubbing market accounted for by Italy, France, Germany and the UK, of which 60% is dubbing
  ✓ Subtitling on the increase
  ✓ 2006: turnover of the subtitling and dubbing market in the EU between 372M euros and 465M euros, for approx. 408K hours per year

◆ 2017, Study by MESA Europe Content Localisation Council
  ✓ EMEA content localisation services at approx. $2B per year
  ✓ Growth expectation at 8%-10% annually
  ✓ Estimate for EMEA content localisation market to exceed $2.5B by 2020
Challenges & trends in AVT
Challenges

• Volume of content to be localised
• Price pressures
• Shortened Windows/ Turnaround Times
• Translation for Live Events
• Emerging Markets
• Multiple Deliverable formats
• Security Restrictions/ Asset security
• New technologies – Virtual Reality & Augmented Reality
Trends in the AVT market

- Production line workflows
- Outsourcing/ rightsourcing
- Crowdsourcing
  - Fansubbing
  - Fandubbing
- Cloud TMS and CMS platforms
- Language technologies
  - Use of STT via respeaking in live cc/subtitles
  - Use of TTS in spoken electronic programme guides (EPGs) and screen readers
  - Use of TTS in audio subtitles
  - Use of TTS in audio description
  - Use of CAT tools & MT in subtitling?
Research projects
Language technologies in subtitling

**SUMAT**
April 2011 – March 2014

**TransLectures**
November 2011 – October 2014

**SAVAS**
Sharing Audio Visual language resources for Automatic Subtitling
May 2012 – April 2014

**euBRIDGE**
February 2012 – January 2015

**TraMOOC**
Translation for Massive Open Online Courses
February 2015 – January 2018
Crowdsourcing in subtitling

February 2015 – January 2018

SubtitleX
Too many languages in one market? SubtitleX, the subtitling marketplace.

In a contract awarded by the EU funding program C-NECT, EYZ is creating a prototypical online marketplace that brings together key stakeholders in film production, digital distributors and networks of subtitling specialists. Combining crowdsourcing with the development of innovative technologies means user-friendly and cost-effective production of high-quality subtitles in multiple languages. This in turn creates incentives to invest in subtitle versions for films in major and lesser spoken European languages, thus enhancing cross-border film distribution. Product development and launch in 2018.
Skills for translators & new job profiles
Linguist jobs @ Deluxe Localization

- Account Management
- Project Coordination
- Quality Assurance
- Technical services
- Scripting/Editorial Services
- Translation tasks (translation, proof, QC, consistency checks)
- Sourcing / Vendor management
- R&D
- Interns/Placements
New job profiles in the AVT market

• Metadata annotator
• Translator respeaker
• Audio description script editor for synthetic speech
• (Live) post-editor of ASR output?
• (Live) post-editor of MT output?
• Language engineer?
• Project manager, language technology?
• Content curator?
• Terminologist?
• App developer?
How the role of the translator will change

- Translators = linguistics, multilingual communication, quality of language; grammarians
- Transcreation = re-invent, build again; inspire the same emotions
  - Tag lines, product names, slogans, advertisement copy, highly branded material
- Copywriting = creative copy experience, creation of materials from scratch directly in the target language
- Cultural consulting = client guidance on motivation and behaviour of target buyers; researchers; experts
- Post-editing = understand how an MT engine works, typical errors, perform linguistic review to fix them to the requested quality bar; critical thinking skills

What about subtitling and dubbing?
Skills for translators

My notes from:

• Technology
  • Use and understanding of language technologies

• Language skills

• Subject matter expertise

• Continuous professional development

• Professionalism; soft skills
  • Henry Liu: Broader education makes you adaptive and flexible; specialisation leads to low re-employment. Soft skills matter!

• Research, evaluation and collection of language corpora

• Localisation skills

• Being open to change, able to move forward
Skills for translators

My notes from internal company survey:

- Excellent knowledge of/Passion for the source and target languages
- Impeccable grammar, spelling
- “It is all about the metaphors”. Conveyer of meaning, emotions and culture.
- Writing skills
- Keeps quality in mind
- Eye for detail and ear for tone
- To know when to step away from the source text to get closer to the intended meaning; subjectivity & common sense (dubbing)
- Ability to properly condense text (subtitling)

- Creativity; looking at translation as a creative medium where one can find different thoughts, expressions, interpretations when viewing the same sources
- Brand custodian
- Cultural awareness; familiarity with different styles & cultures
- Passion for film; new media enthusiasts or consumers
- Good at research, passion to learn; curiosity
- Interest in a vast array of topics
In brief

Back to Basics
Questions?

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