

Languages & The Media

8th International Conference & Exhibition on Language Transfer in Audiovisual Media

October 6 – 8, 2010 • Hotel InterContinental Berlin

Press release: February 11, 2010

Languages and The Media: The Digital Revolution in the Field of Audiovisual Media - Boon or Bane?

Berlin. Digitisation, social media and other platforms offer growing opportunities for audiovisual production, distribution and localisation. At the 8th Languages and The Media, participants will discuss these changes, innovations and the latest developments in the global media world with a focus on language transfer in the audiovisual media. The international conference takes place from October 6th to 8th at Berlin's Hotel InterContinental.

“New Media – New Contexts – New Translator Profiles?” is the theme of this year's conference. A multitude of sessions, presentations, workshops and discussions will focus on pivotal topics such as the impact of Facebook, MySpace, and other social networks on audiovisual media. The participatory culture evolving from this movement, community translations (crowdsourcing), as well as the adaptation of games to specific cultures (games localisation) are also at the top of the agenda. International experts will discuss the challenges that lie in worldwide and local distribution, as well as topics such as audiovisual literacy, language requirements and acquisition. The subject of how we can enable a deaf or hard-of-hearing, as well as blind or partially sighted audience to access media will be another important aspect of the event.

The target audience includes decision-makers on language issues from the media, distributors of audiovisual media products and services, producers of media programmes, film festival organisers, website developers and translators, subtitling and dubbing companies, language industry specialists, researchers in media studies, as well as representatives of consumer organisations. Bringing together a highly international audience, the conference will be accompanied by an exhibition where vendors, manufacturers and providers will present their latest language technology products and services.

Proposals for the conference can be submitted until May 3. Further information about Languages and The Media is available online at www.languages-media.com.

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*Participation fees: prior to June 1st: € 350, after June 1st: € 400,
supporting organisations: € 320, students: € 190*

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