

Languages & The Media

9th international Conference on Language Transfer in Audiovisual Media

November 21 – 23, 2012 • Hotel Berlin, Berlin

Press release, November 6th, 2012

Translation Industry: Innovations in times of crisis

Conference Languages & The Media in November in Berlin

Berlin. Technological innovations influence our perceptions and consumption of media, they change the way media are produced and distributed. At the ninth annual Languages & The Media conference, delegates will discuss the challenges, opportunities and most recent audiovisual developments impacting translation, especially in times of cost reductions. The conference will take place from November 21st to 23rd at Hotel Berlin in central Berlin, Germany.

How are technologies influencing the process of subtitling and voice-over, and at the time the work space of translators? What changes undertaken by media companies such as ARD, MTV, Arte, TG 4 or VRT Belgium in this area are valid, especially in times of financial pressure? How can classical media such as theatre and opera be enabled to be accessible to a deaf and hard-of-hearing as well as a blind and partially sighted audience? Experts from more than 30 countries will discuss these and others questions. The central topic of the two conference days is "Translating in multilingual communities". On the pre-conference day participants have the chance to experience interactive workshops on how to use subtitling, audio description or eye-tracking for audiovisual transfer of language.

The conference will serve as a network for decision makers along with language and media practitioners from science, academia and business. The conference themes will appeal to providers of audiovisual media products, television networks, organisers of film festivals, developers and translators of web pages, subtitling and localisation experts, language and media scientists as well as representatives from consumer organisations, amongst others. The Languages & The Media conference will be accompanied by a trade exhibition for producers, vendors and service providers showcasing the latest in translation technology.

Further information on Languages & The Media is available here: www.languages-media.com

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November 21st – 23rd, 2012, Hotel Berlin, Berlin

Registration fees:

Standard EUR 400; Supporting organisations EUR 340; Students EUR 200

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