

Languages & The Media 2018

Post-Conference Report

12th International Conference
on Language Transfer
in Audiovisual Media

www.languages-media.com

October 3 – 5, 2018
Hotel Radisson Blu
Berlin, Germany

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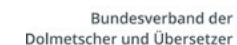
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Table of Contents

Page 4

Key Figures of Languages & The Media 2018

Page 5

Slido Polls

Page 8

Pre-Conference Workshops

Page 9

Opening Plenary

Page 10

Parallel Sessions

Page 13

Closing Panel

Page 15

Best Tweets

Page 17

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Key Figures of Languages & The Media 2018

378

Delegates
from

38

Countries

26

Panels and
Sessions

100

Speakers

4

Workshops

10

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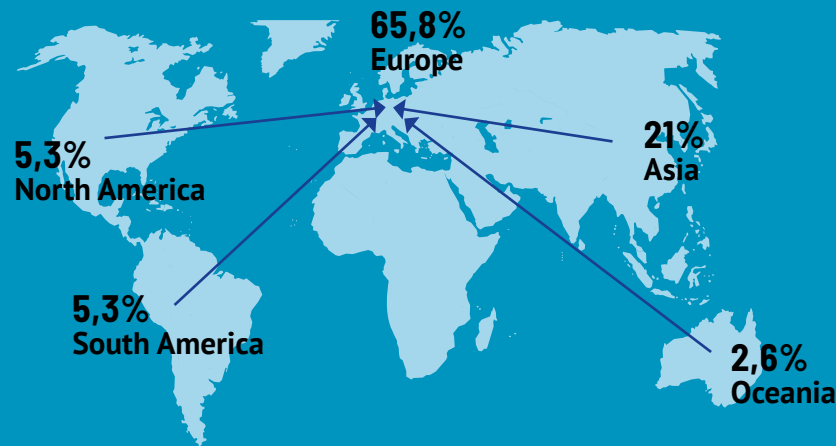
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Keynote

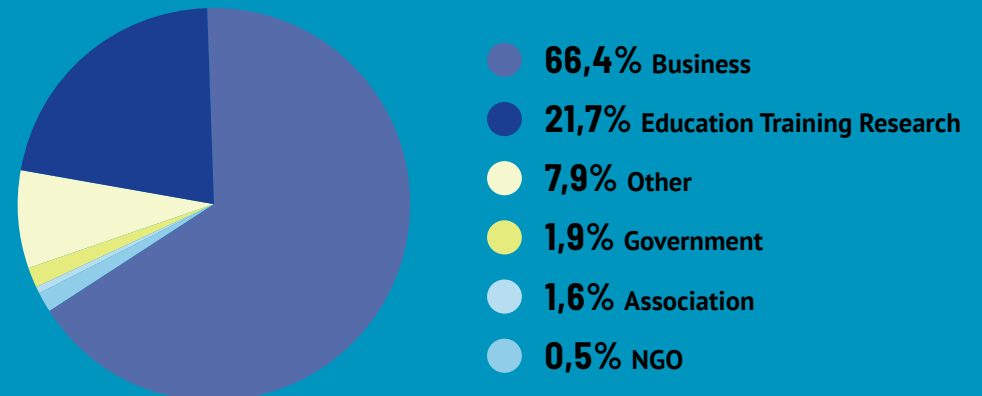
365

times the
#languagesmedia hashtag
was tweeted between
3 – 5 October

Where participants came from



Occupation of participants



Top Countries

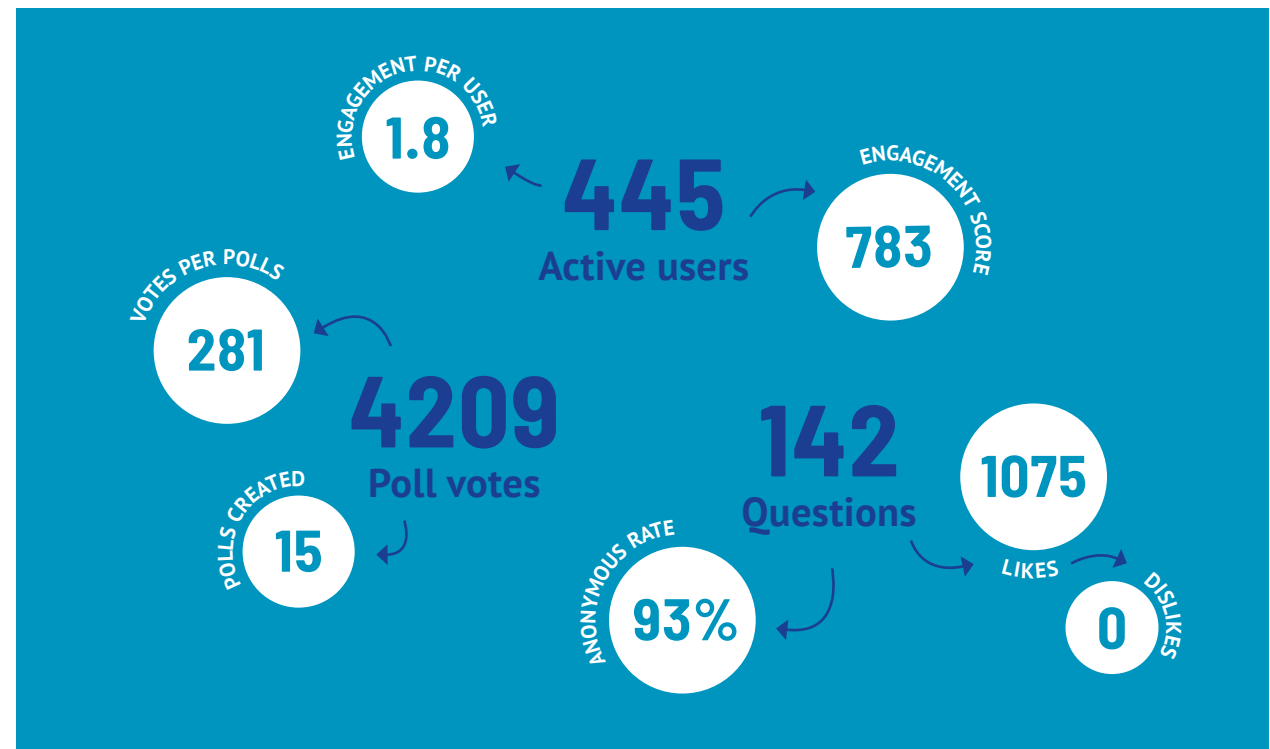
UK Germany Spain Belgium Sweden
USA Italy Poland Netherlands Israel Denmark
Switzerland Argentina Finland Greece Norway
Bulgaria France Portugal Australia

Participant Numbers in Years

2014	2016	2018
=	=	=
233	268	378

sli.do Polls

In order to facilitate audience interaction and empower participants to be more involved in conversations, Languages & The Media 2018 used the platform sli.do to create real-time polls and give participants the opportunity to easily and anonymously ask questions during sessions. And the audience response was incredibly positive! Here are some of the most popular polls and questions...



Most Popular Questions

😊 38 LIKES

Do you believe future clients will prefer individual translators to translation companies?

😊 32 LIKES

In this fourth industrial revolution, what is the added value of human agents? How can we reinvent ourselves?

😊 32 LIKES

@Allison, What criteria do you use to decide the rates for each language combination?

😊 34 LIKES

How close are we to achieving perfection with fully automated speech recognition?

😊 30 LIKES

If other large content clients like Netflix instituted an increased minimum mandatory rate to pay translators, how would you adapt? Do you see this happening?

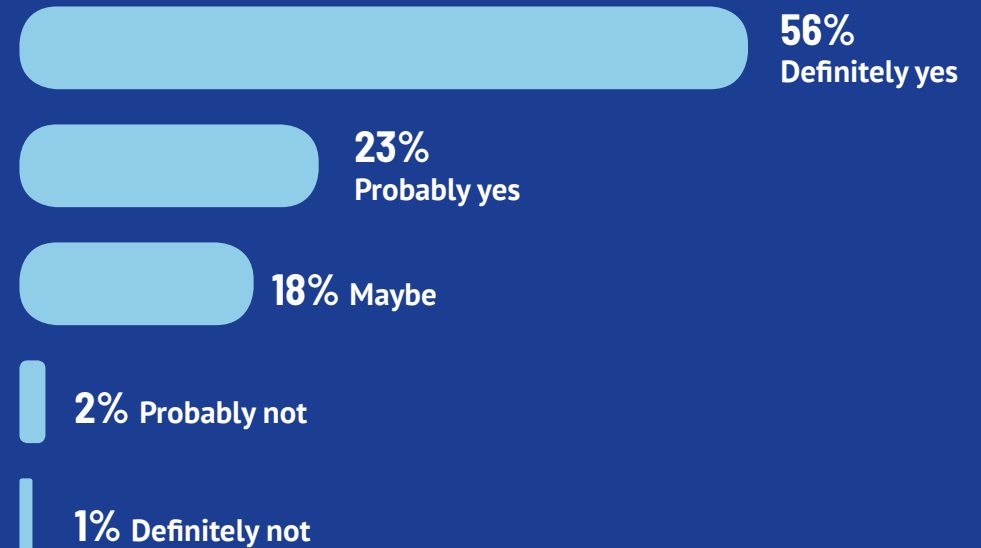
Which profile best describes you?

185 ANSWERS
Wordcloud poll



Would you recommend Languages & The Media to your colleagues and associates?

124 ANSWERS
Multiple-choice poll



What is your overall evaluation of the 2018 conference?

123 ANSWERS
Multiple-choice poll



Pre-Conference Workshops

The Languages & The Media half-day pre-conference workshops were designed to involve participants with in-depth insights and hands-on activities to learn and build new skills on emerging and timely relevant topics such as:

1. **Designing a Course in Media Accessibility** presented by Gert Vercauteren and Nina Reviers, University of Antwerp
2. **Accessible Filmmaking in Practice: Translation and Accessibility in Collaboration with Filmmakers** presented by Pablo Romero Fresco, Universidade de Vigo
3. **Subtitling in Immersive Formats** presented by Pilar Orero, Universitat Autònoma de Barcelona; Francesc Mas, CCMA; Sonali Rai, Royal National Institute for Blind People (RNIB); Chris Hughes, University of Salford and Enric Torres i Feixas, Anglatecnic
4. **Interlingual Respeaking: An Emerging Practice at the Crossroads of Various Disciplines** presented by Elena Davitti, University of Surrey; Annalisa Sandrelli, UNINT and Pablo Romero Fresco, Universidade de Vigo



"Very useful workshop. Good balance of practice and research results."

Anonymous



"Very interesting insight into an area of subtitling that is fairly unexplored and will be a big part of the industry in the future. Thank you!"

Emily Rose Benton, TransPerfect, Spain

"Excellent workshop - great trainers!"

Valeria Cervetti, Terzarima Traduzioni, Italy

Opening Plenary

The two-hour opening session was chaired by **Yota Georgakopoulou**, Languages & The Media Steering Committee member and Audiovisual Localisation Expert, and it featured a Keynote by **David Padmore**, SVP of Content Services at TVT, titled **“How to Survive the Fourth Industrial Revolution”**. David drew from his 25-year-long career as an access services and localisation expert for the broadcasting and media industry to set the scene for the conference, introducing the main themes and addressing the challenges the media and language industries are facing in an age in which technology permeates all aspects of our lives. With audiovisual media content growing exponentially and turnaround times getting faster than ever, cloud-based platforms and OTT providers are driving change in the market and now more than ever the focus is on the challenges and opportunities deriving from integrating AI solutions into localisation workflows. Despite the uncertainty around the development and adoption of emerging technologies, one thing is certain: we have a shared responsibility to work together to better understand emerging trends, and shape our own future in an empowering and human-centric manner, that reflects our common objectives and values.

In his presentation David said, **“We are here for an important purpose: to break down language and sensory barriers to the content that is educating, informing and entertaining the world. To survive the Fourth Industrial Revolution, we have to find a future that addresses the need for speed, exponential productivity gains, the achievement for ever-higher quality, a commitment to lifelong learning and reinvention, and fairness”**. Following the keynote address, **Allison Smith**, Program Manager, Localization Solutions at Netflix, provided insight into the development and growth of the Netflix content localisation programme and answered some questions from the floor on specific Netflix practices and future plans.

“We must strive for fairness in the Fourth Industrial Revolution”.

David Padmore, SVP of Content Services at TVT

“Universities have to be key catalysts in this Fourth Industrial Revolution challenge.”

David Padmore, SVP of Content Services at TVT



Parallel Sessions

This year saw 24 parallel sessions take place across two full days, featuring 100 expert speakers from across the globe.

“When the strength of a distribution deal lies not only in world-class TV content but also in its scope and ambition to create “global momentum”, localisation is in the spotlight.”

Saverio Perrino, BBC Studios, UK



Some of the **most popular sessions** included the panel discussion with **Content Creators and Distributors** focusing on the new distribution models and innovative ways of managing the localisation supply chain. Saverio Perrino from BBC studios said, “There is a change of perspective: localisation was often seen as the last step in the production chain, but now that global distribution deals are increasingly common, it is starting to be discussed even in early negotiations”. Another popular session was the one on **Reception – Audiences** focusing on how new distribution models have produced highly segmented *audiences* with distinctive preferences and demands, aka *audienceships*, which have become active and powerful agents in the media sphere; David Orrego-Carmona of Aston University explained to what extent these changes in the audience are affecting the circulation and reception of audiovisual products. The session also addressed the question of whether such changes make traditional/ long-standing subtitling rules, such as the widely known “six-seconds rule”, obsolete for modern audiences as emerged in research conducted by Agnieszka Szarkowska of University College London & University of Warsaw.

Quality Metrics and Standards was another packed and lively session. It focused on different approaches, such as the FAR model presented by Jan Pedersen, to assess the quality of interlingual subtitles. As Irene Artegiani of Roehampton University suggested: “Technology and the introduction of MT in subtitling could act as a driving force towards an unprecedented awareness of human translation, and towards an original and more universally regulated concept of quality in subtitling”.

The session on **Inclusive Design** was another crowd-favourite. It explored the necessity to change approaches and integrate translation and accessibility in the filmmaking process through collaboration between translators and filmmakers. Pablo Romero-Fresco of the Universidade de Vigo presented a model for accessible filmmaking (AFM) and showed how it can be applied to training, research and professional practice to help reduce the gap between the experience of the original-language viewers and that of the foreign and sensory-impaired viewers. Joshua Branson, also from the Universidade de Vigo, showed the potential of accessible filmmaking to develop creative and innovative approaches to media accessibility through integrated (sub)titles by conducting an eye-tracking study on their effect on the viewing experience, and Emmanouela Patiniotaki of University College London presented a framework for the Inclusive Design of Accessible Online Content.

The first conference day ended with the most-interactive session at Languages & The Media, i.e. **The Learning Café** led once again by Lindsay Bywood, University of Westminster, and Kristijan Nikolić, University of Zagreb. Lindsay and Kristijan picked up the conversation from the successful session at Languages & The Media 2016. They divided participants into four thematic groups representing Academia, LSP/Agencies, Freelancers and Technology and revisited some of the predictions made in 2016 to test the temperature of the industry and draft a possible future roadmap for the subtitling industry.

The second conference day saw one of the most anticipated sessions of this year's Languages & The Media: a panel discussion featuring some of the global leading **Language Service Providers**. Speakers included Shana Priesz from Pixelogic Media, James Puttock from IYUNO, Sharyn Hopkins from Deluxe, Ron van Broekhoven from VSI, Mazin Al-Jumaili from ZOO Digital and Per Naucér from Nordisk Undertext. The panellists shared insights on the ways LSPs are tackling “the largest disruption in history” and the “seismic change in the way content is consumed” through cloud-based platforms and integrated approaches of the content localisation supply chain to thrive in today's fast-changing, hyper-competitive media landscape and meet ever-growing client demands.

Friday also hosted the **Immersive Environments** session focused on new approaches for accessibility in immersive media and particularly for subtitling. Peter tho Pesch of the Institut für Rundfunktechnik presented the initial findings of the Immersive Accessibility (ImAc) project which has been funded by the European Union to explore how accessibility services can be integrated with immersive media. Another ImAc researcher, Belén Agulló García of Universitat Autònoma de Barcelona discussed the nature of immersive content and explained the challenges for implementing the subtitles for the deaf and hard-of-hearing (SDH) in 360° videos.

The last round of parallel sessions included the **Automation** session which debated the use of automated processes in subtitling and text processing workflows. Aljoscha Burchardt from the German Institute for Artificial Intelligence and Philip Klenk of German broadcaster

SWR explored Artificial Intelligence, Machine Learning and Digital Transformation to show how AI-powered technology can relieve creatives from certain routine tasks so that more effort can be put into making the content accessible to the audience. In another presentation, Volker Denkel from ZDF Digital presented the CompAsS (Computer Assisted Subtitling) project, a project in collaboration with the University of Mainz and funded by the European Union to optimise subtitling processes by developing a multimodal subtitling platform that leverages state-of-the-art Automatic Speech Recognition, Neural Machine Translation and cutting-edge translation management tools. Volker Steinbiss from AppTek discussed multi-modality in Machine Translation. He showed how integrated workflows which closely couple individual ML and AI components can use image and video features in addition to the speech signal and can be fed into the neural network of a multi-modal machine translation system and thus reduce error. According to AppTek, the role of a human language expert in such integrated workflows should not be underestimated. The technology is there to help a translator to do the job efficiently, so that he/she can focus on those parts of the text or transcript which require creativity and outstanding language proficiency.



“Language is connected to identity, and if homogenisation is carried too far, local identity may be at risk.”

Ron van Broekhoven, VSI Amsterdam, NL





"Success requires a strategic transformation of technology."

Sharyn Hopkins, Deluxe, UK



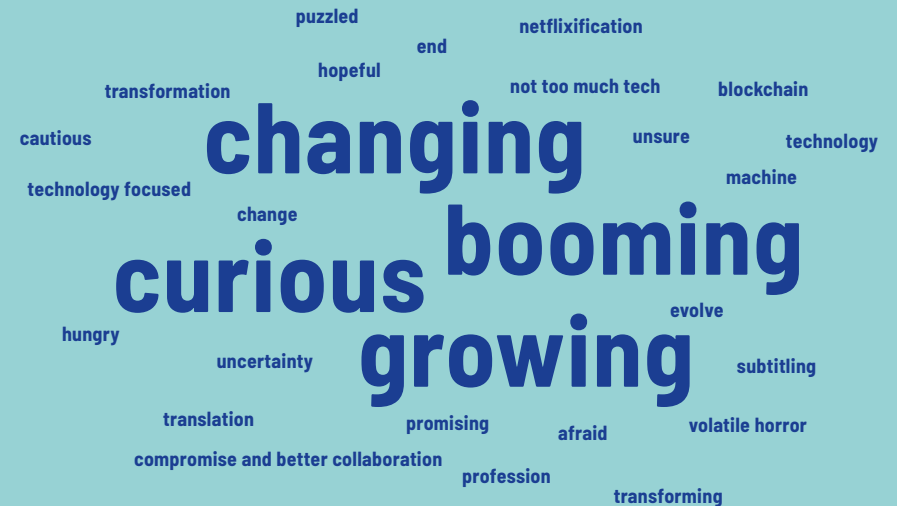
"It's a unique and intimate place where content owners, distributors, language service providers, educational bodies and freelance localization experts can mix, educate each other and come away with more insight on every aspect of innovation in this field. LATM should be firmly embedded in everyone's 'localization event' calendar – it's just a pity it's every two years! Thanks to the LATM organizers for hosting a great event."

Mazin Al-Jumaili, Zoo Digital, UK

slido Learning Café Polls

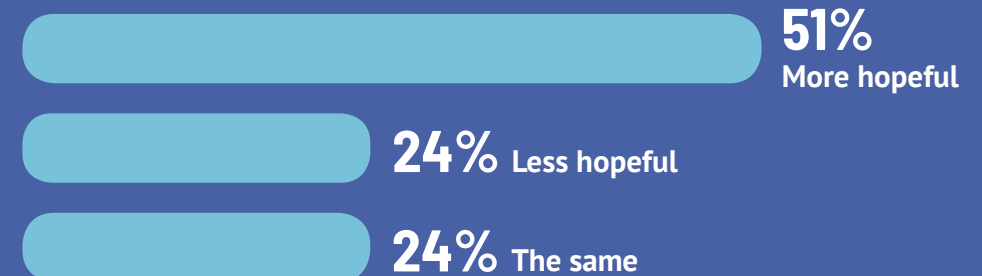
Type in a word or phrase that sums up how you feel about the industry and its prospects over the next five years

32 ANSWERS
Wordcloud poll



Are you more or less hopeful about the future of the industry than you were in 2016?

37 ANSWERS
Multiple-choice poll



Closing Panel

The closing panel was chaired by **Jorge Díaz-Cintas**, Languages & The Media Steering Committee member and Professor at University College London, and was once again an open Q&A session featuring some of this year's key speakers representing academia and practitioners, an SVOD provider and a Language Service Provider: **Stavroula Sokoli**, Hellenic Open University and Freelance Translator, **Allison Smith**, Netflix, and **Ron van Broekhoven**, VSI Amsterdam. The panel provided an opportunity to address some recurring questions and topics raised during the conference such as how to tackle the challenges posed by automation and machine learning and their impact on the work of LSPs and freelancers; how to acknowledge the added value of the human agent in the Fourth Industrial Revolution; the future of dubbing given its growing popularity in what were traditionally "subtitling countries"; and whether academia is doing enough to train AVT professionals and preparing them for the future.

The conference ended with the traditional **Jan Ivarsson Award Ceremony** presented biennially by **ESIST**, the **European Association for Studies in Screen Translation**, to an individual for invaluable services to the field of audiovisual translation. The 2018 award went to **Aline Rемаel** of the University of Antwerp who was presented the award following an emotional *laudatio* by her long-time colleague and friend Jorge Díaz-Cintas.



"Choice is more important than a particular preference."

Allison Smith, Program Manager,
Localization Solutions at Netflix



slido Poll

If there is one topic you would like on the agenda next time, what would it be?

99 ANSWERS
Wordcloud poll

A word cloud visualization of 99 poll answers. The words are arranged in a circular pattern, with the most frequent words being 'quality', 'respeaking', 'dubbing', 'rates', and 'working conditions'. Other visible words include 'freelancers perspective', 'theoretical issues', 'asr', 'workflow', 'originator', 'live subtitling', 'avt', 'technology', 'text', 'reception', 'metrics', 'research', 'project management', 'quality?', 'technological impact', 'technological aspects', 'video', 'theory', 'collaboration', 'process', 'integrated', 'traditional', 'speech recognition', 'sdh', 'sync', 'subtitlers', 'rates for av translators', 'rates tendencies', 'tools', 'support', and 'collaboration'.

 99 ANSWERS

Wordcloud poll



Best Tweets

365 times the
#languagesmedia hashtag
was tweeted between
3 – 5 October



Diana Sánchez @DianaJSanchez

Just arrived in Berlin for the Languages and the Media conference. From the cast list I've seen so far, it's going to be a belter. #languagesmedia #subtitling #accessibility



Sonali rai @sonalirai

It's a full house at the @ImAcProject workshop at @LMconference this afternoon #immersive content #subtitles #audiodescription #H2020



Gert Vercauteren @VercauterenGert

Time for some speed to get an idea of lots of new and interesting research projects @LMconference



Elena DiGi @ElenaDiGi

How to survive the Fourth Industrial Revolution. Exciting talk by David Padmore. #languagesmedia @ASzarkowska @StavroulaSokoli



Mazin al-jumaili @JumailiAI

Congrats @LMconference



Stavroula Sokoli @StavroulaSokoli

David Padmore: all industry stakeholders are here at #languagesmedia but the academic part also important



Sabine Braun @vr_interpreting

Listening to new research ideas in Audiovisual Translation at the speed presentation session of #languagesmedia this morning – inspiring!! #AudioDescription #subtitles #xl8



Terzarima Traduzioni @Terzarima_Trad

Yesterday we gave our first speech at @LMconference in Berlin and it was a thrilling moment! We're looking forward to attending the 2020 edition! #AVTconference #AVT #dubbing #translatorslife #Italiandubbing



Jan Pedersen @JanPedersen1969

Wonderful conference. Possibly the best so far!



Elena Davitti @ElenaDav

Respeaking as one of the 'hot topics' for LM2020! Great news for the SMART consortium and a big THANKS to all participants in our preconference workshop on #interlingualrespeaking Till the next! #languagesmedia #LAM18



Irene Tor Carroggio @irenetorc

I enjoyed it very much and it gave us a chance to talk face to face with people interested in our work!



Bélen Agulló García @Belen_Translate

Back from #languagesmedia! Great experience. Learnt a lot, enjoyed a lot and got many good ideas for my research. Totally worth it! Hope to be back next year.



Diana Sánchez @DianaJSanchez

Congratulations @AlineRemael – very deserving winner of the 2018 Jan Ivarsson award. #languagesmedia

Sponsors & Exhibitors

Netflix
STAR Group
SubtitleNEXT
VSI
Deluxe

AppTek
OOONA
PLINT
Screen Subtitling Systems
ZOO Digital



"One of a kind. I'll keep coming back."

Anonymous



"The conference was really great with so many fruitful discussions and interesting panels."

Ismiini Karantzi, Ionian University, Greece



"Berlin was a fantastic opportunity to collaborate and have face-to-face discussions with our localization partners - illustrating each others' pain points with the challenges that growing SVOD markets bring to the table."

Mapi Lucchesi, Zoo Digital, UK



"This is the best conference for this domain area. It would be great to see development of similar conferences in other parts of the world."

Anonymous



"Languages and the Media 2018 was such a stimulating conference which attracted researchers, academics, practitioners and key players in the industry and technology. There were so many interesting and informative sessions. The conference also provided an invaluable opportunity for networking. One of the few conferences that are worth travelling around half of the world to attend."

Jing Han, SBS TV, Australia



"The event proved to be a key meeting point of academic, business and freelancers gathered to join the debate and discuss the future of where we are all headed"

Ivanka Vassileva, PBT EU, Bulgaria





**"A very good conference
for networking especially
for translators and service
providers, as well as recruiting."**

Katja Schimborski, Enteractive GmbH,
Germany



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 **60 661** annual
webpage views

 **14 654** unique visitors

 **786** followers

 **3 407** followers

 **972** members