Insights into market trends related to automation from an industry perspective

2M LANGUAGE SERVICES

About 2M Language Services

- Established in 1999, HQ in Brisbane, Office in Sydney.
- We translate into 170+ languages (including aboriginal languages), Conference Interpreting, Voice-Over Production, Cross-Cultural Courses.
- Our Australia based language professionals are NAATI accredited in the languages where testing exists.
- Translators for CALD projects are based in Australia, as they know the context and terminology used in these communities.
- Clients in the health space include: Organ and Tissue Authority, Cancer Council, National Health and Medical Research Council, Department of Health, Queensland Health, Mater Hospitals, Medibank.

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About 2M Language Services

- 2M is part of the Commonwealth Government Design, Production & Distribution Panel and therefore is a preferred supplier for numerous Government Agencies.
- We are a preferred supplier for the Australian Taxation Office (ATO) and have been included in the ATO Diverse Audiences Services Panel.
- Government clients include Austrade, Ausaid, and DIBP, several City and Regional Councils including the Brisbane City Council.
- Corporate clients include BHP, Rio Tinto, KPMG, Deloitte, Microsoft, Telstra, Thales, and Clayton Utz.

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Market Trend – Crowd Sourcing

- **Crowd Sourcing** – Clients make use of multiple translators (volunteer and professionals) to translate content by using a specialized software to connect them with the translators.

  - ✓ **Challenges:** Quality control as well as adherence to deadlines is an issue, hence most translators (either qualified translators, industry experts or volunteers) are still being paid.
  - ✓ **Benefit** lies in fast turnaround time and in some circumstances qualitatively better output (fans who translate).
  - ✓ **Costs** for set-up needed to either buy software which connects you to translators or to have project managers managing the crowd.

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Examples – Crowd Sourcing

- **Unbabel**: use of MT + crowd translators who work from smart phones and laptops. Editors get work assigned by the Unbabel system. They also convert emails and tweets and user generated content within one hour. $0.03 per word.
- **Smartling** delivers software that connects clients with translators.
- **Lego:** Translations of their latest product was done by Lego aficionados who translated their material for free. Paid qualified translators did spot-checks on the translations though.
- **Facebook** was translated via crowd sourcing.

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Market Trend – Augmented Reality

- **Augmented Reality** is a live view of a real-world environment whose elements are augmented by computer-generated sensory input such as sound, video, graphics or GPS data.
- Leads to heavily increased use of video translations as many instructions manuals and information pamphlets for people, patients, and other users are now shown as videos.

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Market Trend - MT

- **Machine translation + post editing** is a process where high volumes of content will be translated by machine translation software. After the content has been translated, a translator edits the text so that the text reads natural and possible mistakes the system made will be 100% ruled out.
- **MT + light post editing:** output is understandable.
- **MT + full post editing:** output is stylistically appropriate.
- **Raw MT output:** for information only, for example if you need to scan a large document.

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Facts - MT

- **Size of MT orders:** While many LSPs offer MT, the service offering often only amounts to 10% of their turnover.
- **Use in Australia** very limited. Use in the US and Europe higher due to greater volumes of content and budget restraints.

- **Prerequisite** for using MT:
  - ✓ **Not suitable** for creative material.
  - ✓ **Costs for set-up** depend on language combination, industry, translation input from previous translations in order to train the engine.
  - ✓ Content needs to be **written** or **pre-edited** with having MT in mind.

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Facts - MT

- Examples of **pre-editing guidelines:**

  - ✓ Avoid long sentences.
  - ✓ Use language logically, literally and precisely (logical construction of phrase, adhere to the literal meaning of words).
  - ✓ Avoid idioms, figurative language and cultural references.
  - ✓ Don’t omit words.
  - ✓ Adhere strictly to punctuation rules.

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Popular MT solutions

- **Lucy LT** for technical texts and European languages, clients include Medical and Pharma companies: http://www.lucysoftware.com/english/machine-translation
- **Be Global** (by SDL), covers many industries including Life Sciences and Pharma, and also offers Asian languages: http://www.sdl.com/products/sdl-beglobal/
- **Systran** also covers many industries and languages, including Korean: http://www.systransoft.com/
- **Asia Online** is popular for Asian languages: http://www.asiaonline.net/EN/Default.aspx

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Examples of MT in use – 2M

- 2M uses a customized and specifically trained private MT engine for clients who have existing translations (TM). MT used depends on language combination and industry.
- **Example 1:** 2M did an analysis of 1 million words in Spanish in order for a client to be able to tender for a certain project. Parts that included a certain keyword were lightly post- edited (only 70,00 words), afterwards the relevant passages (28,000 words) were fully post-edited.
- **Example 2**: 2M used MT + light editing for press releases into Indonesian. Turnaround time was 2 hours. The client's CMS was connected to the MT engine, translator afterwards post-edited the release, and then the press release was posted online at the client's website.

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Examples of MT in use - other

- **Bang & Olufsen, Siemens, SAP, Bosch, Symantec, Microsoft** use MT for their technical documentation. These clients have an extensive TM, and keep adding post-edited content after every translation. MT output continues to improve with every translation. Source material is being written according to pre-editing guidelines, so it can be used for MT.
- Dynamic websites such as **Booking.com** and **Tripadvisor.com** for example use this methodology (also for user generated content), as the volume and the required turnaround time cannot be achieved by non-automated translation processes.
- Health communication?

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Recommendation for MHCS website

Present situation:

- Home page is in English.
- Search and links for multilingual content is in English.
- Source texts of multilingual content are PDFs (not tagged with metadata for keyword search in another language).
- Content is created across multiple locations and departments.

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Recommendation for MHCS website

Possible solutions to improve present situation:

- Translation of dynamic webcontent: **Sovee**, which renders web content real time into another language: http://www.sovee.com/translation-technology/website-translation/
- USP is Sovee's smart engine, which is one of the fastest learning MT engines on the market.
- PDF's: translated individually as word documents via the Sovee MT engine. After translation word documents will be converted into PDF for uploading in your CMS.
- Translations of the website and the PDFs will be fed into the Sovee TM. Subsequent translations will be more accurate as the engine is being trained with the TM.
- Post-editing can be done with the Sovee editor, also possible to upload content which has been post-edited in Trados or MemoQ.
- Other machines: Easyling or Reverbeo.

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Recommendation for MHCS website

Considerations for source text:

- Instead of publishing PDFs, consider a different source (Unicode HTML) for all text which needs to be translated so content can be easier found online by CALD communities and can be easier read on screen. Unicode is the most widely used character encoding standard; it contains characters for most scripts and languages and is supported by all the common operating systems.
- http://www.multicultural.vic.gov.au/images/stories/pdf/community-languages-online-exec-summary-web.pdf
- Flags or translated language identifiers?

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Recommendation for MHCS website

Cost considerations:

- For a vendor to be able to determine costs, measure approximate volume in each target language.
- Is TM/data available?
- Workflow considerations (centralized CMS vs input from various sources), possibly investment in a new CMS.
- Training of employees to work with outside vendor.
- Organization of internal spot-checks in the beginning of the process.
- Symantec implemented many new processes alongside MT (investment in quality control of input data through style guides and controlled language, customizing Systran, expanding language pairs).

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Recommendation for MHCS website

Cost considerations:

- Subscription fees for the MT engine + post-editing.
- Price per 100 words for machine output differs per language, but lies around 20% of traditional translations. Price for PE is about 50% of the usual translation rate.
- ROI: usually 3-5 years (Year 1: no savings, Year 2: 20% savings, Year 3: additional 20% savings).
- Improvement of workflow makes adding new languages easy, which also results in cost savings.
- Time savings: these are typically around 50% for PE from the on-set, effective post-editors report 2 and 3 times their typical daily output for non-MT translation.

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