



# Multilingual Digital Single Market Riga Summit - 28 April 2015

## Plenary Panel #4 : Empowering Multilingual Content, Media, and Data Economy

***“ For media to innovate with digital  
for languages, cooperation required ”***

**Christophe Leclercq, Founder of EurActiv**



# MULTILINGUALISM IN EUROPE (AN MEDIA)

***“ For media to innovate with digital for languages, cooperation required ”***

**ABSTRACT :** For the media sector in a dual technology & revenue crisis, on top of digital transformation, translation and syndication represents innovation opportunities. This requires better cooperation across borders, supported by stronger public-private partnerships, and a shift from horizontal research programmes to sector-specific innovation projects. With and without the already-multilingual EurActiv, several relevant initiatives are underway, or considered.

**OUTLINE :**

**1. EurActiv Network**

- Multilingualism
- Translation: evolution, multimedia
- Filling some gaps
- Major constraints: costs, accuracy, speed

**2. European Media**

- Crisis → change & innovation
- Translation & Syndication
- Innovation4Media & PressActiv projects



Fokus

Localisation

Communication

Big data

#Translating Europe

**Languages!**

€ ↘

Schnell!

"Brainstorming"

Automation ?

#Media4EU

« C'est la grenouille qui conseille le bœuf ? »

Librement inspiré du Grec Esope, traduit en latin puis « localisé » par Jean de la Fontaine



# 1. EURACTIV: 12 LANGUAGES IN 12 EU CAPITALS

"Pragmatic multilingualism"

**7.5 million**  
yearly unique visitors\*

**22 million**  
yearly page views\*



\* Google Analytics 2014



# 1. EURACTIV: WIDER SOURCE MARKET

## "Community of EU Actors"



Question: EU related federations & NGO's use less languages than before.  
Who thinks we could counter this trend ?



# 1. EURACTIV - MULTILINGUALISM

- **Multilingual environment**
  - Publication in 12 languages
  - International staff : 106 total (51 editorial) & 23 nationalities
- **Process**
  - translation (EN-FR-DE)
  - localization by journalists in the capitals (not BXL)
- **Integration EN/DE/FR // translation**



# 1. EURACTIV - MULTIMEDIA

## Translated content

### News



Video subtitles

Infographics



Commission estime la construction de South Stream suspendue en Bulgarie



La Commission européenne a indiqué le 21 août qu'elle était au courant d'une vidéo publiée sur Dnevnik, le partenaire d'EurActiv Bulgarie, montrant l'arrivée de matériel destiné à la construction du gazoduc South Stream.



# 1. EURACTIV - HOW IT ALL STARTED...

## • Evolution in Translation software

AT THE START  
(2003)

NOW

NEAR FUTURE

E-content project

- Machine translation SYSTRAN + post-editing
- Localisation network

- Use of translation memories (TM) with Wordfast
- 12 languages

More software again

- Translation & SYNDICATION platform
- Joint projects?
- PressActiv?





# 1. EURACTIV - TRANSLATION TOOLS

- Use of translation software & other tools



Portail regroupant la législation de l'UE



Base terminologique multilingue de l'UE



**Wordfast**

Outil d'aide à la traduction



UNTERM:

Base terminologique des Nations unies



Base terminologique canadienne



# 1. EURACTIV - MAJOR CONSTRAINTS

- Costs: translators' fees vs. Machine Translation licence
- Accuracy:
  - Access to official terminology database
- Speed:
  - Newsletter in the morning
  - News can become outdated/ updated



## 2. EUROPEAN MEDIA : CRISIS → CHANGE?

- **Example media about “Europe”**
  - Many attempts in the past
  - Just in EN or in 1 national language (eg. TheGuardian, Le Monde, FAZ, etc.)Exceptions: Euronews, Cafébabel, EurActiv  
+ some specialized newsletters (but not largest EU languages)
- **Effect of crisis**
  - Presseurop.eu † , EuroparlTV?
  - More anglo-saxon domination? (e.g. FT, Reuters, Politico?)
  - Or more cooperation? (e.g. LENA, with El Pais, Figaro, Die Welt, Repubblica, etc.)
- **Questions**
  - Who thinks more media could be multilingual?
  - Should this be a focus of Horizon 2020 projects?



## 2. EUROPEAN MEDIA : MULTILINGUALISM & FILTERS

- Not feasible to translate all documents in all languages → filters needed
  - Prioritizing
  - Using tools
  - Decentralizing
  - Syndication
- Questions:
  - Who thinks media in future will only feature original contents?
  - Who thinks translation & syndication is a big part of the answer?



## 2 RELEVANT HORIZON2020 PROPOSALS

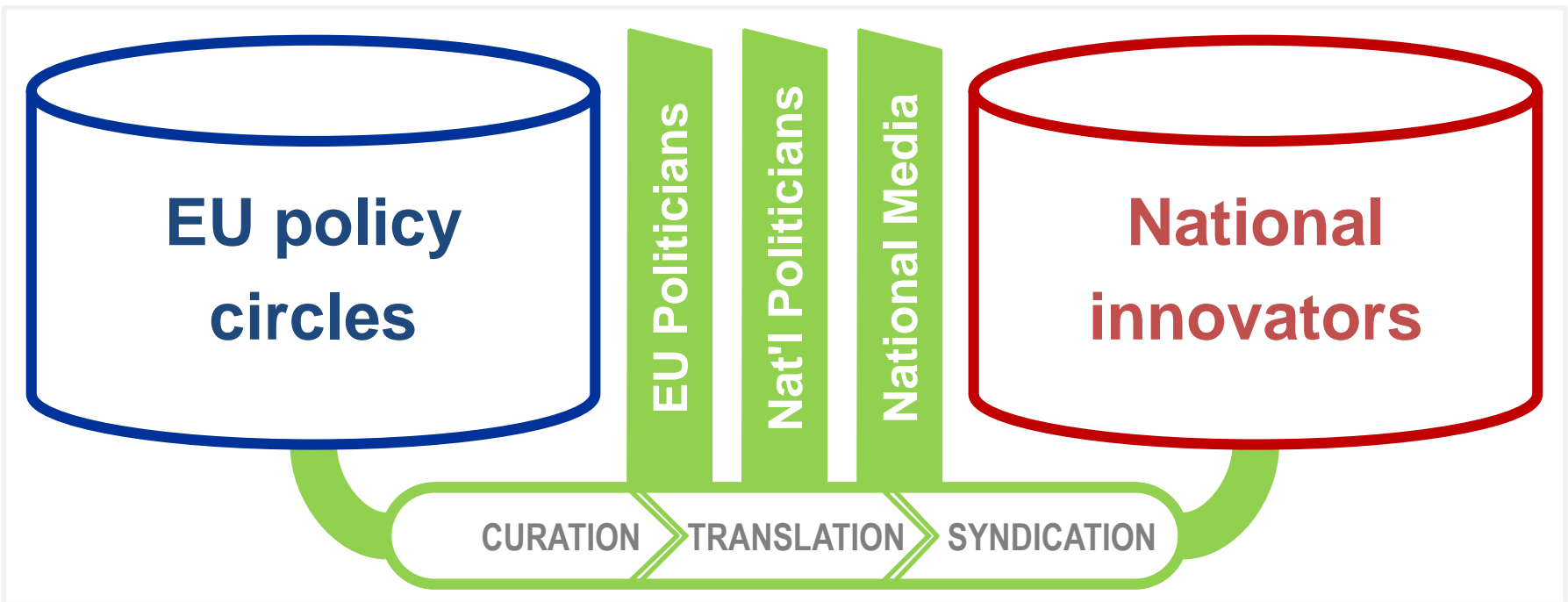
- **One filed already: Innovation4Media**
  - Accompanying & coordination, Horizon2020 more media-driven
- **One being considered : PressActiv**
  - Translation and syndication platform, learning from EurActiv, Presseurop.eu and national media needs

*Informal contacts welcome!*



## 2. EUROPEAN MEDIA : PRESSACTIV, SUPPORTING COOPERATION BETWEEN JOURNALISTIC MEDIA ON EUROPE

A project proposal to organise & structure the chaos of opinions to better inform & shape policy





## MORE QUESTIONS ?

- How to leverage automated translation intelligently?
- What hope for community-source post-editing after machine translation?
- Who thinks we should decentralize EU translation for communication purposes?
- How to develop the language ecosystem?



# BACK-UPS





## EURACTIV FOUNDATION HELPING ON SOME GAPS IN THE LANGUAGE

- Translation workshops (internally + DGT)



- **Master students in translation:** *Translation in the European Affairs*
- **Civil society:** *Best practices in translation*  
(series discontinued in 2013: open for more!)
- **EU Community "R&D project", FP7** → language extension



## MULTILINGUALISM & INSTITUTIONS - GOING WITH THE FLOW?

- Going with the flow?

- Dominance EN vs. promoting multilingualism:
  - EN source documents: 45% in 1997 → 72,5% in 2008
- Aim: close to citizens, communicating Europe
- Questions:
  - Who thinks we should reduce the number of languages altogether?
  - Who thinks it is possible to have synergies between languages and communication in **one** portfolio?

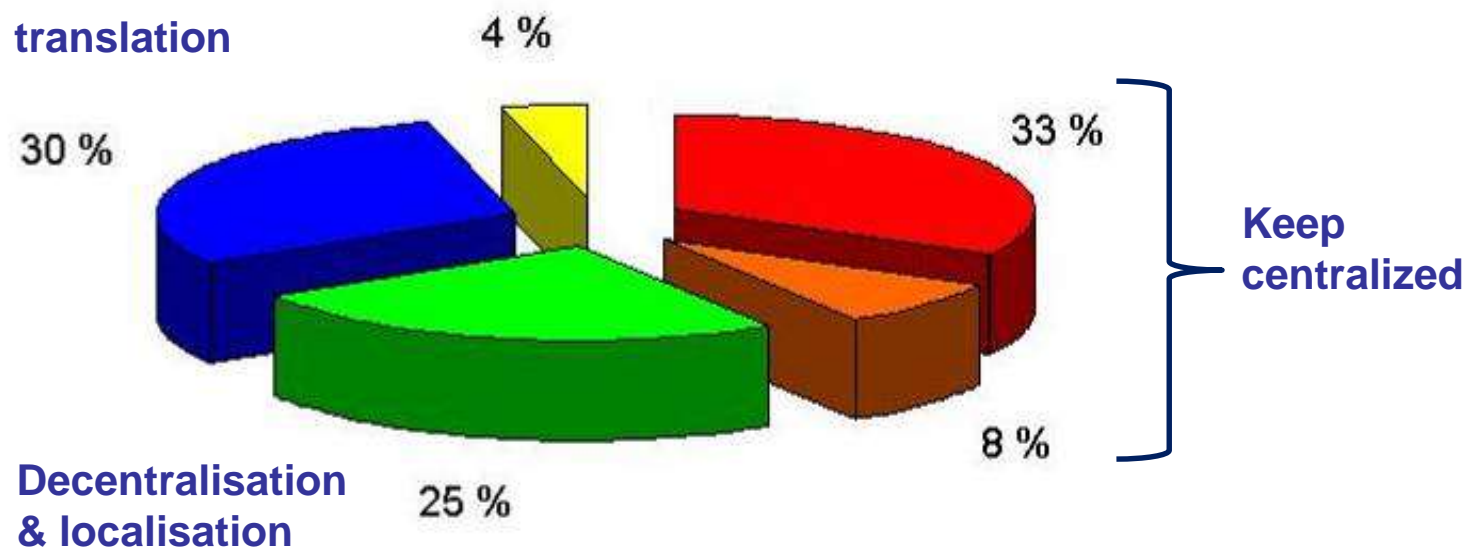
(open to future "national" projects: FR-DE, Flemish - Walloon, Swiss)



# MULTILINGUALISM & INSTITUTIONS - DIFFERENTIATION?

## Translation in the European Commission

**Filter &  
Automated translation  
+ post-edit**



Source: European Commission



## EUROPEAN MEDIA & INSTITUTIONS - CRISIS?

- Effects of the crisis on EU translation sector?
  - Reducing costs:
    - Outsourcing from DGT: 16% in 1997 → 30% in 2012
    - Machine translation: translator → editor
    - Using different approaches:
      - Human translation with translation memory / Machine translation + post-edit
      - More radical, outside EU texts: automated at source, automated at reader, crowdsourcing?
    - Human related budget ↘ + Automated technology ↗

- (De)centralised translation?
  - Decentralisation: European house = translators + journalists + communication heads
  - Field offices in the EU: 1.4% in 2013
  - EurActiv: all local
  - Localisation vs. legal texts
    - Need to adapt content
  - Need to link translation with communication
    - Adapt profiles? (e.g. multilingual journalists)
- Question: most EU translators in BXL, LUX or in the capitals?



## EUROPEAN MEDIA & INSTITUTIONS - RECOMMANDATIONS

- Crowdsourcing: Cafébabel
- Translate less documents but increase the speed, therefore impact
- Sharing terminology & best practice
- Extend the "relevant market" for more translations in at least 3 to 6 languages  
→ Community of 500 000 "EU Actors "as sources"