



**MULTILINGUAL DIGITAL
SINGLE MARKET**

Riga Summit
2015

Being Digital and Multilingual Europe's Opportunity for Global Leadership

Jochen Hummel
CEO Coreon GmbH







“Consumers need to be able to buy the best products at the best prices, wherever they are in Europe.”

Vice-President Ansip, Dec 2014

Accelerating growth through a connected Europe:
Speech at GSMA Mobile 360 conference in Brussels
http://europa.eu/rapid/press-release_SPEECH-14-2420_en.htm



“...consumers should not be unfairly discriminated against when accessing content or buying goods and services online due to their nationality, residence or geographical location...”

“...restore Europe as a world leader in ICT...”

Last week's leaked Commission's Digital Market Strategy for Europe

Broken already by a Simple Search



ENGINES. ON PAGE SEO CONSISTS OF KEYWORD AND TITLE TAG OPTIMIZATION, WEBSITE ARCHITECTURE MANIPULATION, IMAGE TAG OPTIMIZATION, META-LEADER TAG OPTIMIZATION AND SITE MAP IMPLEMENTATION AND SUBMISSION TO SEARCH ENGINES. ON PAGE SEO, ALTHOUGH MENTIONED AS "BASIC", IS STILL A CRUCIAL EXPERIENCE AND TALENTS TO IMPLEMENT IN A COHESIVE MANNER. WE CAN HELP YOU BE GOOD AT IT! OFF PAGE SEO IS AN ALL-ENCOMPASSING TERM THAT ENTAILS THE ROOT OF CURRENT TRENDS IN SEARCH ENGINE OPTIMIZATION - POPULAR SEARCH CAMPAIGN (ENTAILS OFF PAGE ETC), ARTICLE OPTIMIZATION, DISCUSSIONS (NAME A FEW). THE OFF PAGE SEO IS CRUCIAL TO GET INCREDIBLE SERVICES FROM OTHERS. WE CAN HELP YOU GET A LOCALIZED FEEL, GETTING LISTED, SEARCH ENGINE SURVIVAL. ALL SEARCH ENGINES SPEND SIGNIFICANT TIME BASED ON YOUR LOCATION AND BASED ON YOUR REGIONAL SEARCH TRENDS. WE CAN HELP YOUR BUSINESS TO RANK ON THE SEARCH ENGINES ON LOCAL SEARCHES, REGIONAL OR NATIONAL. AT INCREDIBLE MARKETING, WE SPECIALIZE IN GETTING YOUR EXPOSURE ON THE WEB AS POSSIBLE - INCLUDING NATIONAL, REGIONAL, MOBILE SEARCH IS TAKING OVER - DID YOU KNOW THAT? DID YOU ALSO KNOW THAT FOR MOBILE SEARCH AND STANDARD SEARCH ARE DIFFERENT? PROBABLY MANY PEOPLE DO NOT UNDERSTAND THAT MOBILE SEARCH IS ITS OWN BEAST. BECOMING IMPORTANT TO FOCUS ON. CURRENTLY, ABOUT 40% OF ALL SEARCHES COME FROM A MOBILE DEVICE, AND THAT NUMBER IS GROWING EXPONENTIALLY. TO DOMINATE THESE RANKINGS, IT IS NOT ENOUGH TO MERELY HAVE A MOBILE WEBSITE. YOU MUST ALSO OPTIMIZE THEIR WEBSITE FOR MOBILE SEARCH CRITERIA. WE CAN HELP YOU DO THAT.

KNOWLEDGE IS KING



Is Machine Translation the Answer?

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Machine
Translation



Text
Analytics

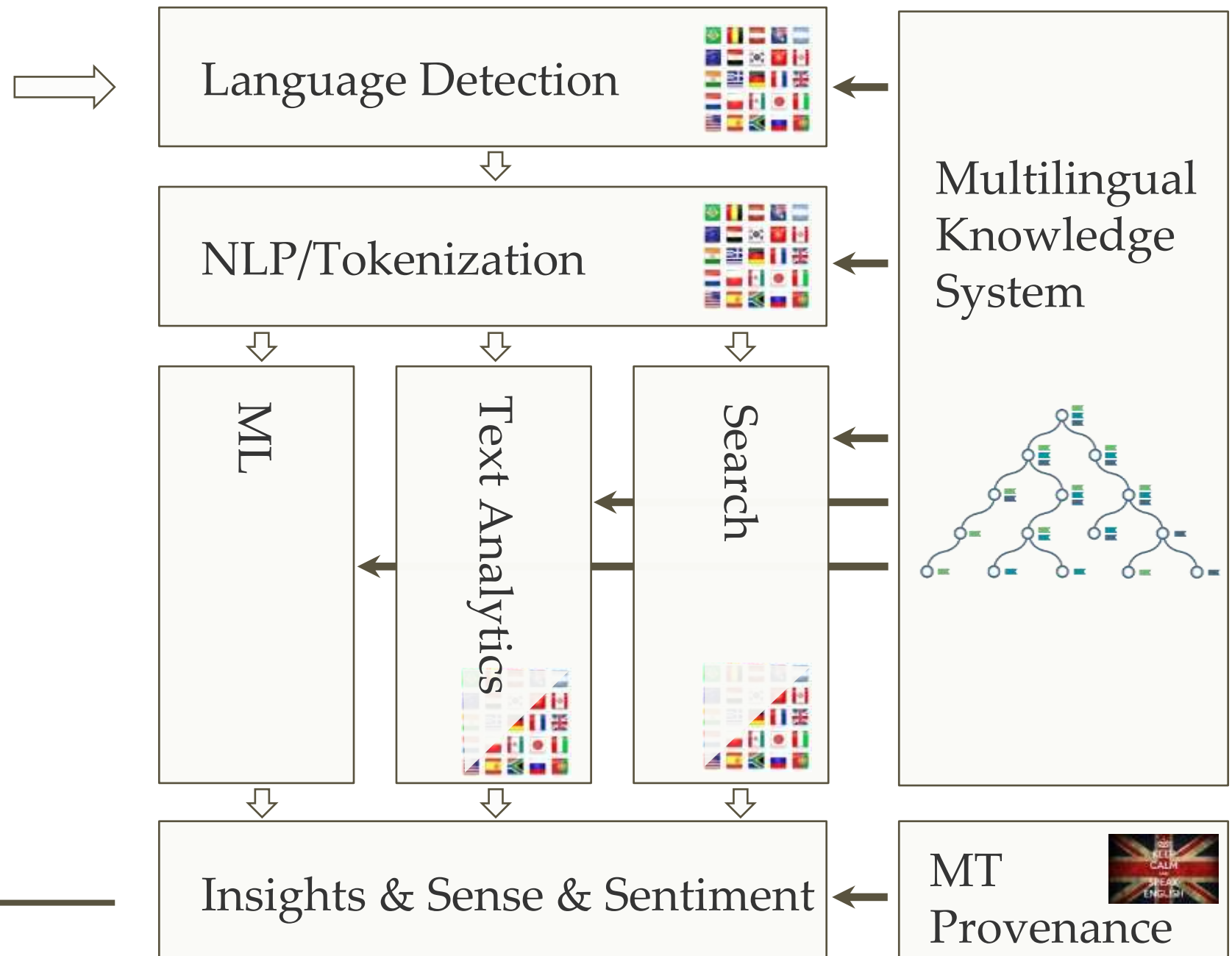


Attention: MT quality depends on available resources in language and domain. Inaccuracies multiply in the process.

0.8 MT x 0.8 Sentiment Analysis = 0.64 hit rate!

Processing Multilingual Data

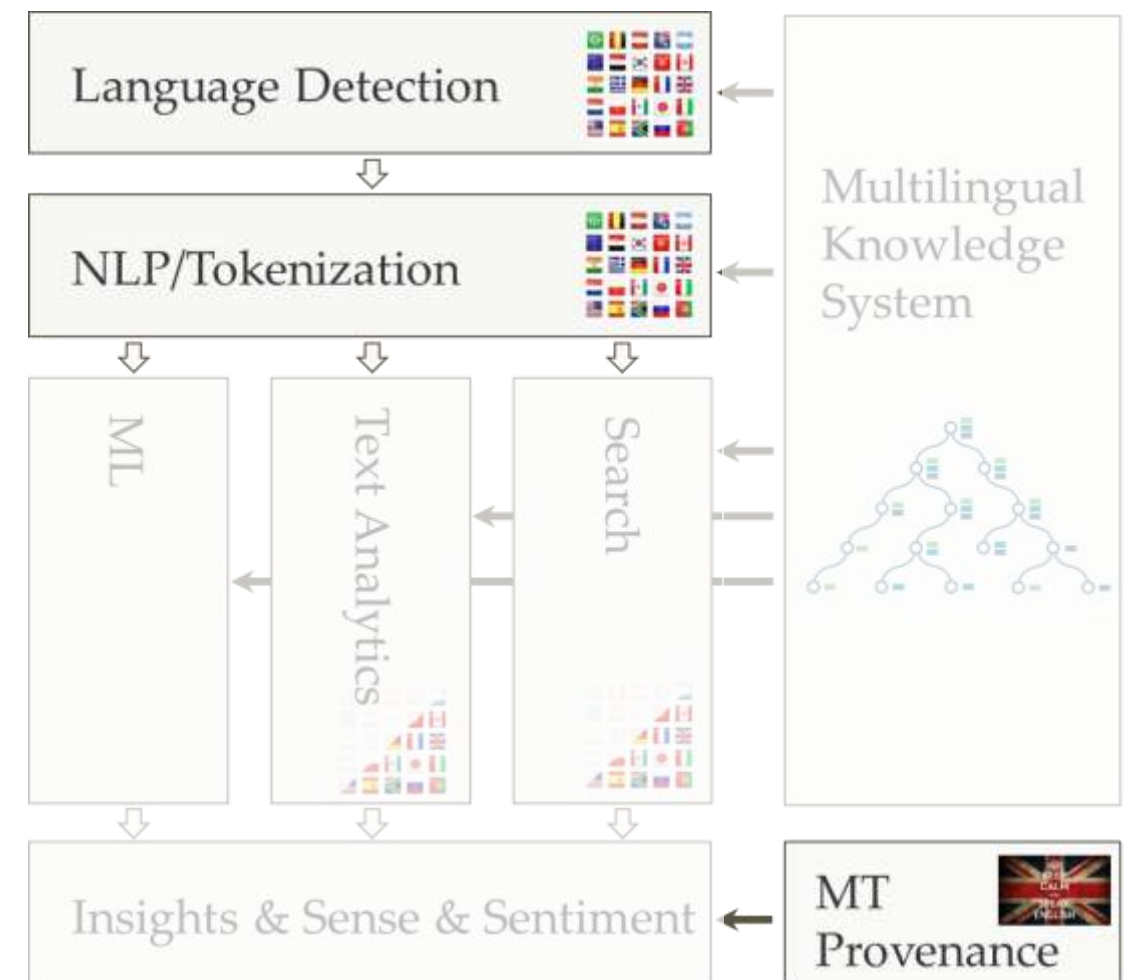
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I) European Language Cloud

For companies **who** process text **the** European Language Cloud **is** a web-based set of APIs **that** provides the basic functionality to build and market products for all languages of the DSM and Europe's main trading partners.

Unlike previous incomplete attempts to solve multilingualism **ELC** provides easy-to-use API calls in a reliable base quality under the same favorable terms.



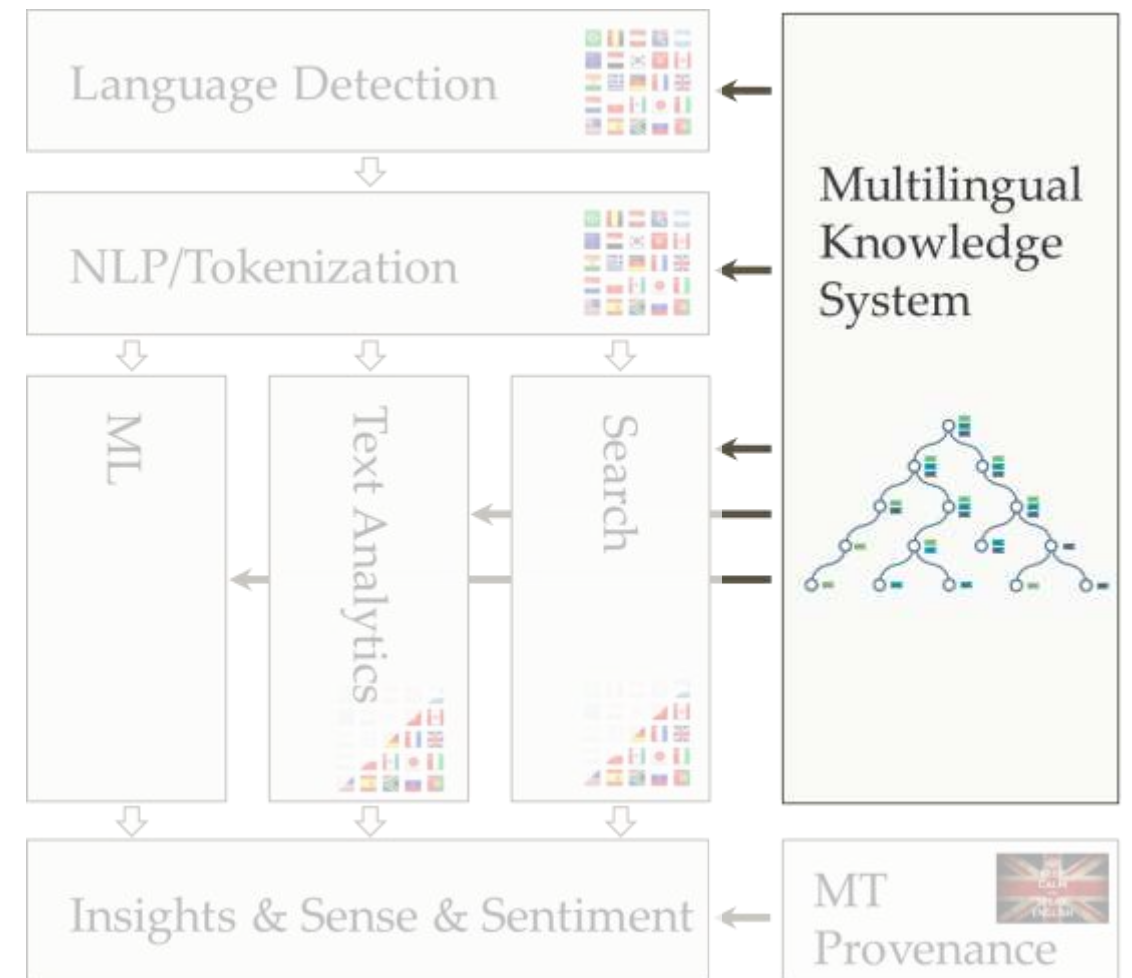
A system which translates concepts or terms between different domains, communities or levels of abstraction.

ISA's EU Interop Framework (EIF)

- The precise meaning of exchanged information is understood by **all** stakeholders...
- ...and **preserved** throughout exchanges.
- At back-office level, the underlying information architectures should be **linguistically neutral** so that multilingualism is not a blocking issue.

eSENS SAT Semantics

- Domain Knowledge Mapping
- Semantic Mapping Services
- Terminology Services



If we manage, in spite of our many cultures and languages, to create a Digital Single Market and cross-border eGov, we will become the fittest for the global market.





coreon

Jochen Hummel

m jochen@coreon.com

c +49 172 766 66 33

s jochen.hummel

t @jochenhummel

l Berlin-Mitte

Manage Enterprise Knowledge
Globally Across Languages