

Translation in the 21st Century

*Impacts of MT and social media on
enterprise language services*



TAUS Research and insights

Publications providing background to this presentation

From Translation in the 21st Century series:

- ▶ [Where are Facebook, Google, IBM and Microsoft taking us?](http://bit.ly/bMSH12) (<http://bit.ly/bMSH12>)
- ▶ [How do scientists see the immediate future of translation automation?](http://bit.ly/eLJCvt) (<http://bit.ly/eLJCvt>)
- ▶ [What machines can't translate... yet?](http://bit.ly/driozB) (<http://bit.ly/driozB>)

(The full T21 series: <http://tinyurl.com/65quhvk>)

On Interoperability

- ▶ [An Interoperability Timeline](http://bit.ly/oxJO22) (<http://bit.ly/oxJO22>)
- ▶ [Individual translators and data exchange standards](http://bit.ly/pBuwA3) (<http://bit.ly/pBuwA3>)

On Data Sharing

- ▶ [Imagine we have 100 billion translated words at our disposal](http://bit.ly/gx20x8) (<http://bit.ly/gx20x8>)
- ▶ [Translation Leaks](http://tinyurl.com/28d4cjh) (<http://tinyurl.com/28d4cjh>)

On the nuts and bolts of MT

- ▶ [Moses Users – Experiences and future requirements](http://bit.ly/jdRHfT) (<http://bit.ly/jdRHfT>)

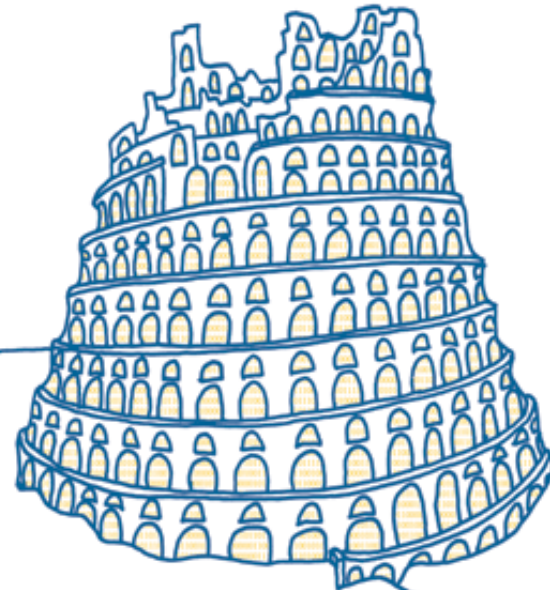
January 1954



Tower of Babel

Divide & Unite

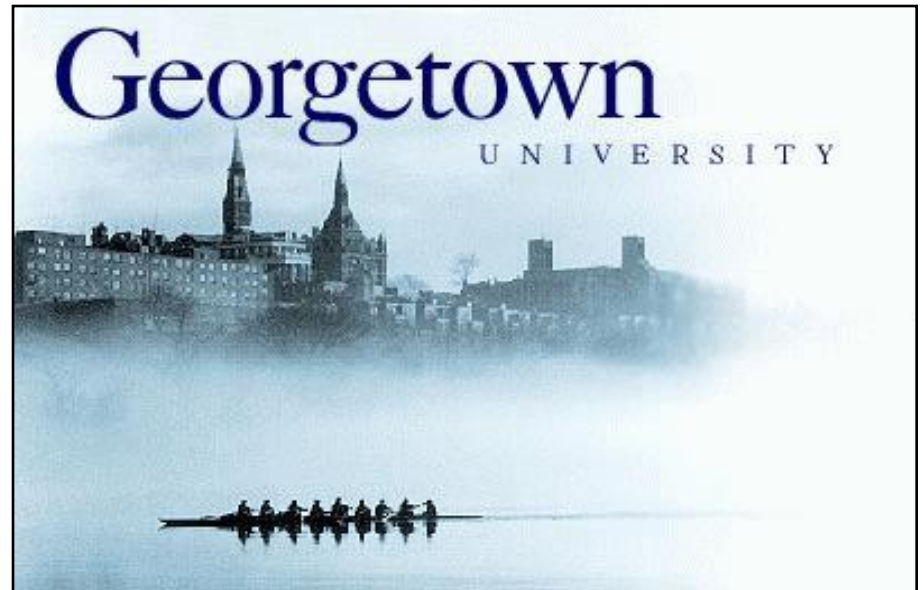
Language as Instinct



Translation is very difficult ...

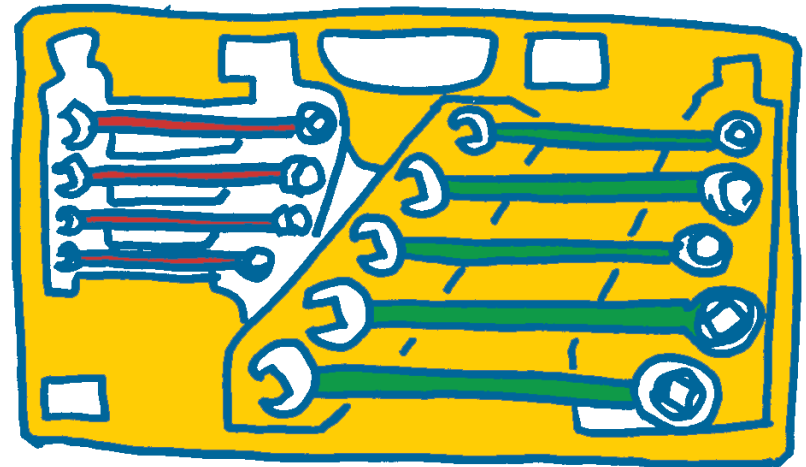
October 2004

Reality Check
... TAUS founded.



MT is here to stay

Translation as a Utility
... as a Human Right



Five years ahead ...

Technology in 5 Years

Hybrid Systems

Targeted Correction

Real-time Training



TMs in 5 Years

Cleaning

Semantic Clustering

Corpus Linguistics

Preserve Endangered Languages

Exciting new perspectives ...

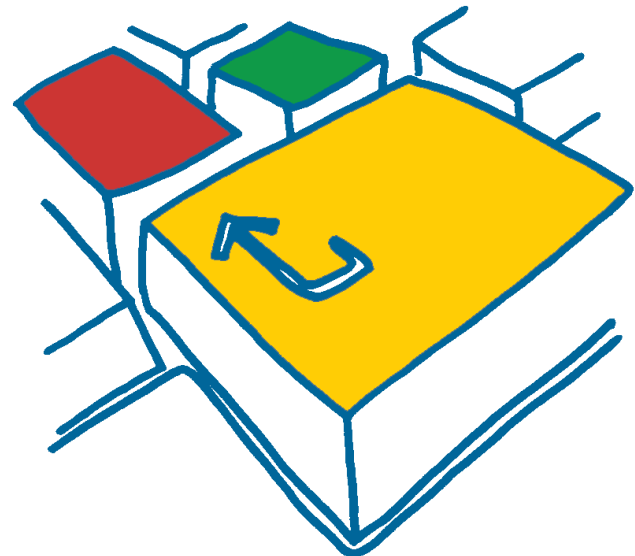


Applications in 5 Years

Translation out of the Wall

Virtuous Circle

Spoken Translation



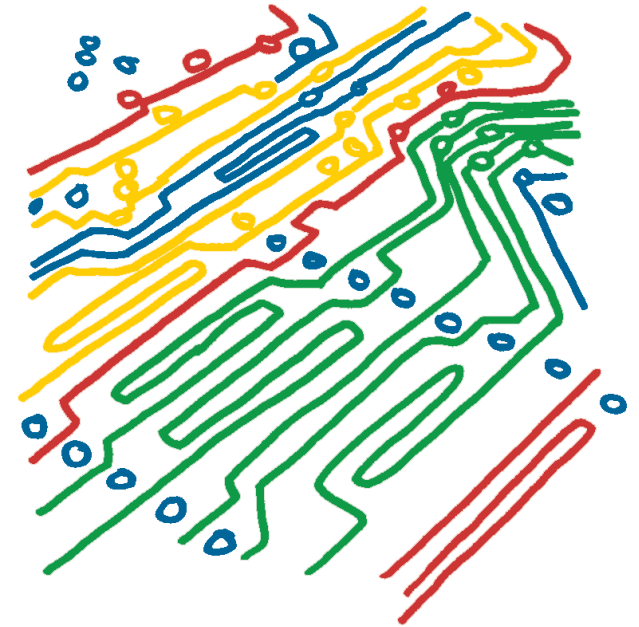
Enterprises in 5 Years

Need a Language Strategy

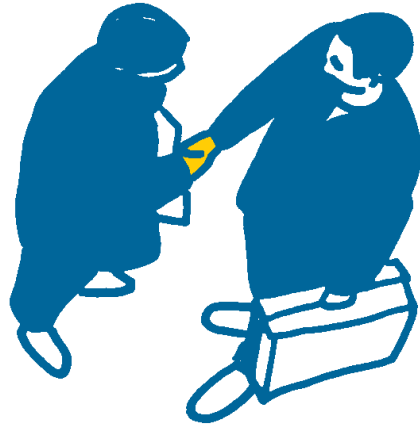
not just reducing word rates

“Multiple Linguaspheres”

dynamic quality



Profession in 5 Years



Choices

End to Repetitive Tasks

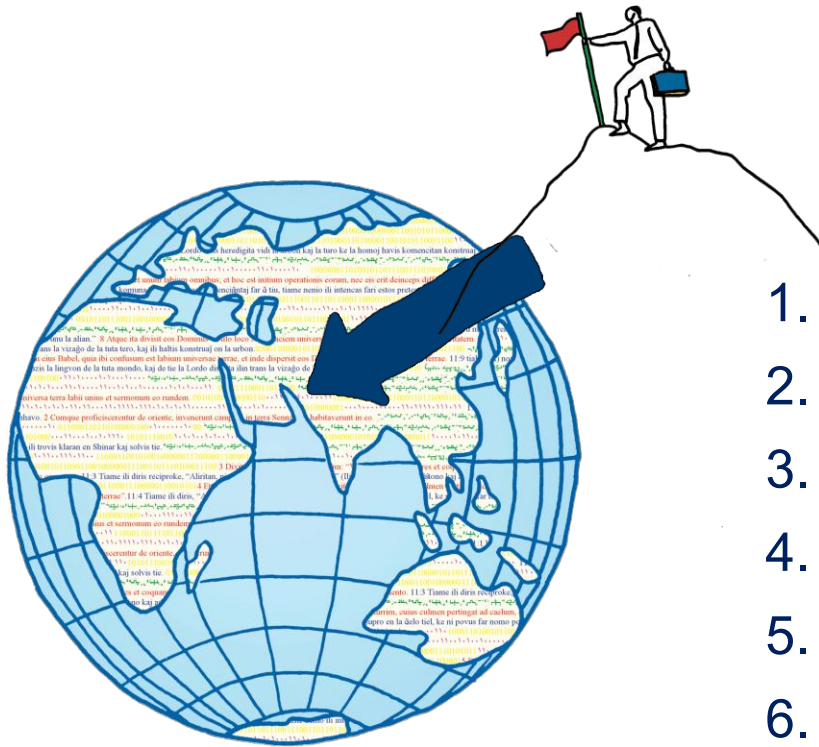
Supplemented by Non-Professional Volunteers

Vision Statement

- We envision translation as a standard feature, a ubiquitous service. Like the **internet**, **electricity**, and **water**, **translation** is one of the basic needs of human civilization.

20th Century Translation

Top-down globalization
Export mentality – pushing out



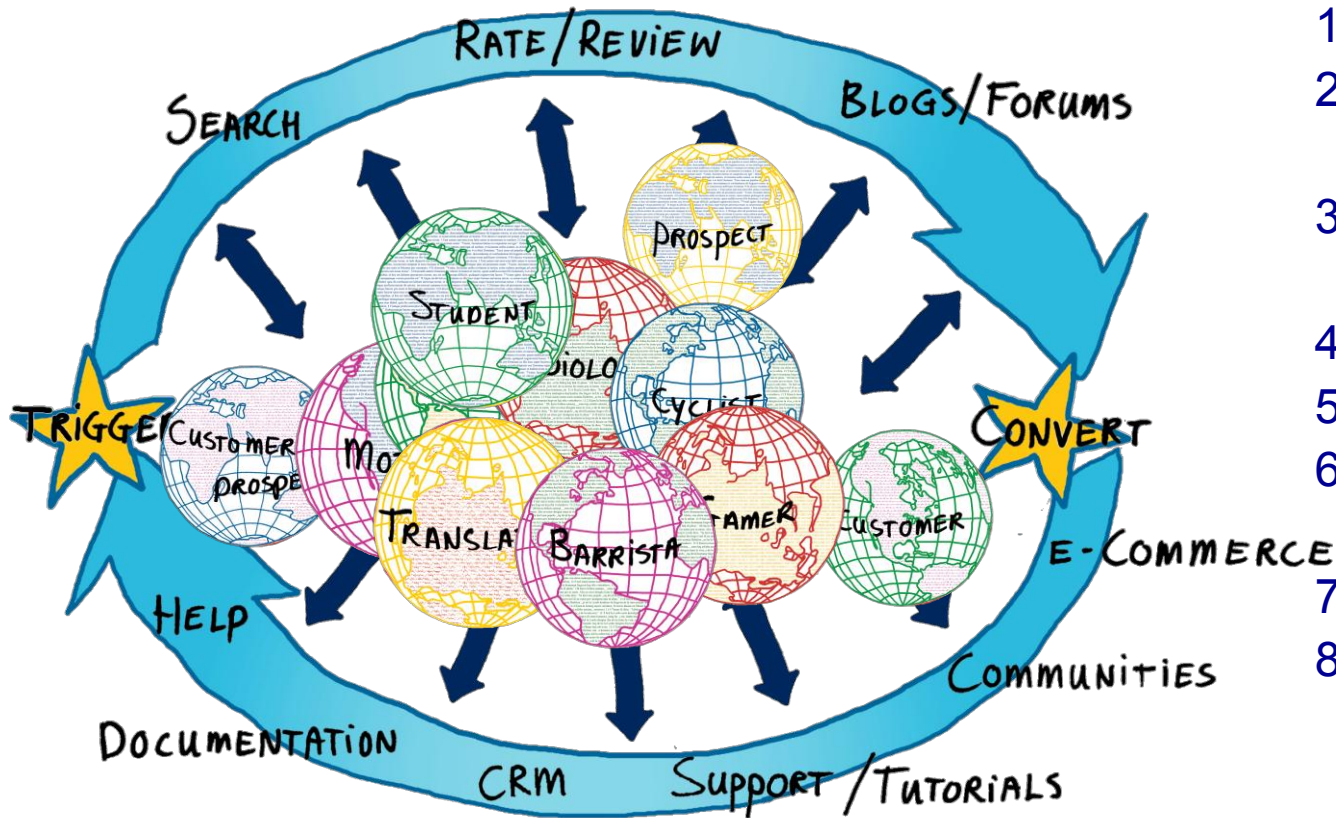
One big world

1. One translation quality fits all
2. Selecting locales – limited languages
3. Counting words – owned content
4. TM is core
5. Project-based translation
6. Cascaded supply chain
7. Publisher-driven
8. One directional

21st Century Translation

Bottom-up and top-down globalization

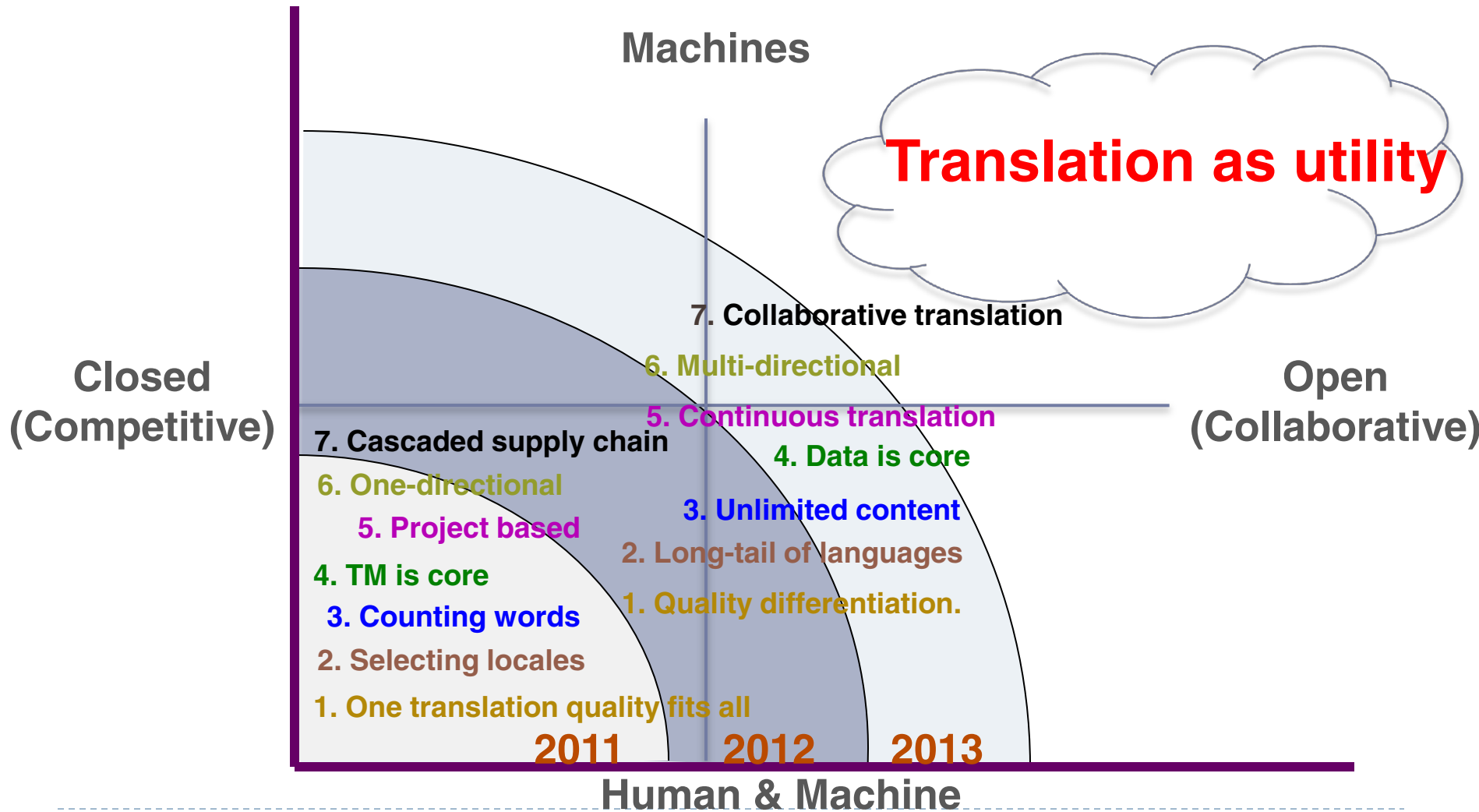
Information is omnipresent – people are connecting



1. Quality differentiation
2. Long-tail– unlimited languages
3. Unlimited content– owned, shared, earned
4. Data is core
5. Continuous translation
6. Collaborative translation
7. User-driven
8. Multi directional

Many big worlds in one small planet

Strategic Direction



www.tausdata.org

4 Billion of Words

TAUS Search

Upload and download TMs

Advanced leveraging

Training MT engines



 **TAUS**
Data Association

In Summary: Seven Predictions

- 1. MT is here to stay**
- 2. High-quality translation will gain recognition**
- 3. Post-editing will come and go**
- 4. Translators win when supply chains get shorter**
- 5. The list of languages keeps growing**
- 6. Sharing data becomes the norm**
- 7. Translation becomes a business of choices**