



24technology
Implementing Enhanced Quality MT and
Post-editing to Power-up Businesses

Brussels, LTI Summit, den 24th June 2019



technology



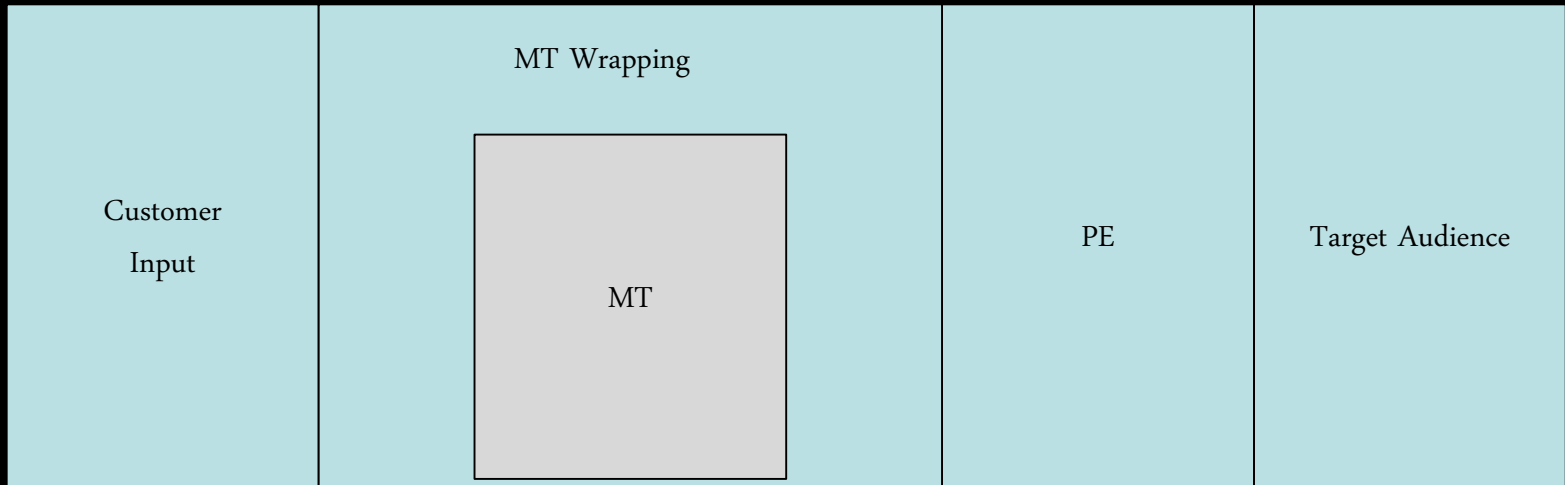
Google, Alibaba, Amazon, Facebook, eBay...

1000 billion words a day

Largest LSPs...

2-4 billion words a year





Customer Input



Correction as part of translation

Customer Desire

HT defined quality
Different from customer to customer

MT defined quality
Always increasing but inconsistent

PE
Inconsistent quality
Unpredictable length of time to post edit

Quality only subjectively measurable
„Journalistic“ quality



MT Evaluations

Evaluate different MTs

Add

Glossary

Translation Memory

Shake...

Moving goalposts

MTs improving and will continue to improve

Incremental LSP improvements will be overtaken & become tomorrow's MT standard



Expectation of Target Audience - Amazon



Roll over image to zoom in

Logona Naturkosmetik Organic Hops/for all hair types, Natural Volume Styling and Long Lasting Hold Hairspray, Vegan, 150 ml

by LOGONA Naturkosmetik

★★★★☆ 8 customer reviews

Price: EUR 13.99 (EUR 9.33 / 100 ml) ✓prime

Prices for items sold by Amazon are inclusive of German VAT. For other items, please see details.

18 new from €11.72

- Logona Hairspray organic hops is open for style, suitable for all hair types.
- The styling formula with organic natural hop extract, organic sesame and burdock root oil as well as Stärkendem Arginine provides your hair with strong Langanhaltenen and natural volume, without weighing it down.
- Fixed with natural film Bildnern and ensures maintenance and fullness.
- Thanks to the plant care substances look particularly Feuchtigkeitsbewahrend.
- Logona naturally beautiful. Stands for almost 40 years of experience in the natural cosmetics. Certified Natural Cosmetics with organic plant extracts. From our own production in germany.

Expectation of Target Audience – Public Life

~40% approval rating...



Donald J. Trump  @realDonaldTrump · 5m 

I meet and talk to “foreign governments” every day. I just met with the Queen of England (U.K.), the Prince of Whales, the P.M. of the United Kingdom, the P.M. of Ireland, the President of France and the President of Poland. We talked about “Everything!” Should I immediately.....

 1,131

 1,140

 3,987



Expectation of Target Audience



Good is whatever the customer thinks is good
...but what about the target audience

Are we translating for the quality we want...
...or are we translating for our target audience

As translation volumes and automation increase, how should we
be trying to control quality?



Pricing

HT consistent time depending on translator

MT quality always increasing but inconsistent

PE unpredictable length of time to post edit

Standard – pay per word / line etc: good for good translators

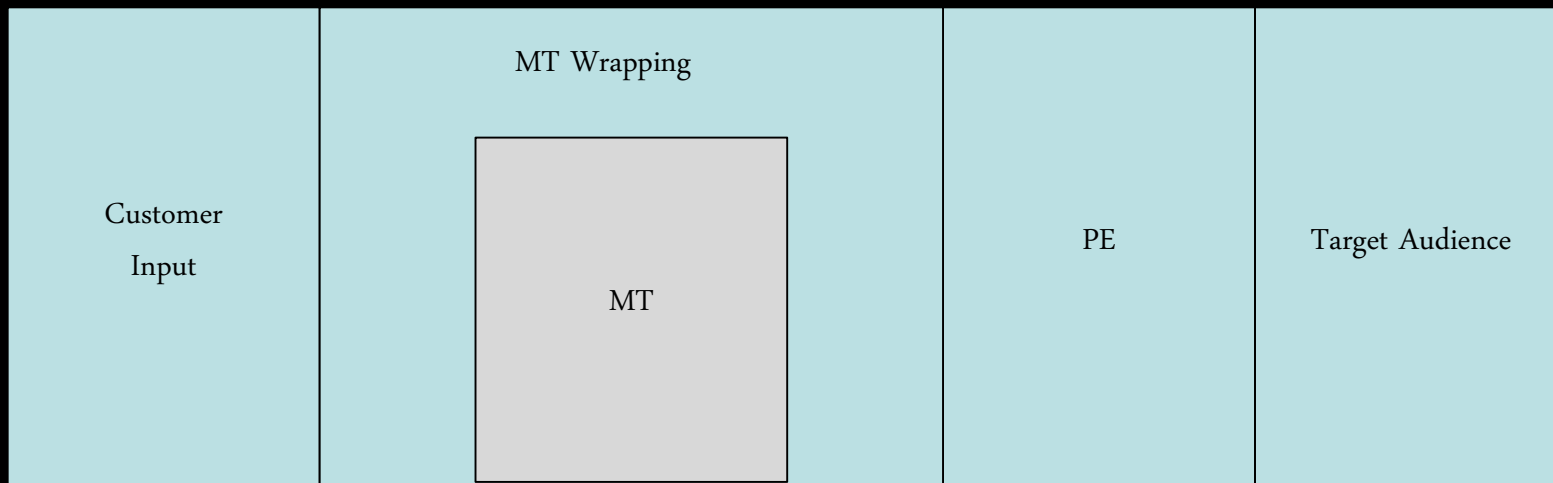
LSP pay per hour – move responsibility to customer

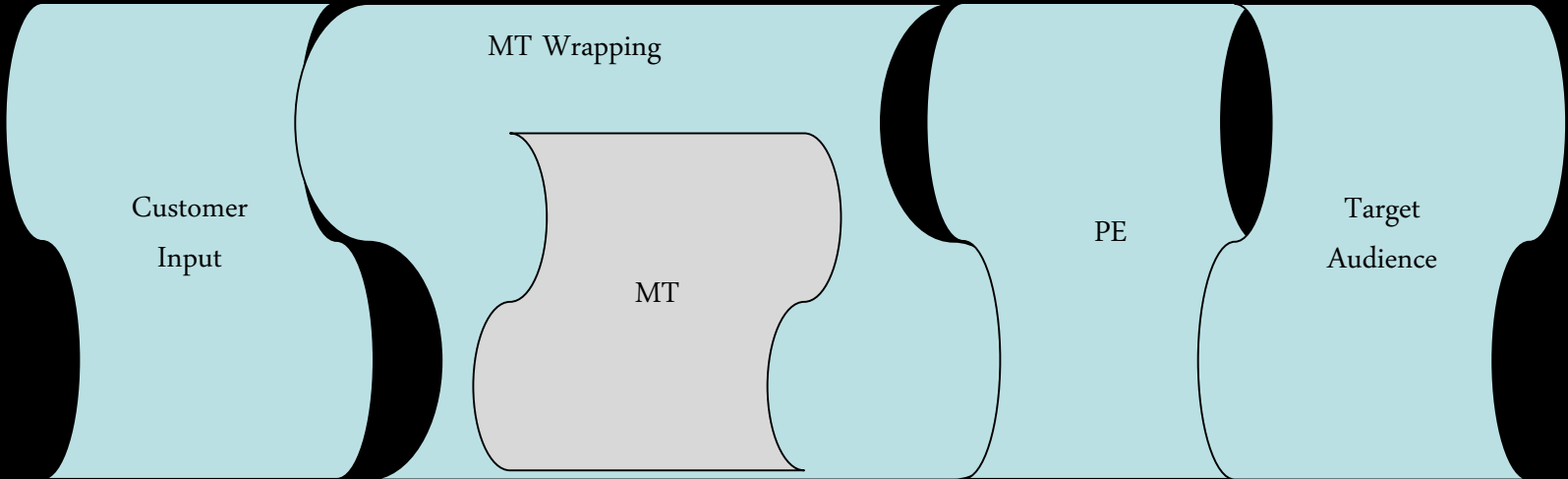


Customers as a service

Music Industry vs Apple

Customers want spotify – MT(PE) as a service...unlimited





THE DOORS

LC 0192

STEMRA

STEREO SIDE 1



The End 4:10

(The Doors)

Originally produced by Paul A. Rothchild

Produced by David Rubinson

From Original Motion Picture Soundtrack

"Apocalypse Now" ELK 62025

Doors Music Co. ASCAP

© 1979 Omni Zoetrope

ELK 22032

(22032-A)

45 Rpm

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