#2021TEF

New in Localization Technology

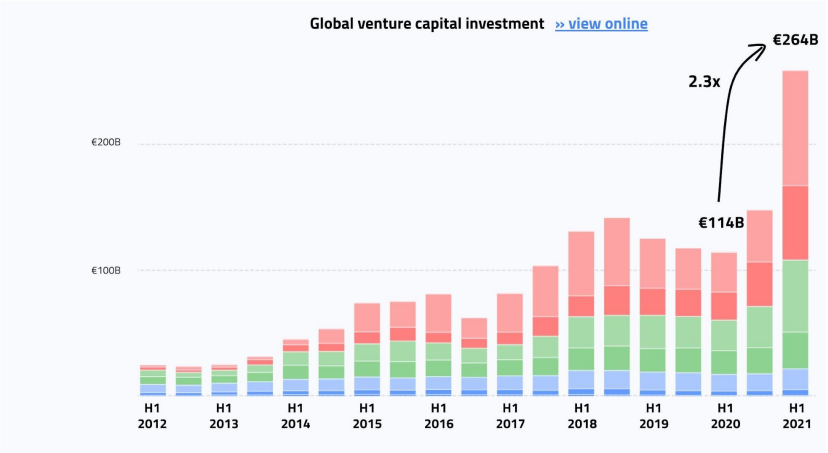
Get Ready for 2022

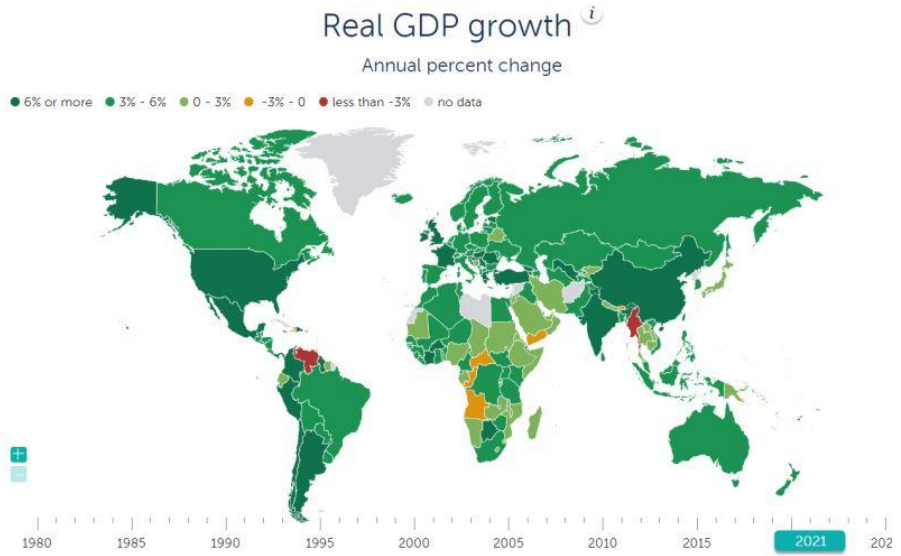
Konstantin Dranch
Industry researcher

European Commission

Global Rebound Year

Global venture capital is crushing previous records in 2021.





- Investment in startups doubled. Startups went on a hiring and advertising spree. Google profits rose 68%. Unemployment in the US fell to 5.2% from 8% in 2020.
- IMF projects 2021 global GDP growth at 5.9%, world output far above the rich 2019 year

The Language of Remote Meetings

Online Meetings & Remote Work

RSI Platforms

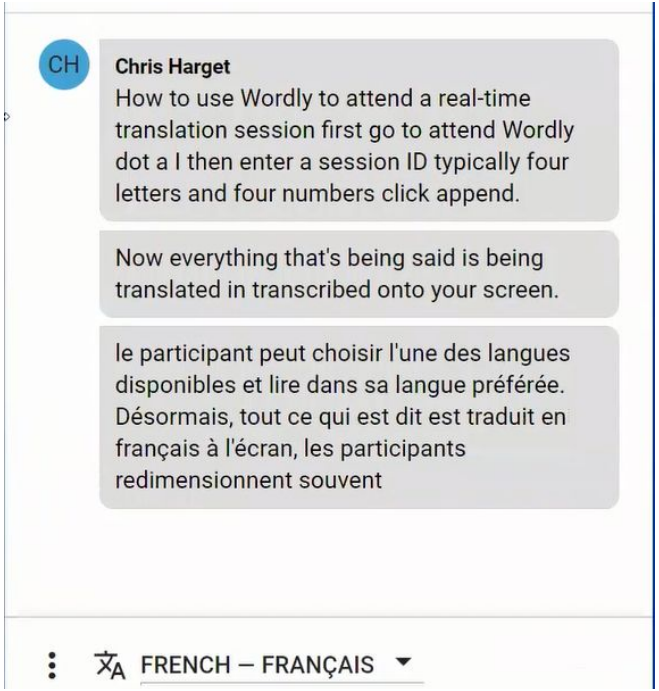
KUDO: $27m in funding

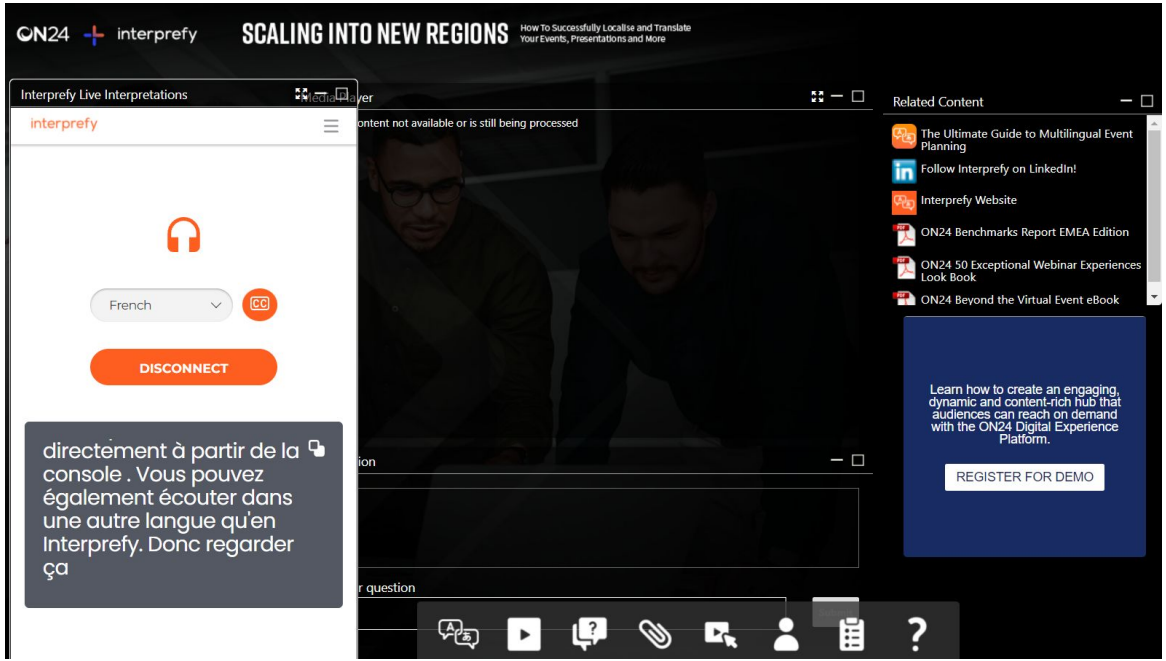
Interactio reached $30.5m in funding

Interprefy looking at ~$20m sales

- 3 platforms won big, the rest not so much
- Investors funnelled $50m+. Sales of the sector yet to reach $50m
- Companies institutionalized, built support & services teams
- Launched captions, machine interpretation likely next

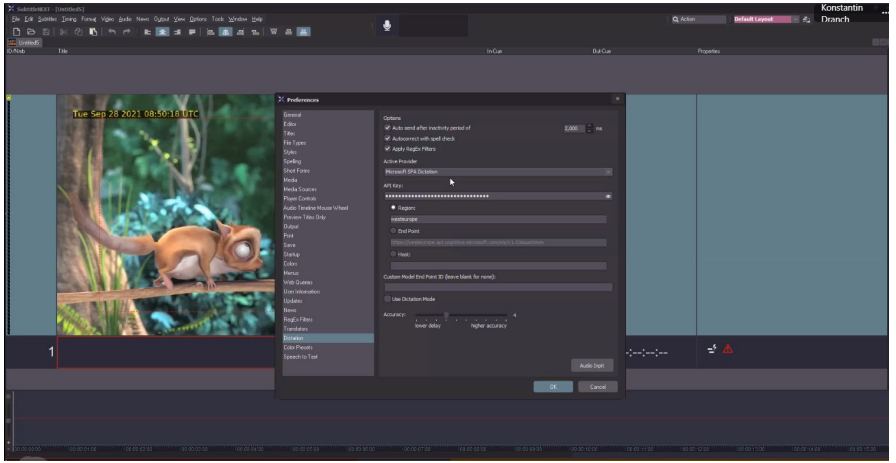
Next: Meeting Live Captions





Captions Nuanced

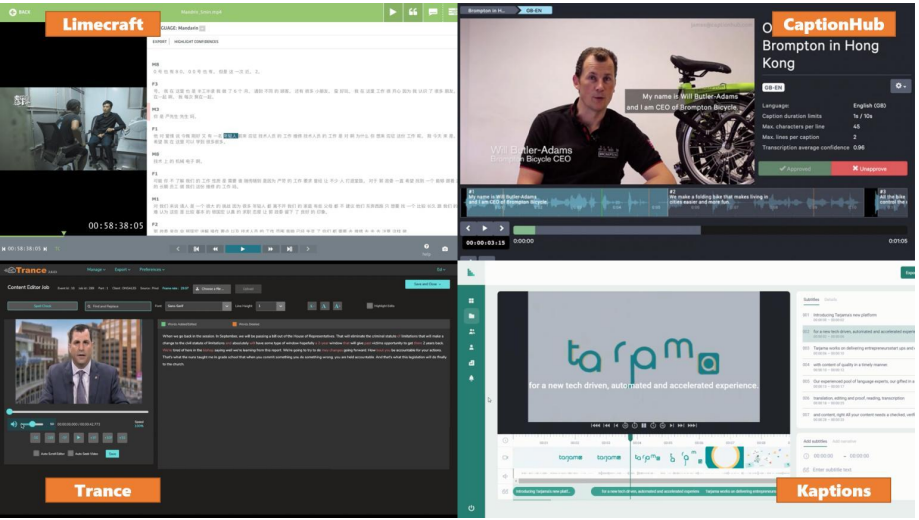
Stenography with a phonetic keyboard



Speech recognition + on-the-fly corrections by an expert

Synthetic Media: Voice

From ASR Subtitles to Automatic Dubbing



2020 - video localization platforms proliferate and grow

2021 - Voices startups on a funding spree

1. October - **Voiseed** received EU funding via EIC accelerator
2. September - **Yandex** launches automated dubbing
3. August - **Lovo.ai** raised $4.5m
4. August - **Murf** raised $1.5m
5. July - **WellSaid** Labs raised $10m
6. May - Vertione launched **Marvel.AI** for celebrity voices
7. May - **FlawlessAI** unveil was picked up by major media, influencing buyers
8. February - **Microsoft** unveiled Custom Neural Voice platform
9. December - **Papercup** raised $11m, **Tinkoff** launched Voicekit

wellsaidlabs.com/dashboard/studio/4b54cb1b-2d1b-40a2-9992-c63dabe5f328

You have **7 days** and **49 clips** remaining in your Trial Subscription. Upgrade now to get more clips, projects and access to all voices. UPGRADE

Projects

Studio

Test project KD1

Pronunciation

Tutorials

Settings

Alana B. Narration

provides significant savings.

Custom.MT is a new company that implements machine translation for localization groups and translation companies. We prepare and acquire datasets, train engines using Google, Microsoft, Yandex, Systran, or any other technology, and deliver workshops for project managers and linguists on metrics, fair pay compensation schemes.

CREATE 641

Render by paragraph

Render by sentence

Pronunciation

0 words replaced

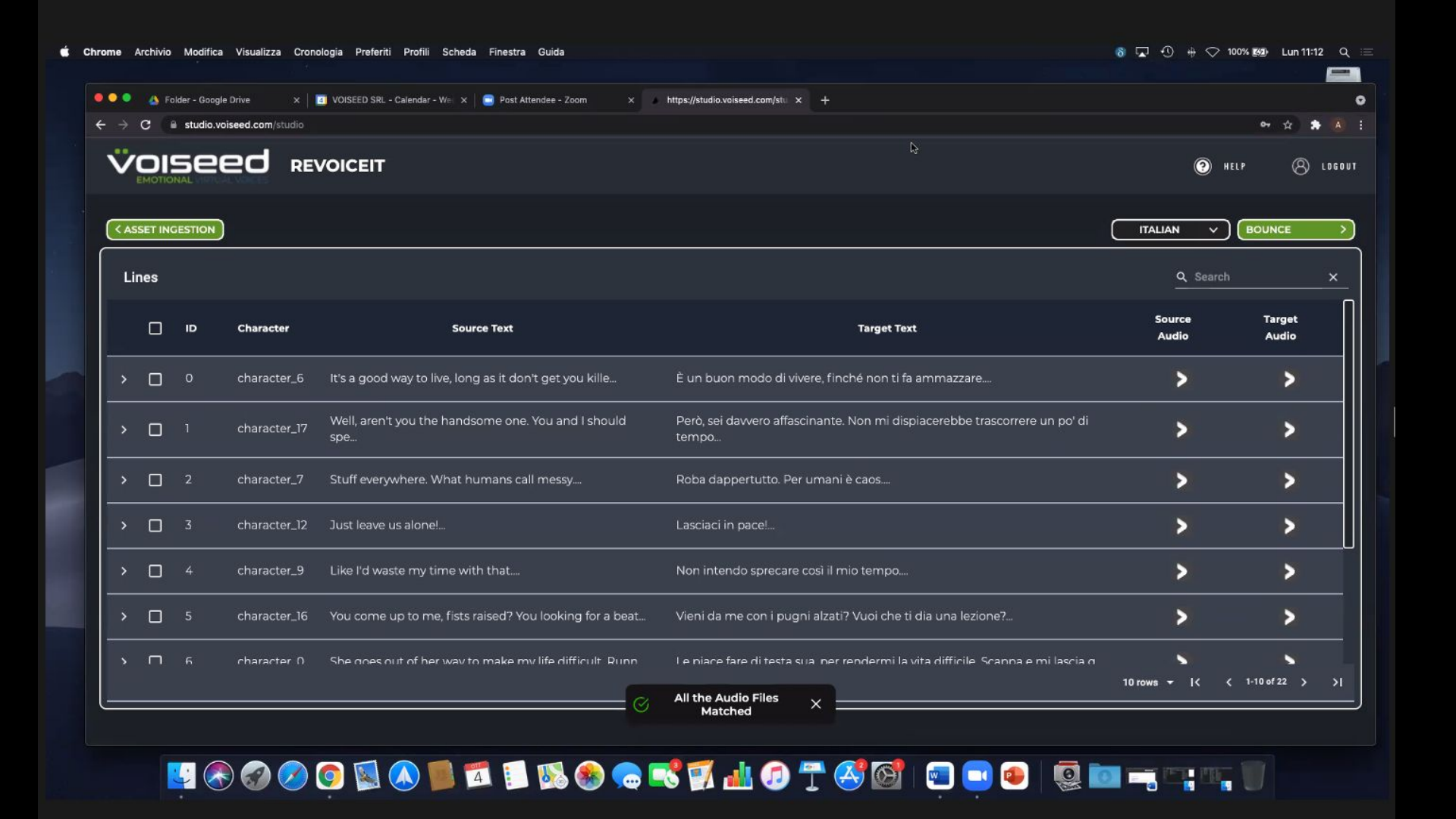
Avatars

Alana B. Narration

Wade C. Narration Promo

Ava M. Narration

Tristan F.


Chrome Archivio Modifica Visualizza Cronologia Preferiti Profili Scheda Finestra Guida
Lun 11:12
Folder - Google Drive
VOISEED SRL - Calendar - We
Post Attendee - Zoom
https://studio.voiseed.com/stu
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REVOICEIT
HELP
LOGOUT
ASSET INGESTION
ITALIAN
BOUNCE
Lines
Search
ID
Character
Source Text
Target Text
Source Audio
Target Audio
0 character_6 It's a good way to live, long as it don't get you kille... È un buon modo di vivere, finché non ti fa ammazzare....
1 character_17 Well, aren't you the handsome one. You and I should spe... Però, sei davvero affascinante. Non mi dispiacerebbe trascorrere un po' di tempo...
2 character_7 Stuff everywhere. What humans call messy.... Roba dappertutto. Per umani è caos....
3 character_12 Just leave us alone!... Lasciaci in pace!...
4 character_9 Like I'd waste my time with that.... Non intendo sprecare così il mio tempo....
5 character_16 You come up to me, fists raised? You looking for a beat... Vieni da me con i pugni alzati? Vuoi che ti dia una lezione?...
6 character_0 She goes out of her way to make my life difficult. Runn... Le piace fare di testa sua, per rendermi la vita difficile. Scappa e mi lascia a...
10 rows
1-10 of 22
All the Audio Files Matched

matedub
Lara - The gift of language
Italian → English US
3%
Export
RB
“What’s Daddy”?
00:00:09:07
Mark
Friendly
00:02:09:20
00:04
00:05
00:06
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Tieni
biscottino,
prenditi
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il
Di
papà.
Daddy
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#5
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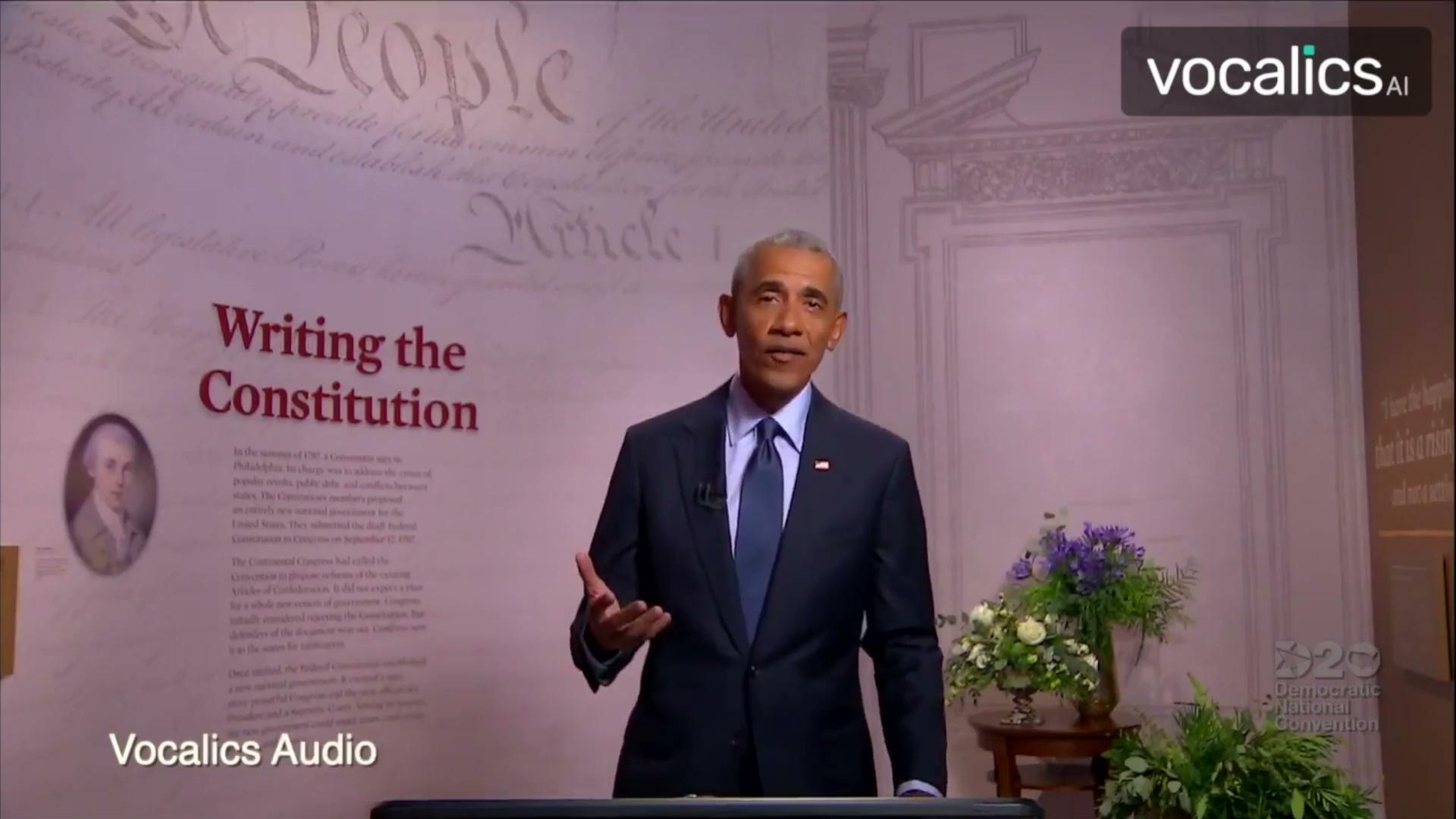
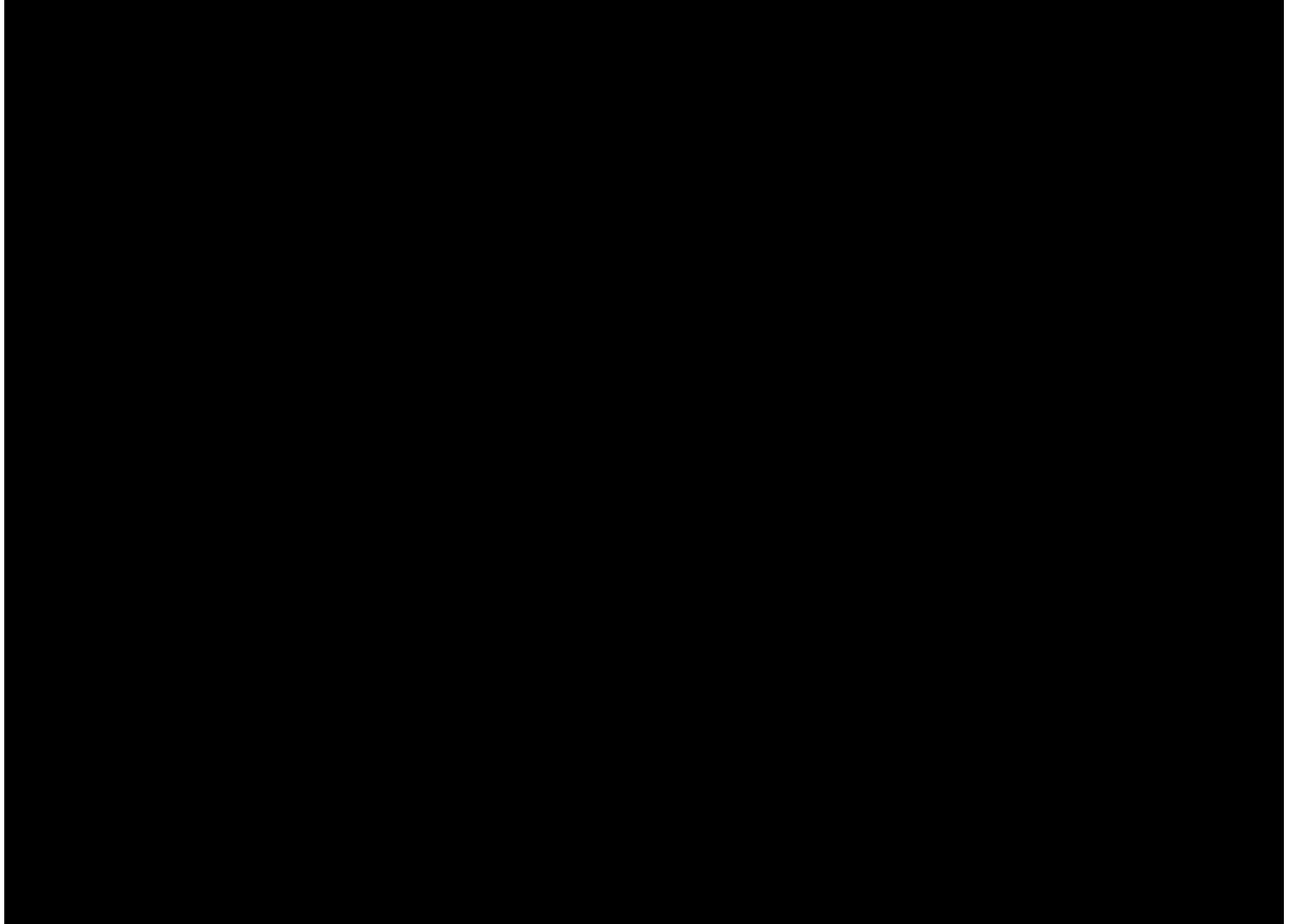
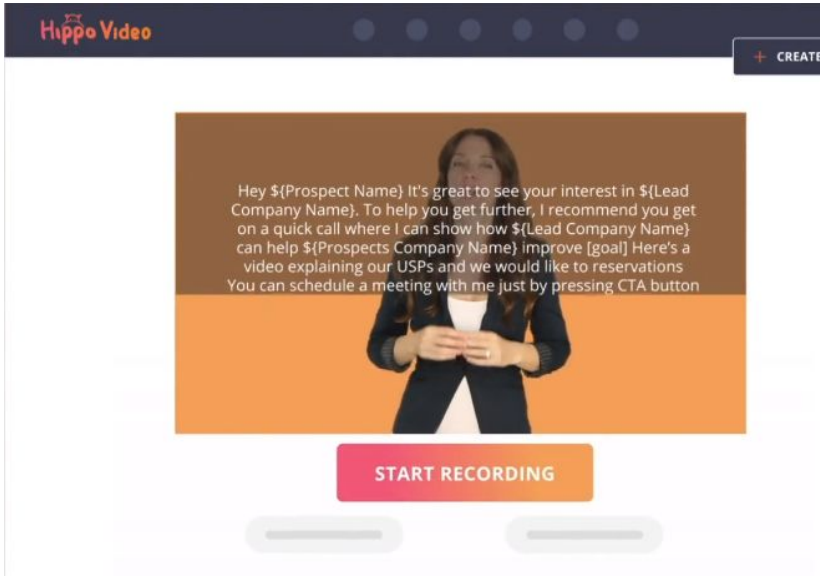

vocalics AI
Writing the Constitution
Vocalics Audio



Synthetic Media: Video

Synthesia - Reuters already uses it



Hippo Video

Rephrase.ai

FIRE ESCAPE
locdoc.io

Use cases

- Celebrities license their likeness to promote products
- Personalized marketing & sales videos
- Customer loyalty videos
- Educational content
- Compliance content
- Video chatbots

Synthetic Media: Text

GPT-3 Captured Imaginations

TEXT PROMPT an armchair in the shape of an avocado. . . .

AI-GENERATED IMAGES

Edit prompt or view more images↓

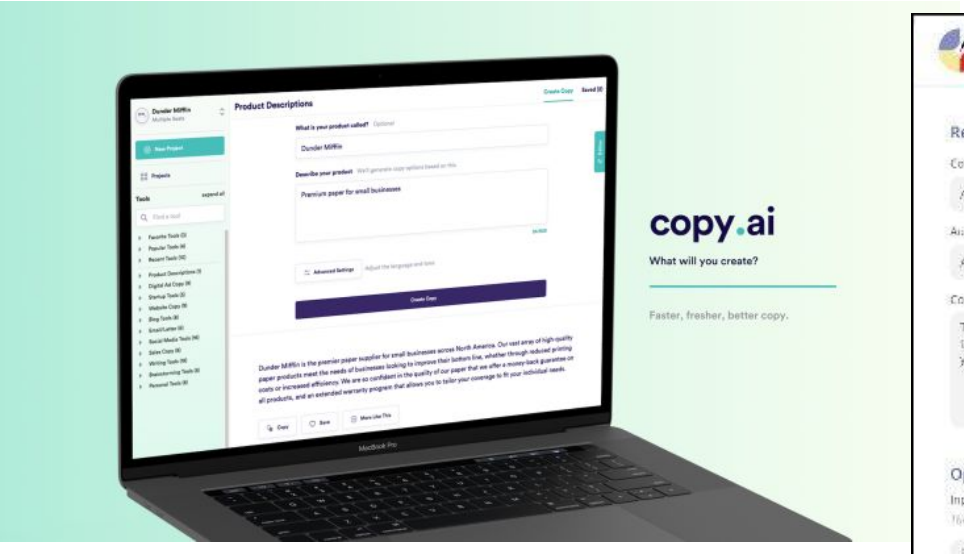
TEXT PROMPT a store front that has the word ‘openai’ written on it. . . .

AI-GENERATED IMAGES

Edit prompt or view more images↓

DALL·E neural network drew an avocado chair from a text prompt in January

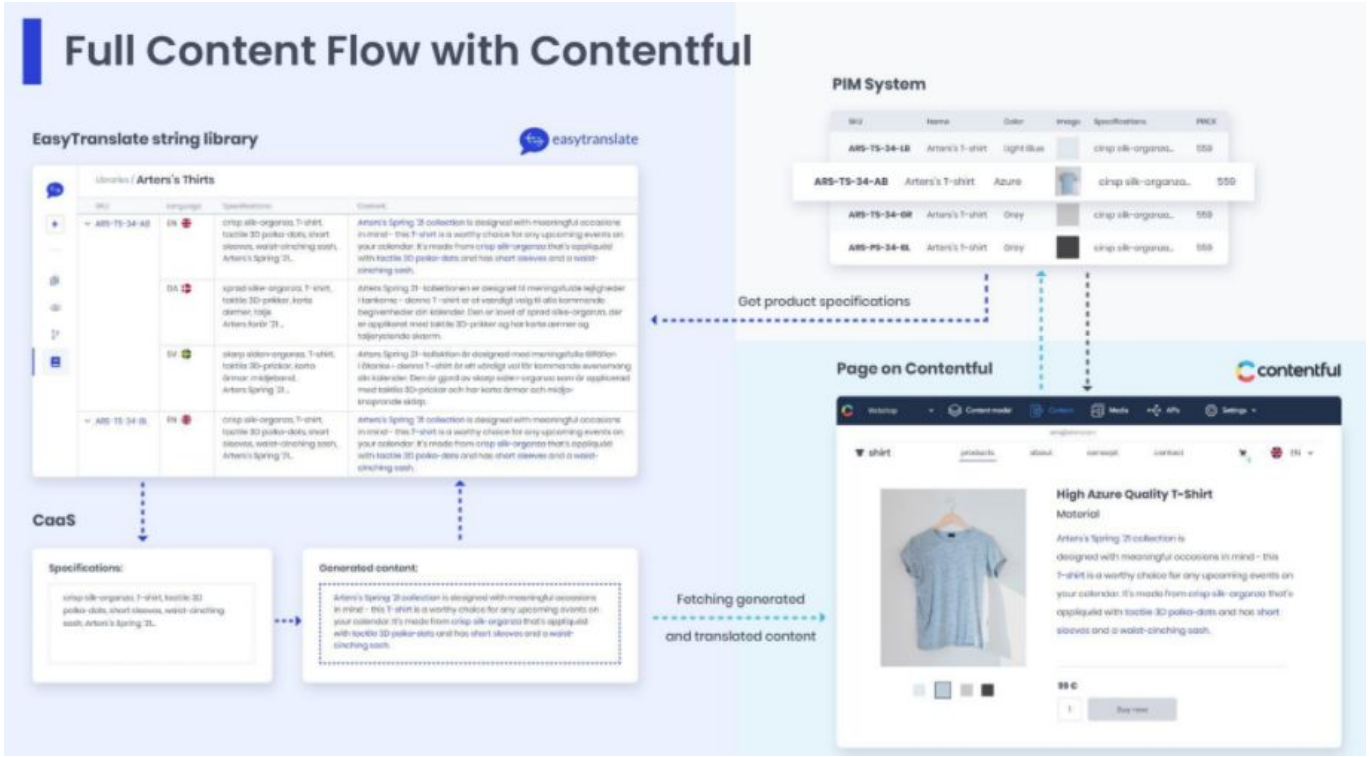
Investors Caught Wind...



$14m

$10m

Only One LSP Made a Business of It



This translation company managed to put AI copywriting into practice as a product description generator

Machine Translation

Growing, Evolving

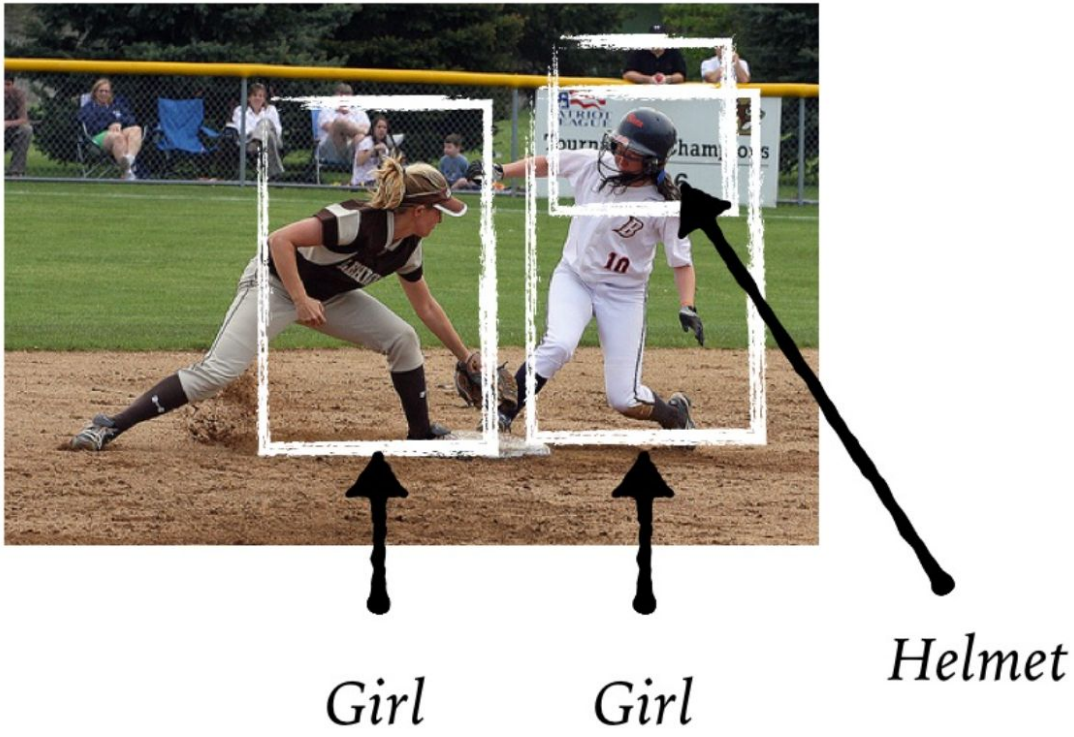
- Mass adoption, strong growth
  DeepL, PangeaMT and ModernMT ~doubled in sales

- Rise of the Training Ecosystem
  - Google/Microsoft training programs
  - TAUS transformation to a data marketplace
  - Outsourced trainers: LSP and independent
  - In-house trainers
  - Tools: Quality, Datasets, Integrations

- In-house MT developments
  - Booking, Autodesk, Ford Motor Company, Salesforce, eBay, Netapp, WIPO and ITU

MT Summit set a historical record in attendees and sponsors

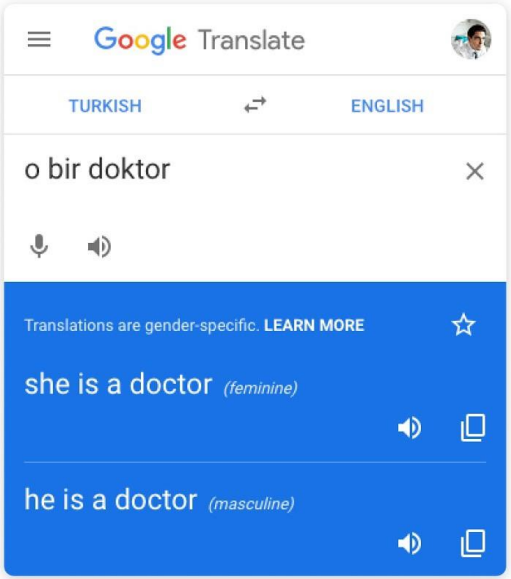
Coming up - Multimodality



In Progress: Addressing Bias

Before

After

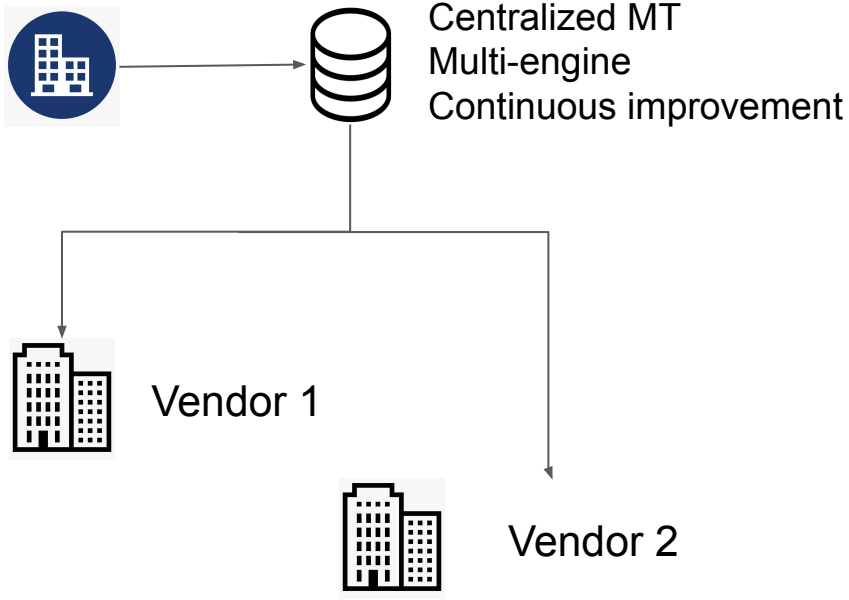


Emerging Model: Managed MT

Stakeholder owns models, a vendor or a sub-team manages

Operator
Team or Outsourced

Content owner
MT owner



Final words

Entrepreneurs

1. Capture Synthetic Media to be among the pioneers. Post-editing is required in every line: text, video and voice.

2. Help enterprise stakeholders digitize and prepare for the push-and-pull of AI Centers of Excellence inside global organizations.

Buy-side Leaders

1. Pivot from Project to a Platform/Product team. Be perceived as a digital COE.

2. Promote capable people from old-school and largely automated ops to new areas.
    a. Translation to MT and data, video.
    b. Interpreting to meeting experience and captions/reporting.

Thank you!

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