



MULTILINGUALISM IN EUROPE (AN MEDIA)

Pragmatic multilingualism in a European linguistic landscape: the case of EurActiv

Keynote Speech

by Diogo Pinto

Secretary General – Fondation
EurActiv

**The Value Of Language
Brussels 16 March 2016**



MULTILINGUALISM IN EUROPE (AN MEDIA)

I. EurActiv

- Multilingualism
- Translation: content, syndication, evolution and tools
- Major constraints: costs, accuracy, speed

II. Wider market & European Media

- Community of EU Actors
- Filling some gaps, crisis, change?

III. Multilingualism & EU Institutions

- Going with the flow
- Differentiation?
- Filters
- Crisis
- Decentralisation
- Recommendation

IV. Questions for debate



I. EURACTIV: 12 LANGUAGES FROM 12 EU CAPITALS

"Pragmatic
multilingualism"

794.992 monthly unique
visitors*

1,4 million readers (Brand Footprint)





Multilingualism

- Multilingual environment
 - Publication in 12 languages
 - International staff
- Process:
 - Translation (EN-FR-DE-ES-IT)
 - Localisation by journalists in the capitals (not BXL)
- Integration EN/DE/FR/ translation



Translated content

News

Schulz réclame plus de prérogatives pour le Parlement européen

09 nov 2015 - 08:55

Langues : English

LES PLUS LUS

- Varoufakis, le ministre des finances star de l'analyse économique
- La Commission menace de raboter Erasmus pour financer le plan Juncker
- Athènes adopte envois et contre tout sa loi sur la pauvreté
- Le plan Juncker boude l'efficacité énergétique
- L'OCDE incite la France à réformer son marché du travail
- La remise à plat du système de TVA en UE s'annonce longue
- Berlin rejette les demandes de réparation d'Athènes
- L'aide aux sans-abri n'est pas une option politique

Video subtitles

Pour la Commission, le « non » creuse l'écart entre la Grèce et l'UE

07 juillet 2015 - 10:16

Langues : English

Commentaires

Valdis Dombrovskis
EU Commissioner for the Euro and Social Dialogue

Malheureusement, le « non » creuse l'écart entre la Grèce et les autres pays de la zone euro.

Infographics

Tous les ODD ne se valent pas

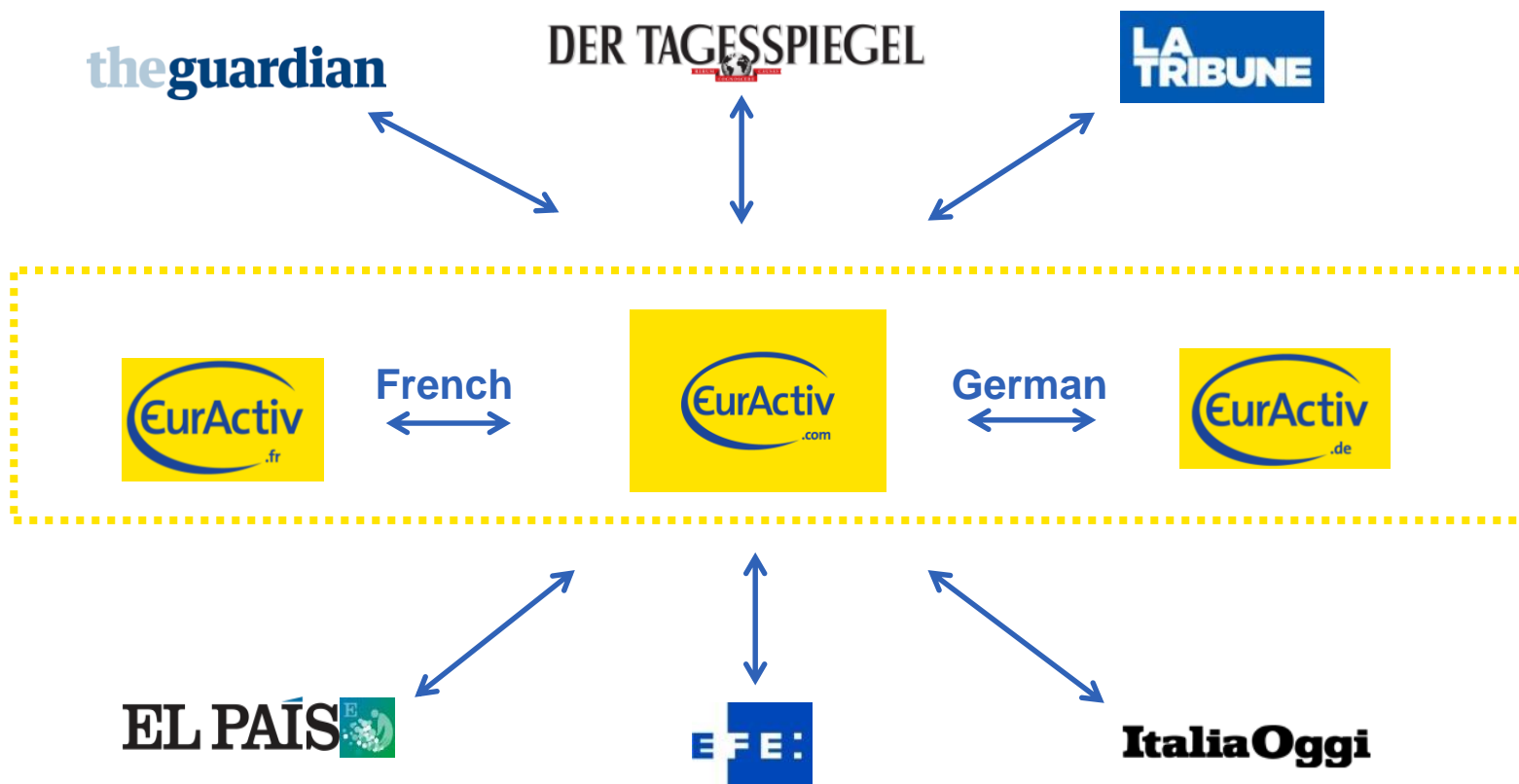
Les 17 objectifs de développement durable adoptés par l'ONU fin septembre affichent des coûts très différents.

Accès à l'eau	27 Md/an	Éliminer la faim	44 Md/an
---------------	----------	------------------	----------



Translating syndicated content

Content exchanges with overarching added value
bridging the gap between national perspectives





Translating at EurActiv

Evolution in translation software

At the start (2003)

E-content project:

- Machine translation
SYSTRAN + post-editing
- Localisation network

Now

EurActiv articles +
syndicated/curated content:

- Use of translation
memories (TM) with
Wordfast
- External tools

... and tomorrow? ...



Translation tools



Portal regrouping EU legislation



The EU's multilingual terminology database



Translation assistance tool



UNTERM:
Terminology database
of the United Nations



Canadian terminology database



Major constraints

Costs:

- translators' fees vs. machine translation licence

Accuracy:

- Access to official terminology databases

Speed:

- Newsletter in the morning
- News can become outdated/updated



II. EUROPEAN MEDIA – WIDER SOURCE MARKET

Community of EU Actors

European capitals: mainly part-time *EU Stakeholders* (500,000)

Brussels: mainly full-time *EU Stakeholders* (100,000)



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



European Media – Crisis → Change?

Pan-European media:

- just in EN or in 1 national language
 - Examples: Financial Times, Le Monde, FAZ, etc.
- Exceptions: Euronews, Cafébabel, EurActiv
- + some specialised newsletters (but not all EU languages)

Questions:

- Could more media be multilingual?
- Should this be a focus of Horizon 2020 projects?



III. MULTILINGUALISM & INSTITUTIONS – GOING WITH THE FLOW?

Going with the flow?

Dominance EN vs. promoting multilingualism:

EN source documents in DGT: 45% in 1997 → 72.5% in 2008
→ 81% in 2014

Aim: being close to citizens, communicating Europe

Questions:

- Should we reduce the number of languages altogether?
- Can communication be cross-lingual? Or does it need to be localised to each language?

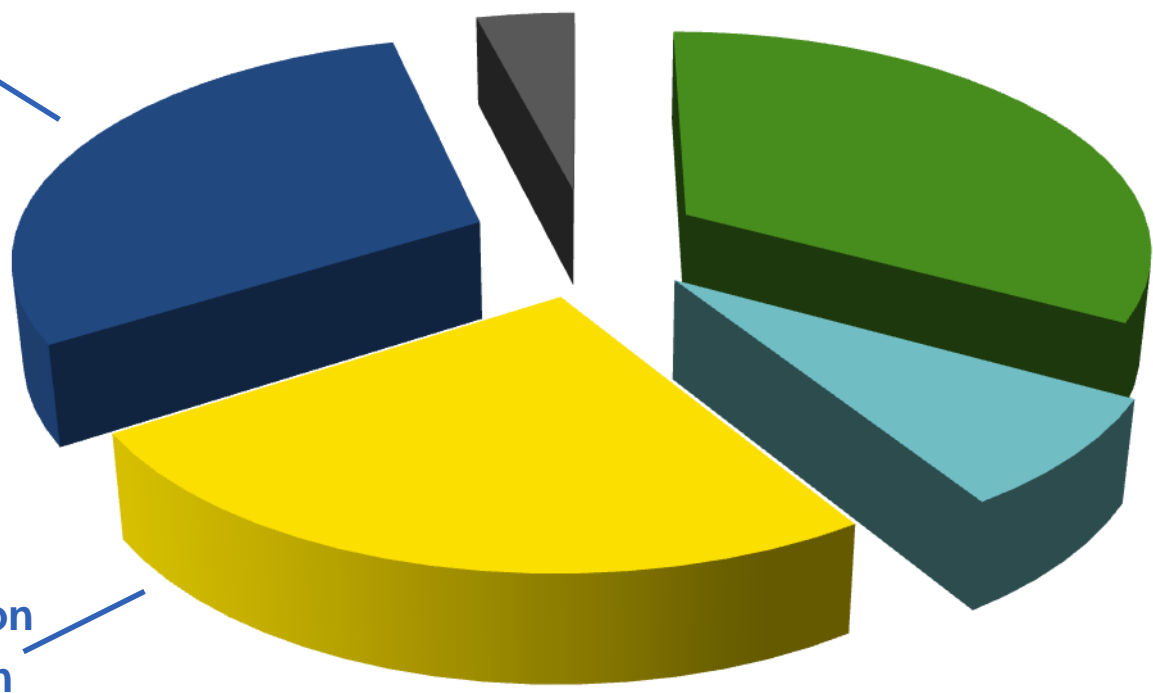


Multilingualism & Institutions – Differentiation?

Translation in the European Commission

Filter & Automated translation + post-edit

Decentralisation & localisation



■ Legislation ■ Consultation ■ Information ■ Administration ■ Autres

Keep centralised



Multilingualism & Institutions – Filters

Impossible to translate all documents in all
languages filters needed

- Prioritising
- Using tools
- Decentralising

Questions:

- Who thinks there will be, 10 years from now, more readers for EU translated texts?
- What about more translators working for the EU institutions?



European Media & Institutions – Crisis?

Effects of the crisis on the EU translation sector?

Reducing costs:

- Outsourcing from DGT: 16% in 1997 → 24% in 2012 → 29% in 2014
- 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



European Media & Institutions – Decentralisation

(De)centralised translation?

- Decentralisation: European house = translators + journalists + head of communication unit
- 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)

Should most EU translators be in BXL, LUX or in the capitals?



European Media & Institutions - Recommendations

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



IV - QUESTIONS FOR DEBATE?

How to intelligently leverage automated translation?

Should we decentralise translation for communication?

How can media and field offices cooperate?

How should we develop the language ecosystem?