

**In the Name of God**

# Translation Services Market and Industry in the Technology-stricken 21<sup>st</sup> Century

Presenter:  
**Ali Beikian**

# Summary of the Workshop

- \* The current status of the translation services market
- \* The current trends in the translation services industry (an outline of translation services) in the 21<sup>st</sup> century
- \* The most common translation technology tools used in today's translation services world
- \* The challenges which translators face as a result of new technologies
- \* Concluding remarks

# 1. The Current Status of the Translation Market

- \* It is exciting times for the translation industry.
- \* The value of the language services worldwide was estimated to surpass \$37.19 billion in 2014 (*CSA Report*).
- \* CSA has also found that the demand for language services is growing at an annual rate of 6.23%.
- \* CSA researchers contend that such a growth is due to several factors, including exchange rates, global competition, and an increase in the use of translation technology.
- \* They predict that the translation industry will continue to grow and the market will increase to \$47 billion by 2018.

# 1. The Current Status of the Translation Market

- The translation industry is estimated to have recently moved from the growth phase to the mature phase of its industry life cycle.
- \* IBISWorld asserts that although translation and localization services clients will continue to be price-, service- and quality-conscious, globalization and an increase in immigration will boost demand for language services over the six years ending to 2020 (*Translation Services Market Research Report, 2015*).
- \* There are very few industries that can be considered ‘recession proof’, but in a global market, one that has weathered the storms better than others is the translation services industry.

# 1. The Current Status of the Translation Market

- According to CSA, the language services industry has experienced a rapid and steady growth even in the face of a harsh economic climate.
- \* What makes the language services industry virtually immune to the recession is primarily globalization driven with the help of the Internet.
- \* The number of jobs for translation service providers has also doubled in the past ten years while their wages steadily grew before, during and after the recession. (*London Economic, 2014*).
- \* A BLS report predicts 42 percent growth in the industry from 2010 to 2020, outpacing average growth for other occupations studied by the BLS (*U.S. Bureau of Labor Statistics, 2014*)

## 2. Current Trends in the Translation Services Industry

- \* There is no doubt that translation technology has not created a new profession. However, it could be claimed that the resources available to translators through technology imply the development of new capabilities and lots of new job opportunities.
- \* First, companies are getting away from plain old translation trends. They want to increase their value to the enterprise they serve.
- \* They cannot compete on translation alone; they need to show more value and to become strategic. In line with this, they are broadening the realm of their services to range from plain document translation to website localization, software testing, linguistic validation and voiceover, etc.

## 2. Current Trends in the Translation Services Industry

- \* Second, subject-matter specialization has become much more important. Thirty years ago, those occupying 'elite' translation positions would work with many languages and in many fields of specialization. This, however, is not the case in the current market.
- \* Third, in today's translation marketplace, it is easier than ever to sell services to global clients.
- \* Using translation tools and the internet, freelance translators are able to improve the quality of their services, facilitate their service provision processes, and enter new global markets. We can see evidence of this in the top agency and freelance translation services providers who are all doing work for international clients.



## 2. Current Trends in the Translation Services Industry

- \* **Translation:** It is the first stage in rendering a text that is in a particular language into another language, and it entails transferring information accurately, naturally, and clearly to represent the original document in the target document.
- \* Due to the continuing evolvement of the translation services industry, there are now certain terms used to define specialist translations that do not fall under a general category.
- \* Example: *Administrative Translation, Commercial Translation, Computer Translation, Economic Translation, Legal Translation, Certified Translation, and so on.* Most translation service providers have far more detailed lists of translation specializations

## 2. Current Trends in the Translation Services Industry

- \* **Editing:** It refers to reviewing the translation preferably by a proficient linguist other than the linguist who has translated the text.
- \* Editing involves checking the translation against the source text to make sure that the translator has fully understood the text, has really made an accurate, clear and natural translation of the original. In addition, the editor must make sure that correct terminology and appropriate equivalents have been used.
- \* Usually, when editing, the track changes feature is used, and sometimes only comments are added through the commenting tool.

## 2. Current Trends in the Translation Services Industry

- \* **Proofreading:** Proofreading is a process whereby the text is being scanned for grammar, syntax and spelling errors.
- \* There always has been a dilemma about the difference between proofreading and editing in the world of translation. The reason why it is important to distinguish between these two processes is that, more often than not, outsourcers call editing proofreading and vice versa.
- \* Checking the meaning of words and terminology or faithfulness of the translation is irrelevant here, as such concerns are presumed to have been attended to at the editing stage.

## 2. Current Trends in the Translation Services Industry

- \* **Back-translation:** It can be defined as the procedure according to which a translator interprets a document previously translated into another language back to the original language.
- \* Usually this process is made by a translator or translators who had not been previously involved in the project and who have no prior knowledge of the objectives or its specific context.
- \* Back-translation is a very helpful tool while considering particular attention to sensitive translation problems across cultures. Comparison of a back-translation to the original text is sometimes used as a quality check on the original translation.

## 2. Current Trends in the Translation Services Industry

- \* **Linguistic validation:** It is the process of investigating the reliability, conceptual equivalence, and content validity of translations of patient-reported outcome (PRO) measures.
- \* Most usually, linguistic validation refers to a process whereby translated text is actively tested with patients in the target population and target language group through cognitive debriefing interviews.
- \* The exercise is also an important tool for demonstrating content validity when compared with the source.

## 2. Current Trends in the Translation Services Industry

- \* **Transcreation:** It is a term used chiefly by advertising and marketing professionals to refer to the process of adapting a message from one language to another, while maintaining its intent, style, tone and context.
- \* In the 1990s, marketers and advertising agencies with international accounts began using the term transcreation to distinguish their work in this field from translation.
- \* The implication is that, when bringing an existing advertising campaign to a market outside the source language, much more is needed than a translation.

## 2. Current Trends in the Translation Services Industry

- \* **Transcription:** In the linguistic sense is the systematic representation of speech or sign language utterances in written form. Transcription should not be confused with translation or with transliteration.
- \* Most common requests for this service include:
- \* Basic Same Language Transcription, which consists of transcribing the source text only;
- \* Standard Translated Transcription, which consists of translating and transcribing in one step where only the target language will be transcribed; and
- \* Source and Target Transcription, which consists of the source text transcription and its translation.

## 2. Current Trends in the Translation Services Industry

- **Website localization:** It is the process of adapting an existing website to local language and culture in the target market. This adaptation process must reflect specific language and cultural preferences in the content, images and overall design and requirements of the website – while maintaining the integrity of the website. Website localization aims to customize a website so that it seems "natural", to its viewers despite cultural differences between the creators and the audience.



## 2. Current Trends in the Translation Services Industry

- \* The process of website localization is complex and involves different stages as follows:
- \* *Glossary Development*
- \* *Cultural Correctness Assessment*
- \* *Translation, Editing and Proofreading*
- \* *Website Graphic and User Interface (UI) Localization*
- \* *Document Formatting and DTP*
- \* *Multimedia Localization*
- \* *Website Quality Assurance (QA) and Testing*
- \* *Client Delivery*
- \* *Final Edits and File Archiving*

## 2. Current Trends in the Translation Services Industry

- \* **Software localization:** It is the translation and adaptation of a software product, including the software itself and all related product documentation. This process is labor-intensive and often requires a significant amount of time from the development teams.
- \* A software product that has been localized properly has the look and feel of a product originally written and designed for the target market.
- \* The standard software localization process includes the following basic steps:

## 2. Current Trends in the Translation Services Industry

- \* Analysis of the material received and evaluation of the tools and resources required for localization
- \* Cultural, technical and linguistic assessment
- \* Creation and maintenance of terminology glossaries
- \* Translation to the target language
- \* Adaptation of the user interface, including resizing of forms and dialogs, as required
- \* Localization of graphics, scripts or other media containing visible text, symbols, etc.
- \* Compilation and build of the localized files for testing
- \* Linguistic and functional quality assurance
- \* Project delivery

## 2. Current Trends in the Translation Services Industry

- \* **Game localization:** It refers to the process of transforming videogame software for preparation to be imported and sold in a new region, usually a different country.
- \* Although translating the text assets is a large part of localization, the process includes any changes made to a game, including altering art assets, creating new packaging and manuals, recording new audio, and even cutting out whole portions of the game due to differing cultural sensitivities.

## 2. Current Trends in the Translation Services Industry

- \* Video games come accompanied by a variety of texts, for example manuals, dubbing scripts, and subtitles that need translating.
- \* In fact, there are different textual types, each of which has its own characteristics and purpose.
- \* Because we are dealing with a multimedia product, the challenges translators have to face are also multimedia. Within the same project, they have to deal with a wide variety of issues like reproducing the oral quality of dialogue in writing, lip-synching for dubbing, space and time constraints for subtitling, number of characters for subtitle, user interface (UI), etc.

## 2. Current Trends in the Translation Services Industry

- \* **Multimedia translation:** Also sometimes referred to as ‘audiovisual translation’, it is a specialized branch of translation which deals with the transfer of multimodal and multimedial texts into another language and/or culture and implies the use of a multimedia electronic system in the translation or in the transmission process.
- \* Multimedia translation can be applied to various fields, including cinema, television, theatre, advertisement, audiovisual and mobile device communication.
- \* This kind of translation is strongly influenced, both in the form and in the substance of its creative process, by the process and type of device employed.

## 2. Current Trends in the Translation Services Industry

- \* Specific limits are imposed by digital graphics, and by timing and mode of use.
- \* The primary translation modes employed in the audiovisual media include subtitling, closed captioning, surtitling and revoicing (which may occur in the form of dubbing, voice-over, mobile translation, interpreting or audio description).
- \* Multimedia works can also be adapted from one media to another, for example, Cinema, TV, and video game adaptation.

## 2. Current Trends in the Translation Services Industry

- **Post-localization Testing:** After software applications, websites, games or multimedia products have been localized, they are usually tested before being released to the target market because the localization process can introduce linguistic and functional problems in the software. Post-localization testing consists of two main stages: linguistic testing and functional testing.
- \* Linguistic testing confirms that the text in the user interface appears correctly and completely and is not truncated, mistranslated, or misapplied. This testing generally requires a high proficiency in the target language and strong familiarity with the product itself.



## 2. Current Trends in the Translation Services Industry

- \* Some problems that linguistic testing reveals are missing translated text, text that remains in the source language, mistranslations based on the context in the user interface (UI), translations that are cut off or wrap to the next line, and inconsistent appearance or usage.
- \* In functional testing, testers follow prescribed test scripts to run through all aspects of the product to make sure it functions as designed in the localized environment. Often functional testing includes verification that the localized product is compatible with various operating systems and third-party products. Functional testing generally requires good knowledge of the target language and the product.

## 2. Current Trends in the Translation Services Industry

- **Post-editing Machine Translated Texts:** In the process of translating a text via machine translation, best results may be gained by pre-editing the source text – for example by applying the principles of controlled language – and then post-editing the machine output. Post-edited text may afterwards be revised to ensure the quality of the language choices or proofread to correct simple mistakes. Post-editing involves the correction of machine translation output to ensure that it meets a level of quality negotiated in advance between the client and the post-editor.

## 2. Current Trends in the Translation Services Industry

- \* Light post-editing aims at making the output of machine translation simply understandable.
- \* In case the client requires that the output also stylistically appropriate, then the post-editor does a full post-editing.
- \* With advances in machine translation, full post-editing is becoming an alternative to manual translation.
- \* There are a number of software tools that support post-editing of machine translated output. This includes the Google Translator Toolkit, SDL Trados, Unbabel and Systran.

## 2. Current Trends in the Translation Services Industry

- \* **Desktop Publishing (DTP):** It is the use of the computer and software to create visual displays of ideas and information.
- \* Desktop publishing documents may be for desktop or commercial printing or electronic distribution including PDF, slide shows, email newsletters, e-publications, and the Web.
- \* Desktop publishing can be used for designing and publishing print communications such as brochures, fliers, advertisements, posters, catalogs, directories, and newsletters, magazines, and newspapers, books, booklets, blogs and websites, to name but a few.

## 2. Current Trends in the Translation Services Industry

- Some of the most commonly used software applications include *Word, Excel, PowerPoint, Adobe InDesign, Adobe FrameMaker, Adobe PageMaker, Adobe Illustrator, CorelDRAW, Corel Ventura, and QuarkXPress.*
- \* Multilingual desktop publishing is one of the services provided by many translation companies, which, in turn, creates lots of job opportunities for the translators who can provide DTP services in addition to translation services. In my experience, there have been many clients who have asked for DTP services when assigning me translation projects.

## 2. Current Trends in the Translation Services Industry

- \* Most of the aforesaid services have been made possible thanks to new technologies. In fact, it could be claimed that technology has broadened the realm of the services which translators can provide and, thereby, has created numerous job opportunities for translation service providers.
- \* In addition, translation technology has made life much easier for translators. The question which may be raised here is how technology helps translators and what the most commonly-used translation tools are. These questions are answered in the next section.

### 3. Translation Technology Tools

- ✦ With the advent of personal computers and the Internet, the world of translation, globalization and localization was revolutionized.
- \* Through these new means, translators were able to send and receive documents electronically.
- \* Thirty years ago, projects would be typewritten or even written in longhand. Before the invention of desktop publishing software, the tasks involved in publishing were done manually, by a variety of people and involved graphic design, typesetting, etc. and in the end the result was not satisfactory enough. Now, however, thanks to translation technology tools, translators can easily deal with fiddly files and tricky file types.

### 3. Translation Technology Tools

- \* The rise of the Internet came as a gift to translators. Before the invention of the Internet, translation clients would have to find their translators locally, and likewise for translators finding clients.
- \* It was virtually impossible to outsource translations to linguists outside the client's city or area; the translator would have to drive or take the train to collect the document to be translated and then return to the location to deliver the translation on a typewritten document.
- \* They are now able to receive and send our documents, conduct research, and even find their clients from home.



### 3. Translation Technology Tools

- \* Now, clients and translation agencies can outsource to anywhere in the world to find the person who is best fit to translate the document.
- \* Furthermore, globalization is facilitated, and any business, small and big alike, is increasingly able to operate on an international scale. The aforementioned are only a few instances of numerous technologies which have made life easier for translators.

### 3. Translation Technology Tools

- \* From a more specialized point of view, it can be seen that translators have always used technology to support the process of translation.
- \* They have speedy computers with plenty of power to run the many software programs that they use such as
- \* *CAT (computer-assisted translation) tools, terminology management systems, translation quality assurance (TQA) tools, localization management systems, audio-video captioning systems, translation management systems, controlled authoring tools, and machine translation (MT) software, to name but a few.*

### 3. Translation Technology Tools

- \* **CAT (computer-assisted translation) Tools:** As a commonly used instance of translation technology, CAT tools help translators to provide solutions for their customers and meet their needs.
- \* CAT tools enable translators to build databases of the texts that they have translated for each of their customers and to consult these databases each time they work on new translations for them.
- \* This means that they can keep track of their specific terminology and ensure that their translated content has a consistent voice.

### 3. Translation Technology Tools

- \* Even for a freelance translator, CAT route is nowadays the only possibility if one wants to provide high-quality, 100% terminologically consistent and efficiently produced translations.
- \* These days, many tech-savvy translators dictate their translations via a headset directly into their translation tool, taking full advantage of the latest technology.
- \* CAT tools have been in use since the introduction of personal computers. Their primary purpose is to improve translator productivity and accuracy by providing tools such as document editors, glossaries, and translation memory, in a single integrated environment or workbench.

### 3. Translation Technology Tools

- \* **Terminology Management Systems:** They enable users to create, translate and manage dictionaries or term glossaries on a customer, project or asset level. Term glossaries are useful for defining how a set of words, phrases or proper names should be translated (or not translated). This is used not so much to reduce translation cost, but to encourage consistent vocabulary and style, and to prevent dissonant translations of phrases that recur frequently.

## 3. Translation Technology Tools

### \* Translation Quality Assurance (TQA) Tools

- \* Translation quality assurance (TQA) relies on a combination of technology and processes to prevent errors from creeping into translation projects.
- \* The quality assurance process starts before a project is sent out for translation, for example by sanitizing text to protect non-translatable elements, disambiguate the source text, provide comments and context, etc.
- \* Once translation is in progress, quality assurance is implemented in several ways at different stages of the process, including:

### 3. Translation Technology Tools

- \* Prior to translator assignment to decide which translators are most qualified for the project in hand,
- \* During translation to increase productivity, catch common errors, and encourage the use of consistent style and terminology, and
- \* After the translation wherein the completed translation projects are generally sent to an editor or trusted reviewer to be spot checked and edited as needed (or sent back to the translator) for additional work.
- \* Examples include: Déjà Vu QA Checker, SDLX QA Checker, SDL Trados QA Checker, QA Distiller, Xbench, etc.

### 3. Translation Technology Tools

- \* **Localization Management Systems:** They are a special type of translation management system, and focus on the tasks and challenges that are unique to software localization.
- \* There has been a proliferation of SaaS (software as a service) based services in this area, especially for mobile application localization for iOS and Android platforms.
- \* These services enable users to upload their application prompt catalogs using a variety of localization file formats, and manage them and their translations via a centralized repository.



## 3. Translation Technology Tools

### \* **Audio-video Captioning Systems**

- \* Audio/video captioning and subtitling systems have a unique set of requirements that differ from text based content. Captioning systems must deal with a number of technical issues, including:
  - \* Support for a wide variety of video file/stream formats
  - \* Tools to transcribe audio tracks to create source language captions
  - \* Tools to translate captions into one or more languages
  - \* Ability to time code captions so they appear at the right time during playback
  - \* Tools to review and post-edit translations.

## 3. Translation Technology Tools

### \* Translation Management Systems

- \* Translation management systems (TMS) enable operators to:
- \* Centrally manage resources to be translated (documents, video captions, localization files, etc.)
- \* Control which languages each project or resource is to be translated to
- \* Invite and assign translators, editors and reviews to each project/language
- \* Define workflows for translation, for example whether translations are auto-approved on receipt (from trusted sources) or must be independently reviewed

### 3. Translation Technology Tools

- \* Receive quality feedback and defect reports, and automatically route these to the appropriate translators and project managers
- \* Use machine translation (for pre-translation), translation memory, term glossary and advanced leveraging to re-use previously completed translations, to boost efficiency, and to increase quality and consistency
- \* Export completed translations to external systems (e.g. content management system, e-commerce platform, etc.)

## 3. Translation Technology Tools

### \* **Controlled Authoring Tools**

- \* Controlled authoring tools, such as Acrolinx, are used before translation even begins. These tools are designed to maximize the source content's quality and consistency, and provide the following key features:
  - \* Spellcheck and grammar correction: to catch basic mistakes during authoring
  - \* Terminology management: to insure that technical terms are used consistently
  - \* Brand protection: to insure that brand names and proper names are used correctly
  - \* Edit for machine translation (MT)

### 3. Translation Technology Tools

- \* **Machine Translation (MT) Software:** Available for several decades, MT has advanced dramatically in terms of speed and quality, especially statistical MT engines; however, it is not expected to replace human translators in the foreseeable future.
- \* The main use cases for machine translation are applications that require real-time or near real-time interaction, for assimilating texts and ‘chat’, and as a productivity tool.
- \* Content producers are also generating exponentially increasing volumes of material, and in many cases, human translation is simply not economically or technically feasible.

### 3. Translation Technology Tools

- \* In the context of professional translation, MT is often used in a number of situations, including:
  - \* As a short-term, placeholder translation for time sensitive content while awaiting human translation.
  - \* As an immediate “good enough” translation (for example the “long tail” of infrequently viewed products in an online store).
  - \* As a draft translation for post-editing by human translators (there is significant debate about how well this works with present tools).
  - \* As a way to detect problem texts that need further attention by reviewers and editors.

## 4. Challenges Faced by Translators in Today's Technology-stricken Market

- \* The fact is that technology causes some challenges for translators too.
- \* For translators, the extended realm of translation technology means that they need to invest in new technologies, i.e. both software applications and the infrastructure necessary to support them such as more powerful computers with faster processors, more storage, as well as access to faster Internet.
- \* This entails that translators spend lots of money on buying the necessary software and hardware.

## 4. Challenges Faced by Translators in Today's Technology-stricken Market

- \* Apart from that, they have to spend lots of time to master such software and how to use them to their full potential.
- \* Therefore, there is a distinct need for translators to commit to a process of on-going training in order to stay abreast of these technologies.
- \* Furthermore, the increasing competition presented as a result of the increased access to clients coupled with the sheer diversity of work available means that the issue of versatility is equally challenging for translators.



## 4. Challenges Faced by Translators in Today's Technology-stricken Market

- \* As a result, it is increasingly difficult, if not impossible, for a translator to comfortably earn a living from one single specialism.
- \* As part of the commitment to on-going training and lifelong learning, translators find themselves in a position where they have to acquire new specialisms in order to remain competitive and employable.
- \* Still, this is not the whole story. In the present globalized translation services market, translation has turned into a team activity with translators, proofreaders, subject matter experts and clients working together.

## 4. Challenges Faced by Translators in Today's Technology-stricken Market

- Professional translators may collaboratively work on a project, seek and/or give advice to fellow translators and work closely with the clients and subject matter experts to produce the desirable target texts.
- \* This entails that translators enjoy advanced interpersonal skills so that they can maintain a good relation with fellow translators, subject matter experts and more importantly with clients.
- \* Last but not least, the increasing competition in the market entails the ability to meet tight deadlines without sacrificing the quality of work.



**Thank you very much for your  
attention!**