



# All Eyes on Audiovisual Translation



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# Introduction

These are exciting times for people working in AV translation! An exploding market, numerous interesting players, and ever more exciting materials to work on. Many different languages, a huge community of translators who love their work, and more video material from more countries and cultures than ever before. This is how the audiovisual translation industry looks today.

At the same time, we are still in the “gold rush,” not the “golden age” of AV translation. No paddling in calm waters for us. Instead, we’re rafting down a raging river with new obstacles and surprises around every bend. Many areas are still in development, so we—those of us working in this industry—are establishing standards, creating workflows, implementing new technology, and shaping best practices as we go.

memoQ is part of this exciting development. We have the expertise and technology ready to support those who work in AV translation. Join us while we consider some of the major challenges we see in creating the best possible work environment for the best possible translation work—and how memoQ can be a partner as you deal with them.

## CHALLENGE 01

# Under pressure: Time, money, and quality

Audiovisual (AV) translation providers are between a rock and a very hard spot. Translations must be excellent and completed in near real-time and with paper-thin margins. Translation providers want to make their clients happy, deliver translations that make sense to the audience, and make some money during the process. Challenging? Of course. Feasible? You bet! AV translators are professionals, not just movie aficionados. With a smart process and a highly professional team, even extreme challenges can be met.

## SOLUTION 01

# Boost your productivity and quality with the right tool

memoQ is the tool to make your linguistic process even more professional and efficient. Translation memory technology has been used in the translation industry for many years. It helps you reuse your existing translations, which boosts both speed and quality during production. Your team of project managers and linguists can easily learn memoQ, which is designed to smoothly integrate with your processes and online tools via APIs and smart workflows. Working with memoQ enables more effective processes (thus ensuring more time for movie nights).

## CHALLENGE 02

# Working with different kinds of material

It is crazy out there! Audiovisual translations come in so many shapes and sizes for a dizzying array of different applications. Whether it is for broadcasting, home entertainment, or marketing material, we now see “moving pictures” in all areas of our lives. And we want all this material to be translated into the languages close to our heart. This is a challenge for anyone supporting the translation process. Who has this figured out?

## SOLUTION 02

# Versatile language technology: Time-tested and completely up-to-date

memoQ has been appreciated by localization experts for over 15 years. It can handle all the formats you require and help organize your workflow for the best and most efficient handling by your team. Our support team can help you incorporate memoQ into your existing workflow. You can often handle implementation internally.

## CHALLENGE 03

# Ready for growth

It is not only the pictures that are moving. The entire audiovisual translation industry is moving, and at considerable speed. Imagine our industry as a blockbuster action film. Our work, AV translation, is probably still in the first half of the movie: big explosion has occurred and now, after a comparatively low-key period, we're getting ready for more potentially threatening action. Resolving the conflict will require everyone working together and persevering through many hardships.

AV translation professionals know the traditional solutions to typical challenges, but we also need to keep coming up with innovative solutions to tackle the growth in our industry. How can you continue meeting the current demand and still do more?

## SOLUTION 03

# memoQ, your secret weapon

Let memoQ be your secret weapon for increasing productivity and safeguarding your translation quality. Its robust functionalities and ease of interoperability will give you plenty of options and flexibility as you face future growth. Your subtitling editor can be integrated into memoQ via the Web Services API. Then you have your translation memories, terminology management, and quality assurance (QA) checks right where you need them, making your linguists and project managers more productive and more consistent at the same time.

## CHALLENGE 04

# The talent squeeze

Audiovisual translators are busier than ever, and media localization is expected to be a USD \$2.5bn industry by 2020. Subtitles are being translated into dozens of different language combinations, with more being added to the pool all the time. Audiovisual translation is sophisticated work for trained professionals and there are never enough of them! That's what we call the talent squeeze. How can we make sure that good translators can happily do their work without being overwhelmed by the sheer volume of translations thrown at them?

## SOLUTION 04

# Get the centaur to work

What would you do without the right people? Smart, well-trained, and motivated people who love what they do and go the extra mile to create something extraordinary deserve cutting-edge support. There is technology designed to do exactly this. memoQ helps automate your linguistics tasks and workflows. memoQ helps computers and people work together to deliver AV translations that quietly support the visuals on the screen.

## CHALLENGE 05

# The issue with quality

Have you ever heard of a redelivery? This is when your client complains that the quality of your audiovisual translation is not what they expected. And that's pretty tough to hear—you want to be good, but you also need to be fast, and hey, you don't really want to lose money on it either. Producing quality translations is not as simple as just „not making mistakes.“

## SOLUTION 05

# Humans and machines working together for optimal results

memoQ is a powerful sidekick when it comes to handling all those tedious errors that humans cannot seem to avoid. Punctuation. Consistency. Terminology. memoQ has several checks that quickly and easily find errors. These checks can even be used to create automated QA process, to support manual QA, or both. Making mistakes is human nature—we think it's smart to have a machine help you find and fix them! Using memoQ for this is a huge help. Try it!

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# About memoQ

memoQ is a leading collaborative translation environment and TMS providing premium solutions to the translation industry since 2004. memoQ is dedicated to delivering innovation through diverse developments that today help hundreds of thousands of freelance translators, translation companies, and enterprises worldwide.

Having both simplicity and effective translation processes in mind, memoQ combines ease of use, collaboration, interoperability, and leverage in a single tool. Discover a new world with memoQ!

For more information, visit [www.memoq.com](http://www.memoq.com)

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# Contact us

Take your audiovisual localization processes to the next level. Give a chance to our localization professionals to establish a workflow for you, or optimize your existing one even further.

Get in touch with us at [sales@memoq.com](mailto:sales@memoq.com)

