Project no. **296371**

SAVAS

'Sharing AudioVisual language resources for Automatic Subtitling'

Collaborative Project
Information and Communication Technologies

Deliverable: D6.5

Workshop 1

Due date of deliverable: 30 11 2012
Actual submission date: 30 11 2012

Start date of project: 01/05/2012   Duration: 24 Months

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Organisation name responsible for this deliverable: SYNTHEMA

Revision [1.0]

Project co-funded by European Commission within the Seventh Framework Programme		
Dissemination level		
PU	Public	
PP	Restricted to other programme participants (including the Commission Services)	
RE	Restricted to a group specified by the consortium (including the Commission Services)	
CO	Confidential, only for members of the consortium (including the Commission Services)	

DOCUMENT INFO

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Document Control

Document version #	Date	Change
V0.1	06/11/2012	Initial draft with agenda for workshop
V1.0	29/11/2012	Version 1.0
V1.1	30/11/2012	Final version

Document Data

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TABLE OF CONTENTS

1 INTRODUCTION

SAVAS WP6, Dissemination and Exploitation, identifies the dissemination activities aimed at the transfer of knowledge arising from project results.

One of the core WP6 activities is the setup of an End-User Panel, that accommodates SAVAS stakeholders across different industrial and scientific communities, supporting promotion and dissemination and contributing to bridge the project results into the market.

Members of the End-User Panel are invited to participate in the 4 End-User Panel Workshops (EUP WS) that are going to be organised during the project lifetime, as follows:

- The 1st End-User Panel Workshop
  Held in M6 (November 2012), in Berlin.
  It was linked to the **"Languages & The Media 2012" conference**.

- The 2nd End-User Panel Workshop
  To be held around M12 (March 2013), in Barcelona.
  Linked to "4th Int. Symposium on Live Subtitling"

- The 3rd End-User Panel Workshop
  To be held at M16 (September 2013), in Amsterdam.
  Linked to IBC 2013.

- 4th End-User End-User Panel Workshop
  To be held around M24 (May 2014)

This deliverable presents a report of the 1st End-User Workshop held in Berlin.

2 The 1st SAVAS End-User Workshop

The workshop was organised by the R&D partners (SYNTHEMA,VICOMTECH and VOICEINTERACTION) to welcome all the collected panellists, giving them information about the End-User panel itself, and to *introduce the objectives and expected results of the project.*

In order to collect a large audience we opted for hosting the workshop in conjunction with an important event and selected the **9th Languages & The Media conference.**

The Languages & The Media conferences are held every 2 years and are one of the major events at international level. They collect people and companies working in the Audio Visual Translation (AVT) market including language practitioners**,** translators and interpreters, translation and dubbing service providers and all those who produce and market audiovisual materials and technology.

The 9th Languages & The Media conference collected more than 250 people worldwide, and took place on November 22st – 23st in Berlin.

The 1st End-User Workshop was organised on 21st November, and was hosted in the Languages & The Media conference hotel.

2.1 Agenda

SAVAS Project

End-User Panel 1st Workshop @ L&M 2012

21st November 2012.

Hotel Berlin
Lützowplatz 17,
10785 Berlin

Agenda Item	Remark	Time
Berlin – 21st Nov 2012		
Welcome	Welcome and introduction to the workshop. *SAVAS (Carlo Aliprandi)*	14:30 – 14:40
SAVAS Executive Summary	Introduction to the SAVAS project. SAVAS rationale, objectives and expected results. *SAVAS (Arantza Del Pozo)*	14:40 – 14:50
SAVAS End-User Panel	Presentation of the SAVAS EUP. SAVAS EUP role and goal. Plan and agenda for the 4 EUP workshops *SAVAS (Carlo Aliprandi)*	14:50 – 15::00
SAVAS applications	Presentation and demos of the SAVAS applications. Applications delivery plan. *SAVAS (Joao Neto)*	15:00 – 15:30
End-User Panel Presentation	Presentation of the SAVAS End-User Panelists. Each partner to give a 5' presentation of its company/organisation. *End-User Panelists*	15:30 – 16:30
COFFEE		16:30-16:45
Discussion	Discussion. Collection of needs, desiderata and requirements. *SAVAS+End-User Panelists*	16.45 – 18:15
Conclusions	Conclusions *SAVAS (Carlo Aliprandi)*	18.15 – 18:30
END of WORKSHOP		18:30
SOCIAL DINNER *Nau Restaurant* *c/o SANA Berlin Hotel* *Nürnberger Strasse 33/34 - 10777 Berlin*		20:00

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2.2 Participants

The End-User Panel consists of representatives of interested parties and advisors already identified during proposal preparation plus additional stakeholders which the SAVAS team is contacting during the project execution.

The End-User Panel consists of the following types of organisations:

- broadcasters interested in the SAVAS languages

- subtitling and reporting companies that use LVCSR in the SAVAS languages

- subtitling software providers that are willing to integrate LVCSR technology in their products

- universities expert in re-speaking for audiovisual translation

- accessibility organizations interested in SDH

Participation at the EUP workshops (except the 3rd EUP WS which is planned to be made public) is possible only upon invitation of the SAVAS consortium, in order to assure proper coverage to well-known prospects and to maximise revenues given the limited workshop budget. Therefore, the SAVAS team selected a number of potential participants and contacted them in order to assess their willingness and interst in being involved at the EUP and the 1st EUP workshop.

A preliminary selection was carried out with the potential parties that expressed interest at proposal level. These partners, as already described in the original SAVAS DoW, included:

- University of Roehampton, (a UK university)

- Sub-Ti (a UK subtitling company)

- Write System (an IT reporting company)

- OFT (an IT subtitling company)

- Sysmedia, (a UK subtitling software provider)

All these parties except OFT confirmed their interest, so they were invited to attend the workshop.

Then, a further selection for more potential parties was performed, with the purpose of accommodating a bigger number of parties possibly from different countries, specifically extending the invitation to types of organisations different from the confirmed ones. Namely, the SAVAS team contacted broadcasters and accessibility organizations interested in SDH (Subtitling for the Deaf and Hard-of-hearing).

The following organisations were contacted:

- Mira lo Que Digo: a ES company that provides audiovisual accessibility services

- CESyA: a ES organisation whose aim is to foster accessibility in audiovisual media through subtitling and audiodescription

- Mundovisión, Red Bee Media Spain, a ES subtitling company

- RTVE, a ES broadcaster

- ZDF, a DE broadcaster

- Deluxe Digital Studio, a US subtitling company

- Ninsight, a FR subtitling software provider

- Titelbild, Red Bee Media Germany, a DE subtitling company

- SWR, a DE broadcaster

- Untertitel, a DE subtitling company

- ARD Text, a DE broadcaster

The final list of participants was as follows:

Organisers

Arantza del Pozo, SAVAS Coordinator, from VICOMTECH

Carlo Aliprandi, SAVAS Dissemination Manager, from SYNTHEMA

Joao Neto, SAVAS Chief Technology Officer, from VOICEINTERACTION

EUP panelists

John Boulton, John Birch - ScreenSystems (formerly Sysmedia)

Pablo Romero Fresco - Univ. Roehampton

Massimo Binetti, Cristina Croce - Write System

Yota Georgakopoulou and Claude Le Guyader – Deluxe Digital Studios

José Luis Arlanzon - Mira lo Que Digo

Mercedes de Castro -CESyA

Bernhard Braemswig, Marianne Koch - Untertitel

Nigel Blackmore, Titelbild

Joachim Kotelman - ARD Text

Philip Klenk – SWR

The workshop was also attended by two other SAVAS colleagues coming from SwissTXT: Bea Caruso and Nicoletta Sigriest.

2.3 Main outcomes

The main goal of the workshop, apart from welcoming all the panellists and giving them information about the End-User panel itself, was to introduce the objectives and expected results of the project.

In the introductory session, Arantza del Pozo gave an overview of the project, introducing the main SAVAS objectives and expected results.

Carlo Aliprandi presented the role and expected goals of the SAVAS EUP, presenting the envisaged 2 years planning and introducing a preliminary agenda for the 4 EUP workshops.

Joao Neto gave a presentation on the main SAVAS applications and results, also showing some demos of the already available preliminary versions of the online transcription systems for Portuguese, English and Basque.

In the final session, there was a general discussion among all the End-User Panellists.

During the presentations and the general discussion, a number of remarkable topics were addressed, and all the workshop panellists expressed their expectations and needs.

Most of the workshop panellists are facing the challenging task of having **_to subtitle more content with less resources_**, so the SAVAS outcomes were considered very promising as they may have strong impact on several subtitling methods currently employed by the panelists.

Concerning the type of subtitling system of interest, many panellists agreed that both the online and batch transcription systems would be of interest, especially if they could be integrated into existing production workflows and technologies. It was also recommended that the systems should in the future produce subtitles for different kinds of programs, extending thus the coverage to more complex and open domains like entertainment, films, TV series, live shows and debates or gaming. It was also suggested to deploy the batch transcription system so that it could be used to automatically align subtitles to audio or to prepare time coded aligned subtitles for semi-live programs or for DVD contents for which no previous scripts can be provided.

Several panellists remarked that it is important that the SAVAS subtitling applications overcome limitations of the current ASR technology, like the long latency time or the lack of automatic punctuation and capitalisation.

Also the Respeaking application was considered important, as it is generally considered to be the best technology to produce state-of-the-art live subtitles.

Interest for the 6 forecasted SAVAS languages was confirmed; a relevant interest was collected for the English and the American languages. Also new languages, like Galician were candidated for new development. This is in line with the interest shown by other companies who visited the SAVAS stand at IBC 2012 for Finnish, Turkish and Croatian. The SAVAS consortium will seriously take into consideration to extend the SAVAS methodology to new languages in new partnerships to be created in the near future.

All the panellists confirmed their interest in participating in the panel, either as Users – testing and evaluating the technology – or as Validators – checking out the quality of the automatically generated subtitles. Several panellist are willing to assess the technology as soon as it will be available, and several questions concerning the release date of the final SAVAS systems were asked.

2.4 Conclusions

The workshop was very successful and productive.

We collected 16 people from 10 different parties, well beyond our expectations. It was fairly easy to engage the parties, and the level of interest was very high.

A number of remarkable topics were addressed in the workshop, and all the workshop panellists expressed very positive opinions and comments on it. There was a clear expression of interest on the SAVAS results, that are considered of strong impact on several subtitling methods currently employed. There was a general consensus that both the online and the batch transcription systems would be very interesting, especially when available for integration into existing production workflows.

The SAVAS team will seriously take into consideration all the expressed needs and recommendations, working hard in order to let all the panellist take part on the trial, assessment and validation of the project results.