



TaaS

Terminology as a Service

Project no. 296312

Deliverable D 5.8

Final Report on Dissemination and Implementation

Version No. 1.0

31/05/2014

Document Information

Deliverable number:	D 5.8
Deliverable title:	Final Report on Dissemination and Implementation
Due date of deliverable:	31/05/2014
Main Author(s):	Yulia Korobova (TAUS)
Participants:	All
Internal reviewer:	Tilde
Work package:	WP 5
Work package title:	Dissemination and exploitation
Work package leader:	TAUS
Dissemination Level:	PU
Version:	1.0
Keywords:	Dissemination, exploitation

History of Versions

Version	Date	Status	Name of the Author (Partner)	Contributions	Description/ Approval Level
0.1	13/05/2014	Draft	TAUS	Draft	Ready for internal review
0.2	14/05/2014	Internal review	Tilde	Comments and suggestions on draft	Ready for further elaboration
0.3	16/05/2014	Revised version after review	TAUS	Revised version	Ready for submission to the coordinator
1.0	31/05/2014	Final		Final	Ready for submission to EC

EXECUTIVE SUMMARY

This deliverable covers TaaS dissemination activities and results in Year 2 (June 2013 – May 2014) according to the plan developed in Year 1 (M3) and beyond it.

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1. Goal and objectives

According to D5.1 Plan for dissemination and implementation (submitted in M3), during Year 2 we put a lot of effort in reaching the following dissemination objectives:

1. Encourage feedback on TaaS via e-mail and direct communication as well as the TaaS platform;
2. Stimulate the growth of the TaaS user base community;
3. Stimulate the growth of TaaS active users;
4. Organise TaaS Workshop 2 with minimum of 30 attendees.

2. Key progress indicators

During Year 2, we used quantitative and qualitative key progress indicators to assess TaaS dissemination activities. We used the following TaaS quantitative indicators:

- 22 events exploited for TaaS presentations and demonstrations;
- 13 publications;
- 2 TaaS workshops organised by the consortium:
 - TaaS Workshop 1 at TCWorld/Tekom 2013 with 63 participants;
 - TaaS Workshop 2 at LocWorld 2014 with 41 registered participants by May 28;
- 462 tweets 192 followers of the TaaS Twitter account;
- 717 members of LinkedIn TaaS group;
- 2 sets of the TaaS leaflet and posters – mid-term and final;
- 2 digital TaaS posters for Web dissemination;
- Regular TaaS website updates and Google Analytics;
- Quarterly TaaS e-bulletins and additional e-bulletins promoting TaaS events;

We used the following TaaS qualitative indicators:

- Adherence to the TaaS dissemination and implementation plan;
- User feedback.

3. WP5 Dissemination and exploitation deliverables during Year 2

Table 1 provides an overview of WP5 dissemination and exploitation deliverables during Year 2.¹

Table 1. WP5 deliverables during Year 2

Deliverable number	Task	Delivery date
D5.4	Mid-term poster and leaflet	August 2013, M15
D5.9	TaaS Workshop 1	November 2013, M18
D5.6	Exploitation plan and exploitation agreement	May 2014, M24
D5.7	Final poster and leaflet	May 2014, M24
D5.10	TaaS Workshop 2	May 2014, M24 update June 2014

¹ Besides the present deliverable D5.8.

2.1. TaaS posters and leaflets (D5.4 and D5.7)

To reach dissemination objectives of the TaaS project during Year 2, we designed two sets of collaterals (posters and leaflets) to be used in our online communications and at business and academic events.

The mid-term leaflet (see D5.4) reflected the progress of the project, while the final leaflet (see D5.7) emphasised the key messages of the TaaS project and the benefits for the end users defined in D5.1:

1. TaaS addresses the need for instant access to the most recent terms and direct user involvement in the creation and sharing of terminological data.
2. The TaaS platform provides a variety of online services for key terminological tasks to ensure translation efficiency and accuracy.

All consortium members received copies of the mid-term and final leaflets and used them at business and academic events.

The mid-term poster was designed both as a digital poster and as a banner. The banner was displayed during the TaaS Workshop 1 (CHAT 2013) in Wiesbaden, Germany, November 2014 and during the OCEP Conference in Utrecht, the Netherlands, April 2014. As our audience reacted positively to the banner, we decided to recycle it for the upcoming TaaS Workshop 2 at the Localisation World conference in Dublin, Ireland, June 2014. The final poster was designed as a digital event collateral. It aimed to attract people to the TaaS Workshop 2 and eventually to get the audience interested in the TaaS platform and its benefits. The final poster was used in our communications campaigns, social media, and was published on the TaaS project public website.²

2.2. TaaS Workshop 1, CHAT (D5.9)

The TaaS Workshop 1 “CHAT: Creation, Harmonisation and Application of Terminology Resources” was a full day track of the tcworld/tekom 2013 conference. It took place on November 7, 2013 at Rhein-Main-Hallen in Wiesbaden, Germany. That full day track was a substantial element of our promotional activities aimed to bring together terminology practitioners, business players, and academia to discuss the latest advances and challenges in the terminology field and raise the profile of the TaaS initiative (see D5.3 and D5.9). The first public release of the TaaS platform for open Beta testing was linked to the CHAT 2013, after that event within a month, we have managed to build the initial traffic to the platform.

2.3. Exploitation plan and exploitation agreement (D5.6)

The exploitation plan and exploitation agreement is available in D5.6 Exploitation Plan (submitted in M24).

2.4. TaaS Workshop 2 (D5.10)

The TaaS Workshop 2 under the name of TAUS TaaS Workshop will take place at the pre-conference day of the Localization World Conference in Dublin, Ireland, June 4, 2014. The choice of the Localization World Conference as a hosting partner for the TAUS TaaS workshop is justified by the fact that this event is one of the most attended events in the industry that annually attracts more than 600 participants (see D5.10). For the workshop programme, seven speakers present different aspects of terminology work. The workshop was promoted via social media (daily

² The detailed report on the final collaterals is presented in D5.7 Final poster and leaflet.

campaigns on Twitter), LinkedIn groups, and Facebook. Workshop speakers spread the word about their participation via their channels too. Two TaaS e-bulletins were sent to TaaS subscribers and TAUS users. LocWorld mentioned TAUS TaaS Workshop in their promotion activities too. On May 28, there were 41 registered participants.³

3. TaaS dissemination activities in Year 2

During Year 2, we actively continued TaaS promotional activities via business and academia events, publications in conference proceedings and journals, and online communication and campaigns.

3.1. Business and academic events during Year 2

Table 2 presents an overview of events the consortium showcased the TaaS project during Year 2.⁴

Table 2. TaaS dissemination at events during Year 2

Event	Target audience	Size of audience	Partner/Activity
LT-Innovate Summit, 26-27 June, 2013, Brussels (Belgium)	Language Technology vendors (speech, translation and intelligent content technologies) and other stakeholders (investors, buyers, integrators, researchers, policy makers)	N/A	TILDE and TAUS presented the TaaS project.
International Terminology Summer School 15-19 July, 2013, Cologne (Germany)	Translators, LSPs, and translation end users	N/A	Klaus-Dirk Schmitz (IIM) led a course with an aim to work on terminology management skills, to learn about the strategies for business processes, standards and legal issues for terminology work.
ACL Conference 4-9 August, 2013, Sofia (Bulgaria)	Computational linguists, researchers	N/A	Ahmet Aker (USFD) presented TaaS research on bilingual term alignment.
MT Summit 2-6 September, 2013, Nice (France)	Language service providers, localisation experts, translation technology specialists, major translation buyers	N/A	Raivis Skadiņš, Mārcis Pinnis, Tatiana Gornostay, and Andrejs Vasiļjevs (TILDE) demonstrated a use case for the application of online terminology services for statistical machine translation.
RANLP, 9-11 September, 2013, Sofia (Bulgaria)	Computational linguists, researchers	N/A	Mārcis Pinnis (TILDE) presented a new context independent method for bilingual term mapping using maximized character alignment maps.

³ Registration records of Localization World.

⁴ See Figure 1 for example photos.

Event	Target audience	Size of audience	Partner/Activity
Meta-Forum 19-20 September, 2013, Berlin (Germany)	Language service providers, localisation experts, translation technology specialists, major translation buyers	N/A	Andrejs Vasiļjevs (TILDE) introduced the TaaS platform.
TAUS Annual Conference 14-15 October, 2013, Portland (USA)	Language service providers, localisation experts, translation technology specialists, major translation buyers	100	As a part of Innovation section at the conference where industry peers discussed the translation as utility, Indra Sāmīte (TILDE) gave a presentation about Terminology as a Service.
eLex 2013 17-19 October, 2013, Tallinn (Estonia)	Language service providers, localisation experts, translation technology specialists, major translation buyers	N/A	Raivis Skadiņš, Mārcis Pinnis, Tatiana Gornostay, and Andrejs Vasiļjevs (TILDE) demonstrated the platform that serves, among others, the needs of specialised lexicography and aims to fill the gap of collaborative terminology management and effective sharing of existing terminological data thus speeding up the development of specialised dictionaries.
EUATC, 4 October, 2013, Warsaw (Poland)	Language service providers, localisation experts, translation technology specialists, major translation buyers	N/A	Peter Reynolds (Kilgray) gave a presentation to the seminar outlining the TaaS project.
tcworld/tekcom conference 7 November, 2013, Wiesbaden (Germany)	Language service providers, localisation experts, translation technology specialists, major translation buyers	248 (total participant in 6 sessions)	Klaus-Dirk Schmitz (IIM), Andrejs Vasiļjevs and Tatiana Gornostay (Tilde), Yulia Korobova (TAUS), and Kilgray presented the TaaS project and the TaaS platform.
TAUS Translation Technology Showcase Webinar, 8 January, 2014 (online)	Language service providers, localisation experts, translation technology specialists, translation buyers	132 registered, 40 participated	István Lengyel is the chief executive officer of Kilgray, gave a presentation about memoQ, where he also mentioned compatibility with the TaaS platform.
memoQfest 27 February - 1 March, 2014, Los Angeles (USA)	Scientists, developers, providers and users, Semantic Web, Linked Open Data, translation and language technologies	200	Peter Reynolds (Kilgray) gave an overview of TaaS and how memoQ can integrate with it.

Event	Target audience	Size of audience	Partner/Activity
European Data Forum, 19-20 March, 2014, Athens (Greece)	Industry, research, policy makers, and community initiatives working with data in Europe	700	Presentation at the LIDER project workshop and participation in the panel discussions (Tatiana Gornostay, TILDE).
DTT Terminology Symposium 27-29 March, 2014, Mannheim (Germany)	Terminologists, LSP providers and developers	N/A	Klaus-Dirk Schmitz (IIM) introduced the TaaS platform.
1st Local OCPE Conference 4 April, 2014, Utrecht (the Netherlands)	High profile professionals in the language business. Mainly representatives of the Dutch translation companies	70	Tatiana Gornostay (TILDE) and Yulia Korobova (TAUS) presented and demonstrated the TaaS platform and organised the TaaS project stand.
JIAMCATT, 23-25 April, 2014, Strasbourg (France)	Language services providers, of international organizations and national bodies	N/A	TILDE was invited to showcase the TaaS platform, but unfortunately we could not participate due to parallel events (ELIA 2014).
ELIA 2014 Networking Days 24-26 April, 2014, Riga (Latvia)	Language service providers, localisation experts, translation technology specialists, major translation buyers	N/A	Tatiana Gornostay (TILDE) presented the latest project developments and showcased the TaaS platform.
W3C Workshop “New Horizons for the Multilingual Web” 7-8 May, 2014, Madrid (Spain)	Knowledge, language, and Web high profile professionals	100	Tatiana Gornostay (TILDE) presented the TaaS services and ideas about data, language, and Web communities’ cooperation and joint strategies.
memoQfest International 7-9 May 2014, Budapest (Hungary)	Translators, LSPs and translation end users	200	Peter Reynolds (Kilgray) and Indra Sāmīte (TILDE) gave an overview of TaaS and how memoQ can integrate with it.
LREC 26 May, 2014, Reykjavik (Iceland)	High profile professionals in the language business	1400	Tatiana Gornostay and Andrejs Vasiljevs (TILDE) presented the TaaS platform and organised the TaaS project stand.
TAUS TaaS Workshop 4 June, 2014, Dublin (Ireland)	High profile professionals in the language business, terminology professionals	41 registered 600 participants of LocWorld	Andrejs Vasiljevs and Indra Sāmīte (TILDE) and TAUS will present the TaaS project and the TaaS platform at the TaaS Workshop 2.

Event	Target audience	Size of audience	Partner/Activity
FIT XXth World Congress “Man vs. Machine? The Future of Translators, Interpreters and Terminologists” 4-6 August, 2014, Berlin (Germany)	High profile professionals in the translation business, terminology professionals	N/A	Tatiana Gornostay (TILDE) will moderate a panel discussion “Dream Terminology Services in XXI”



Figure 1a. Example photos of TaaS at business and academic events during Year 2



Figure 1b. Example photos of TaaS at business and academic events during Year 2

3.2. Social Media

During Year 2, we actively continued building the community around the TaaS platform and terminology management in general. We employed social media such as LinkedIn, Facebook, Twitter, Google+, Scoop.it!, ResearchGate, and others. The consortium was also encouraged to actively use their existing company accounts, fan pages, as well as personal profiles to communicate the TaaS progress. A project dedicated hashtag #TaaS was used by the consortium to connect the terminology related dialogue on Twitter and Google+. On LinkedIn, we have been focusing our communication in the following groups (but not limited to):

- [Terminology Services](#)
- [Translation Automation](#)
- [Terminology](#)
- [Professional Translators and Interpreters \(ProZ.com\)](#)
- [TTC: Terminology Extraction, Translation Tools and Comparable Corpora](#)
- [G11n - Globalization Professionals](#)
- [Lingua](#)
- [Localization Professional](#)
- [Translation & Localization Professionals Worldwide](#)
- [Translator Training](#)
- [Writing for Translation](#)

The LinkedIn networking group [Terminology Services](#) is managed by TILDE and TAUS. It has more than 700 active contributors⁵ and is used as the communication board for the TaaS news and the overall latest terminology developments. In addition to the LinkedIn group, in November 2013 TILDE initiated the creation of the Twitter account [@TermServ](#) “Terminology Services” with 192 followers (see Figure 2).⁶ On Facebook, TAUS uses [T21Century_group](#) to provide extra momentum to the TaaS news, events, and progress.

⁵ Data from 13/05/2014.

⁶ Data from 31/05/2014.



Figure 2. Example activities of TaaS on social media

We developed introductory video demonstrating main functionalities of the first public release of open Beta testing and published it on the TaaS platform website and on [YouTube](#) (see Figure 3).



Figure 3. TaaS introductory video

3.3. TaaS Project Website and the TaaS Platform

The content on the [TaaS project website](#) has been regularly updated with the latest news, publications (including project public deliverables), and events. Subscription for the TaaS e-bulletin is available for our audience on the project website. The project website links to the TaaS platform and TaaS workshops – CHAT 2013 and TAUS TaaS Workshop. During Year 2, we continued using Google Analytics for both TaaS project website and the TaaS platform integrated with the EuroTermBank portal – one of the largest terminology resources in Europe. The analytics results show that during the project we have reached a user base of 81,104 users. There were two big waves of users during Year 2: in November 2013 when the first public release for open Beta testing was announced on 7 November 2013 during TaaS Workshop 1 CHAT 2013 and in March 2014 when the updated Beta with full operation services was announced on 1 March, 2014. In March 2014, we started the Spring 2014 TaaS promotion campaign that comprised Google Adwords campaign, promotion on the Web, demonstrations and exhibitions, presentations and communication with users. On Figure 4, there are example banners used for that campaign. Since

then, the number of users has been growing with rapid positive indicators (see Figure 5). As a result, we have built a strong user community around the TaaS terminology services.

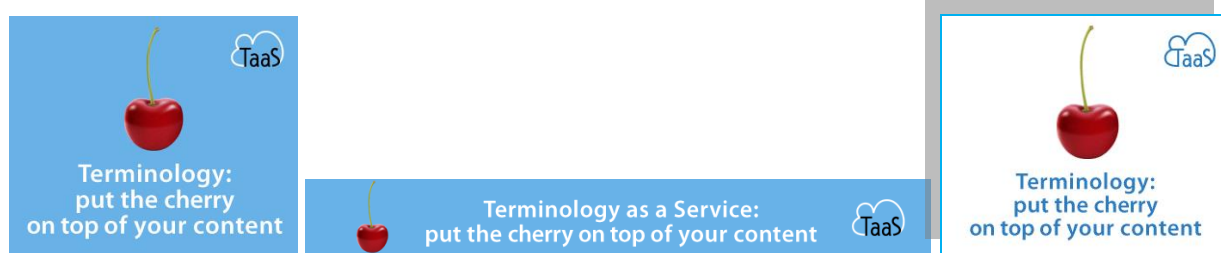


Figure 4. TaaS banners used in Google Adwords campaign

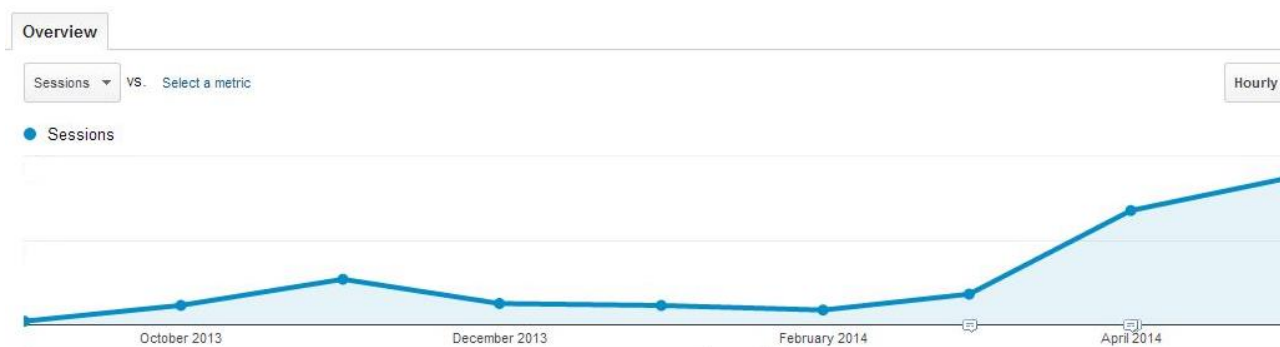


Figure 5. TaaS platform user flow

3.4. Publications

During Year 2, the consortium published a number of articles and interviews about the TaaS platform and the innovation approach to terminology in the cloud. A complete list of publications with their links to the original source (where possible) is listed in Table 3.

Table 3. TaaS publications

	Title (URL, if available)	Author(s)	Title of the periodical or the series	Year of publication	Status
1	Extracting bilingual terminologies from comparable corpora ⁷	Ahmet Aker, Monica Paramita, Robert Gaizauskas	Multilingual magazine	2013	Published
2	Online Platform for Extracting, Managing, and Utilising Multilingual Terminology	Mārcis Pinnis, Tatiana Gornostay, Raivis Skadiņš, Andrejs Vasiļjevs	Proceedings of the Third Biennial Conference on Electronic Lexicography, eLex 2013	2013	Published
3	Application of Online Terminology Services in Statistical Machine Translation	Raivis Skadiņš, Marcis Pinnis, Tatiana Gornostay, Andrejs Vasiļjevs	Proceedings of MT Summit XIV	2013	Published

⁷ <http://staffwww.dcs.shef.ac.uk/people/A.Aker/papers/acl2013.pdf>

4	Context Independent Term Mapper for European Languages ⁸	Mārcis Pinnis	Proceedings of Recent Advances in Natural Language Processing (RANLP 2013)	2013	Published
5	Terminology Moves to Cloud ⁹	TaaS overview by a student, University of Cologne	Blog TermCoord	2013	Published
6	Bilingual dictionaries for all EU languages ¹⁰	Ahmet Aker, Monica Lestari Paramita, Marcis Pinnis, Robert Gaizauskas	LREC 2014	2014	Published
7	Terminology Resources and Terminology Work Benefit from Cloud Services ¹¹	Tatiana Gornostay, Andrejs Vasiljevs	LREC 2014	2014	Published
8	Cloud Terminology Services Facilitate Specialised Lexicography Work ¹²	Tatiana Gornostay, Andrejs Vasiljevs	EURALEX2014	2014	Published
9	Review of the TaaS platform ¹³	Jost Zetzsche	A Computer journal for translation professionals	2014	Published
10	Dreams of Better Terminology Tools ¹⁴	Interview with Tatiana Gornostay	Multilingual magazine	2014	Published
11	ACCURAT book	TaaS project is listed by TILDE	ACCURAT book	2014	To be published
12	Using TaaS for Terminology Extraction ¹⁵	TaaS overview by Kilgray Language Services.	Company blog of Kilgray Language Services	2014	Published
13	Service model for semi-automatic generation of multilingual terminology resources	Andrejs Vasiljevs, Mārcis Pinnis, Tatiana Gornostay	Proceedings of the 11th Conference on Terminology and Knowledge Engineering (TKE 2014)	2014	Published

⁸ http://lml.bas.bg/ranlp2013/docs/RANLP_main.pdf

⁹ <http://termcoord.wordpress.com/2013/09/10/terminology-moves-to-cloud/>

¹⁰ <http://www.taas-project.eu/uploads/lrec2014Bilingual%20dictionaries%20for%20all%20EU%20languages.pdf>

¹¹ http://www.taas-project.eu/uploads/LREC2014_TaaS.pdf

¹² [http://www.taas-](http://www.taas-project.eu/uploads/Cloud%20Terminology%20Services%20Facilitate%20Specialised%20Lexicography%20Work.pdf)

[project.eu/uploads/Cloud%20Terminology%20Services%20Facilitate%20Specialised%20Lexicography%20Work.pdf](http://www.taas-project.eu/uploads/Cloud%20Terminology%20Services%20Facilitate%20Specialised%20Lexicography%20Work.pdf)

¹³ <http://www.taas-project.eu/uploads/A%20computer%20journal%20for%20translation%20professionals%20%20Issue%2013-11-229%20.pdf>

¹⁴ <https://twitter.com/TildeCom/status/459652772049072128/photo/1>

¹⁵ <http://kilgray.blogspot.nl/2014/04/using-taas-for-terminology-extraction.html>

To reach a greater exposure for the TaaS platform, we have approached ProZ, TermCoord, Softtoolkit, Translators Café, Glossarisimo, and other professional portals and communities. As a result of our communication campaigns, the TaaS platform was tested by Softtoolkit, listed in a Catalogue "Human-Machine Interaction" of "InnovationsAllianz NRW, TermNet¹⁶, DTP¹⁷, and Term Coord. The link to the TaaS platform is highlighted on the TAUS page of the TaaS workshop at LocWorld¹⁸ and on the TILDE website¹⁹.

Conclusions

Active involvement of consortium members in TaaS communication activities during Year 2 allowed us to build strong brand recognition around the TaaS platform. Business and academia peers appreciate the cloud-based model for terminology services introduced by the TaaS project, provide their feedback, and participate in discussions the events that TaaS exploits for its presentations and demonstrations. We put a lot of effort in building an efficient and user-friendly platform and a loyal community of users around it. Upcoming events including TaaS Workshop 2 will be maximally exploited to strengthen the status of the TaaS platform among interested parties.

¹⁶ <http://www.termnet.org/>

¹⁷ <http://www.termportal.de/>

¹⁸ <https://www.taus.net/terminology-as-a-service-workshop>

¹⁹ <http://tilde.com/>