SUMAT

CIP-ICT-PSP-270919

Deliverable D9.8 – version 3

Leaflets, posters and other dissemination materials

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Abstract:	This document describes dissemination material being produced and disseminated throughout the project. The material comprises leaflets, posters and the project website. This document focuses on work carried out during 2013.
Keyword List:	leaflet, poster, banner, website, dissemination

Document Description

Document Revision History

Version	Date	Modifications Introduced	
		Modification Reason	Modified by
V.1	25.11.13	Initial document layout	Anthony Walker
V.2	27.11.13	Integrated feedback	Anthony Walker
V.3	29.11.12	Final version	Anthony Walker

Table of Contents

Part I - Executive Summary

This document reports about the activities connected to the leaflets, posters and website dissemination materials since the second version of this deliverable was submitted.

Through the period January 2013 to November 2013 there has been an overhaul of all existing SUMAT collateral, informed by communication between the consortium partners and feedback from the second review with the EU assessors.

Part II - Full description of deliverable content

The third version of D9.8 reports:

(Section 1)   The rationale for change across the collateral

(Section 2)   The new dissemination material

(Section 3)   Where the collateral has been distributed

Section 1. Rationale for change

At the end of 2012, the SUMAT project had a range of materials that reflected what the project had achieved to date, including a project leaflet and a basic website. However, none of the material was satisfactory or fit for the purposes of dissemination and exploitation as the project developed.

It was decided that a new strategy was required. Original proposals to use the project website as a sales tool and for lead generation were changed, as it was agreed that pipeline building and proactively selling the online service was beyond the scope of the project, and the main focus should be on providing information on the progress of the project to site visitors. In addition, a review of the viable social media channels for use in the last phase of the project revealed that we should move away from Twitter, and concentrate on LinkedIn for the following reasons:

- The focus of the dissemination objectives of the project changed following the second review – it was decided to scale back the scope of the site, and move it away from a lead generation/forward sales position to just reporting on the progress of the project and a site for notable papers. Twitter is ideal for generating interest and for encouraging users, but is unsuitable for a site with more conservative aims at the present moment in time.
- For Twitter to be successful and gather momentum, tweets need to be extremely regular and engage with relevant users in the industry. There is a lack of resource to dedicate time to purely research Twitter and tweet/contribute to debates on the Twittersphere.
- In addition, tweets need to be quick and often - with consortium members wanting oversight on all items broadcast by SUMAT, using Twitter could be counter-productive.

It was agreed that LinkedIn is a much more viable social media route for the remainder of the project, as it is more business orientated, there is more opportunity for developing more

in-depth debate and we can provide the consortium with greater control and sight of our output.

Thus, the project website and marketing collateral have been completely revamped, ensuring that the presentation of SUMAT is completely consistent across all media. The purpose of all the new collateral is to inform and add more detail about the progress and development of the SUMAT technology and to drive people towards the new website where an online demo of the service period was the development of the new project website. Some screenshots can be found in Appendix I.is available.

Section 2: New dissemination material

Website

The main effort between the January and September

The 2012 version of the site, launched at the beginning of the project, used a DIY content management system (CMS) that was unwieldy and offered little opportunity for development. A review of the site was undertaken and a proposal to develop a new website and switch to a better CMS in the first quarter of 2013 was put forward. A website developer was engaged to design the new website page templates. These were then presented and discussed at consortium level, and once agreed the web designer was instructed to commence with the development.

A prototype of the new website was presented at the second review meeting with proposed content. We used the feedback from the reviewers, and further discussion among the exploitation and dissemination committee to further develop the look and purpose of the site. The focus of the website was improved and some of the original proposed pages were removed to be replaced in a simpler format. Development work on the site was then implemented also at consortium level, to amend aspects of the site design, and bring it to a position where a satisfactory site could be launched.

The new version of the website was launched in September 2013, in the lead up to the SUMAT hands-on workshop at the Media for All 5 Conference in Dubrovnik.

LinkedIn page

We have set up a new LinkedIn page, which should make the SUMAT project easier to find on LinkedIn, and give us a better platform to discuss the project and its developments, over other main social media tools.

Our LinkedIn page works as a news outlet for updates on the project, and a place to post articles relevant to the topics of subtitling and machine translation. This page will also serve to feed web traffic back through to the main project website, where the online demo is available. A screenshot of the new LinkedIn page can be seen in Annex II.

Leaflet

A designer was engaged to revamp the existing SUMAT leaflet and develop collateral that would take us through to the end of the project. As a consortium, we worked with the designer to produce a more focused, informative leaflet that takes into account the comments and feedback from the second review.

A first version of the leaflet was produced for use at the MT Summit conference, with the final version fully completed for the Media For All 5 SUMAT hands-on workshop. Screenshots of the leaflet cover and inlay can be found in Annex III.

The content of the new leaflet has also been used on the website for greater consistency of messaging throughout the project dissemination material.

Poster

A new poster which explains the technology and its benefits has also been created for use at shows. The main purpose of the poster is for our partners to be able to give an audience a 'walk through' of the service, how it works and what the main features and benefits of the materials are, so it acts as an excellent prompt for any member of the consortium manning an exhibition stand.

A screenshot of the poster can be seen in Annex IV.

Section 3: Collateral distribution

The consortium partners have continued to attend key industry events where they have brought the collateral material for dissemination purposes. The following table lists the events and types of dissemination material used in each of them.

Event	Where	When	Type of dissemination material
4th International Symposium on Live Subtitling	Barcelona, Spain	March 2013	leaflets, poster
Subtitling: A Collective Approach, University of Nottingham, Centre for Translation and Comparative Cultural Studies	Nottingham, UK	July 2013	leaflets
MT Summit	Nice, France	September 2nd-6th	leaflets, poster

IBC Exhibition	Amsterdam, Netherlands	12th-17th September	leaflets
5th Media For All conference	Dubrovnik, Croatia	25th-27th September	leaflets, usb-sticks
MIPCOM	Cannes, France	7th-10th October	leaflets
ASLIB 2014 conference	London, UK	28th November	leaflets

Table 1. Dissemination events and distributed material

Annex I: New website

Can be checked at: www.sumat-project.eu
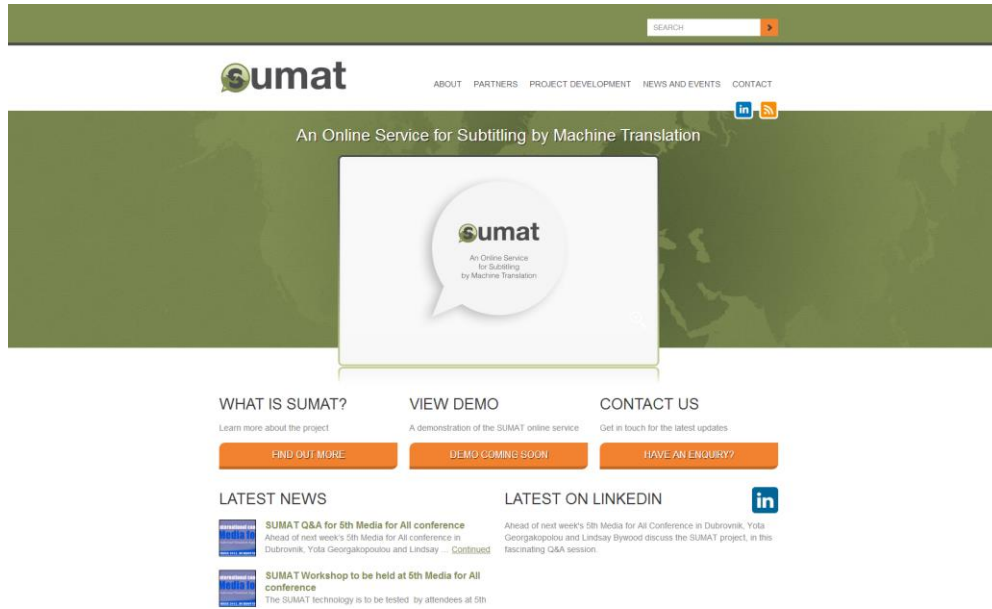
Figure 1. Home page
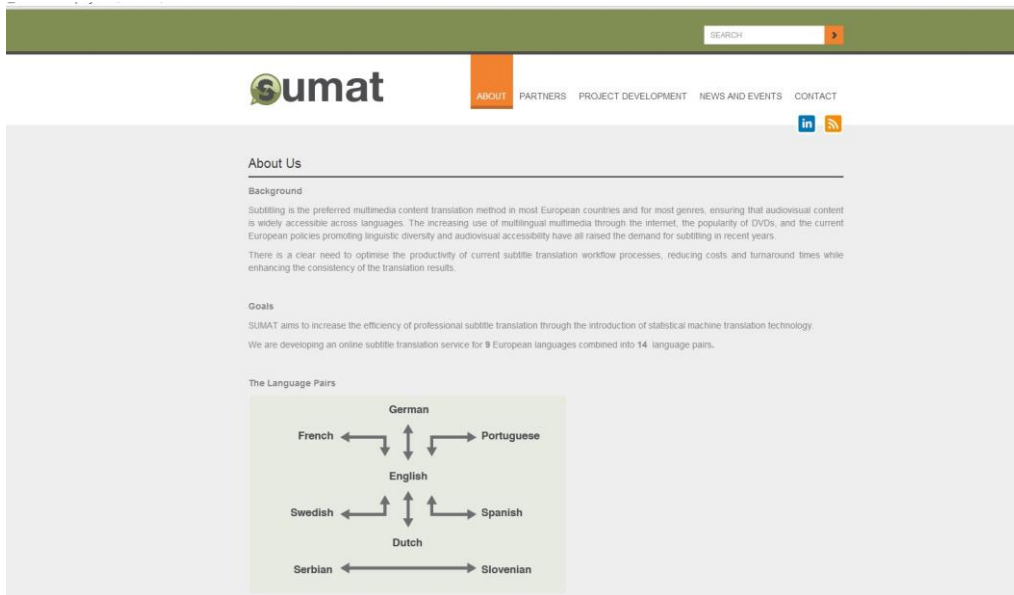
Figure 2. About us

Annex II: New LinkedIn page

Can be checked searching for SUMAT in LinkedIn.
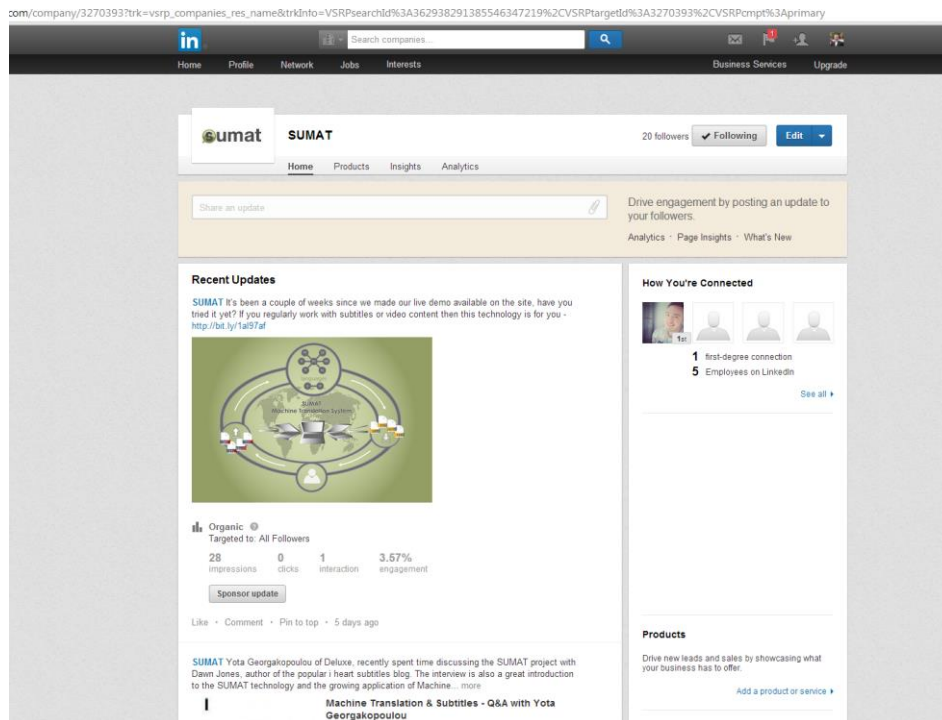
Figure 3. SUMAT LinkedIn - Home
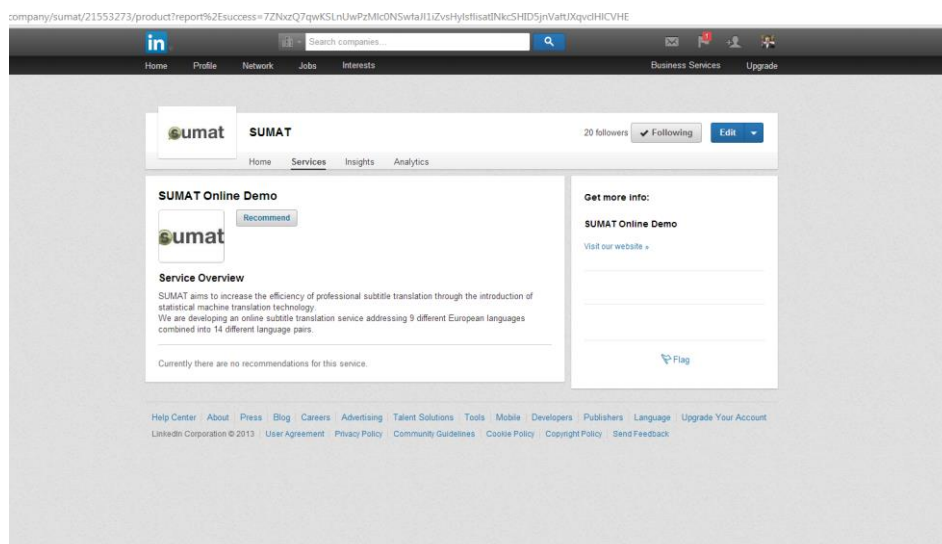
Figure 4. SUMAT LinkedIn - Services

Annex III: New leaflet

Figure 5. Cover

Background

Subtitling is the preferred multimedia content translation method in most European countries, and for most genres, to make audiovisual content widely accessible across languages.

The increasing use of digital multilingual multimedia through the internet, the popularity of DVDs, the current European policies to promote cultural and linguistic diversity and to make audiovisual content accessible to all people have raised the demand for subtitling in recent years.

There is a clear need to optimize the productivity of current subtitle translation workflow processes, reducing costs and turnaround times while enhancing the consistency of the translation results.

Goals

SUMAT aims to increase the efficiency of professional subtitle translation through the introduction of statistical machine translation technology.

We are developing an online subtitle translation service addressing **9 European languages** combined into **14 language pairs**.

The language pairs
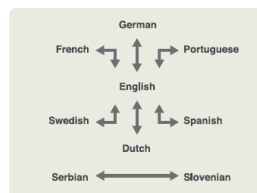
Why use MT Technology?

Machine translation uses software to translate text from one natural language to another.

Statistical Machine Translation (SMT) is a paradigm wherein translations are generated on the basis of statistical models derived from the analysis of bilingual and monolingual text corpora.

The SMT paradigm suits the machine translation of subtitles because:
- Subtitles are short, grammatically sound, textual units, whose linguistic properties fit well with the state of the art SMT models that are available.
- The approach promotes the re-usability of existing and new translations as training data.

The rising use of post-editing

The translation industry is embracing post-edited translation in domains where there are enough parallel bilingual corpora to customize machine translation engines.

This means that, for trained human translators, post-editing translation is an increasingly useful method that has been shown to achieve higher productivity than human translation alone.

The SUMAT approach

Build customized SMT engines for subtitles, trained on large professional-quality parallel and monolingual subtitle corpora.

Evaluate the merits of this approach by:

1. Having professional subtitle translators judge the quality of machine translated subtitles through quality ranking scales.

2. Measuring the productivity gain achieved by post-editing machine translated subtitles, compared to starting the translation process from scratch.

Project milestones

Corpora

Large amounts (ca. 1 million subtitles on average) of professional quality parallel subtitle corpora have been collected for each of the language pairs addressed in the project, and prepared for SMT training purposes.

Experiments

Various technical approaches have been explored with the aim of improving SMT performance:
- Subtitle vs. sentence alignment
- Factored and syntax-based models
- Named Entity Recognition & Compound Splitting
- Augmented phrase-tables
- Mixture models for translation domain adaptation

Online service

A prototype online service has been developed and is currently being refined. The final service will be based on the requirements and specifications provided by professional users in the consortium.

Evaluation

Evaluation by professional subtitle translators is underway. Two evaluation rounds are foreseen:

Round 1: Subtitle translators are scoring individual subtitles and categorizing the errors found with the aim of analyzing the quality of the SMT outputs. Their feedback is being used to refine the SMT engines.

Round 2: The productivity gain that can be achieved through the use of the SUMAT approach will be measured.

Results

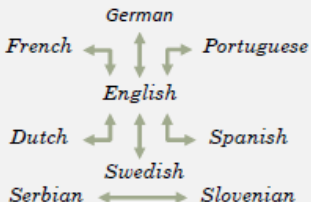Evaluation results and the Online Service will be finalized by Q1 2014.

Figure 6. Inlay

Annex IV: New poster

Figure 7. SUMAT poster