#### W3C Workshop: The Multilingual Web - Where Are We? 26-27 October 2010 • Madrid • Hosted by the Universidad Politécnica de Madrid



### The Multilingual Web, Policy Making and Access to Digital Knowledge for All



It's your Call



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ROBERT A. SIEGEL AUCTION GALLERIES, Inc.

Sale 946A

Wednesday, November 4, 2007

The 1918 24¢ INVERTED "JENNY"

[ C3a, Position 57 ]



Ludwig Josef Johann Wittgenstein 1889 - 1951

## If a lion could talk, we would not understand him



Muhammad Yunus 1940 - today

Everybody will read and hear everything in his own language. Technology will make it possible for a person to speak, read and write in his own language while the listener will hear and the reader will read the message in his own language.

#### + Standards +



- Standards are good for business
- Necessary to exchange information
- Essential for the movement of goods
- Precondition for commoditisation

#### Standards in L10N



- Encoding (e.g. Unicode)
- Quality (e.g. Lisa QA)
- L10N Data Exchange (e.g. XLIFF, TMX)
- Metrics

### Result (use of standards)



At a bus stop 10:05am



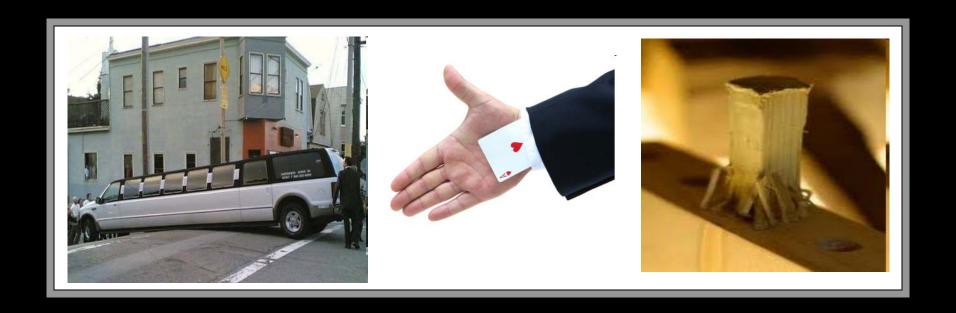
- "Stuff" becomes (more) predictable
- Closed knowledge remains protected
- "Standard compliance" sells products
- Buses run on time

#### Standards - the Downside



- Standards are bad for business
- They require compromise
- On a level footing with competitors
- Language is colourful, standards are grey

### Standards in L10N?



- Standards one for everybody
- Interoperability with competitors?!
- Data Exchange great for data import
- Process Management build your own

#### Where are we?



- A US\$19b industry
- Highly fragmented, some dominant
- Short-term financial ROI oriented
- Who can drive change, standards, MLW?

No. standards orgs.

16+

nswel

Survey

No. of standards

36+



#### <5 organisations, >10 standards

- Customers ensure standards compliance
- Need focus on reference implementation
- Need free, accessible, global framework

#### Benefits: L10N for All



- More: people, languages, content
- User: driven, managed, owned
- Networks: standards-based, interoperable
- Focus: implementation, people's benefits

#### A Fundamental Human Right



- Knowledge is power: justice, environment, economic wellbeing, education, health, ...
- Access is a fundamental human right;
   It does not require a business case

#### Who can drive Change?



- Nonprofit sector (US\$1.6 trillion revenue)
- Motivation is key: it's for a better world
- Nonprofit translation = the world's largest translation movement

## Free Accessible Global Framework Don't know what we've been waiting for?



- Collaboration: UN's IGF Working Group
  - Open Source and Nonprofit Communities
  - Industry, commercial stakeholders
  - EU, other intergovernmental organisations

### It's your Call







- The Multilingual Web and Standards today
  - Dominated by powerful commercial interests, sharing for a fee
  - "Open" proprietary innovation
  - Unconnected bodies; closed "communities"
  - Focus on standards development, not reference implementations
- What can change the course of powerful interest groups?



#### In Localisation, Standards, and the MLW - who/what would be:

(1) Captain Hancock

(2) The USS Montana, "the second largest vessel in the North Atlantic fleet"

(3) The measures "to ensure the safety of this ship"

## It's all about communication standards, access to technology, and skill...



At some unspecified time, in some unspecified place somewhere in some section of some North American desert...



Localization for All (2010 - 2020)

If aliens could talk,
we would not understand them
but we could try
and technology would help

#### Localization4all

Localization4all started as a project by the Localisation Research Centre at the University of Limerick supported by the students of the Graduate Diploma in Localisation Technology, Daniel Goldschmidt and Thomas Arend. It is now running under the aegis of the UN's Internet Governance Forum.

www.localization4all.com

ASLIB TC32: London, 18-19 Dec 2010

http://www.aslib.com/training/conferences/tc\_2010.htm

http://www.surveymonkey.com/s/C5TQWTN

# It's Your Call

- Who determines the course of action?
- What gives legitimacy to standards authority?
- Which direction should we be taking?
- Who should benefit?

