



# Global Translation Services

## Website translation using post-edited machine translation and crowdsourcing

David Grunwald

[davidg@gts-translation.com](mailto:davidg@gts-translation.com)

twitter: @davegrun

LinkedIn: davegrun

# About GTS

- Small LSP in Miami Beach FL USA
- Internet translation company
- Website  
[www.gts-translation.com](http://www.gts-translation.com)
- GTS Blog  
[blog.gts-translation.com](http://blog.gts-translation.com)



# THANK YOU!

- Kimmo Rossi and Richard Ishida for inviting me to speak at the conference
- Mom, who taught me that when someone invites you, you should always say YES!



*Julie Grunwald, my Mom*

# Our Vision

- To develop a box which is capable of creating quality content very quickly and cheaply
- To provide an efficient, automated solution for internationalization of blogs and websites. **To make the multilingual web a reality.**
- To subscribe thousands of bloggers and create a media channel which can be monetized through advertising.
- To develop machine translation that will be nearly good 'as is' for blog publishing
- To develop post-editing techniques which will automate the process, making human translation a very fast, very cheap service

# The Concept

- ✓ There is an explosion of content worldwide.
- ✓ Millions of pages are being published, many of them with valuable content. Thousands of newspapers and publications are publishing online. Most of that content remains local due to the language barrier and is not accessible by large audiences.
- ✓ Translation costs using conventional methods (average price: US\$0.15 per word) are too high for most publishers.
- ✓ **GTS is developing a solution which will be capable of producing high quality content at a very low cost.** The solution is a content translation platform based on machine translation software and human post-editing by a translation community (crowdsourcing).

# Market Opportunities

- ✓ The market for web-based translations is estimated to be worth about \$3 billion currently (Techcrunch, September 2010)
- ✓ There are over 100 Million blog publishers worldwide; tens of thousands of online newspapers/magazines and websites use open-source CMS. There are over 10 Billion page views a month on blogs and online newspapers/ magazines.
- ✓ At least 20% of the websites in the world are published on open-source CMS software.
- ✓ Some of the large media publishers using open-source CMS are Techcrunch, NY Times, Huffington Post, TMZ, CNN, Adobe
- ✓ Blogging is growing both in the US and internationally. Tens of thousands of new blogs are created every day by bloggers, companies, large media publishers, and many others.
- ✓ Publishers are starting to use open source CMS (such as Wordpress and Movable Type) as a platform to create all kinds of websites beyond blogs – large and small company sites, online magazines, social networks, travel sites, video sites, sports sites.
- ✓ Over 1 Million new blog posts published each day. Blogs and newspapers are published in over 120 languages

# Translation Crowdsourcing

- ✓ Costs of translation using traditional means (human translation) are too high for most media publishers.
- ✓ More and more of the translation work is done by software, as human translators can not keep up with the explosion of content worldwide.
- ✓ Human post-editing of machine translation and crowdsourcing are rapidly growing trends in the market; SDL bought machine translation vendor Language Weaver for \$42.5 Million in 2010; Lionbridge signed a deal with IBM in 2010.
- ✓ Other startups in the crowdsourcing translation space:
  - MyGengo (\$750,000 raised from 500 Startups and Dave McClure)
  - Tolingo (Raised undisclosed amount from German VC Neuhaus Partners)
  - Onehourtranslation
  - Smartling (\$4 Million round led by Venrock, US Venture Partners, First Round Capital and angels)
  - Lingotek (raised at least \$4.9 million in venture funding over the last three years from backers which include In-Q-Tel, Canopy Group and Flywheel Ventures)

# Competition/Unique Competencies

- ✓ There is no automated translation solution on the market for blogs/newspapers and websites which are updated with new content on a steady basis.
- ✓ There are no automated tools for post-editing MT.
- ✓ No translation solution uses a post-edited machine translation process; this process is designed to get the cheapest translation prices. Other startups use a human translation process which is more expensive.
- ✓ Free products: widgets from Google and Microsoft (like the ones on **multilingualweb.eu**) do not cache content so it is not indexed on search engines
- ✓ GTS owns its own machine translation enterprise software. This allows us to develop our own linguistic resources and IP.
- ✓ Our blog translation system is a first-to-the-market. No other free solution provides cached, search-engine-optimized (SEO) content. No other solution allows human post-editing by a translation community. No other solution allows companies to create their own, secure translation community.





## Future Direction

- ✓ Develop plugins for other open-source publishing platforms: Blogger, Moveable Type, Drupal, Joomla
- ✓ Continue development of online-editor by porting in new tools for post-editing
- ✓ Develop automated post-editing software
- ✓ Build proprietary linguistic resources to improve MT quality
- ✓ Grow translation community
- ✓ Integrate revenue sharing/ad serving

# GTS Translation Plugin

ALSO AVAILABLE IN:

Select Language... 


Powered by 

- ✓ Wordpress plugin for blog translation. Supports English to French, Italian, German, Spanish and Russian. More languages will be added in April 2011
- ✓ Automatic translation and update of blog each time a new post is published
- ✓ At time of writing (March 31, 2011) was downloaded nearly 3,000 times and installed on over 200 blogs. For stats see <http://wordpress.org/extend/plugins/gts-translation/stats/>
- ✓ Has custom, online editor which allows post-editing
- ✓ Complete system for administration of translation community
- ✓ Unique solution which provides secure interaction with blog database and hosts the translated content on the blog database
- ✓ Designed to increase blog traffic monetization
- ✓ SEO-ready. Translates permalink URL names and caches content for search engine indexing

# Workflow

ALSO AVAILABLE IN:

Select Language... ▾


Powered by  GTS

1. User installs and signs up to service in Wordpress
2. Blog home page and all home page posts are translated by machine translation server and stored on GTS host
3. Email notifications are sent to translation community members for post-editing
4. After editing is done, blog posts are reviewed and approved by moderator.
5. Posts are published in Wordpress database
6. Steps 3-5 repeated each time a new blog post is published

# Side-by-side view

ALSO AVAILABLE IN:

Select Language... ▾

Powered by  GTS

 Save Reject Translation Approve and Publish Close

---

## Content on the Multilingual Web: 4-5 April 2011, Pisa, Italy

Permalink : [content-on-the-multilingual-web-4-5-april-2011-pisa-italy](#)



The EU-sponsored Multilingual Web workshop will be taking place next week in Pisa, Tuscany's home to the famous leaning tower of Pisa. I will be giving a presentation at the workshop on *Website translation using post-edited machine translation and crowdsourcing*. See the full workshop program [here](#).

## Contenu sur le Web multilingue : 4-5 avril 2011, Pise, Italie

Permalink : [content-on-the-multilingual-web-4-5-april-2011-pisa-italy](#)



L'atelier multilingue Eu-commandité de Web aura lieu la semaine prochaine maison à Pise, Toscane à la tour penchée célèbre de Pise. Je présenterai un exposé à l'atelier sur la *traduction de site Web utilisant la traduction automatique mise en forme et crowdsourcing*. Voyez le plein atelier programmer [ici](#).


---

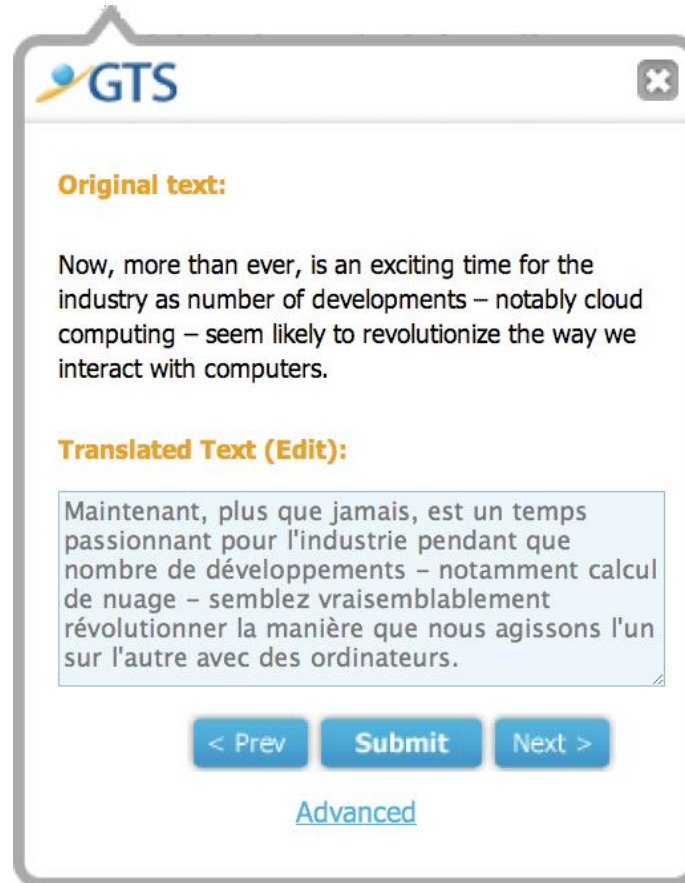
March 31, 2011 David Grunwald, GTS


# Popup Editor

ALSO AVAILABLE IN:

Select Language... ▾

Powered by  GTS



 ✕

**Original text:**

Now, more than ever, is an exciting time for the industry as number of developments – notably cloud computing – seem likely to revolutionize the way we interact with computers.

**Translated Text (Edit):**

Maintenant, plus que jamais, est un temps passionnant pour l'industrie pendant que nombre de développements – notamment calcul de nuage – semblent vraisemblablement révolutionner la manière que nous agissons l'un sur l'autre avec des ordinateurs.


[< Prev](#) [Submit](#) [Next >](#)

[Advanced](#)

# Admin Panel

ALSO AVAILABLE IN:

Select Language... ▾


Powered by 

## Manage Permissions


Select a Blog  
rightsideguide.com (<http://rightsideguide.com>)

Select a Language    French ▾

### Editors

 Add New Editor (enter email):

### Moderators

 Add New Moderator (enter email):

## Customer Testimonials

- ✓ I installed this plugin on my new blog the other week. It seems to work well, and I have definitely been getting more international traffic than expected. Thanks!

*Tyler Smith, Smart Localization, <http://smartlocalization.com/>*

- ✓ I adore your plugin – I write a very busy political web site that covers Europe, you have no idea how many hits I get simply because people can read in their native language, and it shows up in Google searches in their native language too.

*Anna Raccoon*

- ✓ We are using your plugin and our traffic from Italy, France, and Spain is almost outranking the number of English visitors.

*Helmut, [cheescakesymphonies.com](http://cheescakesymphonies.com)*

# **WE WANT YOU!**

- ✓ Investors
- ✓ Grants
- ✓ Technology partners
- ✓ Publishers
- ✓ CASH!!



**Thank you for listening!**

**Contact David Grunwald  
for more information**