



**LT is a core Big
Data technology!**

European Data Forum
Dublin, 10 April 2013

**“Data is the new oil”
Neelie Kroes, 26 March
2013**



Do we have a drill?

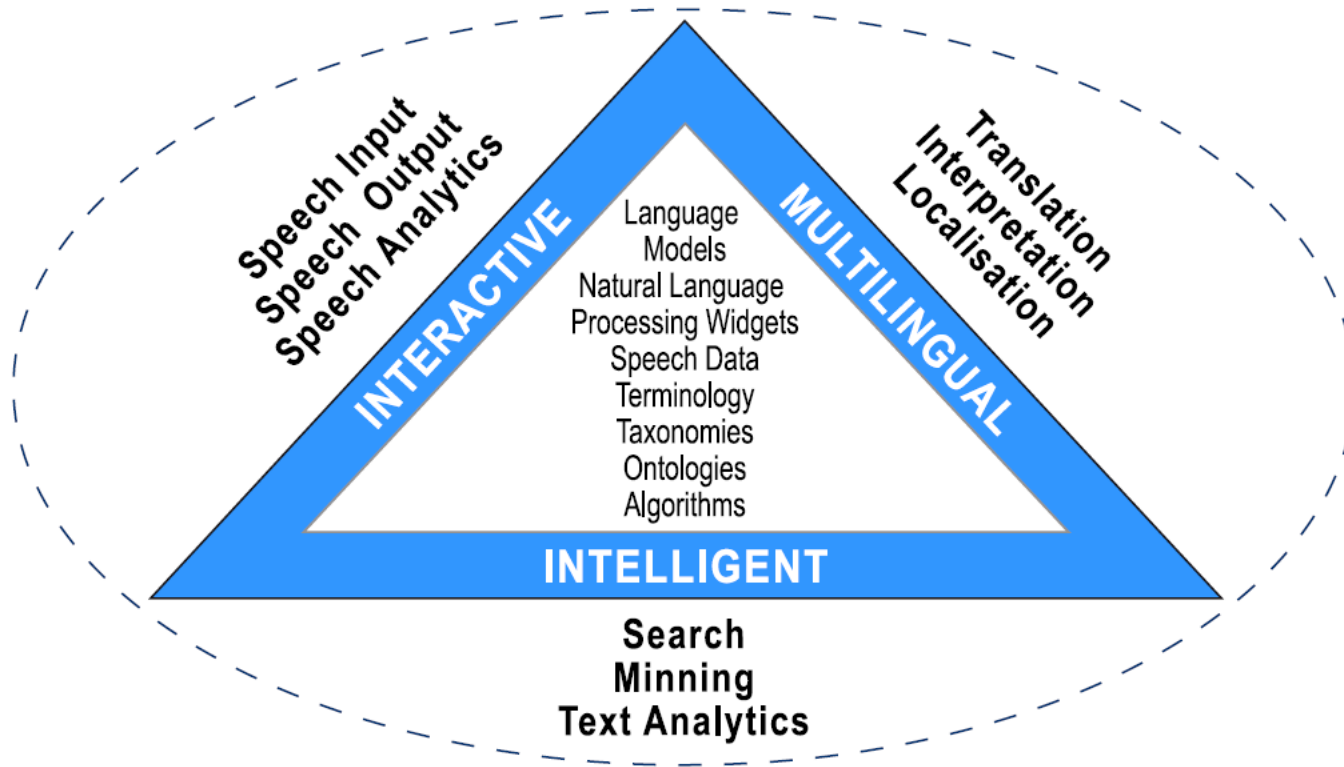
- 1990s: millions of hours of (text, audio, video) archives to be digitised
- 2012: digital content = 2.837 zetta bytes, up 50% from 2011
- We have known for some time that Europe is content-rich
- Does Europe have a drill to “mine” its content?
- Will Europe ever market its content??
- Will Europe ever be a (single) market for content?
- Mining data in separate language silos? Reinventing the wheel for each (language-based) data market?
- Where is Europe’s competitive advantage in content / data?
- Will Europe come out as a global leader of the data revolution?

The Big Data opportunity



- Europe has 2 cards to play in big data: multilingual & added-value
- **Multilingual**: the European Language Cloud
- LIBERATE data, i.e. make it language-transparent, language-independent
- Create a true Digital Single Market for the 1b+ speakers of ALL European languages
- Leverage multilingualism into global competitive advantage
- **Added-value**: focus on the real needs of economy & society
- CONSOLIDATE current industrial leadership in “verticals” e.g. retail, pharma, tourism, agro, transport, finance, media, etc. (and make THIS the priority!).
- ... and, yes, by all means, drill the government big data oceans to deliver (open) public data SERVICES!

Language technologies:



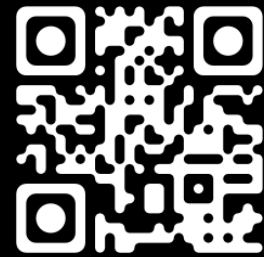
**The intelligent multilingual interaction technologies
you need to enrich your big data!**

QED?

Language Technology is the Missing Link in the European Digital Agenda!



**To explore strange new worlds, to seek out
new data and new knowledge, to boldly go
where LT has not gone before...**



<http://bit.ly/13UAaST>

**Discover the world of
Language Technologies:
Download LT2013!**

LT-Innovate is the Forum for Europe's Language Technology Industry. As of March 2013, LTi gathers 150+ LT suppliers in 24 countries, together with several dozens of other LT stakeholders. The Language Technology industry generated an aggregate turnover of €19.3bn in 2011 and remains very dynamic, with a yearly growth rate in excess of 10%.

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