

Making Digital Single Market Multilingual

Andrejs Vasiljevs

CEO, Tilde

BoD member, LT-Innovate | Deputy Chairman, META-NET



LT-Innovate Summit 2015

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Is English
the European
lingua franca?



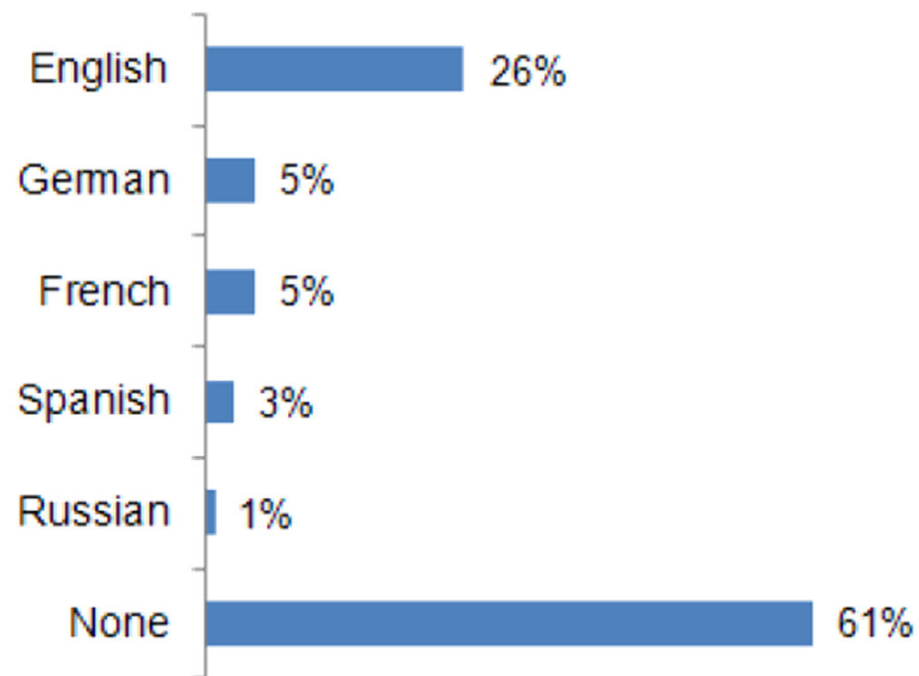
46%

of Europeans speak only their
native language

62%


of Europeans do not speak English
well enough to hold a conversation

Which language other than mother tongue do you understand well enough for communicating online





e-commerce
parcel delivery
geo-blocking
copyright
VAT



Access

telecoms and media
online platforms
security and
personal data



Environment

data economy
standards
skills and
e-government



Economy and Society

Creating a #DigitalSingleMarket





42%

of Europeans do not purchase goods or services if they are not in their native language



<5%

of European SMEs currently sell cross-language



Multilingual
Europe

1.1B EUR

EU institutions spend
per annum on
translation services

Language technologies – the solution to multilingual challenge

- LT provides an efficient way for **breaking the language barriers**
- LT is a **key enabling technology**
- LT community of industry and researcher institutions is ready to **provide solutions** for multilingual DSM

Open Letter to the European Commission

Europe's Digital Single Market must be multilingual!

The Digital Single Market strategy must address the challenge of multilingualism to provide equal digital opportunities in all EU official languages

Sign the letter

Already signed: 3627

BG CS CY DE EL ES ET EU FI HR HU IT LT LV MT NL PL PT RO SK SL SR

We welcome the plans of the European Commission to establish a Digital Single Market (DSM) in Europe. Many borders and obstacles have already been removed or are addressed in the current [DSM objectives](#). Still, language barriers remain a major obstacle to a truly unified European economy and society.

Linguistic diversity is and must remain a cornerstone and treasured cultural asset of Europe. However, the language barriers created by our 24 official EU languages cause the European market to be fragmented and to fall short of its economic potential. Almost half of European citizens never shop online in languages other than their native tongue, access to public e-services is usually restricted to national languages, and the richness of EU educational and cultural content is confined



[Multilingual DSM](#)

[Summit Events](#)

[Agenda](#)

[Speakers](#)

[Tech Show](#)

[Venue](#)

[Media >](#)

**MULTILINGUAL DIGITAL
SINGLE MARKET**

Riga Summit
2015

Shape the future of the multilingual digital single market

[Resolution >](#)

[Summit Agenda >](#)

[Strategic Agenda for Multilingual DSM >](#)

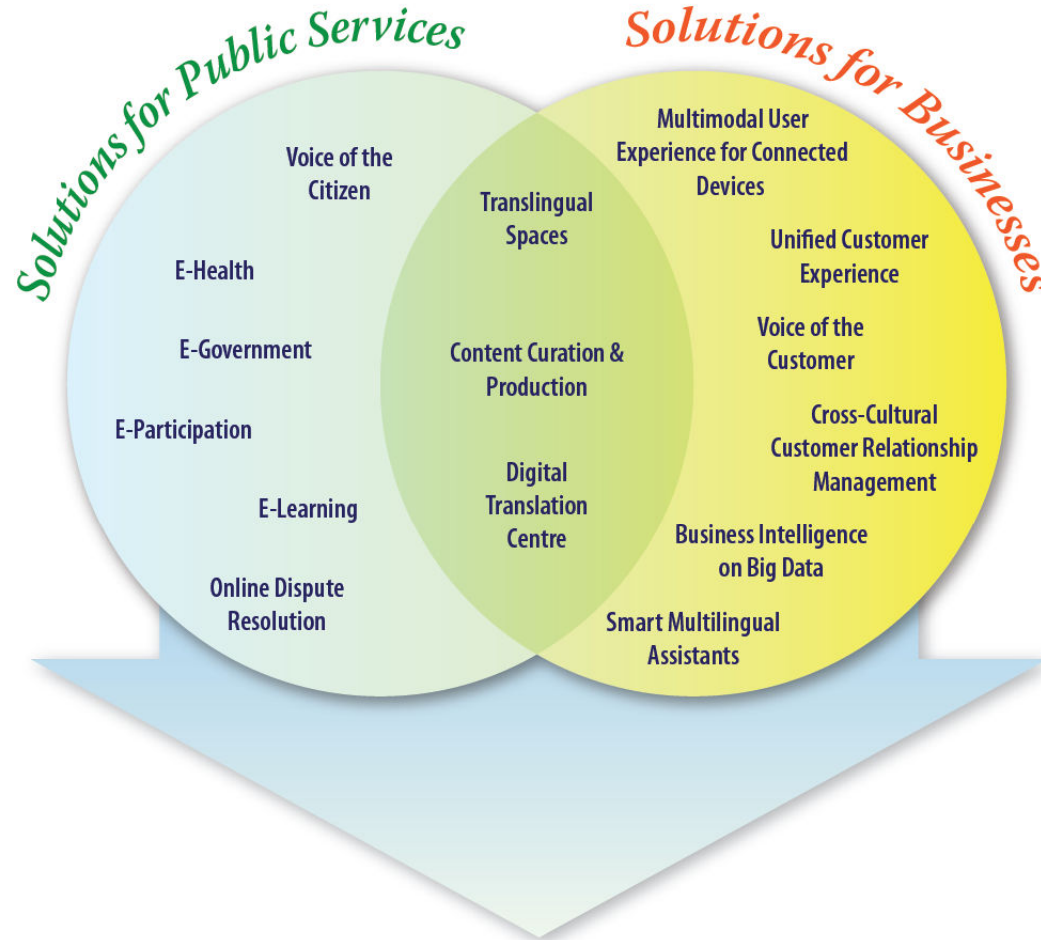
[Declaration of Common Interests >](#)

Strategic Agenda for the Multilingual Digital Single Market

Technologies for Overcoming Language Barriers
for a truly integrated European Online Market



Innovative Solutions for the Multilingual Digital Single Market



- BDVA Big Data PPP*
- SPARC Robotics PPP*
- Internet/ Web of Things*
- Industry 4.0*
- Smart Cities*
- Smart Services*
- ...

Unified Customer Experience

- Provides a contextualised experience to users (for eCommerce)
- Brings together content, product, customer care, customer relationship, discussion fora, help-desks, etc.
- Unified digital (eco)system across languages

Multimodal User Experience for Connected Devices

- Multilingual speech, text, and gesture interfaces
- For connected devices such as robots, cars, household appliances, and consumer products (Internet of Things)

Voice of the Customer

- Comprehensive methods for multilingual market research
- Connects business to customer opinion and experience across borders and languages

Content Curation and Production

- Smart multilingual authoring support
- Multilingual and multimodal report generation, cross-lingual linking, enrichment, and semantification

Language Technology Unlocks the Digital Single Market

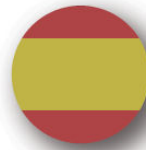
2015



English
(565 million)



Chinese
(510 million)



World Spanish
(1.65 billion)



Japanese
(100 million)



World Portuguese
(83 million)



Russian
(60 million)



Europe today
(Many small markets)

Online Population

LANGUAGE TECHNOLOGY

2020



The Multilingual Digital Single Market

META³NET
www.meta-net.eu

Source: Internet World Stats (Miniwatt Marketing Group)

“The only way to ensure future existence of our language is to provide its users with equal opportunities as the users of larger languages enjoy.”



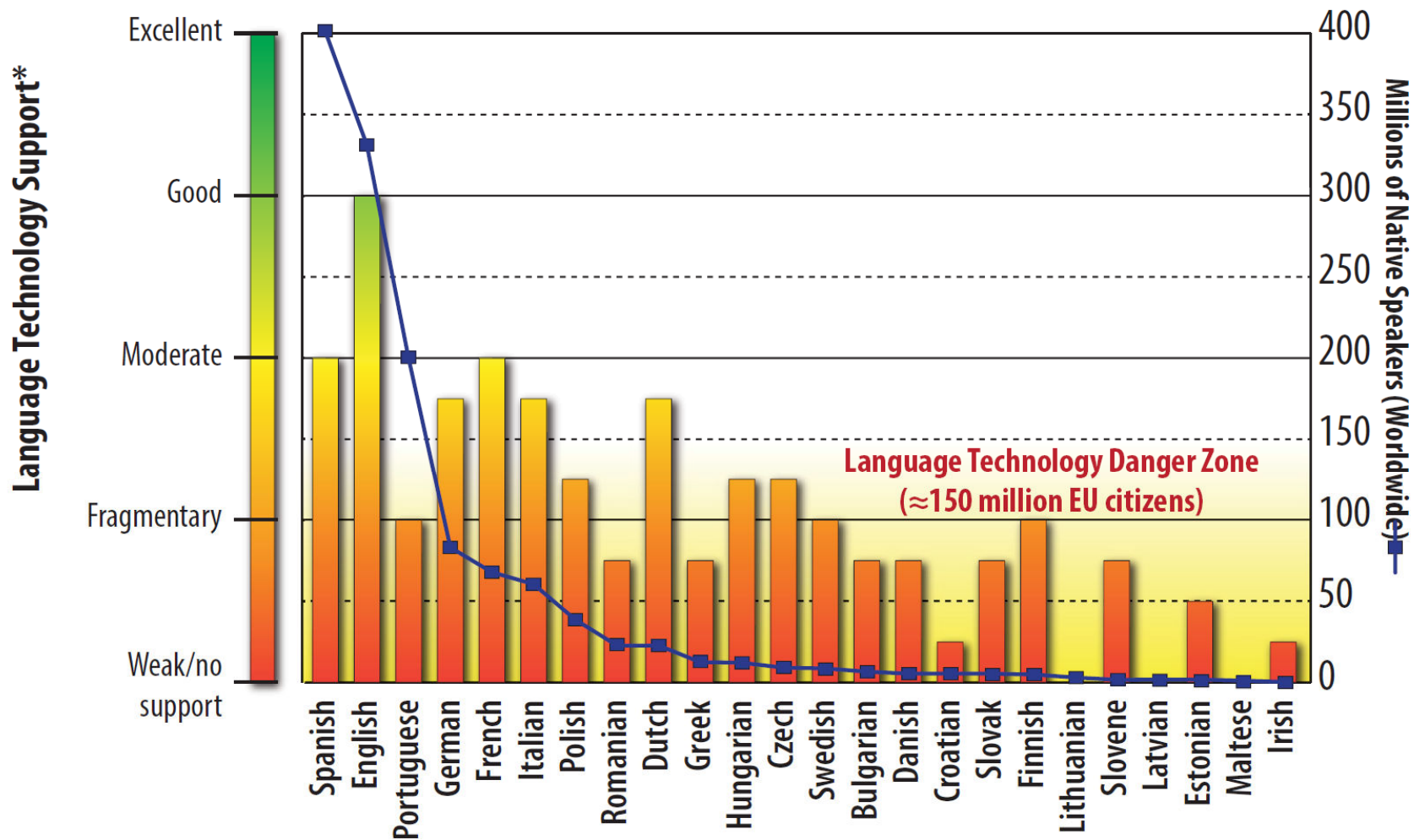
Valdis Dombrovskis

Vice President of European Commission
Prime Minister of Latvia (2009-2014)

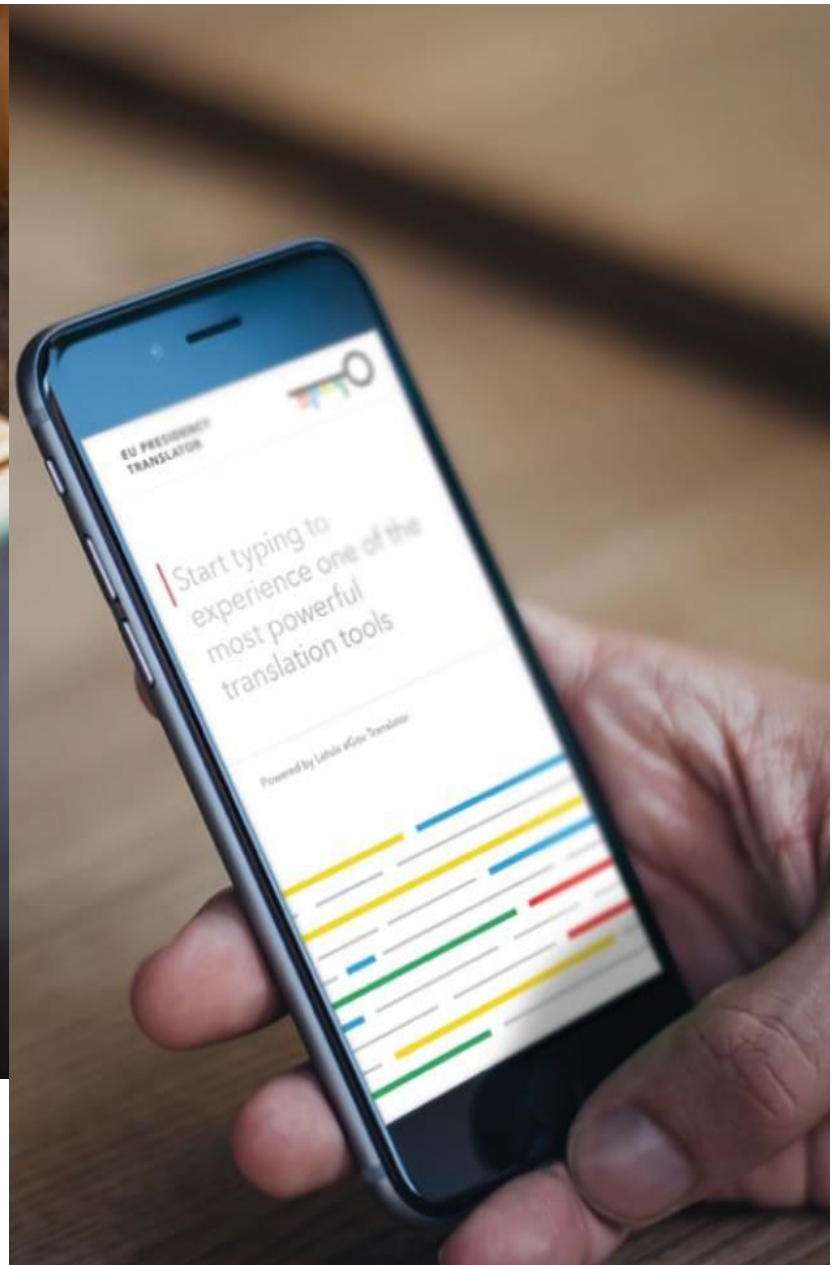
Language Whitepaper Series: 30 volumes, publication by Springer



<http://www.meta-net.eu/whitepapers/overview>



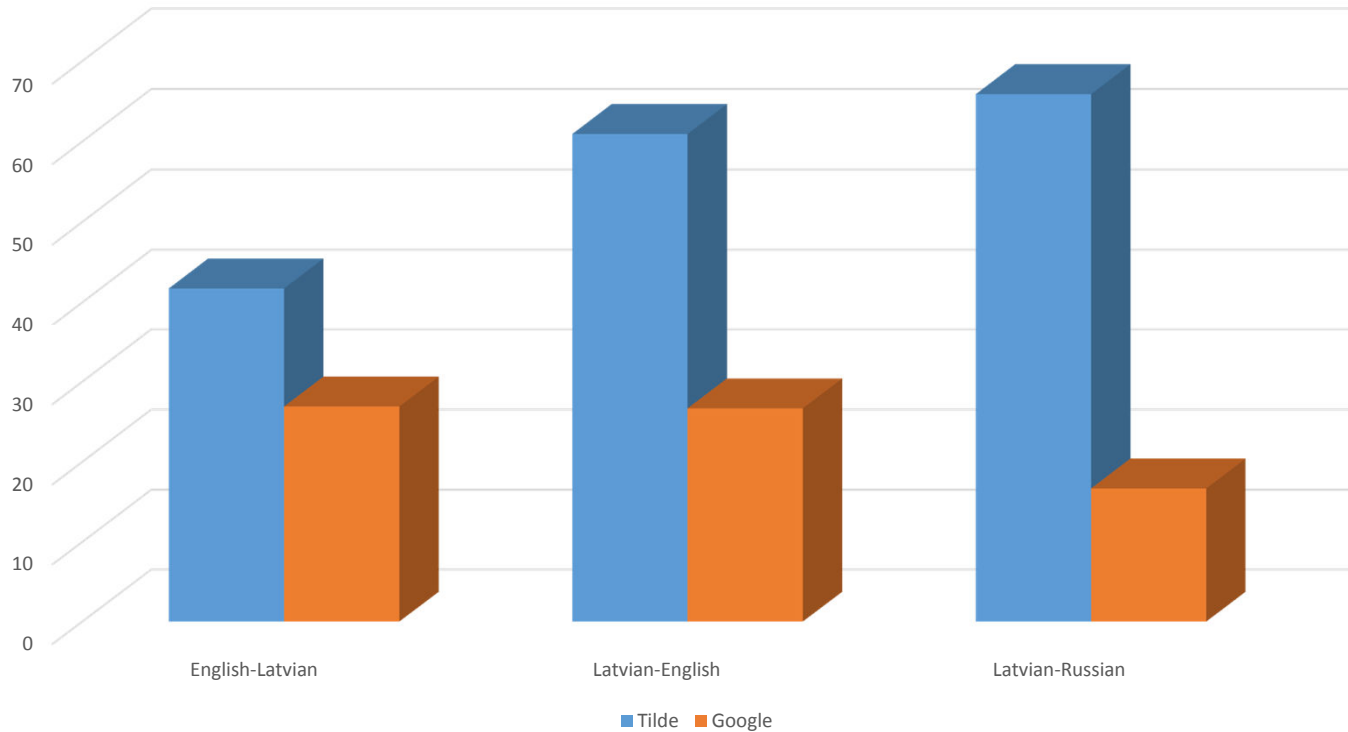
* Figures based on the META-NET study "Europe's Languages in the Digital Age" (2011/2012). Technology support has improved for some languages since this study was completed.



LATVIA
TRANSLATES WITH

HUGO.LV

MT Quality (BLEU)



MACHINE TRANSLATION

MT Systems of Latvian eGov infrastructure



Translate
2015

A better translation tool. Designed for the EU Presidency.

What would you like to translate?



Text



Document



Website



Powered by [Hugo](#) Latvian eGov MT

Developed by [Tilde](#)



EU2015.LV

Machine Translation solution to support EU Presidency



«We invite the European language technology community to further develop the ideas presented in the draft Strategic Agenda for the multilingual Digital Single Market with focus on the challenges and lines of action proposed in the Commission Communication.»

Andrus ANSIP

Kristalina GEORGIEVA

Language
Cloud
Language
Resources

Automated
Translation
Cloud

Human-
Computer
Interaction
Cloud

Multilingual
Knowledge
Cloud



Machine Translation services

- 21 languages
- domains supporting
- numerous document/file formats

Terminology services

- Term Identification
- Term Extraction
- Term Lookup
- Term Translation

Multilingual Natural Language Processing services

- Morphological analysis and lemmatization
- Morphological synthesis
- POS and morpho-syntactic tagging
- Language detection
- Tokenization
- Sentence breaking



Tilde eServices

tilde.com/services/language-technology-services



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telecoms and media
online platforms
security and personal data

data economy
standards
skills and e-government

MULTILINGUAL

Creating a #DigitalSingleMarket





Andrejs Vasiljevs
andrejs@tilde.com



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