



# DW Applications

November 18, 2021

Deutsche Welle - Peggy van der Kreeft

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GLOBAL UNDER-RESOURCED MEDIA TRANSLATION



EU H2020 GRANT AGREEMENT: 825299

# Gourmet at DW - Reach

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→ Deutsche Welle = international broadcaster

- ◆ 30+ languages
- ◆ Worldwide coverage
- ◆ Reach of over 250 million people per week
- ◆ Broadcast TV, live channels, dw.com, social media
- ◆ Work locally in target regions and with partners
- ◆ Regionally relevant content

## Gourmet at DW - Challenges

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- Moving towards digitisation, automation
- Minimize effort for multilingual coverage
- Reach more with limited resources
- Focus on unique, regional content
- Small teams for low-resourced languages
- Maintain high-quality output
- Local engines needed for sensitive items

# Use Cases

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## **Use Case 1: Global content creation**

managing content creation in several languages efficiently by providing machine translations for correction by humans

## **Use Case 2: Media monitoring for low-resourced languages**

monitoring media in strategically important languages

# Requirements - DW Use Cases

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## **Use Case 1: Translation and Adaptation for Content Creation**

e.g. Translation support for social media channels

Translated subtitling

Translate from low-res. language into English for reuse

Translate from English for smaller language team

## **Use Case 2: Translation for Cross-Lingual Media Monitoring**

e.g. Internal monitoring DW content

Enabling external monitoring of DW content

External content monitoring

# Deployment & Demonstrators - DW

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## ✓ deployment at DW

✓ Some of the GoURMET MT models have been implemented into HLT system at DW - full workflow for multilingual AV content production : plain X as third-party services. Others will be added.

✓ Planned integration into SELMA demonstrator for enrichment and enhancement of MT output, including named entity recognition and linking, user feedback integration and personalised dictionaries

✓ First steps into integration into multilingual monitoring platform InSight with DW partner Priberam as local MT engines

✓ All GoURMET models integrated into DW benchmarking activities

Overall aim: improve internal translation and monitoring workflows for under-resourced languages at DW and wider media sector

# Demonstrator DW - plain X

staging.dw-hlt.priberam.com/item-list

Peggy van der Kreeft LOG OUT

GoURMET sample Serbian Translation - Mexico  
asr: Google mt: Gourmet; voiceover: None

Translated by GoURMET in plain X platform

EN (original) SR (translated)

auto scroll markup visible TRANSLATE NOW

0.19 / 1:58

Subtitles: EN SR off

Key Controls:  
Alt-1: rewind 10 seconds  
Alt-2: play/pause  
Alt-3: go to start of selected  
Alt-4: forward 10 seconds

Beta Version: 2020-07-08 12:16 Use DOWNLOAD VIDEO WITH

Bone fragment of o...txt Bone fragment of o...sr 1681-Binnenvaert...pdf atomium.jpg BBRA200702\_003...mp4 1593371782745...docx Alles weergeven

Pronađen je u klisuri, što znači da je prethodna istraga bila pogrešna.

A tragedy that traumatized Mexico and became a symbol of injustice and the country.  
Start: 1.00, End: 6.40 (Duration: 5.40 sec.) a minute ago

Now at least some light has been shed on the disappearance of 43 students in 2014. Scientists say one of the bone fragments has been identified.  
Start: 7.20, End: 17.39 (Duration: 10.20 sec.) a minute ago

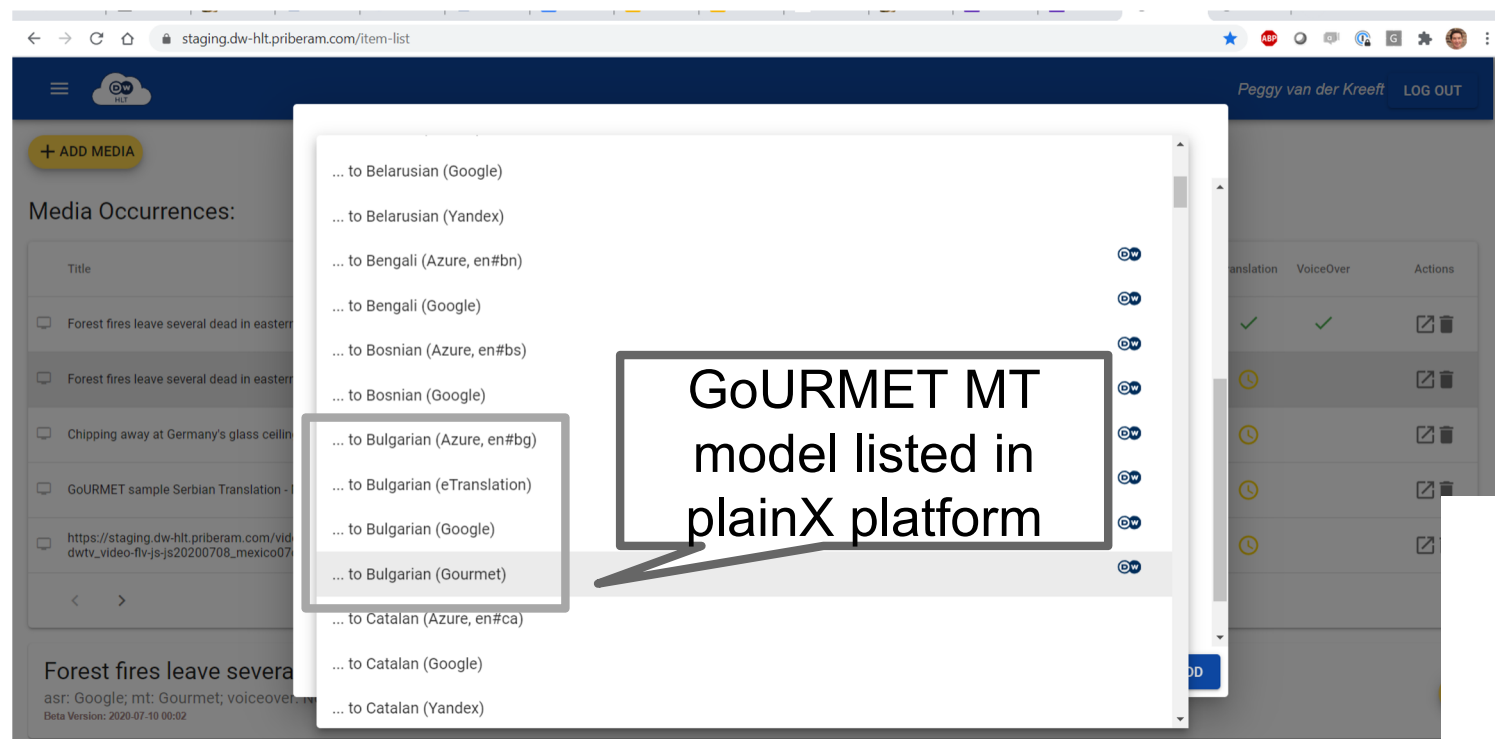
It was found in a gorge, meaning the previous investigation had been wrong.  
Start: 17.80, End: 22.50 (Duration: 4.70 sec.) a few seconds ago

Tragedija koja je traumatizovala Meksiko i postala simbol nepravde i zemlje.  
Sada je bar rasvetljeno nestanak 43 studenta 2014. godine. Naučnici kažu da je jedan od delova kostiju identifikovan.

Pronađen je u klisuri, što znači da je prethodna istraga bila pogrešna.

Više od pet godina nakon događaja identifikovani su ljudski ostaci jedne

# Demonstrator DW - plain X





# Demonstrator DW - plain X

The screenshot shows the plainX web application interface. The browser address bar displays the URL: `app.plain-x.com/#/media-item/c3af6c5b-fa92-410a-92e8-5b363967e697/translation/ffbd1491-0994-437c-b9b0-6364fbd8754c/b052844a-37c6-46c7-b894-17c...`. The interface is divided into a sidebar on the left and a main content area.

**Sidebar:**

- EXPLORE**
  - Library
  - Personal Board
  - Shared Board
  - Review Board
  - All Done Tasks
- RECENT**
  - Top Stories Test - 20211026\_...
  - DW-Goethe test
  - live demo DW-Goethe
  - demo Goethe ST+VO
  - live demo Goethe-DW
- SETTINGS**
  - Personal
  - Workspace

**Main Content Area:**

The main area shows a translation project titled "Top Stories Test - 20211026\_pvk1" with version "2021-11-17 21:21" and repository "inbox". It features a comparison between English and Turkish text. A dropdown menu for "Service Provider" is open, showing options: Azure, No provider, Azure, Google, EasyNMT, and **GoURMET** (highlighted with a red arrow). The table below shows the translated text for each provider.

Language	English	Turkish
English	This is DW news and these are all top stories. The United Nations says, half of the population of Afghanistan is suffering from extreme hunger.	haberleri ve bunların hepsi en iyi haberler. Birleşmiş Milletler, Afganistan'ın yansının aşırı açlık çektiğini söylüyor.
English	The UN's World Food Program is warning that the crisis is deepening by the day.	Dünya Gıda Programı krizin her geçen gün derinleşerek devam ettiğini söylüyor.
English	severe drops or contributing to an already dire situation, and officials fear millions of Afghans will be forced to either migrate or starve this winter.	ttli düşüşler veya zaten korkunç bir duruma katkıda bulunan yetkililer, n'in bu kış ya göç etmek ya da açlıktan ölmek zorunda kalmasından ko
English	Turkey's President, Richard Tayyip Erdogan has backed down on a threat to expel 10 Western ambassadors for supporting a jailed activist.	Türkiye Cumhurbaşkanı Richard Tayyip Erdoğan, hapisteki bir aktivisti destekleyen Batılı büyükelçiyi sınır dışı etme tehdidi konusunda geri adım attı.
English	The diplomats had called for the release of the prominent Turkish philanthropist Horseman Kavala. He's been held for four years over a failed coup against Erdogan in 2016.	Diplomatlar, tanınmış Türk hayırsever Atılı Kavala'nın serbest bırakılması yönünde bulunmuştu. 2016'da Erdoğan'a karşı başarısız bir darbe yüzünden dört yıldır
English	Anti-military protest in Sudan have entered a second day.	Sudan'da askeri karşıtı protesto ikinci gününe girdi.
English	on Monday, other senior civilian members of the government.	Pazartesi günü, hükümetin diğer üst düzey sivil üyeleri.
English	The coup has sparked condemnation from across the International Community, including the US, which has suspended 700 million dollars in aid.	Darbe, 700 milyon dolarlık yardımı askıya alan ABD de dahil olmak üzere Uluslararası Toplumun dört bir yanından kinamalara yol açtı.
English	This is DW news. You'll find out more on our website, that's DW.com.	Bu DW haberleri. Web sitemizde daha fazla bilgi edineceksiniz, bu DW.com.

Renewed plainX platform:  
Comparison of MT output between engines for editorial work

# Demonstrator DW - InSight

The screenshot displays the DW InSight demonstrator interface, which is a news dashboard. The top navigation bar includes 'EXPLORE > STORYLINES' and 'INSIGHT'. Below this, there are filters for 'View' (set to 'DWNEWS'), 'Date' (set to 'Today'), and 'Aggregator' (set to 'IPTC').

The main content area features several large news tiles:

- UE impõe sanções a Belarus por desvio de voo e prisão de opositor | Notícias internacionais e análises | DW | 24.05.2021**
- Колку дози на вакцина се потребни за да не заштити од Ковид-19? | Северна Македонија | DW | 25.05.2021**
- US: Antony Blinken arrives in Middle East t...**
- Lufthansa OTKAZYVAJESYA OT...**
- Zwei Wohnungsriesen gehen zusammen | Aktuell Deutschland |...**
- کتاب و فہام بک میں دورگی سلامت ایران در درباری سورج | جهان | DW | 25.05.2021**

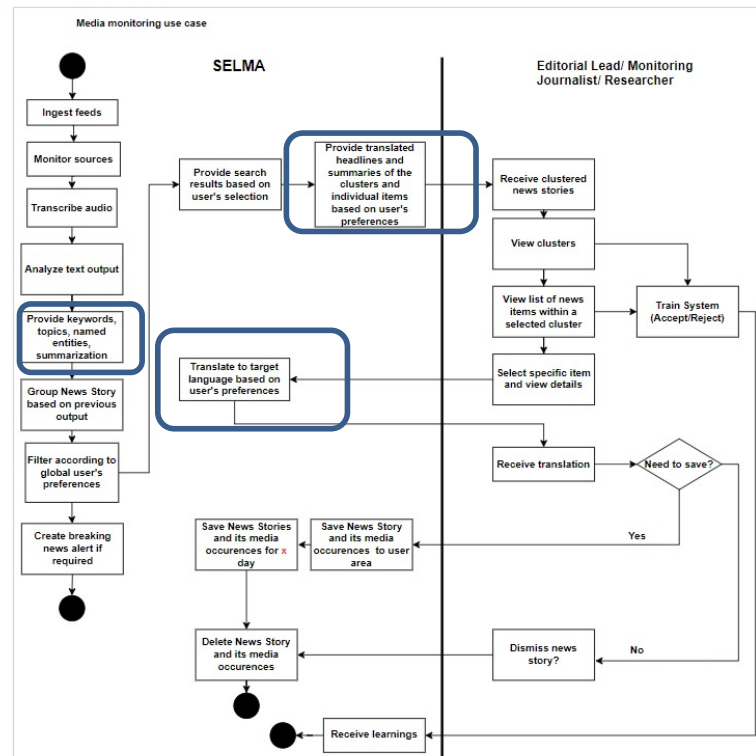
The sidebar on the left contains a menu with the following sections:

- Explore**
  - Storylines
  - Trending
  - Entity Network
  - Analytics
  - Search
  - Favourites
- Dashboards**
  - Create Dashboard
- Panels**
  - Create Panel
  - test panel England... 20
- Views**
  - Overview
  - Create View

At the bottom of the sidebar is a search bar labeled 'Search...'. The main content area also includes a grid of smaller news tiles and a 'POLITICS (GENERAL)' section with a 'NE Malters' protest image. Other sections visible include 'POLITICS', 'ELECTION', 'MACRO ECONO...', 'WELFARE', 'WAR', 'PARTIES AND ...', 'DEMONSTRATI...', and 'INTERNATION...'. The interface is designed to provide a comprehensive overview of global news and events, with a focus on political and social issues.

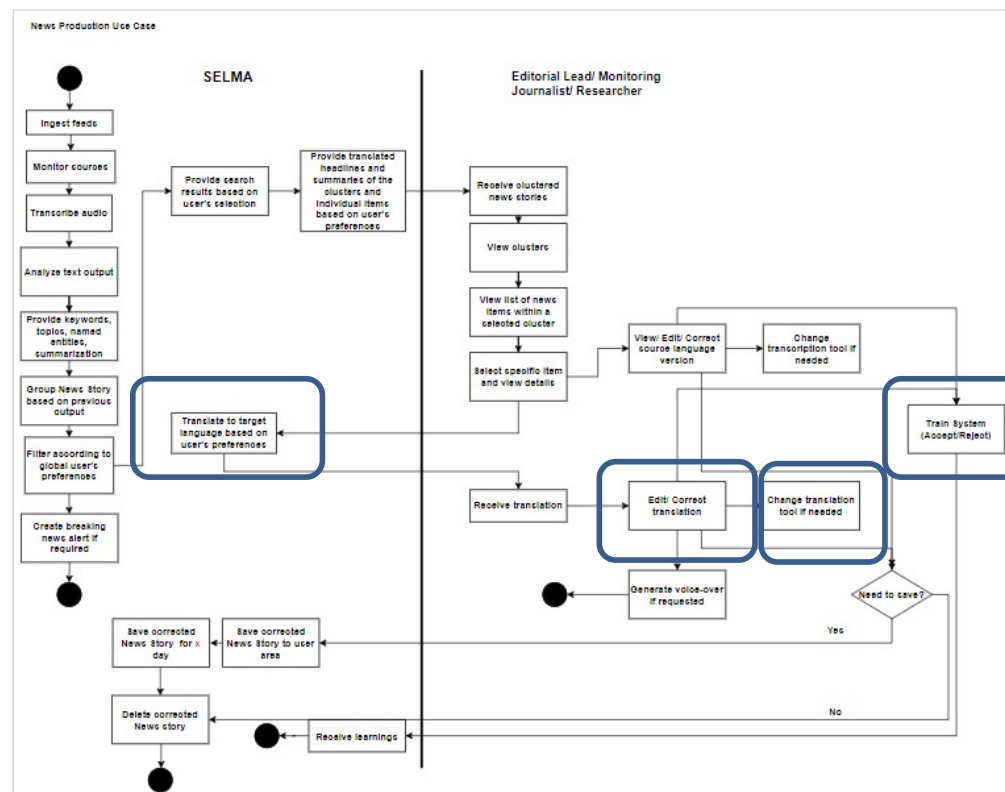
# Demonstrator DW - SELMA Enrichment

## 1) Media Monitoring Use Case:



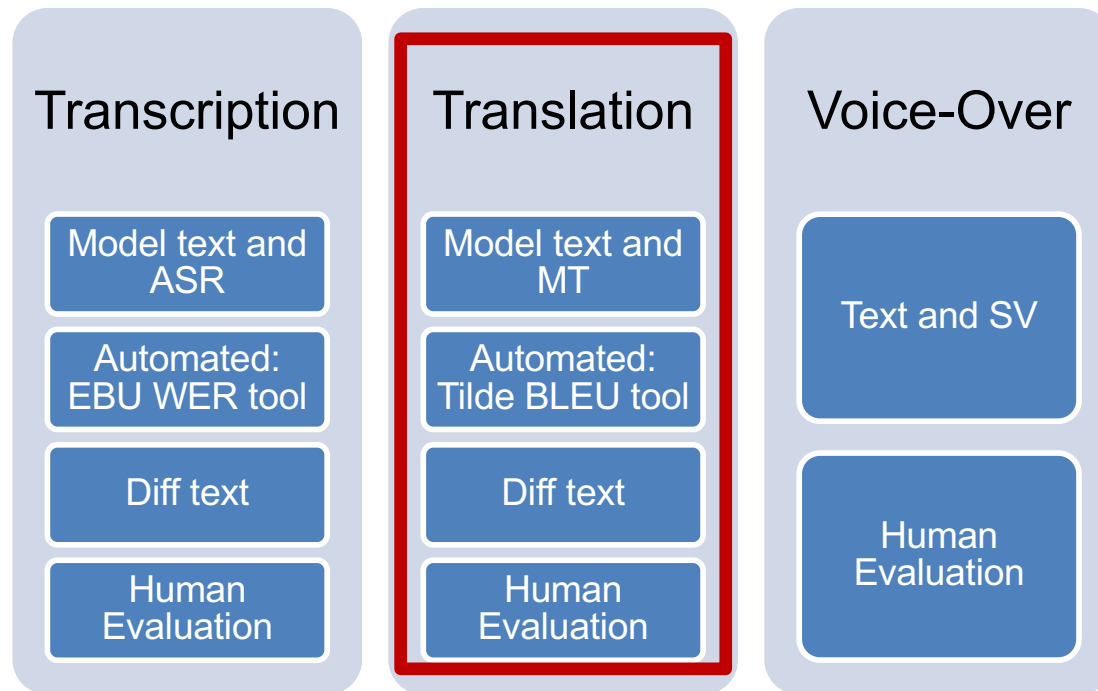
# Demonstrator DW - SELMA Enrichment

## 2) News Production Use Case:



# Benchmarking DW

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**GoURMET in benchmarking at DW**

# Benchmarking DW

Step 1: Automated evaluation  
Example: Serbian

Tilde: Bleu Score		47.12
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Step 2: User Evaluation by Editor

- Accuracy - word
- Capitalization - word
- Punctuation - word
- Accuracy - sentence
- Capitalization - sentence
- Fluency - sentence
- Completeness - sentence
- Punctuation - sentence
- Language variety - sentence
- Accuracy - document
- Capitalization - document
- Fluency - document
- Completeness - document
- Punctuation - document
- Language variety - document

GoURMET in benchmarking at DW

# Thank you!

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