gourmet

DW Applications

November 18, 2021

Deutsche Welle - Peggy van der Kreeft

GLOBAL UNDER-RESOURCED MEDIA TRANSLATION

EU H2020 GRANT AGREEMENT: 825299

Gourmet at DW - Reach

➔ 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

- ➔ 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

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

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

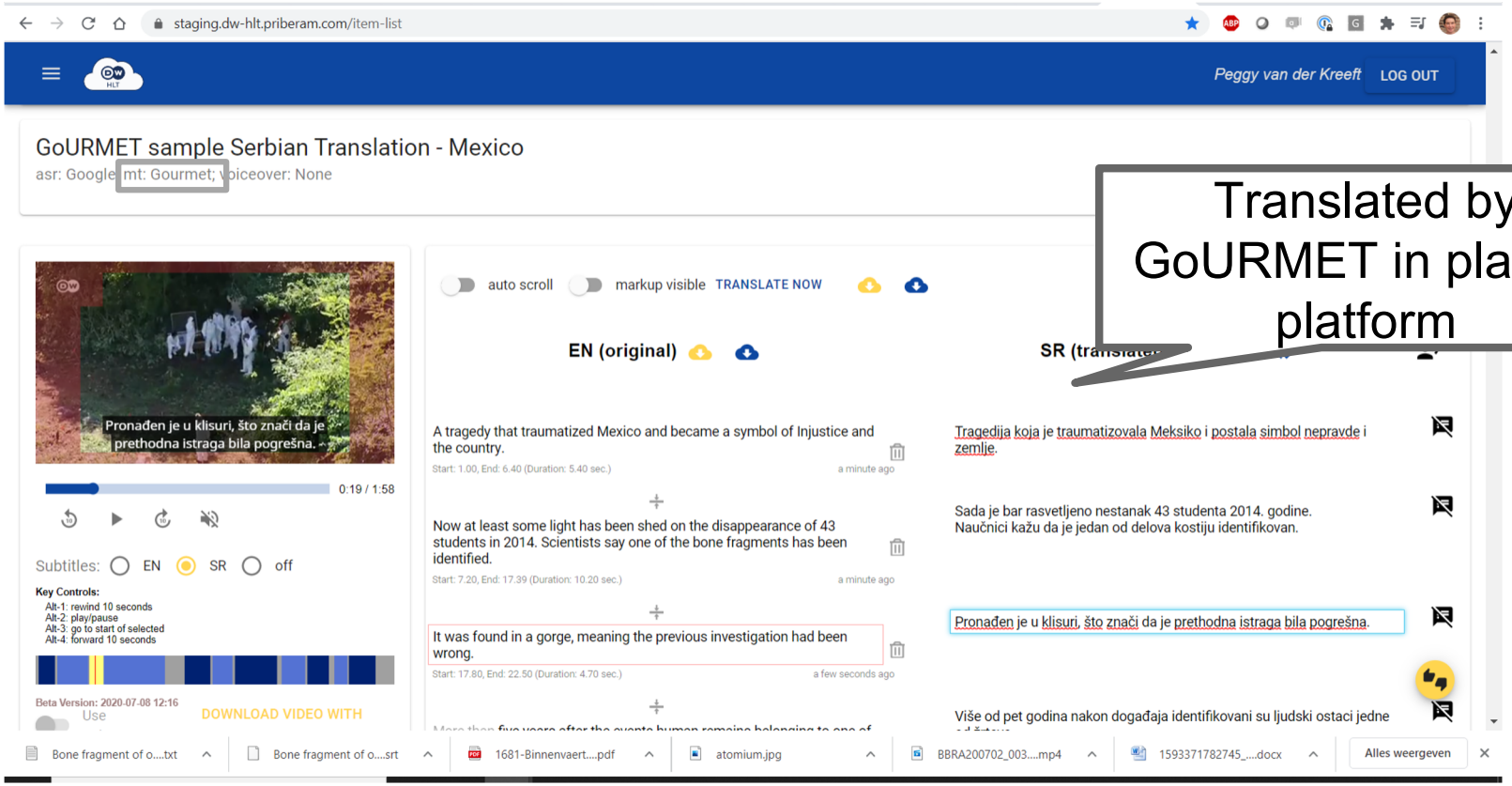
External content monitoring

Deployment & Demonstrators - DW

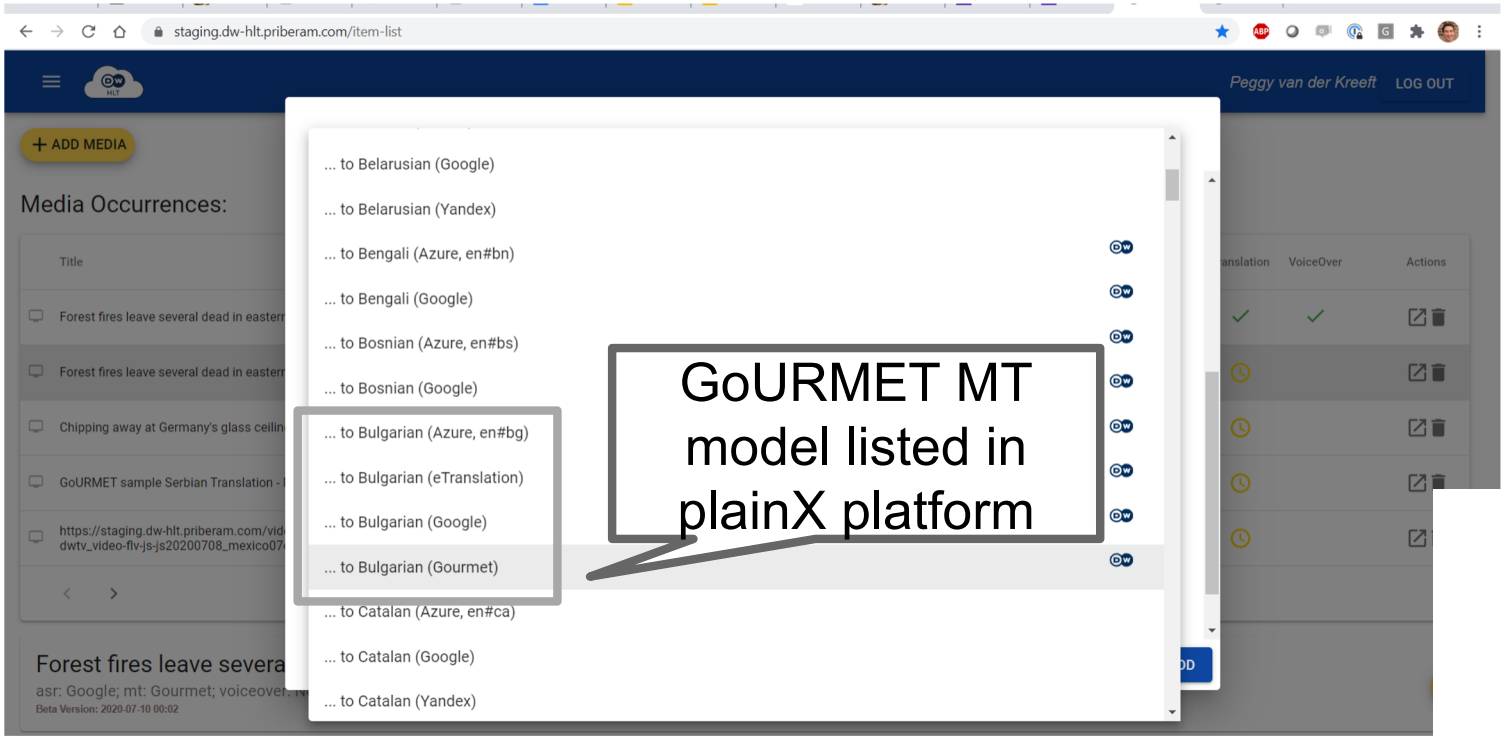
✅ deployment at DW

✅ 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

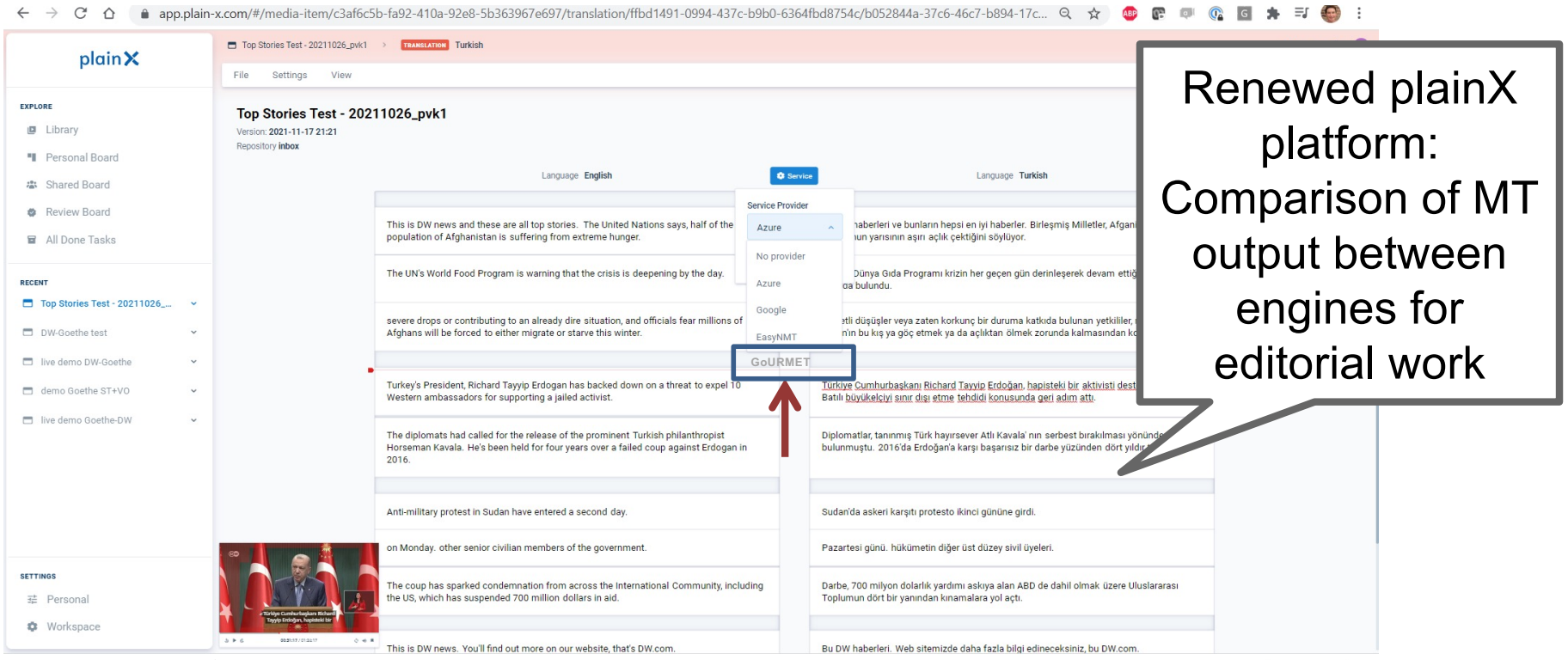
Demonstrator DW - plain X



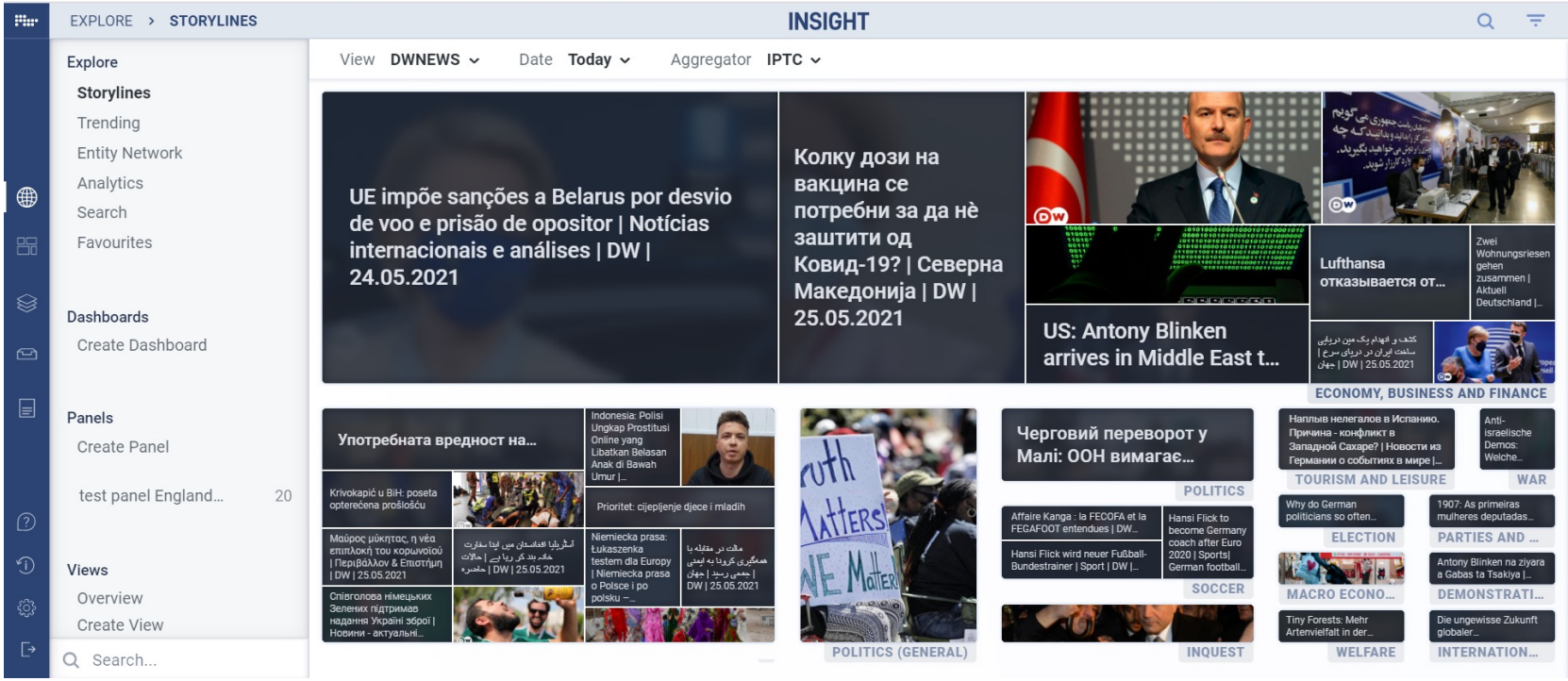
Demonstrator DW - plain X



Demonstrator DW - plain X

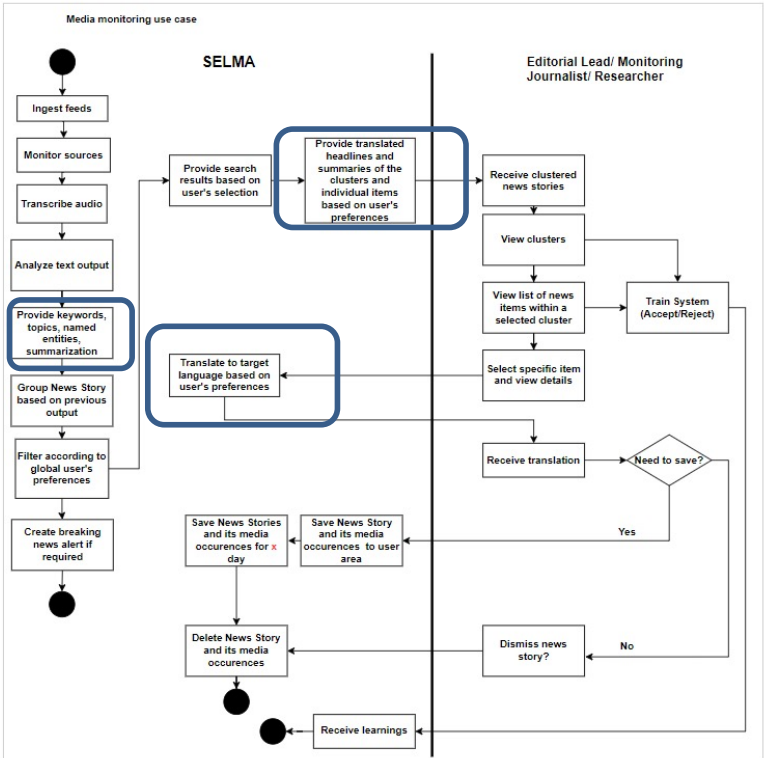


Demonstrator DW - InSight

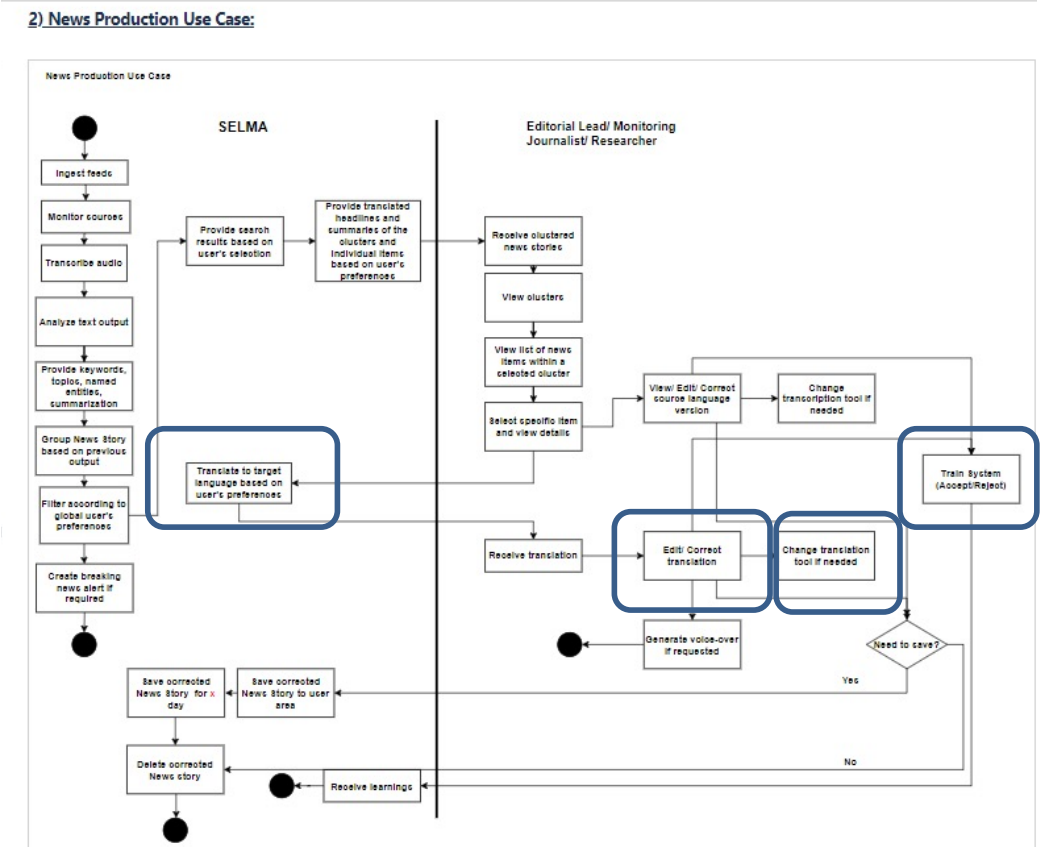


Demonstrator DW - SELMA Enrichment

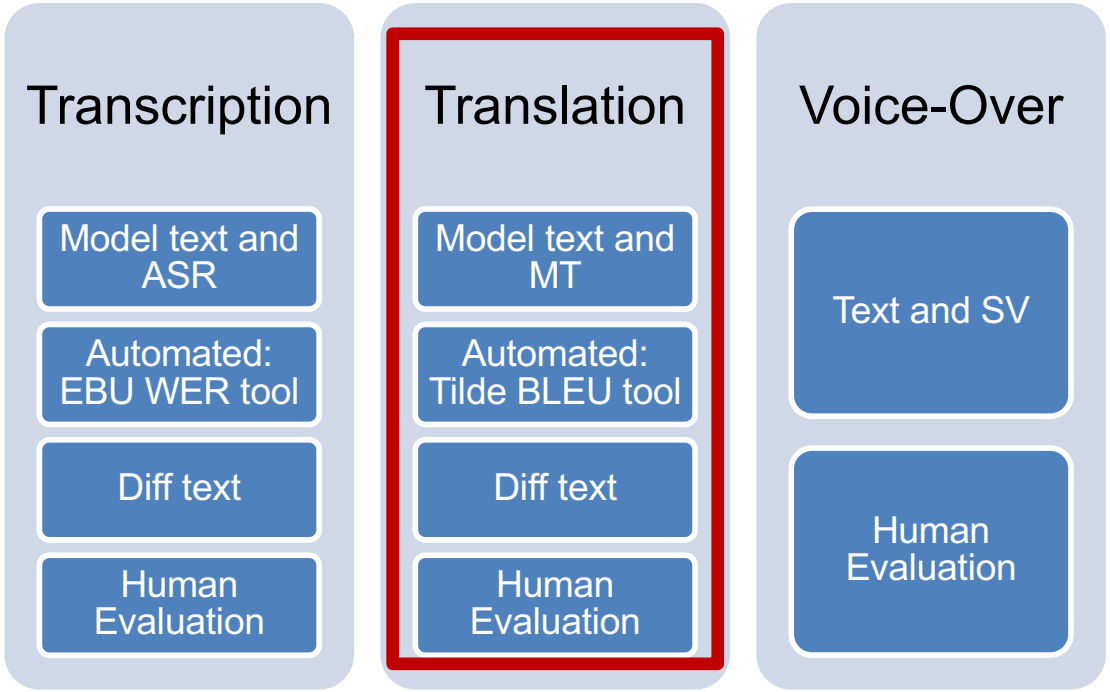
1) Media Monitoring Use Case:



Demonstrator DW - SELMA Enrichment



Benchmarking DW



GoURMET in benchmarking at DW

Benchmarking DW

Step 1: Automated evaluation
Example: Serbian

Tilde: Bleu Score		47.12

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!

Peggy van der Kreeft – DW

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