



3 WAYS

to fix

THE TRANSLATION ECOSYSTEM

1

FIX THE KNOWLEDGE GAP



Why we are so anxiously holding on to the distinction between MT and human translation. It's simply translation. We'd like to call this the **holistic translation world**. Many of the stakeholders find themselves in a state of ignorance, denial or passivity. They don't know (enough) about the technology breakthroughs and the implications they could have for their ambitions. So this knowledge gap is the first thing we need to fix.

2

FIX THE OPERATIONAL GAP

MT and AI allow us to translate and measure everything. Every bit of content that historically remained locked in its original language can be opened for end-users speaking many of the world's different languages. However, in order for this to happen, we need to upgrade our infrastructure. All systems should be connected. Our current operational models, metrics, tracking and pricing systems and agreements are still incompatible with this new reality of holistic translation



3

FIX THE DATA GAP



Let's not be mistaken: there is no single magic MT engine that translates better than all others. The difference really lies in the data that we feed into the engines. We believe the most effective way to achieve a fully holistic translation world is through a **data marketplace**, where translators, language service providers, translation buyers, and MT developers meet to buy, sell and exchange data.

THIS IS NOT BUSINESS AS USUAL



Translators become reviewers (rather than post-editors), transcreators, data analysts and content marketers. Language service providers become globalization consultancies. **The industry will dissolve itself and become embedded as a function in different verticals to help enable global expansion and cross-cultural mitigation.**

[See TAUS Events Agenda 2019 to help fix the translation ecosystem.](#)

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