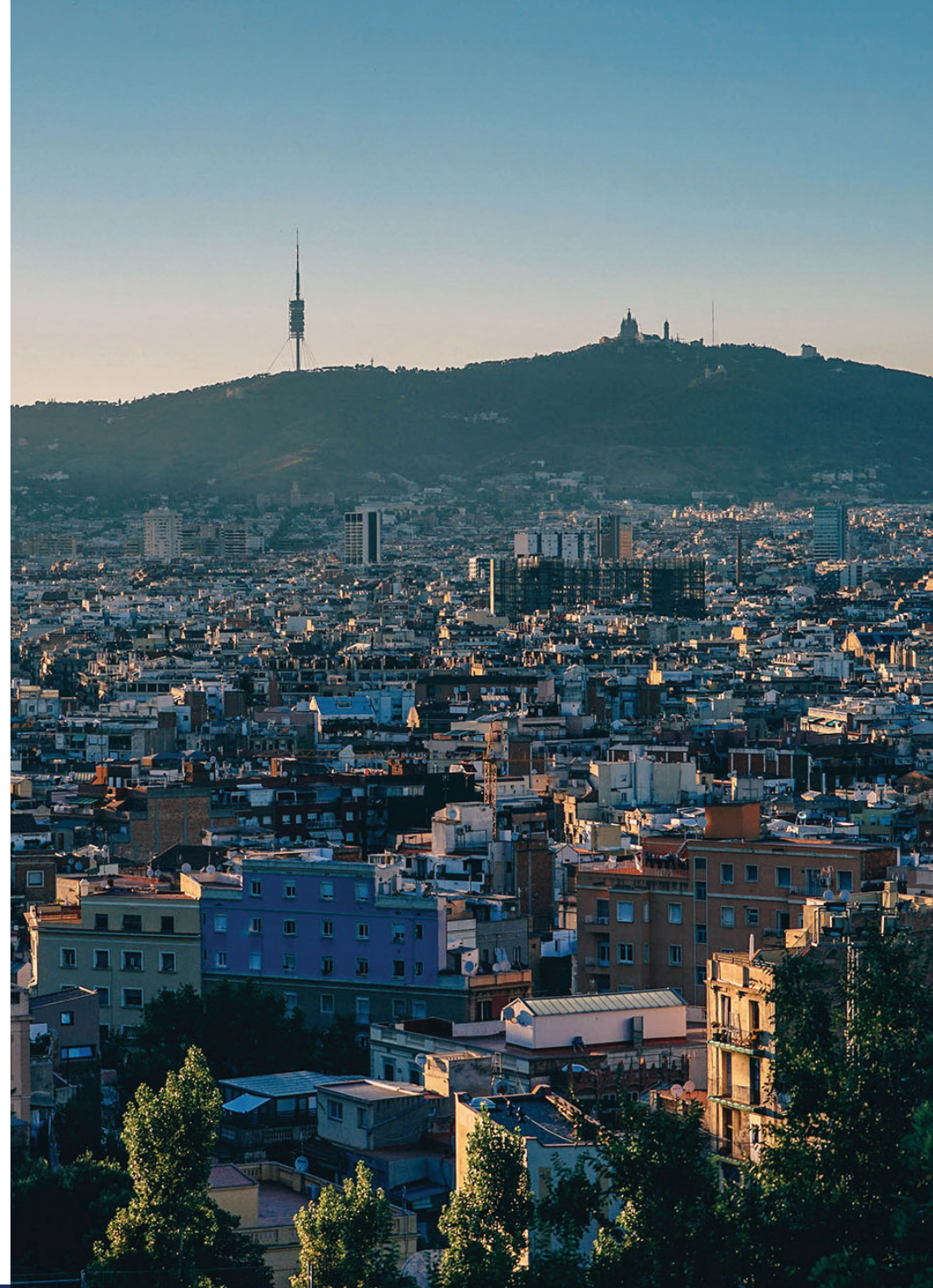


Case Study NO. 011

Newspaper increases revenue and readership with ULG translation workflow

A top newspaper in Spain used Machine Translation System to increase both readership and revenue.



Background

A leading newspaper in Spain needed its daily print edition translated from Spanish to Catalan in order to help the paper consolidate its market leadership in Catalonia and Spain. The newspaper is Spain's third largest daily publication and the leading newspaper in Catalonia.

In order to successfully complete the project, the newspaper needed a translation system that was fast and accurate. Translating a newspaper on a daily basis would mean adding more stress to the paper's layout and production team in order to meet tight deadlines.

The Challenge

Given the magnitude of the translation project, the newspaper faced a dilemma: Manually translating the paper from Spanish every night would be too time consuming and make it impossible for editors to meet deadlines. But, at the same time, using automated translation posed questions of accuracy.

Being regarded as one of the most reputable newspapers in Spain, the newspaper needed to make sure its Catalan translations were error-free and reader-friendly. The Catalan version of the newspaper needed to be on par with the level of writing associated with their Spanish version.

On top of the issue of accuracy, the newspaper also was working on a tight budget. The economic downturn, as well as a universal transition from print to digital readership, had tightened the paper's budget and left it with limited options for a major translation rollout.

The Solution

After examining all of their options, the newspaper chose to work with United Language Group (ULG). Right away, ULG devised a custom workflow and project scope that fit the needs of the newspaper while maintaining cost effectiveness and efficiency.

ULG proposed a Machine Translation (MT) solution that utilized post editing and review by the newspaper's editors to ensure accuracy while still meeting the tough deadlines of the newsroom.

ULG started by integrating its MT system into the newspaper's workflow, adding the translation process to the desktop publishing and content management processes the journalists already utilized. ULG customized its MT engine to abide by the necessary terminology and style guide rules to ensure the paper had the correct journalistic style before publication.

As a measure of added security, ULG also implemented a backup engine to ensure there would be no bottlenecks in the translation process.

ULG implemented a system in which the Spanish version of the paper was edited and laid out in its necessary design format before going through ULG's MT system. After it was machine translated, Catalan post editors reviewed the material and sent it through a final quality assurance process in which the newspaper's editors reviewed the content before it went to the printing press.

The newspaper faced a dilemma: Manually translating the paper from Spanish every night would be too time consuming and make it impossible for editors to meet deadlines. But, at the same time, using automated translation posed questions of accuracy.

Results

As a result of ULG's MT system, the newspaper successfully began publishing a Catalan edition along with its Spanish paper, leading to increased readership and ultimately more revenue for the publication.

The first edition of the Catalan paper was published on the newspaper's 130th anniversary, and the translated edition helped the publication drastically strengthen its market position in Spain.

The newspaper saw a four percent rise in the number of paper copies sold and increased its readership by seven percent after the translation project was completed. This increase represents a bump in revenue that most papers don't see in the digital age.

ULG leveraged its state-of-the-art MT system and advanced post-editing skills to create accurate and cost-efficient translations for the newspaper while making sure both daily editions were sent out on time.

- **7%** rise in readership after translation
- **4%** increase in paper copies sold
- **3rd** most read daily publication in Spain

