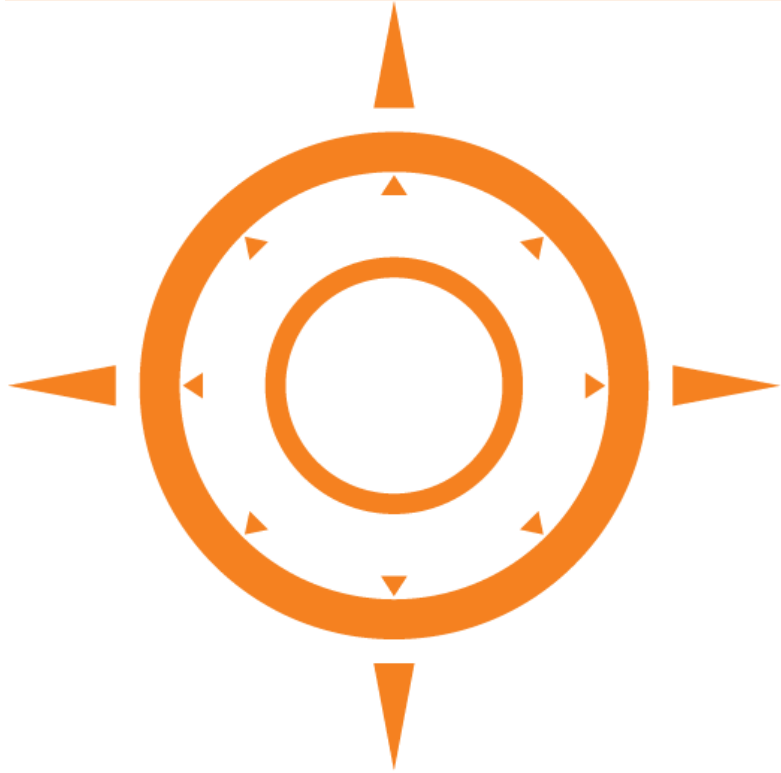# The Collision of Quality and Technology with Reality

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Background

- With broad reach comes great expectations.

- The publishing requirements for most organizations ballooned as online channels dominated their outreach.

- Everyone expects an all-you-can-eat buffet of information in a form they can readily consume on demand − on computers, mobile devices of any sort, smart TVs, Alexa, and car dashboards – wherever and however they need it. And most expect to receive in in their language(s).

- Organizations struggle with the practicalities tied to this newfound role as a publisher of multilingual content as they deal with a dozen strategic languages, consider a hundred long-tail markets, and ponder what to do with the massive volumes of content their organizations generate every day. We talk with and advise many of these "accidental publishers" who are in the process of defining, renovating, or expanding their global content strategies.

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Business challenge

- This presentation addresses the business challenge of how commercial enterprises and government agencies meet that expectation for locally digestible content using their available but frequently limited resources.

- As they develop their global content strategies, they encounter conflicting agendas and mandates:

    - An internal requirement for absolute linguistic quality in all publications
    - Arguably usable and ever improving automated translation
    - The reality of declining information consumer expectations for language perfection

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Agenda

In the presentation, based on more than a decade of independent research and analysis on machine translation, CSA Research discusses and analyzes:

1. How non-publishing organizations became accidental publishers

2. Global content tiering strategies that involve human, machine, and comingled translation modalities

3. How those strategies will be affected by advances in machine translation and supporting technologies

4. Lowered expectations for language quality among information consumers

5. How these phenomena intersect with traditional and evolving quality metrics.

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The challenge continues:
2027 total online market and audience shares

All Tiers
with Tier One broken
down by language

32.3% • 20.1%
↑ Share of online GDP   ↑ Share of Online Audience
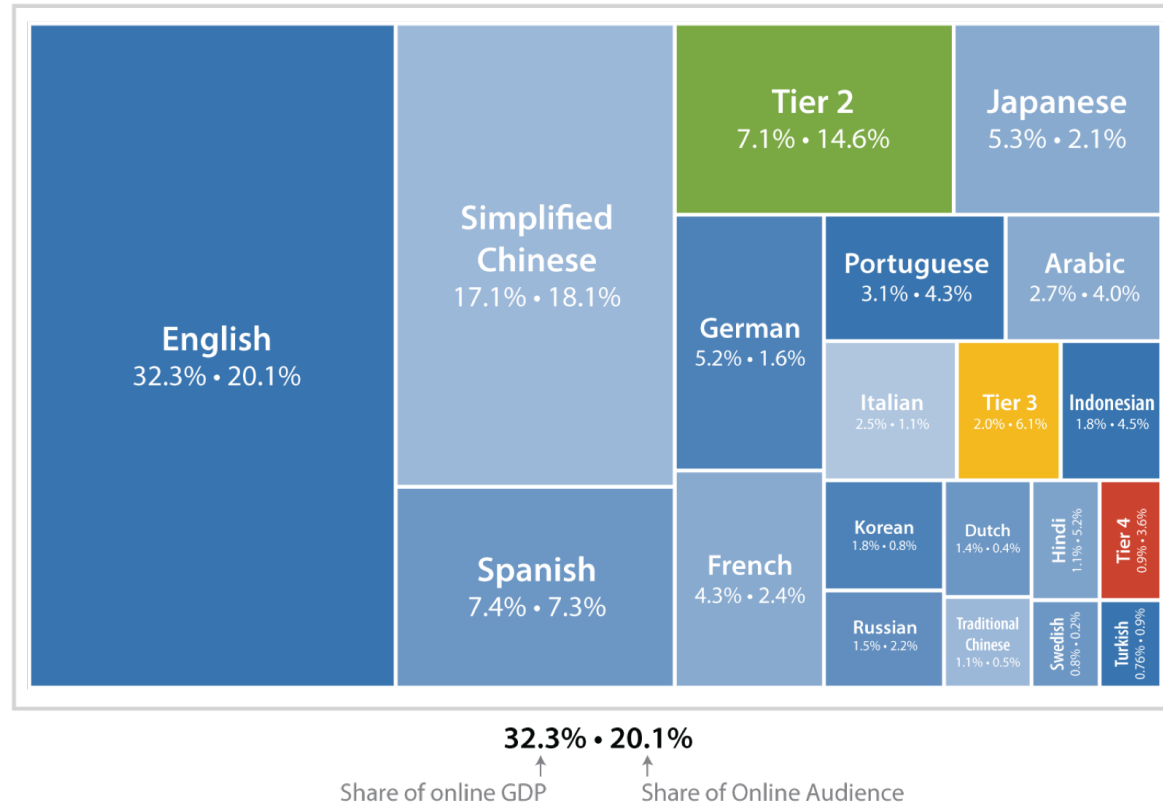
Sources: "Forecasting Global Language Priorities: 2022 and 2027,"
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Research referenced in this presentation

- "The Calculus of Global Content"

- "MT's Journey to the Enterprise"

- "The Language Services Market: 2017"

- "The Winds of Content Are Changing"

- "How AI Will Augment Human Translation"

- "The ROI of Customer Engagement"

- "Neural MT: Sorting Fact from Fiction"

- "TechStack: Machine Translation"

- "Fast-Growing LSPs turn to Machine Translation"

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Thank you.

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