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AI Machine Translation of Subtitling for Live News and Sports

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Syncwords.com

For real-time subtitles: https://recapd.com/w-ELlGvf

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Use Case Challenges for Live Event Translation

- Constant 24/7 live feeds translated in real-time
- Sourcing Multilingual Human Captioners
- Scheduling Workforce
- Scaling live human captioners on-demand
- Expense could be a non-starter and varies
- Requirements for delivery to simultaneous multiple languages
- Quality and Accuracy of real-time translation
- Latency of the translated captions

Solving the Challenges with Automation

Connecting the existing live broadcast workflow to Machine Translation.

This includes development of the following:

- A mechanism for receiving input from captioning software
- Real-time text formatting and machine-translation
- Delivery to broadcast TV hardware
- Live OTT delivery of translated subtitles to streaming player platform

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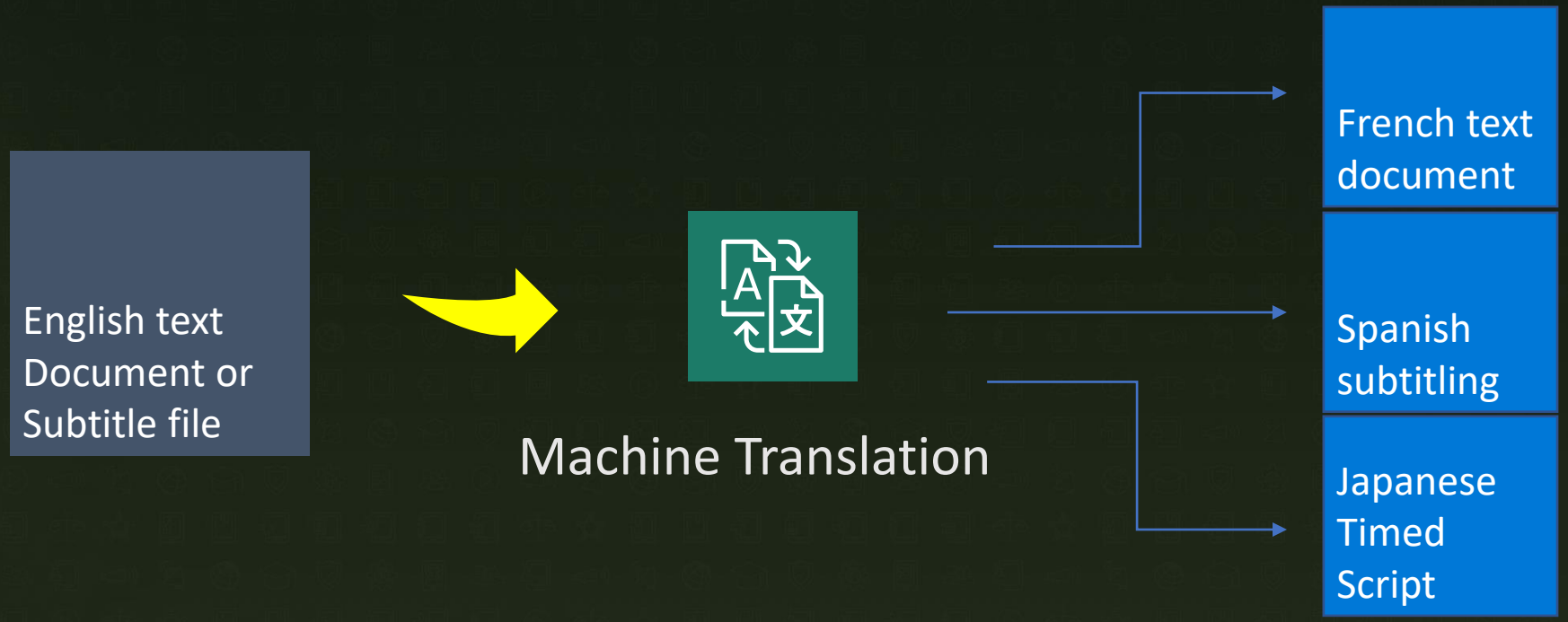
Typical Machine Translation in Offline



Most workflows use case for machine translation for existing archived documents

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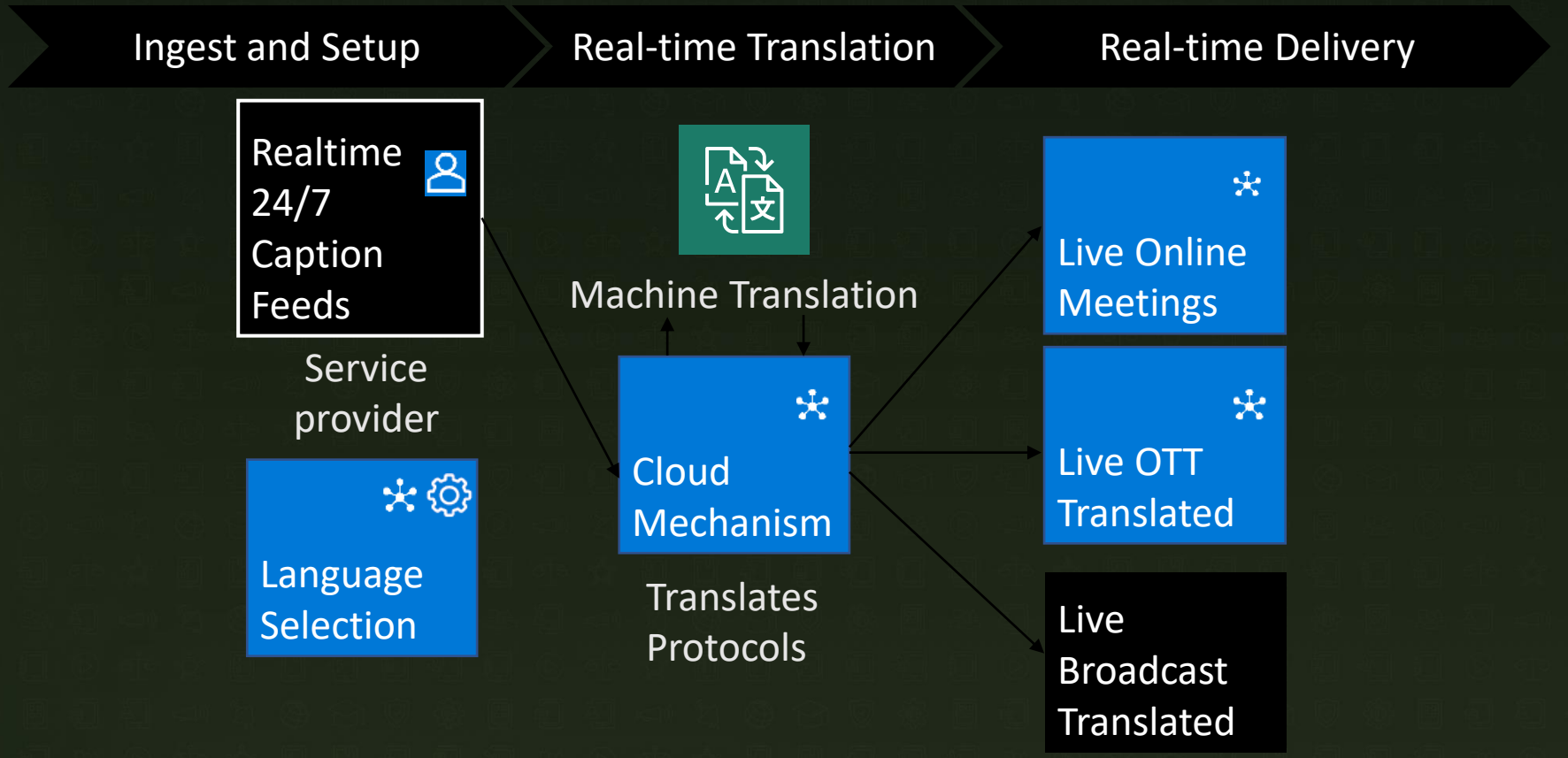
Leveraging Machine Translation for 24/7 Real-Time Workflows



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Outcomes and Benefits

Syncwords Live Machine Translation Delivers:

- ✓ ROI from Existing Production-Ready Live Workflows
- ✓ Multiply Subscription Viewership
- ✓ Reach new Demographics and global markets
- ✓ Expand Accessibility to 100+ Languages

Note: Closed Captioning is required by law in the U.S.A, Canada, and Mexico

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Live Translation for Live OTT

Example of Actual Live Stream in 7 languages

https://www3.nhk.or.jp/nhkworld/en/live/

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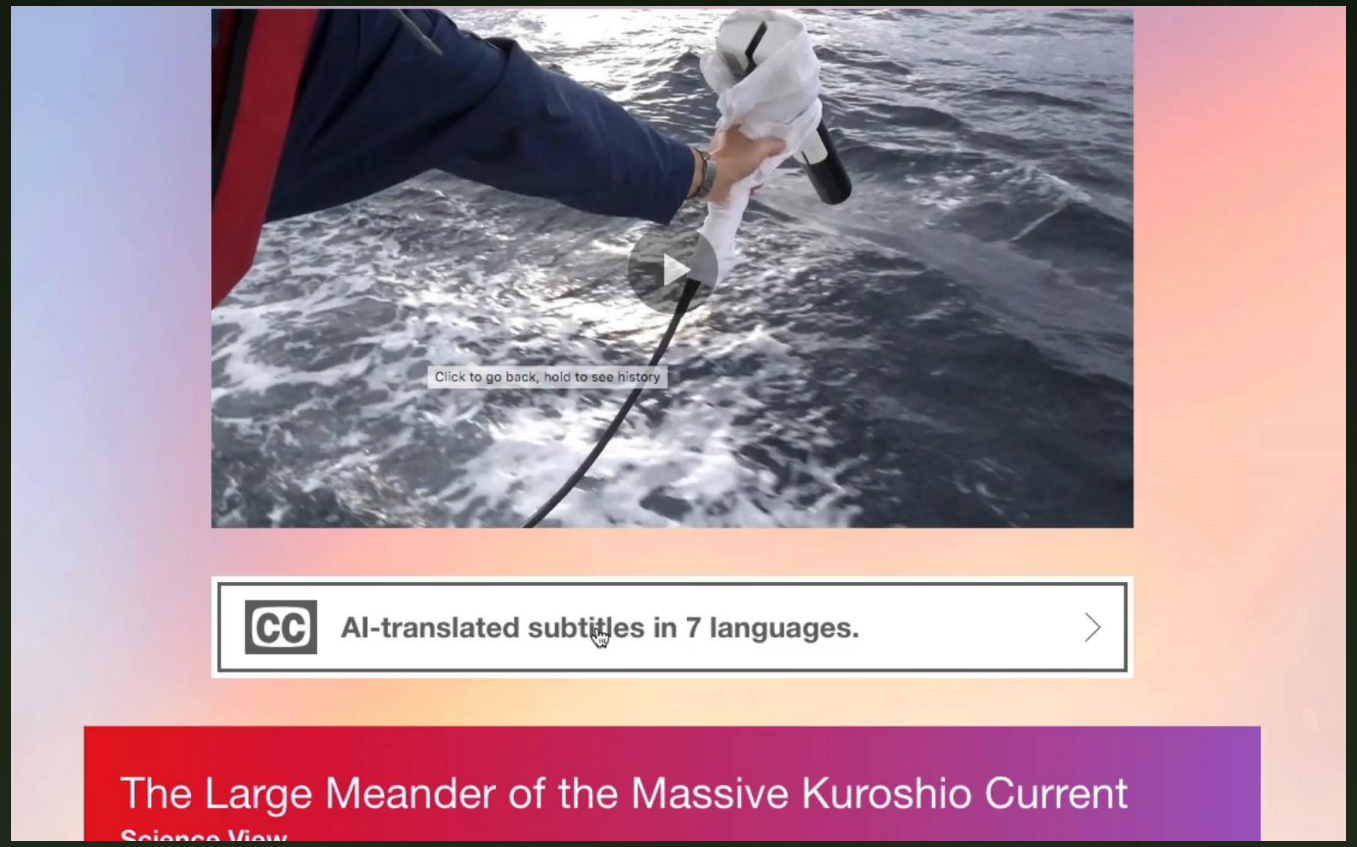
Live Translation for Live OTT



https://www3.nhk.or.jp/nhkworld/en/live/

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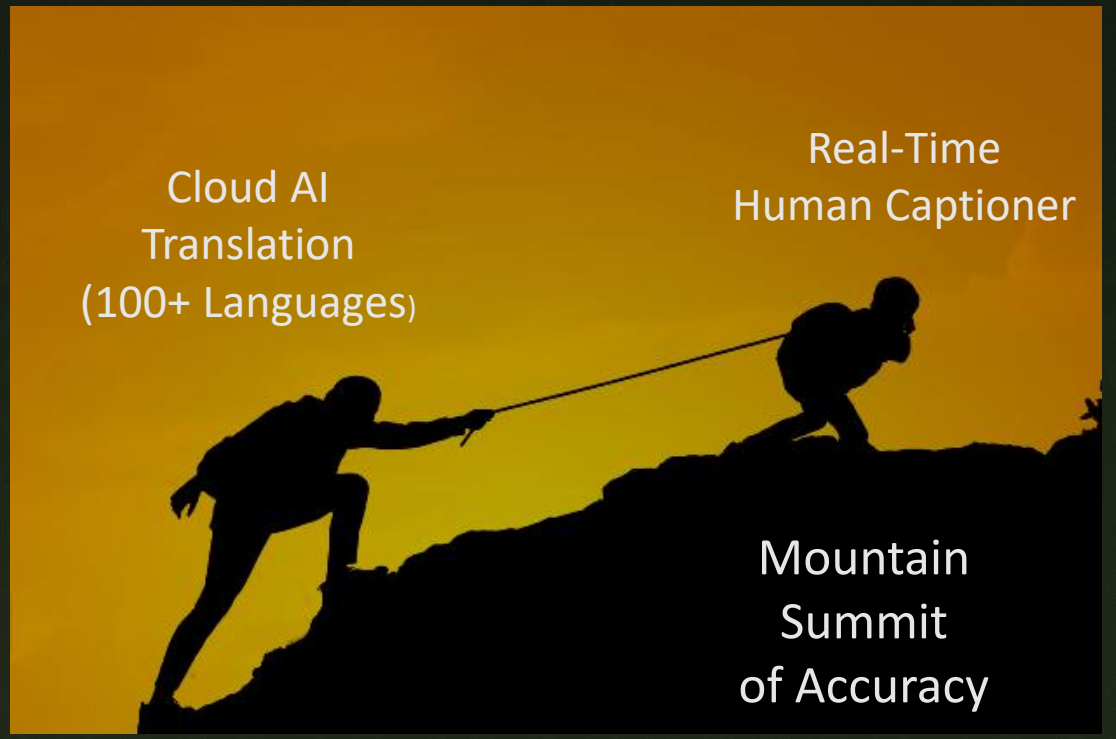
Outcomes and Benefits

Hybrid Human-AI Approach:

- UX is our focus
- Input language must be accurately captioned by a human
- Grammar and punctuation is leveraged to boost accuracy
- This is ready for Primetime



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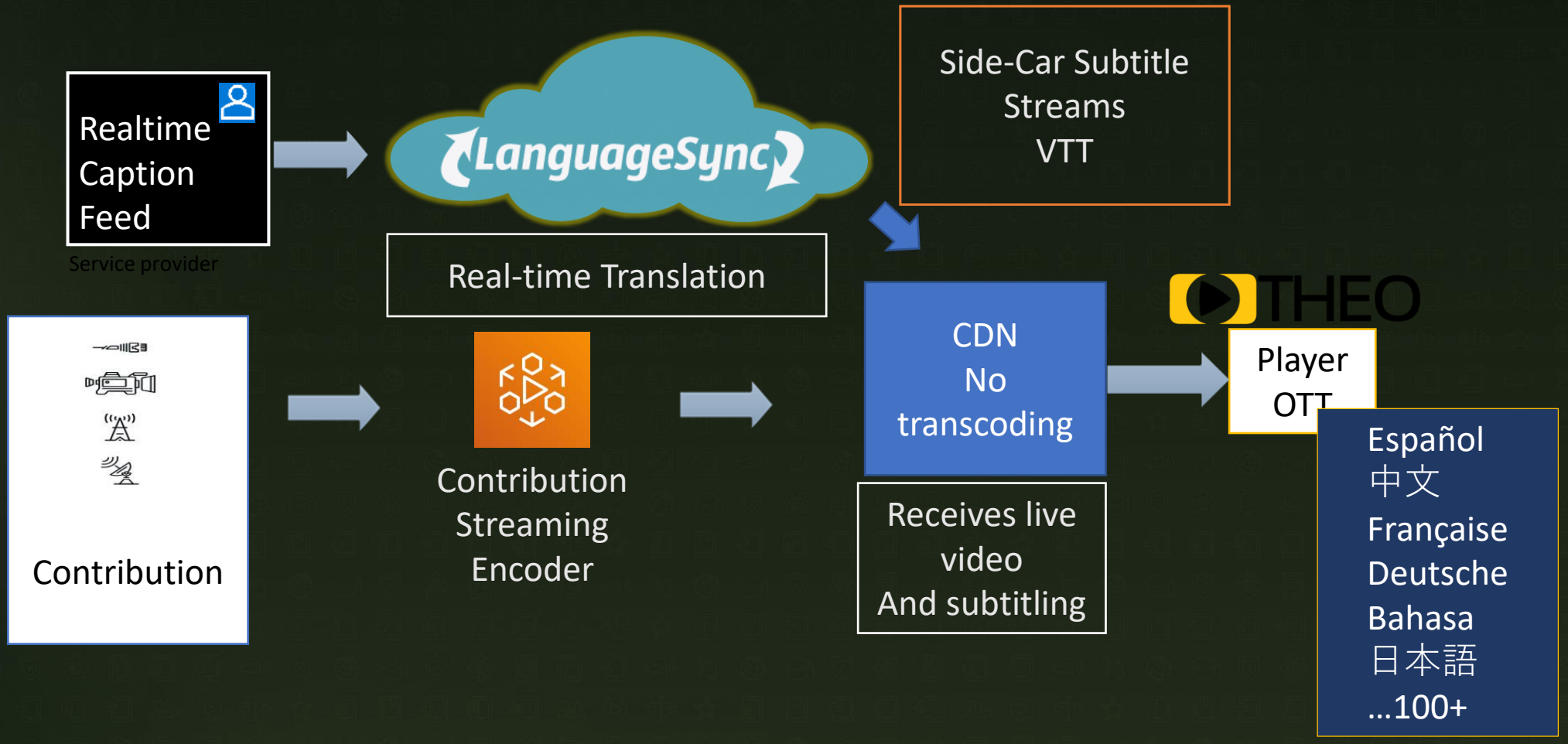
Workflow for Live OTT Streaming



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Leveraging Machine Translation for Live Subtitling Workflows

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