

09:00 – 11:00

Room Saphir

OPENING PLENARY SESSION

Chairperson: **Yota Georgakopoulou**, AV Localization Expert, Greece

Keynote: David Padmore, TVT, UK

How to Survive the Fourth Industrial Revolution

Plenary Talk: Allison Smith, Netflix, USA

Content Localization at Netflix

11:00 – 11:30

Coffee Break

11:30 – 13:30

Room Saphir I

Room Saphir II

Room Turmalin

Room Jade

Panel Discussion: Content Creators & Distributors

Audio Description 2

Looking at Images

Reception - Audiences

Chairperson:
Jorge Diaz-Cintas
University College London, UK

Chairperson:
Chris Taylor
University of Trieste, Italy

Chairperson:
Isabelle Robert
University of Antwerp, Belgium

Chairperson:
Pablo Romero-Fresco
Universidade de Vigo, Spain &
University of Roehampton, UK

Saverio Perrino, BBC, UK
Truly Global Drama: Delivering BBC Content in 22 Languages

Anna Matamala, Universitat Autònoma de Barcelona, Spain
More than Words: Voice in Audio Description

Sabine Braun & Kim Starr, University of Surrey, UK
From 'Slicing Bananas' to 'Pluto the Dog': Human and Automatic Approaches to Visual Storytelling

David Orrego-Carmona, Aston University, UK
What are We Talking about When We Talk about "Audiences"?

Tom Donoghue, Mediagenix, Belgium & **Jan-Hendrik Hein**, A+E Networks, UK
Managing the Localisation Supply Chain by Exception: A Case Study

Hanne Roofthoof & Nina Revijs, University of Antwerp, Belgium
The Functions of Audio Introductions for Contemporary Theatre and Opera

Jan-Louis Kruger, Macquarie University, Australia
Measuring the Impact of Multimodal Redundancy on the Processing of AVT

Agnieszka Szarkowska, University College London, UK / University of Warsaw, Poland
Forget the Six Second Rule - Viewers Can Now Keep up With Much Faster Subtitles

Wido Wolter, Google, Germany
Enhanced Platform Capabilities to Scale Advanced Content Features

Bernd Benecke, Bayerischer Rundfunk, Germany
Shades of Live-AD: The Good, the Bad and the Ugly in Describing Bavarian Carnival

Lucia Specia, University of Sheffield, UK
Multimodal Machine Translation

Olivia Gerber-Morón, Universitat Autònoma de Barcelona, Spain
To Break or Not to Break Up with Syntax: An Eye Tracking Study on Subtitle Segmentation

Joel Snyder, Audio Description Associates, LLC / Audio Description Project-American Council of the Blind, USA
No Problem: We'll Do It LIVE! - Here Comes the Sun and There Goes the President

Anke Tardel, Johannes Gutenberg-Universität Mainz, Germany
Cognitive Load in Multimodal and Multilingual Text Processing

Gonzalo Iturregui-Gallardo, Universitat Autònoma de Barcelona, Spain
Audio Subtitling: Measuring Emotional Arousal in Users Through Psychophysiological Measures

13:30 – 15:00

Lunch Break

Thursday, October 4, 2018

15:00 – 16:30

Room Saphir I

Panel Discussion: MESA Europe

Chairperson:
David Millar
MESA Europe, UK

Meeting the Future Localisation Needs of the Entertainment Industry

Catherine Retat, The Walt
Disney Company EMEA, UK

Jan-Hendrik Hein,
A+E Networks, UK

Björn Lifvergren, BTI Studios, UK

Nicky McBride, SDI Media, UK

Alberto de la Puente Nieto,
NBC Universal, UK

Room Saphir II

Audio Description 2

Chairperson:
Bernd Benecke
Bayerischer Rundfunk, Germany

Sarah McDonagh, Queen's
University Belfast, UK

*Describing the Maze/Long Kesh:
The Role of Voice and Word
Choice in Audio Description*

Shak Yousaf, SDI Media, UK
*Creating Audio Description in
Multiple Languages*

Heike Elisabeth Jüngst, FHWS,
Germany

*Audio Description:
AD Slam – An Opportunity for
Meeting and Learning*

Room Turmalin

Quality Metrics and Standards

Chairperson:
Diana Sanchez
Red Bee Media, Spain

Jan Pedersen, Stockholm
University, Sweden

*How FAR Does Subtitling
Quality Go? The FAR Model of
Interlingual Subtitling Quality
Assessment*

Alexandra Hecker, University of
Hildesheim, Germany

*Can We Talk? Translation Evalua-
tion in Interlingual Subtitling*

Irene Artegiani, University of
Roehampton, UK

*Subtitling Quality: Towards a
Universal Evaluation Model?*

Room Jade

Language Variation

Chairperson:
Zoë Pettit
University of Greenwich, UK

Eva Duran Eppler, University
of Roehampton, UK & **Lucia
Briechle**, SDL plc, Germany

*The Effect of Swearwords
in Subtitled and Dubbed Films*

Stavroula Sokoli, Hellenic Open
University, Greece

*Translating Multilingualism in
Films and Series:
Trends and Practices*

Mara Campbell, True Subtitles,
Argentina

*How to Translate into
20 Languages in One Go:
Neutral Spanish to the Rescue!*

16:30 – 17:00

Coffee Break

17:00 – 18:30

Room Saphir I

Workflows and Tools

Chairperson:
Serenella Massidda
University of Roehampton, UK

Robin Ribback, SwissTXT,
Switzerland
*Remote Live Puppeteering to
Provide Live Signing*

Alex Yoffe, OOONA, Israel
*Cloud-titling: Subtitling
and the Cloud*

Gabriele Koch, STAR Group,
Switzerland
*Consistent Subtitle Translations
With Special Emphasis on
Terminology*

Room Saphir II

Inclusive Design

Chairperson:
Nina Reviere
University of Antwerp, Belgium

Pablo Romero-Fresco,
Universidade de Vigo, Spain
*Articulating a Model for
Accessible Filmmaking*

Joshua Branson,
Universidade de Vigo, Spain
*Creative Collaboration:
Integrated (Sub)titles in the
Context of Accessible Filmmaking*

Emmanouela Patiniotaki,
University College London, UK
*Proposing a Framework for
INCLUsive Universal DEsign for
Accessible Online Content
(INCLUDE)*

Room Turmalin

Learning Café: Subtitling – Further Down the Road

Lindsay Bywood, University of
Westminster, UK & **Kristijan
Nikolic**, University of Zagreb,
Croatia

*Developments such as the rise of
streaming services, the prolifera-
tion of audiovisually enabled de-
vices, machine translation in its
various forms, globalisation and
crowdsourcing, have contributed,
amongst many other factors, to
the state of flux in the subtitling
industry. Building on the work
done during the successful session
at Languages & The Media 2016,
the Learning Café will introduce
further topics for debate in an
attempt to test the temperature
of the industry and allow all
stakeholders in the arena a voice
in the on-going debate.*

Room Jade

Dubbing 1

Chairperson:
Elena Di Giovanni
University of Macerata & ESIST,
Italy

Rachele Antonini, University of
Bologna, Italy
*'One of Our Bunch': The Winx
Club Dub*

Anthony Esteban, University of
Nottingham, UK
*The Influence of Dubbing on
Character Perception: What Now,
and What Next?*

Giulia Magazzù, University of
Chieti-Pescara, Italy
*Stereotyped Dialects in Animated
Children's Films: The Case of the
Italian Dubbing of Zootropolis*

18:30

Participants' Reception

Friday, October 5, 2018

9:30 – 11:30

Room Saphir I

Platforms

Chairperson:
Emmanouela Patiniotaki
Imperial College London, UK

Serenella Massidda, University of Roehampton, UK
Localisation Workflows in the IoT Era: The Future of Subtitling Is in the Cloud

Tanbir Johal, Dotsub, USA
Video Translation Management for LSPs and End Users: New Cloud-based Workflows

Vladimir Stanic, SubtitleNEXT, Bulgaria
Hybrid Dual Layered Approach to Captioning Brings Greater Flexibility and Speed for Users

Room Saphir II

Panel Discussion: Training Accessibility Professionals

Chairperson:
Aline Remael
University of Antwerp, Belgium

Chris Taylor, University of Trieste, Italy

Sharon Black, University of East Anglia, UK

Isabelle Robert, University of Antwerp, Belgium

Room Turmalin

Immersive Environments

Chairperson:
Agnieszka Szarkowska
University College London, UK / University of Warsaw, Poland

Alexey Kozulyaev, RuFilms School of Audiovisual Translation, Russia
Principles of Accessibility as the Key to the Translation of AV and VR Productions

Peter tho Pesch, Institut für Rundfunktechnik, Germany
Subtitles for 360° Media

Belén Agulló, Universitat Autònoma de Barcelona, Spain
SDH in Immersive Environments: Can Subtitles be Immersive at All?

Room Jade

Dubbing 2

Chairperson:
David Orrego-Carmona
Aston University, UK

Carla Mereu-Keating, University of Bristol, UK
The Fandubbing Phenomenon: An International Perspective

Rocío Baños Piñero, University College London, UK
Fundubbing Across Time and Space: From Long-Standing Traditions to Participatory Culture

11:00 – 11:30

Coffee Break

11:30 – 13:00

Room Saphir I

Panel Discussion: Language Service Providers

Chairperson:
Yota Georgakopoulou
AV Localization Expert, Greece

Mazin Al-Jumaili, ZOO Digital, UK
Dubbing Done Differently: Creating Worldwide Online Dubbing Studio Networks

James Puttock, IYUNO Media Group, UK
Fast Track TV Subtitling: Past, Present and Future

Shana Priesz, Pixelogic Media, USA
The Challenges of Localization and the Future Ahead

Per Naucclér, Nordisk Undertext AB, Sweden
LAAS: Localization As A Service

Sharyn Hopkins, Deluxe Media, UK
Localisation in the Content Supply Chain: An Integrated Approach

[...]

Room Saphir II

Live Subtitling

Chairperson:
Eleva Davitti
University of Surrey, UK

Zoe Moores, University of Roehampton, UK
From Television to Live Events – Guidelines for Increasing Accessibility Through Respeaking

Hayley Dawson, University of Roehampton, UK
Identifying the Task-Specific Skills Required for Interlingual Respeaking: An Empirical Approach

Room Turmalin

Working Practices

Chairperson:
Kristijan Nikolić
University of Zagreb, Croatia

Henrik Walter-Johnsen, Norwegian Audiovisual Translators' Association (NAVIO), Norway
The Norwegian Model - A New Standard for Audiovisual Translation

Wichaya Pidchamook, Dublin City University, Ireland
Is 'Good Enough' Really Good Enough? - Ethics and Working Conditions of Part-Time Freelance Subtitlers

Valeria Cervetti, Terzarima Traduzioni, Italy
Reshaping the TV Dubbing Scene: Non Lip Sync Adaptation and the Peculiar Italian Case

Room Jade

Speed Presentations

Chairperson:
Anna Matamala
Universitat Autònoma de Barcelona, Spain

Ismini Karantzi, Ionian University, Greece
Feel Free to Feel the AD

Irene Tor-Carroggio, Universitat Autònoma de Barcelona, Spain
State of the Art of Audio Description Standards in China

Kate Dangerfield, University of Roehampton, UK
The Accessible Filmmaking Project: Rendering the Foreign Visible Through Access

Daniel Segura Giménez, Universitat Autònoma de Barcelona, Spain
Accessibility Crowdsourced Services - Can an Amateur Crowd Help the Functionally Diverse?

[...]

Friday, October 5, 2018

[...]

Ron van Broekhoven, VSI
International, UK

*Traditions vs Homogenization:
How to Stay Relevant as a
Linguist in the Fast-changing
Subtitling Playing Field*

[...]

Miquel Pujol-Tubau, University
of Vic, Central University of
Catalonia (UVic-UCC), Spain
*Winter is Coming and it Speaks
Third Languages (L3)*

Anita Fidyka, Universitat
Autònoma de Barcelona, Spain
*Audio Description in 360° Videos:
The Question of Storytelling*

Pawel Aleksandrowicz,
Maria Curie-Sklodowska
University, Poland
*Subtitling Music in SDH -
A Reception Study*

Mónica Souto, Universidad
Carlos III de Madrid, Spain
*Subtitling Progression in Spain
Television (2012-2017)*

13:00 – 14:30

Lunch Break

14:30 – 16:00

Room Saphir I

Room Saphir II

Room Turmalin

Room Jade

Automation

**Panel Discussion: Quality in
Media Accessibility - Current
Issues and Future Challenges**

AVT Training Practices

Global-Local

Chairperson:
Lucia Specia
University of Sheffield, UK

Chairpersons:
Gian Maria Greco & Pilar Orero,
Universitat Autònoma de
Barcelona, Spain

Chairperson:
Gert Vercauteren, University of
Antwerp, Belgium

Chairperson:
Jan-Louis Kruger
Macquarie University, Australia

Aljoscha Burchardt, DFKI,
Germany & **Philip Klenk**,
Südwestrundfunk, Germany
*Machine Learning & Artificial
Intelligence - What Is It and What
Can We Expect?*

Sabine Braun, University of
Surrey, UK

Sonali Rai, Royal National
Institute for Blind People, UK

Gion Linder, SWISS TXT,
Switzerland

Robin Ribback, SWISS TXT,
Switzerland

Volker Denkel, ZDF Digital,
Germany
*CompAsS: Computer-Assisted
Subtitling*

Volker Steinbiss, AppTek,
Germany
*Integrated Workflows for
Automatic Processing of Speech
and Language*

Katerina Gouleti, Aristotle Uni-
versity of Thessaloniki, Greece
*Redesigning an Audiovisual
Translation University Course
in the Whirlwind of the New
Marketplace Standards*

Xiaochun Zhang, University of
Bristol, UK
*Game Localisation Training in
Higher Education Institutions:
A Reflection on Curriculum De-
sign and Teaching Methods*

Zoë Pettit, University of
Greenwich, UK
*'Carmen' in South Africa: Enabling
Audiences to Experience a New
Adaptation Through Subtitling*

Jing Han, SBS TV Australia,
Australia
*Accessibility and Inclusiveness -
Subtitling The Handmaid's Tale
into Chinese in Australia*

Jooyin Saejang, University
College London, UK
*Dubbing and Subtitling Thai
Soap Operas Featuring Ladyboy
Characters into Chinese*

16:00 – 16:30

Coffee Break

16:30 – 17:30 Room Saphir

Closing Panel: Final Questions & Answers

Chairperson: **Jorge Díaz-Cintas**, University College London, UK

17:30 – 18:00 Room Saphir

Jan Ivarsson Award presented by ESIST