

**EBU**

OPERATING EUROVISION AND EURORADIO

# **EUROVOX PROJECT**

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# INCREASING DEMAND FOR RESOURCES

- Broadcasters are asked to do **more with less**: accessibility requirements, reaching new markets;
- How do non-native speakers access Public Service Content more easily?
- PSM must compete on **speed** and **coverage** with other news sources while still maintaining **quality** and **trust**;
- GAFAM investing **billions** of dollars into AI/ML technologies and looking to become content producers themselves;
- Excellence throughout the EBU membership, but a need to **collaborate together** to really succeed.



**“A PSM ECOSYSTEM FOR TRANSCRIPTION  
AND TRANSLATION, ALLOWING CITIZENS  
EASY ACCESS TO CONTENT IN THEIR  
NATIVE LANGUAGE.”**

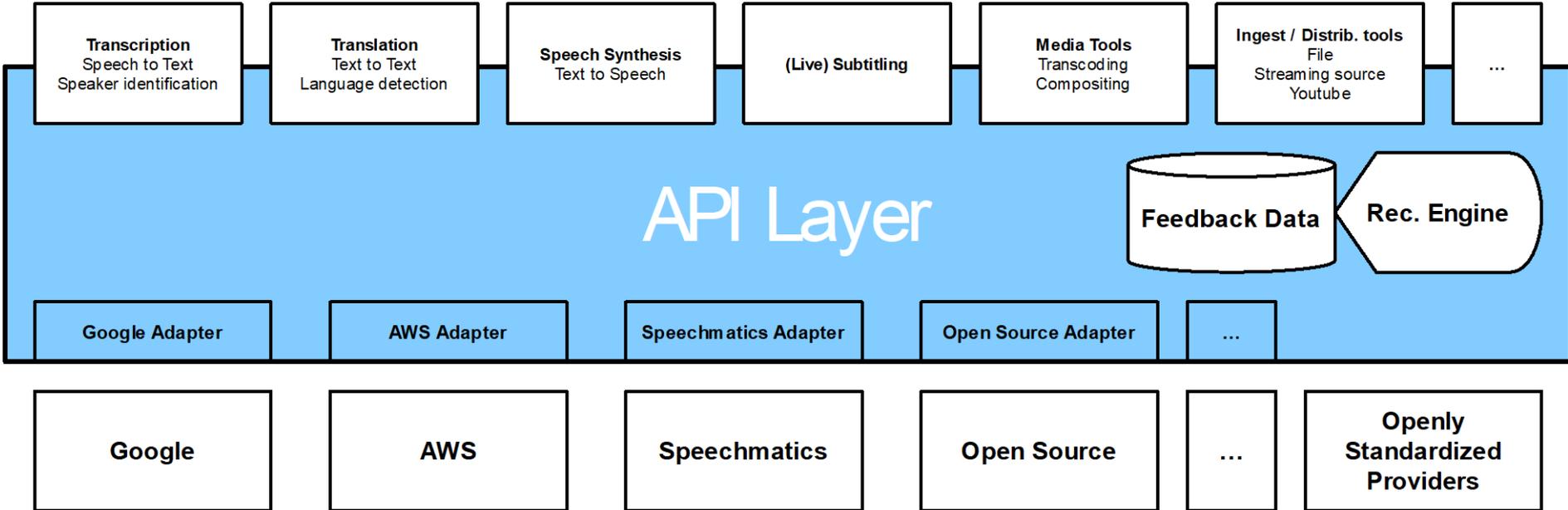


# HIGH LEVEL VISION

- Euro VOX** **Single Open API** to a range of commercial and non-commercial language tool vendors: increase portability and stimulate competition;
- Euro VOX** **Easy Integration** with existing broadcaster systems to ingest their audiovisual content;
- Euro VOX** **Speech-to-Text** (STT/ASR) services: enabling broadcasters to build transcripts;
- Euro VOX** **Translation** (TTT) services: enabling broadcasters to transform content from one language to another;
- Euro VOX** **Text-to-Speech** (TTS) services: enabling broadcasters to revoice content or provide audio descriptions;
- Euro VOX** **Accessibility** services: Generation and translation of accessibility services such as subtitles, giving audiences access to content across a range of abilities.



# PLATFORM OVERVIEW





# UNIQUE SELLING POINTS (USPs)

- > Acts as a **unified layer** over existing vendors (Google, Amazon, Microsoft, etc.). Implement one interface and use multiple vendors, reducing time and cost;
- > Ability to **recommend** and select the “best” translation engine, by dynamic benchmarking of accuracy, improving quality;
- > **Pooling feedback** from EBU members can help drive better benchmarking, transcription, translation, improving quality;
- > **Open interfaces** enabling smaller vendors, engine providers, innovators to plug their services into the ecosystem, without any commercial bias, stimulating a more open market for technology.

## ACCESSIBILITY

Meeting and exceeding legislative requirements

## FLEXIBILITY

Make use of multiple vendors, large and small

## EFFICIENCY

Easily integrate once into production workflows and tools



# MAKING IT CONCRETE

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# ”EL TRADUCTOR”

- Simple demonstrator of a **single** tool easily built on the EuroVOX ecosystem;
- An **assistive** tool for producers wishing to quickly produce **transvoiced** video content;
- **Transcribes** speech, **Translates** from the original to a target language, **Generates** a new video with spoken audio in the target language;
- Allows editors to **correct** and **amend** the transcribed and translated content;
- Provides simple access to **both** Amazon and Google engines – will be adding more;
- Download, publish, upload to social media; Download subtitles and transcript.



Eurovox allows public service media content enjoyed by anyone,



# NEXT STEPS

- Continue working on El Traductor: recently added Russian, Chinese, Hindi, Portuguese;
- Integrate other vendors and engines; Look at on-premise translation services;
- Running trials in member newsrooms: gather feedback and data;
- Continue to gather member resources for the development team;
- Potential for integrating and collaborating with other member projects (e.g PEACH recommendations).