



Multilingual 3.0

Predictions for the language industry in 2025

Part 6: Four predictions for the future of multilingual audiovisual content, by Aimee Gallagher

White Paper

It's sometimes easy to forget how much localized audiovisual (AV) content we're already consuming. Take the following agenda for a night's entertainment as just a small reminder.

Before leaving work, you check how to make your favourite YouTube chef's signature dish. You're at the supermarket and you ask Siri how many grams of pasta you'll need to cook for your five guests tonight. You get in the car and ask the satnav to tell you how to beat the traffic on the way home.

While you're cooking up a feast, you liaise with Alexa to curate a suitable playlist for the evening ahead (no tunes from that workout list please!). And finally, when the dishwasher is loaded, you switch on Netflix to enjoy your favourite foreign-language series – dubbed or subtitled expertly into your own native tongue.

As the volume of AV content we consume on a daily basis increases, so does the number of languages it needs to be localized for. But what does that mean for the future of multilingual AV content?

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Alpha's marketing specialist Aimee Gallagher shares her predictions for the future of localisation in multilingual AV.

- **Prediction #1:** AI and machine translation will help to meet the huge growing demand for localized AV content.
- **Prediction #2:** High-quality language experts will still be essential to deliver expertly localized multilingual AV content.
- **Prediction #3:** The diversification of accents in multilingual audio content will become increasingly important.
- **Prediction #4:** Crowd-sourced translation of multilingual AV content will increase.

Prediction #1: AI and machine translation will help to meet the huge growing demand for localized AV content.

Clearly, much of the developed world already live in a hyper-connected world of IoT devices, search engines and AV content which is increasingly personalised according to our preferences, habits, locations and everyday experiences.

And the result is that the demand for localized AV content is expanding exponentially in response to the rapidly rising demand for smart devices, live translated content and high-quality streamed content.

Of course, AI-powered machine translation and speech recognition platforms are already powering the live subtitles we see on user-generated streaming channels such as YouTube or on rolling news coverage. Expect this to increase in levels of speed, accuracy and the range of languages covered, making more content more accessible to more people at a greater level of quality.

Prediction #2: High-quality language experts will still be essential to deliver expertly localized multilingual AV content.

We might forgive Alexa if it occasionally misinterprets our musical tastes or if the subtitles for your favourite sports commentators are a little clunky from time to time. Live interpretation and/or translation on-the-fly is almost impossible to get 100% right all the time.

But when we come to the brands and content we value most, we want our linguistic experience to match our expectations of quality associated with them.

As we've discussed across this series of predictions, machine translation is not yet fully equipped to produce consistently high standards for translating many of the more subtle linguistic features particularly in more creative texts, such as idiomatic language, wordplay, cultural references and humour.

So, even while machine translation can deliver increasingly accurate translations in a wider variety of languages than ever before, brands and producers of creative content will still rely on language experts to deliver the highest quality of AV experience for local audiences.

Prediction #3: The diversification of accents in multilingual audio content will become increasingly important.

As both the volume and variety of localized audio continues to increase, we are going to see an increase in the demand for a variety of accents and dialects used to create or recreate content for local audiences.

This continues a trend in which standardized pronunciation – the Queen's English, as they call it in the UK – is no longer the “go-to” accent for voiced audio content. So, for UK audiences for example, we will continue to see an increasing diversity of voice talent with accents from right across the nation which helps to reflect values of diversity and authenticity in branded content

In many other markets, expect to see this trend for a more diverse use of accents and dialects continue in multilingual AV content.

Prediction #4: Crowd-sourced translation of multilingual AV content will increase.

From streaming platforms to the ever-expanding proliferation of user-generated channels, we expect the exponential increase in AV content to continue. Of course, with this ever-expanding volume of content, not everything can be professionally localized – even with the aid of machine translation and automated processes.

That's why, in the games sector for example, we've already witnessed a steady rise in the number of titles which are unofficially translated by fans for users, often in more minority languages. This is a trend we can expect to see more of across all types of multilingual AV content.

And, as in any kind of creative endeavour, when the demands of meeting commercial expectations are removed, new innovations often arise.

Of course, we don't know what these are yet, but where language, technology and creativity combine, it's always interesting to see what happens next.

Biography

Aimee Gallagher, Marketing Specialist



Aimee began at Alpha CRC in October 2020 as an LQA tester for Games, and now works full-time as a marketing and language specialist. Having trained in translation and interpreting, she has a great passion for the industry, and thrives working in a culturally diverse environment. Previous to working in localization, Aimee worked on cruise ships where she was able to travel and build close friendships with people from all over the globe.

Following the difficult period of the pandemic, Aimee says she “simply cannot wait until travel restrictions ease completely and I’m able to connect – not just through Skype – with old friends once again, and soak in a variety of rich culture and language that I’ve been craving in the past year”.

The future is *Multilingual 3.0*

Multilingual 3.0 is a series of articles in which Alpha’s team of in-house experts explore how digital transformation and globalisation continue to shape the language industry.

- Part 1 on the future of machine translation is available [here](#).
- Part 2 on the future of human translation is available [here](#).
- Part 3 on the future of eCommerce localization is available [here](#).
- Part 4 on the future of creative content and copywriting is available [here](#).
- Part 5 on the future of enterprise localization is available [here](#).

Look out for more predictions in the coming weeks and the forthcoming eBook *Multilingual 3.0* in which we’ll bring together full versions of all our experts’ forecasts for the future.

As ever, if you have any thoughts on the above or predictions of your own, please drop us a line at alphamarketing@alphacrc.com.

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