

# Languages & The Media

7<sup>th</sup> International Conference & Exhibition on Language Transfer in Audiovisual Media

October 29 – 31, 2008 • Hotel InterContinental Berlin

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## Languages and The Media: Challenges and Opportunities for Global Media Businesses

Berlin. The 7<sup>th</sup> International Languages and The Media conference and exhibition, takes place from 29<sup>th</sup> to 31<sup>st</sup> October at Berlin's Hotel InterContinental. Participants will discuss changes, innovations and latest developments in the global media business with a focus on language transfer in the audiovisual media.

The current theme of this year's conference - **Global Business - Local Access Good-bye Quality?** addresses vital topics such as national and international language policies in the media, multilingual access to global media as well as the distribution and quality of content. Contrasts between worldwide and local distribution, between language requirements and different audiovisual translation modalities are challenging and will be part of lively debates at Languages and The Media. Subtitling as well as audio description to enable medial access to a deaf and hard-of-hearing as well as a blind and partially sighted audience is one element of audiovisual translation modalities, which will be part of the conference.

High on the agenda are also topics such as audiovisual localisation, access to the media for specific audiences, new technologies and tools, as well as multiple use of assets.

The event's target audience includes decision-makers on language from the media, distributors of audiovisual media products and services, producers of media programmes, film festival organizers, website developers and translators, subtitling and dubbing companies, language industry specialists, researchers in media studies as well as representatives of consumer organisations. Bringing together a highly international audience, the conference will be accompanied by an exhibition where vendors and manufacturers of language technology products and providers of language services will be represented.

Further information about Languages and The Media is available online at [www.languages-media.com](http://www.languages-media.com).

### **LANGUAGES & THE MEDIA**

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October 29 – 31, 2008, Hotel InterContinental Berlin*

*Participation fees: prior to July 1st: € 350, after July 1st: € 400, supporting organisations: € 310, students: € 190*

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