

Dear colleagues!

On **September 9, 2019** the long-awaited non-commercial Eurasian Subtitlers' League officially started its work after being registered by the Russian Ministry of Justice. This bit of news raised a lot of interest both in Russia and in Kazakhstan, Latvia, other regions of the former Soviet Union as well as among other European and American colleagues. Why? What was the purpose of its creation and why it is worth considering joining it or partnering with it?

The League unites all those who creates millions of subs in various languages (including HoH subs) for huge broadcast, VoD and social media audiences as well as for educational and corporate videos. Currently in most former CIS countries this activity is not recognized as a profession. It is somehow considered a hobby. This is a wrong assumption.

— The paramount goal of ESL is the official recognition of subtitling as a profession and the creation of subtitling standards and improving the working conditions of subtitlers. This goal is pivotal to the development of our cooperation with other associations, state bodies and international bodies as well as vendors of subtitling services.

— The League also places research activities in the field of subtitle translation high on its agenda as for quite a few translation practitioners in the market AV translation and translation of subtitles are still uncharted territories. This goal helps us to work in multiple joint scientific and educational projects with universities all over Russia and beyond its borders.

— The activities of the League are aimed at gaining international recognition for Russian subtitlers all over the world both for regular subtitling and for accessibility services. This goal is the foundation of our cooperation with foreign vendors of subtitling services, foreign associations and colleagues no matter what language they speak.

— The League strongly roots for the boost in the quality of subtitling services. This goal underpins the creation of the library of the League containing style guides, documents and research pieces on subtitling as well as the creation of the mentoring system enabling the on-the-job education of beginner subtitlers by their experienced colleagues. And the system of professional tests and exams.

Subtitling is a highly practical activity. Thus, the League sets itself practical goals. Information and teaching materials may be found on several social media resources. They usually aren't available at the Internet site of the league. These resources are: [Facebook](#), [VK](#), [Twitter](#), [LinkedIn](#). For membership terms and advantages, news and more – check our [website](#).

— *Elena Konotopova, President of ESL*

What is the Eurasian Subtitlers' League?

ESL (рус. Евразийская Лига Субтитровщиков, ЕЛС) is the Association of subtitles' translators and editors created to unite professionals of this translation area.

28.10.2019



Note: AVTReporter online digest has become a media project of the Eurasian Subtitlers' League. That will help it to expand its reach and become even more informative: News highlights, SVOD, OTT, VOD, VR. AR, TV, cable, cinema, audiovisual translation, subtitles, closed captioning, audiodescription and more.

- vk.com/avtreporter_news
- facebook.com/AVTrepoter/

29.10.2019



We are glad to introduce the new international partner of the Eurasian Subtitlers' 2019 League 2013 Gala Global Group from Kazakhstan. The cooperation agreement was signed by ESL President Elena Konotopova and the head of the Gala Global Gylshan Alieva. October 29, 2019 is the starting date for the formation of the new professional community in Kazakhstan.

30.10.2019



ESL represented by its President Elena Konotopova and the Association of Translation Teachers (ATT) represented by Maria Stepanova signed a cooperation agreement thus opening more ways to explore subtitling standards in Russia and teach it. ATT sets forth as its paramount goal the establishment of the professional community of translation teachers in Russia as well as the representation of their interest and protection of their rights.

31.10.2019



ESL expands its partnership ties. Its President Elena Konotopova has signed a cooperation agreement with Peter the Great Polytechnical University represented by the head of the Institute of Humanities Prof. Nadezhda Almazova. A lot of interesting projects are ahead!

31.10.2019



Literra Translation Company is another new ESL partner in the commercial domain.

Literra provides comprehensive translation solutions to the leading Russian companies since

2006 and is among Top 20 of the largest Eastern European LSPs. Literra is a member of the European Language Industry Association (ELIA) and the Union of Translators of Russia. The company 2019s managing director is the head of the FIT Standardization Committee.

01.11.2019



We are happy to greet a new ESL partner – the St. Petersburg University of the Airspace Engineering!

Photo: the signing ceremony between the League president Elena Konotopova and the head of the FL Chair of the

Faculty of Humanities Marina Chikhanova.

02.11.2019



The week from October 28 to Nov 1 saw the unique joint project of ESL, the Association of Translation Teachers (ATT) and Literra/ProTranslation LSPs.

A member of the ESL Board Alexey Kozulyaev taught

AVT to university teachers aiming to extend the reach of the discipline in Russia. The course was topped by the first presentation in a cycle of open lectures named Translators Fridays at the Polytech. The first event was devoted to audiovisual translation. The topic of the lecture was "Translating films and VOD series: who does that and how?" The room was packed with more than 100 attendees.

12.11.2019

HEADS UP NOTICE

The meeting of Non-Profit Organization Association of Translation Teachers held as a part of Translation Forum Russia 2019 in August in Saint Petersburg saw the announcement of the following initiative:

The Association of Translation Teachers operating pursuant to the Articles of Association, hereinafter referred to as the "Association", represented by Natalia Viktorovna Nechaeva, its President, and the Association of translators and editors of subtitles "Eurasian subtitlers' league" operating pursuant to the Articles of Association, hereinafter referred to as the "League", represented by Elena Anatolievna Konotopova, its President, collectively referred to as the "Parties", have agreed as follows:

1. To start a joint project of developing standards in various fields (hereinafter referred to as the "Standard" Project") within the scope of the Parties' activities.
2. This project is in full compliance with the basic Agreement between the Parties and is aimed at helping the foreign colleagues working on the Russian media and educational market and our Russian colleagues, who start building up their experience in these fields.
3. The project is to start in November 2019 and is to be completed in February/March 2020.
4. General management of the project (the "Standard" Project) is to be done by:

— On behalf of the Association of Translation Teachers, the project is run by Maria Mikhailovna Stepanova, Chairman of the Board (info.translationteachers@gmail.com).

— On behalf of the Association of translators and editors of subtitles “Eurasian subtitlers’ league”, the project is run by Elena Anatolievna Konotopova (easubtitlersleague@gmail.com).

5. The standards only serve as guidelines and are developed based on the aggregate experience of most outstanding professionals in their fields with the involvement of colleagues from other organizations, including foreign professionals and organizations.

6. Upon completion of the project, all the materials will be available in virtual libraries of the Association and the League on their websites and will be printed in limited editions.

7. The project operating procedure shall be the as follows: commissions are organized to work with each of the agenda issues identified and approved by the Parties. Commissions are headed by members of the Association or the League. Heads of commissions select, on their own, professionals and independent experts for their groups, form focus groups and initiate research. Commissions identify the means of communication convenient for them (in writing via chats and messengers or via online meetings). Once a month, heads of projects are to be informed of the work results, the help and support needed. Rotation of group/commission members is to be announced in due time.

8. The project promotion is to be ensured by both Parties that have to agree on the content of the published materials.

We invite the members of both Associations to take part in research, focus groups and commission work. At the moment, the following agenda has been identified (commissions are being organized, independent experts in the stated fields are being engaged):

— Standards for training of professionals in AV translation, subtitling and teaching in these fields at higher educational institutions.

— Audio description.

— Subtitling standards for foreign vendors wishing to promote audiovisual content in Russia.

— Surtitles.

— Translation for voiceover and dubbing.

— Potential for use of subtitles in AR/VR.

Lists of commission members are to be published separately as soon as commissions are organized. Please watch for more news!

The provisions of this Agreement are observed without any mutual financial liabilities and liabilities in terms of property. We also encourage the partner companies to

contribute, where possible, to funding and organization (possibly, provide expert assistance) of the PROJECT "STANDARD".

For any enquiries and proposals, please contact the authorized persons of the Associations (contact details are provided on the websites and above) or the authorized professionals heading the commissions, their contact details will be published later. Please be quick, the commissions are organized fast, some of them have already started working.

easubtitlersleague.com
translation-teachers.ru

06.12.19



Within the 10th anniversary meeting of the Moscow Translators' Club, a cooperation agreement was signed between The Association of translators and editors of subtitles "Eurasian subtitlers' league" and the translation company "B2B-Translation". The document involves various forms of information exchange, joint

marketing, exchange of experience and organization of all kinds of events between the League and the Agency. On the photo: E.A. Konotopova, the president of ESL and the head of the B2B-Translation M.V. Suvorova.

10.12.19



Leaders of the Eurasian subtitlers' league (Elena Konotopova, Dariya Astashina, Aleksey Kozulyaev), vice-president of FIT Europe Henrik W. Johnsen and president of AVTE

(Audiovisual Translation Europe) Amalie Foss agreed on the text of a cooperation agreement. Directions of cooperation include preparation of subtitling and certification standards in the Russian Federation and CIS countries, research and training in the field of subtitling and AVT, and expert assistance in future projects.

This meeting was held as continuation of the dialogue between the League and AVTE, which began at the TFR in St. Petersburg (August 2019). In 2020, the League and AVTE plan to implement a number of joint projects.

15.12.2019



On December 15, 2019, Marina Tchikhanova officially became a member of the Board.

Marina Tchikhanova is Head of the Chair of Foreign Languages at the Faculty of Humanities, Candidate of Philological Sciences, Assistant Professor, Saint Petersburg State University of Aerospace Instrumentation.

25.12.19



Standard Project News (jointly with Translation Teachers Association non-profit institution).

This is a reminder that Standards are of advisory nature and are based on the best practices of the top experts and colleagues from other organizations, including scholars abroad. There was made a list of committees. Staffing up is continued. To date

the following topics are in progress (committees are burgeoning out):

Standards of subtitling for people with special cognitive needs / Easy reading standards / Audio-description (external reviewer and lead organization: Eurasian Subtitlers' League — Subtitle Translators and Editors Association).

Summary description: By 2020-2030 the amount of services in this sphere will supposedly increase 20 times on the territory of the Russian Federation. The RF Government Decree valid from January 1, states that all the free-to-air and cable broadcasters are required to provide captioning service for deaf and hearing-impaired people for television programs transmitted. According to experts, the existing Standard (GOST) has become obsolete and discords both international standards and test data. The need for a new standard is obvious. Pursuant to the globally-applicable classification, digital inclusion services are part of audio-visual translation.

Standards of subtitling for foreign vendors providing content for the Russian market and international subtitling standards for Russian vendors (external reviewer and lead organization: Eurasian Subtitlers' League — Subtitle Translators and Editors Association)

Summary description: The aim of the committee is twofold. There are no written standards for subtitling and subtitle translation to be followed by broadcasting and streaming

platforms on the territory of the Russian Federation. Those that exist, are empirical and were not actually tested with respect to manner of perceiving of various age groups under various conditions (cps, position, color and etc.). A closely related topic is making recommendations to a voice-over and dubbing standard.

However, following the adoption of the RF Government Decree on December 13, 2019 on Russian audio-visual content export promotion, preparation of standards for our broadcasters has become equally important.

Standards of professional training of audio-visual translators, subtitles and university professors (external reviewer and lead organization: Translation Teachers Association).

Summary description: To date professional training of audio-visual translators and subtitlers is not provided in the Russian Federation. Respectively, despite of vast employers' demand and keen interest of students, there is no standard on professional training of audio-visual translators, subtitles and university professors in this sphere. Draft Professional Standard for translators already covers audio-visual translation. Hence, from 2020 this sphere of knowledge should also be accurately reflected in educational standards and university curricula. The committee is set up to address concerns and desires of employers regarding curricula, training and testing standards, as well as to review available practices of universities and institutions for supplementary education.

Standards of surtitling for opera and stage performances (external reviewer and lead organization: Eurasian Subtitlers' League — Subtitle Translators and Editors Association).

Summary description: Currently, necessity of surtitles for opera and other musical stage performances elicits no debates due to herculean efforts of artistic directors and composes. However, surtitles created in situ fail to meet any standards or research findings, and often prevent comfortable watching of a performance. The purpose of this Standard is to shape a single approach based on experimental research of Russian and foreign academicians and experience of practitioners from the best drama and opera theatres of the Russian Federation.

Standards of subtitling for immersive environments (stereoscopic movies, virtual reality, augmented reality) (external reviewer and lead organization: Eurasian Subtitlers' League — Subtitle Translators and Editors Association)

Summary description: Over the next 10 years the extent of content created with the help of cognitive immersive technology is supposed to increase 45-50 times. Explosion in this sphere is caused by uptake of 5g and Big Data technologies. According to Russian (V. Pyatin) and foreign researchers, human brain perceives and analyzes texts and subtitles, in particular, in immersive environment in a different way. Since the majority of educational experts consider training to be the major field of VR and AR application, a standard regulating translation and rendering of subtitles would significantly increase learning efficiency.

Standards of audio-visual educational programs' subtitling (external reviewer and lead organization: Eurasian Subtitlers' League — Subtitle Translators and Editors Association)

Summary description: Educational programs are one of the most complex and least-studied aspects of subtitling and audio-visual translation. They combine dense terminology, non-compressibility and subtitles' transparency for viewer – the main requirement to any subtitles. However, there are studies to address these challenges. Moreover, research data demonstrates that Digital Natives born at the turn of the century perceive 80% of educational information as audio-visual content and not as printed texts. Hence, the importance of visual data carriers will continue to grow in teaching. A standard is required to prevent massively produced amateur and frankly speaking harmful presentations of educational content.

Standards of vertical subtitling for mobile devices.

Summary description: Watching video and audio-visual content on handheld devices resulted in emerging of a narrower vertically elongated frame size. It is half of a 4:3 picture and four times less than a 16:9 picture. The new frame dramatically changed requirements on readability and translation of the vertical subtitles. This sphere of scientific interest needs to be studied from the neurophysiology and translation point of view, followed by formulation of standards.

In 2019 we also succeeded in:

- Creating a reference e-library containing learning and legal documentation with the League members only access (more than 70 entries so far)
- Achieving more advance clearances for further partnership agreements in 2020
- Obtaining special discounts from some partners for League members.
- Boosting the League membership to 20 full members as of December 31, 2019. We hope to attract subtitling professionals from all over the former Soviet Union in 2020.
- Bringing the aggregate number of subscribers in all League groups in social media to more than 500 unique profiles.
- Creating and launching several commissions within the framework of Professional Standard project
- Conducting numerous free master classes and workshops highlighting the activities of the League at various professional and industry gatherings
- Planning more than 10 events and speeches at related industry gatherings and special events in 2020

So 2019 was a short but very productive year for us. We hope 2020 will see many more events and special activities for our members and subscribers.