

## Case Study

### **Fast Breaking Sports News Translated and Delivered with Style**

#### **About TWIinteractive**

TWIinteractive (TWIi) has an enviable reputation as the world leader in the production of signature sports Web sites, and the development of new media initiatives by building on its parent company, IMG's forty-year heritage of leadership, innovation and excellence in sports media. TWIi creates dynamic, tele-visually rich, digital sports applications for some of the world's premier sports properties.

#### **The Challenge**

Given its solid experience in the production and management of more than 30 Web sites, sporting news to enthusiasts and fans worldwide, TWIinteractive recognizes the value of reaching sports enthusiasts around the world in a timely manner. The company searched for a translation partner that could complement their in-house translation team by providing round-the-clock coverage across several time zones and speedy translation of breaking sports stories under extremely tight deadlines. In addition to top-notch language skills, such a project would require a thorough knowledge of sports and athletics and a mastery of the style of sports journalism in order to accurately convey the original German content to English readers. Equally important, stories had to be turned around very quickly, since they were scheduled for immediate posting to the Website upon their completion. TWIi evaluated top translation companies in the industry in a series of pilots, in order to select the best candidate for the partnership. iLanguage provided the best results because of its ability to meet the tight deadlines while delivering high quality, accurate and journalistically rich content translation from German to English.

#### **The Solution**

iLanguage met TWIi's requirements because of its ability to combine the industry and professional experience of its skilled translation staff with the special features and advantages of the most reliable technological and auxiliary resources available in a seamless, integrated production system. The production team at iLanguage was led by a project manager, who quickly distributes stories from a German sports wire service to in-house translators for translation into English. In keeping with its high standards, iLanguage utilizes an extensive, client-specific database to ensure consistency and appropriate terminology across multiple translations. Finished versions of the translation are delivered only after a three-step linguistic process. First, translation and editing by an in-house bilingual (German-English) translator team; second, an editorial check from a bilingual native English writer/editor who validates the English story for its overall accuracy and style); and last, final inspection by a highly experienced, second editor who ensures that the story is error-free and ready for posting on the Web.

#### **Customer testimonial**

"We chose iLanguage because they provide very quick turnaround times when translating the German sports items into English. Within two hours of an event, we can now post the outcome of races in English. In addition, they have a better grasp of the necessary journalistic style and verve than the other translation providers we evaluated," said Caroline Copeland, Editor for TWIinteractive.