

YouTube offers professional caption translation powered by Gengo

February 20, 2013 - Gengo (<http://gengo.com>), the global platform for professional translation via an API, today announced a new, integrated caption translation service within YouTube.

Gengo makes it simple for businesses to order high-quality language translation through an API. With 3 quality tiers, 33 available languages, and over 7,500 pre-tested translators, Gengo has already translated over 70 million words, and customers have integrated its service into a number of E-commerce, travel and media websites.

Robert Laing, CEO of Gengo, says “YouTube wanted to make it easy and affordable for their users to go global. Our mission is very aligned, and we’re really happy to be part of such a cool new service.”

After transcribing their videos, YouTube users can upload captions that automatically sync to their videos. Once synced, users can request translations into multiple languages straight from YouTube’s interface. Translations are finished within a few hours, and are automatically turned into multilingual captions on YouTube allowing users to share their videos globally.

"In order to provide the best user experience for this feature, it was important for us find translation providers who have the technology to deliver affordable high quality translations online to users. I've been very impressed with the quality and speed of the translations that Gengo delivers" Jeff Chin, Product Manager at Google.

Gengo and YouTube’s collaboration aims to provide the simplest and most affordable way to translate any video. Gengo expects to see large numbers of video owners reaching foreign audiences for the first time, because of this ease of use.

“It’s always been hard to publish videos that are accessible to global audiences, because of the language barrier. ” said Robert Laing. “So it’s exciting to help YouTube users overcome this issue, and reach foreign-language viewers easily.”

For more information on how to get started with YouTube Caption Translation, visit <http://gengo.com/youtube-translation/>

To learn more about translation through Gengo, visit <http://gengo.com>

To learn how to build services on top of Gengo’s open developer API, visit <http://gengo.com/api>

Company profile:

Gengo:

Founded in December 2008, Gengo aims to eliminate the global language barrier by being the easiest way for companies to communicate via innovative technology, ability to scale, and high quality translation. Clients include Rakuten, Alibaba, and YouTube.

Gengo is a privately held company headquartered in Tokyo, Japan and has an office in San Mateo, CA.