

## Presentation

Gion Linder

# Success of ASR (Automatic Speech Recognition) in the Field of Subtitling

### Abstract:

Subtitling is a labour-intensive activity and thus expensive. Therefore, there is a strong pressure to replace this activity with automatic speech recognition and post-editing. But does it really work? Do the automatic subtitles meet the quality requirements? And how should the correction loop be designed so that the texts created with automatic speech recognition can be corrected efficiently? The subsequent proofreading process is almost as important as the quality of automatic speech recognition, since manpower for proofreading is the biggest cost factor.

**Biography:** Gion Linder is currently Head of Access Services at SWISS TXT. After studies in marketing Gion Linder worked as a consultant for different new media projects in the eighties and nineties. He worked as a content-manager for a publisher, as a product-manager for a cable-company and as a project-manager for a mobile carrier. In 2007 he joined SWISS TXT, a company of the national public broadcaster, where he strongly increased the number of services for television and third-party entities in all national languages. Meanwhile he is a member of the management board. Gion Linder is also chairman of the Eurovision Access Services Experts Group.

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