Audiovisual Division Proposal

Incentive to Create an Audiovisual Division

By the end of 2017, the world’s internet population hit nearly 3.5 billion users and more than 62% of them consumed digital video. Much of that video content needs to be localized and translated. One of the many market estimates published during the last year predicts media localization will be a $2.5-billion industry by 2020—only in Europe, the Middle East, and Africa. The United States is changing the landscape of the video on demand and streaming industry, with huge players like Netflix, Amazon, and Hulu. These companies alone are expected to spend a total of over $15 billion in original content in 2018, which will need to be localized for the 200 regions they cover around the world.

In this media-driven world, thousands, if not millions, of linguists worldwide are working in the audiovisual sector. Therefore, it is of great importance to have a niche at the American Translators Association to support and mentor audiovisual linguists, and to build bridges between our profession and media content providers through high-quality education and professional networking.

We would like to be part of the changes needed in the audiovisual industry by proposing a new ATA division specializing in the audiovisual field.

Objectives for the proposed Division

- Welcome, inform, and mentor newcomers to the audiovisual field
- Serve as a means of communication among the audiovisual community
- Raise awareness among the general public and potential clients about the relevance of quality audiovisual content and its importance
- Disseminate a wide range of audiovisual topics with a focus on specialization
- Involve and inform division members of new technologies and innovations relevant to the audiovisual field
- Increase the visibility of audiovisual professionals inside and outside ATA
- Foster participation of audiovisual linguists in events organized by ATA chapters’ continuing education programs
- Raise awareness among media content producers about subjects directly related to the audiovisual field
- Reach out to international audiovisual associations through mutually beneficial activities and training programs
- Help provide continuing education opportunities, like webinars, specific for the audiovisual linguists’ career
- Open doors for the pursuit of innovation in the audiovisual profession

Administration

- Serve as representatives of the Division members to ATA’s Board of Directors, the Divisions Committee, and Headquarters
- Promote and support ATA’s policies and objectives

Core services

- Create a newsletter to keep members informed of news and events in the audiovisual industry
- Create networking through a discussion forum, social media platforms, and a website
- Assist ATA’s Conference Organizer in recruiting speakers relevant to the audiovisual industry
- Organize division networking events during the ATA Annual Conference

We agree to do this in accordance to the *ATA Division Handbook* and the *ATA Governing Policy for Divisions*.

Sincerely,
Ana Salotti and Deborah Wexler, ATA Voting Members