



IN THE NEWS, TONIGHT

How Lionbridge Helped Le Monde Grow Its Global Subscriber Base by Breaking News in English

19 TRANSLATORS

300,000+ WORDS A MONTH

6 HOURS MAX DELIVERY TIME

About Le Monde

Founded 78 years ago, Le Monde is an icon of the French media landscape. It is one of France's most trusted national newspapers, with 700,000 monthly readers and a growing digital subscriber base of over 450,000. Following their successful expansion into the wider French-speaking world with *Le Monde Afrique*, the publication is now targeting English-language readers with the release of *Le Monde in English*.

The news has gone global. Media organizations are increasingly looking beyond the borders of their home countries for both stories and subscribers. But as the news becomes ever more relevant to a global readership, it also makes reporting in multiple languages important — both for readers and for the media themselves.

Translation is a complex task for global news networks. When a story affects the real lives of readers, there is no room for error. Translated news needs to be of the highest quality, perfectly capturing the nuances of the original story. It also needs to present the facts clearly and neutrally, reflecting a commitment to integrity in a world full of fake news. As if that isn't difficult enough, these translations need to be published in near real-time so that networks can break news, contribute to developing stories, and carve out a niche in a saturated media landscape.

These three challenges — speed, quality, and integrity — are so complex that many media organizations are reluctant to entrust translation to an external partner. Instead, they ask journalists to

translate their own stories, reasoning that in-house translation will be both high-quality and trustworthy. However, this comes with huge opportunity costs. It limits the number of languages that the organization can translate into. It takes valuable hours away from reporters who could be working on the next big story. And as the global news cycle demands ever-increasing amounts of content, it threatens to overwhelm internal teams that are already stretched to breaking point.

It no longer makes sense to only translate in-house. Instead, it's better to collaborate with language services providers (LSPs) like Lionbridge, who are uniquely placed to help networks deal with the challenges of translating the news. LSPs have the technology and expertise to build automated solutions that can solve the problems of speed, quality, and integrity, combining the best of man and machine to create high-quality content that mirrors the original. They can build a global translation network that can react quickly to breaking news and return hours of lost reporting time. And perhaps most importantly, they can help media organizations to build a healthy, global subscriber base: the firm foundation from which the media speaks truth to power.



The Challenge

The recent launch of *Le Monde in English*, by the leading French news group of the same name, epitomized these challenges. This new service is an integral part of Le Monde's goal to reach one million subscribers, while providing a French and European perspective on global events for the English-speaking world.

After testing in-house translation, it was clear that Le Monde needed an external solution that would ease the pressure on their reporters and allow their new site to cope with the pressures of the 24-hour news cycle. The publication approached Lionbridge for an automated solution to their speed issue, with stringent

requirements to preserve its distinctive approach to journalism and protect its reputation as France's official newspaper against fake news.

The stakes were high. The release of *Le Monde in English* coincided with the climax of the 2022 French presidential election: a gripping, fast-moving news story that was the archetype of Le Monde's future English coverage. Lionbridge's solution needed the capacity to immediately handle a high volume of sophisticated content, translated to a quality standard that was befitting of the authority on French politics.

The Solution

Lionbridge built a scalable, automated solution to translate Le Monde's complex array of content, combining the knowledge of expert translators with the latest in machine translation (MT) technology.

The system uses integrations from the Lionbridge La'nguage Cloud™ to automatically route new content directly from Le Monde's technology stack into Lionbridge's machine translation platform. The content is immediately translated using Smart MT™ and then sent to a global team of professional translators for a thorough review. Once the translation has been assessed and has met the quality criteria, the system sends the finished translation back to Le Monde's reporters for final approval.

All the feedback from both Le Monde and Lionbridge's internal team is used to train the machine translation algorithm; with every delivery, it gets closer to producing not only natural French-to-English translations, but also articles that replicate Le Monde's unique style. 97% of all the content translated so far has passed stringent quality checks on both sides — and the system is yet to realize its full potential. The Lionbridge La'nguage Cloud™ makes Lionbridge's solution inherently scalable, with every article delivered faster and at a higher quality than the last. Combined with the expertise of an international translation team, the system is future-proofed against potential shocks from the 24-hour news cycle.

The Results

Le Monde's election coverage was a stunning success. During election weekend, Lionbridge was able to translate all of Le Monde's content within two hours of its original publication in French, allowing *Le Monde in English* to provide comprehensive, up-to-date coverage of the race for the Élysée Palace. The launch weekend also netted Le Monde thousands of new subscribers: a significant boost to their goal of reaching 150,000 English-speaking readers by 2025.

Lionbridge's translation system has also been crucial to establishing *Le Monde in English* as a growing voice in English language media. The automated solution translates 300,000 words a month, encompassing everything from breaking news to investigative journalism. Even for Le Monde's most complex content, delivery time is capped at under six hours. Le Monde's reporters now aim to spend less than 14 minutes on each review — representing a huge time and cost saving for the publication.

Now, Le Monde is looking to the future. As they aim to increase their English coverage to 60 articles per day, Lionbridge's translation solution will be crucial to their success.