

# SERVICE LEVEL AGREEMENT

## Introduction

This document specifies the requirements for all language services projects commissioned by MEDIA MARKET. The term “language services” is understood to include translation, revision, proofreading, language QA and language sign-off. By accepting language services projects translators agree to these specifications.

## 1. Language Services

MEDIA MARKET translation projects are always commissioned as full translation projects. Full translation is one task and is defined as the combination of translation (including leveraging) and post-translation editing. Review (revision), proofreading, language QA and language sign-off are other (separate) language-related tasks.

### FULL TRANSLATION: TRANSLATION + POST-TRANSLATION EDITING

Translation is defined as the full conversion of source language into target language. The translator is not only responsible for translating the text but also for correct use of the style conventions applicable to the target language (i.e. type of quotation marks, punctuation of bulleted lists, capitalization of headings, etc.). Furthermore, the target text should be consistent with all reference materials, including legacy text, style guides, terminology and client-specific or project-specific instructions, as well as any specified conventions and accepted terminology that may exist within the subject field. Any other (non-language) file characteristics should be left unchanged. This applies to all deliverables.

Post-translation editing is defined as a series of post-translation checks during which the translator verifies that all agreed requirements and accepted quality standards have been met in the target language.

Post-translation editing typically consists of the following checks:

### LANGUAGE FEATURES

- Translation is linguistically correct
- Translation accurately conveys the information in the source text
- The terminology used in the target language is consistent with:
  - glossaries
  - existing software! UI translations
  - translation memories (using concordance)
  - reference materials (e.g. existing translations that are not contained in translation memory, or client preferences)
  - established terminology within the field
  - other files and components (UI, Help, documentation) within the same project
- All responses to queries have been processed (in multilingual projects, this includes all relevant Q&A for all languages)
- A spell-check has been carried out (if not available in the CAT tool, the text should be copied into Word in order to do a spell check)

## FILE FEATURES

- Body text has been translated in all files
- Other relevant text has been translated, such as:
  - Picture callouts
  - Captions
  - Graphics
  - Marginalia
  - Table of Contents (TOC) (if not automatically generated)
  - Index (if not automatically generated)
  - Text in boxes/frames
  - Headers/footers
  - Footnotes, endnotes
- Fields are in place and updated
- Jumps/hyperlinks are in place and functional

Instructions on whether or not non-body text should be translated are project-specific. This is sometimes done in separate files, sometimes in-file.

Any other (non-textual') file features are not changed without first checking with the project manager. This includes:

- Character formatting
- Style formatting
- Paragraph formatting
- Page formatting
- Table formatting
- For MS Word files: text in the Properties dialogue

## FORMAL FEATURES

- Local usage rules or project-specific rules have been followed, such as:
  - Decimal/thousands separator
  - Units of measurement
  - Punctuation
  - Quotation marks
  - Capitalization
  - Table/list entries
  - Topic/chapter titles
  - Section headers
- Chapter titles, section headers, ToC, cross-references, headers and footers are consistent throughout the translated materials
- For RTF files for online help:
  - \$ footnotes are consistent with the actual topic titles
- For user interface translations:
  - Restrictions to string length have been observed
  - Project-specific specifications for the localization of hotkeys and keyboard shortcuts have been followed
  - There are no conflicts between hotkeys or keyboard shortcuts
- For tagged files:
  - Tag verification and tag correction have been carried out
- In SDL Trados Studio, verification has been performed using the QA Checker. The correct settings for this tool are part of the project settings, and may differ from project to project, depending on the project's

- requirements. The actual check is performed by selecting Tools | Verify (or by pressing F8).
- Any other project-specific instructions have been followed

## REVISION/REVIEW

Revision (or review) is defined as the assessment of the quality (and therefore usability) of a translation. This may involve an in-depth itemized analysis, but is usually restricted to an overall assessment of the quality aspects as defined in the translation and post-translation editing tasks.

Revision includes filling out the MEDIA MARKET *Revision form*. In this form, specific details (examples) are noted about mistakes made by the translator. If possible, make clear in the files what the changes are (in MS Word: use Track Changes, in Excel: insert an additional column).

## PROOFREADING

Proofreading is defined as the final check of the translated materials to ensure that the translation meets all agreed requirements and accepted quality standards.

Unless otherwise stated, the proofreading process is handled with PDF files, using the Highlight or Comment tool to insert comments.

Proofreading typically consists of some or all of the following checks:

- Check if instructions have been followed, including conventions for UI references, units of measurement, etc.
- Check if there are any issues with corrupt characters, hyphenation, spacing, punctuation or capitalization
- Check if font formatting (bold, italics, underline) has been applied to the right words
- Check if terminology has been used consistently throughout the translated document, including terminology used in the graphics
- Check if all components that require translation have indeed been translated. This includes headers, footers, picture callouts, graphics, screenshots, copyright notice, publication information, etc.
- Check if all text elements (callouts, headers, footers, etc.) have been properly positioned
- Check if the index and glossary (if present) are in alphabetical order
- Check if the use of chapter titles and subtitles is consistent throughout the document and the ToC
- Where applicable, check cross-references throughout the translation
- Check if all text is visible in text frames and adjust frame size if necessary

## LANGUAGE QA (QUALITY ASSURANCE)

Language QA is defined as the review of localized software and/or a localized website. Language QA typically consists of some or all of the following checks:

- Check if all strings (including localizable hotkeys) have been translated.
- Check that strings do not exceed the maximum string length and, if necessary, adjust.
- Check for duplicate hotkeys in dialogues and, if necessary, adjust.
- Check for duplicate hotkeys in menus and, if necessary, adjust.
- Check for duplicate accelerators and, if necessary, adjust.
- Check for hotkey consistency and, if necessary, adjust.
- Check for awkward wraparounds, orphans, truncations et cetera in message boxes and, if necessary, adjust.

## LANGUAGE SIGN-OFF (LSO)

Language sign-off is defined as the linguistic review of the final material upon completion of engineering or DTP tasks, in order to detect potential issues introduced during post-translation processes. Language sign-off

consists of some or all of the following checks:

- Check for cropped strings and, if necessary, adjust.
- Check for erroneous language versions and, if necessary, adjust.
- Check for misplaced elements (headers, footnotes, image descriptions, etc.) and, if necessary, adjust
- Check for incomplete lines or paragraphs and, if necessary, adjust.
- Check for incorrect hyphenation and, if necessary, adjust

It is not a check for terminology, style or spelling mistakes.

## 2. Questions and answers (Q&A)

Any queries that arise in the course of the project should be stated in the MEDIA MARKET *Query Form* mentioning location (file), source text, proposed translation and your query. Upon delivery, files should not contain any translation or editing marks (unless agreed otherwise).

## 3. Terminology

For terminology, translators should consult the software dump or terminology base that was handed off with the project (if any), the concordance functionality of the CAT tool and the accepted terminology standards in the subject field. In case of conflicting terminology or missing software translations, please notify the project manager via the MEDIA MARKET *Query Form*.

## 4. File Transfer/Communications

Please adhere to the following conventions for communication:

- All communication should take place via the project manager.
- All content-related issues should be written in the MEDIA MARKET *Query Form*.
- When writing emails, always write the MEDIA MARKET project number in the subject line.
- Unless otherwise agreed, all deliveries are made to the project manager.
- Unless otherwise agreed, do not change the file names and do not add a language extension. Upon receiving a project, the translator should confirm receipt of the files and check whether all files can be opened. If there is a problem with meeting the deadline, the project manager should be notified as soon as possible. Accepting a job means that the job fits within the translator's expertise and planning.
- After delivery of a project by the translator, the project manager should confirm receipt of the files.

## 5. Hand-offs

When a project manager hands off a project to a translator, the following materials are normally sent:

- The source files (the files to be translated), usually a .sdlppx file (for SDL Trados Studio).
- An export of the translation memory (TM) to be used.
- Terminology base / glossaries.
- An analysis and Weighted Word Count (WWC) of the files that need to be translated.
- Reference materials (if any).
- The *Query Form* that should be used and consulted by the translator.
- Instructions about:
  - Project details
  - Tools
  - Volume
  - Delivery dates, possibly including batch delivery dates
  - Deliverables
- The status of the translation materials, supporting materials, and reference materials, particularly in

relation to each other.

- Any other information relevant to the successful completion of the project (relevant URLs, etc.)

## 6. Leveraging

Leveraging pertains to repetitions within the source material and full matches and fuzzy matches from the translation memory. These are all paid at a discounted rate because less translation work may be involved.

The default MEDIA MARKET CAT breakdown is as follows:

Repetitions	25% of full word rate
100%	25% of full word rate
95%-99%	50% of full word rate
85%-94%	50% of full word rate
75% - 84%	50% of full word rate
50%-74%	100% of full word rate
<50%	100% of full word rate

The above default breakdown may change depending on the end client's requirements.

### FUZZY MATCHES + 100% MATCHES

Unless otherwise specified, fuzzy matches and 100% matches should ALWAYS be fully verified for linguistic correctness, factual in-context accuracy, terminological consistency and conformance with all project-specific or manufacturer-specific instructions.

### WEIGHTED WORD COUNT (WWC)

For workload estimation purposes, the CAT analysis is converted into the 'Weighted Word Count', or WWC. With fuzzy matching, for example, 100% matches (full verification) are paid at 25% of the full word rate. In other words, if a project includes 8,000 words at 100% match, that are paid at 25%, this leads to a WWC of  $(8,000 \times 0.25) = 2,000$  words.

### CALCULATION

For SDL Trados Studio translation projects, the Purchase Order is based on the WWC. Unless otherwise agreed, analysis is carried out on the source files using the current version of SDL Trados Studio with standard penalty settings.

For other non-CAT translation projects, MEDIA MARKET pays the individually agreed Full Word Rate based on the number of source words to be translated. The volume is determined by the word count of the source files as supplied by the application in which the translation is handled.

For translation of hardcopy materials (paper, non-searchable PDF), MEDIA MARKET pays the individually agreed Full Word Rate based on the number of target words. The volume is determined by the word count of the target files as supplied by the application in which the translation is handled.

Revision/review is paid on the basis of the full word count and an individually agreed word rate for reviewing (or occasionally on an hourly basis, if agreed upon).

Proofreading, language QA, language sign-off, glossary building, terminology translation and non-translation tasks are commissioned at hourly rates.

## 7. Conditions

Unless otherwise agreed, all projects commissioned by MEDIA MARKET are undertaken on the basis of full

translation (translation + post-translation editing). Translated files should be delivered:

- Fully translated
- With all post-translation editing checks completed
- In accordance with the instructions
- With all relevant *Query Form* information properly processed
- In the same file format as the source files (unless otherwise stated). For SDL Trados Studio: return package (.sdlrpx file) or translated .sdlxliff files. For SDL Trados 2007: .sdlxliff file (or for Tag Editor: both bilingual and cleaned target files).

The successful completion of a project is evaluated with respect to:

- Factual accuracy
- Linguistic correctness
- Terminological consistency
- On-time delivery
- Proper handling of all issues in the *Query Form*
- Proper use of all information and materials in the hand-off, including project specifications and instructions

If the service provider is an agency, the agency should confirm the following on delivery:

- Translation has been handled by a translator who is a native speaker of the target language and has proven expertise in the field.
- Editing has been performed by another native speaker with proven expertise in the field.

Work that does not meet all of these criteria may be returned to the translator for immediate revision at no extra cost.

In case the translation cannot be delivered on time, the translator shall immediately contact the project manager. Translator and project manager shall negotiate a new delivery time, provided that MEDIA MARKET's client agrees to such later delivery. MEDIA MARKET reserves the right not to pay for any translation that is not delivered on time.

## 8. Ownership

The ownership of the following materials supplied to translators in the course of any translation project commissioned by MEDIA MARKET, including the intellectual property rights, remains exclusively with MEDIA MARKET:

- Translation materials (translation files or any source materials in any format)
- Supporting materials (translation memories, terminology, resource overviews, *Query Form*)
- Reference materials (existing translations, page-formatted version of translation materials, hardcopy materials)

## 9. Invoicing and payment

Invoices can be sent by regular post or by email to:

MEDIA MARKET  
Petržilkova 2565/23  
158 00 Praha 5  
Česká republika  
Email: [bookk@mem.cz](mailto:bookk@mem.cz)

Please bundle your projects and send one monthly invoice.

**IMPORTANT:** Please include both our project numbers and our PO numbers on your invoice. Invoices with incomplete or incorrect data will not be processed and will be returned to you for correction. The payment period will start on the date of receipt of the corrected invoice.

Payment will be made within 30 days upon receipt of the invoice (unless agreed otherwise).

## 10. Confidentiality

In order to safeguard the confidentiality of the information processed by both MEDIA MARKET and the translator, a Non-Disclosure Agreement must be signed by every translator.

Translators agree not to use Google Translator or any other online translation tool for the assignments they perform for MEDIA MARKET as such applications may retain confidential data from the source text, in which case the translator would be in violation of the Non-Disclosure Agreement.

## 11. Claims and feedback

Within 30 days after translations are handed off by a translator, MEDIA MARKET can notify the translator of any corrections or changes that may have been requested by the client. Within this period, any errors made by the translator must be corrected by the translator, at no extra cost. In the case of any other client feedback and/or reclamations, the translator is expected to cooperate in order to come to a solution. The translator can be asked to use MEDIA MARKET's client feedback form to indicate the correctness and nature of the changes made by the client.

As agreed and signed on [date]: \_\_\_\_\_

By [full name]: \_\_\_\_\_

Position / job title: \_\_\_\_\_

Of [company name]: \_\_\_\_\_

Signature: \_\_\_\_\_