

Discovery

Discovery establishes an online presence in five new markets, meeting time and quality goals

The Business Challenge

Discovery's European strategy required that it extend its Web presence, the discoveryeurope.com Web site, to five new markets (the Netherlands, Sweden, Denmark, France and Norway). The existing site supported Discovery's broadcast programs and provided original edutainment and leisure-related content in English.

Due to the cultural nature of Discovery content, it was clear that simply translating the existing stories would not suffice. The effort would require:

- **Adapting** the content to make it relevant, engaging and appropriate for each target market.
- **Tight** process and quality controls to preserve Discovery's brand integrity and reputation for quality.

Discovery sought a partner to help it meet an aggressive schedule: the site had to launch to three of the markets within three weeks and to the other two a month later. The company chose L10N Technology (LT) due to our rapid grasp of the business drivers and ability to implement a flexible and reactive solution to meet them.

The LT Solution

LT quickly designed and implemented a process to adapt the content within the time available, which included the following elements:

- **Linguists** with journalistic expertise and Web content editors worked together to translate, edit and rewrite the content to meet the unique cultural requirements of each market.
- **Engineers** and graphic designers generated the new site structure, functionality and visuals.

To meet the overall time frame while meeting Discovery's content quality requirements, LT established a schedule based on incremental releases of content, driven by Discovery's own business requirements. Rigorous quality control procedures were implemented to ensure the highest possible quality and site integrity.

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Tanya Field, director, EMEA, at discoveryeurope.com.

The Customer Benefits

The LT solution enabled Discovery to establish its Web properties rapidly in new markets while maintaining its brand integrity and image. Adapted by teams of linguists, editors and graphic designers, the new sites replicated the experience of the original site's English-speaking users for customers in the new locales. Due to LT's global coverage and efficient processes, Discovery was able to meet its aggressive time schedule.

To learn more, contact us at mcgcompany@naver.com
or find us on the Web at www.liontech.co.kr.