COVID-19's Impact on the Remote Simultaneous Interpretation Industry in China

新冠疫情对中国远程同传的影响

Akkadu
www.akkadu.com

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Akkadu CEO, 联合创始人

2020/06/18

Scan below QR to experience Akkadu
扫描下方二维码，体验**Akkadu**

akkadu.cn/listen/live?e=opmv

akkadu.com/listen/live?e=opmv

Chinese audience
中国观众

Overseas audience
其他国家观众

Akkadu

CONTENT
目录

GoAP WOMEN IN LOCALIZATION

01

The Impact of COVID-19 on APAC International Events

疫情对亚太地区国际活动的影响

The Impact of COVID-19 on the World   疫情对世界的影响

**2020
06/15**

8M Confirmed/确诊

The Impact of COVID-19 on APAC International Events　　疫情对亚太国际活动的影响
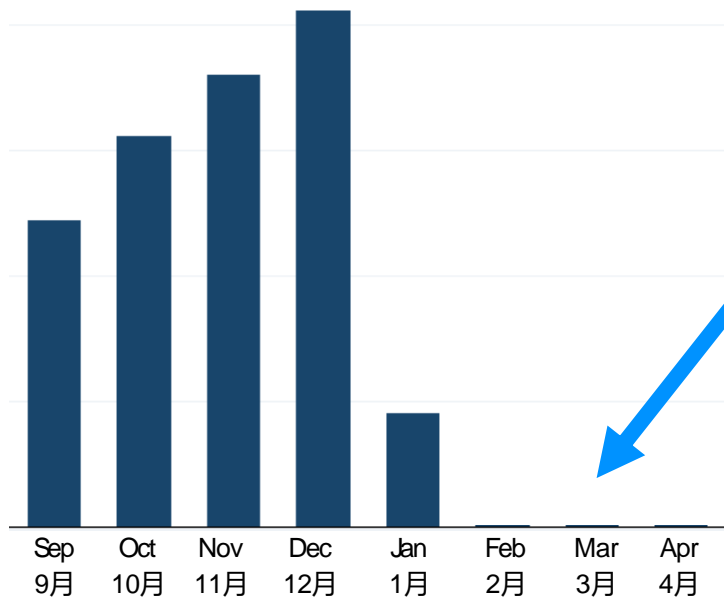
International Events 国际活动
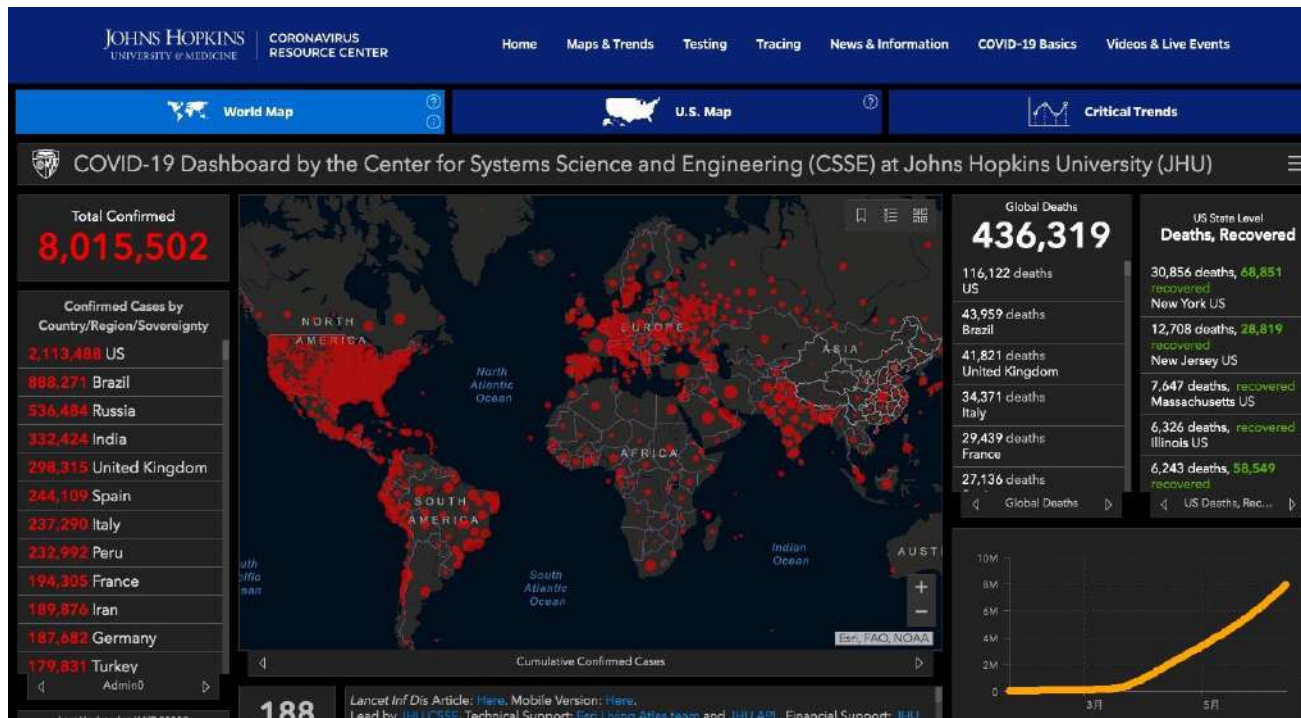
According to a research on international events, after analyzing 1769 international meetings globally and the events data collected by International Congress & Convention Association (ICCA) during Feb. ~Jun. 2020, it is found that currently APAC is the most affected area for international events organising, the rate of change is as high as 47.92%.

一份国际会议行业调研报告在分析了全球1749场国际大会及会议协会（ICCA）收集到的2020年2-6月国际会议数据，发现目前疫情对国际会议的影响主要存在于亚太地区，国际会议变动率高达47.92%。

Akkadu is among the witnesses
Akkadu是见证者之一

0 events!
0活动!

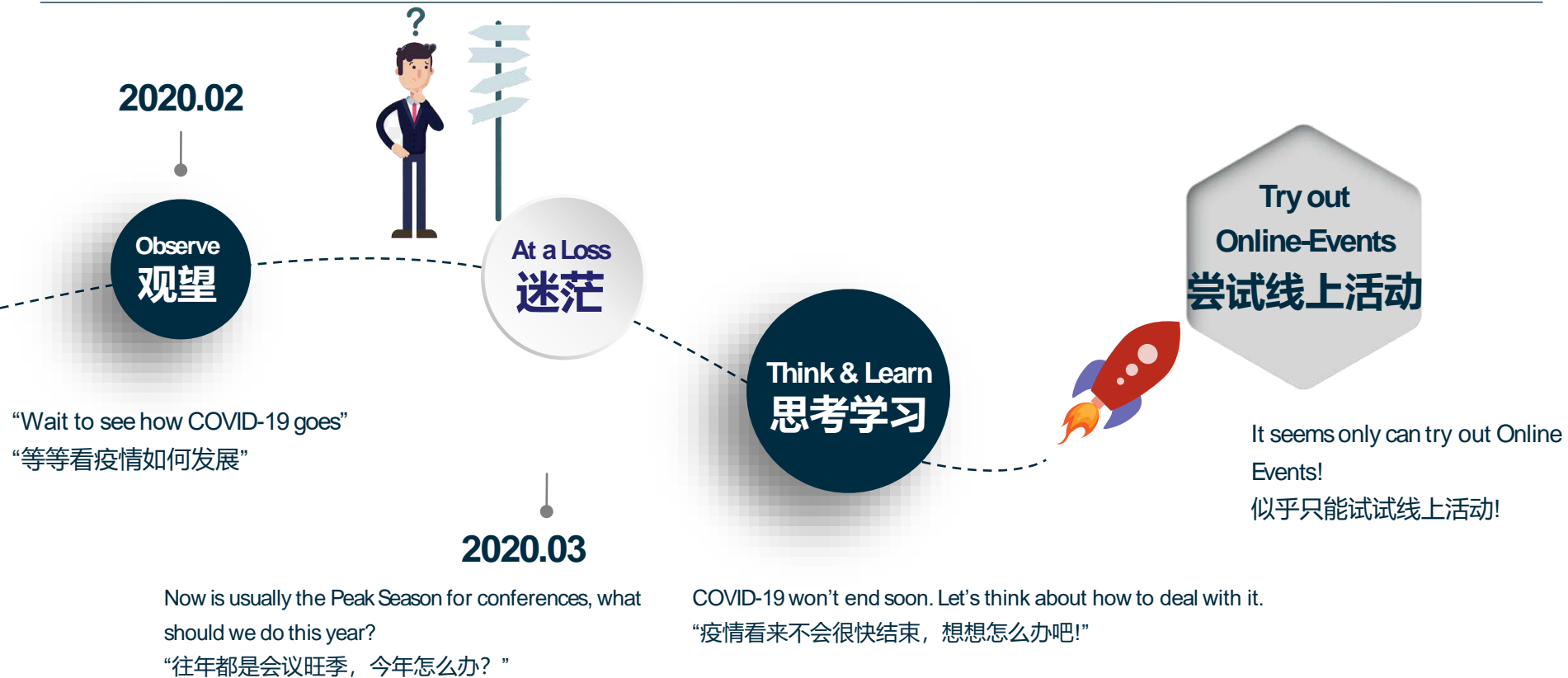|	
Sep 9月	
Oct 10月	
Nov 11月	
Dec 12月	
Jan 1月	
Feb 2月	
Mar 3月	
Apr 4月	

Offline events / 线下活动

02

The Impact of COVID-19
on RSI in China

新冠疫情对中国远程同传的影响

What Have International Event Organisers Experienced?

国际活动举办方经历了什么?

2020.02

**Observe
观望**

**At a Loss
迷茫**

**Think & Learn
思考学习**

**Try out
Online-Events
尝试线上活动**

"Wait to see how COVID-19 goes"
"等等看疫情如何发展"

It seems only can try out Online Events!
似乎只能试试线上活动!

2020.03

Now is usually the Peak Season for conferences, what should we do this year?
"往年都是会议旺季，今年怎么办？"

COVID-19 won't end soon. Let's think about how to deal with it.
"疫情看来不会很快结束，想想怎么办吧!"

Impact of COVID-19 on Chinese RSI from Akkadu's Observation
Akkadu所观察到的新冠疫情对中国远程同传的影响

1

**More interest
in RSI
(EO/LSP/Interpreter)**

4

**More
Audience
(Live-streaming)**

3

**Frequency
Increased**

6

**Operation Cost
Decreased**

2

**More Online
Events**

5

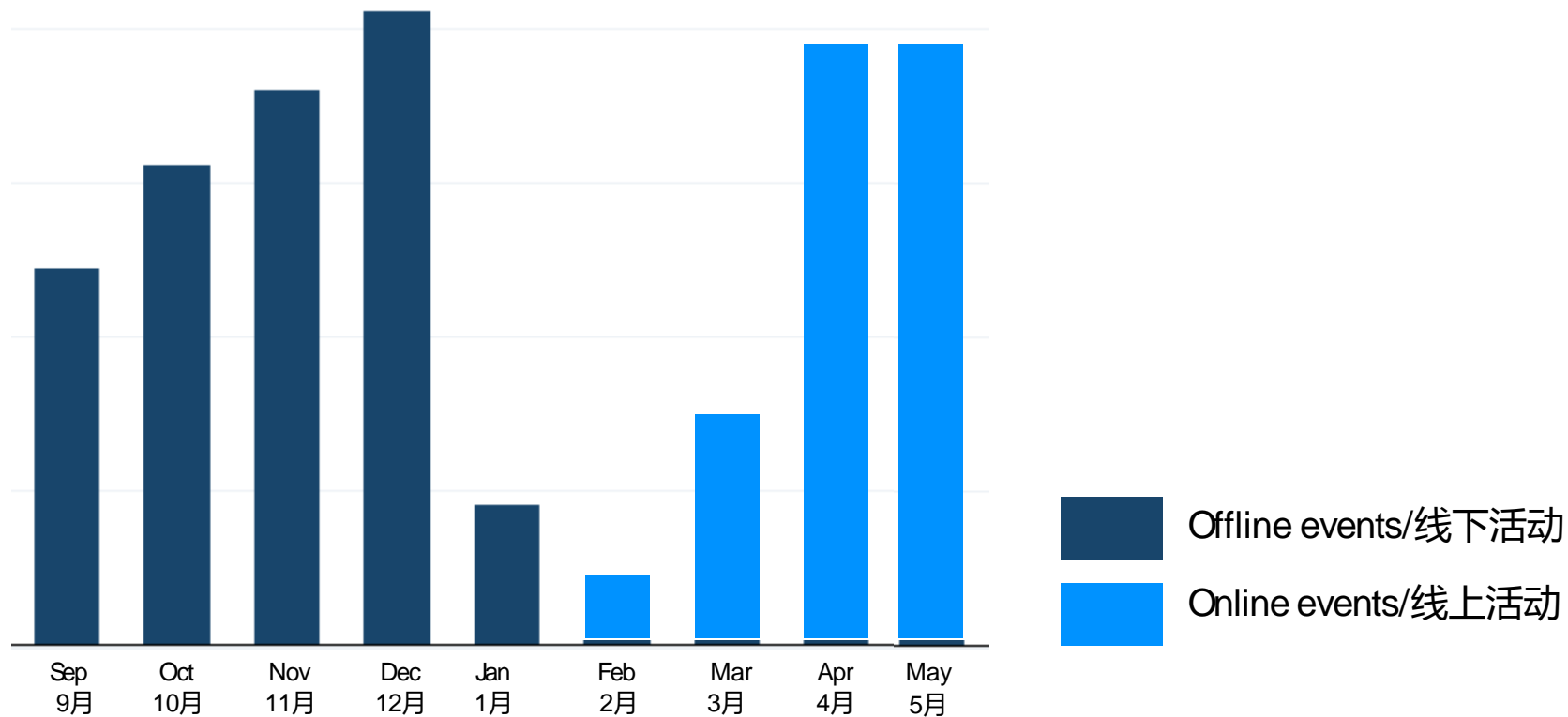**Event Duration
Decreased
(Akkadu)**

In 2 months the online events catch up with the 2019 offline events
2个月内线上活动数量已快赶上2019年的线下活动数量

Offline events/线下活动

Online events/线上活动

Sep 9月　Oct 10月　Nov 11月　Dec 12月　Jan 1月　Feb 2月　Mar 3月　Apr 4月　May 5月

How other Chinese LSPs provide RSI?　中国的其他语言服务商如何提供远程同传服务?
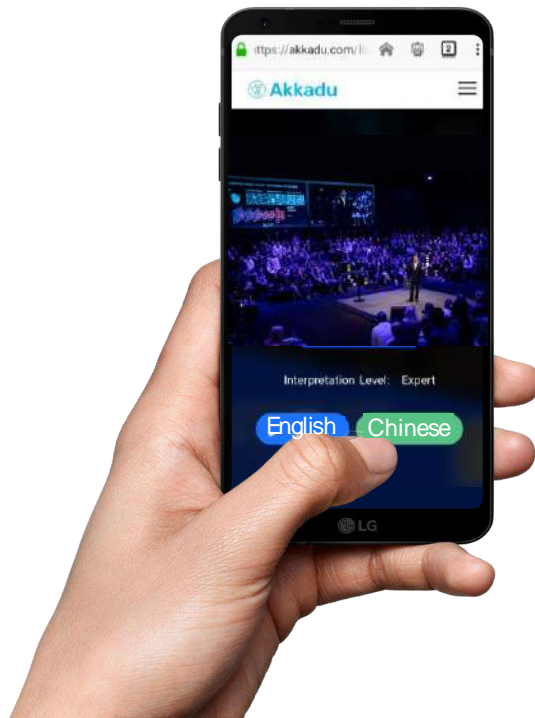
Partnership

Self-Made

3rd Party Softwares

03

Akkadu RSI
Akkadu远程同传

Akkadu 2019

**Akkadu
2019**

How COVID-19 impacted Akkadu business?
新冠疫情对Akkadu业务的影响

0 events!
0活动!

Sep 9月　Oct 10月　Nov 11月　Dec 12月　Jan 1月　Feb 2月　Mar 3月　Apr 4月
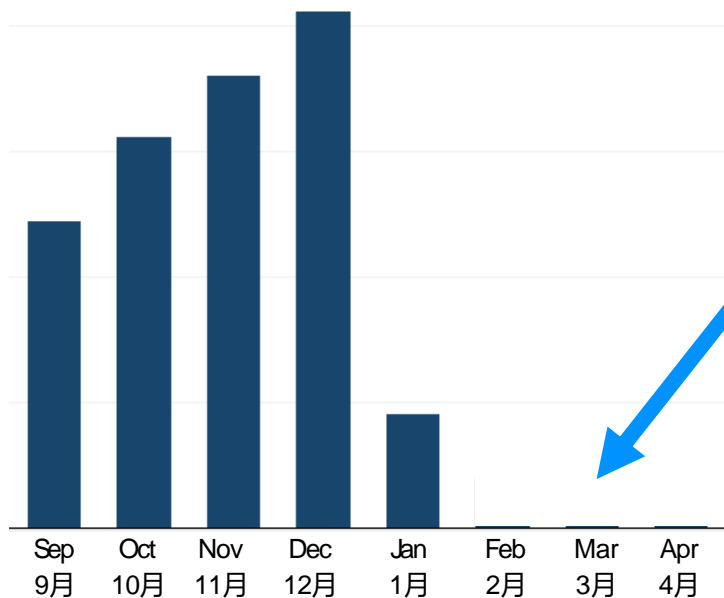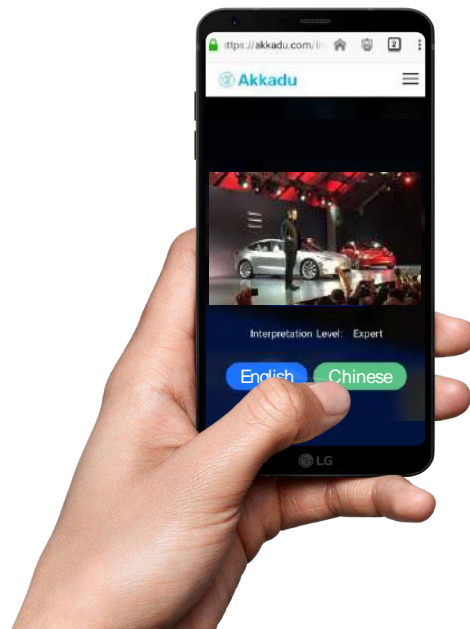
Offline events / 线下活动

Akkadu 2020

Akkadu is a platform live-streaming audio/video contents in different languages
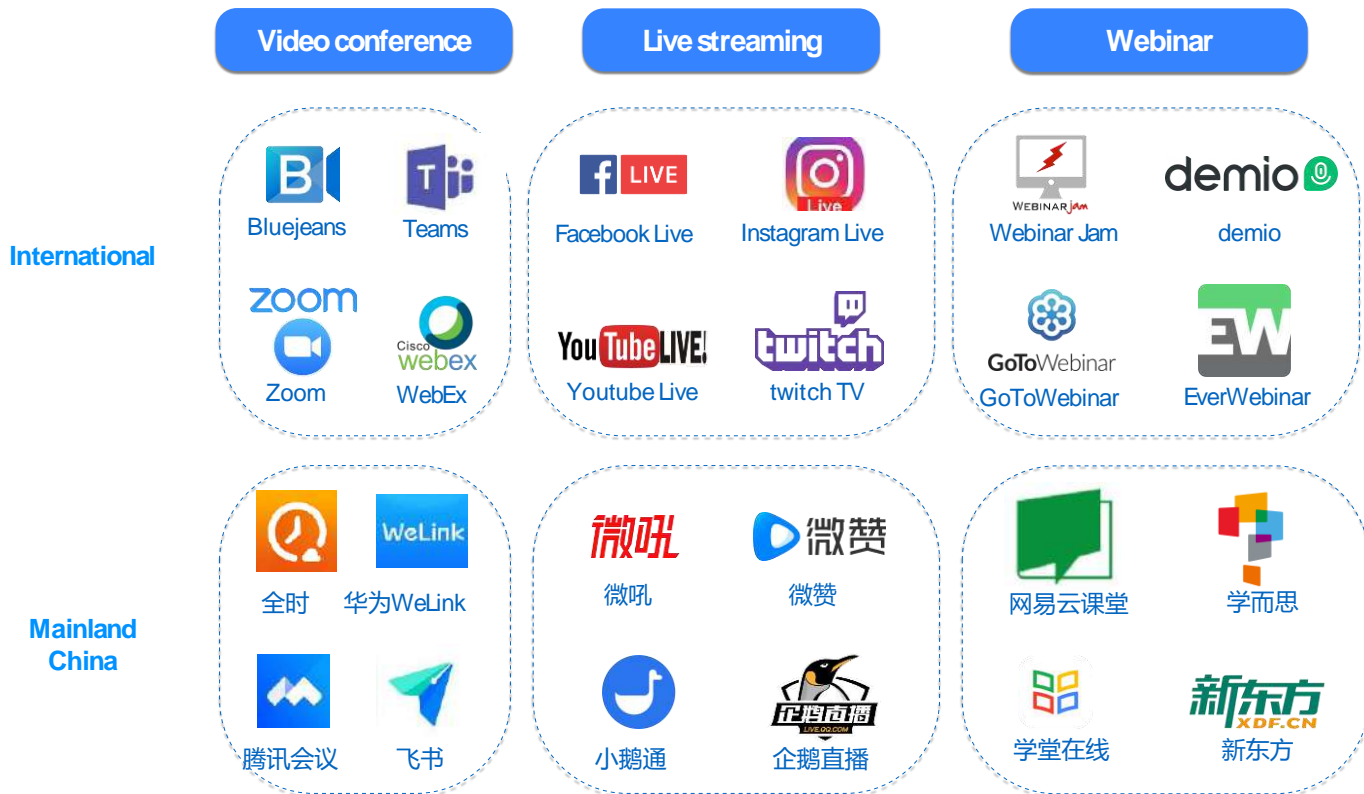
Akkadu是一个平台，将音视频内容以多语言直播给观众

Compatible with any platform
适用于任意平台

- Online Events/在线活动
- Online Webinar/在线研讨会
- Video conference/视频会议

Akkadu is compatible with any platform

	Video conference	Live streaming	Webinar
International	Bluejeans, Teams, Zoom, WebEx	Facebook Live, Instagram Live, Youtube Live, twitch TV	Webinar Jam, demio, GoToWebinar, EverWebinar
Mainland China	全时, 华为WeLink, 腾讯会议, 飞书	微吼, 微赞, 小鹅通, 企鹅直播	网易云课堂, 学而思, 学堂在线, 新东方

A Case/ 一个案例

Understanding UK vocational education Webinar, April 2020
英国学位学徒制网络课程, 2020

ClassIn + **Akkadu**

Professor from Cambridge gave a presentation in English using the webinar platform ClassIn.
剑桥大学教授位于英国，通过Classin英文授课

Akkadu Audience Data
Akkadu 观众数据

Users

rnrx
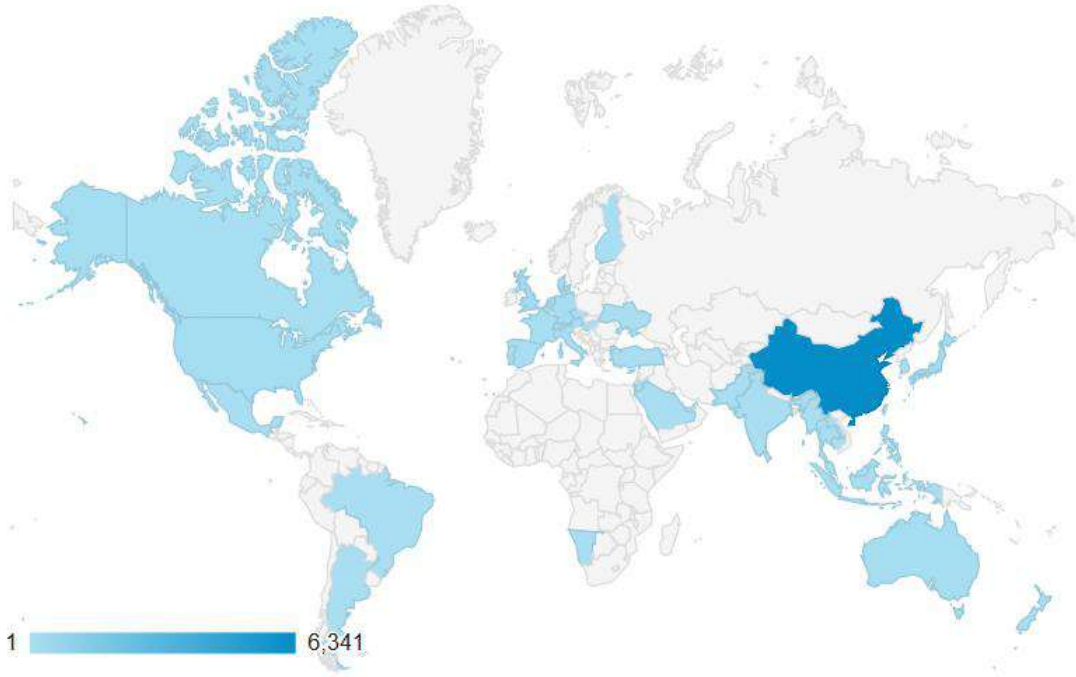**1,472**
% of Total: 89.59% (1,643)

Users

Country	Users
🇨🇳 China	1,423
🇬🇧 United Kingdom	10
🇦🇺 Australia	9
🇯🇵 Japan	6
🇺🇸 United States	6
🇦🇹 Austria	3
🇩🇪 Germany	3
🇮🇩 Indonesia	2
🇰🇭 Cambodia	2
🇲🇲 Myanmar (Burma)	2

1,472 Audience Accessed RSI
1,472观众接入同传

Last 3 months Akkadu reached audience from 48 different countries
过去的3个月中，Akkadu触及了位于48个国家的观众

1 ▮▮▮▮▮▮ 6,341

Akkadu dreams to build a global system offering streaming content in different languages
Akkadu梦想着建立一个全球系统，以不同的语言提供流媒体内容

THANKS!
谢谢大家

www.akkadu.com