AI Impact on Media Localization with ZOO Digital CEO Stuart Green

Stuart Green, CEO of ZOO Digital (ZOO), joins SlatorPod to discuss the role of AI in media localization and the essential role human linguists will continue to play in producing high-authenticity content in multiple languages.

A technologist by training, Stuart recounts his entry into the media localization industry and how ZOO transitioned from DVD production to leading-edge solutions in multilingual entertainment content.

The CEO shares key highlights from ZOO's AI white paper, "Will Robots Take Over The World of Localisation?", where he views AI as a valuable "artificial assistant" rather than a replacement for human talent. As such, AI can streamline repetitive tasks and support creatives by handling administrative duties, thus allowing them to focus on higher-value work.

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