

PRESS RELEASE – FOR IMMEDIATE RELEASE (The Language Industry, Ghent, 12 May 2017)

THE LANGUAGE INDUSTRY LAUNCHES NEW TOP 100 FORMAT FOR ITS 2017 LANGUAGE INDUSTRY AWARDS

GHENT, 12 May 2017 – The Language Industry has introduced a new Top 100 format for its Ghent-based Language Industry Awards (LIAs). The newly reshaped LIAs were streamed live on Facebook for the first time and the Top 10 were broadcast in English simultaneously via remote interpreters online.

The Language Industry has launched a new Top 100 format for its 2017 LIAs, which were streamed live on Facebook and broadcast simultaneously in English via remote interpreters online. Before, the LIAs had an Oscar-like format with awards in eight categories: Best Language App or Software, Best Young Talent, Best Language Website, Best Learning and Networking Event, Best Language Product, Best Language Service, Best Language Publication and Best Language Project. This year, however, the LIAs had a Top 100 format and were streamed live on Facebook. The Top 10 were broadcast in English simultaneously via remote interpreters online to make them more internationally accessible.

With the LIAs, The Language Industry honours innovative and successful European language solutions from the previous year. On 26 and 27 April 2017, the public could vote for its favourites from a long list of 150 candidates, who had been campaigning for their language solutions. The LIAs took place from 8 to 12 May 2017 in a five-day countdown show, broadcast live every day between 12.00am and 2.00pm.

The winner of the 2017 LIAs is beterspellen.nl, a Dutch website that sends its subscribers a daily email with a language issue in a quiz format in order to help them improve their linguistic proficiency. Eureka ADibib came in second, with its audio textbooks for dyslexic children. The third place went to Kids&Us, a Catalan language school that provides language classes for children from one year old.

Founder of The Language Industry, Dries Debackere, wishes to congratulate the winners and adds: ‘This year, almost 500,000 people engaged with the LIAs and were introduced to the best of the language industry in one way or another. To make the LIAs even more accessible, the countdown show will shortly be made available on YouTube.’

About The Language Industry

The Language Industry (or ‘De Taalsector’ in Dutch) is a Ghent-based platform for language professionals. This platform connects everyone who is professionally engaged with language, including copywriters, language technologists and literacy workers, for instance. Today, the platform connects more than 10,000 language professionals from all over Europe.

More information is available at www.languageindustryawards.eu, www.thelanguageindustry.eu or www.detaalsector.be.

END OF PRESS RELEASE

For additional information, please contact:	Joni Reygaerts, press contact +32 (0)9 269 04 66 Joni.Reygaerts@detaalsector.be
--	---