

META FORUM 2022

KANTAR

Oskars Rumpeters
Media Account Director, Latvia



Kantar is the world's leading data, insights and consulting company.
We help clients **understand people** and **inspire growth**.

- **30 000 people**
- **90 markets**
- **Media & Insights**



Kantar in Latvia – Language Technology use

- 2 million speakers of Latvian in the world
- Limited availability of language tools
- Clients demand fast delivery
- Synergy of human creativity and automation



Media Intelligence – Speech to text automation

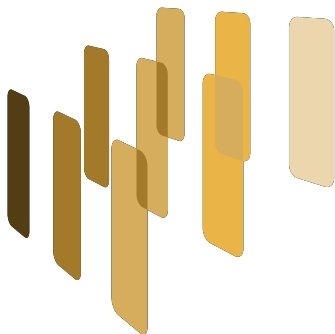
- **Hundreds of hours of video and audio processed weekly**
- **Lower cost – quicker delivery**
- **Institutional support for future-proof business**
- **New services implementation**



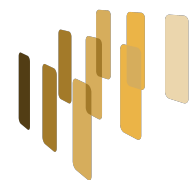
Thank you!

Oskars Rumpeters
Media Account Director
Kantar, Latvia
oskars.rumpeters@kantar.com





European Language Grid
European Language Equality



**EUROPEAN
LANGUAGE
GRID**



**EUROPEAN
LANGUAGE
EQUALITY**

Thank you!



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Gerhard Backfried (HENSOLDT Analytics GmbH)
gerhard.backfried@hensoldt-analytics.com

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<http://www.european-language-grid.eu> – <http://european-language-equality.eu>