Taking over the world...
...the Flickr way

Background

Launched June 12th, 2007

Entire site in 7 new languages

Background

German

French

Emphasis

s n

on *Language*

over *Locale*

Portuguese

Trad.
Chinese

Background

» Chicken Chicken (Or, chicken chicken chicken chicken chicken tools...)

» Chicken Chicken (Chicken chicken / Chicken you've chicken)

» Chicken chicken chicken Chicken

From mylesdgrant

» Everyone's Chicken (Hide)

From <b>eric</...

From Serguei

From sirjenkins

From peggysue

» Chicken Chicken (Chicken what's chicken)

Background

» Upload Booty (Not enough, ye old salt? Blimey!)

» Arr! Yer Booty (GOLD Arr! comments / Comments ye've made)

» Photos from yer Crew

From the likes of mebooyou

Ahoy, cosmic_spanner!

This be from Myles!

Aye, shaderlab

» Arr! Scurvy Dogs' Photos (Bury)

Lennon &..., that seadog

Arr, pete_d

caroliiiiiin, yargh!

Arrrr, ugly fat acrobat

» Yer Groups

GOLD posts in 13 of your groups

Challenges

Too many words!

Challenges

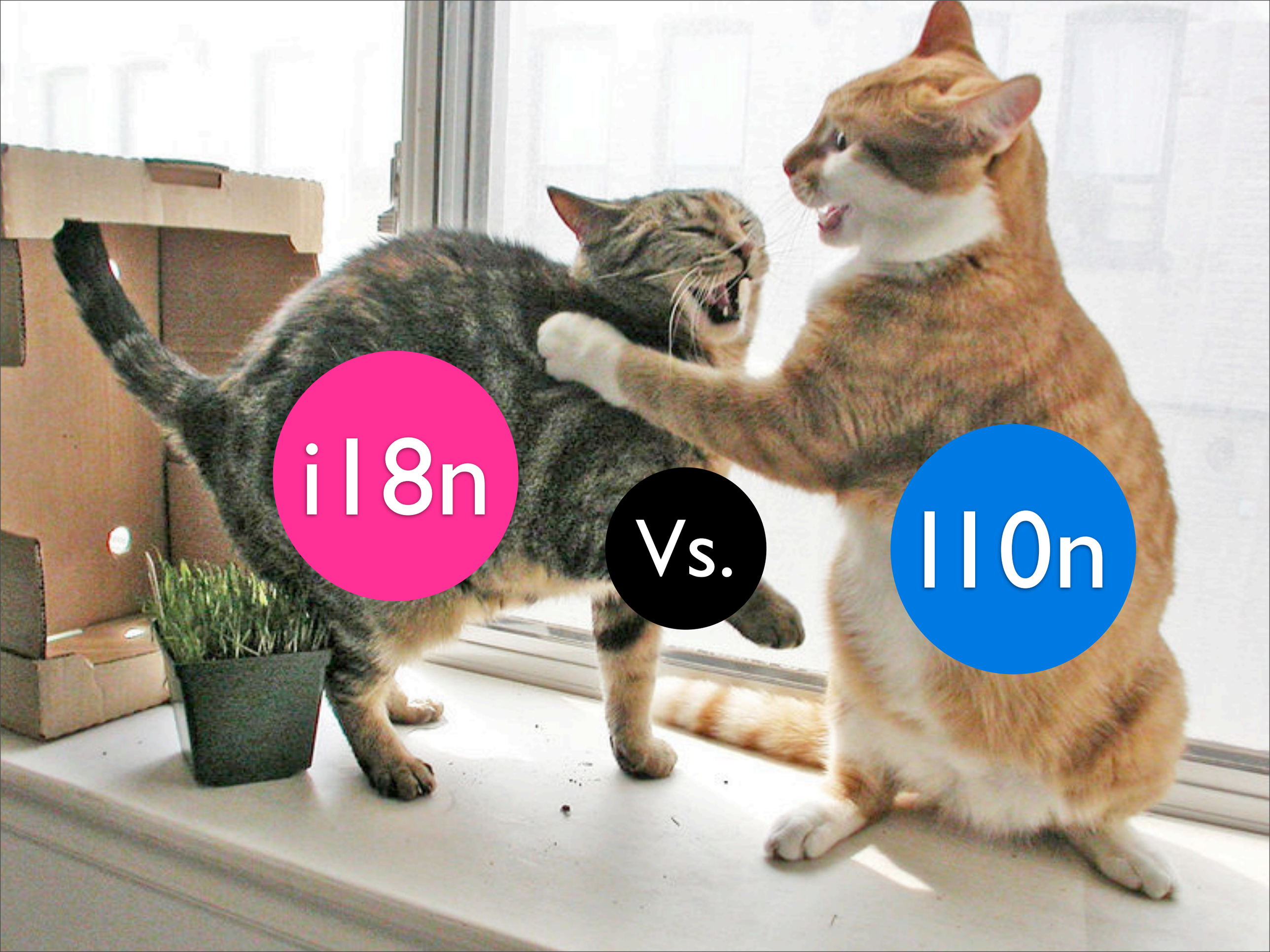
Legacy code

Challenges

Hugely passionate Community

Challenges

Owned by a big company


i18n
Vs.
l10n

Internationalization

Localization

Choosing Scope

Translation

Multi-locale Deploy

Language-switch

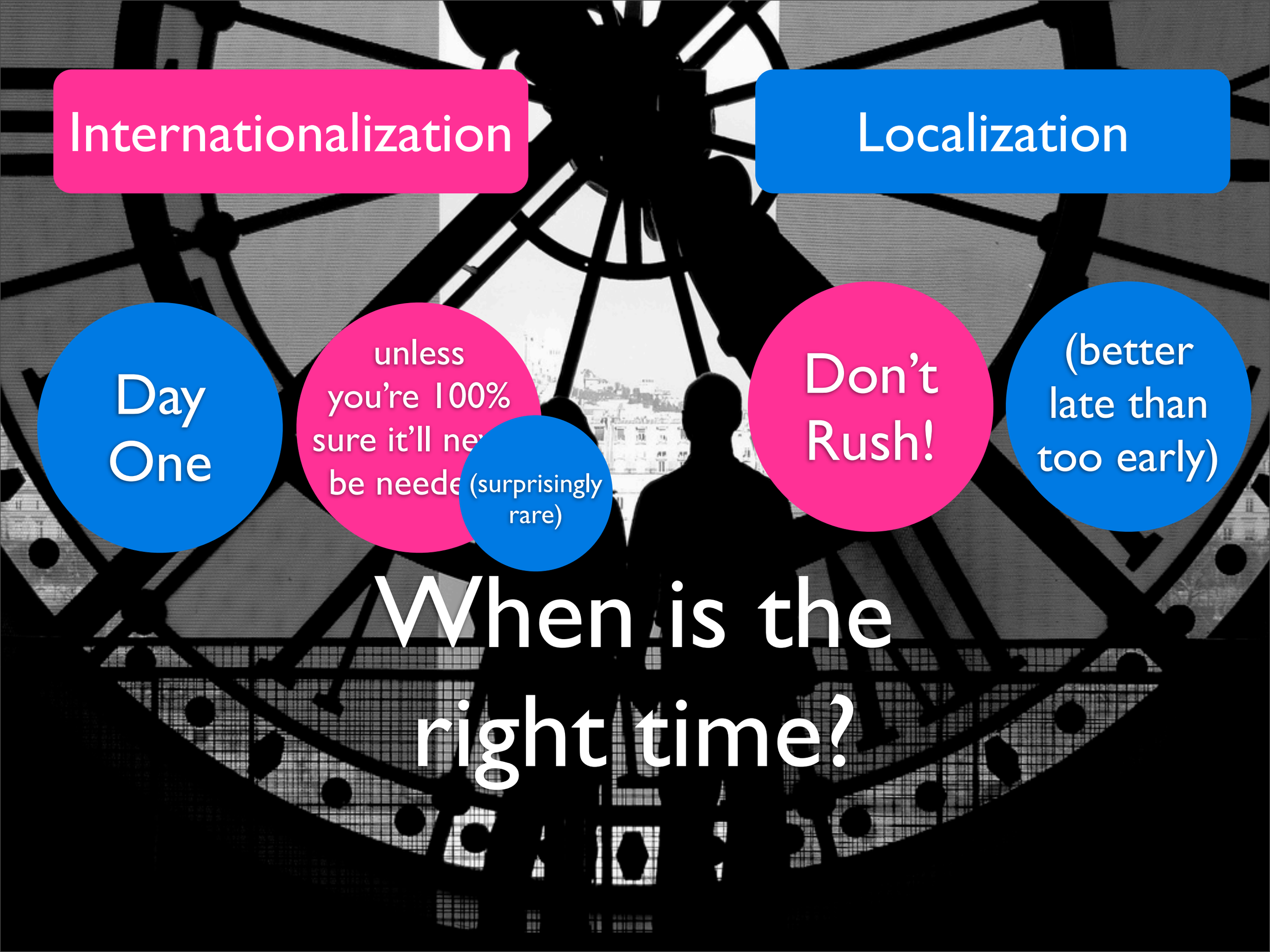
Etc.

Legal Review

Community Mgmt.

Cultural Adjustments

Global QA/ Testing


Internationalization
Localization
Day One
unless you're 100% sure it'll ne be neede
(surprisingly rare)
Don't Rush!
(better late than too early)
When is the right time?

Be Prepared!

It's 5am. Do you know where your phrases are?

```
<p class="Confirm">Your
photo has been replaced.</p>
```

24hr format? Thanks!

It's 5am. Do you know where your phrases are?

```
<p>
<span class="HighlightNew">
Note</span> You should only add
a license to photos you have
taken yourself.
</p>
```

24hr format? Thanks!

It's 5am. Do you know where your phrases are?

```
<span id="noteCount">This
photo has notes. Move your
mouse over the photo to see
them.</span>
```

24hr format? Thanks!

It's 5am. Do you know where your phrases are?

```
<img
src="{$context.prev.thumb}"
title="Go to the previous
photo in the set" alt="">
```

24hr format? Thanks!

It's 5 m. Do y u know where your phrases are?

```
<h3>Wou                    to comment?
</h3

<td>Da

<li>Take                    ac</li>
```

HTML alone isn't enough!

24hr format? Thanks!

It's 5am. Do you know where your phrases are?

```
<p class="Confirm">Your
photo has been replaced.</p>
```

24hr format? Thanks!

It's 5am. Do you know where your phrases are?

```
<p class="Confirm">
[sentence_replace_confirm]
</p>
```

It's 5am. Do you know where your phrases are?

```
<p class="Confirm">Your
photo has been replaced.</p>
```

24hr format? Thanks!

It's 5am. Do you know where your phrases are?

```
<p class="Confirm"><!!>Your
photo has been replaced.
</!!></p>
```

It's 5am. Do you know where your phrases are?

```
<img
src="{$context.prev.thumb}"
title="Go to the previous
photo in the set" alt="">
```

24hr format? Thanks!

It's 5am. Do you know where your phrases are?

```
<img
src="{$context.prev.thumb}"
title="<!!>Go to the previous
photo in the set</!!>" alt="">
```

24hr format? Thanks!

It's 5am. Do you know where your phrases are?

```
<!!>Your photo has been
replaced.</!!>
```

24hr format? Thanks!

It's 5am. Do you know where your phrases are?

```
<!! esc="squote">Your photo
has been replaced.</!!>
```

24hr format? Thanks!

It's 5am. Do you know where your phrases are?

```
<!! dev="replace">Your photo
has been replaced.</!!>
```

24hr format? Thanks!

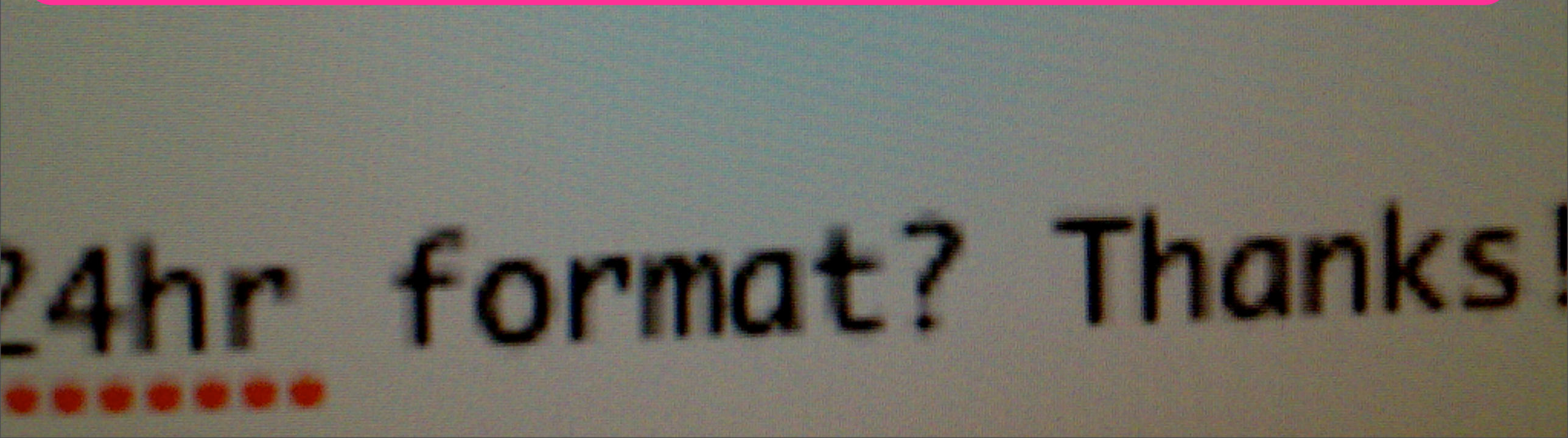
It's 5am. Do you know where your phrases are?

```
<!! note="Confirmation
message">Your photo has been
replaced.</!!>
```

24hr format? Thanks!

It's 5am. Do you know where your phrases are?

```
<!! note="Confirmation
message" dev="replace"
esc="squote">Your photo has
been replaced.</!!>
```



It's 5am. Do you know where your phrases are?

```
preg_match_all("#\<\!\!(.*?)\>
(.*?)\</\!\!\>#s", $content,
$matches,PREG_SET_ORDER);
```

24hr format? Thanks!

It's 5am. Do you know where your phrases are?

```
<myFormatInfo
  xmlns:its="http://www.w3.org/2005/11/its" >
 <desc>ITS rules used by the Open University</
desc>
 <hostVoc>http://www.tei-c.org/ns/1.0</hostVoc>
 <rulesId>98ECED99DF63D511B1250008C784EFB1</
rulesId>
 <rulesVersion>v 1.81 2006/03/28 07:43:21</
rulesVersion> ...
 <its:rules version="1.0">
  <its:translateRule selector="//header"
translate="no"/>
  <its:translateRule selector="//term"
translate="no"/>
  <its:termRule selector="//term" term="yes"/>
  <its:withinTextRule withinText="yes"
selector="//term | //b"/>
 </its:rules>
</myFormatInfo>
```

http://www.w3.org/TR/its/

Say “no” to concatenation

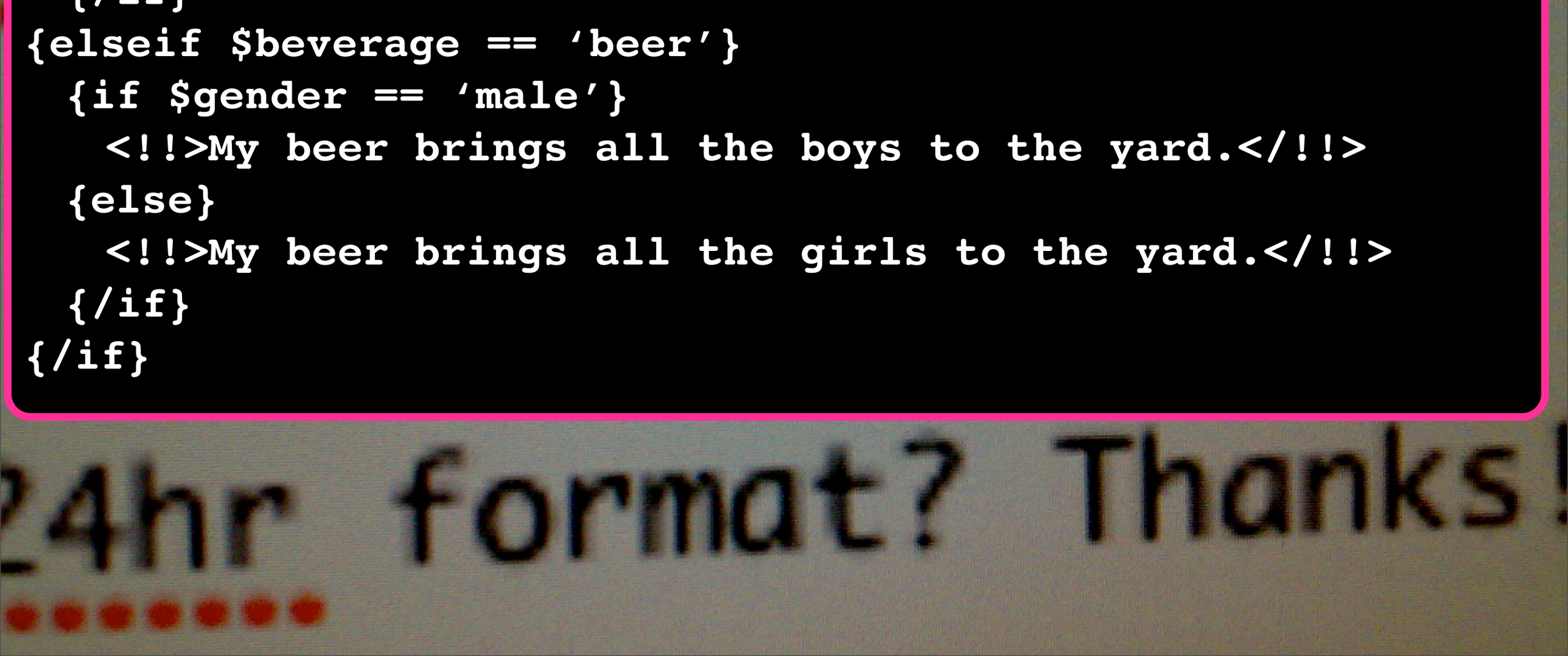
```
My {$beverage} brings all the
  {$gendered people} to the
                yard.
```

FAIL

24hr format? Thanks!

Say “no” to concatenation

```
{if $beverage == ‘milkshake’}
  {if $gender == ‘male’}
    <!!>My milkshake brings all the boys to the yard.</!!>
  {else}
    <!!>My milkshake brings all the girls to the yard.</!!>
  {/if}
{elseif $beverage == ‘beer’}
  {if $gender == ‘male’}
    <!!>My beer brings all the boys to the yard.</!!>
  {else}
    <!!>My beer brings all the girls to the yard.</!!>
  {/if}
{/if}
```



Say “no” to concatenation

Say “no” to concatenation

```
<!!>{$username} added you as a
contact!</!!>


{if $count == 1}
 <!!>You have 1 photo</!!>
{else}
 <!!>You have {$count}
 photos</!!>
{/if}
```

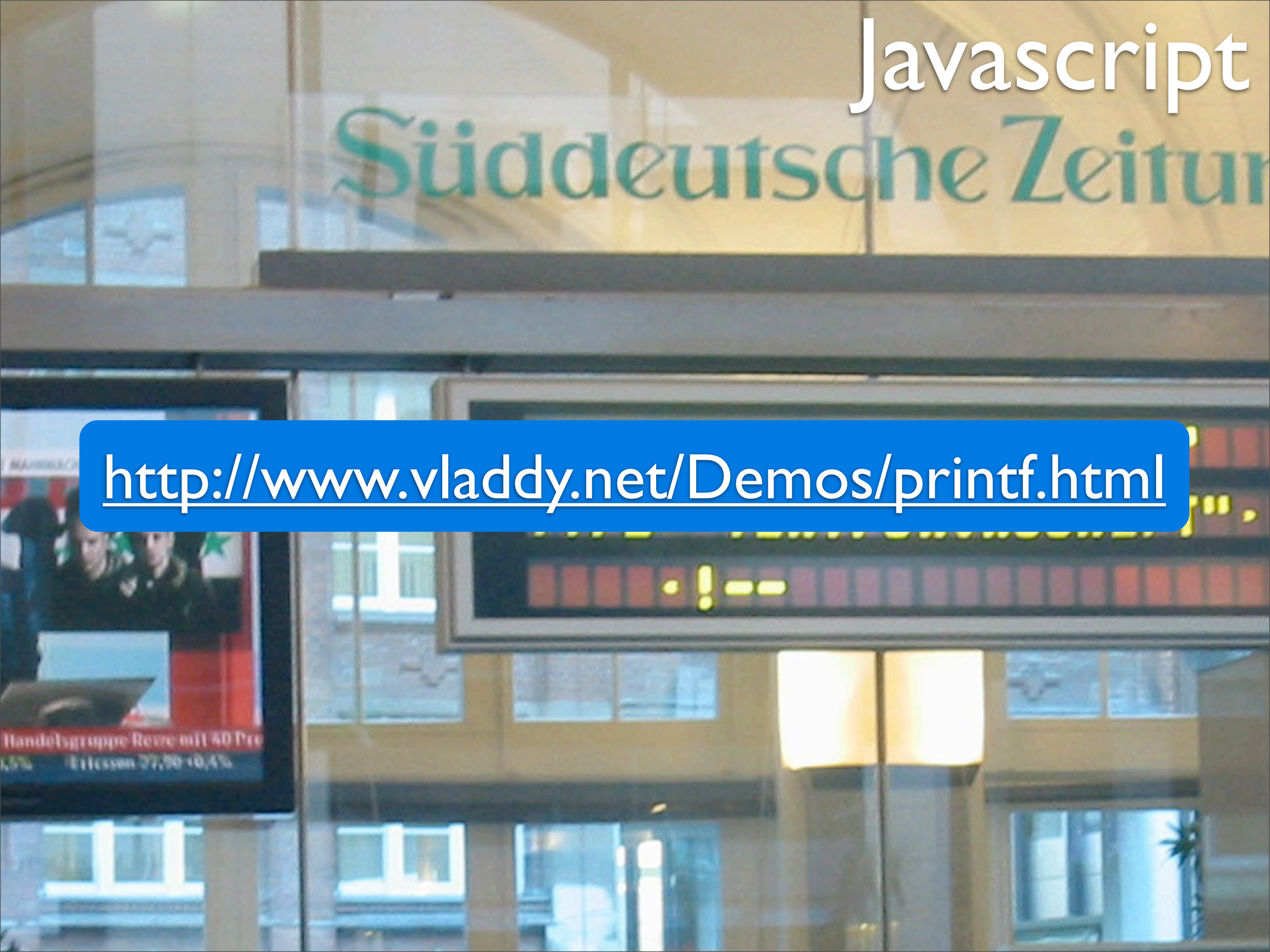
Dates, Times & Numbers

Javascript

```
var username = 'Simon';

alert(username+' loves
internationalizing!');
```

Javascript



http://www.vladdy.net/Demos/printf.html

Javascript

```
var username = 'Simon';

alert(sprintf("<!!>%s loves
internationalizing!',
username);
```

Encoding

Crazy moon-encoding

UTF-8

Crazy moon-encoding

Taking the Plunge

Where to?

Established benefits

Potential Headaches

Translation

http://en.wikipedia.org/wiki/Translation_memory

Translation

TRANSJAXX

Project Board | Admin

Search: ENGLISH or FRENCH (CHANGE LANGUAGE) GO

Translations for string: #4523

	Copy
English (US)	Recent photos from everyone
French	Photos récentes de tout le monde
Spanish	Fotos recientes de todos
German	Neueste Fotos von allen
Italian	Foto recenti di tutti
Portuguese (Brazil)	Fotos recentes de todos
Korean	모든 사람의 최근 사진
Traditional Chinese	所有人的近照

In File:

- page_mobile_all_recent_photos.txt

Translation

TRANSJAXX

Project Board | Admin

Search: ENGLISH or FRENCH (CHANGE LANGUAGE) GO

Flickr Translations - Project 'batch_search_filter'

"batch search privacy changes in Organizr" (edit description)

Details

DB ID:		215
Developer:	ericcost	Blame...
Status:	Developing	We're ready now!

Translations Remaining

fr-fr	es-us	de-de	it-it	pt-br	ko-kr	zh-hk
10	10	10	10	10	10	10

Status changes

Timestamp	Status	User
2008-02-27 02:17:23	In Development	sb

Strings in this project

Choose a Search Setting	More info | Delete
Hide these items from public searches	More info | Delete
Changing search setting on 1 photo	More info | Delete

Translation

flickr LOVES YOU™

Connecté en tant que hitherto (1 nouveau) Aide Déconnexion

Accueil | Vous | Organiser | Contacts | Groupes | Explorer | Rechercher

Rechercher toutes les photos

The view is best at dusk

Many things about working in San Francisco don't suck.

This is one of them.

Ajoutez votre commentaire

Ajoutée le 25 février 2008 par hitherto

Galerie de hitherto

1 894 photos

parcourir

Tags

- flickrhq [x]
- san francisco [x]
- california [x]
- sansome [x]
- 475 sansome [x]
- transamerica building pyramid coit [x]
- tower [x]
- dusk [x]

Ajouter un tag

Informations supplémentaires

© Tous droits réservés (modifier)

- Placer cette photo sur une carte
- Appareil photo utilisé : Apple iPhone
  Plus de détails
- Prise le 14 février 2008 (modifier)
- Afficher les différentes tailles

- Statistiques de la photo

Translation

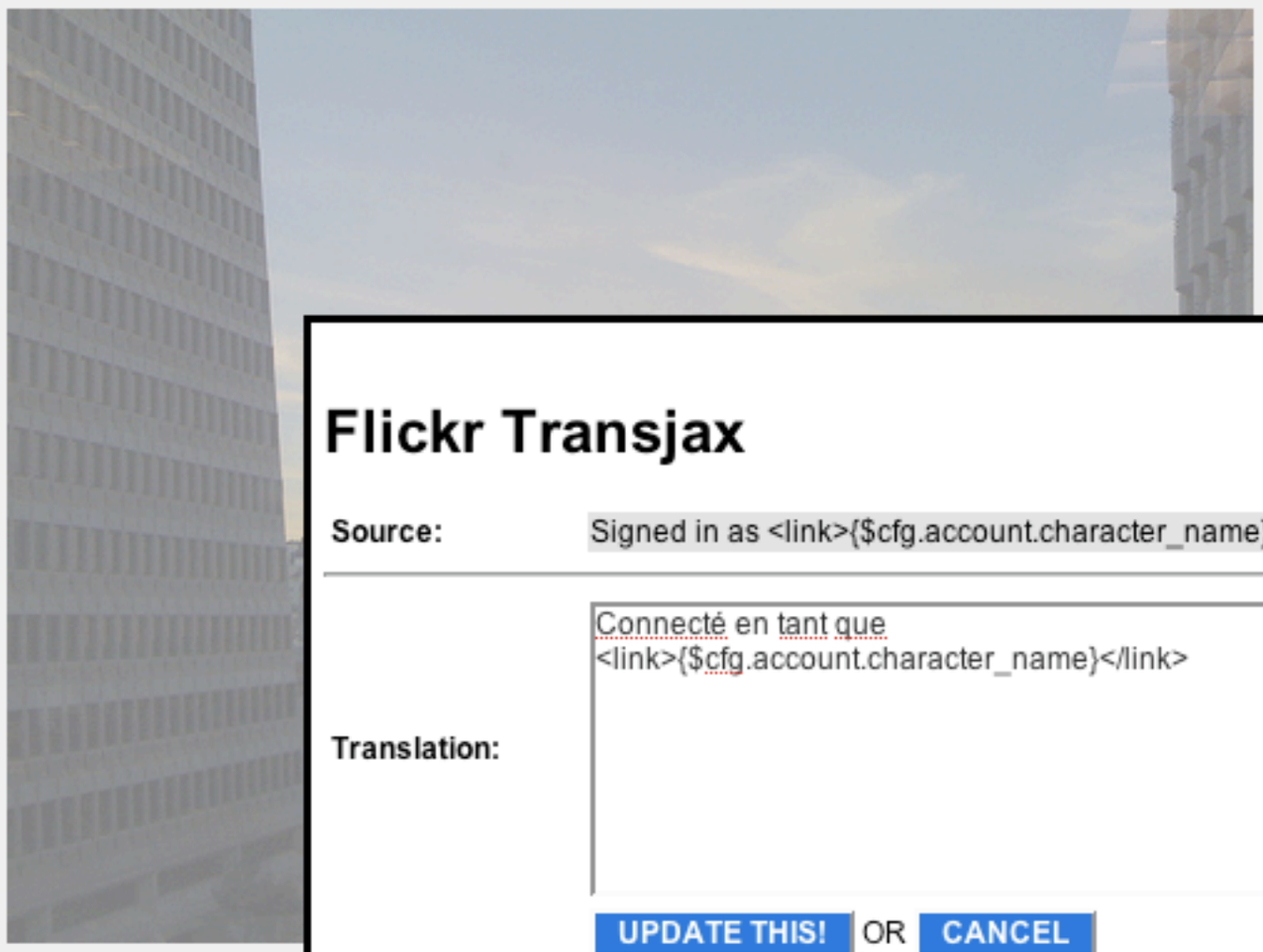
flickr LOVES YOU™

Connecté en tant que hitherto | (1 nouveau) | Aide | Déconnexion

Accueil | Vous | Organiser | Contacts | Groupes | Explorer | Rechercher

Rechercher toutes les photos

The view is best at dusk



Ajoutée le 25 février 2008 par hitherto

Galerie de hitherto

1 894 photos

parcourir

Close

Flickr Transjax

Source: Signed in as <link>{$cfg.account.character_name}</link>

Translation: Connecté en tant que <link>{$cfg.account.character_name}</link>

UPDATE THIS! OR CANCEL

transid 662

Many things about wo

This is one of them.

Ajoutez votre commentaire

ing pyramid coit [x]

mentaires

modifier)

une carte

Appareil photo utilisé : Apple iPhone

Plus de détails

Prise le 14 février 2008 (modifier)

Afficher les différentes tailles

Statistiques de la photo

Community Translation

Yahoo!
Apple
IBM
Microsoft
Amazon
AOL
Google

Professional Translation

Deploy

Legal/Policy

Community

Foster a single community

Tear down barriers where you can

Community

flickr LOVES YOU™

Signed in as hitherto (1 new) Help Sign Out

Home You Organize Contacts Groups Explore Search Search everyone's photos

24 hours of Flickr / Administration / About the Group

You can help make the 24 hours of Flickr group global by translating the title and description.

Translations for 24 hours of Flickr group

- English
- French (Add)
- German
- Italian (Add)
- Korean (Add)
- Portuguese (Brazilian) (Add)
- Spanish (Add)
- Traditional Chinese (Add)

Close English version

It's coming! 24 Hours of Flickr: A global Flickr community event

What happens around the world in one day? In a word – life. Here on Flickr, our members are sharing the world that they see: snapping daily moments, recording history, telling stories, capturing beauty.

To celebrate this global community, we invite you to join us in 24 Hours of Flickr, a day-long global photo project. On May 5 2007, grab your camera and whatever else you need,

in German

Name:

24 Stunden von Flickr

Description:

Es kommt! 24 Stunden von Flickr: Ein globaler Flickr Gemeinschaftsfall Was geschieht um die Welt an einem Tag? In einem Wort - Leben. Hier auf Flickr, teilen unsere Mitglieder die Welt, die sie sehen: reißende tägliche Momente, notierende Geschichte, Geschichten, gefangennehmende Schönheit erklärend. Um diese globale Gemeinschaft zu feiern, laden wir Sie ein uns in 24 Stunden von Flickr, ein den ganzen tag globales Fotoprojekt zu verbinden. An Mai 5 2007, ergreifen Sie Ihre Kamera und was sonst Sie benötigen und Ihren Tag in den Abbildungen aufzeichnen Sie. Verbinden Sie die 24 Stunden der Flickr Gruppe, um zum grossen Tag fertig zu werden. Nach dem grossen Tag geben Sie Ihr bestes Foto zur Gruppe bekannt. Wir würden lieben, die Gruppe Fotos auf einem Diagramm außerdem zu sehen, also stellen Sie, Ihre Fotos dem Diagramm mit dem Organizr hinzuzufügen sicher. Erinnern Sie sich! Wir wünschen die Fotos hier einen

(Some HTML is OK.)

External website address:

(Please include http://)

Community

flickr LOVES YOU ™

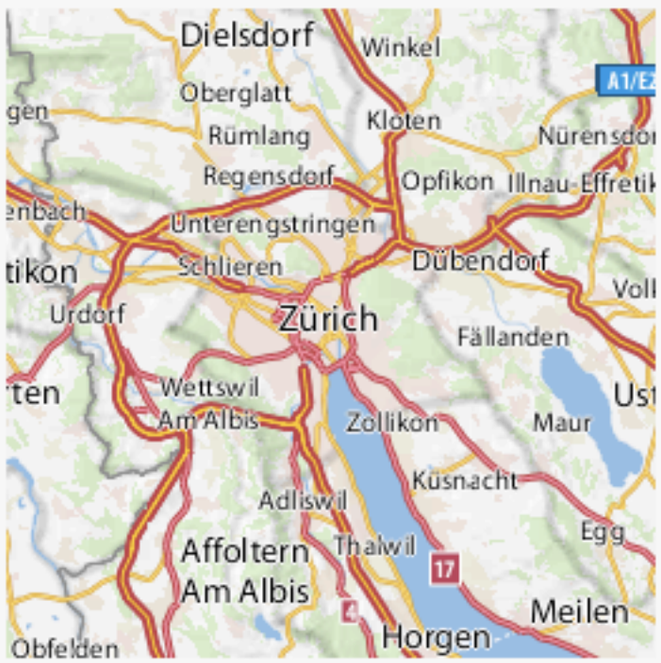
Signed in as hitherto (1 new) Help Sign Out

Home You Organize Contacts Groups Explore Find a place Search

The World / Places / Switzerland / Canton of Zurich /

Zurich

A/D: Scotch this photo / Remove from map



Münsterbrücke by Sergioc

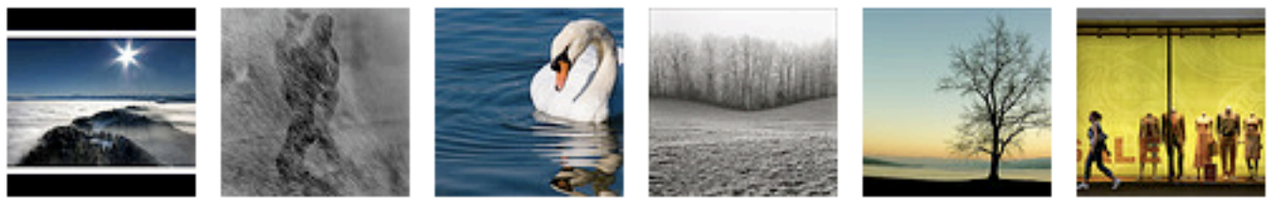
32° F | C
low of 19°

10.14AM CET
Wed, March 5

Search for (e.g. architecture, urban, forest)

Excellent Photos GO

Interesting photos Recent



OH HAI

I internashunalized ur website

(it wuz easy)

Photo Credits

http://flickr.com/photos/stuckincustoms/300928932/
http://flickr.com/photos/eole/3803166678/
http://www.flickr.com/photos/wokka/62946359/
http://flickr.com/photos/kevinsteele/18256000/
http://www.flickr.com/photos/chrys/14177766186/
http://www.flickr.com/photos/mathieuduchatel/473072749/
http://flickr.com/photos/ylorson/428367899/
http://flickr.com/photos/michael-beat/639851517/
http://www.flickr.com/photos/hitherto/368729176/
http://flickr.com/photos/bre/2131807572/
http://flickr.com/photos/sirstick/100807860/
http://flickr.com/photos/straup/542624102/

All photos licensed under Creative Commons, or used with permission.

Photo Credits

http://flickr.com/photos/moonhouse/158401 49/
http://www.flickr.com/photos/shutterhack/2209753282/
http://flickr.com/photos/masck/171983614/
http://www.flickr.com/photos/kevinomara/715257884/
http://www.flickr.com/photos/slavers/154864349/
http://www.flickr.com/photos/xiaming/134106281/
http://www.flickr.com/photos/lifeontheedge/155223959/
http://www.flickr.com/photos/daquellamanera/576524069/
http://www.flickr.com/photos/luce_eee/474035126/
http://www.flickr.com/photos/kevinsteele/1507196484/
http://www.flickr.com/photos/tammyville/2244081193/
http://flickr.com/photos/kool_skatkat/61187332/

All photos licensed under Creative Commons, or used with permission.

Any Questions?

Ask now!

or mail
simon@hitherto.net

(Interesting questions and hopefully-useful answers will be posted on http://hitherto.net)

Slides available soon at
http://hitherto.net/talks