

PRESENTATION SESSION

 THURSDAY, 5 NOVEMBER

MEDIA LOCALIZATION: PAST, PRESENT AND FUTURE

 Meet the speakers →

30 YEARS

Celebrating
Languages & The Media

Stavroula Sokoli



Stavroula Sokoli, PhD, is a senior researcher in Audiovisual Translation at the Computer Technology Institute “Diophantus” in Greece and a lecturer at the Hellenic Open University. She has led and coordinated numerous internationally funded projects in AVT and education, contributing over 25 publications to her field.

A frequent speaker at international conferences, Stavroula also serves as the Greek Language Lead at Deluxe and has worked as a freelance subtitler and subtitling trainer since 2001. She is the Vice President of ESIST, the European Association for Studies in Screen Translation.

Her current research focuses on AI in education and audiovisual creation.

30 YEARS

Celebrating
Languages & The Media

Carlo Eugeni



Carlo Eugeni is the programme leader of the MA Audiovisual Translation and Localization at the University of Leeds, where he teaches media localization, media accessibility, live subtitling, and conference interpreting.

Carlo launched the International Conference on Live Subtitling and STTI, co-founded the International Association of Respeaking (onA.I.R.), wrote the first book and PhD thesis on live subtitling through respeaking, and designed the live subtitling self-assessment tool MARS.

He has researched and published in the fields of live subtitling, SDH, subtitles reception and perception, conference interpreting, subtitling strategies, easy-to-read language, and easy subtitling.

30 YEARS

Celebrating
Languages & The Media

Ralph Jung



Ralph Jung holds a Higher Diploma in Web Technologies with First Class Honors and a CPD Postgraduate Diploma in Leading Business Innovation & Digital Transformation. Recently appointed to the Board of Directors of the Globalization and Localization Association (GALA), Ralph brings more than two decades of expertise in localization and global content strategy.

Throughout his career, Ralph has transformed complex international content challenges into scalable, effective solutions for many of the world's most recognizable technology brands, including Microsoft, Dell, Electronic Arts, Yahoo!, and eBay. His professional experience spans program and account management, vendor relations, communication, requirements gathering, problem solving, solution scaling, process design, and fostering cultural and linguistic awareness.

30 YEARS

Celebrating
Languages & The Media

Scott McCarthy



For more than 20 years, Scott McCarthy has overseen global dubbing for DreamWorks' iconic IP across 40+ markets, helping protect the consistency and integrity of franchises audiences know and trust.

With a deep respect for language, culture, and local creative talent, he works closely with studios and artists around the world to ensure international audiences experience these stories in a way that feels authentic.

An advocate for stronger collaboration between creators, distributors, and localization partners, Scott focuses on the intersection of cultural authenticity, AI, and long-term brand stewardship in global storytelling.

30 YEARS

Celebrating
Languages & The Media