

DUBBING 101



There are two options for localization of dialogue spoken on-screen:
Dubbing and Voice-Over.

Dubbing

Lip-sync dubbing consists of substituting the voice of the actors shown on screen by the voice of different performers, known as voice talents. Under a director's supervision, these professional actors record replicas in the studio while watching the video feed on screen and listening to the original soundtrack. The new audio segments are then synced with the existing footage, keeping the dubbed version as close as possible to the original. Markets where dubbing is popular include Austria, France, Germany, Italy and Spain.

Translations for lip-sync dubbing must do three things:

- 1) Contain roughly the same number of syllables as the source English
- 2) Match as many of the visible vocalizations as possible
- 3) Maintain the meaning and artistic intent of the source dialogue

The translated scripts must often be creatively re-written by a skilled script timing editor to allow the voice talent to achieve lip-sync delivery. Then, the dubbing process takes place in a professional studio with a lip-sync script editor, a studio engineer, a dubbing director, a QA reviewer and the necessary voice talents. Captionmax works with a combination of highly skilled translators and experienced voice talents to provide an end result that is a natural match to the original program.

United Nations (U.N.) Style Dubbing is when the target language audio is recorded over the original audio track, which can be heard in the background, using a single voice. The goal is to enable the audience to enjoy both the translation in their native language and the original intonation as played by the original cast. This approach, is also known as "U.N. Style Voice-Over" or "Lectoring," and is popular in Eastern European countries such as Latvia, Bulgaria, Poland and Lithuania.

Voice-Over

In true voice-over, the speaker is off-screen and the original audio/dialogue is removed completely from the media, so only the voice of the narrator is heard. True voice-over is commonly used in documentaries and advertisements.



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What does this mean as you think about voice-over or dubbing?

Best practices for voice over and dubbing localization begin with your team thinking about how your content will be delivered in each market. Together, we can determine the requirements for the markets you are targeting.



Brand Considerations:

What is your branding strategy for each market?
Do character names in the native language or translated character names support your in-market strategies?



Artistic Intent:

Are there certain words, dialogue lines, concepts that need to be protected through the localization process?
Will you require sight and approval of the scripts in the target languages?
Will you require review and approval of the voices that are cast for key characters in each target language?
Who will be responsible for these reviews and approvals if they are required?



Technical Considerations/Specifications:

Where are you airing/playing/streaming the content?
Is it broadcast, OTT, cinematic?
Do you want dubbing in all markets or will voice over be required in some markets?
Do you want subtitles/captions as well as voice over or dubbing?
Do you require full mix of the dubbing audio or audio files only?



DUBBING PROJECT CHECKLIST

As you prepare to begin your project, there are a few other things to consider. For instance, are there certain words or concepts that have to be protected throughout the localization process? Do you require review and approval of each voice cast for each target language? All of these elements will impact project costs and timelines. Here's a checklist of things you need to consider when adding voice-over or dubbing to your project:



Total Runtime

Determine the total number of episodes and minutes per episode to help in scheduling and planning.



Source and Target Language(s)

Establish the language(s) your media is coming from and being translated into.



Voices

Denote the number of voices you require for your project based on gender identity and age (e.g. young boy).



Content and Genre of Videos

Summarize the video's genre and content to allow us to accurately match the tone of your media.



Required Approval

Does your team need to approve the translated script and the voices we cast for each language before dubbing begins?



Existing Materials

If you have any existing materials for your project such as scripts or glossaries, our localization team can learn a lot from them.



Character List and Descriptions

Describing the characters in your media can give the voice artists the ability to encapsulate and perfect their voice, giving it a much more realistic final cut.



Episode Synopsis

Giving the studio a synopsis of your episodes can give the voice artists much-needed insight into their writing.



Delivery Timetable

Provide us with the date your locked cut will be available so we can establish a concrete timetable for your project.



WORKFLOW



■ Client ■ Captionmax

Project
Set-Up

Captionmax sets up the project and asset management protocols for your dubbing project.

Media
Intake

Your final videos are sent to Captionmax for localization.

Media
Confirmation

Captionmax confirms the correct version of the video and supplemental material is received.

Source
Language
Template

For multi-language projects, the Captionmax team will create a source language template for our teams to ensure consistency between target languages.

Translation &
Subtitling

Once the template has been created, our team will provide initial translations of dialogue and will localize the content, looking specifically for cultural issues and other nuances.

Voice Talent & Lip-
Sync Alignment

Captionmax will select voice talents required for the project. The localized scripts are then provided to a scripting editor for timing and lip-sync alignment.

Dubbing, Mixing,
& Editing

The dubbing is commenced in professional sound studios and editing and mixing of the audio is completed.

QC and
Proofing

QC steps ensure the file meets client's standards and expectations. Timing, file type, and deliverable check lists are all part of the final review.

File
Delivery

Following this final technical QC, your files are delivered.

Please note that for dubbing/voice over, it is imperative that we work with final video (or locked cut). If there are any changes to the video that do affect dubbing, please note that this can incur additional charges, especially if the voice talent needs to do additional recording.

