SUBTITLES 101

Multi-language Subtitling adds translated text to your pre-recorded video to make it accessible to speakers of most any language in the world. Captionmax uses only in-territory, native-speaking resources to create an accurate representation of your content for circulation to a global audience. Effective localization accounts for all factors to promote understanding, including accurate translations of names, pop culture references, local customs, and linguistic norms. Choosing Captionmax for your next subtitling project ensures that the original content's meaning and vision can be accessed by a global audience.

What does this mean as you think about adding subtitles?

Best practices in subtitling and localization begin with your team thinking about how you want your content represented and how your content will be delivered.

» 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?

» Creative Intent:
Are there certain words, dialogue lines, concepts that need to be protected through the localization process?

» Technical Considerations/Specifications:
Where are you airing/playing/streaming the content?
Is it broadcast, OTT, cinematic?
Is this a multi-language project where a viewer can choose from multiple languages?
Do you want subtitles to stay on for each language regardless (burned in content)?

Now it's time to do the work.

SUBTITLING 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? What specifications and deliverables will you need? All of these elements will impact project costs and timelines. Here's a checklist of things you need to consider when beginning your subtitling 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.

☐ **Number of Videos**

Denote the number of videos you require subtitled.

☐ **Content and Genre of Videos**

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

☐ **Preferred Due Date**

Tell us when you need your files delivered so we can queue your media up effectively in our schedule.

☐ **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.

☐ **Specifications and Deliverables**

Knowing what service your content will live on can greatly affect the end deliverable. Is it to standards set by networks/platforms (e.g. Netflix, HBO, Disney) or are you requesting custom specifications?

☐ **Any Additional Clarifications**

If there is anything else that you or the studio feel is important, make sure to clarify it during the production process.

WORKFLOW

Project Set-Up

All project specifications, requirements, and timelines are implemented in our project management system.

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 international teams will take the asset, provide initial translations of dialogue, translate on-screen graphics (unless clients specifies otherwise), and will localize the content, looking specifically for cultural issues, pop culture, and other nuances.

QC & Proofing

On completion of subtitle creation, our quality control and independent proof steps ensure the file meets client's standards and expectations. Timing, drift, start time/end time, file type and deliverable check lists are all part of the final review prior to delivery.

File Delivery

Following technical QC, your files are delivered. We rarely have errors, but when changes are needed, we fix them quickly.

The technical nuances of subtitling are critical to a great audience experience. The localization process does not produce a verbatim translation from the source language. Localizing content requires balancing word count, synchronicity and reading speed with the objective of conveying the meaning of each dialogue clearly. To localize is to creatively manage this process to provide translated content as close as possible to the content in the native language.