Video Localization in the Era of the Cloud

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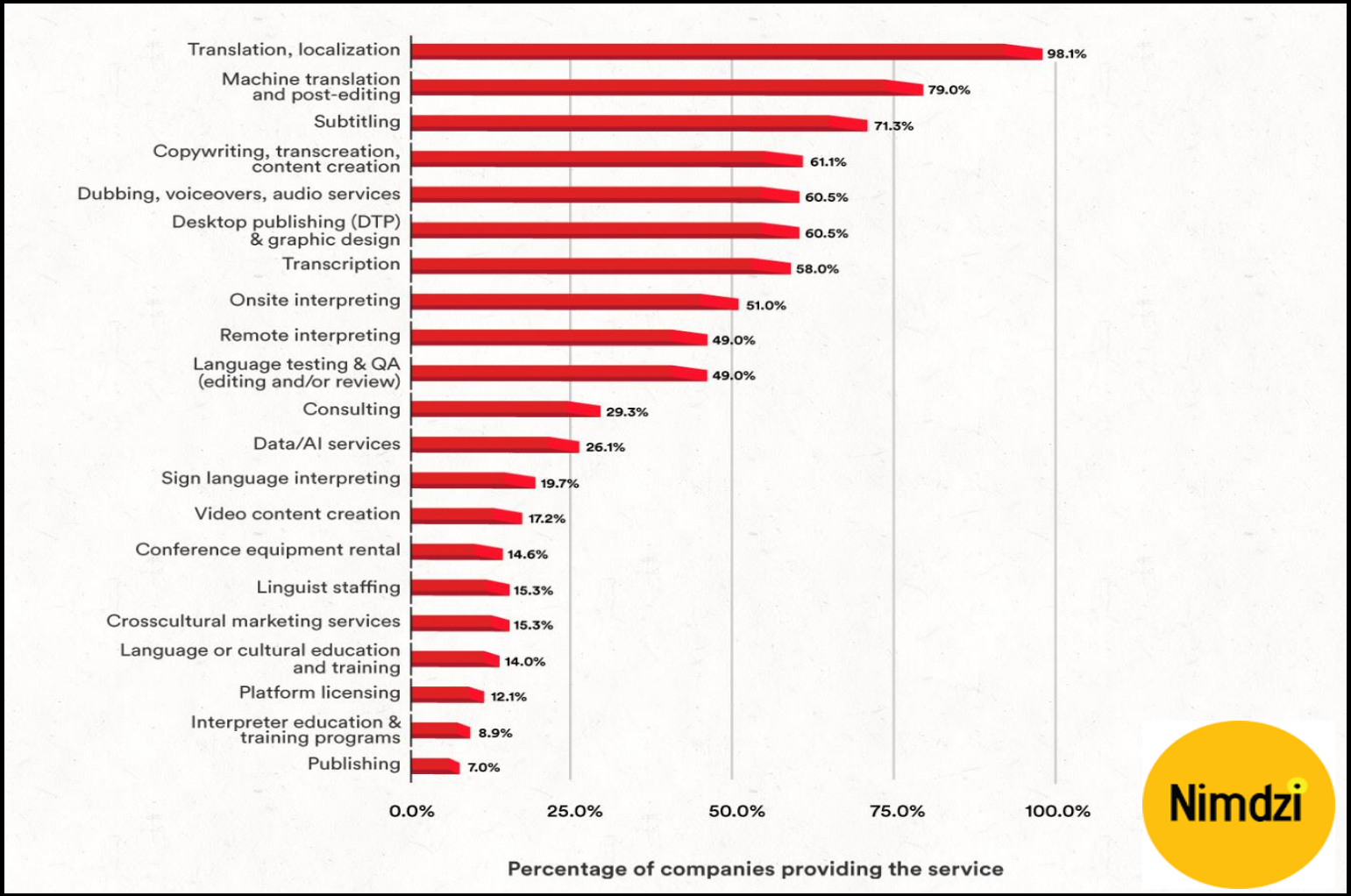
Video content is in high demand

Video is a powerful tool for:

- Entertainment: films, series, shows
- Education: e-learning content
- Advertising & marketing: commercials, product demos, explainer videos
- Medical & engineering training or instruction
- Public service announcements & government campaigns
- News & information: broadcasts, non-fiction material

More LSPs specialize in video loc



Video localization modes

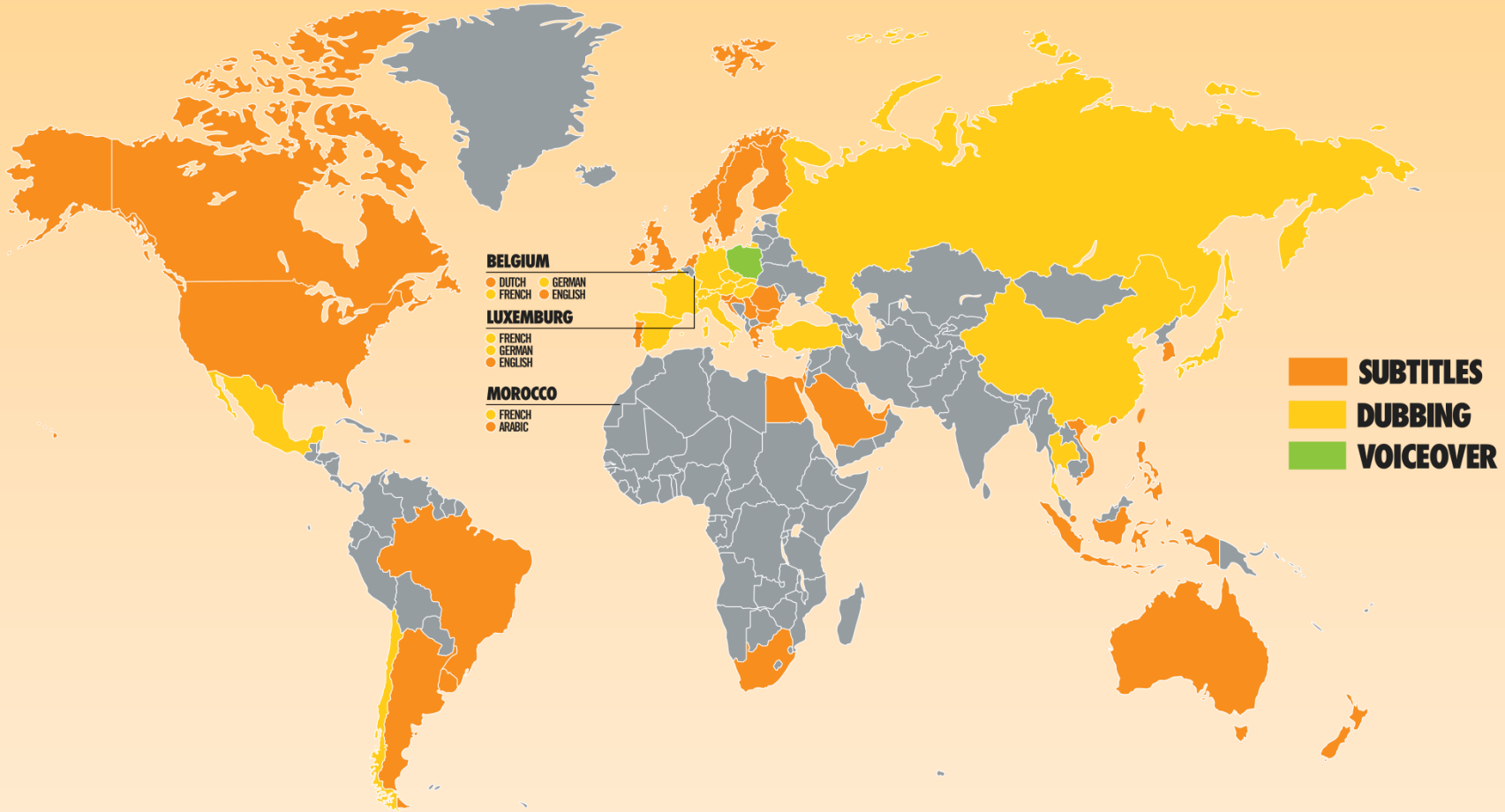
TRANSLATION

- Dubbing
- Voice-over
- Subtitling

ACCESSIBILITY

- Audio description
- Subtitles for the Deaf and Hard-of-Hearing (SDH)

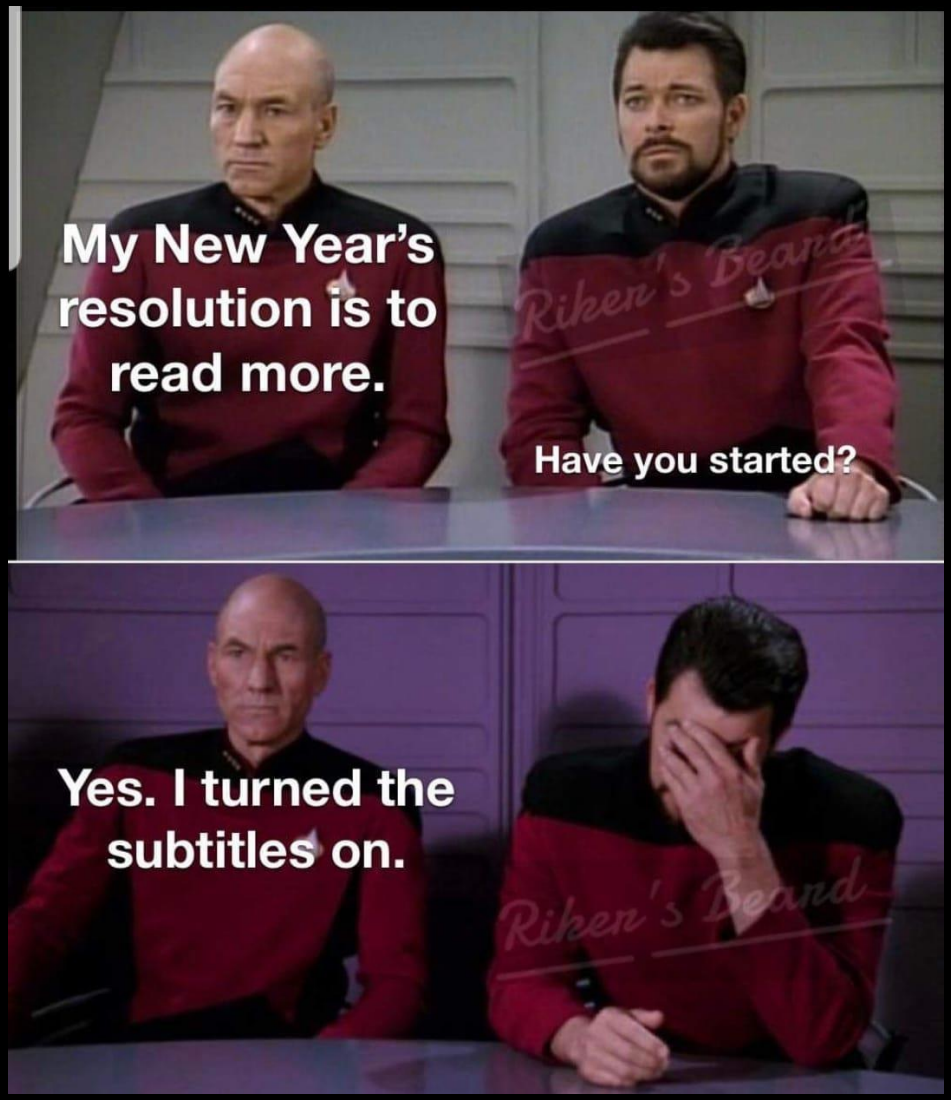
PREFERRED MEDIA LOCALIZATION MODES AROUND THE WORLD



Nimdzi

Advantages of high quality subtitling

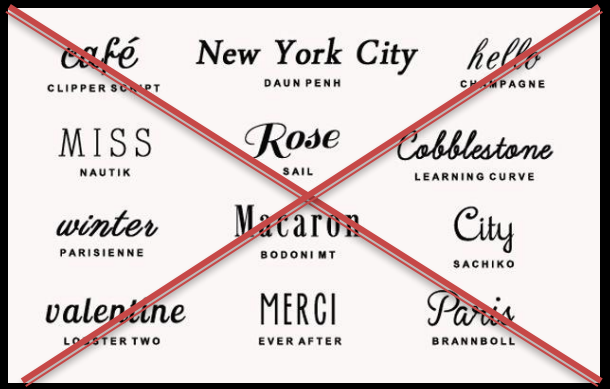
- Improved comprehension
- Cultural adaptation
- SEO friendly
- Increased engagement
- Branding
- Legal compliance

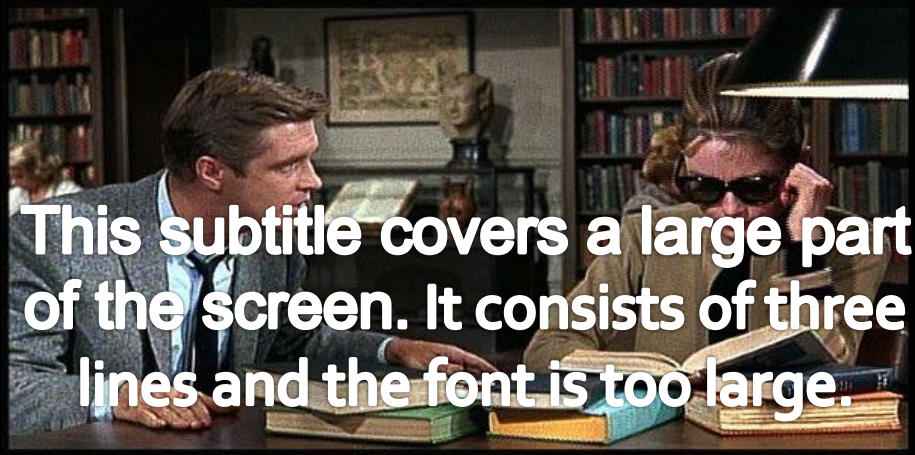


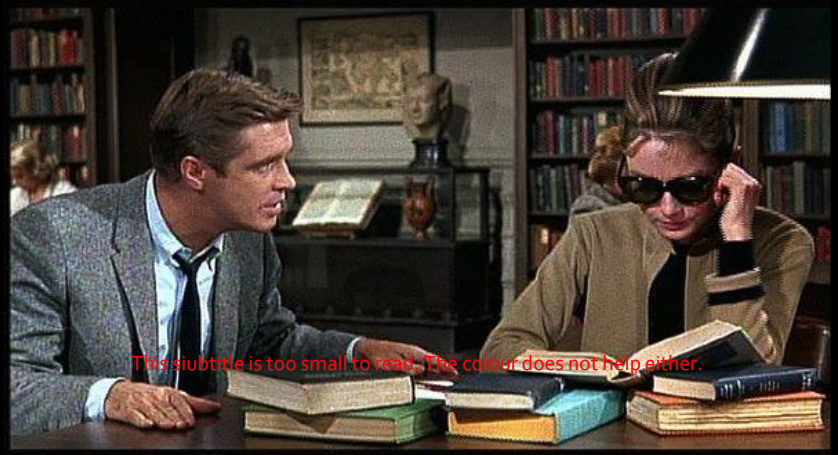
Unknown source

Legibility

- Font size, type & color
- Number of lines: up to 2
- Positioning: bottom
- Characters per line: up to 42







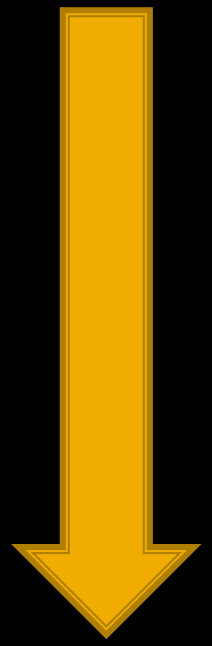
Still from *Breakfast at Tiffany's*

http://openai.com

Would you have time
to read the previous subtitle
if it was displayed
for only one second?

Reading speed factors

- Audience
  - Age
  - Hearing status
  - Education
  - Familiarity with source language
- Material
  - Specialized vocabulary
  - Important visuals
- Medium
  - Screen size
  - Surroundings

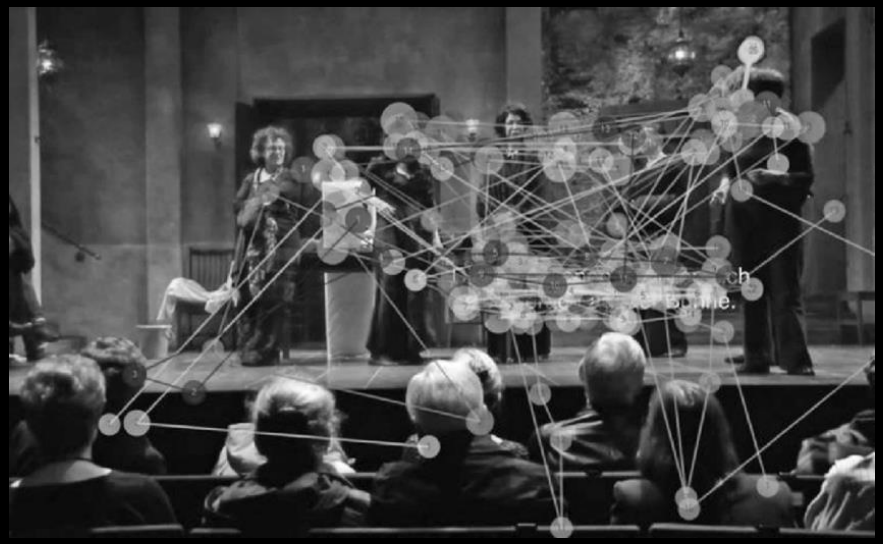


CPS

Readability

Subtitles draw the viewers' attention away from the visuals

Without subtitles



With subtitles

Romero-Fresco, 2012

Measurable readability: Characters per second (CPS)

- Maximum number
- Varies depending on language and medium
  - Japanese: 4 cps
  - Scandinavian countries: 12 cps
  - Netflix (most languages): 17 cps

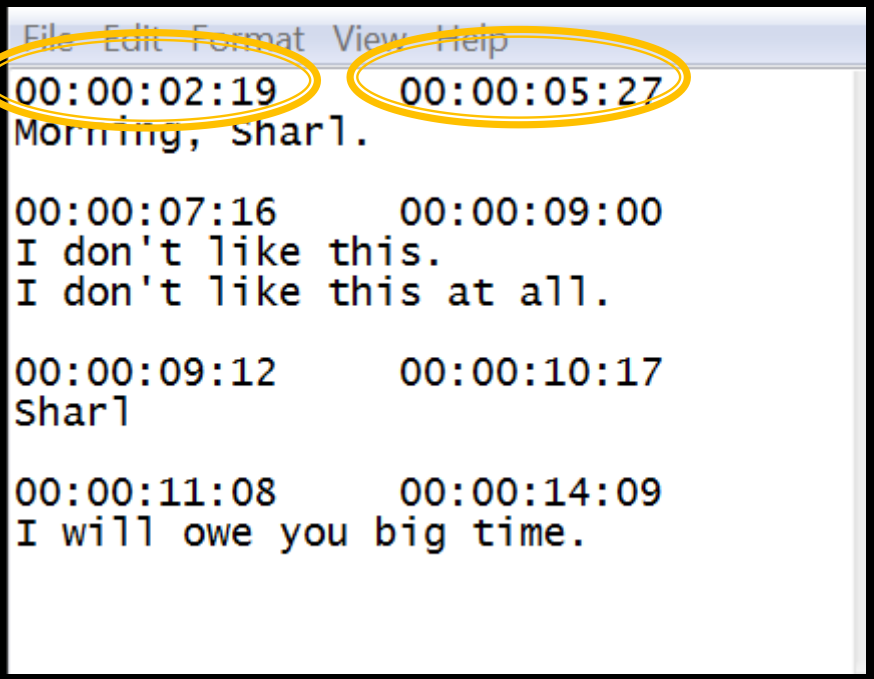
Accurate timing

- In and out times
  - synchronized with the audio
- Duration
  - min. 1 sec
  - max. 6 sec

Subtitles: Timed text

HH:MM:SS:FF

Time in

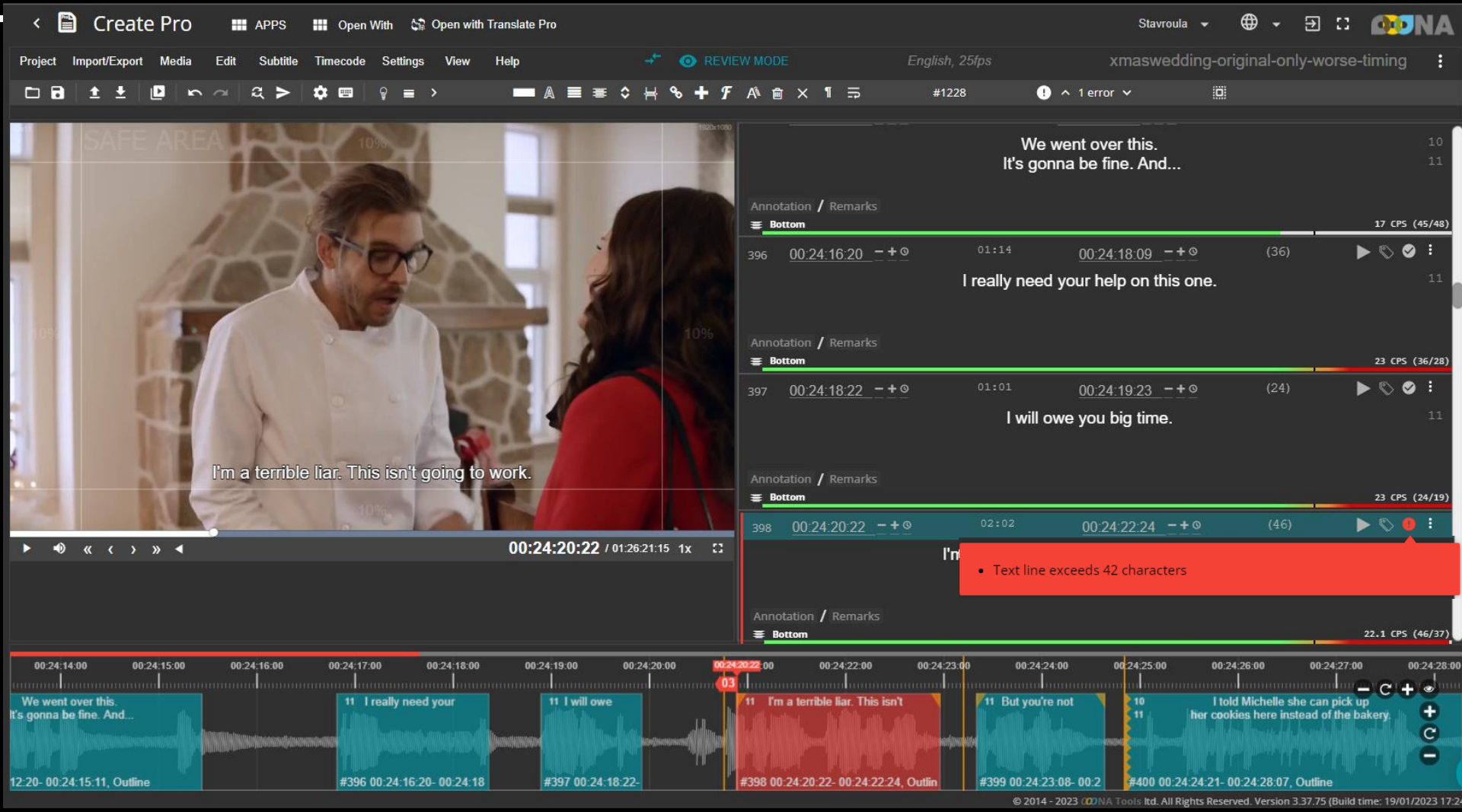


Time out

Frames & shot changes

Stills from *The Sound of Music*

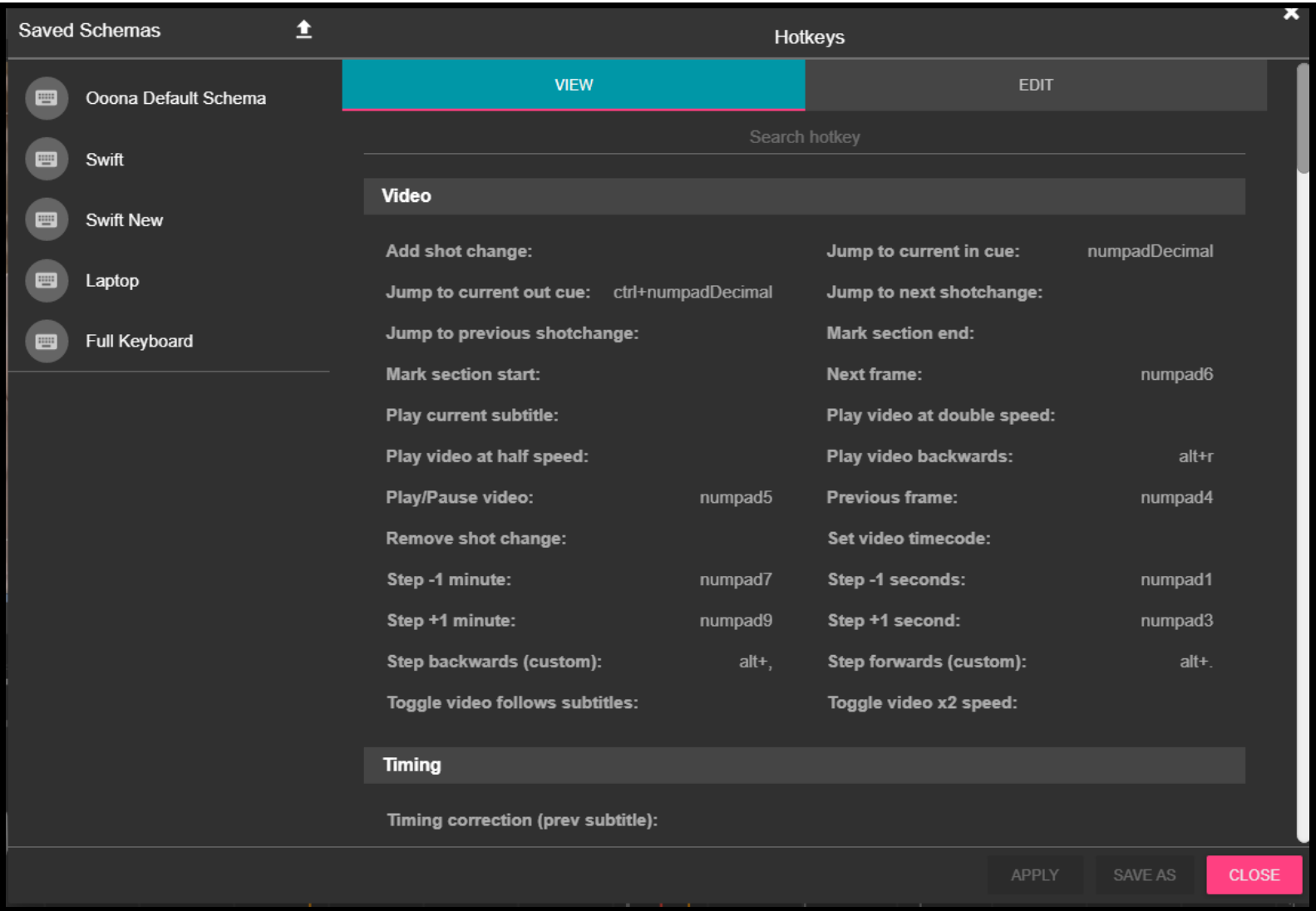
Create Pro


Create Pro
APPS
Open With
Open with Translate Pro
Stavroula
Project
Import/Export
Media
Edit
Subtitle
Timecode
Settings
View
Help
REVIEW MODE
English, 25fps
xmaswedding-original-only-worse-timing
#1228
1 error
I'm a terrible liar. This isn't going to work.
00:24:20:22 / 01:26:21:15 1x
We went over this.
It's gonna be fine. And...
Annotation / Remarks
Bottom
17 CPS (45/48)
396 00:24:16:20 01:14 00:24:18:09 (36)
I really need your help on this one.
23 CPS (36/28)
397 00:24:18:22 01:01 00:24:19:23 (24)
I will owe you big time.
23 CPS (24/19)
398 00:24:20:22 02:02 00:24:22:24 (46)
Text line exceeds 42 characters
22.1 CPS (46/37)
00:24:14:00
00:24:15:00
00:24:16:00
00:24:17:00
00:24:18:00
00:24:19:00
00:24:20:00
00:24:20:22
00:24:22:00
00:24:23:00
00:24:24:00
00:24:25:00
00:24:26:00
00:24:27:00
00:24:28:00
We went over this. It's gonna be fine. And...
I really need your
I will owe
I'm a terrible liar. This isn't
But you're not
I told Michelle she can pick up her cookies here instead of the bakery.
#398 00:24:20:22- 00:24:22:24, Outlin
#399 00:24:23:08- 00:2
#400 00:24:24:21- 00:24:28:07, Outline
© 2014 - 2023 ODNA Tools ltd. All Rights Reserved. Version 3.37.75 (Build time: 19/01/2023 17:2

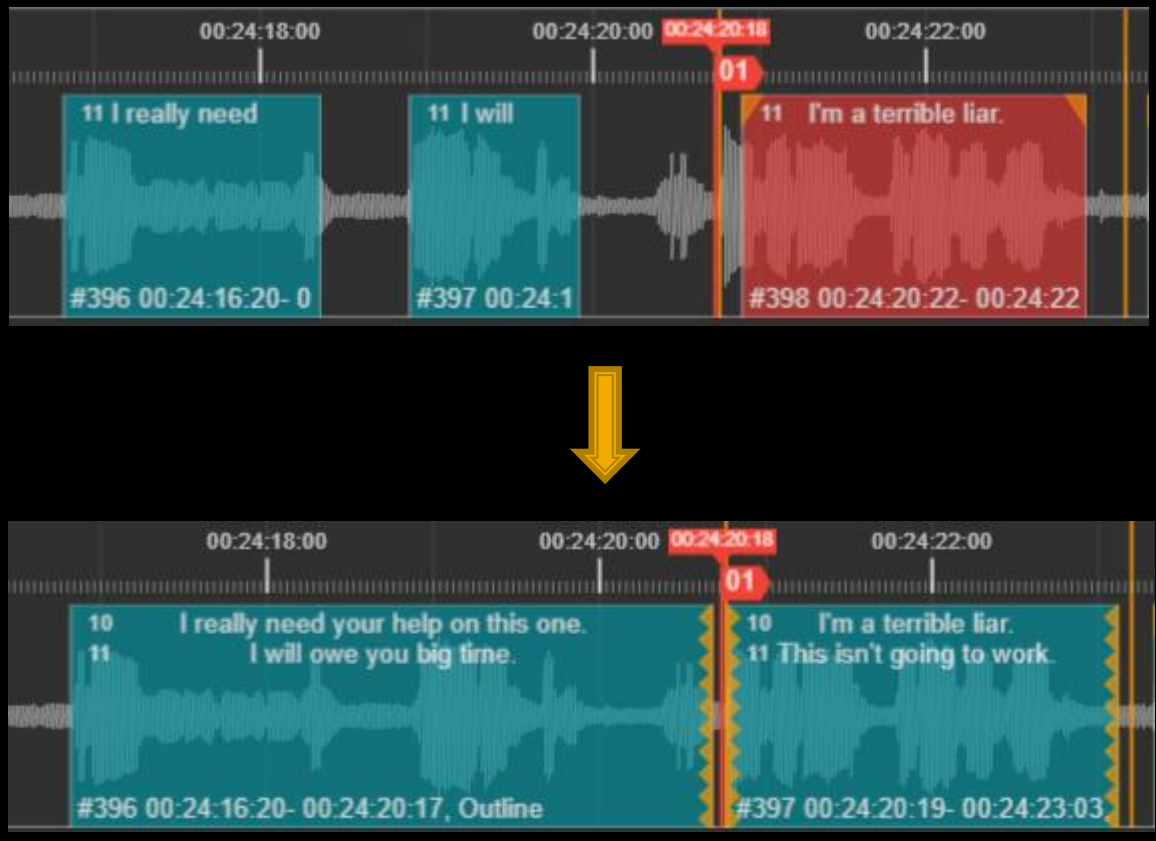
Strategies to improve measurable readability (cps)

- Extending the subtitle
- Closing the gaps and subtitle chaining (2-frame gap)
- Merging subtitles

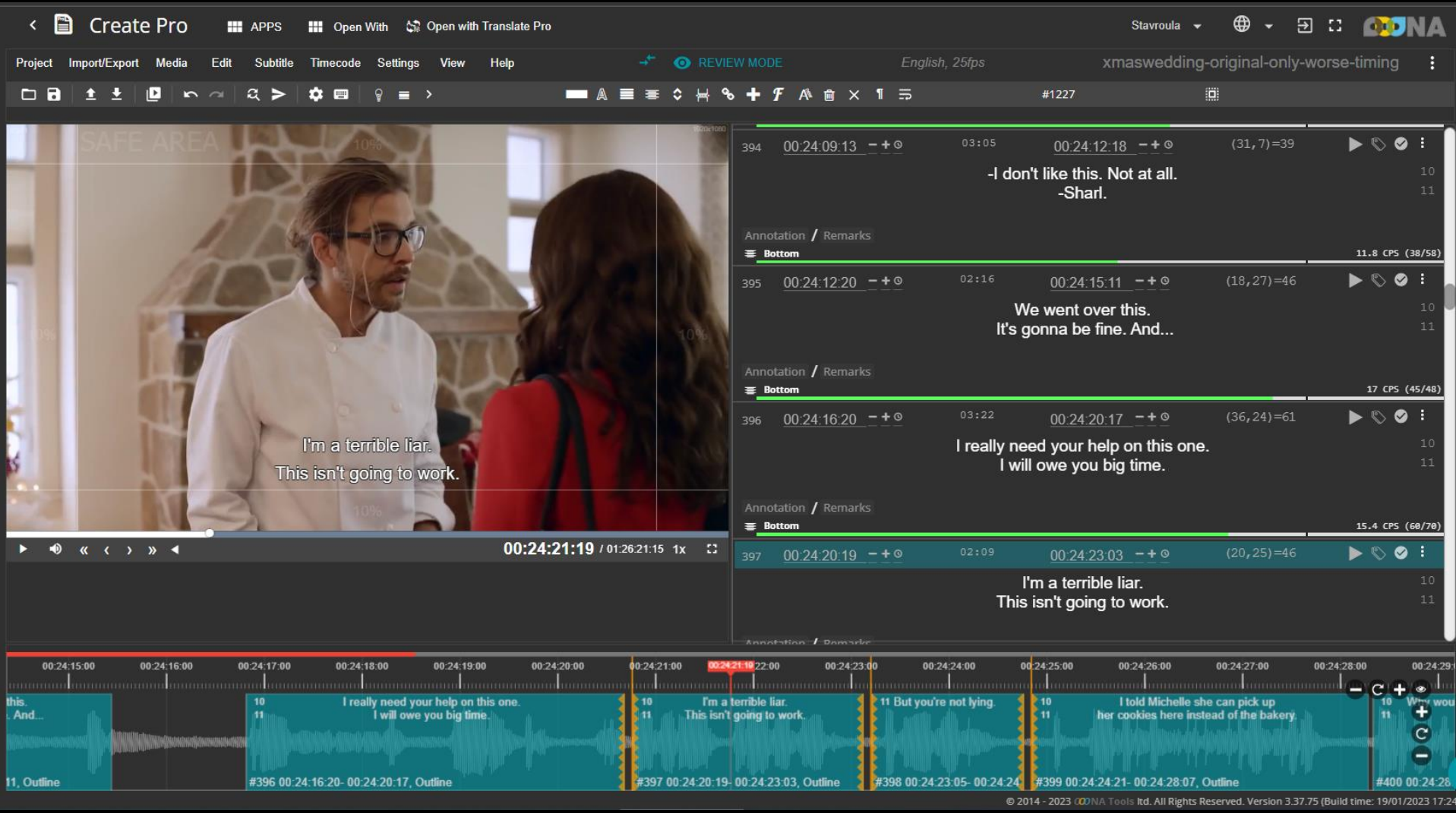
Hotkeys


Saved Schemas
Hotkeys
Ooona Default Schema
Swift
Swift New
Laptop
Full Keyboard
VIEW
EDIT
Search hotkey
Video
Add shot change:
Jump to current in cue: numpadDecimal
Jump to current out cue: ctrl+numpadDecimal
Jump to next shotchange:
Jump to previous shotchange:
Mark section end:
Mark section start:
Next frame: numpad6
Play current subtitle:
Play video at double speed:
Play video at half speed:
Play video backwards: alt+r
Play/Pause video: numpad5
Previous frame: numpad4
Remove shot change:
Set video timecode:
Step -1 minute: numpad7
Step -1 seconds: numpad1
Step +1 minute: numpad9
Step +1 second: numpad3
Step backwards (custom): alt+,
Step forwards (custom): alt+.
Toggle video follows subtitles:
Toggle video x2 speed:
Timing
Timing correction (prev subtitle):
APPLY
SAVE AS
CLOSE

Merging & snapping to shot changes



CPS problem solved



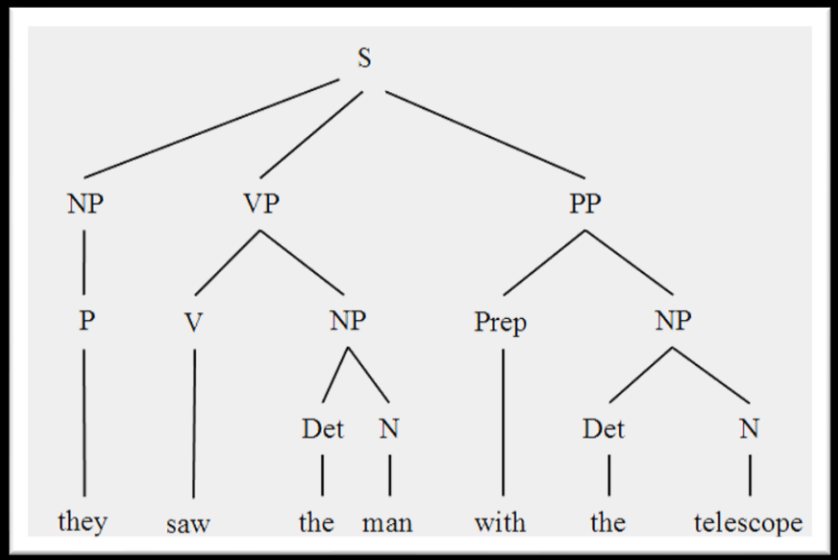
Improving unmeasurable readability

- Complete meaning in each subtitle
- Preference for longer two-liners instead of short "flashing" subtitles
- Maintaining a rhythm
- Unambiguous, uncomplicated structures

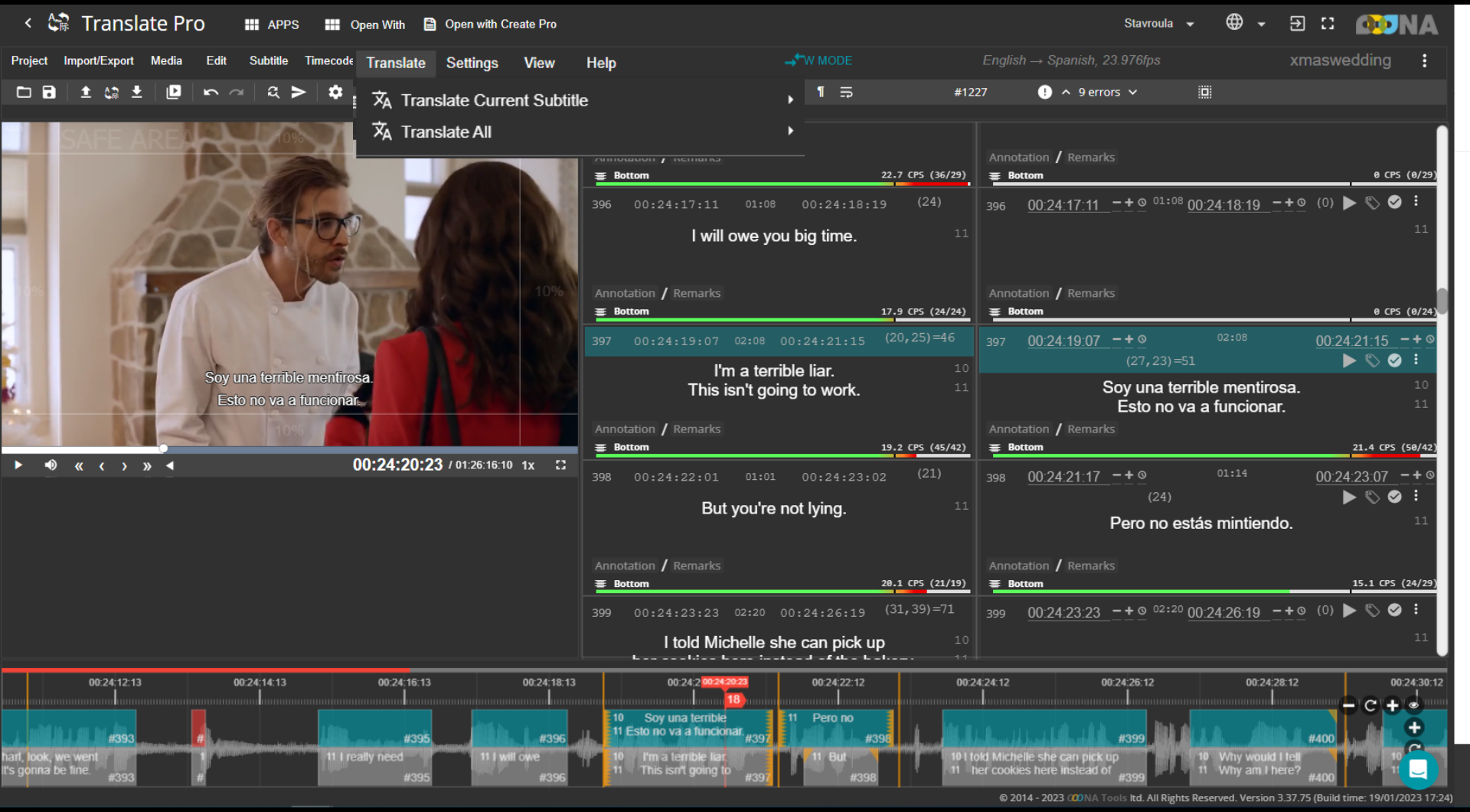
Line division

Linguistic units
should be kept together

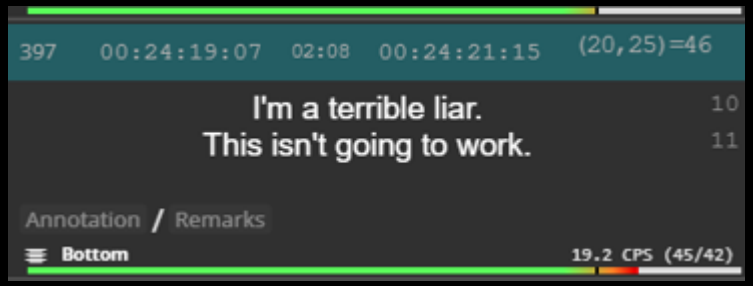
both within the subtitle
and across subtitles.



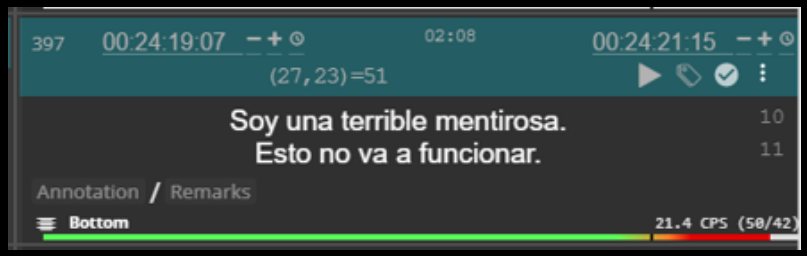
Translate Pro



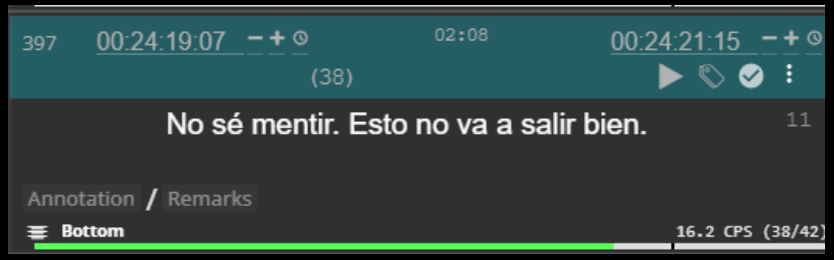
Text reduction



Machine translated subtitle



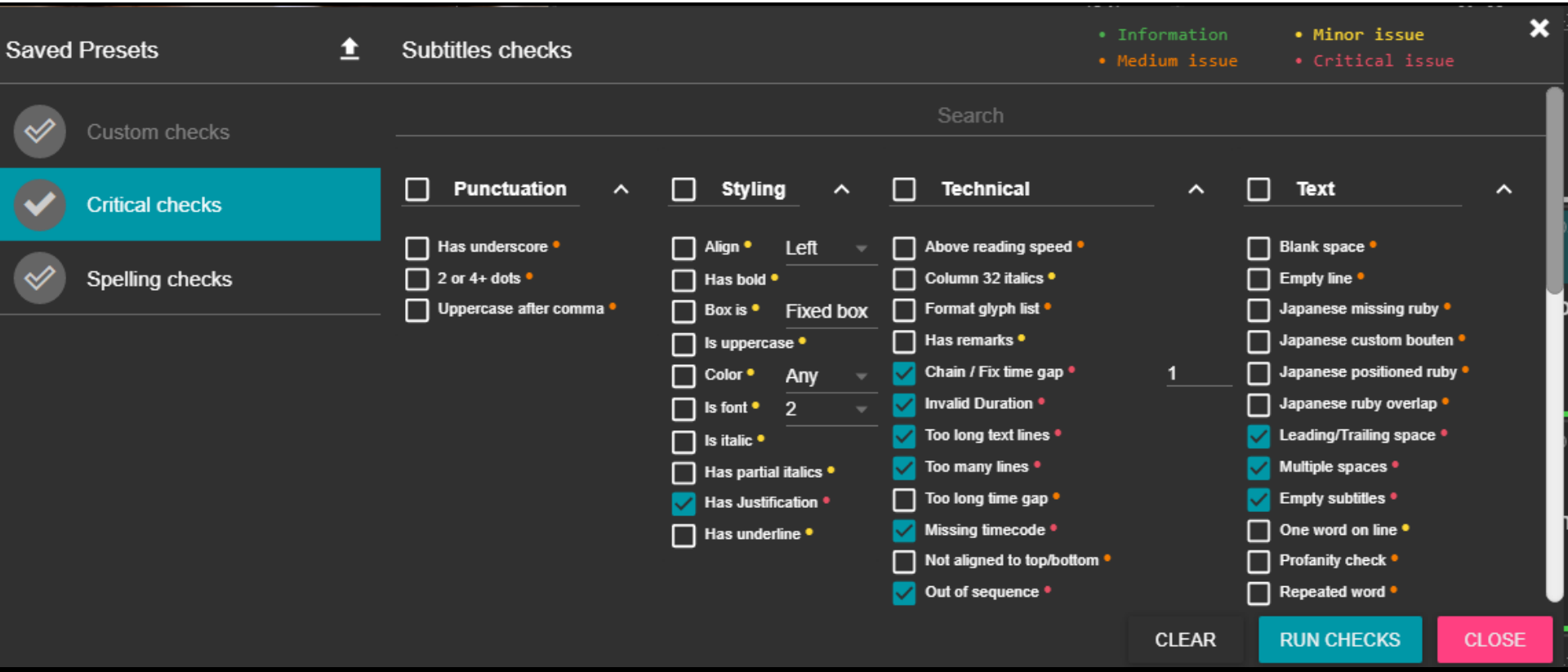
Rewritten subtitle



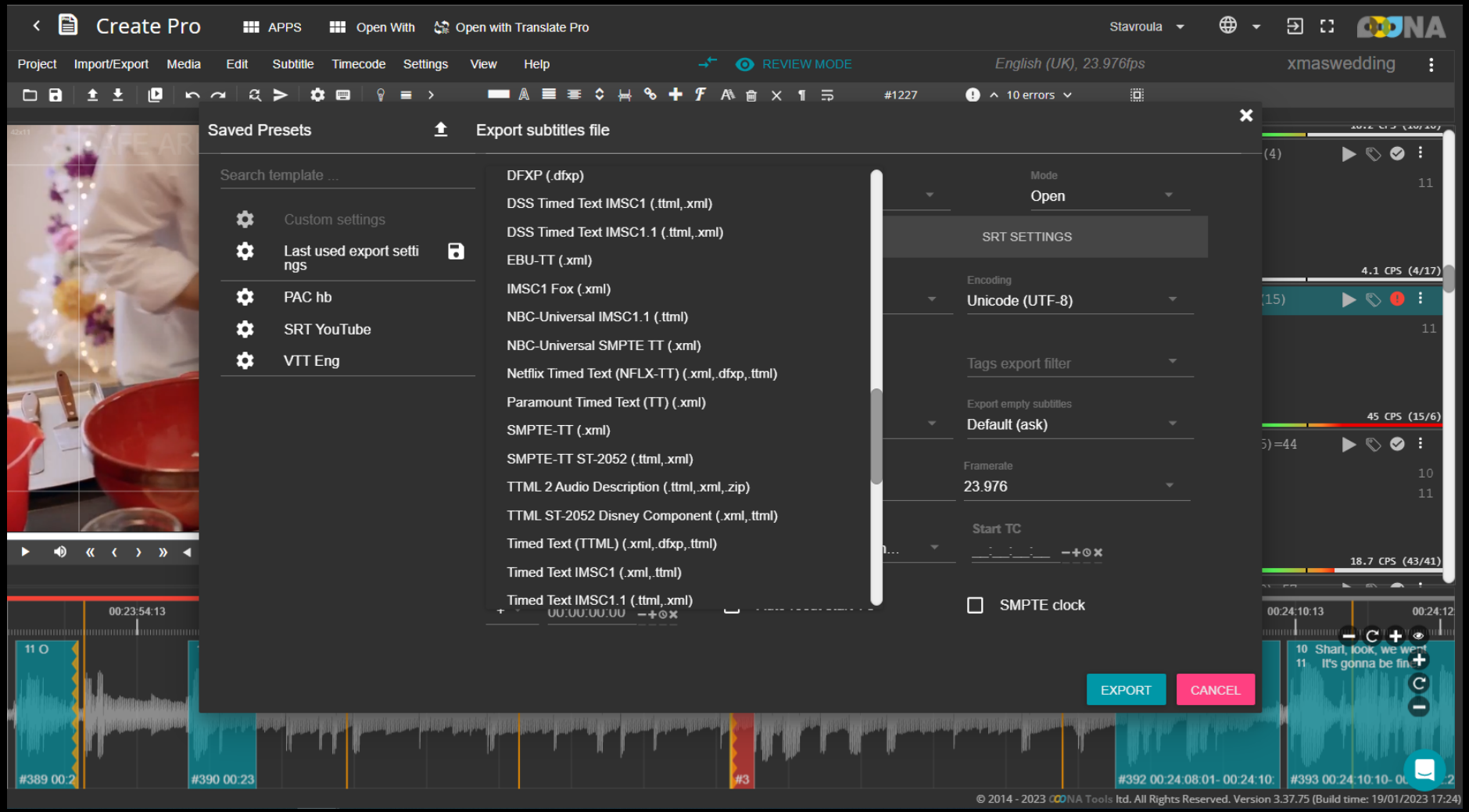
Text reduction strategies

- Reformulate
  - Syntax (positive<->negative, declarative <-> interrogative)
  - Synonyms
- Omit
  - Filler words, vocatives, exclamations, repetitions, etc
- Merge dialogues

Final checks



File formats



Thank you!

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