



Video Localization

A Guide for Media Production and
Marketing Agencies



How agencies can partner with language service providers to produce and market multilingual video content with professionally localized subtitles, voice-overs and on-screen text.



Global Translations & Business Services

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Taking Video Content Global

As marketers, we understand **the challenge of keeping up** with the latest trends in how people consume content. Because the explosion of content on the internet and social media has led to consumer fatigue, businesses are increasingly using video as a way to quickly capture dwindling attention spans. And, as social media giants like Facebook and Twitter push video in their mission to disrupt traditional broadcasting, we are compelled to act. **The future of content is video** and, increasingly, as businesses look to global markets to grow, video is becoming more global in reach. This guide helps media production and marketing agencies work smoothly and efficiently with a language service provider so that they can deliver outstanding multilingual videos to their clients. Professionally created subtitles and voice-overs, as well as culturally authentic messaging, make **the difference between an average viewing experience and one that is unforgettable**. It's easy if you know how, and by the end of this guide you will feel confident about creating multilingual videos for a global audience.

Marketing team, EVS Translations



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Localize Content to Create Engaging and Culturally Authentic Messaging

At the end of 2018, Dolce & Gabbana landed in some very hot water when it launched a video campaign showing a Chinese lady eating pizza with chopsticks. A massive backlash ensued, which accused the brand of racism. The content was quickly taken down from social media channels.

To take content global, it's so important to localize it for individual markets. But not only to avoid fallout from potential consumers. Authentic and culturally appropriate storytelling through video helps a business gain credibility and engage new consumers.

Key Advice to Start the Localization Process



Your client may already have cultural and market-specific messaging in mind for their global videos. But keep in mind that a language service provider can provide further guidance for your client on cultural adaptation, as well as recommendations for market-specific linguistic nuance and style. Puns, idioms and buzzwords may not transfer easily between languages, so factor in extra time during the localization process for the translator or copywriter.



Follow the mother-tongue rule. Your language service provider should be using translators who translate into their mother tongue for maximum cultural authenticity.



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Voice-Over or Subtitles? Do Both.

Translating the original narration in a video into a foreign language helps a business reach new markets. But since viewers may be watching with the sound turned off, subtitles are always a great way to ensure you don't lose anyone's attention. Make sure your language service provider offers both services.



Voice-over work is meaningless if the sound is switched off.



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Checklist: Subtitle and Voice-Over Questions

Below, you can see basic workflows for subtitling and voice-over recording. Understanding the translation production process helps your team with their planning. The key questions to consider before starting the project are highlighted. Once you can answer these, you're ready to start.

	Subtitling	Voice-Over
1	Do you have a script? If not, script creation: transcription and time-coding of the original narration or dialogue	Do you have a script? If not, script creation: transcription and time-coding of the original narration or dialogue
2	Translation of script into one or more languages	Translation of script into one or multiple languages
3	Review (timing of visual content against subtitle display)	Selection of voice talent - what kind of voice talent is appropriate for the brand?
4	Subtitles: will these be delivered as *.SRT files* or embedded in the video?	Studio recording: do you need voice-over for lip-sync or audio narration?
5		Review (timing of visual content against subtitle display)
6		Voice-over: delivered as an audio file or embedded in the video?

*(.SRT are one of the most widely used and supported subtitle file formats.)



Workflows and Project Files: Planning Your Video Localization Project

With the right language service provider, the localization process should be seamless and require minimal effort from the media production or marketing agency - but don't underestimate the importance of good planning. There are steps your team can take to ensure the project runs smoothly and meets all its deadlines.

Do you have the basic technical and organizational elements in place to ensure the video can be delivered according to the client's deadline? Here are **three ways** to set up the localization process for success:

1 Some teams send providers file formats that make projects more labor-intensive and expensive, or that result in lower quality. Ask your provider if you are not sure what to send. See our quick example here:





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That feeling when the subtitles aren't quite right. In this perfume commercial, the line break in the subtitle is incorrect. The English translation has also lost the nuance of the original language.

2 A language service provider should be able to provide you with *.SRT files for subtitles or an audio file for voice-over, which your technical team can embed in the video.

But a language service provider with its own technical team can combine technical and linguistic expertise into one workflow. This ensures the pace of subtitles is consistent with on-screen action and that they are correctly displayed and distributed to make reading as easy as possible. For voice-over, it means, for example, that lip-sync narration will be accurate.

These details make the difference between an average and a high-quality video.

Key Advice



To embed the content and deliver a finished product, it's helpful if your team supplies the original video file, e.g. Adobe Premiere Pro, Adobe After Effects or Final Cut Pro project files. However, *.mp4 files with a good resolution (e.g. 1920 x 1080) should be sufficient.

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3 Does any on-screen text need to be translated? Beyond narration and dialogue, check with your client whether other language elements of the video would also benefit from translation. For this, original project files are vitally important.

Delays in receiving project files are a common problem and waiting for them can potentially impact launch deadlines.



Should this on-screen text also be translated to optimize the viewing experience?



Translation Technology
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Optimizing Video Content: Distribution Channels, Best Practices, SEO

Once content has been translated and localized, why not guide your client with **insight on global trends for video**.



Don't underestimate markets where Google is not king. China, for example, comes second (after the USA) in terms of video marketing revenue. Furthermore, nearly 80% of China's online advertising market is for mobile phones, and local consumers prefer much shorter videos compared to most other markets.

(<https://www.statista.com/outlook/218/117/video-advertising/china#market-revenue>)



LinkedIn's growth in China is exploding. It's the preferred professional network in India, but its popularity is lagging in many other major markets. Optimize your video content according to your professional audience – are you reaching decision makers?



YouTube supports captions into virtually any language, over 80% of Facebook videos are watched without sound, and extra visuals can be very effective – especially on platforms like Instagram. Japanese consumers love Twitter videos but only give you a few seconds to grab their attention.



Major video content distribution channels, websites and social media require well-executed and tracked SEO strategies, with transcriptions and video metadata aimed at both search engines and consumers.



Repurposing Video Content Including Translated Content

Video files can be edited, shortened, or have new infographics introduced into the content. This ensures a business gets maximum use out of its video content.

In the same way, your LSP will produce a script of the original video, which can be used as the basis for further translation into new languages, should this decision be taken in the future.

A key point here, which is true for all types of translated content, is to manage the content properly. Your language service provider will be creating style guides and a glossary for its team, and client input is crucial, too. It's essential that the creative team behind the video agrees on terminology, slogans and other specific terms used throughout it. When different people sign off on or review content in different video projects, deviations in style and content may start to appear, which can be costly to fix after the fact.

Key Advice



Let your language service provider generate long-term value for video assets. They will use the appropriate terminology management strategies and technology to ensure content remains consistent across all languages and in any future videos.



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EVS Translations – We Deliver Localized Videos That are Ready to Launch

The video is ready to launch and you can be confident that it's on-brand and engaging in every language. If your clients want to tell their story to a global audience, we can help you go further.

EVS Translations was founded in 1991 by Mr Edward R. Vick. The company's head office is in Germany and it has an additional network of offices across Europe and the USA. A global in-house staff of 150+ provides businesses with comprehensive translation and translation technology solutions.

Our team is here to support your ambition. [Contact us today.](#)

Why Do Businesses Choose EVS Translations Over Other Leading Competitors?



Our in-house linguistic and technical teams combine expertise in one workflow to deliver **high-quality videos with all content embedded so they are ready to launch.**



We use state-of-the-art technology for translation and terminology management, as well as subtitle and voice-over production, including **Adobe Premiere Pro, Adobe After Effects and Final Cut Pro.**



With offices across Europe and the USA, **we can scale our solutions** for larger businesses with high-volume global demand.



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