memoq

Challenges ahead audiovisual localization and on-demand video streaming

Smoothing the path with memoQ

Introduction

Subtitling, dubbing and captioning have been related to the language service industry for many years. However, mainstream translation technology developers had partly overlooked their importance in favor of other vertical markets. Lately, that has started to change. The global demand for content is reaching new heights and driving the need for more audiovisual localization, which leads companies like memoQ to tailor their offering to serve this industry better.

Video streaming technology has made it possible for people around the globe to consume all kind of content at the comfort of their couch and players like Netflix, Amazon and Hulu are ready to serve them. These companies are now producing original content at a pace never seen before and distributing it across different geographies.

Part of the success of this new business model relies on localizing the content quickly, mainly to reach a broader audience, but also to deliver experiences that are more engaging with people being able to follow US-released shows in their own countries and their language.

However, audiovisual content localization is far from simple. It presents a series of challenges that could be difficult to handle even for these giant corporations.

01

The diversity of file formats

CHALLENGE 01

The diversity of file formats

One of the main problems with translating subtitles is that very few translation tools offer compatibility with the file formats frequently used in this kind of translations. Many language service providers and translators working in this industry choose to translate without the use of computer-assisted technology, but this means they lose all the benefits that come with a translation memory, which allows for higher productivity and more consistency within the translation process. So how do you get the best of both worlds?

SOLUTION 01

Ready-made filters for subtitles and dubbing scripting

memoQ features two ready-made filters to handle .srt and custom-made .xlsx. For .srt files, memoQ will also provide options for encoding and handling segmentation. memoQ also supports traditional formats like Microsoft Office, Adobe Acrobat, HTML, XML, In Design and many others. Plus it offers a module for creating custom filters to import those files that cannot be processed with ready-made filters. Need help creating those custom filters? Don't worry; our professional services can help you.

02

Working with constraints
of space

CHALLENGE 02

Working with constraints of space

Scripts for films, series, and TV shows are usually written in English, which tends to be shorter than most other languages. How do you check that the translated segment will not be too long and will fit the scene and screen at that moment?

SOLUTION 02

Live preview for subtitling videos

memoQ features a preview plugin for subtitling videos. The preview opens the video file exactly at the part that is being translated, and displays the translated text so you can check it live. It can show the number of words per minute, characters per second or characters per line. Now, whenever the translator feels the target segment will be too long for that specific scene, they can check it real-time in the live preview.

Live preview for subtitling videos
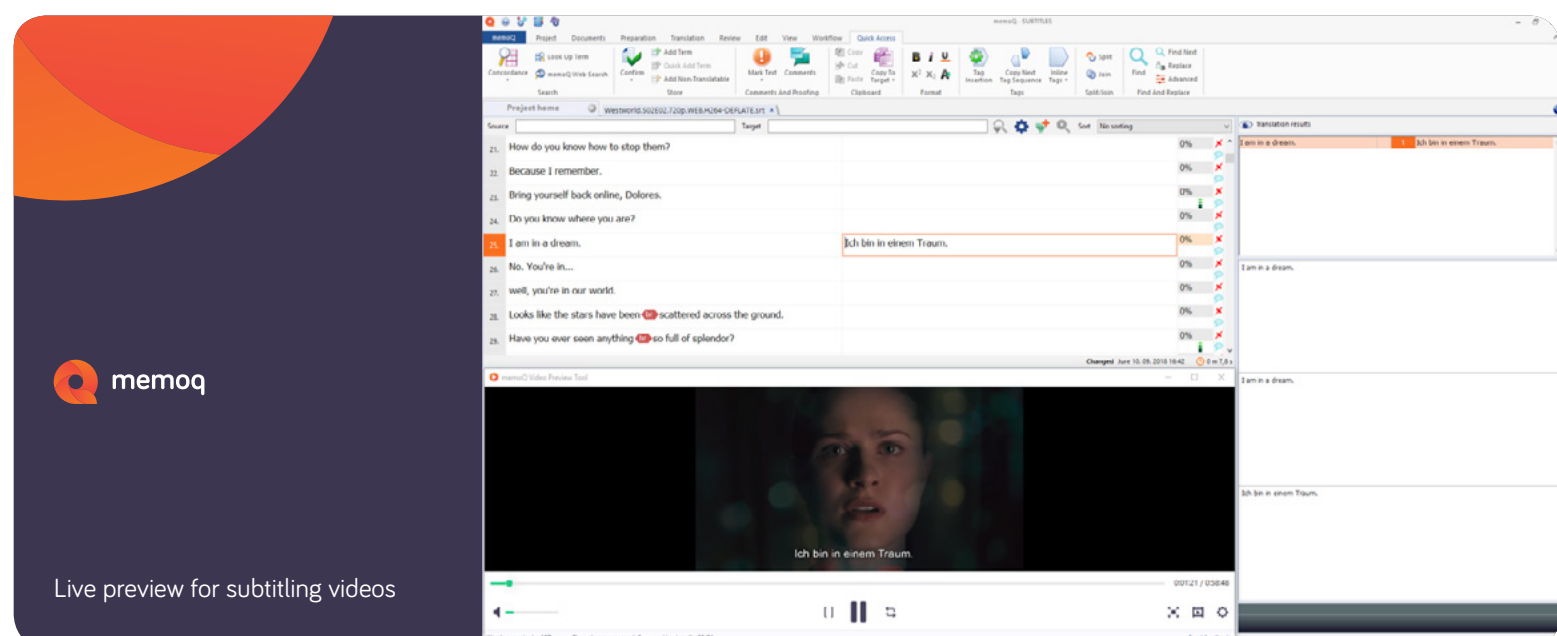
03

Integrating your translation
system to other platforms

Integrating your translation system to other platforms

Companies operating in the content creation and on demand streaming industry use a wide variety of platforms and tools to develop the perfect product for their consumers. This industry is not just about text, but also sound and images, and after all, everything must be localized to the target audience. How can you make sure your platforms can properly integrate with the system where you translate content? Ready-made connectors and integrations help systems communicate with each other, but it's often custom-made integrations that save the day.

SOLUTION 03

Out-of-the-box connectors and custom integrations

memoQ offers out-of-the-box connectors for business management tools, machine translation engines, WordPress, external translation memory databases, and more. With the Web Services API, you can integrate memoQ with proprietary software, project management systems, or other products.

04

Checking for potential mistakes in colloquial translation

Checking for potential mistakes in colloquial translation

Most of the time, translating subtitles means translating dialogues – localizing colloquial language which is very different from written text: It's often less literal than other types of translations; is usually embedded with a higher degree of cultural references; and it needs to match perfectly the scene where it is going to be displayed. A poorly translated subtitle or dubbing script will make your audience feel that your show was not crafted for them but just "adapted". So how can you build a translation workflow that puts quality at the center of the process?

Automated and linguistic quality assurance

memoQ offers two modules to check for potential mistakes in a translation: the first one is known as automated quality assurance (QA), and the other one as linguistic quality assurance (LQA). Automated quality assurance finds a lot of hard-to-spot mistakes like double spaces, wrong capitalization, and missing punctuation. This is especially useful when you localize subtitles into many languages with different grammatical rules. However, automated quality assurance cannot help you identify other types of problems such as register, tone, or use of expressions. There is another process called Linguistic Quality Assurance, which lets you establish a quality control model that reviewers and translators will find very useful when having to work on this second stage.

05

Translation volume and fast turn-around

CHALLENGE 05

Translation volume and fast turn-around

Volume is certainly another challenge for companies when managing large entertainment projects. There only about 250,000 professional translators worldwide and only a few of them work on subtitling and dubbing. Finding the right translator to work on entertainment content is certainly a challenge. Even if you are lucky enough to staff the right team at the right time, how do you allow many translators to collaborate, leading to a streamlined translation process?

SOLUTION 05

Scalability and real-time collaboration

memoQ supports complex workflows usually involving multiple clients, vendors and subvendors. These let you separate different areas, and also let teams working within each area to use their own linguistic resources. memoQ is designed for real-time collaboration, with features like synchronized online projects, simultaneous translation and review, customizable e-mail notifications, and more.

About memoQ

memoQ Translation Technologies is the developer of memoQ, one of the world's most advanced translation environments. Used by hundreds of enterprises and translation companies all over the world, memoQ is the #1 solution to automate and optimize the entire localization process, and manage translation and localization projects in a time and cost-efficient manner.

Contact us

Take your audiovisual localization processes to the next level. Give a chance to our localization professionals to establish a workflow for you, or optimize your existing one even further.

Get in touch with us at sales@memoq.com

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