

ALC 2017 Annual Conference
May 17-20, 2017 Eden Roc Resort Miami, FL

eLearning Video Localization: Get Your Budget Under Control

By George Zhao

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Boffin Language GroupInc.

VideoLocalize

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Background

- George Zhao is co-founder of Boffin and worked as programmer, project manager, and entrepreneur and angel investor. He is leading VideoLocalize Platform development.
- Boffin founded in 1996 is an Asian language service provider. Now Boffin is headquartered in Toronto, Canada and has a production center in Shenzhen, China.
- VideoLocalize Platform is developed by Boffin and won the **TAUS 2016 innovation award**. It's a platform for video transcription, translation, subtitling, audio recording and automatic post synchronization.

Why Video

YouTube Statistics – 2017:

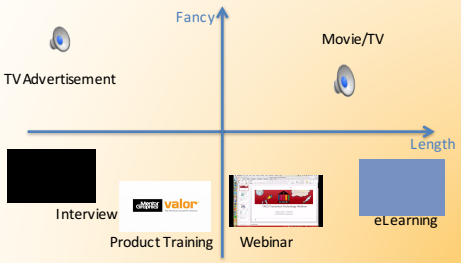
- The total number of people who use YouTube– 1.3 billion.
- Almost 5 billion videos are watched on YouTube every single day.

Cisco Visual Networking Index (2017.3):

- Globally, Internet video traffic will grow 4-fold from 2015 to 2020
- Globally, business Internet video traffic will be 66% of business Internet traffic in 2020

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Video Type and Length



What to localize

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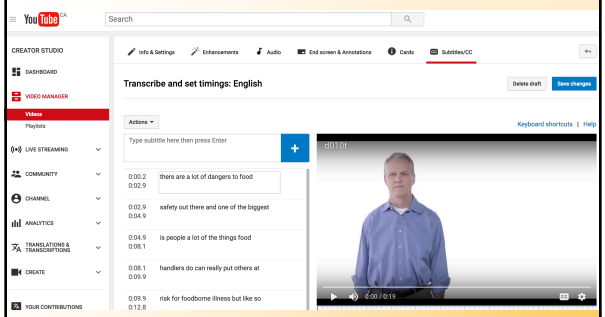
- Subtitles
  - Transcription/Timing
  - Translation
  - Closed Caption(CC)
  - Open Caption
- OST(On Screen Text)
- Audio
  - voice-over/
  - dubbing
  - lip-syncing

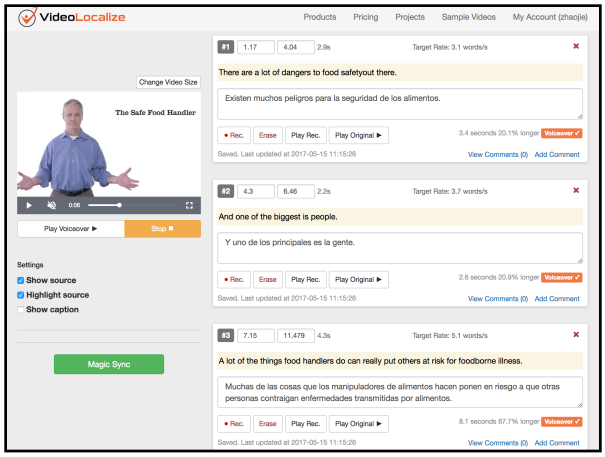
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Budget control tip #1: Subtitle Localization

1. Script and Timing
   a. Easiest way: Always ask for original scripts.
   b. Transcription: In-house vs. outsourcing
   c. Timing: Use translation friendly automatic timing tool.

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Budget control tip #1: Script and Subtitle Localization

2. Subtitles:

Open Caption (OC) means to burn the subtitles into the video. Open Caption cannot be 'turned off' by the viewer if they don't want to see it.

Closed Caption (CC) is displayed and controlled by the video player. CC can be "turned off" or switched between different languages by the viewer if they want.

Budget control tips #1: Script and Subtitle Localization

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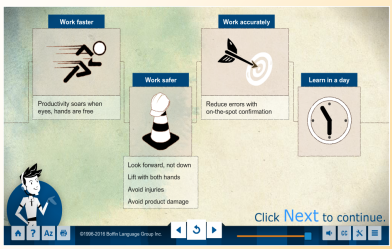
2. Subtitle:

Tools for making Open Caption:

WinAVI Video Converter, HD Video Converter Factory, QtlMovie and etc.

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Budget control tip #2: On Screen Text (OST) Localization



1. Fonts
2. Alignment
3. Spacing

.....

Budget control tips #2: OST Localization

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1. Fonts

We will use Microsoft Excel 2010 to create a blank sheet.

Fast and **cost-effective** only in high density pick zones	**Fast** and **cost-effective**
Does ***not*** help workers correct errors	Helps workers avoid or correct errors

A

我们将使用 Microsoft Excel 2010 创建一个空白表格。

Rápido e econômico somente em zonas de separação de alta densidade	**Rápido e econômico**
Não ajuda funcionários a corrigir erros	Ajuda funcionários a evitar ou corrigir erros

B

我们将使用 Microsoft Excel 2010 创建一个空白表格。

Rápido e **econômico** somente em zonas de separação de alta densidade	**Rápido** e **econômico**
Não ajuda funcionários a corrigir erros	Ajuda funcionários a evitar ou corrigir erros

Budget control tips #2: OST Localization

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2. Alignment

Fast and cost-effective only in high density pick zones	Fast and cost-effective
Does not help workers correct errors	Helps workers avoid or correct errors
Has only one default o Static	Allows you to pick o Static o Dynamic o No zones
Difficult to reconfigure	Easy to reconfigure

A

Schnell und kosteneffizient nur in Zonen mit hoher Entnahmedichte	Schnell und kosteneffizient
Unterstützt die Arbeiter nicht bei der Korrektur von Fehlern	Unterstützt Arbeiter bei der Vermeidung und Korrektur von Fehlern
Hat nur eine Standardeinstellung o Statisch	Erlaubt Kommissionierung o Statisch o Dynamisch o Keine Zonen
Schwierig zu rekonfigurieren	Einfach zu rekonfigurieren

B

Schnell und kosteneffizient nur in Zonen mit hoher Entnahmedichte	Schnell und kosteneffizient
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3. Spacing

Boffin helps workers:
- Work faster and safer
- Work accurately

Boffin helps supervisors:
- Manage using real-time WMS updates
- Monitor worker activity
- Reduce paper/printing costs

A

Boffin hilft den Mitarbeitern:
- Sicherer und schneller zu arbeiten
- Genaues Arbeiten

Boffin hilft den Vorarbeitern bei Folgendem:
- Verwaltung mit Echtzeitaktualisierungen des Lagerverwaltungssystems
- Überwachen der Aktivitäten der Arbeiter
- Verringerung der Kosten für Papier und Druck

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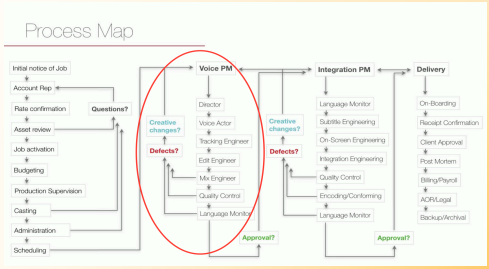
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Budget control tip #3: Audio Localization



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Budget control tip #3: Audio Localization



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Budget control tip #3: Audio Localization

1. Voice talents
2. Re-recording
3. Synchronization

Budget control tip #3: Audio Localization

1. Talent selection/Casting.

   What kind of voice talent do you need for the project? Voice actor? Broadcasting level voice talent? Or amateur voice?

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Budget control tip #3: Audio Localization

2. Avoiding re-recording

   a. Always ask client to approve text before recording.

   b. Set a pronunciation guide with your client. Example: T700.

   c. Test your talent English pronunciation if there are English words in the script.

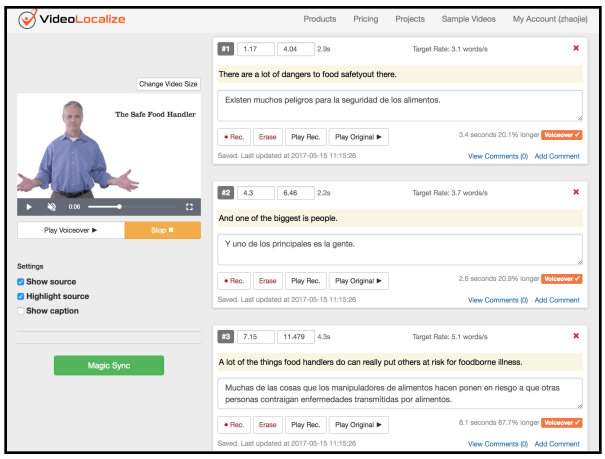
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Budget control tip #3: Audio Localization

3. Try to use automatic synchronization tool

   a. A/V synchronization is usually needed.

   b. One minute video sync = 30 minutes engineering time.



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Summary: Budget Control Tips

1. Subtitles Localization
   1) Script and Timing
   2) Subtitling
2. On Screen Text(OST) Localization

   Understanding your customer's needs is a key regarding fonts, alignment, spacing, sorting, resizing……
3. Audio Localization
   1) Voice talents
   2) Re-recording
   3) Synchronization

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Conclusion

1. Video is the future content.
2. Budget control is the key to scale video localization services.
3. Video localization is a very good opportunity for LSPs or LSCs to grow.