



Picture Perfect: Localizing for the broadcast industry

Alpha CRC is a leading localization provider delivering bespoke solutions to the global broadcast industry.

Trusted by global brands and providers in the broadcast industry, our current clients include **Amazon Prime Video, Avid Technology** and **Animaker**.

In an industry driven by the synergy of creativity and technology, our sector-specific experience covers **three core areas of localization** which support the strategic goals of both our broadcast-sector clients, and clients who broadcast video/audio content. These core areas are:

1. **Localizing broadcast technology platforms**
2. **Localizing broadcast content**
3. **Localizing marketing content for the broadcast industry**

1. Localizing broadcast platforms

From the early days of radio to interactive streaming, technology has always defined the broadcast industry. From content creation, editing and delivery, to consumption and use, the 21st century broadcast industry is built on digital technologies, often launched in English, that require specialist localization to reach global markets.

Alpha CRC combines a global linguistic reach with an extensive understanding of different broadcast industry technologies, to ensure platforms and software solutions are perfectly adapted to meet the needs of local users in different regions.

Alpha CRC HQ
St Andrew's House
St Andrew's Road
Cambridge
CB4 1DL
United Kingdom

+44 (0)1223 431000

@thisisalphalive

Alpha CRC

Alpha CRC's experience in localizing broadcast technology platforms

- **Avid Technology – global leader in broadcast technology and multimedia**
 - At a time of global expansion, Alpha delivered a strategic restructure of Avid Technologies' diverse localization approaches to create an agile, integrated global solution.
 - Alpha's global in-house team (including localization strategists, native-born linguists with broadcast technology experience, and technical specialists) created a system which underpinned Avid's long-term globalization strategy – building a valuable client relationship that continues to this day.
 - At Alpha, we use Avid's Media Suite to record and edit audio-visual content for a wide range of clients. This in-house experience of one of Avid's flagship products continues to add value to our localization services for our client.
- **Animaker – online animation video creation platform**
 - Alpha was contracted to complete localization of the Animaker website and applications in multiple languages, expanding to new markets and additional content where required.
 - This process has helped support in its goals to continue to expand global language coverage and its "mission to serve the entire world".
 - Alpha's own use of the Animaker platform for its marketing activities helps to deepen our understanding of both the technology and the Animaker brand.

2. Localizing broadcast content

In the broadcast industry, content is king. Access to global audiences relies on effective localization by providers who can combine the skills of localizing content for target markets with the multimedia expertise in audio-visual services such as subtitling, voiceovers, dubbing and synchronization.

With its in-house recording studios, team of technical experts and native-born linguists specializing in cultural adaptation, Alpha CRC has the skills and resources to localize broadcast content across a wide range of formats, industry sectors and genres.

Alpha CRC's experience in localizing broadcast content sector by sector

Alpha has localized broadcast content for clients across a range of industry sectors.

- **Television:**
 - **Discovery Channel** – localization of television programs on the natural world
- **Music:**
 - **Avid Technology** – video content for its Sibelius music notation software

- **Yousician** – subtitling online video tutorials and preparation of content for voiceover
- **Fashion:**
 - **Burberry** – videos for online and television advertising across multiple markets
- **FMCG:**
 - **Nespresso** – localization of television adverts for different markets
- **Education:**
 - **Dorling Kindersley** – localization of recorded educational material for global audiences
 - **Sunflower Learning** – localization of various animations, simulations and film for science tutorials

3. Localizing marketing content for the broadcast industry

The broadcast industry relies on expert localization of marketing campaigns and content to attract audiences and distributors across competitive international markets. At Alpha CRC, we currently localize marketing materials for one of world's leading providers of instant digital streaming services: Amazon Prime Video.

Alpha CRC and Amazon Prime Video

- Ongoing localization of marketing content on the Amazon Prime Video online platform in 32 languages
- Localization of taglines used to market *Borat Subsequent Moviefilm* (the sequel to *Borat*) in English, Dutch, Spanish, Italian, German and French

In summary

Clients in the broadcast industry, and clients distributing content for broadcast, trust Alpha CRC to deliver extra value localization solutions for a variety of interlinked reasons. With a unique business practice and promise of excellence, Alpha has:

- **Global reach** – 16 offices in 14 countries, and language experts from all over the world
- **In-house model** – teams of native-born linguists and specialist localization project managers
- **Industry experience** – working with global leaders in the broadcast sector and beyond
- **Technology** – localization platforms providing agile workflows across multiple markets
- **Quality assurance** – careful and comprehensive review processes guarantee quality of localization
- **Audio-visual capabilities** – technical teams using our in-house recording and editing facilities

For more information, please contact: mfurtado@thisisalpha.com