

How to localize AV content

in 10 steps

ALPHA

Smart. Human. Global.



Before you do anything, you must consider what kind of localization is required.

Subtitling

- Faster turnaround
- Lower cost
- Tends to be used for internal videos and training/tutorials

Audio

- More expensive
- More natural for native audiences
- Tends to be used for marketing material

Step 1 Script/Transcript

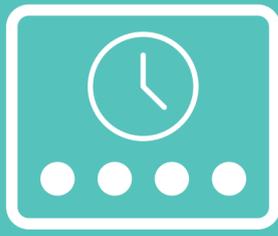
A script is provided. If there is a no script available, a transcription is needed.

[Learn more about writing for a corporate video here](#)

Step 2 Timecoding

Per subtitle or sentence.

Per paragraph.



Did you know? Timecoding is important; it syncs the audio/subtitles with what's happening on the screen. Any delays in the audio will jar and potentially confuse the audience.

Step 3 Localization

The script is localized by a linguist, who refers to the source video/audio track for reference.

The linguist adds line breaks where appropriate.

多久

wie lange

Did you know? The overall localized script length is critical: it should be +/-10% of the original script length so it fits with the visuals. Chinese is generally less characters, German is more.

Step 4 Pronunciation

Client and LSP draft a pronunciation guide together covering the brand name and any acronyms. It could be as long as 100, or as short as 2 words.

Step 5 Voice

Client and LSP choose voice. Ideally, the voice should have a similar profile to the source and a native speaker of the language.

[More tips in our ultimate guide to voice-over](#)

Step 6 Check script

Internal check of script length, the script is then signed off by the client.

[For many Hollywood stars, the localized voice-over artist in different countries is consistent. Read more here](#)



Did you know? The single biggest cost when localizing an audio track is the recording. Everything needs to be checked in detail beforehand, so only the one recording session is required.

Step 7 Recording

The script is recorded by the chosen actor, ideally with the client in attendance or listening in.

Step 8 Post-production

The AV team adds the subtitles to the video according to the client's specifications (font, design/layout).

The AV team post-edits the recording and adds it the video.

Step 9 Language Sign-off

The linguist checks that the subtitles are synced to the video and that the line breaks work linguistically.

The linguist checks that the audio is synced to the video.

Step 10 Delivery

Delivery to the client.

[Find out what we predict for the future is with Alpha CRC's five key trends for AV content in 2021.](#)

Alpha CRC is a multilingual, multimedia and multispecialist localization company, committed to the highest quality linguistic and creative content.

www.alphacrc.com