



Lionbridge SOLUTION BRIEF

VIDEO TRANSLATION SERVICES:

Translating content faster and more efficiently
than traditional approaches

Increase in Video Content

Top global brands are dramatically expanding their video usage for marketing, support, training and corporate communications. Unfortunately, the traditional approach to subtitling and voice-overs is slow and costly.

The requirements are changing, pointing to a new approach:

- Cycle time requirements for translation have been reduced to days or, in some cases, mere hours.
- Cost efficiency is crucial as budgets cannot expand to treat every video with in-studio, professional voice talent.
- Quality is now dependent on the type of content translated. There is no longer just one standard.

Next Generation Solution

The video translation industry is still trapped in the era of in-country recording studios. This approach is too costly and too slow. We've created the next generation solution – a centralized hub that combines people, process and technology to deliver translated videos in a rapid, cost-effective manner.

- People – multilingual, multimedia experts that are fully dedicated to delivering the highest quality final products.
- Process – highly automated with numerous quality check points.
- Technology – leveraging the latest in video translation software and text-to-speech technology.

Solution Highlights

- Flexible options that meet your individual needs.
- Turnaround in under 10 days.
- 90 percent more affordable than traditional approaches.

Why Lionbridge?

Currently working with Fortune 500 companies, Lionbridge provides the elements of a complete enterprise solution.

- **Rapid Turnaround** – Receive translated videos back in a matter of days versus weeks for traditional approaches.
- **Lowest Total Cost** – Optimized offshore multimedia centers with automated technology for text-to-speech and video translation management delivers dramatically low price points.
- **One Stop Shop** – No need to separately manage translation and video production.

Video Translation Solutions to Fit Your Business Objectives

Companies leverage video for many different purposes, requiring varied combinations of cost, quality and cycle-time. Our options are optimized for your needs and align with your business objectives.



Subtitles

Leverage our professional translation services for your video subtitling needs.



Audio File Translation

Our multimedia experts will transcribe your audio content and provide a translated TXT file of the script in your target language.

TTS Voiceover



Efficient and affordable, language experts will translate and transcribe your video audio, applying natural sounding text-to-speech technology to produce the voiceover audio track.



Freelance Voiceover

Your video's narration will be translated, transcribed and then passed to a native-speaking, freelance voice artist who will provide the voiceover audio track.



Studio Voiceover

Your video's narration will be translated, transcribed and then passed to a professional voice artist who will record an in-studio voiceover audio track.



Text to Audio

Language experts will translate the provided text before handing the content off to a native speaker who will produce a spoken MP3 track.

Video Transcription

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Multimedia experts transcribe video content with corresponding time codes.



Transcript Translation

Our native speaking interpreters translate your video transcription files into your desired languages within days.



Multilingual Captioning

Pre-existing closed captioning will be translated into target languages and added into your videos.



Closed Captions

Lionbridge translation experts provide the captioning for videos in the selected languages you need.



800 Top Global Brands

trust Lionbridge to take their content international.

By partnering with us, our clients have simplified and streamlined their complex video localization process.



Get Started

Streamline your video translation process while reducing the cycle time and cost.

Contact us at www.lionbridge.com/contact-us