



**SHOWCASE LOCALIZE DISTRIBUTE**



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# Inside Media Localization

Stuart Green  
CEO

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SHOWCASE LOCALIZE DISTRIBUTE



# Media localization services specialist

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**21  
million  
minutes**

**122  
million  
files stored**

**250  
million  
subtitles and  
captions**

**121  
languages  
and over  
40 formats**



# ZOO's global reach



**London, Sheffield, Los Angeles + partners around the world**



# Our clients: major Hollywood studios, leading OTT operators





# Growing organically at around 70% year-on-year

## Organic growth leaders

Company	Currency	2015 FY	2017 FY	2y-growth, % ▾
ZOO Digital Group	USD	11.5	28.0	143%
VSI	GBP	16.1	30.4	88%
Jonckers	EUR	14.7	26.2	78%
Lan-bridge	RMB	66.0	115.0	74%
Akorbi	USD	24.4	39.7	62%
NLG	EUR	9.9	14.9	51%
Language Connect	GBP	5.8	8.3	43%
Certified Languages International	USD	26.0	36.8	41%
Verztec	USD	30.4	41.0	34%
Telelingua	EUR	22.6	30.0	32%
Transn	USD	38.4	49.0	27%
thebigword	GBP	42.5	59.7	26%

Source: Nimdzi Insights . © Nimdzi Insights LLC, all rights reserved.

Google Data Studio



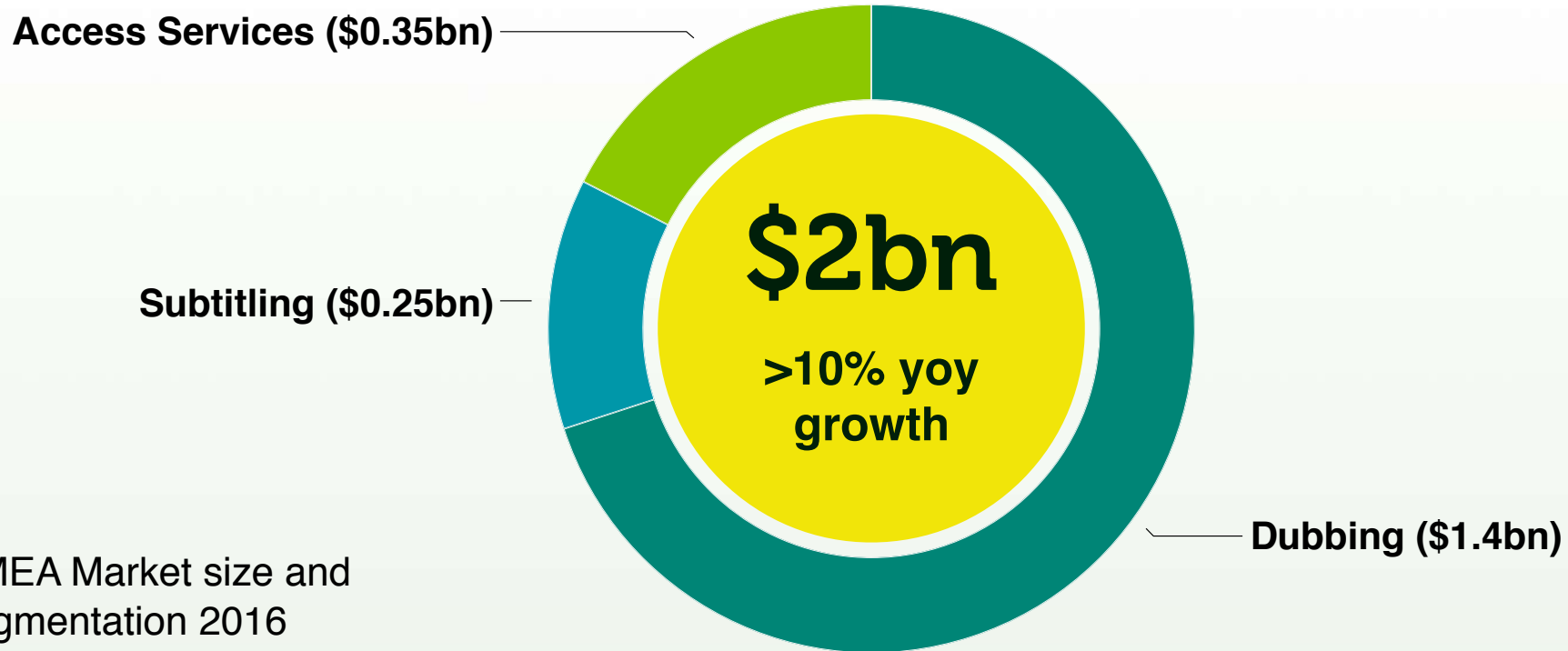
# Powered by our own cutting-edge, cloud technology

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# EMEA Entertainment Localisation Market





I'm having an old friend for dinner.





# Machine translation is yet to make its mark

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Contextual

Colloquialisms

Idiomatic

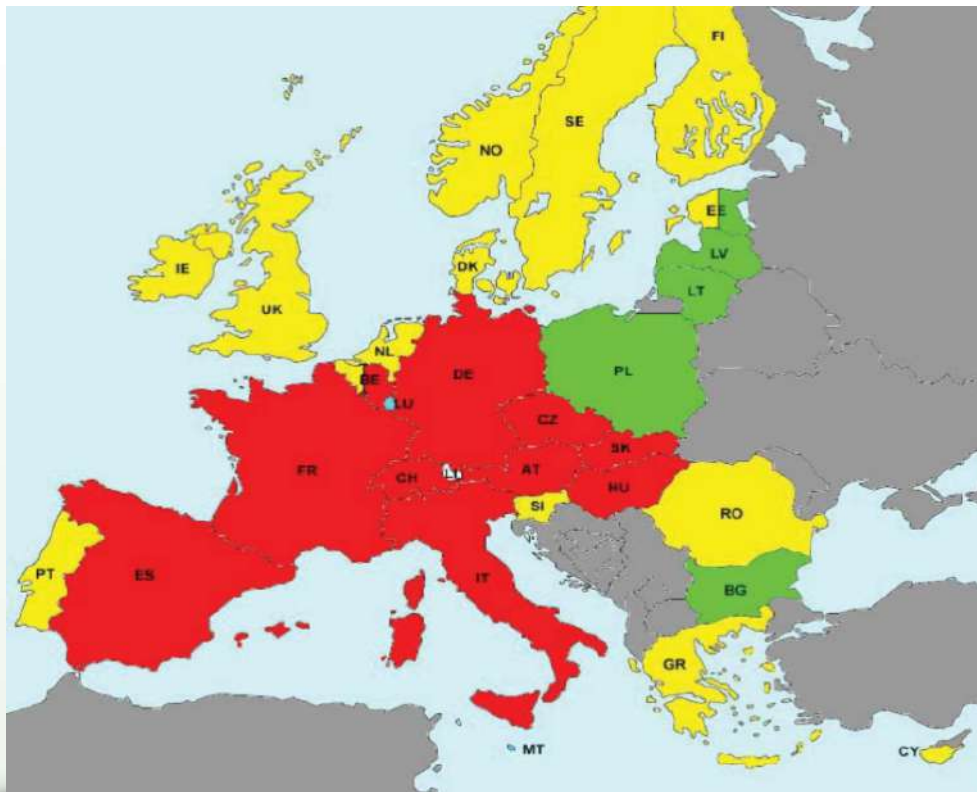
Humour

Dialects

Malformed grammar

Sarcasm

# Localisation Preferences by Country



- Dubbing
- Subtitling
- Voiceover

# Industry trends

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**Growth  
in online  
viewing of  
video**

**Digital services  
available  
globally**

**Growth in  
languages**

**Growth  
in original  
content**

**Growth in  
international  
demand for non-  
English original  
content**

**Rise in demand  
for accomplished  
screen  
translators**

**Higher quality  
required than  
previously**

**Accelerated  
time to  
market**

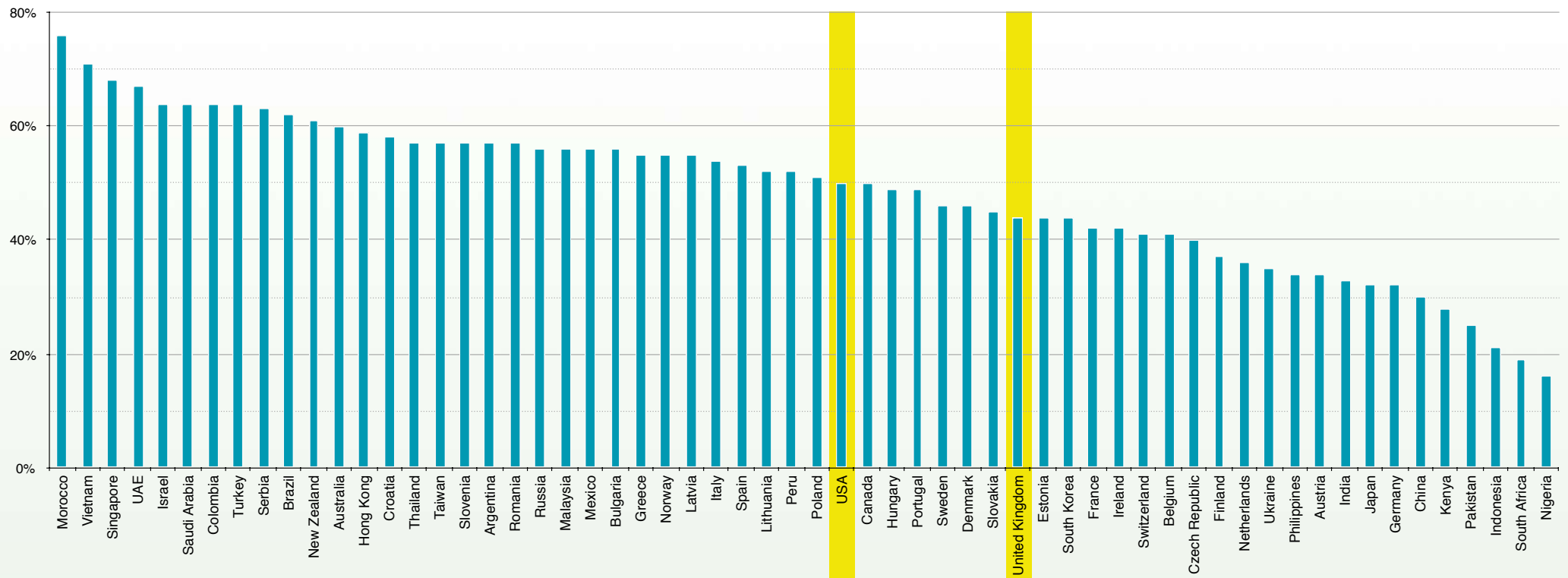
# Changing behaviours

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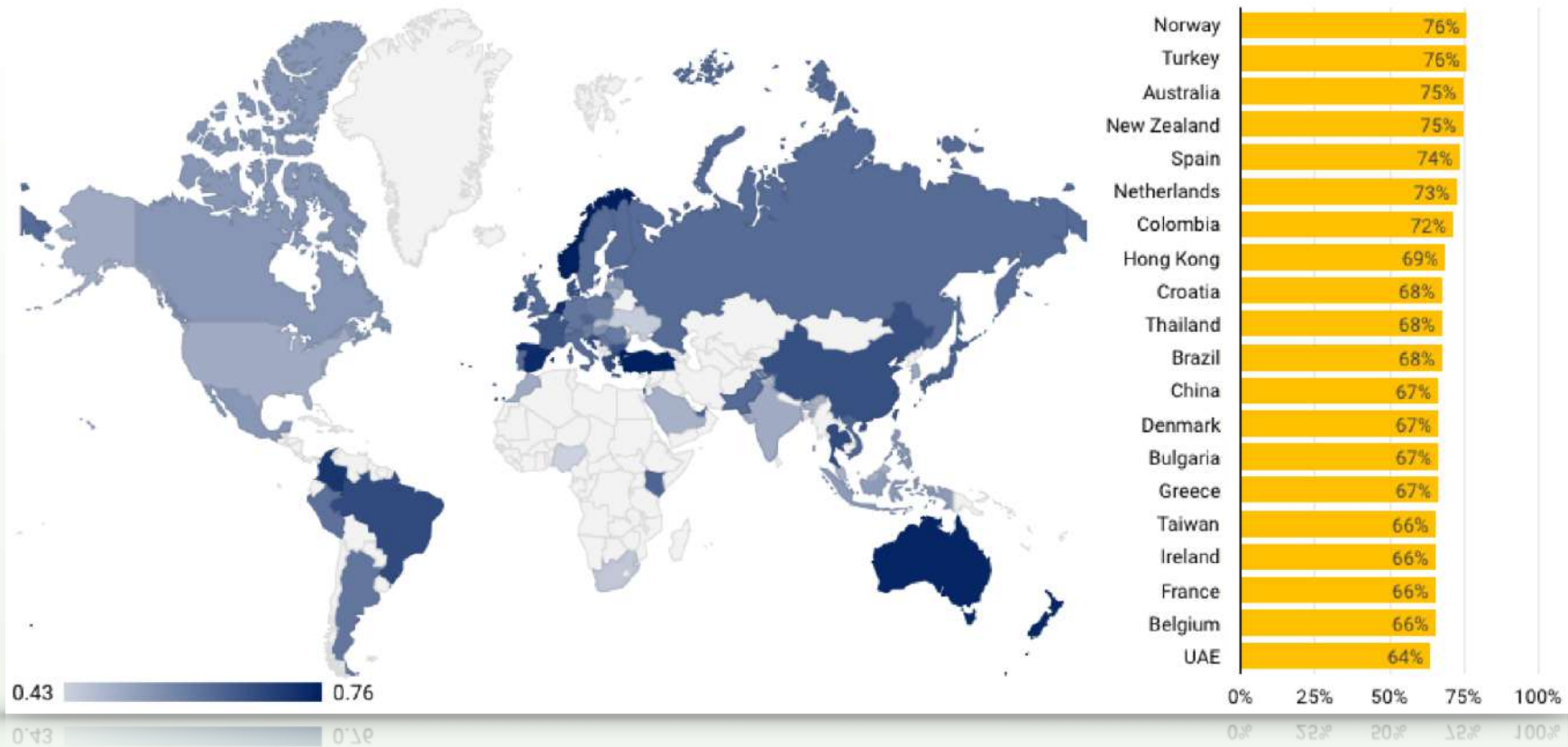




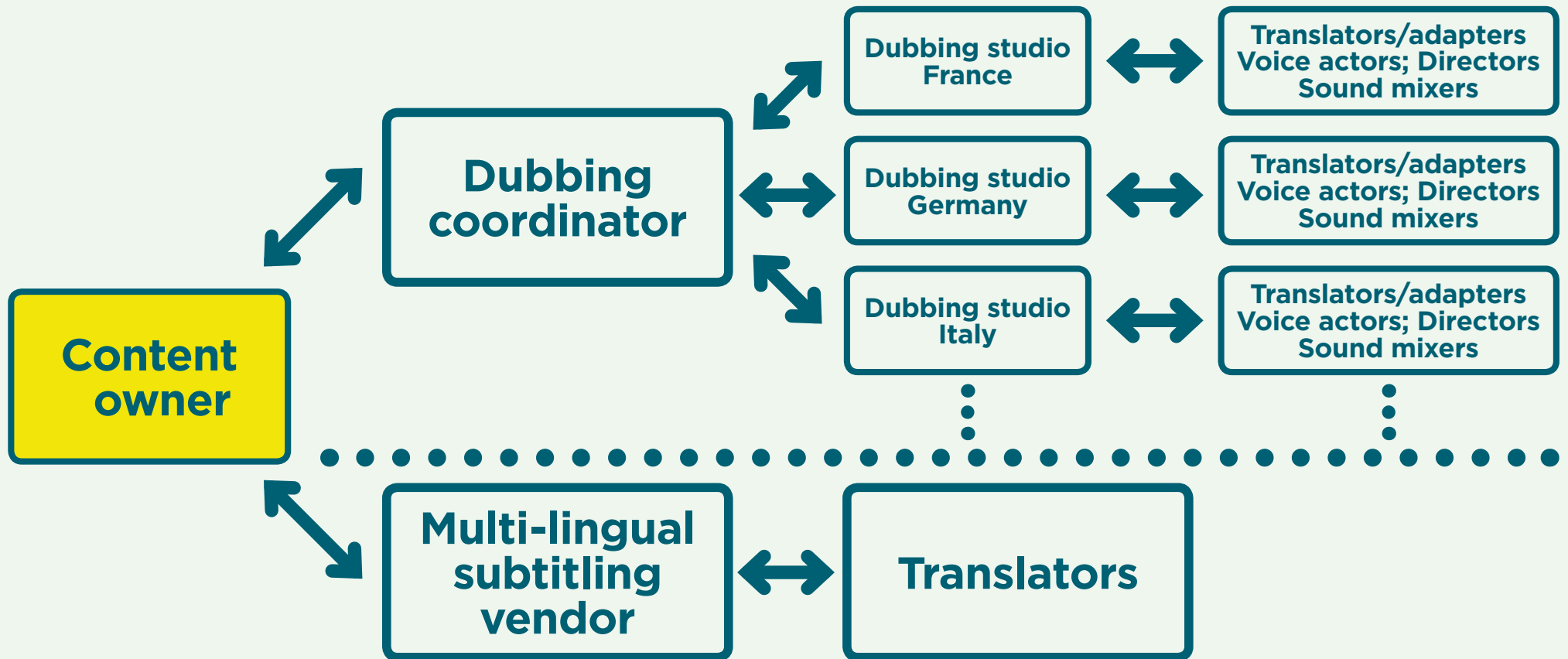
# Daily online video viewing by country



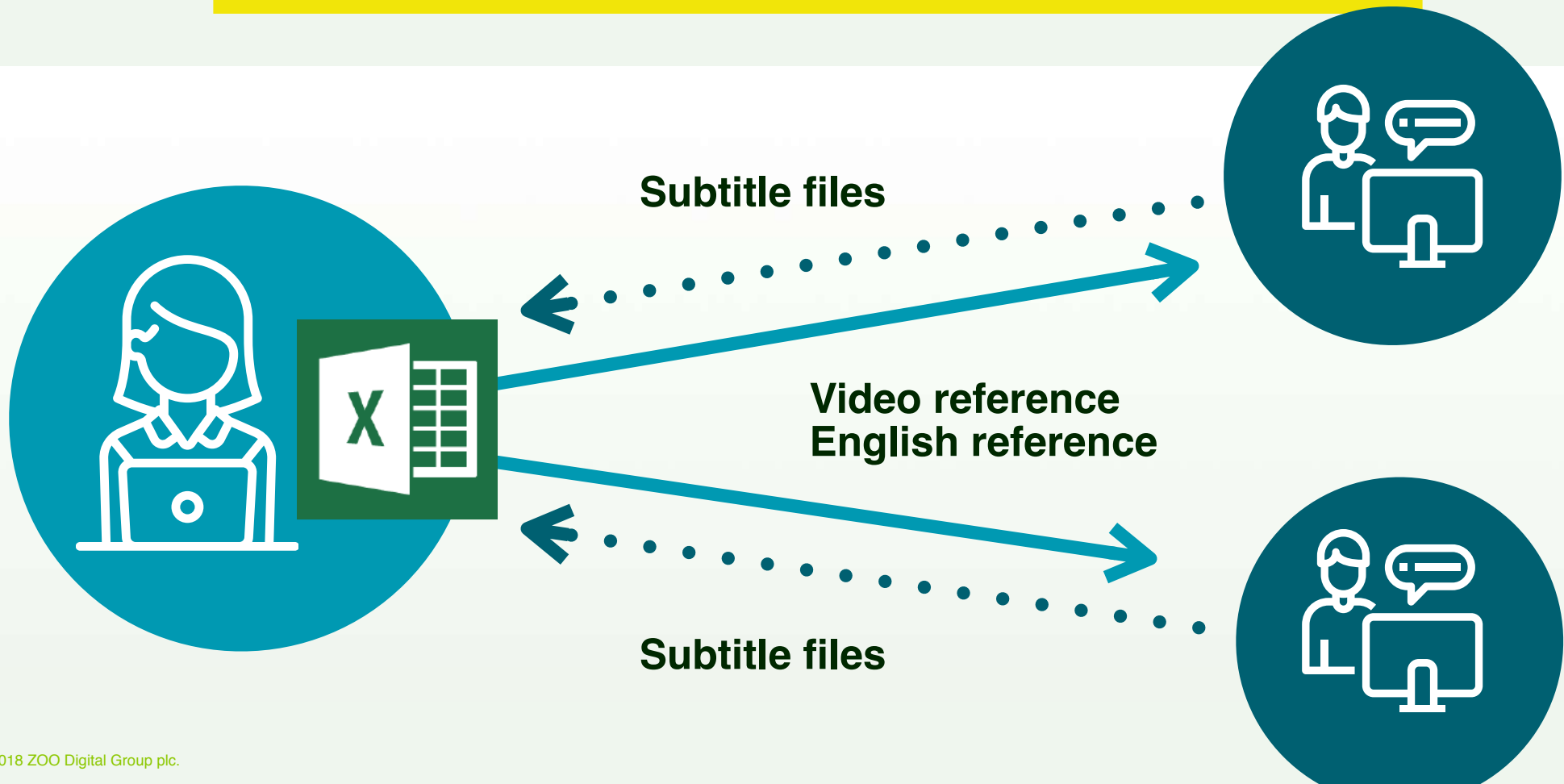
# Frequency of multi-screen use by country



# Traditional localisation ecosystem



# Traditional subtitling workflow



# Localisation in the cloud

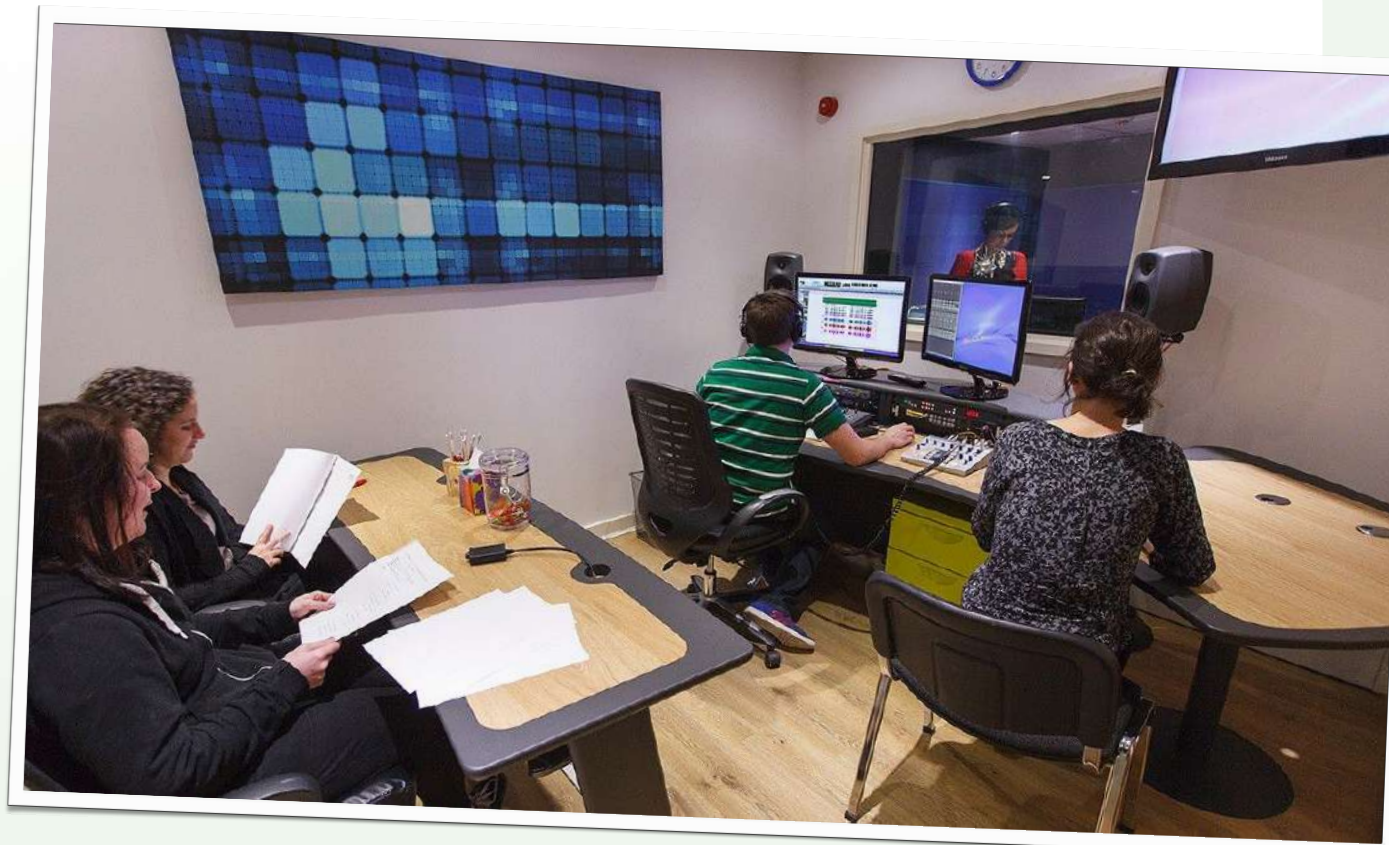
The screenshot shows the ZOOsubs web interface. At the top, it says "ZOOsubs" and "Welcome, Chris Reilly". Below the navigation bar, there's a "Translate" section for the video "Lab Rate: Bionic Island". The interface includes a video player on the left with a subtitle "Hey, hey, hey!" and a translation table on the right. The table has columns for "Value" and "Translated" and shows the process of translating the subtitle. A progress bar at the bottom indicates "100% translated (184/182)".

The screenshot shows the ZOOcore web interface. At the top, it says "ZOOcore" and "Welcome, Craig". Below the navigation bar, there's a project management section for "Lab Rate: Bionic Island". The interface includes a "Summary" section with "Title Type: Original Series", "Design Vendor Company: Bionic Corporation", and "Logo Process: Logo Only". There's a "Designers" section with "Margaret Brighton". A "Delivered" section shows a large green box with "72 days" and "V0,2". There's also a "Milestones" section with "Delivered (Due 06/11/15)".

# Traditional dubbing recording session

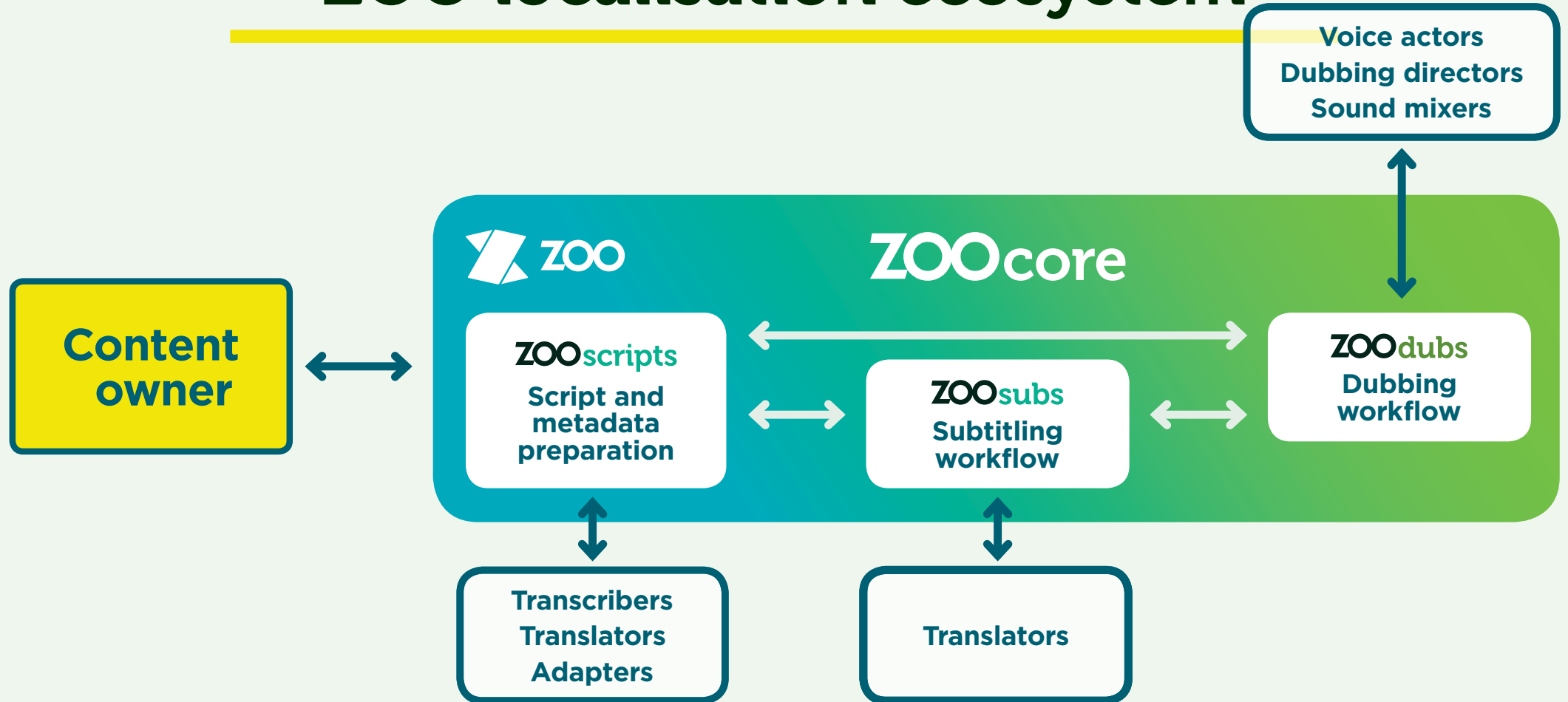
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- Bricks-and-mortar operation
- Central recording location
- Live room/control room
- Recording engineer
- Digital Audio Workstation
- Dubbing director





# ZOO localisation ecosystem





# ZOO dubbing recording session

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- Any suitable recording space
- Web browser, microphone, internet connection
- Distributed operation
- No recording engineer or complex audio workstation
- Self-directed, or dubbing director via video link

# Typical pre-release localization project

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**8**  
dub  
streams

**30**  
subtitle  
streams

**6**  
successive  
edits



# Changes in successive edits (video changes)

Reel no.	P1 runtime	P2 runtime	No. of differences	Runtime of differences
R1	00:13:42	00:15:41	9	00:09:07
R2	00:17:51	00:15:32	22	00:07:16
R3	00:20:41	00:19:52	11	00:15:36
R4	00:15:51	00:14:31	4	00:09:31
R5	00:20:24	00:19:26	24	00:07:55
R6	00:15:07	00:12:19	2	00:12:03
R7	00:06:27	00:07:19	4	00:04:33
<b>Totals</b>	<b>01:50:03</b>	<b>01:44:40</b>	<b>76</b>	<b>01:06:01</b>

# Impact on script

Reel no.	% of reel affected	Average no. of affected events	Average no. of affected words
R1	62%	168	1,848
R2	42%	140	1,544
R3	78%	254	2,794
R4	63%	175	1,929
R5	40%	152	1,676
R6	88%	210	2,314
R7	67%	99	1,085
<b>Totals</b>	<b>63%</b>	<b>1,198</b>	<b>13,190</b>

# Change management

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Assume 2,000 original language words changed per version

Assume each translation results in 2,000 words changed

Assume original language plus eight dub languages

Assume five rounds of changes

**Total 90,000 word changes**

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# Video/Audio differences analysis

ZOOsubs  
Video Diff

Titles / Title: Film Cut Detection / Video: T2 - Skynet / Video Diff

Diff new videos    Export Diff Report    Remove difference info

1: T2 - Theatrical (02:17:20.533)



<M << < Play > >> M> Matched: 98.50%

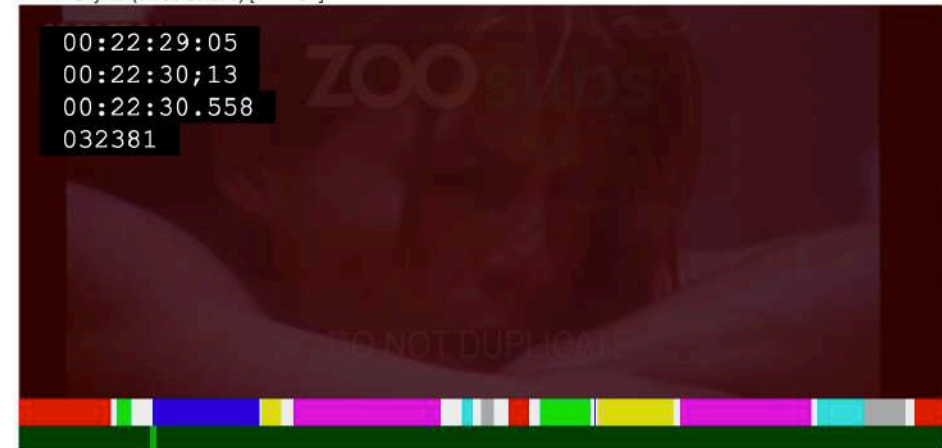
Timecode     Timecode (drop)     Media time     Frames

Synchronisation Full     Information Differences     Ignore content-in     Ignore pre-roll

Differences: 15

00:15:30.859 - 00:15:32.565	(00:00:01.706)	00:15:30.859 - 00:16:32.768	(00:01:01.909)
00:18:05.056 - 00:18:09.408	(00:00:04.352)	00:19:05.259 - 00:22:30.571	(00:03:25.312)
00:36:15.232 - 00:36:18.987	(00:00:03.755)	00:40:36.395 - 00:41:00.501	(00:00:24.106)
00:39:31.200 - 00:39:35.552	(00:00:04.352)	00:44:12.714 - 00:46:13.675	(00:02:00.961)
01:04:28.330 - 01:04:52.309	(00:00:23.979)	01:11:06.453 - 01:14:50.283	(00:03:43.830)
01:06:35.903 - 01:06:38.763	(00:00:02.860)	01:16:33.877 - 01:17:54.816	(00:01:20.939)
01:08:57.899 - 01:09:00.757	(00:00:02.858)	01:20:13.952 - 01:22:37.355	(00:02:23.403)

2: T2 - Skynet (02:36:08.320) [LATEST]



<M << < Play > >> M> Matched: 86.64%

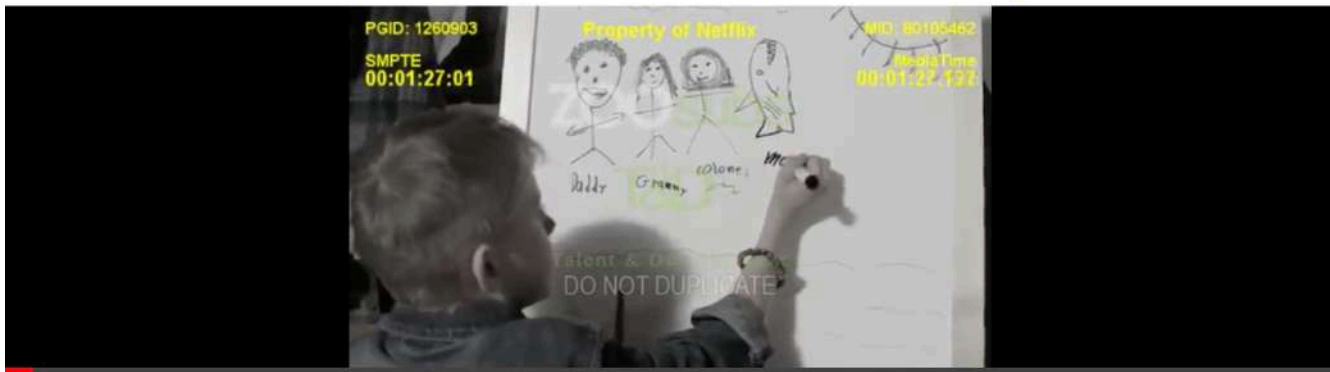
Timecode     Timecode (drop)     Media time     Frames



# Original language script changes

## Transcribe

Characters Keyboard shortcuts



00:01:27

Scenes Events

00:01:05 00:01:10 00:01:15 00:01:20 00:01:25 00:01:30 00:01:35 00:01:40 00:01:45 00:01:50

INT - SHEPARD FAMILY HOME - DAY Raye is relax EXT - SHEPARD FAMILY HOME Fin is chopping logs as Gil comes running to find hi

we made the What v Hi I'm Aston Reynol So join me at the grand Wh 360, 24/7 Slots, shar Bring the family, It's Mc Why don't KANSA Dadc Daddy, daddy, dadc Okay, come H

Sweetheas thi

Add Duplicate Delete Split Merge

Dialogue Character Spoken To Annotations Delivery

**B** *I* U ~~S~~

25 cps / 240 wpm

this dialogue has changed

3 00:01:23.062 - 00:01:34.757

INT - SHEPARD FAMILY HOME - DAY  
Raye is relaxing in the front room while Gil draws with crayons on an easel

16 00:01:24.683 - 00:01:27.196 21(4632) Raye → Gil Shepard

Sweetheart, what are you drawing?

Sweetheart - a term of endearment or affectionate form of address e.g. "don't worry, sweetheart, I've got it all worked out"

19 00:01:27.039 - 00:01:28.625 22(4633) Gil Shepard → Raye

It's Mommy!

Gils mother (April) was killed by a falling space shuttle fragment in Sharknado 3

20 00:01:27.200 - 00:01:28.200 23(9013) Finn Shepard → Gemin

this dialogue has changed

Fin is refering the some dialogue he is changing

21 00:01:30.685 - 00:01:33.292 24(4634) Raye → Gil Shepard

Why don't you go out and get your daddy and tell him to come in?

22 00:01:33.061 - 00:01:33.787 25(4635) Gil Shepard → Raye

Okay

4 00:01:34.789 - 00:01:56.906

EXT - SHEPARD FAMILY HOME  
Fin is chopping logs as Gil comes running to find him



# Changes propagate and notify translators

The screenshot displays the ZOO interface with three main components:

- Video Player:** Shows a video with the "ZOOsubs" logo and the text "DO NOT DUPLICATE".
- Timeline:** A horizontal bar with a red vertical line at 00:02:23. Below it, a list of subtitles is shown:
  - Gabrielle: Selon le GPS il se trouve sur l'Empire State Building.
  - Gabrielle: Il faut aller le chercher.
  - Gemini: Comment on v
- Events Panel:** A list of events with the following details:
  - Gabrielle** (00:02:12.007 - 00:02:14.097): 0048. Comment: J'ai repéré Matt un peu plus bas sur la Strip!
  - Gemini** (00:02:14.707 - 00:02:15.207): 0049. Comment: Freine!
  - Fin** (00:02:21.224 - 00:02:22.345): 0050. Comment: Où est Matt? Je ne le vois pas.
  - Gabrielle** (00:02:22.754 - 00:02:25.029): 0051. Comment: Selon le GPS il se trouve sur l'Empire State Building.
  - Gabrielle** (00:02:25.311 - 00:02:26.438): 0052.

# Summary

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- **Media localization: a specialized niche of the global localization market**
- **Demand for high quality services growing rapidly**
- **Demand is out-stripping supply**
- **Challenges around turn-around, volume, quality, languages, ...**
- **A technological approach is needed**
- **Systematizing workflow brings wide benefits**



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