

## INDUSTRY NAME

Global Business Software

## LOCATION

Singapore

## PLATFORM

Globibo customized its Events.Studio platform

## SERVICES

Multilingual subtitling of Webinar series

## SETUP

- A webinar was conceptualized and recorded in a professional studio (in English)
- The audio of the speaker was transcribed, polished to a great script (non-verbatim transcription), and segmented into timestamps.
- The Term Database was aligned with the Client's local subject-matter expert.
- Transcripts were localized and integrated into video assets.
- Key video frames, presentations, and transition graphics were translated and replaced in video material.

## CHALLENGES

Some presenters (especially technical experts) may have a substantial number of false starts, stutters, or half-sentences in their presentations. Transcribing and imposing translated subtitles for a verbatim text appears very odd at times. The non-verbatim approach had to be balanced carefully to remain in sync with the presentation while cleaning up the script.

The Client is Changing the world through personalized digital experiences. Founded 40 years ago on the simple idea of creating innovative products that change the world, the Client offers groundbreaking technology that empowers everyone, everywhere, to imagine, create, and bring any digital experience to life.

## Increase Reach & Engagement of Digital Video Content

The Client's customers and users are engaged through highly curated and technical trainings, featuring world-class leaders in the corresponding technologies. While the presenters and trainers are absolute technical experts, their expertise may not always translate into consistent speaking.

This project aimed to provide a webinar and underlying training videos on several Asian languages. The goal was to capture the technical details and energy of the presenters for specific target markets.

The webinar consisted of 5 elements of around 45-60 minutes each. The content was supposed to be transcribed into:

- Mandarin Chinese for China
- Traditional Chinese for Taiwan
- Thai for Thailand

Globibo provides super-fast & cost-efficient Language Services Solutions to help Clients empower & engage People in Communication

Videos

5

Languages

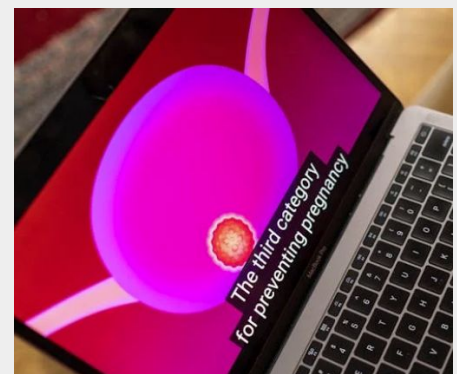
3

Viewers

200k

Minutes

300





## MANAGEMENT OF CHALLENGES

Subtitles of videos usually require Verbatim transcripts to avoid inconsistencies in what a viewer hears and sees. A false start sentence that doesn't have subtitles will confuse the viewer and create a hiatus in the flow.

On the other hand, high-value technical or marketing content should be polished and fluid, especially when it is localized/translated, and the audience does not necessarily understand the foreign language.

Balancing the desire to remain consistent with the spoken word and polishing the marketing message (including translation) is a challenge that just experienced project managers and linguists can master.

## SOFTWARE USED

- Globibo Localize.Studio - transcription
- SDL Trados + WordFast Pro - Translation & Quality Control
- SRT Parser - for segmentation
- Adobe - for Video & Audio Editing

## ROLES / TEAM MEMBERS



A successful event hinges on teamwork. Effective collaboration, clear communication, defined roles, and meticulous planning contribute to seamless execution.

### 01 Project Manager

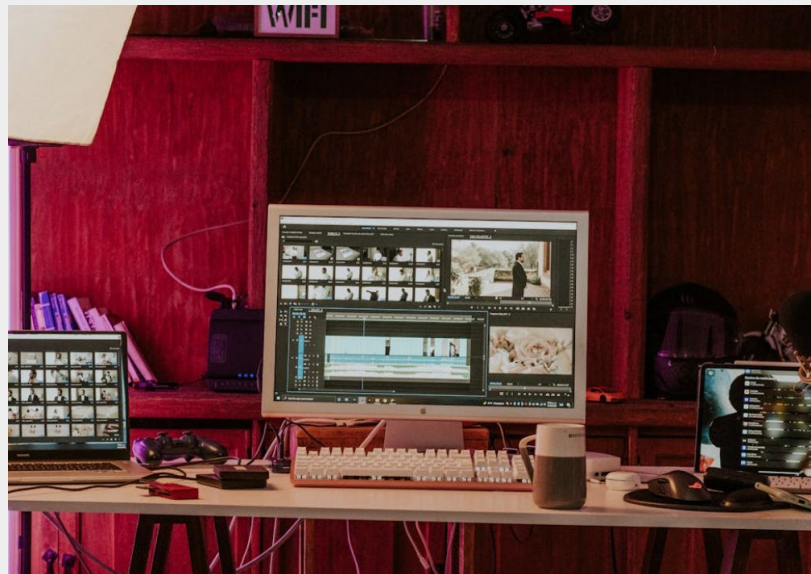
Globibo's dedicated coordinator ensured the smooth execution of the event, managing logistics, timelines, and communication with stakeholders.

### 02 Technical Manager

The technical manager provided guidance in regards to text tagging to ensure TMS can leverage repetitions and consistency checks, while the content can be integrated via SRT files into the Video assets.

### 03 Localization Manager

The localization manager worked with 6 linguists (3 pairs of translators and revisors) to translate the transcripts while considering the Term Database. She also worked with the local contacts of the customer to do a technical review of the final transcripts before the video integration.



GLOBIBO

Globibo - Maximize the potential of People, Content & Events

w: [www.globibo.com](http://www.globibo.com)