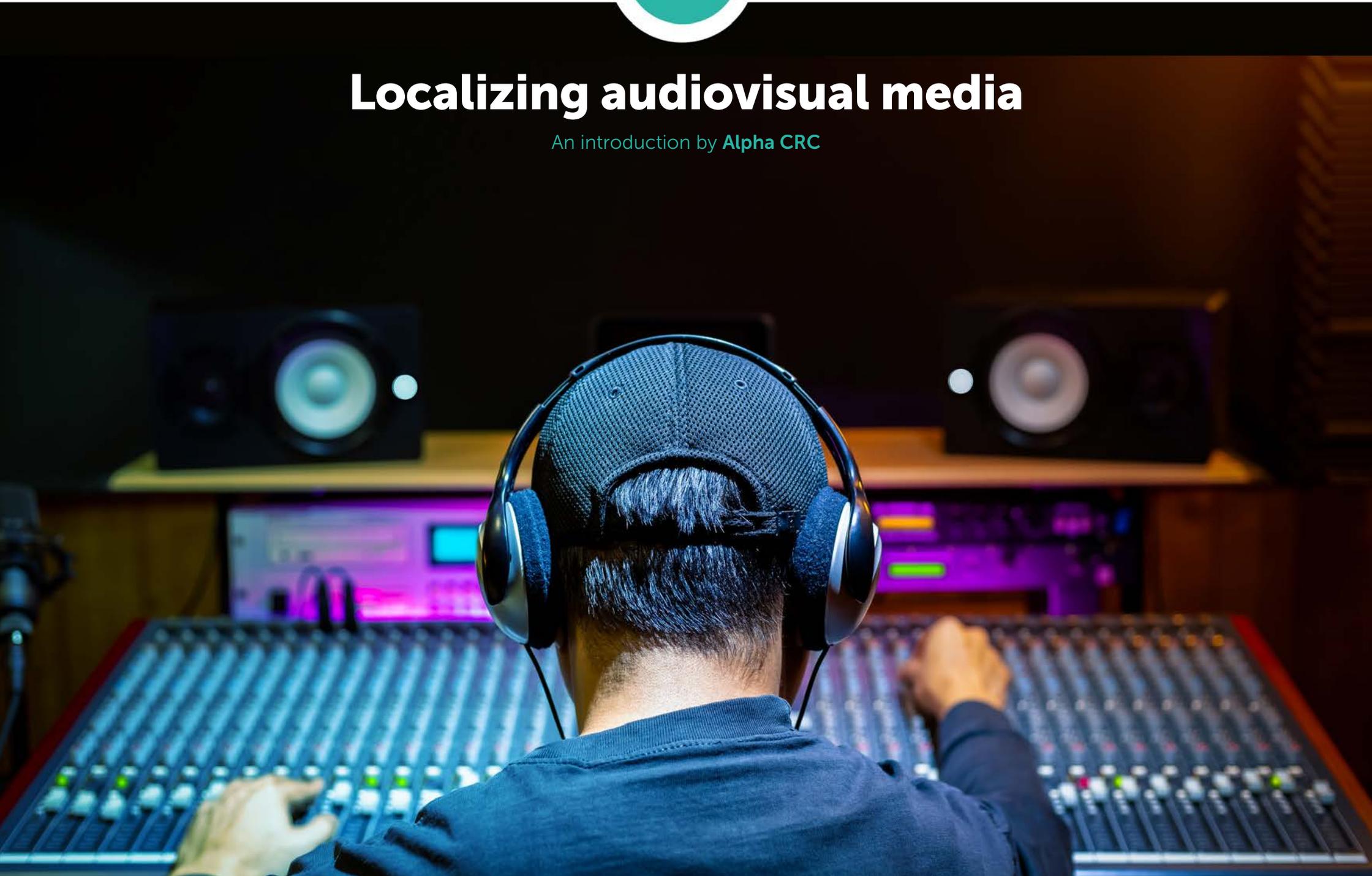




Localizing audiovisual media

An introduction by **Alpha CRC**



| **Driving audiovisual entertainment across borders**

“Alpha Studios is a state-of-the-art production hub with the talent, creativity, expertise and experience to bring any audiovisual project to life. We deliver bespoke and tailor-made localization solutions whatever the language or culture.”

Neale Laxton, Director, Alpha Studios

Audiovisual content produces more conversions and creates deeper brand awareness than any other media format. For brands and broadcasters across all industry sectors, high-quality localized audiovisual content is critical to connecting with audiences across globally diverse cultures and markets.

Alpha CRC, a global Enterprise Localization company, has met this growing demand for more revenue-effective, localized audiovisual content with the consolidation of Alpha Studios – a network of state-of-the-art audiovisual solutions providing high-level expertise for organizations looking to establish or grow their brand presence in diverse markets and territories.

| **Growing demand for media localization**

As a powerful tool and means of communication, audiovisual media is constantly growing, and on a global scale. Technological development plays a pivotal role in the accelerated demand for localized media, not just in broadcasting, but also the modernization of infotainment systems in cars, or the development of sophisticated mobile phone apps, remote meeting facilities, podcasts and computer software.

A range of recent global events has accelerated the demand for home-based media, leading to the expansion of online streaming platforms and other forms of digital entertainment.

According to Slator, the language services and technology watchdog, the video localization market within media and entertainment, training and education, and meetings and events is worth \$5bn¹. However, there are a large number of other industry fields also using video localization services which, due to such rapid growth, are yet to be calculated. This diverse range of sectors includes:

- Automotive and engineering
- Consumer and retail
- Finance and fintech
- Gaming
- IT and software
- Life sciences
- Medical
- Public sector

¹Slator 2021 Video Localization Report - Slator

| **Rapid growth, higher demand**

Following Netflix's success in the media market, the number of digital streaming services has increased substantially. As a result, there is growing competition between other big players such as Amazon, Disney, and an increasing number of smaller streaming start-ups. To be able to compete, most of these streaming services are starting to produce more original, localized media².

The same tendency can be seen in the audio ad market, as an increasing number of brands are investing in audio content. Podcasts, in particular, have become an important communication tool for companies and are fast becoming a prime marketing channel. Media owners are investing huge sums in the creation of podcast content, as they look to win a greater share of the burgeoning ad market, set to be worth \$2bn in the US alone by 2023, according to the IAB³.

| **Pitfalls of media localization**

To carry out successful localization in the form of dubbing or subtitling, there are many factors to be taken into account. In the case of dubbing and lip-sync, the quality of the voiceover artist and their ability to match the on-screen actor's mouth movements is critical. For subtitling, the time-coded translation of the script

must be accurate, and the written text must reflect the ideas and replicate the same emotions as the original script. In either form of localization, however, the expectations and knowledge of the target audience must be considered at all times.

When dubbing is poorly executed, there is a large disconnect between the viewer and the medium, preventing the enjoyment of a show, which often leads to viewer complaints and low ratings. The same issue applies to subtitling; if the viewer cannot connect the text to what is happening on-screen, they can feel frustrated..

Alignment between the client and all those involved in the localization process is vital. In order to produce successful, high-quality localized content, there must be close coordination amongst everyone involved at every stage. When there is a break in communication, issues occur. For example, Italian AV translators regularly report that they receive scripts for translation which differ from the video footage⁴.

² Digital disruptors: The global competitive landscape of digital streaming services | WARC

³ <https://www.warc.com/content/article/warc-wwi/whats-working-in-audio-2021/138576>

⁴ CIOL (Chartered Institute of Linguists)



“We decided vendors were better suited to use their core competencies and add value to the content localization ecosystem by owning the recruiting, training and onboarding processes.”

Allison Smith on why Netflix choose external vendors.
Program Manager, Localization Solutions, Netflix

| **What are the benefits of partnering with an Enterprise Localization company?**

As companies across a broad range of industries look to create the most engaging and attention-grabbing content, audiovisual media is the increasingly popular choice for brands to improve their market reach.

When localization is an integral part of a brand’s international expansion strategy, it can add value at every stage. A properly planned and executed localization approach is proven to achieve positive gains and concrete rewards, including greater brand awareness, greater market share and increased web traffic.

To carry out this strategy successfully, partnering with a global Enterprise Localization company is highly beneficial to the client. It focuses on a collaborative approach in which multidisciplinary teams of specialists from each part of the localization process work together to solve problems, exchange ideas and create better outcomes.

Further benefits of working with a service provider of end-to-end localization solutions include cost reductions, as the client is offered the full range of localization services from one single

company. A reduction in vendors also means less friction in each part of the production process - and quicker turnaround for the entire project as a result.

International expansion and effective localization can transform a brand, improving business growth and revenue. Netflix, for example, introduced its streamlining-only plan in the United States in 2007, and by 2016 the services of this multinational giant were available in more than 190 countries and territories⁵. According to Statista, in 2021 the total revenue of Netflix amounted to approximately \$30bn, having grown from \$1.67bn in 2011.⁶

⁵Netflix | Founders, History, Shows, & Facts | Britannica

⁶Netflix: revenue in 2021 | Statista

| **Why choose Alpha CRC?** |

Founded in 1987, Alpha CRC has been a leader within the localization industry for over 30 years. The unique approach of combining a large in-house resource pool of more than 450 professionals with a worldwide network of 6,000 language partners means it has the personnel to advise, structure and deliver clients' linguistic requirements in over 100 languages. The in-house team have an unrivalled wealth of experience that enables it to provide outstanding tailored solutions for each client.

Market coverage	Track record	Specialists in audiovisual media
End-to-end localization across established and emerging markets	Providing audiovisual localization solutions to some of the world's biggest brands	Dedicated in-house teams with audiovisual expertise, including linguists, sound engineers, project managers, voiceover artists and voice directors
Digital insight	Social know-how	Multilingual creative
Understanding how to adapt digital strategies for local markets	Adapting brand tone of voice across different social media channels	Transcreation and multilingual copywriting services for compelling content in every language
Agile and scalable	Quality assured	Digital asset localization
In-house capacity and a global network which can scale at speed and adapt to changing needs	A guarantee of standards with linguistic quality assurance (LQA) services	Full understanding of working with digital assets to deliver market-ready multi-media localization
Omnichannel approach	Technology experts	
Delivering cohesive brand experiences across multiple digital and physical channels	Harmonizing with clients' global content management systems and technology platforms to ensure a seamless localization workflow compatible with the most popular development tools	

| **What services does Alpha CRC provide?** |

Alpha CRC understands the crucial challenges of audiovisual localization, and provides the full range of solutions to make sure content is localized efficiently, ensuring a seamless UX for users in their target language. Localization goes way beyond translation. It seeks to adapt not only the language, but many other additional factors such as cultural resonance, brand perception, trust through language observation, local industry-specific terminology, full tone and target purpose adaptation.

Localization	Translation	Transcreation
Adapting clients' strategies and content for local audiences in the most impactful way every time	Quality-assured translation every time from our team of in-house media specialist linguists	The transcreation team adapts marketing messages to specific target audiences to create content and slogans that always engage
Audiovisual	Multilingual copywriting	Digital marketing, social media and SEO
Delivering high-quality multilingual audiovisual content from our in-house studios to connect with audiences around the world	Crafting on-brand original content across multiple languages and markets	Creating and implementing bespoke solutions for commercially focused search strategies
Website presence	Project management	Consultancy
We help to drive sales through market-specific media strategies including localization of spoken and written text, and all visual elements	Our end-to-end project management ensures added value at every stage of the product lifecycle	Account directors and consultants offer strategic insight on all aspects of the audiovisual localization process
Linguistic and functional quality assurance	Design	Internationalization
ISO-certified quality assurance testing to ensure the highest standards are consistently met	Integrated brand design solutions for all campaign elements including point of sale, web, marketing and advertising	Ensuring products and platforms are easily adaptable for expansion into new markets
Legal		Market research
Localizing legal requirements for user and licence agreements to ensure compliance in every market		Expert in-country market research which offers data-rich insight into the opportunities and challenges in different regions

“With our global outreach and local knowledge, Alpha Studios helps clients find that distinct voice which helps define their product and enables them to connect with specific local markets in the vast global marketplace, whatever the language or culture.”

Yuliya Stancheva, Social Media Manager/Podcast Host & Producer

| **Alpha Studios: how it works**

Through a large studio network, Alpha Studios provides agile audio and video localization solutions by experts in the field. It manages thousands of voice talents and is backed by one of the world’s leading localization services providers, Alpha CRC.

With four state-of-the-art studios and post-production facilities in central London, and other studios globally, it provides a one-stop-shop for all audio project requirements. There are no charges for set up time, backups or file transfers. Clients are able to book an hour, a half/full day or a whole week at a rate tailored to their project and budget. The studios have an impressive range of kit available to use and clients are supported throughout by expert sound engineers.

| **What Alpha Studios offers**

With 8+ years of experience, industry insights, global reach and local knowledge, Alpha Studios provides a truly global solution to help brands engage with their audiences. It offers:

- **80+ languages**
- **1000+ voices**
- **A network of multi-function recording studios globally**
- **Booking with only 24-hour notice**
- **Experience of working on over 5000 projects**

| **Who can benefit from these services:**

- **Advertising agencies**
- **Game developers**
- **Corporate business firms**
- **Publishers**
- **Education**
- **Streaming services**

| **Alpha Studios’ bespoke services:**

- **Voiceover**
- **Dubbing**
- **Captioning**
- **Recording**
- **Motion graphics**
- **Lip-sync**
- **Mixing & editing**
- **Audio production**
- **Subtitling**

In 2021 the total revenue of Netflix amounted to approximately \$30bn, having grown from \$1.67bn from 2011.

Source: Netflix: revenue in 2021
| Statista

Clients Alpha Studios has worked for

- BBC Scotland
- BBC Radio and Music
- Wizards of the Coast
- Rising Stars
- BAFTA
- Creative drive
- Elixir Pictures
- Addison Lee
- Sound and Fury Media Inc
- Sony
- Norton
- Breville
- BMW
- Jaguar Land Rover (JLR)
- Pearson Education
- Lenor

The Alpha CRC approach

- Takes the time to get to know clients and understand their markets.
- Has creative teams which immerse themselves in the culture and aspirations of each client.
- Believes in attracting and developing in-house talent.
- Builds long-term relationships with clients and grows with them.
- Builds long-term relationships with clients and grows with them.
- Operates across time zones to deliver global campaigns.
- Uses KPIs to track and analyze performance.
- Is open, honest and dedicated to achieving clients' goals.



Global headquarters

St Andrew's House
St Andrew's Rd
Cambridge CB4 1DL
United Kingdom

International offices

Brazil, China, Czech Republic, Denmark, Estonia, France, Germany, Greece, Italy, Japan, Korea, Mexico, Spain, UK, USA

Alpha CRC's history

Founded in 1987 by Isabelle Weiss, Alpha CRC has grown to become one of the world's leading translation and localization companies.

Expanding from a single site in Cambridge, UK to a global operation with 18 offices in 15 countries, the company's fundamental ethos has nevertheless remained the same. From the start, Alpha CRC was built around a model that focuses on localization as a collaborative undertaking in which multidisciplinary teams of in-house specialists work together to solve problems, exchange ideas and create better client outcomes.

Alpha CRC today

Alpha CRC's expertise in localization for the media and broadcast industries is built on its position as one of the world's leading localization providers across all sectors and in all regions.

Bringing together the best in human expertise and technological solutions for more than three decades, it always works to create maximum value for its diverse range of clients – including many of the world's leading B2C and B2B brands.

Alpha offers clients the complete set of services they need to address worldwide markets for product, content and media.

Alpha CRC employs full-time, in-house linguists and other

specialist staff in multiple locations around the world. To support these operations, it uses a wide range of industry applications, which are integrated and extended through technology developed in-house.

Get in touch

Whether you have a quick query, require a detailed discussion or just want to say hello, we'd love to hear from you.

Drop us a line via email and we'll get right back to you.

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