

Supporting the Media Industry through Enhanced Subtitle Creation Processes

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INTRODUCTION

Providing high-quality subtitles is a chief factor for the success of any media production; be it in support of imported content or for the hearing impaired. However, while providing good quality subtitles for the consumption of all age groups requires specific processes and expertise, increasing cost and time pressures must be taken into account as well.

Traditional (human only) creation of high-quality subtitles requires significant expertise and time – and associated to these factors, cost. Providing a good subtitle for any production starts with the creation of good content from the original source language such that all age groups can follow the production. In many cases this requires abbreviation of what is typically provided in the script or said on screen so that it can be read on the screen time at exactly the right time. If the source language is foreign, a translation process is required, which depending on the differences between the source and the target language, might require additional processing. For example, while translating a well formatted English subtitle to Spanish generally is a mere translation, a translation from English to a language such as Thai for example might end up needing adjustments due to the used screen estate. This process that traditionally relies very much on human only process and is both timely and costly, can be accelerated by Omniscien Technologies Media Industry Solution.



HIGHLIGHTS

- The current subtitle process which is done manually is highly time consuming and costly
- Effective language processing and machine translation solutions reduce time to market and cost
- Omniscien Technologies' unique and innovative process and technology enable significant increase in efficiency

UNDERSTANDING THE PROCESS AND OPTIMIZATION POTENTIAL

While subtitling industry experts rightfully point out that creating good subtitles is an art, this does not immediately mean that technology cannot be applied to the process and that the highest possible quality is always required or desired. But to understand the optimization potential, it is key to understand the basic process first. On the contrary, this four-step process can be significantly optimized by technology. The four key steps and their potential for optimization are the following:

1. Extract spoken text from movie production scripts or alternatively using speech to text

While speech to text already provides text for further processing, the script extraction process can be automated to a large extent. Using Omniscien Technologies Language Processing Technology, movie production scripts are automatically converted to raw subtitle content, removing camera instructions and other content not relevant to the dialogue from the content.

2. Post-Editing and shortening the subtitles (optional)

For high-quality subtitles the dialogue is often reformatted to ensure that all ages groups can read the amount of text provided on-screen in the allotted time.

3. Translating subtitles

Subtitles are marked up with a timestamp and sentences are often split across multiple frames. Omniscien Technologies Language Processing and Machine Translation Technology enables significant productivity enhancements by automatically merging sentences for a smooth translation process, and machine translating them using custom engines for best quality while maintaining the frame-time meta-data.

4. Creating target language subtitle files

Once the translation has been completed Omniscien Technologies Language Processing technology allows splitting sentences across the original frames, placing them on screen in the desired location using highly configurable and automated processing.

By applying technology effectively to the overall process, Omniscien Technologies enables customers to significantly reduce production time and increase efficiency.

SUMMARY AND BENEFITS

Omniscien Technologies' approach provides a revolutionary application of language processing and machine translation technology to the subtitle creation process, thus reducing time to market and total production cost.

ABOUT OMNISCIENT TECHNOLOGIES

Omniscien Technologies is a leading global supplier of high performance and secure high-quality Language Processing, Machine Translation (MT) and Machine Learning technologies and services for content intensive applications. Our wide range of solutions serves clientele from various industries including the Localization Industry, Online Research Services, Publishing, eCommerce, Media, Online Travel, Technology, Enterprise and Government.

Omniscien Technologies has gained a reputation for cutting edge solutions with its Language Studio™ platform. Depending upon the customer's unique requirements, Language Studio™ can be deployed in a variety of ways to integrate with their in-house data processing and translation management systems, and it offers unparalleled levels of customization and control as well as feature rich pre- and post-processing, enabling customers with even the most complex data to achieve both high quality and high-volume output to satisfy every use case. Omniscien Technologies has by far the most comprehensive and feature rich system in the market today.

Covering 550 language pairs and with a number of industry specific solutions, Omniscien Technologies remains the partner of choice for customers with complex, high-volume bespoke data processing and machine translation needs.

For further information on Omniscien Technologies or Language Studio™, please visit www.omniscien.com or contact sales@omniscien.com