Insider Insights Into Video Localization

Susan Bowles, TranslationL10N

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First Piece of Advice

• Begin with the End in Mind
Why do we invest in training?

“You don't build a business -- you build people -- and then people build the business”

- Zig Ziglar
- $322.2B was spent globally on training in 2014
- $150.2B was spent in North America
- 4.9% Growth
- 7% of budgets are planned for localization
- $11.0B invested in North America alone in employee training in a language other than English.

(The Training Industry, 2015)
Workers are as much as 5 times more likely to remember messaging through video than text (U of St. Francis)

People aged 18-64 watched more than 53% more video in 2014 than 2013 (Nielsen)

90% of the information processed by the brain is visual (3M)

Most people prefer video over white papers, case studies and live demos (Forbes)

Animation has a longer shelf-life and is easier to revise than live action video (Viddao)
Impact of Video: what does this mean to the employer?

• In addition to the quantity of training content, compelling online content and video trends have forced employers to improve the quality of their training materials.

• This translates to more video, localized content and interactive materials.

NO PUN INTENDED...

OR PUN ACTUALLY INTENDED?
What about the employees?

• Employees are now demanding localized content that is seamless.
• Natural look and feel regarding both language and culture
• We don’t want to feel like an “after thought”
Talk about diversity!

- There are more than 7,000 living languages globally
- It can be like navigating spaghetti to identify the actual target language(s)
Talk about diversity!

- Complicates your production
- Leap of Faith
- Knowledge is key to minimizing risk and maintaining training effectiveness
Project Planning

• Begin with the end in mind!
• To properly place subtitles and/or other localized elements, the production team needs to be clued in for localization ahead of time
• Equivalent fonts, generic v. specific characters for race/culture
Project Planning

• HD MP4s are great for YouTube and Vimeo but some local CMS and training video deployment systems require other formats.

• Smartphones are becoming increasingly popular. Localization for these videos brings about its own set of unique challenges (i.e. font sizes & navigation).
Project Planning

• Animated videos can address many of the localization headaches
  – No need for location filming
  – Easier to create cultural ambiguity
  – Easier to change elements to reflect different environments
  – Easier to swap in alternate language VO
  – Easier to allow space for subtitles
Identify the Target Language

• Define the true audience clearly
  – Who
  – Where
  – Demographics

• What dialect(s) are involved?
  – i.e. Spanish, Arabic, French and Chinese
Identify the Target Language

Spanish

Arabic

French

Chinese

The Chinese-speaking world
Identify the Target Language

- Cross-cultural, appropriate and accurate
- SME and copywriters
- Blending dialects
  - You’ll never satisfy 100% of the people 100% of the time. Focus on the understanding of the training content.

Subject Matter Expert
- Knowledge
- Powerful facts

Copywriter
- Style and voice
- Capturing ideas and producing clear, compelling and engaging content
Back-Translations?

- Back-translations are designed to catch errors and mis-translations
- Check-and-balance process
- Will be literal
- Driven by regulatory and compliance requirements for validation
- Will increase your production timeline and $
SME Alignment is critical!

Just as important in your translations as in your English

- Translator’s credentialing & experience should align with your training audience
- Beware of making a selection on price
  - Linguists
  - Voice Talent
  - Production Staff
- You will get what you pay for

A **subject-matter expert** (SME) or domain **expert** is a person who is an authority in a particular area or topic. The term domain **expert** is frequently used in **expert** systems software development, and there the term always refers to the domain other than the software domain.
Know your priorities. Know what you are willing to compromise on if you need to. Find the best balance between cost, quality and TAT.
Know your technical platforms

• You may have issues with fonts or language nuances
• Diacritical marks, stacking and script-based languages
• RTL Languages
• Character limitations for onscreen navigation
  – LMS, Web, Mobile
• *Always use Unicode fonts!*
Your Biggest Enemy: Text Expansion

- Will effect both your onscreen content and your audio script 😞
- Remember, videos can only be stretched so far before comprising the quality
- Forcing your new audio to “fit” can backfire
- Even subtitles require ample screen time to read subtitles. Give them time.
- DO NOT cut your final edited version too tightly
- Even better, create a second edited version for Localization! (yes, please)
Your Biggest Enemy’s Side-kicks

- Acronyms, Slang, Idioms and Colloquialisms
- Avoid them
- How these are typically handled in the L10N process
Maintaining your corporate culture

• Across departments and a broad lexicon of content
• Style guides
• Glossaries
• Translation Memory Management
Maintaining Costs and Timelines

- Develop your production calendar with benchmarks based on input from all vested parties
- Plan for blips
- IR – give your reviewers clear guidelines and deadlines
  - Bilingual does not mean qualified!
  - Making unnecessary and stylistic changes
- Review and vet your script!
  - Errors v. author’s alterations
Questions and Answer

Susan Bowles, CEO
E: Ceo@TranslationL10N.com
M: 614-404-4399
W: www.TranslationL01N.com

Connect with me on LinkedIn: susanbowles
Follow me on Twitter: @bowles_susan and @TransL10N