



6 THINGS TO KNOW

about Multimedia Localization

1

VIDEO SAYS MORE

Video provides businesses with a valuable way of engaging with prospects and clients.



“a **picture** is worth a 1000 **words**”

Today, we are more likely to view **video** than read text.

2

MAKE A DECISION

Get it right the first time.

 **Audio** or just **subtitle content**

 **Format** and **technical requirements**

 **Voice talents**



3 TIME COST

Scene-synched takes time and ...
money.



audio for scene-synched is usually about **25% more expensive** than for cold recording, due to **more time** needed to fit audio with what is happening on screen.

4 SET-UP COST & TASK

Complex multimedia projects involve more studio tasks.



audio
engineers



voice
talents



language
directors






files &
linguistic QA



audio
processing
& fixes

5 BE PREPARED

Before translation and studio work begins, provide:

-  **style** guidelines
-  **scripts**
-  **pronunciation** guidelines

6 AVOID REWORK

- **Bundle jobs** for recording to amortize the set-up and tear-down costs of the studio.



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