



Multimedia localization:
let's make it simple



The distinct challenges of multimedia localization

Multimedia localization should be much more straightforward for global organizations than it often is.

When clients come to RWS for help, they do so because their existing multimedia localization processes – especially for video – are too slow and laborious, with unpredictable quality. They discover that the challenges of working with multimedia content can't be completely addressed with techniques and tools honed for the localization of documents. For example:



Translation memories aren't as effective for the spoken word as they are for the written word.



A voiceover recording can't be divided among several people the way translation of a large document can. Similar restrictions exist for a variety of audio and video editing tasks.



Huge video file sizes affect both the logistics of localization and its duration.



When copy is associated with video or audio, translators usually need more than just the text for context.



Good multimedia review tools aren't as omnipresent as document review tools.

And these issues are just the tip of the iceberg.

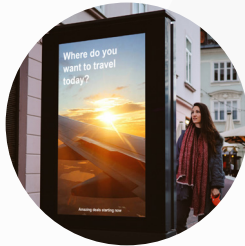
Because of its distinct challenges, multimedia localization needs a distinct approach to deliver the quality you expect, as smoothly and efficiently as you need. That's what you get from RWS.



What is multimedia localization?

Adapting video, audio, animated images or eLearning materials for different markets and languages. Examples include adding subtitles in different languages to video, dubbing audio, or translating text within imagery (see [page 6](#) for more).

Typical use cases



Advertising



Demos



Employee
comms



Marketing
comms



Sales
enablement



Training



Why use RWS for multimedia localization?

Scalability

Many multimedia localization providers or in-house teams struggle to deliver quickly enough as content volumes or target languages grow.

By contrast, we routinely handle hundreds of projects simultaneously without breaking a sweat. For example, at any given time we might be creating videos and interactive presentations for a client's eLearning platform, preparing voiceovers in a specific language for hundreds of videos, adapting culturally sensitive visuals and making other content accessible.



In-house technical expertise

When a localization provider is more a translation house than an expert in multimedia engineering and production techniques, the result is often poor quality or slow delivery.

With RWS, you get dedicated in-house multimedia engineering and creative teams who work closely with our linguists and voiceover artists to deliver top-quality localized materials, with video and audio expertly adapted to incorporate native visuals, text and speech. Their work has made a splash in the most demanding industries for audiovisual content, including entertainment and video gaming.

We're expert at advising original video creators on what to provide as a localization package, to minimize rework or other inefficiencies. If a video package is created with specific editing software, we'll obtain and work with that specific software version to ensure that nothing is lost or compromised. And if a render or incomplete package is provided and we need to jump in to recreate missing video assets, that's all in a day's work for us.

Process efficiency

Global organizations usually have to coordinate reviewers located in different time zones around the world, and the challenge of doing this is exacerbated by clunky processes – especially for video review. Email, documents and spreadsheets simply aren't designed to collate and track comments or easily identify which part of a video they apply to.

None of this is an issue with the workflow and review tools we use, designed specifically for collaborative multimedia projects. Your project owners and reviewers will have a much smoother experience, and project completion from the review stage will typically be around 50% faster.

Behind the scenes we also use cutting-edge tools to cater to the specific needs of multimedia localization, including state-of-the-art editing suites, recording studios, graphic motion applications, transcription tools, and collaborative cloud-based subtitling systems. These are amplified by the work of our own developers, who have created hundreds of scripts and tools to automate repetitive or time-consuming manual tasks.



Streamlined workflows work wonders

We take the pain out of multimedia localization projects with:

- **Workflow automation** that can kickstart projects without human intervention and minimize manual handoffs from stage to stage
- **A cloud review platform** easily accessed by approved reviewers through a web browser, with tools for:
 - Intuitive, visual markup of any file, including video
 - Side-by-side comparison of versions
 - Collaborative commenting
 - Management of deadlines
- **Data and reporting** for performance tracking and analysis



Flexibility and reliability that you've come to expect

Whatever localization services you know RWS for, you'll know that besides always meeting quality expectations, we go out of our way to make things easy for you so you can work the way you want to and rely on us to get the job done.

It's no different with our multimedia localization services. We'll do as much or as little as you need us to, with end-to-end capabilities that you can pick and choose from to suit your needs. We cater to every multimedia format and use case – from the simplest of animated images for a banner ad to the most sophisticated TV commercials, with everything in between.

Multimedia localization capabilities

Video

- Subtitling/captioning
- Graphics, animation, on-screen text
- Accessibility: CC, SDH, sign language
- Video editing

Audio

- Dubbing
- Voiceover
- Automated text-to-speech (TTS)
- Accessibility: audio description

eLearning

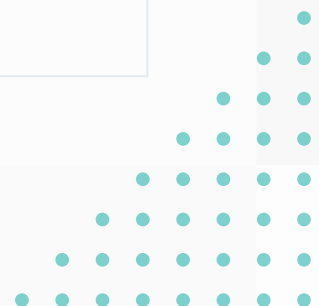
- All video and audio services
- Instructional and graphic design
- Functional testing

Related services

- Transcreation: scripting, storyboard, music
- Recreating missing assets required for a project
- Transcription: manual, automated (speech-to-text)
- Independent QA

Beyond localization

- Process design and optimization consultancy
- Cultural assessment
- Clearance and distribution for broadcast



Make a difference now

Whatever you need in multimedia localization, we'll deliver. Our scale, technical expertise, processes, flexibility – and the quality you've come to rely on from RWS – all come together to give you:



**More content
delivered more quickly**



Better value



Better quality



**Far fewer
headaches**

To discuss your needs or learn more about our comprehensive multimedia localization services, please contact your programme manager or get in touch through

[rws.com/multimedia](https://www.rws.com/multimedia)

About RWS

RWS Holdings plc is the world's leading provider of technology-enabled language, content management and intellectual property services. We help our customers to connect with and bring new ideas to people globally by communicating business critical content at scale and enabling the protection and realization of their innovations.

Our vision is to help organizations interact effectively with people anywhere in the world by solving their language, content and market access challenges through our collective global intelligence, deep expertise and smart technology.

Customers include 90 of the globe's top 100 brands, the top 10 pharmaceutical companies and approximately half of the top 20 patent filers worldwide. Our client base spans Europe, Asia Pacific, and North and South America across the technology, pharmaceutical, medical, legal, financial services, chemical, automotive, government and telecommunications sectors, which we serve from offices across five continents.

Founded in 1958, RWS is headquartered in the UK and publicly listed on AIM, the London Stock Exchange regulated market (RWS.L).

For further information, please visit: www.rws.com

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