

# Simplifying video production

### Video production can be challenging...



Increasing demand from stakeholders



Creating multilingual video content for multiple channels



Tighter deadlines and budgets



Producing multilingual voice and captioned/subtitled content



Simultaneous delivery to global markets



Managing the multiple agencies involved in video production

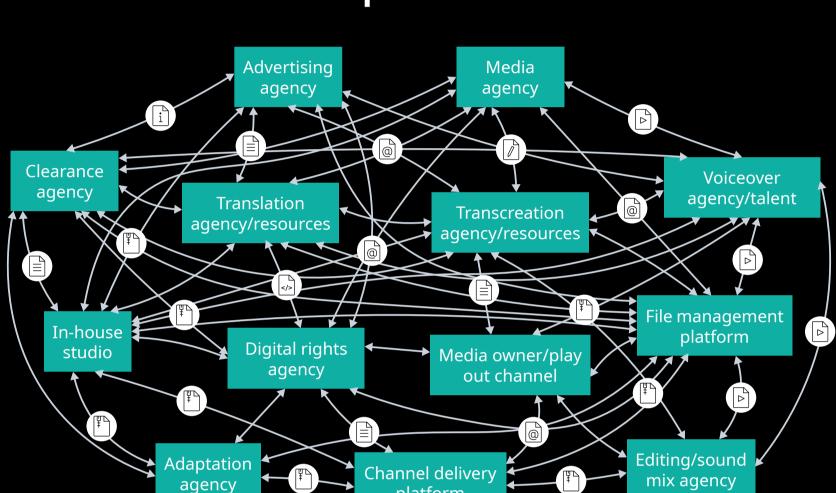


Ensuring consistent messaging across markets



Juggling various content formats and files between agencies

#### It's often a chaotic picture...



And this is just the picture for one market... let alone multiple regions and markets...

platform

Video production is often laborious to manage, inefficient and expensive.

## It needn't be.

We provide an end-to-end service that can help you simplify your video production.

With greater transparency of your global video production costs, we can help you control your costs – and just as importantly – get greater value and more content out of your existing budgets.

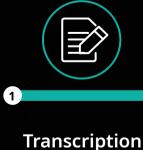
Our talented team will...Work with your agencies, in-house teams or local market approvers

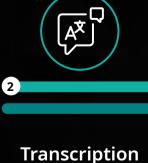
- Manage your transcreation, voice, captions and subtitles needs
- Provide consultation on how brand values, language
- and cultural issues need to be considered at every stage
   Reduce your time to market and make sure you deliver
- the right messages to the right people

Where do I start?

to gaining control, at any point in the lifecycle below.

We can work with you to find a well-thought out, stepped approach











only

and translation

(talent selection/usage rights/ recording/sound mix)

across markets

across markets
(formats/language/market media schedule)

Adaptation

on delivery

pre-clearance

and full clearance

**Contact us** today to see how we can help you simplify your video production.

#### About RWS RWS Holding

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, 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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