

## Professional translation of audiovisual content



Recording, post-editing and publishing online: The creation of media content has never been as simple as today. Apart from being used in media production, audio and video content plays an increasingly important role particularly in business communication. However, the new possibilities also pose new challenges to companies.

KERN Global Language Services offers audio visual translation for any audio or video material.

### Subtitling

To make media content, such as films or videos available to a broad international audience, subtitles in various languages are required. When translating subtitles, countless aspects need to be taken into account:

- The subtitles may not exceed a certain length or character count. Otherwise, they cover the picture.
- The showing of the subtitles and the speed of the speaker must be in sync.

- The translation of the dialogue/speech must be short and concise.
- The intention of the speakers, the mood and emotions must be ideally conveyed.
- The use of a special software is necessary in order to create, edit or adapt subtitles.

To ensure that the subtitles are of the right quality and that the accuracy of the dialogue/speech is conveyed successfully in the foreign language, the expertise of professional translators is required. Translation of subtitles therefore not only requires linguistic competencies but also expertise when it comes to handling software for subtitling.

### What particularities do I need to consider?

- Genre
- Dialects
- Rhymes
- Target group
- Humour
- Accents

### Transcription:

KERN also offers a professional transcription service to create written records of German or foreign-language audio or visual material. A transcription is the writing down of spoken texts and situations from audio and video recordings. The variety of texts which need to be recorded in writing ranges from video conferences, telephone interviews as a data collection strategy and interviews for films and television productions to series of lectures.

Experience has shown that an hour of audio material gives approximately 20 to 30 standard pages of typed text. The time required for transcribing audio material can be estimated by taking the quality of the recording, the speed of the speech, and the degree of accuracy adapted to the purpose of the transcription into account. A transcription of the audio material that contains neither gaps nor errors, and in which even small details of the utterances are recorded, including when speakers' utterances overlap, requires the highest level of concentration.

### Automatic Speech recognition

Alongside traditional transcription, KERN also offers automatic speech recognition (ASR). This way, the creation of a raw transcript is always just a few clicks away. Human post-editing after ASR increases accuracy even more. Choose this option for up to 99% accuracy. Our skilled language experts listen carefully for you and translate your content into all requested target languages.

### What are the prerequisites for automatic speech recognition?

Particularly when the audio quality is good, the number of interferences is low and the speakers speak without an accent, ASR can produce good results.

### When is human post-editing required?

With transcripts that are translated and used for, for example, subtitling, human post-editing is advantageous. Besides the requested foreign language, subtitles must contain a time code so that they are shown at the right time.

### Foreign-language voice recording:

As a full-service provider, KERN additionally offers voice recording (voice-over or dubbing) of the highest quality. The foreign-language translation of the original text is adapted, taking into account the requirements of the respective medium. By doing this, you will receive results that are undoubtedly comparable to recordings produced in the target language.

### Dubbing:

Dubbing is often used in films. Here, film dialogues are replaced by speaker texts in another language. When dubbing, it's important that certain processes, such as lip movements, gestures and tonality match the original version.

### Voice-over:

Voice-over features a superimposed foreign-language translation of a recorded voice in the form of audio dubbing. As a rule, a transcript using the video file is created which, after translation into the target language, is recorded by professional native language speakers and is superimposed over the original dialogue or replaces it.

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