



Video that goes further

Captioning and subtitling by RWS



On-screen messages matter

We know that people often want to watch video without sound – and that 80% are more likely to watch an entire video when captions are available. And beyond original-language captions, subtitling in other languages is a fast and cost-effective way to target new markets with powerful localized video content.

80%

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Why RWS for subtitling

- **Choice** over language, presentation, how much of the audio is captured as captions or subtitles, and whether they can be turned on and off by the viewer
- **Scalability** to enable submission of both short and long videos, one or many, individually or in batches, with no minimum commitment or maximum limit
- **Speed and convenience** through intelligently automated processes and access to experts equipped with the right tools
- **Quality** in presentation and translation
- **Value** from the right balance of quality, speed, convenience, scalability and choice

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Adding value to captioning and subtitling

Our expertise can help you reach video audiences the way they prefer.

We bring the right people and technologies together to offer a video captioning and subtitling platform that gives you:



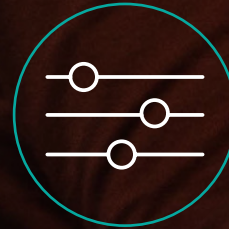
choice



scalability



speed



convenience



quality

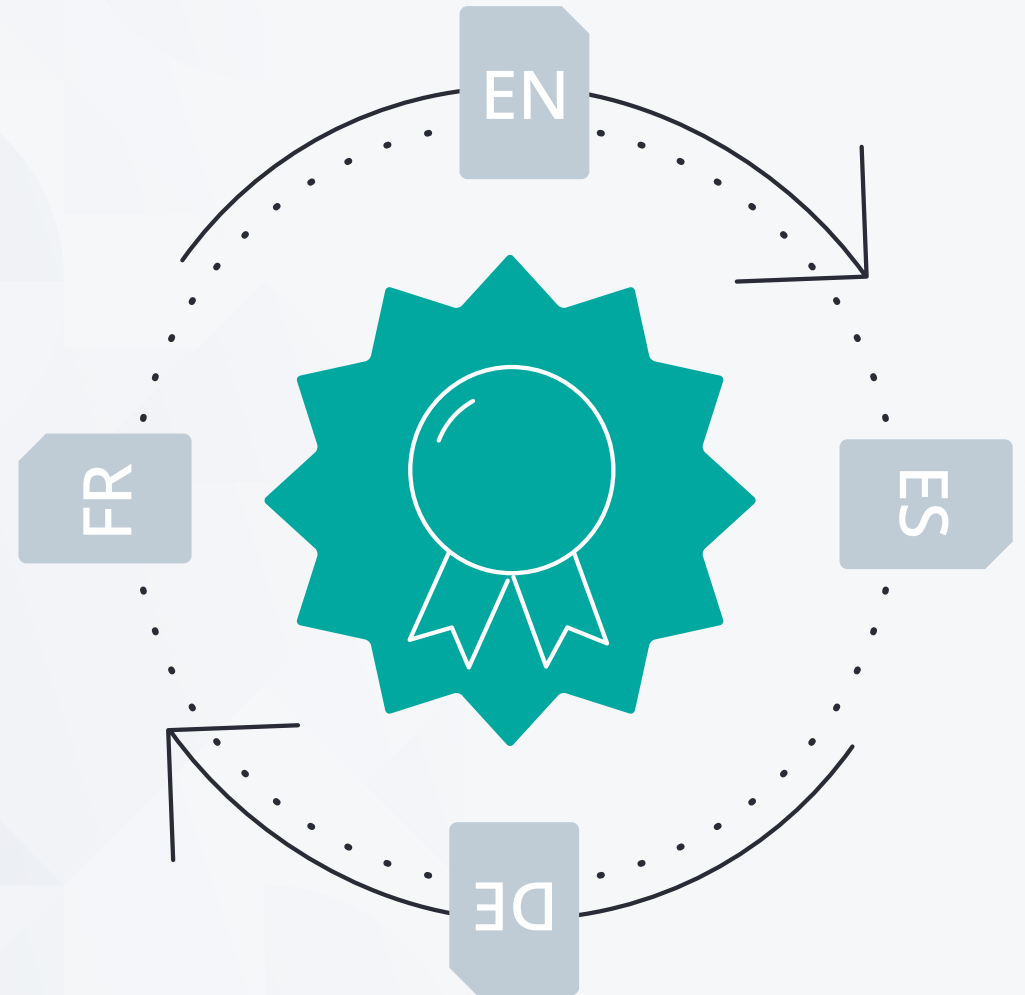
Quality assurance in presentation

There's much more to subtitling than an accurate transcript or translation. We'll make sure, for example, that captions are never cut off by being too long, that they're in sync with the audio, on screen for the right amount of time, and are clear and readable. Our platform is also fully frame accurate – ensuring that no frames are lost when ingesting your videos and delivering them back to you.



Quality assurance in translation

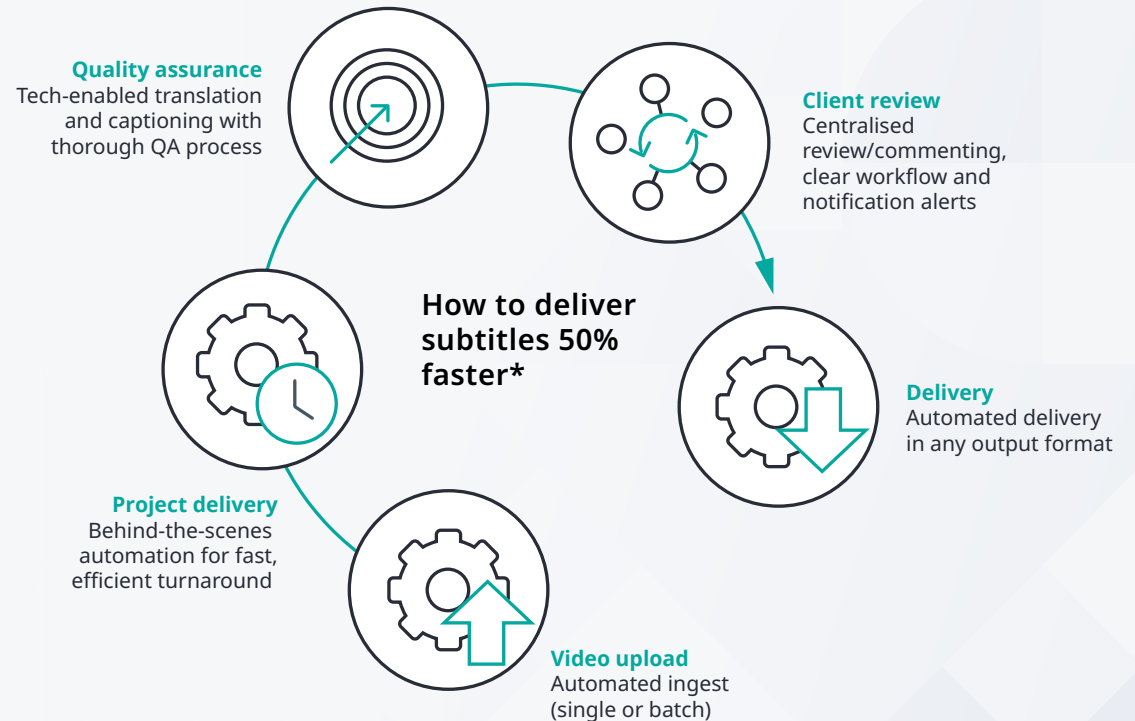
Translation quality can be finely tailored to your needs, from the best in neural machine translation (NMT) to transcreation by our creative native-language copywriters. In between lies a range of options for post-editing NMT to ensure that you get the best combination of automated efficiency with expert human judgement in translation. We also maintain custom dictionaries (termbases) to ensure that we apply your brand terms and terminology preferences correctly and consistently. And when you need transcribers and translators with expertise in the concepts and vocabulary of your industry, we've got them.



Speed and convenience through automation

The last thing your marketing and project managers need is a service that requires them to use manual tools – most often email – not designed for efficient workflow management or effective collaboration. Our platform gives you the benefit of practical built-in workflow management tools and high levels of automation from start to finish, including:

- Integration with video platforms – Brightcove and Qumu, among others – and content repositories – Dropbox and Box, among others – for automatic ingestion of your videos into our platform and final delivery back to you in the format of your choice.
- ‘Behind the scenes’ automated processes that contribute to fast, efficient turnaround. These include automatic timed voice-to-text transcription of video voiceover tracks and translation-specific workflow tools and productivity enhancers, including state-of-the-art neural machine translation where appropriate.
- A built-in centralized review tool that is easy for your reviewers to use without training. It allows you to invite as many reviewers as you need without worrying about version control or visibility.



Scalability and choice

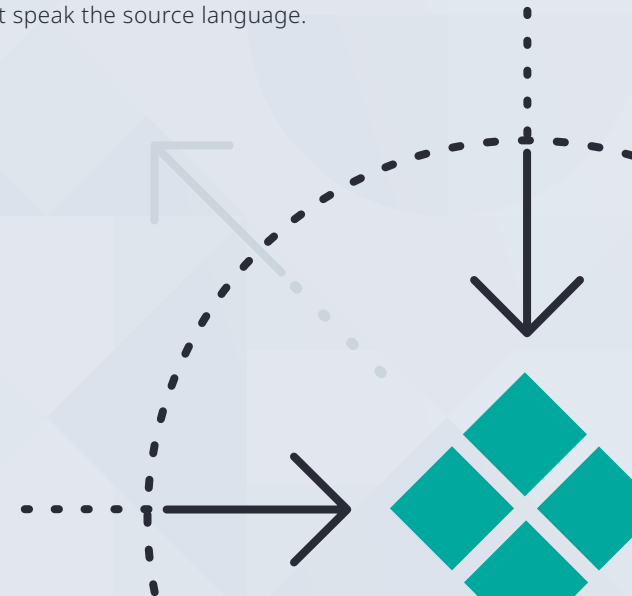
We'll help you choose the best combination of capabilities to fit your objectives, budget, deadlines, and the type and volume of your video content. Whether you have a once-off or continuing requirement, short- or long-form content, simple or complex needs, we'll adapt to suit.

We offer closed captioning, subtitling and SDH services, in your source language or translated, with delivery in your format of choice and with subtitles either hardcoded ('burnt in') on screen, or in closed format (optional for the viewer).

Contact us to discuss your needs or have any questions answered.

Closed captions vs subtitles vs SDH: your different options

- **Subtitling** provides on-screen captions of the video talk track in a different language, for audiences who do not speak the source language but can hear sound effects and other audio elements.
- **Closed captioning (CC)** includes text for speech plus all audible information such as loud noises, sound effects and music, for audiences who are deaf or hard-of-hearing.
- **SDH (subtitling for the deaf and hard-of-hearing)** is an alternative to closed captioning wherever the technical requirements for CC aren't supported. It includes text for speech plus all audible information such as loud noises, sound effects and music, either in the source language or translated for audiences who don't speak the source language.



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For more information on video subtitling
[rws.com/subtitling](https://www.rws.com/subtitling)

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, 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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