



TBN UK

REVOLUTIONISING CONTENT ACCESSIBILITY WITH SUBLY

Case study written by TBN UK

Industry Insights

In the ever-evolving landscape of media and broadcasting, a key challenge we identified at TBN UK is the need to effectively reach a diverse and international audience through digital platforms. With the expansion of our viewership to non-English speakers, ensuring accessibility and understanding has become crucial.

The Pre-Subly Challenge

Before incorporating Subly into our workflow, we grappled with the cumbersome task of manually translating each episode to cater to our multilingual audience. This process consumed an incredible amount of time, resources, and manpower.

Subly

support@getsubly.com
<https://www.getsubly.com>

160 City Road, London,
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Empowering Change with Subly

This cutting-edge platform has not only automated a significant portion of our translation process but has also brought newfound efficiency to our operations. By leveraging Subly's capabilities, we now require human intervention only to rectify errors in AI-generated translations. This has significantly reduced the manual effort previously needed to translate entire episodes.

Positive Outcomes and Transformations

Time Savings: Our production timeline has been drastically reduced, enabling us to deliver content more promptly to our audience.

Enhanced Efficiency: The process of generating subtitles has become smoother and more efficient, allowing our team to focus on higher-value tasks.

Elevated Accessibility: Subly's translations have ensured that our message is accessible to a broader demographic, regardless of language barriers.

Global Reach: The ability to easily provide subtitles in multiple languages has expanded our reach and engagement across different regions.

The Future with Subly

As the Project Manager at TBN UK, I am excited to share the transformative impact Subly has had, and will continue to have on our operations. This powerful tool has not only saved us time and resources but has also amplified our ability to connect with audiences worldwide.

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