

## Case Studies



### Voice Overs / Subtitles

#### Situation

In response to the client's challenges in the Media/TV industry, TransLinguist took a comprehensive approach. Our team of skilled linguists and entertainment-focused voice-over artists ensured accurate language and emotional resonance. Collaborating closely with the client, we adapted content culturally, integrating voice-overs and synchronized subtitles seamlessly. Quality checks and efficient workflows were maintained, resulting in expanded global viewership, improved accessibility, and enhanced engagement. TransLinguist's services preserved content impact, contributing to the client's success in the Media/TV industry. Our commitment to quality and cultural sensitivity bridged linguistic and cultural gaps, connecting the client with a global audience while maintaining content essence.



#### Challenge:

The client's content varied in format, genre, and tone, demanding a nuanced approach to translation and localization. They needed to ensure that their content was not only accurately translated but also culturally adapted to resonate with different audiences. The content included scripted dialogues, unscripted interviews, fast-paced action sequences, and emotional moments. Maintaining synchronization with lip movements, capturing tone, and conveying humor or drama were vital challenges. Additionally, the client required quick turnarounds to meet broadcast schedules without compromising on quality.

#### Solution:

Our client, a prominent player in the Media/TV industry, produces and broadcasts a wide range of content, including TV shows, documentaries, films, and other audiovisual productions. With a global audience, they faced the challenge of making their content accessible to viewers from diverse linguistic backgrounds. They sought TransLinguist's expertise to provide high-quality voice-over and subtitle services that would maintain the essence and impact of their content across languages.

