



# The Future of Localisation

Rowan de Pomerai



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# Changing demand



## Increasing demand

**+75%**

# Increasing demand

- Streaming services



“

In SVOD you're trying to keep people from cancelling your service. And all you need is one reason per month for each subscriber.

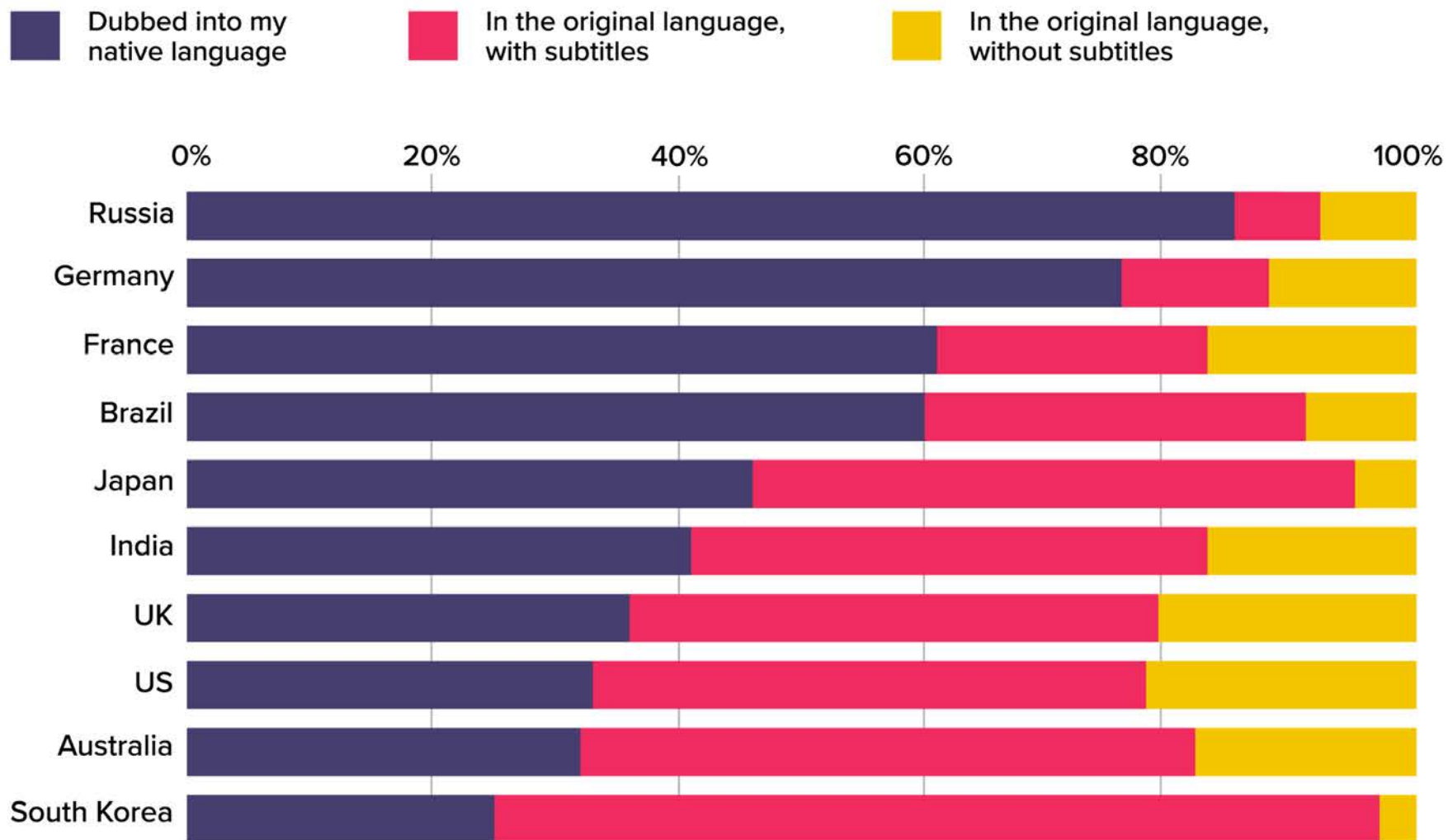
# Increasing demand

- Streaming services
- FAST

# Increasing demand

- Streaming services
- FAST
- Audience behaviour

## Preferable ways to consume non-native video streaming content in selected countries worldwide as of March 2022

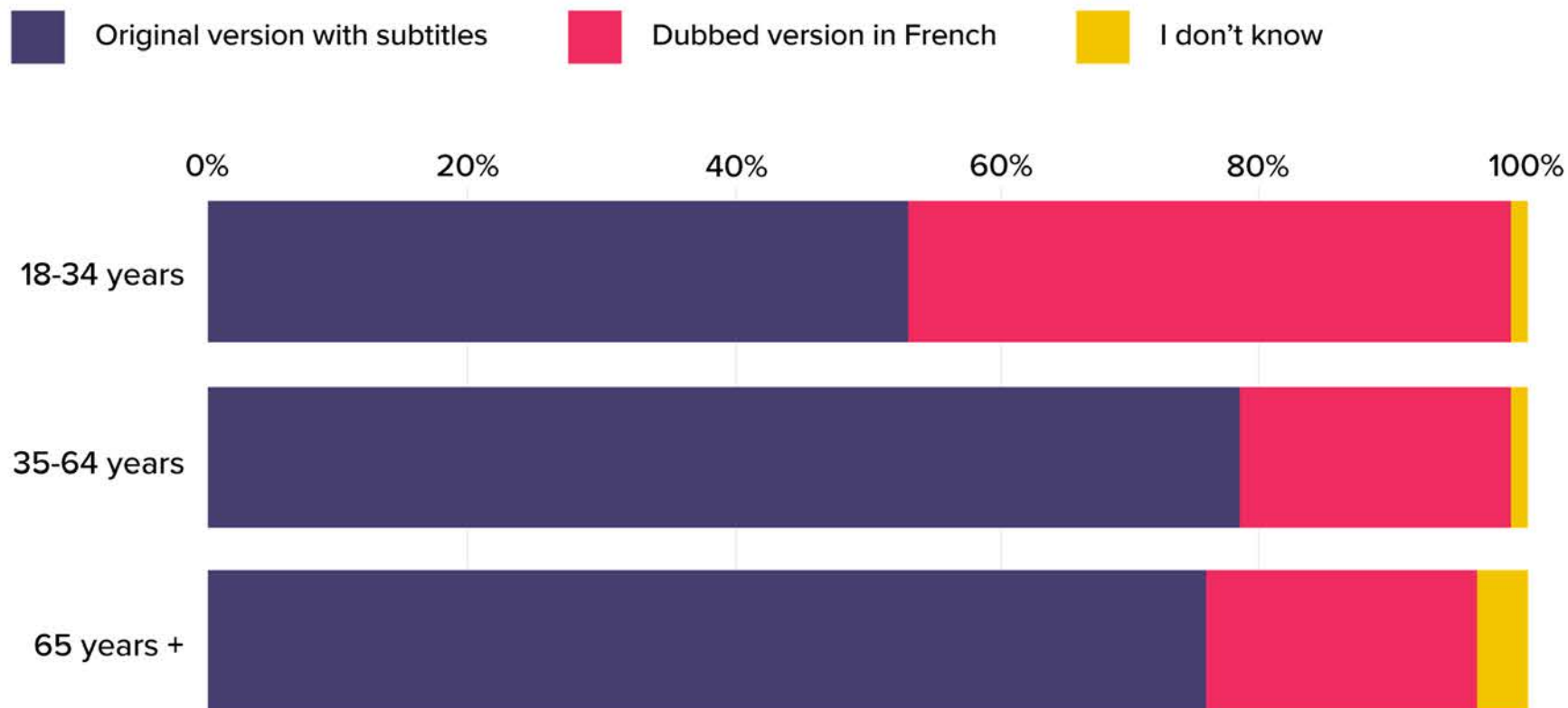


Source: Morning Consult ©Statista 2022

Additional information: Worldwide; March 3 to 8, 2022; 999-2,211; 18 years and older; Online survey



## Do you prefer to watch foreign movies in their original version or dubbed in French?



Source: BVA ©Statista 2022

Additional information: France; BVA; March 10 to 11, 2015; Online survey



A large, stylized opening quotation mark in a gradient of orange and yellow.

Once you overcome the 1-inch-tall barrier of subtitles, you will be introduced to so many more amazing films.



# What is localisation?





# What is localisation?

- Subtitling

# What is localisation?

- Subtitling
- Dubbing

# What is localisation?

- Subtitling
- Dubbing
- On-screen text

# What is localisation?

- Subtitling
- Dubbing
- On-screen text
- Compliance



# What is localisation?

- Subtitling
- Dubbing
- On-screen text
- Compliance
- Cultural edits





# What is localisation?

- Trailers



# What is localisation?

- Trailers
- Artwork

# What is localisation?

- Trailers
- Artwork
- Metadata

“

Metadata is often localised by the marketing department. It's not there to describe the movie, it's there to sell the movie.





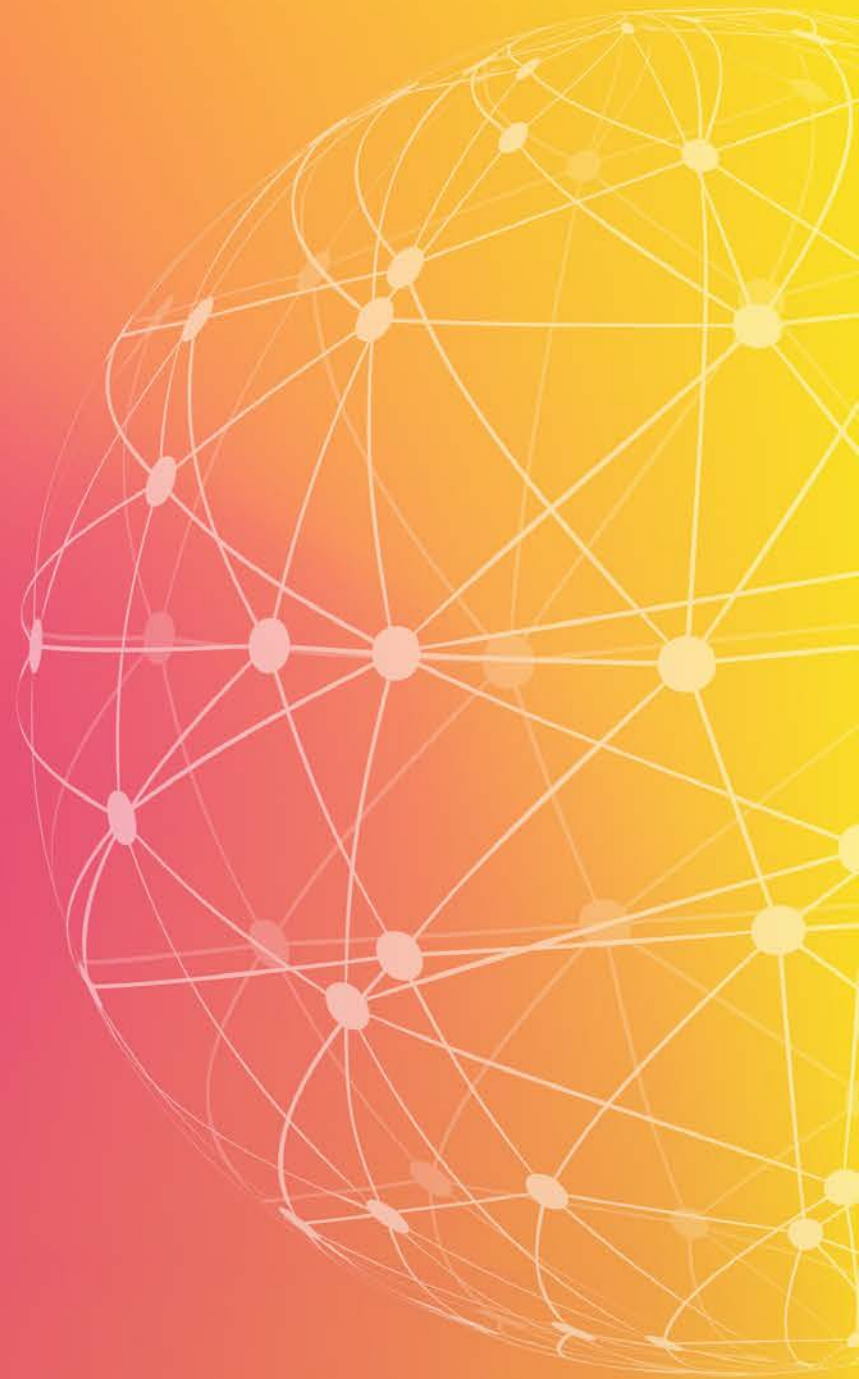


“

I think localisation is part of accessibility. When you are localising, you're making content accessible to people from different cultures.



# Automating localisation





# **Supply chain**

## **Process optimisation**

“

We spend more time looking for stuff – finding the right version, or figuring out what is the version we have – than doing the real work.



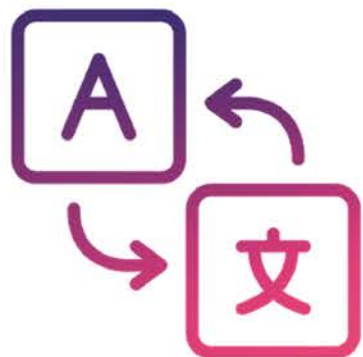
# Speech to text

Automated transcription



“

The technology doesn't work well with a full mix. Or even with people talking over each other. But if we get the original dialogue tracks, we can do great speech to text.



# Text to text

## Automated translation

“

Five years ago, translators saw the technology as an enemy. But some are now saying that it's a completely different level of quality. They're blown away by this technology.



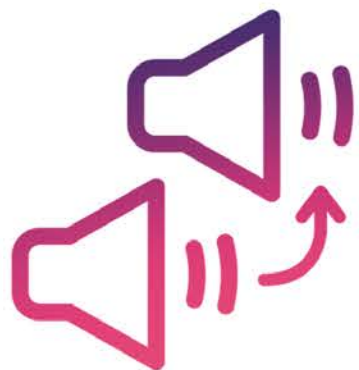
# **Text to speech**

## **Synthetic dubbing**

“

In our experience, we don't see that it is anywhere close to where it needs to be for an actual performance.





# Speech to speech

## Voice cloning

“

My prediction is that Hollywood actors will sign off their voice samples so we can train models and use them to adapt the performances of local dubbing actors.



# Applying automation





# Applying automation

## Challenges

# Applying automation

## Challenges

### **1** Accuracy



# Applying automation

## Challenges

- 1 Accuracy
- 2 Change management

# Applying automation

## Challenges

- 1 Accuracy
- 2 Change management
- 3 Intellectual property

# Applying automation

## Challenges

- 1 Accuracy
- 2 Change management
- 3 Intellectual property
- 4 Cost

# Applying automation

## Challenges

- 1 Accuracy
- 2 Change management
- 3 Intellectual property
- 4 Cost
- 5 Opportunity cost

“

We have great stories to tell, and they come from all over the world. Localisation is about enabling everybody to enjoy them.

A large, stylized quotation mark icon with a gradient from pink to yellow, positioned to the left of the main text.

Localisation creates the  
manifestation of our brand in a  
particular market.





# The future of localisation?





# The future of localisation

## The headlines

# The future of localisation

## The headlines

- 1** Increasing automation powered by ML

# The future of localisation

## The headlines

- 1** Increasing automation powered by ML
- 2** Creative input is still key

# The future of localisation

## The headlines

- 1 Increasing automation powered by ML
- 2 Creative input is still key
- 3 A tiered approach



# The future of localisation

## The headlines

- 1 Increasing automation powered by ML
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- 4 Data driven but responsive

# The future of localisation

## The headlines

- 1 Increasing automation powered by ML
- 2 Creative input is still key
- 3 A tiered approach
- 4 Data driven but responsive
- 5 Standing on the shoulders of giants

“

We're at an apex. We're at the tipping point, where machine learning for localisation is really going to work.



# Download the report

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