



Managing  
The Business  
Of Content™

## Localization Services



## Reach global customers in their languages & gain international market share

Today viewers have access to a host of international and regional language television shows and films. Localization enables viewers to understand foreign language content, increasing viewership. It also empowers visually/hearing impaired audiences with increased access to TV and movie content, and is even mandatory in many countries. For Media & Entertainment (M&E) enterprises, it is vital to find a reliable, cost-effective localization partner who can deliver high quality output adhering to international quality specifications with a quick turnaround time.

## Our Localization Capabilities

Prime Focus Technologies (PFT) has been providing Localization services for 2 decades in over 60 languages. Our global network of partnerships and highly skilled native translators ensures that we deliver the brand and style of your content to a worldwide audience. In addition, our flagship cloud-based solution, CLEAR™ Media ERP, enables you to ingest, track, store, transcode, and deliver assets securely and conveniently. PFT's high quality, SLA-compliant Localization services include Scripting, Subtitling, Dubbing, Access Services and Text to Text Localization. Here's what we offer:

### Scripting Services:

- Ability to deliver Dialogue Lists and Spotting Lists
- Ability to deliver Combined Scripts:
  - Combined Continuity & Spotting List (CCSL)
  - Combined Dialogue & Spotting List (CDSL)
  - Combined Continuity & Dialogue List (CCDL)
- Over 200 in-house scripting experts
- Over 1000 native linguists and translators worldwide

### Subtitling:

- Ability to deliver translated subtitles as well as forced subtitles
- A strong team of 200 subtitling experts
- Native translators across the globe
- Genre-specific editorial support
- Extensive experience with captioning software like Swift, MacCaptions, EZtitles, and Cavena
- Award winning industry-first Cloud based Subtitling tool powered by Artificial Intelligence (AI) to generate subtitles that can be straightaway taken forward for Quality Checks (QC)

### Dubbing:

- We trans-create, adapt, audition, cast, supervise, record, mix and master content for films, ads, serials, documentaries, animation, gaming, and e-learning content
- Largest talent pool of scriptwriters and dubbing directors in India
- State-of-the-art in-house recording studios in New York, Mumbai, Delhi, Kolkata and Chennai
- Delivery of final language master in mono, stereo, or Dolby 5.1/7.1
- Superior storage systems – EMC Isilon
- Superior technology – Pro Tools 12 with latest plugins including AKG mics & Genelec audio monitors
- 21 dedicated in-house audio studios
- 30 full-time Sound Engineers
- 30 full-time Voice Directors
- 5 senior QC Staff

### Access Services:

- **Audio Description (for original and translated versions)** – Additional narration track for visually impaired customers in adherence regulations set by FCC, Ofcom, and CRTC
- **Closed Captioning** – Text captions not only for dialogues, but for all relevant parts of the soundtrack for the hearing impaired
- **Subtitles for Deaf/Hard of Hearing (SDH)** – Subtitles in the source language of the video that also include important non-dialogue audio sound effects and speaker identification

### Text to Text Localization:

- Strong team of language specialists with over 5 years of experience
- Expertise across a host of genres, including educational content, media & entertainment, life sciences and marketing content
- Use of cutting edge technology – Translation Memory, Machine Learning tools and more

## The PFT Advantage

Our goal is to provide quality, agility, and cost-efficiency across our localization services, with improved visibility of workflows on the back of our award-winning cloud-based technology, CLEAR. Our team of seasoned localization experts, spread across the globe, works tirelessly to preserve the quality of original content and help strengthen our clients' brand identities internationally. Here's what we bring to the table:

- Proven expertise, with over 2 decades of Localization experience
- Global delivery model that leverages the best available local talent
- CLEAR helps track and manage all assets using a single interface along with end-to-end work order management
- Stringent QC process
- Best-in-class infrastructure and storage systems
- Support for all format types
- 24/7 personalized customer support
- Dedicated project management for each client in their respective time zone
- Certified under the Netflix Preferred Fulfillment Partner (NFPF) Program as well as the Netflix Post Partner Program (NP3)
- ISO 27001 and SOC2 certified

## Facts & Figures

- Current annual track record:
  - 35,000 hours of Subtitling & Closed Captioning
  - 7000 hours of Dubbing
- 40% faster Turnaround Time (TAT) with Express Delivery

## Business Benefits

- Increased operational efficiencies
- Reduced manual effort
- Creative enablement
- Faster TAT
- Lower Total Cost of Operations (TCOP)

## A History of Success

PFT is a preferred partner for Localization services for some of the world's largest broadcasters, studios, OTT platforms, brands, music companies, and e-learning portals. We support their Localization operations within specific regions, as well as globally.



and many more..

## About Prime Focus Technologies

Prime Focus Technologies (PFT) is the creator of Enterprise Resource Planning (ERP) software, CLEAR™ for the Media & Entertainment (M&E) industry. It offers broadcasters, studios, brands and service providers transformational solutions that help them lower their Total Cost of Operations (TCOP) by automating business processes around content and managing their business of content better.

PFT works with major M&E companies like Turner, PBS, Walt Disney-owned Star TV, Hearst, Channel 4, CBS Television Studios, 20th Century Fox Television Studios, Lionsgate, Starz Media (a Lionsgate company), Showtime, A+E Networks, Complex Networks, HBO, IFC Films, FX Networks, Miramax, CNBC Africa, TERN International, Sony Music, Google, YouTube, Novi Digital – Hotstar, Amazon, HOOQ, Viacom's Voot, Cricket Australia, BCCI, Indian Premier League and The Associated Press.

PFT is the technology subsidiary of Prime Focus, the global leader in M&E industry services. For more information visit: [www.primefocustechnologies.com](http://www.primefocustechnologies.com)



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