The Rise of Subtitling

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Audiovisualisation

- Cinema → TV → DVD → Blu-ray → Internet → HbbTV → OTT
  - Distributors/Exhibitors → Broadcasters/Narrowcasters → Publishers → Streaming/VoD providers

- Analogue → digital (convergence media)
  - More translation (dub + sub); more genres; more channels...
  - Easier manipulation of material

Comoditisation

Netflix
Digital Economy Bill will require on-demand programmes to include subtitles

THURSDAY, FEBRUARY 9TH 2017 BY PHIL WILKINSON-JONES

Broadcasters will be legally obliged to provide subtitles for on-demand content after an amendment to the Digital Economy Bill was approved last night.

Ofcom regulations requiring programmes to include subtitles, audio description and signing currently only apply to traditional TV channels.

But now the regulator will be given new powers to compel on-demand broadcasters such as iPlayer and Netflix to do the same.

The inclusion of the amendment – passed yesterday in the House of Lords – is a victory for deaf charity Action on Hearing Loss, which has been campaigning for more on-demand subtitles since June 2015.

Audiovisual Translation Modes
Multimodal communication

- Audio
- Visual

- Sound
- Music
- Images
- Language

AVT modes - traditional

- Interpreting
- Dubbing
- Voiceover
- Narration

- Subtitling
  - Surtitling

Revoicing

Rewriting
Accessibility

- Sign Language Interpreting
- Subtitling for the deaf and the hard-of-hearing (CC)
  - Intralingual & interlingual
  - Re-speaking
- Audio description for the blind and the partially sighted (AD)
  - Audio subtitling (spoken subtitles)

Subtitler’s tasks
Language

- Linguistic transfer between languages
- Revision

Technology

- Spotting, i.e. to decide the in and out times of subtitles
- Familiarity with subtitling software equipment
- Simulation and final quality control

Subtitling production process

1. Winning the project
   → Allocate job to client manager
   → Material sent to media

   Client manager places job and makes digitised material available (incl. spotting)

   Subtitler downloads media, (does spotting), translates the files, proofreads them and does the spell-check. Returns files via email

   Quality control by a second subtitler
   ↓

   Client manager does technical checks and delivers to client
Subtitlers – today

- Linguistic transfer between languages
- Spotting, i.e. to decide the in and out times of subtitles: origination, timing, cueing
- Simulation
- Revision
- Final quality control

New tasks

- Conversion within the same language
  - Portuguese-Brazilian Pt / French-Canadian Fr / Castilian Sp-LA Spanish
- Reconfoming the subtitle file with new timings reviewed
- Export and import subtitle files in different formats
- Final product with the video and the subtitles merged

Subtitling environment
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<th>Number</th>
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<th>End Time</th>
<th>Duration</th>
<th>Title</th>
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<td>01:10:18</td>
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</tr>
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</table>

And the warm clear waters are ideal for settling the score. Tanya Streeter's assault on the world record is being masterminded by her manager and husband Paul. We started out in Free Diving with him offering me no support, absolutely not interested, nothing at all. And it's taken us a lot to get to the point where we are now, where we work together and where I trust him implicitly.

Dive safety:
Professional programs

EZTitles®  WinCAPS  Swift
Spot Software  FAB  TITLEVISION

Freeware

Sabbu  Aegisub  GNOME subtitles
SubTitleCreator  Subtitle Workshop

In the cloud

Online Captions & Subtitles Toolkit
CLOUD-BASED ENVIRONMENTS
Shift in the way subtitling software is delivered and used

Create  Translate  Review
Convert  Transcribe  View

http://ooona.net/
Changes in subtitling practice

- Characters per line
  - Flat screens
  - Proportional lettering
  - Smaller screens: mobiles

- Reading speeds
  - 180 wpm and greater
  - 12 cps / 15 cps / 20+ cps
  - Less reduction

- Templates
Bambi is a film about a young deer growing up in the wild after his mother is shot dead.

Sobrevivemos, lado-a-lado, M de Natureza não a chame de farsa, ela é minha Clonc.

No. Es la verdad. Y es algo que he vivido yo misma en mi carrera profesional como abogada, como directora de una gran institución internacional.
Well, then, Vadim, if you don't have any questions (and I know you have questions)...

The world wide web (www) Vous pouvez rencontrer, n'importe qui, n'importe où, n'importe quand, venez sur notre site, inscrivez-vous, l'essai est gratuit!

During the next five years, I started a company named NeXT, another company named Pixar, and fell in love with an amazing woman who would become my wife.

Карл Филкинтон имеет голову, как у чертовы ананасы. (fucking: 性交, 表示仇恨、厌恶、惊讶的粗话。fuck 的现在进行式) [orange: 桔子]

Templates
You want something to drink?

I'm on a break too, so... talk, don't talk, it's up to you.

Are you keeping some big secret from me?

- Like what?
- Like I don't know, you tell me.

- I'm not married.
- Were you?
From the industry perspective:

- Process is sped up
- Costs are cut down
- Easier management of subtitle files

All languages, irrespective of their linguistic nature, have to work to the same timings

Take decision power away from subtitlers as condensation is decided by someone else

Technical dimension is seriously curtailed

New interferences between source text and target text:

- Orthotypographic dimension
- Syntactical dimension
- Semantic dimension
Dude: You brought a fucking Pomeranian bowling?

Walter: Brought it bowling? I didn’t rent it shoes. I’m not buying it a fucking beer. He’s not taking your fucking turn, Dude.

Dude: Man, if my fucking ex wife asked me to take care of her fucking dog while she and her boyfriend went to Honolulu, I would tell her to fuck herself. Why can’t she board it?

Walter: First of all, Dude, you don’t have an ex. Secondly, this is a fucking show dog with fucking papers. You can’t board it, it gets upset, its hair falls out. This fucking dog has fucking papers.

¿Trajiste un chucho a la bolera?

No le alquilé zapatos, ni te quitará el turno, Nota.

Si mi mujer me pidiera eso, para irse con su novio a Hawai,

la mandaría a la mierda. ¿Y las perreras?

No tienes ex-mujer.

¡Es un perro de competición con pedigrí, joder!

En la perrera se pone nervioso y se le cae el pelo.

You brought it?

I didn’t rent it shoes.
He’s not taking your turn, Dude.

If my ex-wife asked me to take care of her dog while she and her boyfriend went to Honolulu,

I’d tell her to fuck herself.
Why can’t she board it?

Dude, you don’t have an ex,

And this is a show dog with fucking papers.

You can’t board it. It gets upset. Its hair falls out.
the template files examined made use of standard strategies of text reduction, which were on many occasions blindly reproduced in the TLs. Text reduction was either general, in response to spatial, temporal or visual constraints, or systematic, in the sense that it targeted specific types of lexical or discursive items. In both cases the consequences of text reduction choices in the template left visible traces in all three languages examined and sometimes had an adverse impact on translation quality.

Artegiani and Kapsaskis (2014: 433)

English as a pivot language
Leo: Ah, pues ven pasado mañana... Es que quiero estar un día entero a solas con mi marido...
Blanca: No faltaría más... ¡Y hártese de follá!

Then the next day I want to be alone with my husband

Of course! Enjoy yourself!

Leo: Ah, then come back the day after tomorrow... You know, I want to be a whole day alone with my husband...
Blanca: Of course... And make sure you fuck a lot!
- Inglourious Basterds (Tarantino and Roth, 2009)
  - English, French, German and Italian

- Brazilian & Portuguese films into Italian

- The Killing into Italian

Internet
Fakesubs (Ironic)

Pressure on industry

- Sim-ship (simultaneous shipping)
  - Simulcast
  - Binge watching

- Work in the company's premises

www.20minutes.fr/article/1292942/ynews1292942?xtor=RSS
Technology & Automation

- Spell checker
- Search function in the software interface?
- Thesaurus?
- Memory tool?
- Glossary?
2008 → Development of a caption feature.

November 2009 → Release of auto-captioning for a small, select group of partners, to automatically generate video captions. The video owner can also download the auto-generated captions, improve them, and upload the new version. Viewers can even choose an option to translate those captions into any one of 50 different languages.

4 March 2010 → Opening up of auto-captions to all YouTube users:

http://youtube-global.blogspot.com/2010/03/future-will-be-captioned-improving.html

There’s also one more neat feature that you might not have seen. Did you see that Google Translate can now translate between 41 different languages? Well, you can auto-translate subtitles on videos as well. Click in the bottom right, then click the arrow by the "CC". It looks like this:
Hi everybody. Welcome to another video. We're doing this thing where when we speak at a conference.

and in just a few seconds, you can watch my video and read the subtitles in Turkish!


I'm sure the translation isn't perfect, but it's much better than the Turkish that I would write. 😊
Here's Why Deaf YouTubers Have Had It With Bad Video Captioning

"am i being inappropriate?" "nah i'm Markiplier"

www.nomorecraptions.com
Theatre performances available in eight languages

A new device which enables theatre goers to read live captions of a performance in eight different languages has launched (26/11/2009)

http://news.bbc.co.uk/1/hi/technology/8380266.stm

This app has speech to text software which aims to help hard of hearing users. While you wear the glasses, a second person speaks directly into a smartphone. The speech is converted to text which is displayed on the heads-up display on the glasses.

www.vobox.co.uk/british-demand-for-more-subtitles-for-the-hard-of-hearing
See real-time subtitles through Google Glass-like apparatus

DIY project translates speech, projects translations onto glasses as subtitles

Hermes Overview

Getting Started

The first step is to complete the application process, which includes an application and a short questionnaire (by Qualtrics.com) that will give us more insight into your availability, skills, experience, and languages.

Once you have completed the application forms, you will receive an email message with a unique M-number. It is important that you keep this M-number as it will be required every time you log into Hermes and will be the key to keep track of your test history and scores.

Testing

When you log into Hermes, the first page you will see is your Hermes dashboard. The languages you applied for should appear as red banners on the right side of the screen. If you click on the red banner, it will drop down to show all five phases and their statuses.

The test is broken down into the following phases: four multiple-choice phases and one subtitle creation phase. It should take approximately 90 minutes to complete all five phases.

Phase 1 (10 minutes): The objective of this phase is to test your understanding of English phrases. It is composed of 16 multiple-choice questions from which you will be asked to select the correct word needed to complete the sentence, select the correct meaning of a wordphrase, or to choose the sentence that has the correct grammatical structure.

Phase 2 (15 minutes): This phase contains 10 of the same type of multiple-choice questions as Phase 1, except this time you will be asked to select the correct answer from a list of options that are in the target testing language.

Phase 3 (25 minutes): In this phase, you will be asked 10 different questions based on ten short video clips that are provided. The choices for each answer will be in the target testing language as they were in Phase 2. You will be able to replay each clip as many times as you need to answer the corresponding question as long as you stay within the time limit. If you are having trouble viewing the video in this section, please close out your browser to stop the timer and then review your FAQ for help troubleshooting.

Phase 4 (25 minutes): This phase differs from translation and instead focuses on the technical aspects of subtitles. It consists of 10 video clips with a corresponding question for each clip. These questions will test your knowledge of timing, punctuation, line breaks, etc. If you are having trouble viewing the video in this section, please close out your browser to stop the timer and then review your FAQ for help troubleshooting.

Phase 5 (45 minutes): For this final phase of the test, you will be asked to watch two short clips and translate the dialogue from English into your target language. You will be provided with the original original subtitles on the left side of the screen to help you with the translations that you will be entering in the corresponding tests on the right side of the screen.

Once you have completed all five phases of testing, the phases should disappear and the banner should show the status as completed. This is where your test results will appear after it has been reviewed and graded by an administrator, which will take approximately 10 business days.
Future (?)

- More AVT, particularly subtitling
- More genres / programmes
- Accessibility
- Automation & memory tools → postediting
- More reception studies
- New quality standards (?)
- More creativity

- Subtitles?
Merci beaucoup!

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Taboo language

Netflix

18. Profanity Treatment

- Dialogue (including expletives) should be rendered as faithfully as possible, without using dialect or words that would otherwise introduce a level of obscenity not implied in the content.

Disney

![List of taboo words]

BAD LANGUAGE THAT SHOULD NEVER APPEAR AT DISNEY CHANNEL SPAIN:

- Mierda
- Hostia
- Me cago en...
- Joder
- Follar
- Puta
- Furcia
- Zorra
- Masturbación
- Paja
- Orgasmo
- Coño
- Chico
- Polla
- Picha
- Hijito de puta
- Cabrón
- Soplado
- Subnormal
- Retrasado
- Gilipollas
- Naricón
- Morrar
- Chupanela
- Mamada
- Cabrarse/cabrarse/cabreao - Use ‘Enfadado’ instead

Associations
Distribution lists / Groups

+ TRAG
http://es.groups.yahoo.com/group/trag

+ Subtle
http://uk.groups.yahoo.com/group/subtle

+ Subtitlers
www.linkedin.com/groups?gid=1672847&trk=hb_side_g

www.esist.org
www.esist.org
www.subtitlers.org.uk
www.subtitlers.org.uk
www.traducteurs-av.org
www.traducteurs-av.org
www.aidac.it
www.aidac.it
http://avteurope.eu
This test consists of 4 parts. In the beginning of each part you will find instructions. Please follow the instructions carefully.

1) The following text is typical of the language in many American television series and films. Translate into your own language:

John liked money. Only one snag. Money didn't like him. Every time he had made a bundle, something happened. He'd win at the races and some big-boobed bimbo would take it all from him. When he worked legitimately, which wasn't a steady activity, his ex-wife's lawyer was on his case within hours of his first paycheck.

Anyway, a big job was going down, and he was in on it. He studied himself in the rearview mirror. As far as he was concerned he was a real lady killer. And if he had the money to back up his imagined charm, he was a hotshot with women. This was the big score he had been waiting for all his life, and there was no way he was going to blow it.

He had no intention hitting on the blonde broad who passed the car. No way. Today he was in great shape. He didn't do drugs. Only sometimes, a few uppers and downers. A snort if he was feeling flush. He remembered the words of his former boss: "If you're wired, you're fired!" Boy, he had a way with words!
2) These examples contain some idiomatic expressions and slang.

Try to find equivalents in your own language:

John wasn’t invited to the party because he’s such a wet blanket and Paul had been on the wagon for a month.
- The modern world is going to pieces!
- You said a mouthful.

Anyone who messes with me will be history tomorrow.

The shrink himself was a certified fruitcake.

There was nothing I could do. It was a classic catch 22.

He’s a real diamond in the rough.

Don’t push the envelope.

Let’s get on the same page.

3) When translating for cinema/dvd/video/television, one must condense or edit down the text, so that the essential meaning, the tone, and possible jokes and puns are rendered faithfully but in idiomatically correct language and within the confines imposed by the television medium.

You must condense your translation of the following examples from two television series to one or two lines, as indicated, each line being no more than 38 characters, including spaces:

1 line  Lieutenant, would you mind telling me why you think an autopsy is necessary?

1 line  Heath Ledger has a very sort of masculine quality about him that really helped him to, like, fill the role.

1 line  She mentioned that she – – that she was coming back home.

1 line  So what you’re actually telling me is that it would be better if I left?
Test (5/6)

4) In this part you are going to translate 2 different subtitle segments.

Please overwrite the English subtitles. Keep the formatting (e.g. italics). DO NOT GO OVER 38 CHARACTERS PER LINE INCLUDING SPACES and 2 LINES PER TITLE. Try to reflect the essence and flavor.

... 

4A) This is a commentary about Charlie Chaplin. The italicised parts are spoken by a narrator, the not italicized parts by people being interviewed.

Please translate into your own language.

1. 01:00:04.12, 01:00:06.18 06:06
   It's hard to believe, but once there was a world without Charlie Chaplin.

2. 01:00:14.22, 01:00:15.07 06:10
   Then one day in 1914, a strange new face and form emerged from the crowd.

3. 01:00:32.06, 01:00:34.06 04:01
   Kid Auto Races at Venice,
   an iconography was born.

Test (6/6)

4b) This is an interview between a director (man) and his script supervisor (woman) on the set of a shooting. Please translate into your own language.

You don't need to translate what is in parenthesis. It's only for reference.

1. 01:00:22.22, 01:00:25.04
   (Man) Tell us what it means to be a script supervisor...

2. 01:00:35.08, 01:00:37.00
   ... and what the responsibilities are.

3. 01:00:27.04, 01:00:28.05
   (Woman) Continuity of the film.

4. 01:00:31.10, 01:00:31.01
   Meaning, like, if Chloë looks out this way...

5. 01:00:31.05, 01:00:34.12
   ... she always looks out this way so it's not confusing to the viewer.

6. 01:00:34.16, 01:00:36.12
   And then Grace would look the opposite way.