

Chris Translation's provides translations and subtitling to various clients (HK movie and Advertising video). We operate either burned subtitling (From Beta to Beta) or EBU file format for DVD files and to Digital transmissions

Our subtitling department has an extensive and professional translators team, which skills in subtitling translation. The translators are carefully chosen to each project by their professionally.

Each movie goes through the same procedure: first translation to the new language, proof-reading with another translator and if needed a professional counseling by the most professional consultants in the field

Due to Chris Translation's's long experience and the professionally of its team, Chris Translation's provides subtitling services to a variety of clients all around in Hong Kong, such as: **TVB (HK) Limited, Regentact Co., Ltd** etc.

Chris Translation's Communications Ltd has a few branches around the world as in French, Japan, US & Korean which allow Chris Translation's to provide professional and quick services all around the world.

In spite of the amount of clients, which Chris Translation's provides subtitling services, each client receive a personal and kind treatment

## **Subtitling Overview**

### **About Subtitling**

Subtitling is real-time written translation of a video or movie, appearing as text on the lower third of the screen. Subtitling is popular for DVD, CD-ROM, video and newly for the web. Chris Translation's Services is pleased to assist clients and developers to subtitle in-house. For HK movie projects, CTSC often brings together corporate clients and developer-clients, creating customized subtitling solutions ideal for the project.

### **Subtitling**

subtitling is the translation and condensed interpretation of the on-screen dialogue displayed as text and overlaid on the video. Subtitling can be used when dubbing is not recommended.

Subtitling is an art form all its own. Usually two lines of translated text are placed as a block across the bottom of the picture. While each text block needs to be timed (and often compressed) to the actual events on screen, the two lines have to convey the full meaning of the dialogue.

### **Subtitling Format**

Using Teletext, DVB subtitling or similar methods, several languages can be transmitted simultaneously over one channel. Subtitles can be displayed in the selected language using a decoder and character generator at the head end of a cable TV system, at a local transmitter or in the viewer's decoder (Teletext, DVB, etc).

### **Approaches to Subtitling**

There are several different approaches to placing foreign text on screen as subtitles. These approaches involve various types of "edit lists". An edit list is a file that provides the exact time code in-points and out-points for each subtitle. Some edit lists contain the subtitle text (the words that will appear at the bottom of the screen) inside the edit list itself as an additional column of that edit list, which text will be laid by the software on screen at the time indicated in the edit list.

Other types of edit lists trigger graphic "art files" (tiff, tga, pct) to appear on screen according to the time codes. This "art file" method works well for languages such as rarer Asian and Middle Eastern that are incompatible with most developer's software. It is slightly more complex than the "text edit list" approach, but still well within an experienced DVD author's capabilities. Edit lists are provided to the developer, plus the graphic art files that are ready to use, with text properly styled, sized and placed

### **Subtitling In-Depth**

Subtitling is the act of placing written dialogue on-screen at the exact time when it is being spoken. Subtitling generally appears in the lower fourth of the screen, in white or yellow letters, outlined for clarity. DVD authors and video producers work together in harmony with Chris Services to achieve an outstanding subtitled product. The author chooses the services required.

For subtitling, there is a fundamental first decision to be made regarding the style of subtitling desired:

## **First Decision**

### **FULL TRANSLATION**

Full translation offers a much higher quality translation of the spoken word. It is the preferred style of persons who speak basic English, are trying to learn English, or when the video content is vitally important. An advantage to "full translation" is that it upholds almost the entire full content of the original. On the down side, the text is fairly long, and requires more concentration to read, and, quite frankly, may be impossible to read at subtitling speed.

### **PARAPHRASED TRANSLATION**

For paraphrased translation the original language script (ie. English) will be "simplified" and condensed to cut down to the smallest number of words on-screen. A phrase such as "I feel awful, horrible and down-right terrible", can become "I feel bad." Paraphrasing shortens the text, and makes reading easier, but obviously loses much of the flair of the dialogue. This style annoys persons who speak some English, but is fully acceptable to those who do not speak English (who do not know anything is missing). Paraphrasing is particularly applicable to persons who do not read quickly, or to a video where the value of the activity or visuals on-screen carries the same weight as the dialogue.

### **CUT-BACK TRANSLATION**

For companies that desire the maximum verbatim translation, yet slightly shorter to make reading easier and allow the viewer to absorb as much information as possible. This adaptation shortens the text by eliminating redundant or unnecessary words, and changes long verbs such as "I would have been able" into shorter verb "I could have". All important information from the original is retained, therefore the text will still change on the screen fairly quickly.

### **Creating the Subtitle List**

Once a decision has been made as to the style of subtitling above, then the original language script (ie. English) is broken down into subtitles using the services of a "captioner". Captioning in its full form is the subtitling seen when "mute" is on the remote control, and text in black boxes appears at the bottom of a television screen. The act of captioning both breaks down the original script into subtitles plus assigns the exact in-points and out-points, perfect to the exact frame. The file resulting from captioning is used as the basis for translation. Captioning files have many formats, such as the examples below:

\*\* Caption Number 1

\*PopOn

\*T 01:17:37:03

HOME DEPOT

\*\* Caption Number 2

\*T 01:17:50:07

\*Cf17

Looking down

\*\* Caption Number 3

\*T 01:17:51:13

that long, long, road,

\*\* Caption Number 4

\*T 01:17:54:04

hoping there's a job for me,

\*\* Caption Number 5

\*T 01:17:57:18

somewhere I can settle in.

### EXAMPLE:

The scenes depicted in this film	0001 01:03 01:00:00:08 01:00:01:11
insert translation here	
are based on the experiences of pioneer men and women.	0002 02:14 01:00:01:14 01:00:04:03
translation	
The scenes are based on actual events.	0003 01:19 01:00:04:06 01:00:06:00
translation	

### Inserting Subtitles

Once the captioning/subtitling file has been translated, there is a choice of methods to insert the subtitles into the project:

**A.**

Direct burn-in into the video image by a special studio prepared for such services. However, it must be noted that many of these studios cannot handle Asian, Slavic, Middle Eastern or any non-ordinary characters. This method is the least expensive and fastest for ABC languages such as Spanish, French, German, but has the disadvantage that subtitles cannot be selected or deselected as with DVD, and changes are difficult and expensive to make at a later date.

**B.**

An edit list is provided to the author that contains not only all in-points and out-points for the subtitles, but also contains the subtitle text itself. The subtitles can be transferred directly from the edit list to DVD or video via the software. Several authoring software packages have the capability to use an edit list such as the sample below. The edit list actually contains the subtitle text within the edit list itself. The developer's software "throws" the text onto the screen as it reads the edit list. Chris Translation is currently compatible with 40 such edit lists, and can easily customize an EDL for any software. Two examples:

0001 01:00:01:00 01:00:05:09 Even though a general work practice is the  
0002 01:00:05:20 01:00:10:12 perfect way to balance your body and mind.  
0003 01:00:11:00 01:00:15:29 Different tasks require movements

**or**

01:00:16:05 , 01:00:20:02 To help you perform at your best.  
01:00:25:05 , 01:00:28:02 the following procedures have been designed  
01:00:28:05 , 01:00:33:05 to help improve your performance.

"Wrap around" splitter markers are also included in the edit list so that the subtitle will split into 2 lines where necessary. "Splitters" in the EDL are compatible with client's subtitling software. The "wrap arounds" also assure that the main articles "the" "a" "an" and similar in all languages remain with their nouns for a more professional look and read.

**C.**

Prefab subtitle files. These are pre-fab, ready-to-use art files (pct, tiff, tga, eps...) in ANY world language. They are proofread and assure that the final result will always be perfect, because there is no dependency as to whether the developer's system is Asian or other language compatible. The prefab subtitle files are triggered onto the screen by the author's software. Chris Translation will furnish an edit list that is compatible with client's software, plus the subtitle graphic files.

## **Estimates / quotes / payment**

Prices vary depending on the difficulty of the estimate (word count has high priority in subtitle). Quoting a price - which possibly cannot be upheld - prior to having seen the original text we find somewhat dubious.

My suggestion: after having seen the original we will propose to you a binding quote.

Payment is possible per line (55 characters including spaces), per hour or, if desired, per word.

## **Rates**

For translation of subtitle from English into Europeans & Eastern Europeans languages or vice versa: This price is being given, which incorporates a discount of the large volume HK\$ 500/500 words. (Breakdown : HKD 1 / per source word)

For translation of subtitle from English into Chinese languages or vice versa: a discount of the large volume HK\$ 180/500 words. (Breakdown: HKD 0.36 / per source word)

For translation of subtitle from Japanese into English: a discount of the large volume HK\$ 240/500 words. (Breakdown: HKD 0.48 / per source word)

For translation of subtitle from English into Japanese: a discount of the large volume HK\$ 280/500 words. (Breakdown: HKD 0.56/ per source word)

For translation of subtitle from Korean into English: a discount of the large volume HK\$ 300/500 words. (Breakdown: HKD 0.6/ per source word)

For translation of subtitle from English into Korean: a discount of the large volume HK\$ 320/500 words. (Breakdown: HKD 0.64/ per source word)