



## After exploring the many benefits of subtitling, you can make a request in the following way:

Provide a link that leads to the location of your video material, through the Translation Centre's Client Portal.

Then, select in which language(s) you wish your video to be subtitled and specify its duration in minutes.

Our committed team will take it from there and will provide you with high quality subtitles.

You will be automatically notified once they are ready to download from the Client Portal.

Streaming videos has become one of the world's most popular means of communication.

In line with these trends, the production of videos by EU institutions and agencies has grown.

These videos should be understood by as many citizens as possible.

With subtitles, this becomes a reality.

**For further information on this service, please contact:**

 (+352) 42.17.11.201

 [demand.management@cdt.europa.eu](mailto:demand.management@cdt.europa.eu)

## ► Tech facts

Our final delivery formats are standards in the subtitling industry such as **.srt**, **.sbv** or **.vtt**.

Subtitling requests may be:

- **intralingual**, i.e. in the source language of the video and/or
- **interlingual**, i.e. into other languages.



## Subtitles – Select your preferred language

español (Spanish)

čeština (Czech)

dansk (Danish)

Deutsch (German)

eesti (Estonian)

English

français (French)

+ other



## SUBTITLING

### Increase your audience

- / MULTILINGUALISM
- / ACCESSIBILITY
- / EASY WORKFLOW
- / LATEST TECHNOLOGIES
- / OPTIMISED WEB INDEXATION

## HARNESSING THE POWER OF NEW TECHNOLOGIES

### ➤ Heightened visibility

When adding subtitles to your videos, you are increasing your visibility on the web.

This is because search engines index much more easily text content than audio and video material.

Improved indexing means your videos are better positioned during web searches, thus greatly increasing the possibility of receiving views!

### ➤ Integrated speech recognition

We use the latest speech recognition technology to ensure that our subtitling processes are fast and efficient.

### ➤ The right tools in the right hands

Entrust your audio-visual materials to our network of specialised linguists, each one trained on the usage of subtitling software and supported by an experienced technical team.

The combination of state-of-the-art technologies and our dedicated colleagues will ensure that you receive top-quality subtitles.

## DEALING WITH TIME AND SPACE CONSTRAINTS

Time and space constraints pose a challenge to subtitlers in their daily work.

Reading takes place in a limited space on screen and the viewer is aware that the text will disappear soon. There must be enough time to properly read a subtitle and understand the flow of speech but there should not be time for re-reading.

Our skilled linguists and technical team will use their expertise to achieve this fine balance.



## REACHING FURTHER BY DOING BETTER

### ➤ Fostered accessibility

Through the recent adoption of accessibility policies, the EU is taking an important step towards building an inclusive digital society. Subtitles play a key role in this regard!

By subtitling audio-visual content, you are not only increasing your audience, but you are also showing an awareness of Europe's diverse population and are advocating for a more inclusive community.



### ➤ Enhanced viewer experience

Subtitles are popular as they enable the user to:

- **better understand and remember** the video content, in particular when watching videos in a foreign language or when specialised terminology or personal names are used.
- watch videos in **sound-sensitive environments** (public transport, quiet places, etc.);
- **reduce concentration fatigue and attention deficit** when watching a video.

