



UNIVERSITÄT
HOHENHEIM

INTRODUCTION TO SUBTITLE EDIT

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OUTLINE

- Intro (Why subtitle, use cases)
- Subtitling „manually“
- Translating subtitles
- Burning subtitles into videos
- Audio-to-text options
- Workflows
- More difficult video
- Questions

ADDED VALUE OF SUBTITLES?

- 85% of users on Facebook and 80% on LinkedIn scroll without sound on
- 80% of people are more likely to watch entire video if there are subtitles
- Google indexes Insta Reels, TikToks, etc. based on captions and transcripts!
- Accessibility and inclusiveness

USE CASES

Facebook, Youtube, LinkedIn, and/or TikTok

- Allow for multiple SRT files per video (TikTok is a little more complicated)
- Subtitles in multiple languages are therefore possible
- Language shown depends on the user's browser settings (or they can turn them completely off)
- Question for client: DE and EN? Only one? More than that?

(Website,) Instagram, and/or Twitter

- Do not permit subtitles as a function
- Subtitles therefore need to be burned into the video as images (open captions)
- This means subtitles can only be in one language, and they will always be shown
- Question for client: Which language?
- In Hohenheim: always English

“MANUAL” SUBTITLING

- Demo with 30-second video in Subtitle Edit
- 1. Just in English (use case Instagram), burn into video
- 2. First in German, then translated (use case YouTube)

SUBTITLING WITH AUDIO-TO-TEXT

- Demo in Subtitle edit
- First with small model (quick but less accurate)
- Then with large model (slower but more accurate)

WORKFLOWS

Client only has video

- Clarify what is needed
 - which platform?
 - which language(s)?
 - SRT or other format for delivery?
 - Subtitles burned in?
- Ensure you will get access to video file
- Subtitle in agreed language(s)

Client sends SRT for German

- Clarify what is needed
 - which platform?
 - which language(s)?
 - SRT or other format for delivery?
 - Subtitles burned in?
- If at all possible, get access to video file (EN subtitles might need to be different lengths, additional subtitles might be necessary in EN) but not **absolutely** necessary
- Upload SRT into Subtitle Edit and translate subtitles

DIFFERENCE BETWEEN SMALL AND LARGE MODELS FOR AUDIO-TO- TEXT

- Demo in Subtitle edit with video that is more difficult to understand
- First with small model (quick but less accurate)
- Then with large model (slower but more accurate)

SUBTITLING GUIDELINES

- >EN Netflix:
<https://partnerhelp.netflixstudios.com/hc/en-us/articles/217350977-English-Timed-Text-Style-Guide>
- >EN TED general tips:
<https://www.ted.com/participate/translate/subtitling-tips>
- >EN TED guidelines for their translators:
[https://translations.ted.com/English Style Guide](https://translations.ted.com/English_Style_Guide)
- >DE Barrierekompass
<https://barrierekompass.de/aktuelles/detail/einheitliche-richtlinien-fuer-untertitel.html>
- >DE Öff.-Recht. Fernsehen:
<https://www.daserste.de/specials/service/untertitel-standards100.html>



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QUESTIONS?

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