INTRODUCTION TO SUBTITLE EDIT

Dr. Kelly Neudorfer, Übersetzerin, Stabstelle Webredaktion und -entwicklung
• 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 TED general tips: https://www.ted.com/participate/translate/subtitling-tips
- >EN TED guidelines for their translators: 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
QUESTIONS?

Dr. Kelly Neudorfer, kelly.neudorfer@uni-hohenheim.de