



MAR 2011

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NEWS

Multichannel distribution demands efficient language versioning.

As multichannel satellite and cable reaches out to every corner of the world, many of the prime channels are global entertainment brands. Although national broadcasters make productions in their local languages, much of the programming on multichannel television will be sourced from content factories of the global brands, notably from Los Angeles.

In the days of videotape, the process of repurposing content for local languages, and ensuring compliance with local regulations, moved very slowly. It could take well over a year for a series out of Hollywood to promulgate across the globe. The rise of piracy, especially file sharing, meant that pirate copies could be viewed a year before a program was shown in a local language version.

One way to address this is to accelerate the release cycle. Leading media companies have now set up processes allowing a French or German version to be available within days of the U.S. airing. What enables this change? One factor has been the shift from tape to file distribution. Dubbing becomes a simple copy, and transcoders can quickly create browse files for subtitlers and other editorial processes.

Repurposing

There are two necessary operations to re-version content for different markets. Many countries have different or stricter regulations on program content. Material of a sexual or violent nature may need to be edited in order to comply with local laws. Similar editing may be necessary for airline versions or for family viewing.

Once a compliant version is available, the next step is to translate the soundtrack. This can be by dubbing a new language track or by subtitling.

NEWS CONTINUES IN PAGE 2

MULTILANGUAGE BROADCASTING

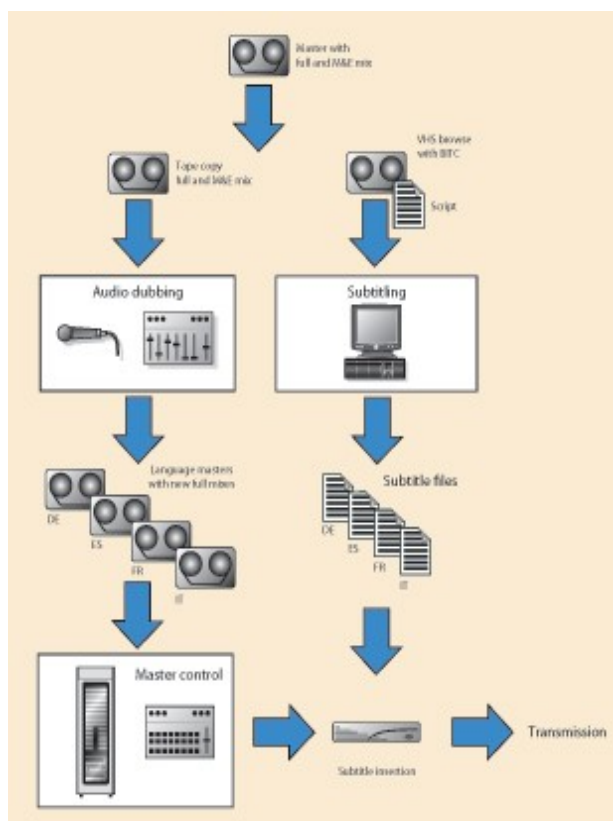


Figure 1. Tape operations involve multiple copying and QC stages

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In some territories, access services may also be required: closed captions and audio description in the new language. For some programming, it may be necessary to create graphics in the new language, although for titles and credits, a subtitle usually suffices.

The cost of translation will vary widely. The least expensive is the translation of existing same-language closed captions to the new language to use as subtitles. This is a text-to-text translation without sight of the original video. The most expensive is a full dub with well-known actors voicing the parts.

Processes

Videotape has stood the industry well. However, as the demands of multichannel, multiformat delivery add to the necessary processes of repurposing, the costs of using tape are proving a barrier for broadcasters looking to exploit the new opportunities. (See Figure 1)

Subtitling

Translation subtitling, as opposed to same-language closed captions, is a cost-effective alternative to dubbing. Subtitles were originally keyed over the video — open subtitles. The development of teletext allowed the subtitles to be carried in the VBI of the PAL system, and receiver design evolved to support teletext and closed captioning. This same technology can also be used to carry closed subtitles, with up to four languages per VBI line.

DTV provides new technologies; the DVB Project defines two systems for delivering subtitles. DVB Teletext (EN 300 472) allows EBU teletext to be carried in a DVB bitstream. This retains backwards compatibility with analog VBI carriage. The second system is DVB subtitling EN 300 743, a more

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EL PASO, TX CHAPTER 38 MEETING MINUTE
DATE **02/08/2011** LOCATION: **CLEARCHANNEL.**

MEETING CALLED TO ORDER: 19:20 PM, BY ANTONIO CASTRO, THERE WERE 10 MEMBERS IN ATTENDANCE.

REPORT OF THE SECRETARY: MINUTES ACCEPTED AS POSTED IN THE NEWSLETTER BY NORBERT MILES

REPORT OF THE TREASURER: CURRENT BALANCE OF \$ 6,244.80, AFTER DEPOSITING OF \$ 358.00 FROM MEMBERSHIPS FEES. ACCEPTED BY BRUNO CRUZ

REPORT OF THE CERTIFICATION COMMITTEE: NONE

REPORT OF THE MEMBERSHIP COMMITTEE: RF TECHNOLOGIES, OUR NEW SUSTAINING MEMBER.

REPORT OF THE FREQUENCY COORDINATOR COMMITTEE: NO REPORT, WARREN REEVES DID NOT ATTEND.

REPORT OF THE SCHOLARSHIP COMMITTEE: NONE.

REPORT OF THE WEB SITE COMMITTEE : NO REPORT, JUST UP-DATING. 393 HITS.

REPORT OF THE EAS CHAIRMAN : NO REPORT, RON HANEY/DAVID HALPERING DID NOT ATTEND

REPORT OF THE PROGRAM COMMITTEE: NEXT MONTH TO HAVE DAN SESSLER, LEVEL MAGIC PRODUCTS BY JUNGER OR MAHYA

UNFINISHED BUSINESS: NONE

NEW BUSINESS OR ANY ITEMS FOR THE CHAPTER INTEREST: WILL SEND BALLOTS FOR OFICIAL ELECTIONS BY E-MAIL

NEXT MEETING DATE AND LOCATION: MARCH 8, 2011, LOCATION : TBD

MEEETING ADJOURNED: 19:38 PM .ACCEPTED BY ENRIQUE LOPEZ AND TURNED TO THE PRESENTATION OF PANASONIC.

NOTES FROM THE EDITOR:

We have a new sustaining member: RF SPECIALTIES OF TEXAS, from friend Dan Sessler (formerly from Harris). We welcome and appreciate his support

NOTES FROM THE SECRETARY:

The invoices for membership renewal for local members and Sustaining members were Mailed and e-mailed.

If you didn't mail your payment, it can be done on the next SBE meeting, either cash or check.

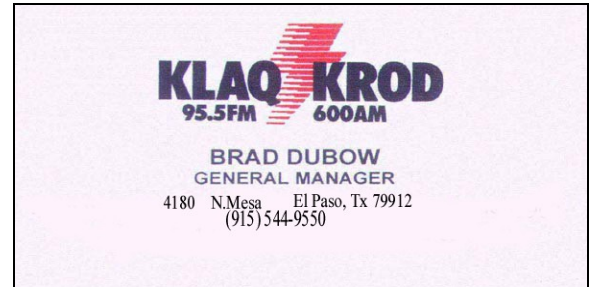
MARCH PROGRAM

February presentation had a very informative PANASONIC item, the Camcorder AG-AF100 thanks to our friend Jim McGowan. The attendance was not the expected, but we enjoyed the climate of friendship, the hosting of Panasonic and the installations of ClearChannel Radio. It was a good pizza !!

For March we will have a regular meeting, nothing fancy. I hope we can discuss all the EAS issues if our Chairman Ron Haney is available !

The invitation is for next **Tuesday March 8, 2011** at GRAND CHINA BUFFET for lunch (just in case we have a last minute presentation) and it will start @ NOON.

PLEASE, plan to attend and get involved in our chapter decisions



efficient and comprehensive system specifically for adding captions. A DVB subtitling stream can contain several services to support a number of languages simultaneously. The viewer selects the appropriate language at the receiver. The European trade association DIGITALEUROPE (formerly EICTA) and many national bodies recommend that digital TV receivers should support EN 300 743 subtitles and EN 300 472 Teletext. For satellite delivery, DVB subtitles have the added advantage that multiple subtitle languages can be packaged in the same transport stream as the video, so one channel can serve many language regions. Contrast the older burnt-in “open” subtitles that require one video channel per language. Ten to 16 closed subtitles can easily be accommodated within a single video channel.

To create subtitles, the first step is to create a dialog script, either from the shooting script or by transcription. To lower costs, this may use speech-to-text software, with the transcriber respeaking the dialog. By using a single speaker, the software achieves much better accuracy.

Dubbing

The choice of subtitling or dubbing is largely cultural. Viewers in Germany, France, Italy and Spain expect foreign-language productions to be dubbed. Other countries are happy with subtitles. Dubbing is a much more expensive process and can cost 10 times or more than subtitling. If that is what viewers want, however, then broadcasters are obliged to provide the service.

Some East European countries use an alternative that costs less than dubbing. In lectoring, a narrator voices over the full mix in the original language, describing the original dialog.

The quality of dubbing varies widely. It may be a single narrator speaking all the parts, male and female. At the high end, five or six actors read the parts. It is conventional to associate one local actor with famous Hollywood stars, so viewers will get to associate that local actor's voice with that of the foreign star.

Dubbing again starts with the dialog script, which is first translated to the final language. Good dubbing will attempt lip-sync. The result of the dub is generally a full mix delivered in stereo or 5.1 as a BWAV file.

Because of the large content in this article, it will be split in two parts.

Consider this one the first part and be patient for the April Newsletter with the conclusion of this very informative and important article.

In the meantime, enjoy this picture of the November Sunset in West El Paso.

The editor.

