



TRANSLATION CENTRE  
FOR THE BODIES OF  
THE EUROPEAN UNION

FROM SPEECH TO TEXT

*Reach more citizens everywhere  
with subtitling*

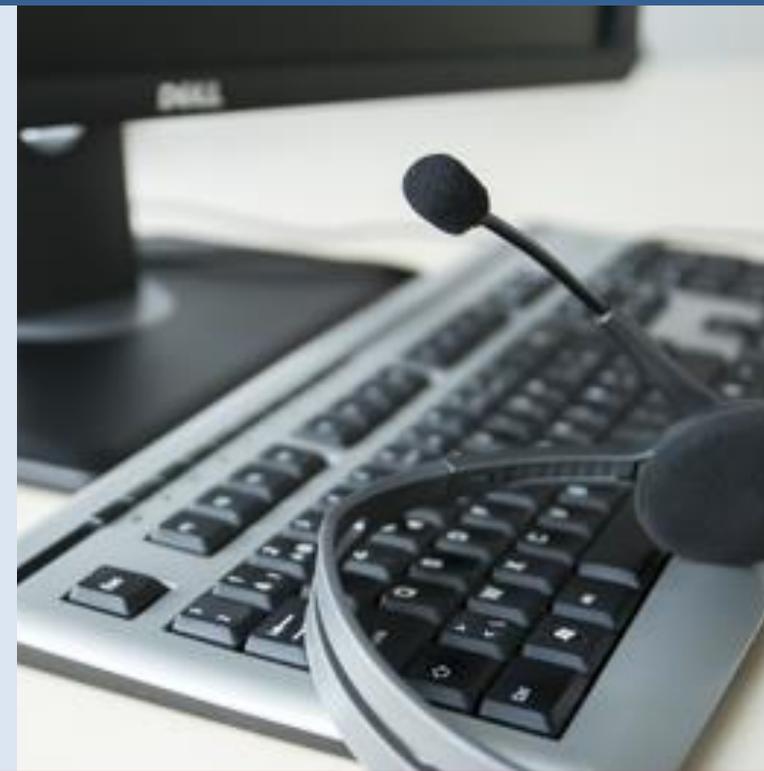
## THE ART OF SUBTITLING

### Subtitling is not translation

- The speech will be localised and adapted in a concise way while still making it readable
- The subtitles will be synchronised with the shot changes, images, sound and dialogue
- The Centre's subtitlers will find ways of achieving readability by synchronising the subtitles with the speech conveying the ideas in the video
- The country-specific practices of subtitling will be respected
- The Centre follows a transparent and cost-efficient subtitling production workflow
- The use of state-of-the-art technologies enables the production of high-quality video subtitles
- Your video will reach every citizen of the European Union and thus enhance your visibility

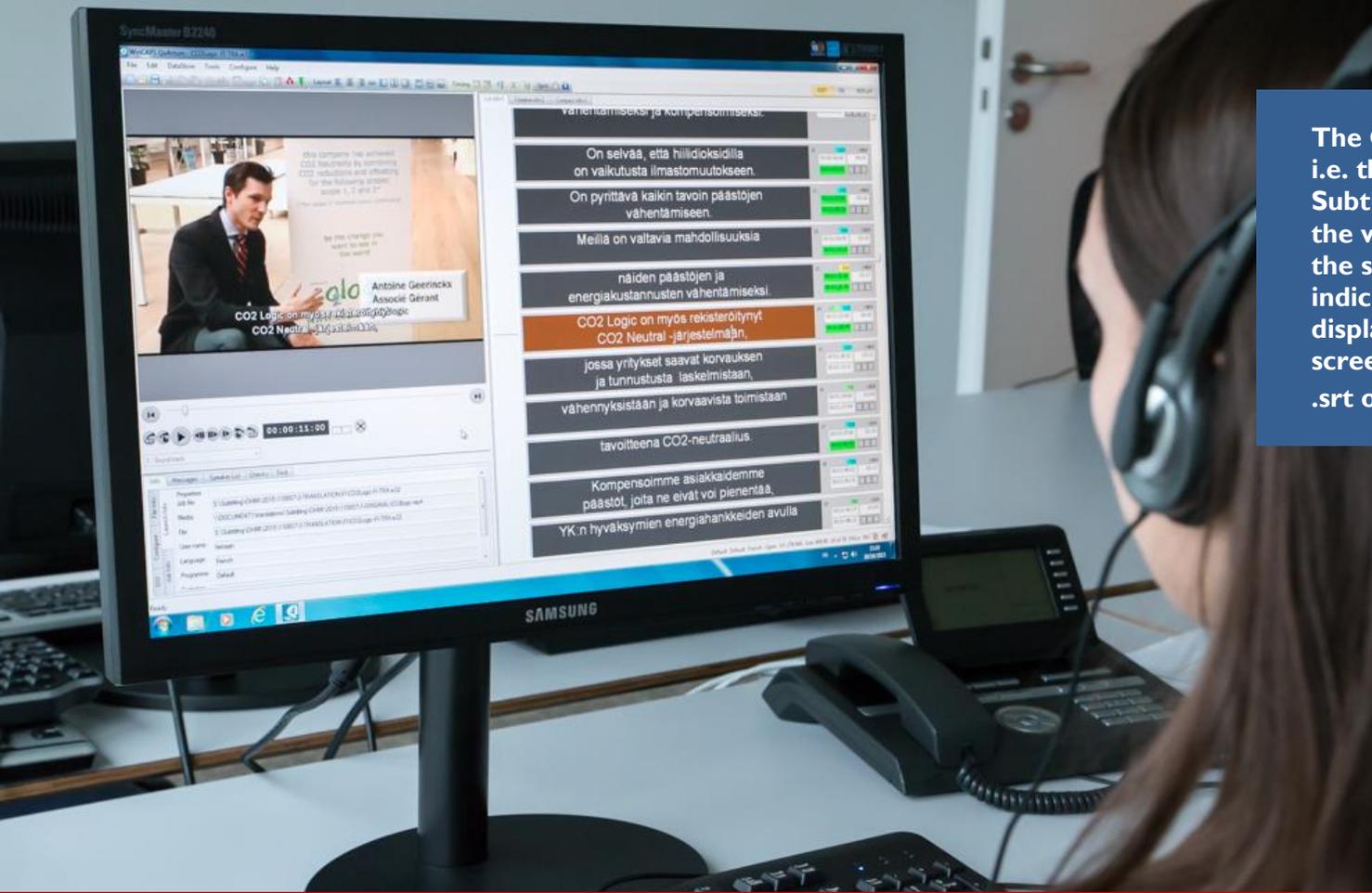
### Enhance your communication

Streaming videos has become one of the world's most popular means of communication. In web content today, educational and/or promotional videos are booming. The video production of EU institutions and agencies has also grown, as has the desire to make their activities more accessible via websites or social media such as YouTube, Facebook and LinkedIn. These videos should be understood by as many citizens as possible without distinction. With subtitles, you can give all citizens access to your audio-visual material in any language.



12E, rue Guillaume Kroll  
L-1882 Luxembourg-Gasperich  
Tel.: + 352 42 17 11 1  
Email: [cdt@cdt.europa.eu](mailto:cdt@cdt.europa.eu)  
Internet: <http://cdt.europa.eu>

# SUBTITLING



The Centre's subtitling service includes 'spotting', i.e. the synchronisation of the subtitles and the video. Subtitles may be requested in the source language of the video, and in one or more other languages, and the subtitles come together with time codes indicating the exact time that a subtitle should be displayed and how long it should be visible on the screen. The final format delivered can be w32, .pac, .srt or .vtt.

## Boost your website traffic

Recent research on using video subtitling and closed captioning has shown that it is a quick way to boost your search traffic, page views, user engagement and search ranking. A study of user behaviour of video material with and without subtitles measured a significant increase in the number of views of subtitled material over a 16-month period. The same research showed that search engine optimisation has been strengthened by key terms used in subtitles. The measurable results on your website traffic and visibility of using subtitles and closed captions are hard to ignore and merit the investment in subtitling.

## Improve online user engagement

User engagement is a key concept that refers to the quality of the visitors' interactions with a website. Visitors using your website frequently and for longer will invest time, attention and emotion in their online activity. Subtitling is an efficient means of engaging users of your site for longer.

## The key role of an automated speech recognition tool

The Centre streamlines subtitling production workflows using an automated speech recognition engine, thus increasing efficiency and delivering foreign language subtitles faster. A solid network of mother-tongue subtitlers supported by innovative speech processing technologies and the Centre's experienced technical team deliver high quality subtitles in all languages. The well-established subtitling workflow ensures that all files meet the highest technical and linguistic standards. Using subtitles with their associated audio tracks will also help enrich the databases of the tools the Centre uses to create them.

## Coping with time and space constraints

Time and space constraints challenge mother-tongue subtitlers in their daily work. Reading takes place in a limited space or a box at the bottom of the screen and the reader is aware that the text will disappear soon (actually, it's visible for between one and six seconds). There must be enough time to read a subtitle and understand the flow of speech but there's no time for re-reading. The Centre's mother-tongue subtitlers use all their linguistic skills to achieve this fine balance.