



Problem

How to build a definitive library
of localized materials for a
commercial film archive

Solution #76

Use ZOOsubs as a centralized
repository for subtitle information
from which distribution packages
can be created on demand

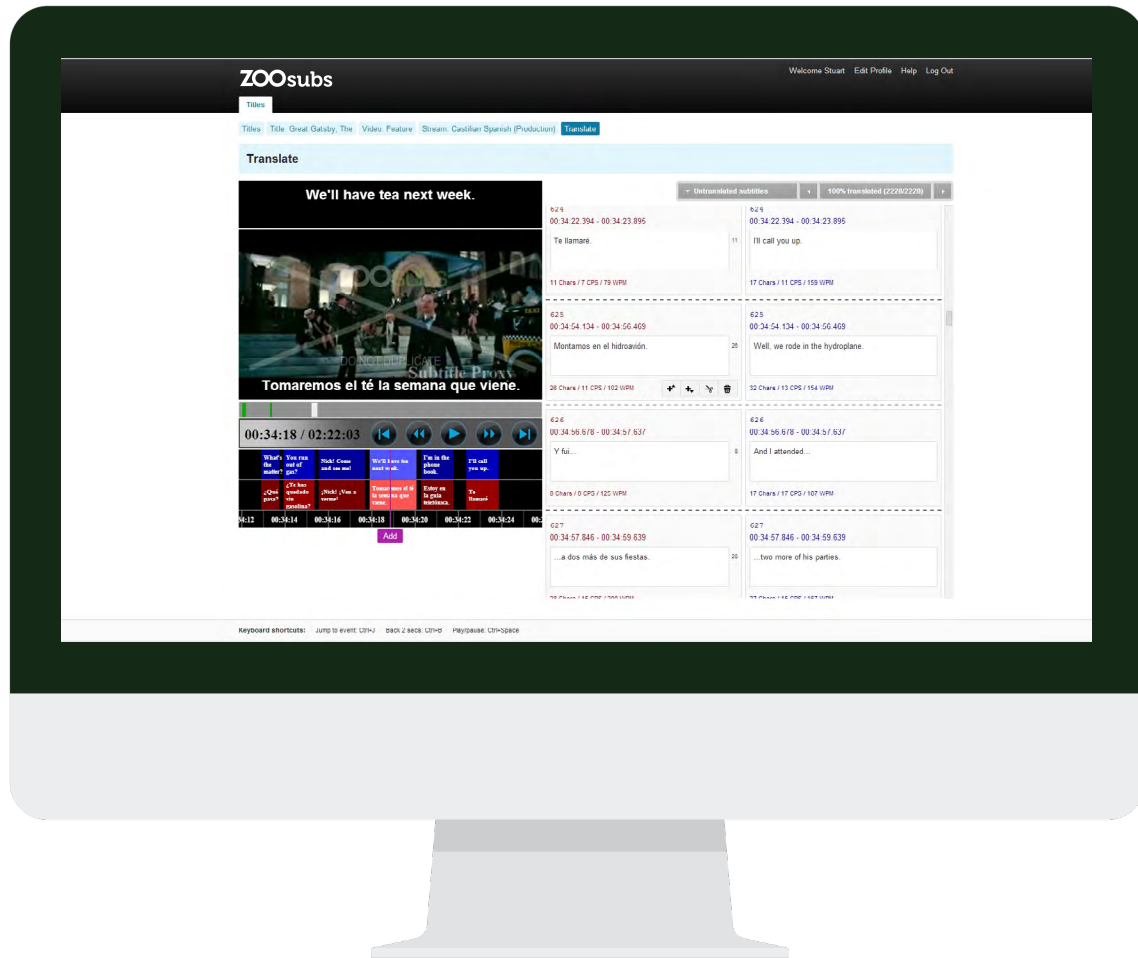
ZOOsubs repository

Throughout its 80 year history one major film studio has built a valuable back catalog of over 800 feature film titles. These have each been localized into many languages. The studio's licensing group is tasked with making deals with broadcasters and network TV channels to air these titles on televisions all around the world.

Once a licensing deal is secured, the studio must prepare a package of delivery materials that combines video, audio, subtitles and captions in each of the specific technical formats required for play-out on the client's network. Many of the titles are available in several different editions, corresponding to different edits of the content. For example, these might include standard editions, extended editions, director's cut, edits in which profanities have been removed, etc.

Due to the different technology choices made by each distributor together with their language requirements and choice of editions, these packages are usually assembled on a case-by-case basis. This is because the requirements of any two distributors are rarely alike. Over the years this has resulted in a great deal of duplicated work since, in the absence of a reliable management system, packages and their constituent parts are recreated time and time again.

One aspect of this process that has been particularly costly for the studio is the supply of subtitle data. With over 30 different technical formats widely in use, this leads to many package variants which are often recreated, incurring unnecessary expense. There have been numerous occasions when clients have been supplied with incorrect or incompatible subtitle streams.



A centralized repository

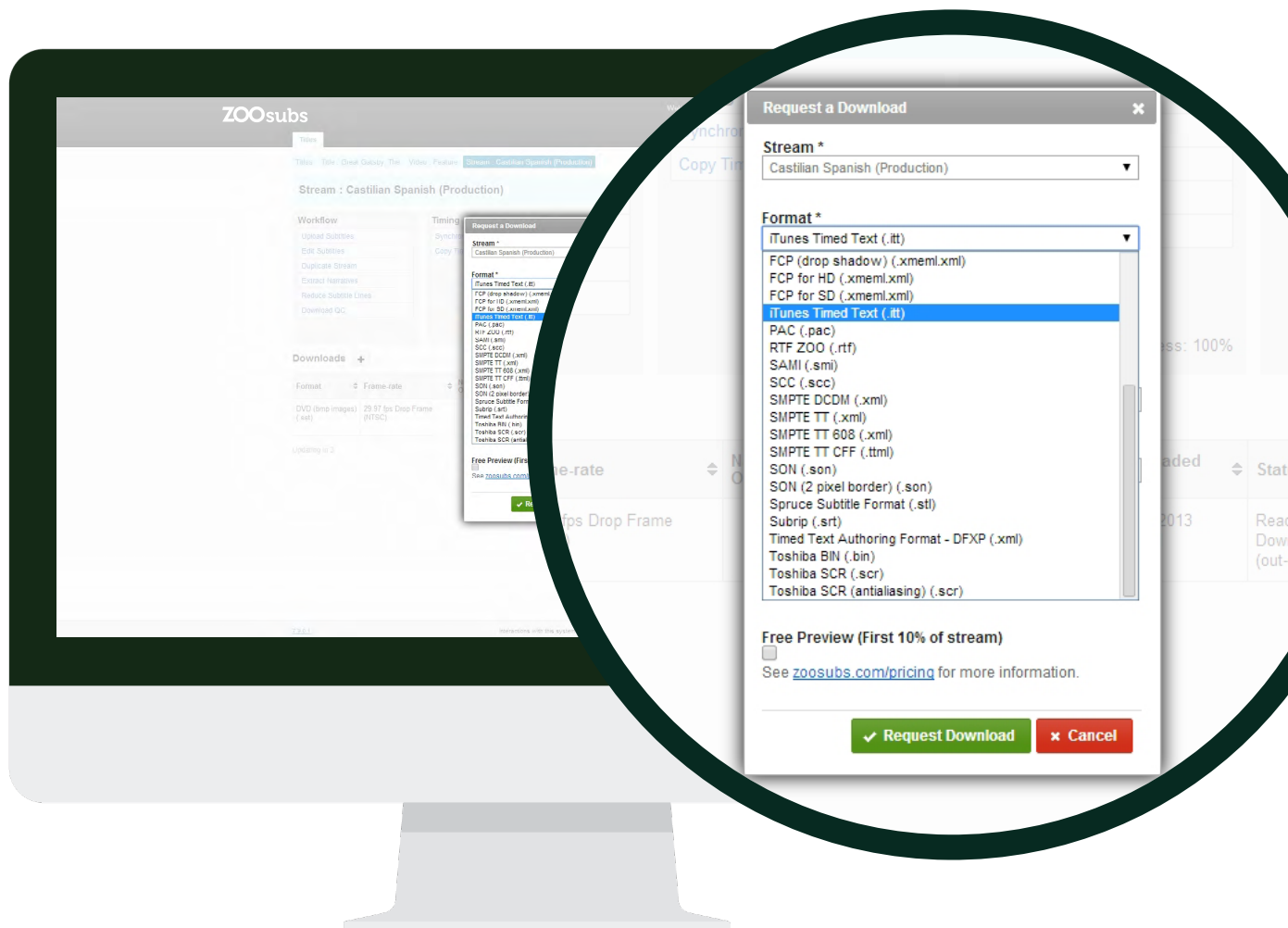
The studio approached ZOO to build a centralized repository of subtitle materials for the entire catalog. The aim was to create a system of record for subtitle information and automate the job of creating distribution packages.

ZOO began by obtaining a video proxy (low resolution viewing copy) for each title and loading these into the ZOOsubs system. Then a reliable source of subtitle information was located for each title in every language. A subtitle format was selected that is known to contain all of the required metadata for the stream, including timing information, screen positioning and text formatting instructions. The subtitle data was ingested into ZOOsubs where it is automatically synchronized with the proxy.

ZOO's quality control team then inspected each available language stream for every title to confirm that all the subtitles are correct in their content, timing and position on screen.

Following these steps the ZOOsubs system is now populated with all subtitle data in a platform-agnostic representation. From here the studio is able to download subtitle delivery packages in any of the 30+ supported formats; in each case the packages are created on demand, are guaranteed to be correct and may be subsequently downloaded multiple times without incurring additional fees.

Through its adoption of ZOOsubs, this major film studio has reduced the costs of creating each distribution package, shortened the time taken and improved the quality and reliability of deliverables.





Find out more

To find out how your organization can localize content more efficiently, contact our ZOOSubs team.

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