

SUBTITLING & DUBBING

**Latest Innovations to
Best Reach the Audience Out & Maximize Revenues**

1- INTRODUCTION – HIVENTY

2- LOCALIZATION - WORKFLOW

3- THE BUSINESS IMPACT OF CONTENT LOCALISATION

4- QUALITY VS COSTS

5- FINANCING

6- CONCLUSION & Q&A

INTRODUCTION – HIVENTY

1. 30 years of experience into post-production
2. Quick look on Hiventy SOW: Image & sound post-production incl photochemical, mastering, authoring, media processing & deliveries, storage, localization, restoration
3. A global group: branches & freelancers
 1. A global answer to support our clients in their international development: a one-stop shop
 1. Achievements & badges

• Netflix

Hiventy is onboarded as NPFP (Netflix Preferred Fulfillment Partner).



• iTunes

- Hiventy is a film and TV Preferred Encoding House
- Hiventy is certified to deliver iTunes Extras (like DVD or Blu-ray bonuses)
- More than 400 films and episodes are delivered per quarter

Hiventy conceives the latest additions to the iTunes video store with iTunes Extras, to provide interactive surfing of various Apple products and for watching films' video sup

• 4K

- Clipster encoder
- Atime Titan encoder for HEVC, certified by Orange
- Premier encoder
- 4K Christie projector
- 4K Dorémi server



• Amazon Prime

Hiventy is onboarded packages globally.

Hiventy conceives the latest additions to the iTunes video store with iTunes Extras, to provide interactive surfing of various Apple products and for watching films' video sup



• Nitrate

The Hiventy laboratory in Joinville is nitrate certified. The site's infrastructure enables it to receive cellulose nitrate film in line with the strictest safety standards. In Joinville, the nitrate reels are checked, repaired, wiped and backed up (35mm print or scan) in optimum conditions.

• 3D Blu-ray

Hiventy is the specialist in 3D mastering, with more than 60 3D Blu-rays conceived for the French market, including the following blockbusters: Hunger Games – Mockingjay, Minuscule, Gods of Egypt, Divergent 2, Resident Evil: Retribution, Resident Evil: Afterlife, Metallica Through the Never etc...

• UHD Blu-ray

Hiventy is the specialist in 3D mastering, with more than 60 3D Blu-rays conceived for the French market, including the following blockbusters: Hunger Games – Mockingjay, Minuscule, Gods of Egypt, Divergent 2, Resident Evil: Retribution, Resident Evil: Afterlife, Metallica Through the Never etc...



• CDSA

In February 2018, Hiventy was awarded the annual certification of the CDSA, confirmation of the trust the organisation has shown in us since 2010.

The CDSA (Content Delivery & Security Association) is a worldwide forum advocating the innovative and



LOCALIZATION - WORKFLOW

1. All steps, from what we receive to what we deliver
2. Skills required
3. Key points: M&E, scripts, dialogs list
4. A complex process

THE BUSINESS IMPACT OF CONTENT LOCALISATION

1. Localization, a mandatory step for selling worldwide and reach out your audience

[Netflix case](#)

[Nigerian entertainment Ads & media growth](#)

2. How the quality impacts programs values, concepts, brands and company position?

Localization for which market, strategy (ex: French), long term plan, stay close to your audience, impact of a badly made localization.

[Smashing](#)

[Philippines movie dubbed in ENG](#)

THE BUSINESS IMPACT OF CONTENT LOCALISATION

3. Localization, a way to increase revenues, stimulate the local industry, the know-how, the tourism, and create a vibrant audiovisual ecosystem

Hausa

African French

Nigerian ENG

4. Localization, a way to increase the value of your assets

QUALITY VS COSTS

1. Skills requirements to provide quality: linguistic, technical & artistic
2. Hire experts: Freelancers & partner studios, How to recruit & train
3. Pre-prod works – multi-languages production: mutualize pre-prod steps: KNP, Template, spotting, detection, A.I: gain time and reduce costs
4. Technical innovation to reduce costs and maximize quality on time: Hiventy case study of [Agora](#)
 1. Cost advantages for multiple language combinations works
 1. The importance of QC: Automatic & manual QC

FINANCING

1. Why localizing? Mandatory in certain countries and only way to reach out the audience
2. Finance your localization: Multiple sales, recoup your expenses on more sales. One key territory to recover my cost, the rest to generate incomes. Cross over sales through various broadcasting means. Cash rebate / incentive / exportation grants. Revenue sharing
3. Long term investment: Define the time life of your program - Animation case. Define the evolution of your market – Africa/Asia, Black content, arrival of the OTT platforms such as Netflix/Amazon)

CONCLUSION

1. Partnerships – labeling
1. Network: sharing tools, workflows & skilled resources
3. Trust, Transparency & Follow-up
4. Solutions to support content owners on their worldwide expansion

Let's work together!