

TRANSLATION CONCEPTS

Audiovisual Translation Scenarios

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Packing all the ideas and their finest
nuances into two lines is damn diffic

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Six-second rule → Television → Seconds & frames

Seconds and frames are the measurement units used when working for the television.

Six-second rule = an average viewer can comfortably read in six seconds the text written on two full subtitle lines, when each line contains a maximum of some 37 characters, i.e. a total of 74 characters. This calculation implies a rather low reading speed of some 145 words per minute (about 2.5 words per second).

145 words per minute		Seconds : frames	Spaces	Seconds : frames	Spaces
		01:00	16	02:00	29
		01:04	17	02:04	32
		01:08	18	02:08	34
		01:12	20	02:12	36
		01:16	23	02:16	38
		01:20	25	02:20	40
Seconds : frames	Spaces	Seconds : frames	Spaces	Seconds : frames	Spaces
03:00	44	04:00	58	05:00	70
03:04	46	04:04	60	05:04	71
03:08	48	04:08	62	05:08	72
03:12	50	04:12	64	05:12	73
03:16	52	04:16	65	05:16	73
03:20	54	04:20	67	05:20	74
				06:00	74

Some broadcasters rely on reading speeds of around 160 words per minute, using lines of 39 spaces.

160 words per minute		Seconds : frames	Spaces	Seconds : frames	Spaces
		01:00	17	02:00	31
		01:04	18	02:04	34
		01:08	20	02:08	37
		01:12	23	02:12	40
		01:16	26	02:16	42
		01:20	28	02:20	44
Seconds : frames	Spaces	Seconds : frames	Spaces	Seconds : frames	Spaces
03:00	48	04:00	63	05:00	75
03:04	50	04:04	65	05:04	75
03:08	53	04:08	67	05:08	76
03:12	56	04:12	69	05:12	76
03:16	58	04:16	71	05:16	77
03:20	60	04:20	73	05:20	77
				06:00	78

DVD → 180 words per minute is the norm in this medium, with some companies applying higher rates.

180 words per minute		Seconds : frames	Spaces	Seconds : frames	Spaces
		01:00	17	02:00	35
		01:04	20	02:04	37
		01:08	23	02:08	39
		01:12	26	02:12	43
		01:16	28	02:16	45
		01:20	30	02:20	49
Seconds : frames	Spaces	Seconds : frames	Spaces	Seconds : frames	Spaces
03:00	53	04:00	70	05:00	78
03:04	55	04:04	73	05:04	78
03:08	57	04:08	76	05:08	78
03:12	62	04:12	76	05:12	78
03:16	65	04:16	77	05:16	78
03:20	68	04:20	77	05:20	78
				06:00	78

Bugs Bunny

Mugsy, take this rabbit into the other room and let him have it.

Okay, boss.

Alright, Mugsy, let me have it. Come, come. You heard what the boss said. Let me have it.

Okay, but...

That's better.

Sub	Time in	Time out	Text	Duration	Spaces
0001	00:00:00:24	00:00:05:01	Mugsy, take this rabbit into the other room and let him have it.		
0002	00:00:05:03	00:00:06:05	Okay, boss.		
0003	00:00:10:19	00:00:13:00	Alright, Mugsy, let me have it.		
0004	00:00:13:17	00:00:17:08	Come, come. You heard what the boss said. Let me have it.		
0005	00:00:18:06	00:00:21:16	Oh, well... Okay. But... - That's better.		

Winnie the Pooh

Our story today begins with Tigger, who was, on this beautiful spring day, helping Rabbit with his spring-cleaning.

That's right. See, I spring, and all clean. I think I can have all these funny pots spring-cleaned in no time.

Sub	Time in	Time out	Text	Duration	Spaces
0001	01:22:58:05	01:23:01:03	Our story today begins with Tigger,	02:23	50-51
0002	01:23:01:05	01:23:03:23	who was, on this beautiful spring day	02:18	47
0003	01:23:04:00	01:23:07:13	helping Rabbit with his spring cleaning.	03:13	63
0004	01:23:07:15	01:23:10:00	That's right. See, I spring	02:10	41
0005	01:23:10:23	01:23:12:07	and all clean.	01:09	24
0006	01:23:13:12	01:23:17:09	I think I can have all these funny pots spring-cleaned in no time.	03:22	69

Manhattan Murder Mystery

Lillian: We never had children, but it's easy to empathize. What college does your son attend?

Carol: Brown.

Paul: Nice color.

Mrs Doubtfire	180 wpm		
0001 01:01:13:16 01:01:16:06 Salutations, snack.	2:15	----	44
0002 01:01:17:12 01:01:19:12 On second thought...	2:00	----	35
0003 01:01:21:15 01:01:23:14 9-1-1! 9-1-1!	1:24	----	34
0004 01:01:23:16 01:01:26:13 Police! Civic authorities! ASPCA! ASAP!	2:22	----	51
0005 01:01:26:15 01:01:29:04 Murder! Betrayal! Kidnapped!	2:14	----	44
0006 01:01:29:06 01:01:30:21 No, birdnapped!	1:15	----	27
0007 01:01:31:23 01:01:34:16 A cup of garlic, a twist of parakeet.	2:18	----	47
0008 01:01:34:18 01:01:37:03 Eat your heart out, Julia Child.	2:10	----	41
0009 01:01:38:03 01:01:43:11 Excuse me, but isn't it customary for the jailbird to get one telephone call?	5:08	----	78
0010 01:01:43:22 01:01:45:13 In your case, I think not.	1:16	----	28
0011 01:01:45:15 01:01:48:03 Afternoon snacks have very few civil liberties.	2:13	----	43
0012 01:01:48:05 01:01:50:06 But I'm not wholly without heart.	2:01	----	35
0013 01:01:50:15 01:01:52:23 How about a nice soothing cigarette?	2:08	----	39
0014 01:01:59:01 01:02:01:06 Oh, I will not do this. I cannot!	2:05	----	37
0015 01:02:01:16 01:02:05:15 Oh, what a foul way for a bird to die! I don't want to get beak cancer.	3:24	----	69
0016 01:02:06:00 01:02:08:02 No! My lungs are blackened!	2:02	----	36
0017 01:02:08:04 01:02:10:19 Here we go again. Cut, cut, cut! Roll it back.	2:15	----	44
0018 01:02:10:21 01:02:13:11 - Help me... - What are you doing? Daniel...	2:15	----	44
0019 01:02:13:13 01:02:16:08 That line is not in the script. Why did you add it?	2:20	----	49
0020 01:02:16:10 01:02:19:18 - Well, I thought I should comment on the situation. - What situation?	3:08	----	57
0021 01:02:20:01 01:02:23:21 The fact that Pudge the parrot has a cigarette shoved into its mouth is morally irresponsible.	3:20	----	68

0022 01:02:23:23 01:02:27:15 This is a cartoon, ok? This is not a friggin' Oprah Winfrey Special.	3:17	----	65
0023 01:02:27:17 01:02:31:16 Lou, millions of kids see this cartoon. It's like sending each one a packet of cigarettes and saying "Light up."	3:24	----	69
0024 01:02:31:18 01:02:35:07 You can't put words in Pudgie's mouth if his mouth isn't moving.	3:14	----	63
0025 01:02:35:09 01:02:38:22 It's voice-over. An interior monologue. Maybe even the voice of God. That's even better.	3:13	----	62
0026 01:02:39:02 01:02:41:22 "Don't Pudgie, don't smoke."	2:20	----	49
0027 01:02:41:24 01:02:44:24 - Actors. - What? Well, let's ask the technicians.	3:00	----	53
0028 01:02:45:01 01:02:49:01 Do you think it's morally right to promote smoking to the youth of America?	4:00	----	70
0029 01:02:51:18 01:02:56:12 - They're biased. That's a mistrial. - Daniel, listen to me. This session is costing the studio thousands of dollars.	4:19	----	77
0030 01:02:56:14 01:02:59:04 Now, if you want a paycheck, you stick to the script.	2:15	----	44
0031 01:02:59:06 01:03:03:03 If you want to play Gandhi, then do it on somebody else's time.	3:22	----	69
0032 01:03:08:10 01:03:11:16 Then I've got to do what I've got to do.	3:06	----	56
0033 01:03:11:18 01:03:14:13 That's very funny. Where the hell are you goin'?	2:20	----	49
0034 01:03:14:15 01:03:17:03 Hey listen buddy, I'll tell you something. If you leave, you're not comin' back in.	2:13	----	43
0035 01:03:17:05 01:03:20:01 I'm not takin' any crap from you, pal.	2:21	----	49
0036 01:03:20:03 01:03:23:02 Well, in the words of Porky Pig:	2:24	----	52
0037 01:03:24:13 01:03:27:13 P-p-p-p-p... Piss off, Lou.	3:00	----	53



Audiovisual Translation Scenarios



Websites of interest

Subtitling Programs

Beam Titling	http://netserver.titelbild.de/english/beamtitling.htm
Cavena	www.cavena.se
EZTitles	www.eztitles.com
FAB	www.fab-online.com
JACOsub	http://unicorn.us.com/jacosub
Sabbu	www.sabbu.com/en/index.html
Screen Subtitling Systems	www.screen.subtitling.com
Softel	www.softel.co.uk
Spot Software	www.spotsoftware.nl
Subtitul@m	www.fti.uab.es/subtitulam
SysMedia	www.sysmedia.com
TitleVision Subtitling System	www.titlevision.dk
UruSoft, Subtitling Wokshop	www.urusoft.net/home.php?lang=1

Distribution Lists

Captioning	http://groups.yahoo.com/group/Captioning
DivX Clásico	www.divxclasico.com/foro/index.php
L4G	http://groups.msn.com/L4G
Ombreletriche	http://it.groups.yahoo.com/group/ombreletriche
Subtitled Inuyasha	http://groups.yahoo.com/group/subtitled_inuyasha
Subtitling	http://groups.yahoo.com/group/Subtitling
TC-in	http://groups.yahoo.com/group/TC-in
TRAG	www.xcastro.com/trag
Translation Subtitling	http://groups.yahoo.com/group/translation_subtitling

Associations

Audiovisual Translators.org	www.avtranslators.org
ESIST	www.esist.org
European Institute for the Media	www.eim.org
EU – Voice Project	http://voice.jrc.it
FIT Committee for Media Translators	www.fit-ift.org/en/media-e.php
NAVIO	www.navio.no
SUBTLE	www.subtitlers.org.uk
TRACE	www.ehu.es/trace
TransMedia Research Group	www.transmediaresearchgroup.com/index.html

Professionals' websites

Bruno Aeschbacher	www.onurb.ch/maillinglists-en.html
Chris Rundle	http://chrisrundle.agregat.net
Fotios Karamitroglou	www.geocities.com/karamitroglou/fotios.html
Jan Ivarsson	www.transedit.se
José Llurba	www.llurba.com
Xosé Castro	http://xcastro.com

Projects

DotSUB	www.dotsub.com/landing/proz-001/index.php
e-title	www.etitle.co.uk
Musa	http://sifnos.ilsp.gr/musa
Translate TV	http://66.132.248.214
Versión original subtitulada	www.ep3.es/?obj_id=1805
Voice Project	http://voice.jrc.it

Dialogue Lists & Scripts

Awesome Scripts and Screenplays	http://blake.prohosting.com/awsm
Cartoon Movies	www.scifiscripts.com/cartoon
Classic Movies Scripts	http://geocities.com/classicmoviescripts
Daily Script	www.dailyscript.com/index.html
Drew's Script-O-Rama	www.script-o-rama.com
Movie Scripts Online	http://www.scifiscripts.com/msol
The Screenplay Resource	www.hemsida.net/screensource/index.html?source=dailyscript.com
The Screenwriter's Web	http://breakingin.net/freebies.htm
Screenscribe Script	http://artscribe.ucr.edu/Scripts/scripts.html
Screentalk	www.screentalk.org/gallery.htm
ScriptCrawler	www.scriptcrawler.net
Script Secrets	www.scriptsecrets.net/library/scripts.htm
Simply Scripts	www.simplyscripts.com
The Television Transcript Project	www.geocities.com/tvtranscripts/index.htm
The Weekly Script	http://thirdlayer.pc.jmu.edu/default.htm?source=dailyscript.com
TV Sitcoms	www.easyweb.easynet.co.uk/shadelet

Subtitle lists

AnySubs	www.anysubs.com
Divxstation	www.divxstation.com/subtitles.asp
DivX Subtitles	www.divxsubtitles.net
Extra Titles	http://extratitles.to
German Subtitles	www.subtitles.de
Open Subtitles	www.opensubtitles.org/en
RDW Subtitles	www.rdwsubs.com/index.php
Subbiee	www.subbiee.com
Subtitles Images	http://subtitles.images.o2.cz

Companies working in subtitling and AVT

Broadcast	www.broadcasttext.com	Chinkel	www.chinkel.com
Cinescript	www.cinescript.com	Deluxe Media	www.deluxemedia.com/home
Digititles	www.digititles.it	ECI	www.ecisubtitling.com
Glocal Media	www.glocalmedia.com	IBF	www.ibf.co.uk
Imaginables	www.imaginables-inc.com	IMS	www.ims-media.com/index.html
itfc	www.itfc.com	Laserfilm	www.laserfilm.net
Media Movers	www.media-movers.com	O+M Subtitles	www.subtitles.co.uk
Savinen	www.savinen.com		
SDI Media	www.sdi-media.com	Softtiter	www.softtiter.com
Softtular	www.softtular.com	Softni	www.softni.com
Sub-ti	www.subti.com	Subtitula'm	www.subtitulam.com
Technicolor	www.technicolor.com	Text Traduttori	www.textformedia.it/index.htm
Titelbild	www.titelbild.de	Titra Film	www.titrafilm.com
Translate TV	www.translatetv.com	Trosol	www.trosol.co.uk
UK Screen	www.ukscreen.com/dir/company/Subtitling+&+Closed+Captions		
Untertitel-Werkstatt	www.untertitel.de	UPS	www.upstranslations.com
Vicomedia	www.vicomedia.de	Vision Text	www.visiontext.co.uk
VSI	www.vsi.tv	VTV Subtitling	www.vtv-rmq.be

Subtitling for the Deaf and the Hard-of-Hearing

Closed captioning FAQ	www.robson.org/capfaq
CESyA	http://80.35.173.245:8080/estatica/index.html
Ofcom	www.ofcom.org.uk
Project Readon	www.projectreadon.com
Subtitles, titles and closed captions	www.kftv.com/product-6035.html
Your Local Cinema	www.yourlocalcinema.com

Audio Description

ADI	www.adinternational.org
IMS	www.ims-media.com/sonycinema/docs/comingsoon.htm
RNIB	www.rnib.org.uk/xpedio/groups/public/documents/PublicWebsite/public_audiodescription.hcsp

Videogames

Gamespot UK	http://uk.gamespot.com
L4G	http://groups.msn.com/L4G
Game Localisation	http://en.wikipedia.org/wiki/Game_localisation

Fansubs

Anime News Network	www.animenewsnetwork.com
Animesuki	www.animesuki.com
Beginners guide to subtitling anime	http://armitage.crinkle.net/karinkuru/howtosub
Fansubs FAQ	www.fansubs.net/fsw/general
Fansubs net	www.fansubs.net

Surtitling

FAQ	www.stagetext.org/textonly/content.asp?content.id=1014
Kareol	www.supercable.es/~ealmagro/kareol/index.htm
Surtitles TM	www.surtitles.com

Forthcoming Conferences

Leiria, Portugal, 7-9 November 2007:	www.transmediaresearchgroup.com/mediaforall.html
Montpellier, 19-20 June 2008	
Berlin, 29-31 October 2008:	www.languages-media.com/lang_media_2006/index.php

Dubbing

Dubbing	www.museum.tv/archives/etv/D/htmlD/dubbing/dubbing.htm
Goethe Institut	www.goethe.de/kue/flm/dos/sid/deindex.htm
El doblaje	www.eldoblaje.com
The Mision Synchronisierung	www.youtube.com/watch?v=yApmOoik_dw

Interesting programs

SubRip	www.softpedia.com/progDownload/SubRip-Download-21126.html
Super DVD Ripper	www.dvdtodivx.net/download.htm
DVDShrink	www.dvdshrink-stop.com/index.asp?s=go-uk&a=dvdshrink&kw=dvdshrink



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