Gain a Broader Audience & Global Reach with Captions and Subtitles

Mas uma coisa que aprendi, tendo assistido muita ficção científica e fantasia televisiva, é que você

0:40 / 7:04   CC   360p   You Tube

⬤ Portuguese, Brazilian ▼

The most powerful platform for doing subtitles and captions

Universal Subtitles is an online service for creating, editing, managing, embedding, and displaying captions and translations of online videos. Universal Subtitles is the most popular and most complete subtitling toolset available, and is growing quickly.

The platform is extremely powerful, harnessing volunteers, staff, and paid services into one easy to manage workflow. For many projects, Universal Subtitles is the only platform in the world with the features and flexibility that can address your organization's overall subtitling and translation goals.

⬤ Reach global and multilingual audiences

⬤ Increase video views by 25% or more

⬤ Dramatically improve your site SEO

⬤ Crowdsource, use professional services, or take a hybrid approach

⬤ Video player and interactive transcript viewer

Who Uses Universal Subtitles?

KHAN ACADEMY

ALJAZEERA

mozilla FOUNDATION

twitter

PBS NEWSHOUR

WIKIPEDIA

Organizations are unlocking their content for huge new audiences

Universal Subtitles is being used by thousands of individuals as well as a growing number of global organizations, including Twitter, Mozilla, Drupal, Al Jazeera, PBS, Khan Academy, and many more. All of these organizations share the goal of extending their reach and further engaging their communities. Universal Subtitles is growing very rapidly, with more than 100,000 videos added to the site in less than 10 months.

○ The most cost-effective solution for captioning or translating video

○ Tailor a crowdsourced, professional, or hybrid workflow to your organization

○ Be more accessible, plus meet 508, 504, and other requirements

Universal Subtitles

Create   Watch   Volunteer   Services   Help   **Me** ▾

English, Arabic, Asturian   Select your Languages

twitter

Video Translation Project

Follow Your Interests. Discover Your World. Twitter.

Czech (complete) , Japanese (complete) , Spanish (complete) ,
Spanish, Argentinian (100%)
Video in: Spanish

Edit Video   Add Subtitles

Twitter: picture what's happening now

English (complete) , Japanese (complete) , Spanish (100%) ,
Portuguese, Brazilian (100%)
Video in: English

Team Members (3)
Completed Subtitles
Manager's Settings & Controls
Leave this team

Video Policy: Managers can add and remove video

Team Activity Stream

nicholasreville
added video Astronomical Tweets
Aug. 16, 2011, 11:46 a.m.

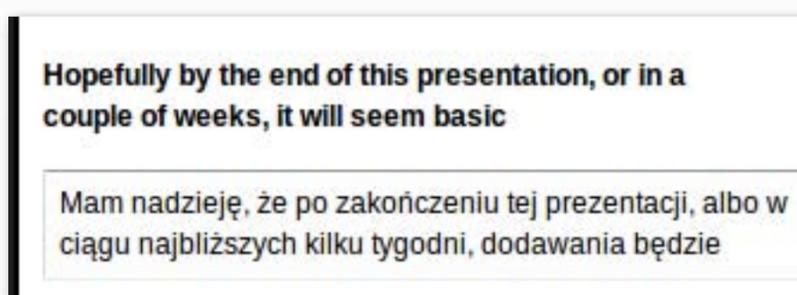Twitter's Video Translation Project

Feature Highlights

Fast Subtitle Creation and Editing

Universal Subtitles has the simplest and most enjoyable interface for creating subtitles of any tool, online or offline. Even new users can create subtitles three times faster than with traditional tools.

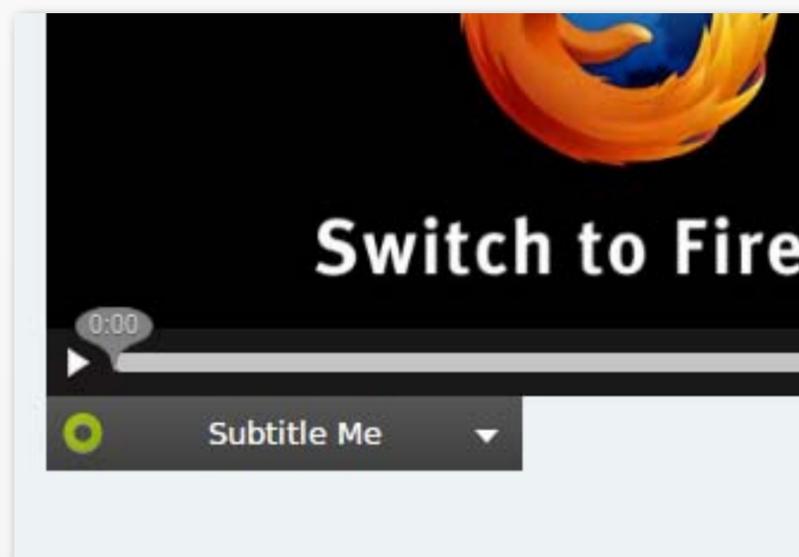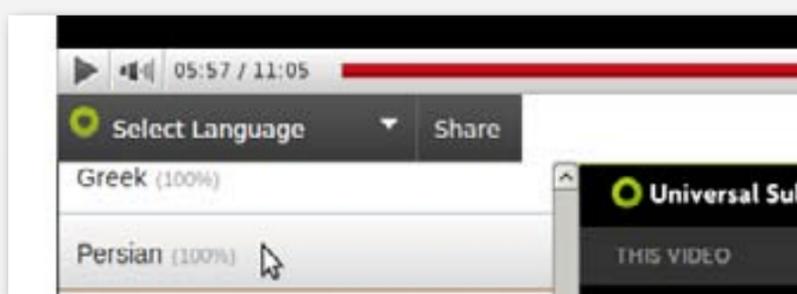The fastest and easiest subtitle creation software

Translation

Translate any video, even if a transcription in the original language doesn't yet exist. Some languages take up more or less space than others—Universal Subtitles supports alternate timing and subtitle length for different languages.

A simple and powerful translation interface

Using Crowdsourcing, Staff, and Volunteer Teams

Perhaps the most powerful feature of the platform is the ability to bring together a team of volunteers or staff to caption and translate your videos, for a small fraction of what it would cost professionally. Many publishers find that crowdsourced subtitling can exceed the quality of paid transcription and translation, because your volunteers and staff know the subject material better than anyone else.

Invite volunteers to join your translation team

Embedding and Playback

Embed your subtitled videos on any website. A simple dropdown menu lets users choose the subtitle language. Embedding options let you turn on a specific language by default. Or you can integrate Universal Subtitles directly into your Flash or HTML5 video player.

Embed Universal Subtitles with any video

Additional Features

Moderation and Quality Control

Manage your volunteers and staff with a simple and intuitive moderation process that can be customized to your workflow. For example, you can ask volunteers to review each other's work before staff gives final approval. You also have access to paid service providers that offer professional quality control.

Track progress in real time

Access paid services from our professional partners

Paid Services

Universal Subtitles offers professional transcription and translation services to help you get your videos subtitled even faster. You can use staff or volunteers to review and make edits, before you go live or access professional quality control services.

Broad Compatibility

Universal Subtitles works with far more video hosting sites, browsers, and platforms than any other subtitle service. In fact, several of the most popular video hosting sites in the world have made special modifications to their players to enable compatibility with Universal Subtitles. Optionally, we can help you integrate the subtitles directly into your existing Flash or HTML5 video player.

Works with nearly every format and hosting service

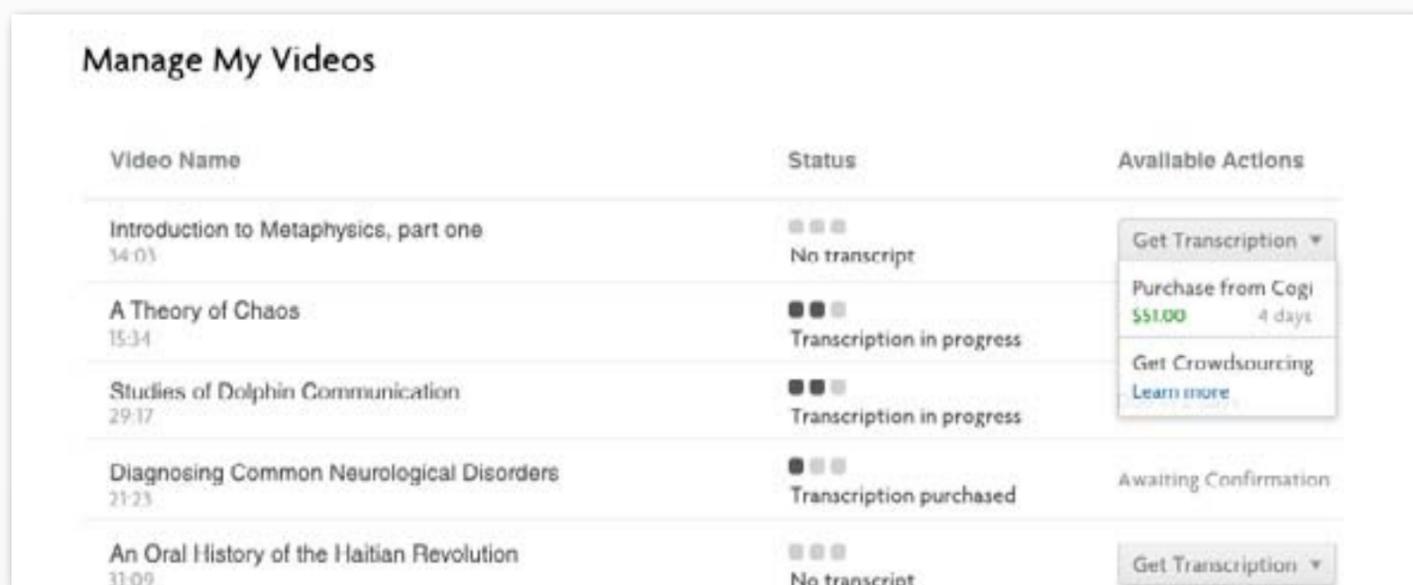Follow along with the transcript player

Interactive Transcript Player

Put an interactive transcript right next to your video and allow viewers to search for keywords, jump to specific points in the video, and automatically scroll down as the video plays. This is also an easy place for you, or your staff members, to review and edit the transcript.

How Does Universal Subtitles Work?

1. Add your video to Universal Subtitles

2. Pick a subtitling workflow: volunteer, internal, professional, or hybrid

3. Subtitle integration can be turnkey (drop-in) or seamless (fully custom)

Elegant software that is highly cost-effective and flexible

Universal Subtitles works with almost any video player, embeds in almost any web page, and just works. The subtitle creation interface is the fastest and most intuitive anywhere (we urge you to compare it) and also one of the most precise. This makes the platform ideal for both professionals and new volunteers.

From crowds to professionals, you remain in control

Import, Export, and Integrate

Flexible APIs and broad format compatibility mean that you can bring subtitle data into and out of the platform in almost any subtitling format. If you want to automatically sync video transcripts and translations into your CMS, you can. If you want to display subtitles in your own custom video player, that's easy too. You can even work with us to connect your user accounts to the subtitle platform, so volunteers only have to login once.
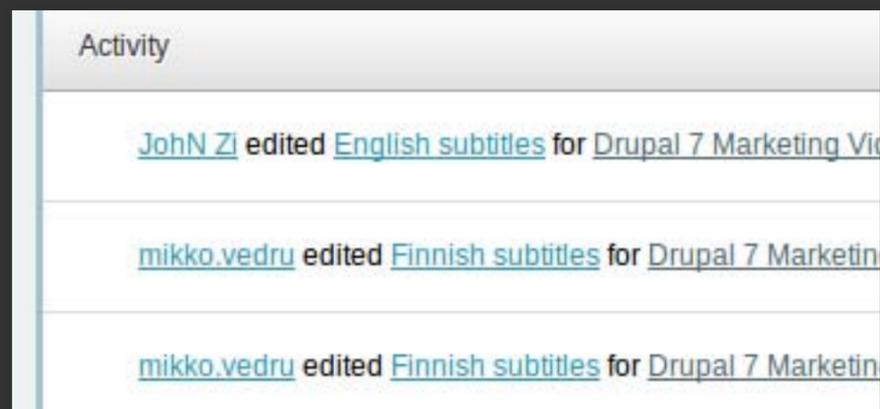

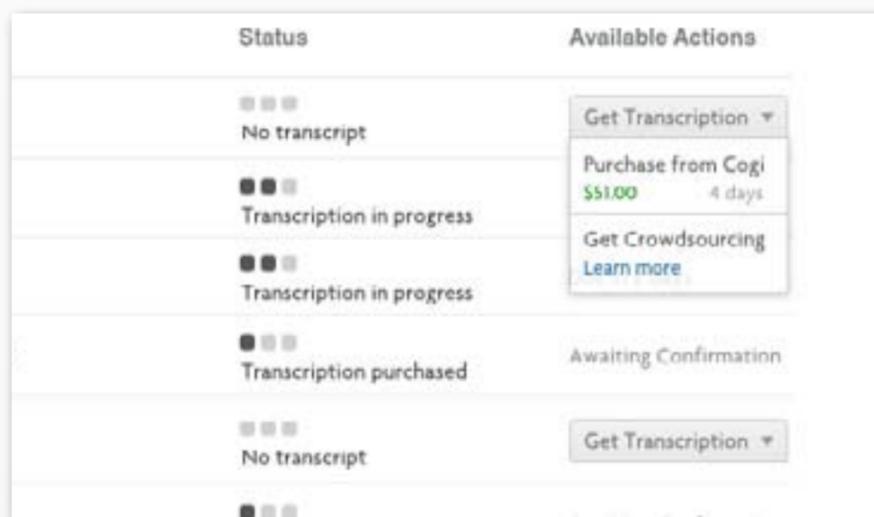Universal Subtitles embedded on Khan Academy

Three Example Workflows

Crowdsourced subtitles, followed by staff review

In many cases, organizations want to leverage the power of the crowd, but don't want to leave any chance for poor quality captions or subtitles to appear on their content. This workflow keeps videos private until a staff member has approved the subtitles.

All edits are tracked

Cogi can help with English captions

Professionally created English captions, crowd translation

Universal Subtitles has partnered with Cogi, to offer professional-quality captions at very low cost with quick turn-around times. English can often be done in just a handful of hours.

Once English is completed, it's a snap to request translations from volunteers.

Crowd translations, with professional quality-control

Universal Subtitles is, quite simply, the most cost-effective way to get professional-level quality for foreign language video subtitles. By leveraging the power of our translation partner, Nordisk Under-text, you can expect to pay roughly 75% less than the market price for traditional professional subtitles.

Have confidence in accurate translations

This is just a sample of the many available workflows…

Does Crowdsourcing Work?

Volunteers translate many different anime series

From film, to anime, to television series, high quality crowd-based subtitling is happening right now

Organizations like Facebook, Twitter, Mozilla, and TED Talks, are all tapping their users for translation help. Universal Subtitles gives your organization powerful tools for harnessing the enthusiasm and goodwill that already exists around your brand.

PBS NewsHour, crowdsourcing, and the 2011 State of the Union

announced a project to translate the State of the Union on their blog and Twitter account. It was a major success—volunteers translated the one hour speech into more than ten languages, in fewer than three days.

Viewers rushed to help out!

Unlock new languages through crowdsoucing

Why do people volunteer?

We get this question a lot, and the answer isn't always the same. Many volunteers say they do it to retain a connection to their mother tongue. Others enjoy sharing media with friends and family who may not be bilingual. Some do it as a hobby, and are enthusiastic to contribute to a lasting effort that helps others out.

The bottom line is that when organizations ask for help, they normally find that people are happy to join in. Furthermore, volunteers often produce extremely high-quality work, since their name and reputation are attached to their work.

How can Universal Subtitles help Southeast Asia?

Working towards the same goals

We face common problems, but speak different languages

The 600 million people spread across Southeast Asia share a common set of challenges: climate change, human rights, freedom of expression, corruption and much more.

With hundreds of regional languages, communication and collaboration can be difficult. Translation and subtitling can help – but it's a time consuming task. Until now.

We can find and share solutions, together

With the help of Universal Subtitles and EngageMedia, social justice and environmental campaigners across the region will now be able collaborate, share and make use of video works like never before.

Translation and subtitling of videos, combined with social networking online, can help campaigners build collaborations beyond their borders, enabling them to share tactics, stories, strategies and support.

'Love Letter to the Soldier', an example video available in six languages

Join the EngageMedia team page

You can see a great example of how the subtitles work with this video, 'Love Letter to the Solider'. Now available in six languages, this video will reach a much larger audience with its important message about some of the social issues facing West Papua.

Now more than ever, people can tell their own stories, in their own words – thanks to Universal Subtitles and EngageMedia.

Want to get involved? Join the team on Universal Subtitles. http://universalsubtitles.org/teams/engagemedia

Interested in trying Universal Subtitles' paid services?

Al Jazeera's Volunteer Team

Get subtitles any way you'd like, from the crowd to the pros

Universal Subtitles makes it easy for an organization to tailor a subtitling strategy that fits their needs and budget. This flexibility allows an organization to strike the perfect balance of cost, reliability, and turnaround time.

No matter who is doing the work, Universal Subtitles streamlines the process of getting and deploying captions and translations.

To learn more about how Universal Subtitles can help you reach a wider audience, contact Dean@PCulture.