

WHY LOCALIZE YOUR VIDEO CONTENT?

VIDEO LOCALIZATION WILL ENABLE YOU TO GET THE MOST OUT OF YOUR VIDEO ASSETS AND BETTER CONNECT WITH YOUR AUDIENCES.

Video has become a dominant way to communicate. There's a good reason for that. More than 73% of people would rather watch a short video than read an article. This sentiment is a dramatic shift from what we observed just a few years ago and has created an impetus for companies to embrace the video modality.



To succeed in an ever-changing market where customers increasingly expect personalized communications from brands, companies must recognize that video content is a crucial strategic asset that requires investment and thoughtful management. Lionbridge's video localization services will help you maximize the value of your video content by making it more accessible to wider audiences.

WHY SHOULD YOU INVEST IN YOUR VIDEO CONTENT?

Video content is an increasingly important marketing tool that resonates with customers.

88%

People who say video persuaded them to buy a product or service

81%

Marketers who say video helped increase sales

73%

People who say they would rather watch a video than read an article

HOW CAN YOU INCREASE THE VALUE OF YOUR VIDEO ASSETS?

Video localization is a highly effective way to maximize your video investment. It adds value by making your video understandable to audiences who speak different languages and enables viewers to consume your video without sound.

WHAT ARE VIDEO LOCALIZATION SERVICES?

Video localization services can be divided into 3 categories:



TRANSCRIPTION

Enables viewers to see a printed version of the spoken words on their screen. The transcript is in the video's originating language.



SUBTITLING AND CAPTIONING

Enable viewers to see a printed version of the spoken words on their screen. The words are in the viewer's native tongue as this service involves translating the transcript into additional languages. The result is increased accessibility.



VOICEOVER AND DUBBING

Enable viewers to hear the video's audio in their native tongue. People who speak different languages get the best experience from this service.

WHAT ARE THE BENEFITS OF VIDEO LOCALIZATION?

Augmenting your video through transcription, multilingual subtitles, and voiceovers enables you to:

EXTEND YOUR VIDEO'S REACH

Transcribing and adding multilingual subtitles to your video enables you to reach audiences you would otherwise miss. More than **92% of people watch videos on mute**. Adding a transcript allows them to experience your video when playing sound is not possible or convenient, such as during a commute.

INCREASE YOUR VIDEO CONTENT'S ACCESSIBILITY

Transcribing video enables people who have hearing disabilities to enjoy your video content. This sizable population is growing rapidly. More than **2% of the world's people have moderate-to-severe hearing loss**. An estimated 217 million people in the Americas have experienced hearing loss. This number is expected to grow to **322 million by 2050, a 48% increase**.

GO GLOBAL

Adding multilingual subtitles is an easy and cost-effective way to reach your global audiences and **boost your SEO performance** in different languages.

IMPROVE YOUR CONTENT ROI

Transcribing your videos enables search engines to index them. People can **find your video content more easily**. Your SEO performance improves. You can achieve the same results in multiple markets by adding subtitles.

CREATE IMMERSIVE AND MORE AUTHENTIC CONTENT EXPERIENCES

Adding professional voiceovers and dubbing to your video enables you to create **immersive and more authoritative experiences** for your audiences. This is especially important if you have high-visibility content and viewers expect voiceovers or dubbing in their native language. This expectation frequently applies to commercials, movies, and video games.

WANT TO LEARN MORE?



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