

SUBTITLING & DUBBING

Latest Innovations to Best Reach the Audience Out & Maximize Revenues



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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 Prefered Fulfillment Partner).

amazon prime video



Amazon Prime

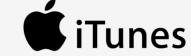
Hiventy is onboarded packages globally.

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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





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



DOLBYATMOS™





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.

UHD Blu-ray



3D Blu-ray

Hiventy is the specialist in 3D premastering, with more than 60 3D Blu-rays conceived for the French market, including the following blockbusters: Hunger Garnes – 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.

<u>Smashing</u>

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

<u>Hausa</u> <u>African French</u> <u>Nigerian ENG</u>

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!