

Translating voices: *Voiceover Services*

A practical guide to discover the professional process of the voiceover industry, as developed by the language specialists at Australis Localization.



Why Voiceover?

Discover how your target audience can connect better to your project through sound.

Plenty has been said about the benefits of translating your content, on why you should communicate with your target audience in their own language and talk to them on their own terms. **But what about being heard directly, in their own language?**

Voiceover is a better way of connecting with your audience. You can turn your existing audio-visual content **into material for every audience** by addressing them directly in their language.

Sounds simple enough, right? Well, **voiceover has its own set of challenges** and it is important to know how to deal with them in order to get your first project right. We will now give you an overview of the **key aspects of voiceover** hoping that this information will help you with your future projects.



01. The Script

Creation and format as a cornerstone for voiceover projects.

Creating the script properly is perhaps **the most important step** since any problem here will be carried over to the translation, then to the recording, then to the video editing, all the way to the final product.

Sometimes the script is not available right away: maybe it was lost, or maybe it never existed. In these cases, the first step is to do a **very careful transcription of the original audio** and to get the transcription reviewed in detail before moving on to the translation step.



It's important to note that a script isn't just a transcription of what has been said in the audio. A script **must have a very specific format that**, in broad terms, must contain the following:

Time codes	Notes that clearly identify the speakers	Space for the original and translated texts	Notes on which audio or video the script corresponds to
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Even if you already have a script, it is important to **invest a bit of time and money to have it formatted as explained above**. It will save you even more money and time in the long run since it will reduce the need of re-translations and re-recordings.

02. Translating

After the voiceover script, an accurate translation is required.

First of all, it is important that the **translation team has access to the source videos** for reference and context.

Second, the translation team needs to **be made aware that the translation is for a voiceover**, since it will affect the tone of the translation.

Last, but perhaps more important, it is imperative to **translate using sentences that are similar in length to the source sentences**. The reason for this is that longer sentences take longer to record and then the audio will be out of sync with the original. Since the translations will usually be longer than the original text, the translation teams can use techniques like paraphrasing or reformulating sentences in order to produce translations of the right length, while maintaining the original meaning.



03. Recording

When the script is translated, we finally get to the recording stage and there are many aspects that need to be taken into account.

Here is a (by no means exhaustive) list of **key aspects**:

- **Maintaining the same number of voices** as in the original, using different voice talents.
- Making sure to keep **the same gender** for each voice.
- The audio must have **the same equalization** than the original
- Please make sure to always maintain **the same speed of speech** and ask your voice talent to report any section that is too long and that requires them to change the speed with which they read the script.
- If the script has terms that need to be kept in English (e.g., names, brands, etc.) please be sure to **spell them correctly in English**.
- **Time codes in the script need to be strictly respected**, especially when it is necessary to synchronize the voices with what is being shown on screen, or with music or effects.



04. Audio Embedding and Synchronization

We are almost at the end of the voiceover project.

The final step is **embedding** the audio files in their respective videos.

In this case, it is important to make sure that **the audio matches with what is on screen**. If any problems are found in this step, then a re-translation and/or re-recording will be necessary.

Another critical aspect of this process is the **final video quality of the videos** with Voiceover. Replacing the original audio with the translations is a process that can damage the video quality if not done properly. Make sure that this step is performed by video editing professionals.



Quite complex, isn't it?

Voiceover projects are different from regular translation projects: ~~they have~~ they have many small details and potential pitfalls. ~~fall into~~

It is important to **work with a partner** who knows how to handle this type of projects with all its peculiarities.

Would you like to have Voiceover for your videos? If your answer is **“YES!”** you have come to the right place. Contact Australis today and be amazed with the results.

We look forward to working with you soon.

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