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CASE STUDY

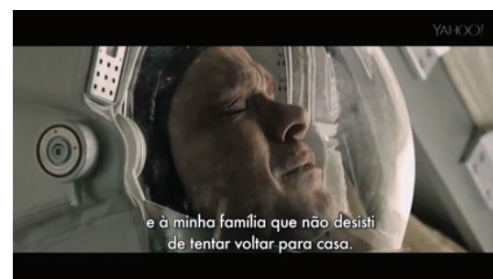
PRODUCTION HIGHLIGHTS: « THE MARTIAN » **SUBTITLING**

Client: **Yahoo**

Destination: **Europe, Latin America**

Date: **August 2015**

Service: **Translation, proofreading, subtitling, video editing**





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SITUATION

Ridley Scott's latest movie «**The Martian**», which was recently released, is a stunning adaptation of a science-fiction novel. During a mission to Mars, astronaut Mark Watney (Matt Damon) is wrongly left for dead after a fierce storm and left behind by his crew. On this hostile planet, he will have to survive and find a way to let Earth know that he is still alive. **Yahoo** had the opportunity to interview Matt Damon who shared anecdotes about the shooting and analyzed the trailer. **The web portal assigned AllTheContent the delicate mission to localize this 4-minute long interview in five languages in emergency.** In just 24 hours, we had to subtitle the video in French, Italian, German, Spanish, and Brazilian Portuguese.

ATC'S SOLUTION

This process was divided into three parts:

- **Timecoded transcription** of the English verbatim and export into a srt. file
- **Translation of this transcription** in the five languages, including a proof-reading to make sure the final texts are free of typos;
- **Video editing of the localized versions:** embedding of the subtitles into the clips and export of videos.

A real challenge but the agency proved to be up to the task! The result is a great interview with spicy secrets delivered by Matt Damon!



Since 2001, **AllTheContent** has supplied the contents that media and companies need to attract and retain their audiences, across all topics, platforms and languages, initially under the umbrella of the ATC Future Medias group and then, since 2011, as an independent company.

AllTheContent is a press agency with an outsourced talent pool of 1950+ professionals (journalists, translators, producers) and distributor of selected third-party content, including Reuters. It combines the best of the media with new technologies to provide unique added value to web sites, newspaper publishers, radio/TV broadcasters, telecom companies, IPV/OTT platforms, airline companies and video wall services.

We also offer the opportunity for companies to use the services of **AllTheContent's**, subsidiary Contenu & Cie, which specialises in branded content and community management. We have the solutions that your media need.

Contact us to discuss your requirements.