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CASE STUDY

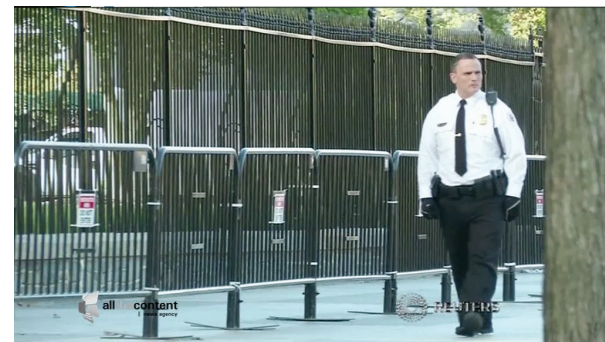
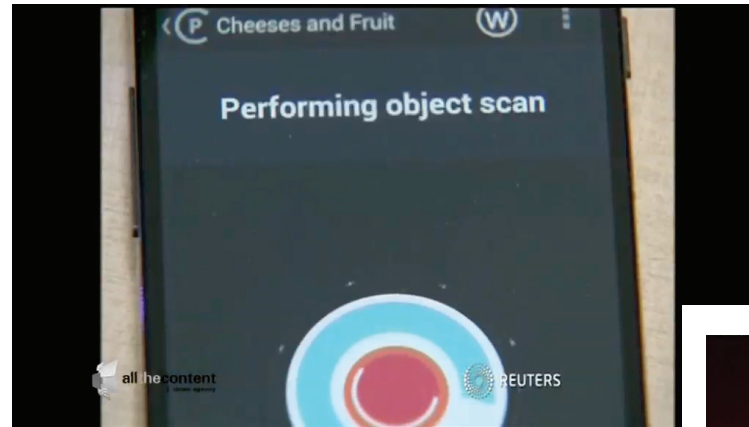
«DUBBING REUTERS NEWS»

Client: Reuters News

Destination: France, Brazil

Date: 2014/2015

Service: Transcription / Translation / Dubbing / Editing / Delivery



7199
VARIOUS-ANIMAL WRAP

Duration: 1.20

Restrictions:
NONE

 REUTERS



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CLIENT'S PROBLEM

With its rich network of 2'600 journalists, Reuters News, global leader in information, provides two types of services, a raw product for big media companies and a "ready to publish" product for electronic medias and firms, covering topics ranging from high tech, light news, entertainment, to finance. In video, this offer is available in English. **Reuters News concluded a partnership with AllTheContent** to enable the video localization for relevant markets. The challenge was to find a unique combination of video skills, localization capabilities, a functional turn around, a strong journalism experience with ethical guaranties. Once the content have been localized, Reuters News teams manage locally sales of the content.



ATC'S SOLUTION

ATC and Reuters joined forces to tap this market opportunity. Thanks to its multidisciplinary services and its network of translators and voice-over artists, **ATC provide high quality videos locally dubbed within a couple of hours.** Below, please find demos in Brazilian Portuguese and French.

HOUR 1:

- **Reception of videos**
- **Time-coded transcription of the video's English version**
- **Journalistic translation of the transcription**

HOUR 2:

- **Our French and Brazilian voice-over artists added their voices** over the videos in our professional recording studio.
- **Our video editors exported the localized versions**, and made sure they were perfectly in line with Reuters standards, in terms of video format (MPEG2), sound format (with the voice and the surround sound on two separate streams) and definition (720 x 576 pixels).

DEMOS:

FRENCH

<https://vimeo.com/137267388>

BRAZILIAN

<https://vimeo.com/137268338>



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.