

# Flitto

Video subtitle translation

# Flitto Video subtitle translation Introduction



## Tone and Manner

Translation using tone and vocabulary that matches the atmosphere and mood of the video. A Sensible selection of newly coined words/ abbreviations/buzzwords



## Price Competitiveness

Better price competitiveness compared to other companies and provision of discounted pricing options



## Fast Turnaround

5 - 6 hours needed to process  
10 minutes of video in 1 language

\* Turnaround time may differ based on the field and content of the translation

\*\* Additional express fees may be charged for express processing



## Multilingual Translation

24 languages supported globally

Korean, English, Simplified/Traditional Chinese, Japanese, Vietnamese, Thai, Tagalog, Hindi, Turkish, Indonesian, Russian, Arabic, French, German, Italian, Spanish, Portuguese, Malay, Polish, Czech, Dutch, Swedish, Swahili

Flitto is a video subtitle creator comprised of artificial intelligence translation technology and professional translators, creating subtitles that reflect the local culture, local sentiment, and the latest trends.

Based on the fast speed of artificial intelligence technology and the ability to process massive amounts of data, Flitto provides a video subtitle translation service that accurately conveys information while moving the viewer's hearts.

# Flitto Video subtitle translation Introduction



## Based on AI Specialized Platform

- Analysis of the video using an artificial intelligence algorithm to extract time codes and subtitles
- Operation of a specialized platform for video subtitle translation



## Time code and Transcription

- Specialized personnel for time code and video subtitle transcription
- Possesses own time code and transcription work platform
- Established time code and transcription work processes



## Translation Quality Control

- Quality control team specialized in video subtitles tailored to the customer
- Specialized QA personnel for subtitle/translation quality
- Establishment of quality control processes for subtitle/translation
- Development of a style guide for subtitle translation

Operating a collective crowdsourced translation and 1:1 professional translation service platform since 2012, Flitto presents an advanced video subtitle translation technology that is built on the accumulated know-how and data.

Proven translators, experienced engineers, and quality control personnel work cooperatively with an artificial intelligence algorithm on the specialized platform for subtitle translation to provide a high-quality video subtitle translation service.

# Translated language reflective of local culture, language characteristics, and latest trends

## 1 Maintenance of customized translation tone and manner for the customer brand and video

| Korean         | English                          |
|----------------|----------------------------------|
| 헐 나 영알못임.      | Gosh, I know nada 'bout English. |
| 라면 먹고 갈래요?     | Wanna Netflix and chill?         |
| 우리 애그랑 놀러 왔지잉. | I'm on a date with ma bae.       |
| JMT            | It's f*cking damn good.          |
| 안물안궁           | I don't give a sh*t.             |

Translation is performed with the proper vocabulary and tone selected for the context and atmosphere of the video.

The right newly-coined term/abbreviation/buzzwords are used at appropriate times that reflect the characteristics of the translated language, local culture, and the latest trends.

## 2 Guide on multilingual notation of proper nouns (names of persons, companies, etc.)

| Korean | English | Chinese | Japanese | Russian |
|--------|---------|---------|----------|---------|
| 플리토    | Flitto  | 翻易通     | フリット     | ФЛИТТО  |

Recommendations of appropriate proper noun notations are provided that reflect the local culture, language characteristics, and local trends of the translated language and target country. Of course, if there are multilingual notations desired by the customer, the notation is followed while performing the video subtitle translation.

\* Example of the multilingual notation for a company name in Korean

# Translated language reflective of local culture, language Characteristics, and local trends - Examples



Korean

라면 먹고 갈래요?



English

Wanna Netflix and chill?



Korean

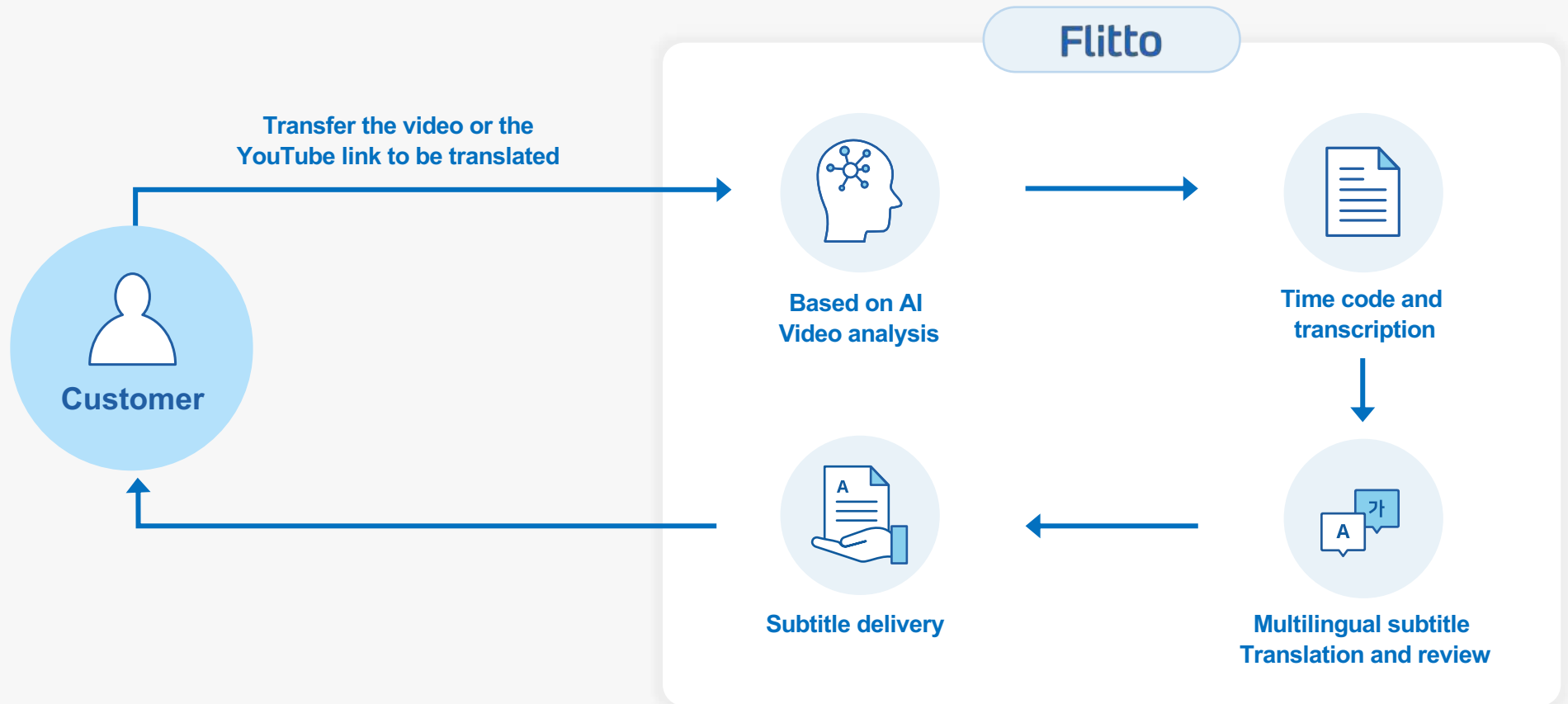
우리 애그랑 놀러 왔지잉.



English

I'm on a date with ma bae.

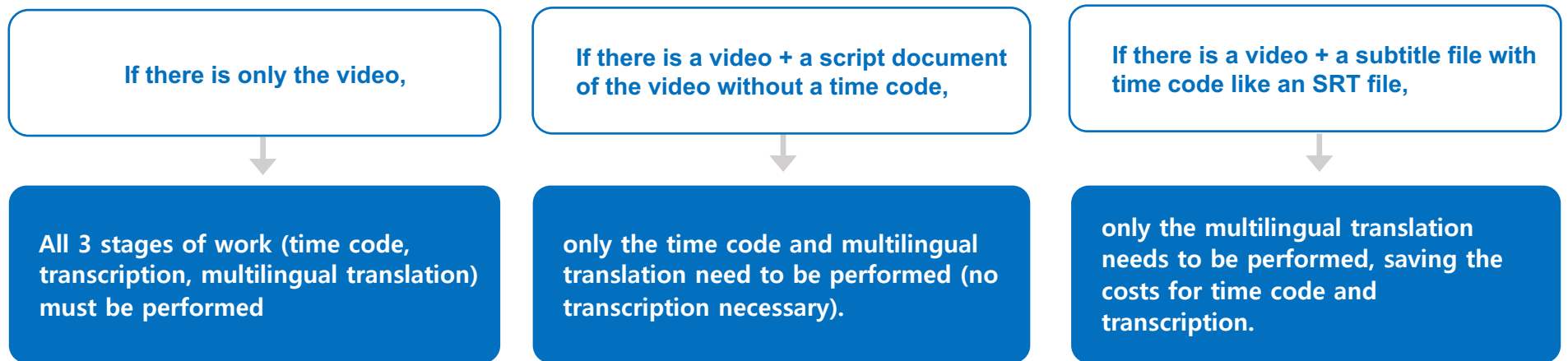
# Video subtitle translation work process



Video subtitle translation is performed according to a systematic process. The progress and quality level of each stage is monitored in real-time or periodically to uphold the delivery deadline and maintain a high level of quality.

# Video subtitle translation Classification

Video subtitle translation classified according to the customer's request conditions



| Classification           | Transfer only the YouTube video link or video media file | Video + Script (time code not included) | SRT file (time code included) |
|--------------------------|--|---|-------------------------------|
| Time code                | ○  | ○                                       | ×                             |
| Transcription            | ○  | ×                                       | ×                             |
| Multilingual translation | ○  | ○                                       | ○                             |

# Video subtitle translation additional services

(생각만 해도) 좋으니~ (탈곡기) 시작 할때~  
(When starting~~(Talgokki))

#탈곡기 #방탄소년단 #윤종신  
BTS 보컬라인을 위한 윤종신표 발라드? [탈곡기 ep06]

월간 윤종신  
Premiered Dec 21, 2018

[ENG/JPN SUB]  
탈곡기 태초부터 이어진  
종신용의 고민이 있었으니...

BTS 맞춤형 작곡이나...  
윤종신 스타일 작곡이나...

... 고민될 땐, 강 돌 다 합니다!!

SUBSCRIBE 143K


Subtitles realized with graphics within the video can also be processed as CC subtitles.

The title and description text of the YouTube video will also be translated.

For the description text, up to 200 characters (excluding spaces) are translated. Additional text may incur additional costs based on the number of characters above the base.



# Video subtitle translation Major project reference 1



#탈곡기 #윤종신 #BTS  
BTS 발라드까지 탈곡 완료! 첫 타겟을 보내며... [탈곡기 ep11]

39,431 views

3.33 / 20:41

3.4K 22 SHARE SAVE ...

**YouTube channel : Monthly Yoon Jongshin** (14K+ subscribers)  
video subtitle translation [Shortcut](#)

## Field

Entertainment

## Delivery

Korean ▶ 6 languages, video subtitle creation and multilingual translation

## Translation

English, Chinese, Spanish, Japanese, Indonesian, Arabic



## Video subtitle translation Major project reference 2



The image shows a YouTube video player. The video content features a man in a black beanie and shirt holding two yellow, brick-shaped Dalgona candies with three circular holes. The video player interface includes a progress bar at 0:15 / 28:12, a like count of 20K, and a comment count of 1.5K. The channel name 'ddeonggae' is visible in the top left corner of the video frame.

**ASMR Mukbang (eating broadcasting) with Brick-shaped Dalgona~!! (Eating Show) (subtitles offered)**  
2,159,067 views

**YouTube channel : ddeong-gae**  
(3M+ subscribers) **video subtitle translation** [Shortcut](#)

### Field

Entertainment

### Delivery

Korean ▶ 6 languages, video subtitle creation and multilingual translation

### Translation

English, Vietnamese, Thai, Japanese, Indonesian, Arabic



# Video subtitle translation Commission requests

## Basic information

1. **Introduction to the video**
2. **Video file or link**
3. **Number of videos**
4. **Translation languages**

## Request details

1. **Delivery deadline date and time**
2. **Delivery method or delivery file format**
3. **Request details regarding translation**  
(Example: Translation tone or terminology)

To request a video subtitle translation to Flitto, please relay as much general information of the video and request details as possible to help Flitto provide better service and an accurate quotation.

For inquiries regarding Flitto's video subtitle translation,  
Please contact us at [sales@flitto.com](mailto:sales@flitto.com) or [help@flitto.com](mailto:help@flitto.com)

**Customer Support  
Hours of Operation**

**Weekdays from 10 am to 7 pm** (Lunch hours from 1 pm to 2 pm)