

A Brief Overview of Localization Projects by Nexus International Contents

INTRODUCTION

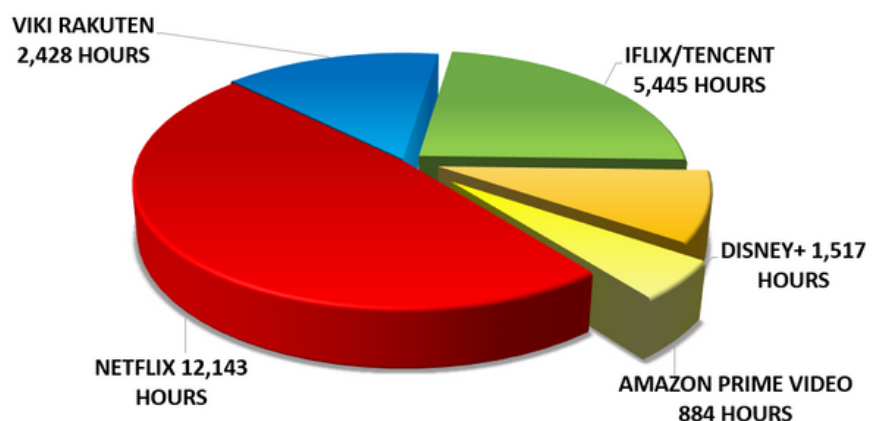
As one of the smaller international localization vendors located in Asia, Nexus has worked with various NFPs and other large localization companies whose final client is Netflix, Amazon Prime Video, and Disney Plus - acting as their sole vendor for Asian languages on multiple occasions. Also, Nexus is working directly with other OTTs such as iFlix/Tencent and Viki Rakuten.

The following is a breakdown of work completed for international OTT platforms organized by language and type of work, i.e. subtitling or dubbing, as well as a summary of the challenges that we faced and the solutions that we used to successfully complete the work.

PLATFORMS & CLIENTS

WHO HAVE WE WORKED WITH?

IN THE PAST 5 YEARS, NEXUS HAS LOCALIZED AROUND **30,000 HOURS** OF CONTENT FOR FIVE INTERNATIONAL OTT PLATFORMS INCLUDING NETFLIX, AMAZON PRIME VIDEO, DISNEY PLUS, IFLIX/TENCENT AND VIKI RAKUTEN.



WE ARE SMALL BUT COMPETITIVE

By keeping our organization smaller and more efficient, we are able to offer quality at a fraction of the price of our larger competitors.

NEXUS BY THE NUMBERS

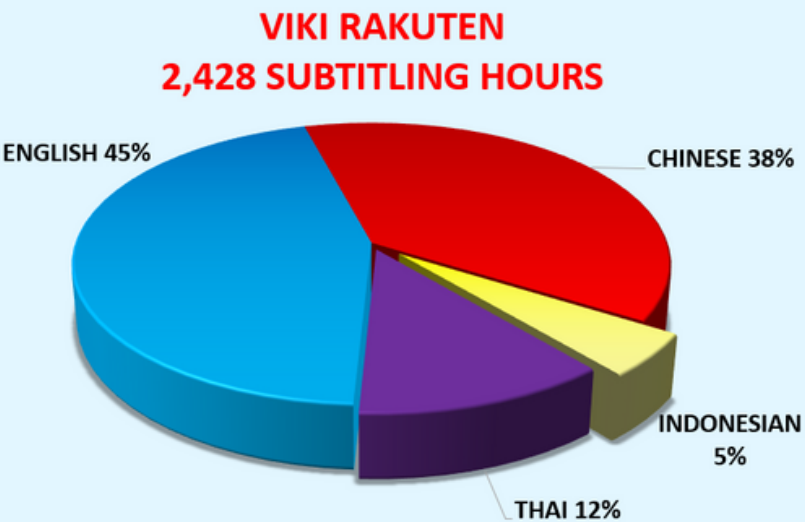
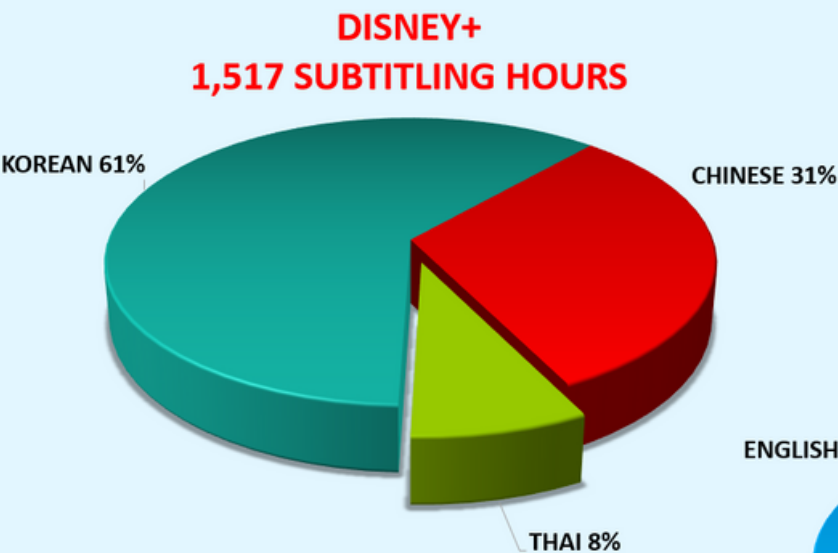
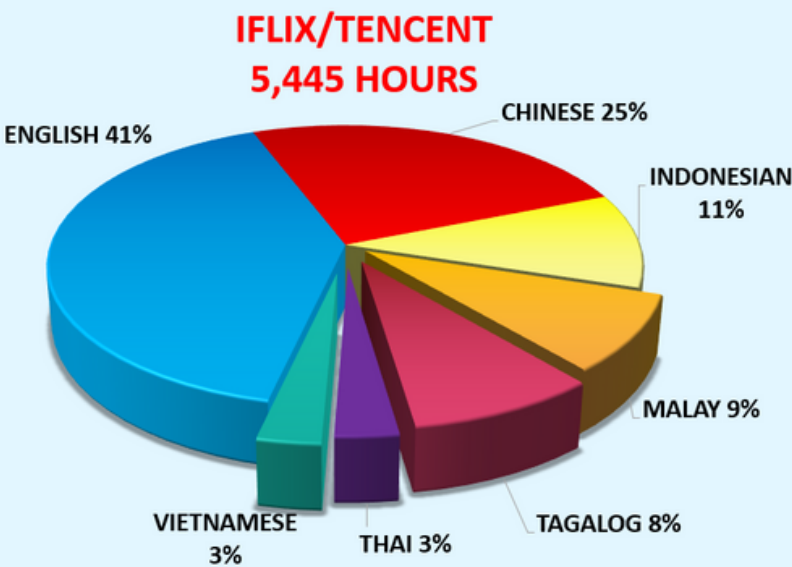
YEARS IN OPERATION: **12**
NUMBER OF FULLTIME STAFF: **15**
NUMBER OF LANGUAGES: **30+**
NUMBER OF REGISTERED FREELANCERS: **500+**
NUMBER OF VENDORS: **25**
NUMBER OF CONTENT HOURS COMPLETED: **30,000+**

HOW WE DO IT

This is accomplished by using a tight network of partner companies located all over the world instead of doing the work in-house as many larger post-production companies often do. Although this results in slimmer margins, it also ensures that we can minimize overhead while maximizing quality.

Furthermore, our smaller size affords us the flexibility to adapt quickly to clients' needs.

CONTENT HOURS AND LANGUAGES BY PLATFORM



NETFLIX

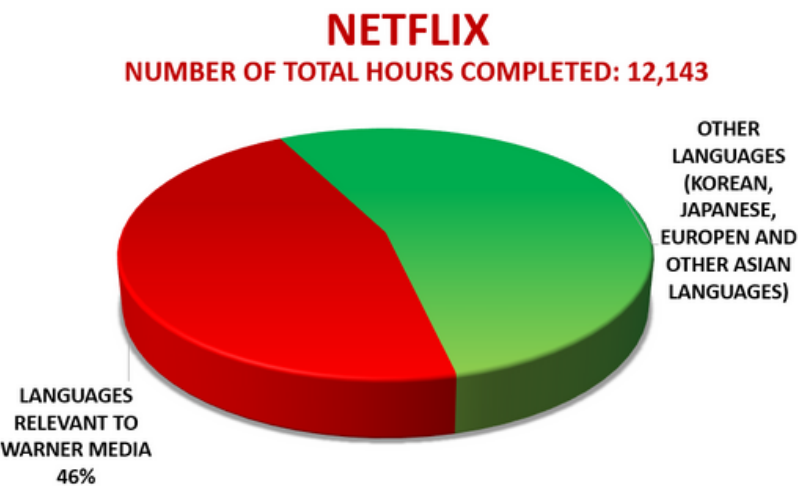
NETFLIX

Netflix is the platform with which Nexus has worked the most prolifically. Nexus took part in the flurry of localization projects that preceded Netflix's Asian launch, and has been working actively with NPFPs and NP3s with Netflix as the final end client ever since.

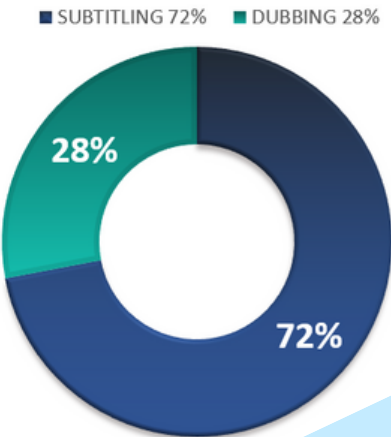
LANGUAGES DELIVERED (TARGET LANGUAGES):

Chinese (Traditional and Simplified), Korean, Thai, Japanese, Indonesian, Tagalog, Vietnamese, Malay, Croatian, Russian, Romanian, Czech, French, English, Italian, German, Hungarian

KEY FIGURES



SUBTITLING VS. DUBBING



CHALLENGES

The biggest challenge in working with Netflix is the high quality demanded by the platform. As we are working with NPFPs and NP3s who are evaluated based on redelivery rates and on time rates, Nexus has had to ensure both quality and punctuality.

OUR SOLUTION - QUALITY

WHAT IS OOONA?

OOONA is a cloud-based content localization and project management tool used to automate and error proof numerous parts of the process including file conversion and management, metadata creation, translation, and delivery.

REMOVE HUMAN ERROR

The most challenging aspect in terms of subtitling for Netflix is the intricate and detailed formatting guidelines with regard to shot changes, character limit, reading speed, subtitle length etc. All such parameters are set within OOONA, our localization/project management software, which ensures automatic adherence to all guidelines.

SPELL CHECK AND GRAMMAR CHECK

Another benefit of using OOONA is that the program supports both spell check and grammar check for most languages required by Netflix. By using this function, all spelling mistakes and most if not all grammatical mistakes can be avoided.

KNP (KEY NAMES AND PHRASES)

Finally, by using an inbuilt KNP system, OOONA allows us to unify all proper nouns and key phrases within the content across multiple translators and QCers.

TARGETED QUALITY CHECKS WITH OBJECTIVE CRITERIA

Netflix requires translations with the utmost precision and fidelity. Unlike local platforms where translators are given license to be freer, Netflix expects strict adherence to the original script. Because our QCers and proofreaders do not have to worry about formatting issues or spelling errors, they can focus their efforts on detecting any mistranslations while improving the translation using the following three criteria:

- 1. Is the text true to the original meaning?**
- 2. Does the text have the desired storytelling effect?**
- 3. Is the text natural in the target language?**

OUR SOLUTION

DUBBING

IN-HOUSE MIXING

For dubbing, Netflix standards are strict when it comes to both sound quality and lip-sync precision. In order to achieve this, all mixing, including 5.1 and Atmos, are performed in-house here in Seoul, Korea.

RECORDING

In order to gain access to a wide pool of top voice acting talent, recording is performed in our vendor studios located in each region where the language is spoken.

REMOTE EXAMINATION OF RECORDING FACILITIES

Before the initial recording session commences, we conduct a remote examination using teleconferencing in order to ensure that all recording facilities and equipment are set to satisfy Netflix standards.

OUR SOLUTION

PUNCTUALITY

Oftentimes, working for Netflix as the end client means meeting tight deadlines on projects involving multiple languages completed in cooperation with vendors and freelancers located across the globe.

PROJECT MANAGEMENT

In essence, the biggest challenge in meeting deadlines is to manage the complex workflow that most projects entail while making sure that vendors and freelancers are on schedule. We have found that the best way to guarantee that all deliveries are on schedule is to practice what we like to call "**Proactive Project Management.**" In other words, we anticipate potential problems and delays, and actively keep track of progress made by our vendors and freelancers well before their work is due. This is accomplished using OOONA.

PROACTIVE PROJECT MANAGEMENT THROUGH OOONA

We practice **Proactive Project Management** by using three functions on OOONA:

1. Our project managers log into OOONA daily in order to keep track of work progress using OOONA's dashboard feature.
2. When work is not progressing on schedule, we use OOONA Manager's mobile app, which is supported by both iOS and Android, in order to send notifications to translators and vendors through their smartphones.
3. By using OOONA tools, we perform spot QCs on projects while they are being translated, thus eliminating any potential for delays due to quality issues.

RESULTS

All the NPFPs and NP3s we have worked with have redelivery rates of 1.5 percent or less and on-time rates of 99.9 percent or higher.

Although we cannot take full credit for this, we have been a valuable partner to NPFPs and NP3s, and by extension, Netflix, for the past 7 years.

It has been a learning curve in order to work with Netflix and other international platforms, as well as international localization companies.

However, thanks to years of experience, and the infrastructure and network Nexus has been able to establish over those years, we are in prime position to serve as a reliable and cost-effective localization partner.