

Audiovisual Translation Services

Client: Australian YouTube Talk Show
Category: Audiovisual Translation Services
Location: Australia / India

Project Overview

An Australian YouTube talk show spotlighting the entrepreneurial and cultural stories of the Indian diaspora sought to reach a broader audience by subtitling their Indian regional-language interviews for local television airing. The show featured guests who primarily spoke in Hindi and Marathi.

The Challenge

To make the content accessible to English-speaking viewers and fit for broadcast on a local TV network, the client needed English subtitles for Hindi and Marathi interviews. The project posed dual challenges of accurate cultural translation and adhering to space and time constraints typical of subtitling.

The Outcome

Language Services Bureau provided English subtitling for 4–5 episodes each month from Marathi and Hindi to English, and delivering final subtitles in SRT format ready for broadcast. Subject matter experts from diverse industries — including immigration consultants, software professionals, psychological counselors, actors, singers, and poets — spoke on a wide range of topics. These included the challenges faced by first-generation immigrants, spirituality, Indian culture and ethos, traditional art forms, and their professional and academic journeys. They also shared insights on the struggles of establishing themselves and their businesses. This made it a truly unique project for us, covering multiple domains in a single episode. The cultural adaptation paired with precise timing ensured the show was well-received, airing on a local Sydney TV network and consistently ranking among the top weekly shows.