



How Localization Is Driving Growth in the Entertainment Industry (and vice versa)

Introductions

Panelists

acolad.



Gráinne Maycock

Acolad



Caroline Crushell

Warner Bros Discovery



Tom Hartley

Entertainment One/Hasbro



Ralph Jung

Dell Technologies

#LocWorld49 Malmö, Sweden



The Multimedia Space

Market Size (varies depending on source but below conservative. All agree on % growth).



Media (Streaming)

Netflix, Warner Bros and many more. Includes Streaming giants, linear tv etc



Gaming

Gamification goes beyond major studios to mid-size games producers and the fast-growing games streaming market.



Corporate

While uncategorized it is estimated that 82% of online content is video in 2023 and we see a large shift in number of requests encompassing subtitles, video and e-learning.

Some Market Insights

- One of the fastest growing content types.
- Accessibility regulations (and others) drive demand in areas such as subtitling or voiceover
- **Demand outstrips supply for streaming**
- Gaming requires specialist gamer supply chain
- Video content use is rising across departments, including marketing, corporate, learning & development
- **Multimedia is classified as the fastest growing content type by all major industry research organizations for the next 3-5 years.**
- AI and synthetic voices are transforming the multimedia solution landscape.



In 2023, online video is expected to account for over **82%** of all web traffic and **86%** of marketers are using video content as part of their strategy.

Source: [Demandsage](#)

Preamble

**Slator, Nimdzi and CSA all rank
multimedia as one of the fastest growing
areas in our industry, but how do
Multimedia and L10n teams engage ...
let's find out more ...**

Q&A

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Thank You



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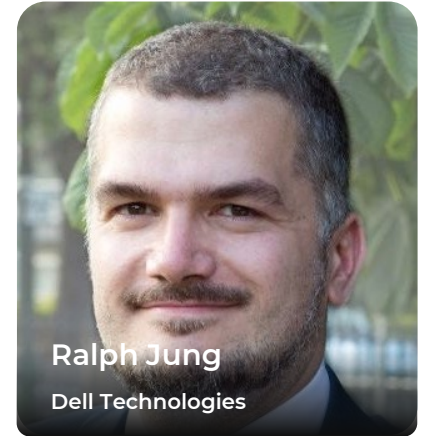
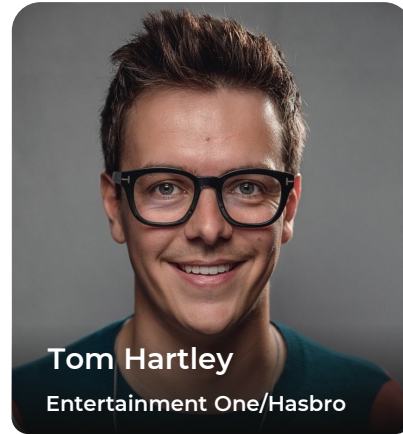
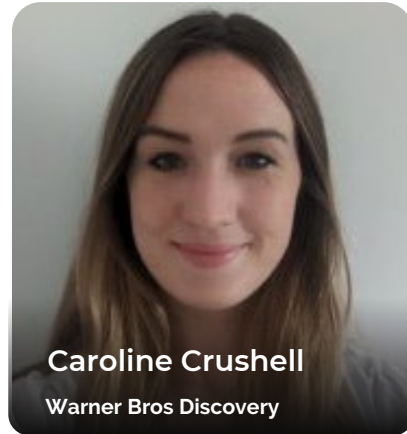
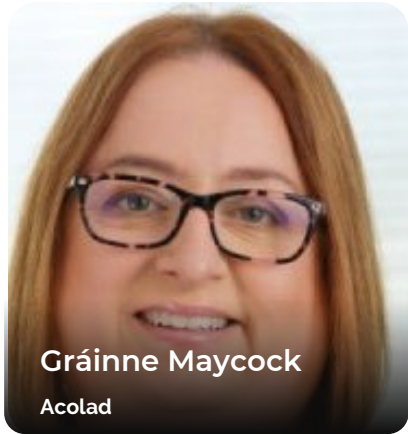


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- Regulations such as accessibility are driving demand in areas such as subtitling or voiceover
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- Gaming requires specialist gamer supply chain
- Video content use in corporate is rising across departments from marketing, corporate, learning & Development
- **All 3 industry research organizations classify multimedia as the fastest growing content type for the next 3-5 years.**
- AI and synthetic voices are driving changes in multimedia solution landscape.



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