

Streaming and Subtitling European Films

Thanks to the support of the European Commission, MUBI has been able to create and disseminate European subtitles for a curated selection of European titles globally on the MUBI platform for the last year.

“MUBI, Streaming and Subtitling European Films” supported by the European Commission as part of their “Action on Subtitling including crowdsourcing to increase the circulation of European Works” launched in January 2018, lasting a total of 14 months.

Over the project period, MUBI created approximately 450 subtitles for a curated selection of around 90 European films in 9 languages: German, French, Spanish, Italian, Dutch, Portuguese, Norwegian, Swedish and Danish.

Thanks to the support of the European Commission, MUBI was able to invest in new subtitling technology and establish the ‘dynamic subtitling system’ (i.e. sidecar subtitles), which required an update to all of our video players, encoding workflows, and CDN servers. Ultimately, this enabled MUBI to:

1. support sidecar subtitles on all platforms MUBI is available on.
2. reduce the costs associated with encoding, transcoding and storage
3. provide a better user experience, offering users the option to seamlessly change between subtitles in the player itself.

Additionally, the project allowed us to work with translators across the globe via the passionate MUBI community by developing our in-house freelance commissioning tool, the ‘Task Hub’. This user friendly interface ensured the efficient delegation of translation tasks.

The project aimed to increase the quality of subtitles, as well as guarantee the wider accessibility of European films to new and existing audiences around the world. At the end of the project, the newly created subtitles were shared with the original content providers to expand their accessibility beyond the MUBI platform.

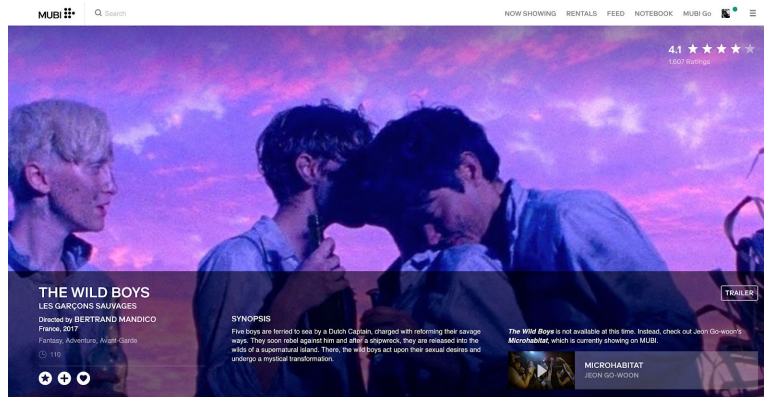
Following the conclusion of the project, MUBI continues to actively participate in qualitative discussions around improving translation frameworks. While the project has officially ended, we remain committed to the task of making European cinema more globally accessible, and plan to use the newly developed subtitling technology to create many more high quality subtitles in the coming years.

Key learnings and take-aways of the project:

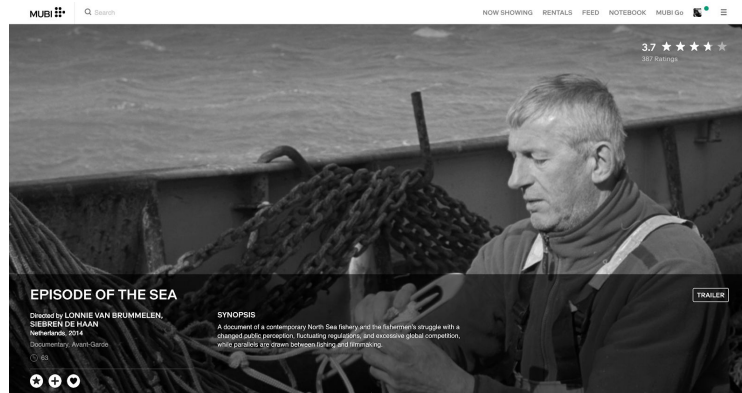
- The new European subtitles have greatly expanded the number of language options for EU and non-EU audiences to choose from.
- The greater accessibility of European content has created more programming opportunities for our International Programming Director (since films without subtitles would in some territories not be programmed).
- The new subtitle options have increased the number of European films watched by our subscribers of the films selected in this project by 555% in EU territories (against an increase of

125% for non-EU films here) and by 557% in the rest of the world. Views for other EU films increased in general as well, though at a lower increase rate.

- We have seen a positive impact on subscriber growth in EU and non-EU countries such as Spain and Brazil, showing that there is appetite for European subtitles outside of the EU.
- While computer automation can greatly increase efficiency, there are still issues associated with automatically translated subtitles, and human review is still necessary to assure a high standard of quality.



THE WILD BOYS (Bertrand Mandico, 2017) was offered with subtitles in Danish, Dutch, French, German, Italian, Norwegian, Portuguese, Spanish, Swedish.



EPISODE OF THE SEA (Lonnie van Brummelen & Siebren de Haan, 2014) was offered with subtitles in Danish, French, German, Italian, Norwegian, Spanish, Swedish.

Video 'The Joy of Accurate Subtitling' can be found [here](#).

Contact

Efe Cakarel
Founder & CEO
 efe@mubi.com

Vanja Kaludjercic
Director of
Acquisitions
 vanja@mubi.com

Federico Keen
Lead Developer
 fkeen@mubi.com



Supported by the European Commission

LIST OF FILMS		
	Films	Translations per Content Provider
	From the Depths	4
	The Girl on a Motorcycle	1
	The Nothing Factory	1
	The Dreamed Path	4
	Northless	4
	Humanité	3
	Nocturno 29	3
	The Sacrifice	2
	Jeanne Dielman, 23, Quai du Commerce, 1080 Bruxelles	5
	Le petit amour	2
	2+2=22 [The Alphabet]	5
	Bickels [Socialism]	5
	No Man's Land	3
	4 Hearts	5
	A Burning Hot Summer	2
	Air of Paris	3
	Daybreak	3
	Kuro	6
	Cléo from 5 to 7	1
	My Friend Larry Gus	6
	Games of Love and Chance	4
	Baby Bump	5
	The Rise and Fall of a Small Film Company	5
	Life for Life: Maximilian Kolbe	5
	The Sixth Side of the Pentagon	6
	Granny's Dancing on the Table	4
	The Embassy	5
	O Fantasma	4
	The Loneliness of the Long Distance Singer	5

	The Giant	5
	Vampir	6
	Umbracle	8
	Our Beloved Month of August	4
	The French Kissers	4
	Unrelated	9
	Warsaw Bridge	5
	The Silence Before Bach	8
	Diva	7
	In a Year with 13 Moons	6
	Between Sisters	8
	The Supplement	5
	Daguerréotypes	2
	A Room in Town	6
	Low Tide	6
	The Accompanist	7
	Living Still Life	3
	The Wild Boys	6
	Bagdad Café	7
	The Fatherless	8
	Girl on the Bridge	5
	Mobile Home	8
	Immoral Tales	7
	April	7
	Fucking in Love	8
	The 120 Days of Bottrop	7
	Zud	7
	Lovers of the Arctic Circle	6
	Lola	8
	Muriel, or The Time of Return	5
	Life as a Fatal Sexually Transmitted Disease	5

	Terror 2000	8
	Brothers of the Night	8
	100 Years of Adolf Hitler	8
	Illumination	8
	Episode of the Sea	7
	Trees Down Here	9
	Menu Total	8
	City of Pirates	8
	Arena Squatted	4
	Wien retour	6
	The Dead Nation	8
	9 Fingers	8
	Camouflage	7
	The Gleaners & I	1
	The Fiancés of the Bridge Mac Donald	2
	Women Reply: Our Bodies, Our Sex	2
	Occidental	5
	Pity	8
	The Dreamed Ones	7
	Gholam	9
	Central Airport THF	6
	Victory Day	9
	Vagabond	2
	Le Bonheur	2
	Jacquot de Nantes	2
	La Pointe Courte	1
	Salut les Cubains	1