



# OSN Delivers Localized Entertainment for its Arabic Audience with Tarjama Subtitling

Leveraging Tarjama's leading expertise in localization and subtitling, OSN was able to deliver high-quality localized subtitles for exclusive top-hit series.



# Background

OSN is the leading entertainment network in the Middle East and North Africa (MENA). It broadcasts content to **17 countries across the region**. Established in **1998**, OSN uses its legacy and innovation to lead the entertainment market in the region, providing exclusive access to studio majors including **Disney, HBO, NBC Universal, Fox, and Sony** to name a few. OSN is dedicated to delivering an experience that is “exciting, closer to home and has the power to move our audiences.”



## OSN's Challenge

With Arabic at the core of its language strategy, OSN needed to release all of its new series with accurate Arabic subtitles. Providing seamless entertainment for Arabic users on its platform was a top priority for OSN, and they had a massive amount of ongoing content that needed to be accurately and creatively localized.

### No Room for Error

As the only and exclusive gateway for the MENA region to watch their all-time-favorite series, OSN didn't have any room for mistakes and each show had unique requirements.

### Creative Localization

OSN needed to localize subtitles for many high-profile shows from over 15 different genres - including Sci-Fi masterpieces like Game of Thrones, Mandalorian and Westworld to Medical favorites like Grey's Anatomy, ER and House and Late-Night shows like Saturday Night Live (SNL).

### Too Much Content; Too Little Time

Additionally, OSN had a very high volume of content coupled with a tight turnaround schedule. The nature of their fast-paced industry meant that the media files would often need to be subtitled only a few hours before broadcast time. They were looking for a service provider that would accommodate for fast delivery time without jeopardizing the quality of the subtitles.

Searching for a flexible, scalable solution to localize their ongoing content into Arabic with the highest quality, OSN came across Tarjama.

# Why OSN Chose Tarjama

Tarjama has a large network of expert linguists from a diverse set of backgrounds and industries — who work alongside technology — to guarantee an accurate and polished end-result.



## Flawless Subtitles with Speed

Tarjama’s tech-powered approach resonated with OSN’s agile team. Tarjama works with its proprietary transcription tool — Kaptions — to deliver content with unmatched speed. By using Kaptions and utilizing its built-in features including Automatic Speech Recognition (ASR), Machine Translation, file segmentation and time-coding, Tarjama is able to deliver more subtitles, faster.



## Guaranteed Security for Confidential Content

Working with exclusive content that hasn’t been broadcasted yet meant that OSN had to avoid any security risks that would leak the series. Tarjama promised to deliver on security using enterprise-grade secured systems and implementing the strictest ISO-standards. Besides, the only people that lay eyes on the file are the one or two linguists who are directly involved in subtitling.



## All-Inclusive Solution for Localization & Subtitling

Tarjama made sure that subtitles were localized, not translated. This meant ensuring that a person who watches the show with Arabic subtitles would get the same exact experience and emotion as someone who watches it in the original subtitles. With Tarjama’s expertise and legacy in the Arabic language, OSN determined that Tarjama would be able to make their content come alive for their Arabic viewers.



# Localizing Subtitles for Entire Virtual Universes

Since 2009, Tarjama has been successfully partnering with OSN, providing them with **more than half a million minutes of localized subtitles across 15+ genres.**

## Game of Thrones — Arabizing the Most-Watched TV Show of All Time

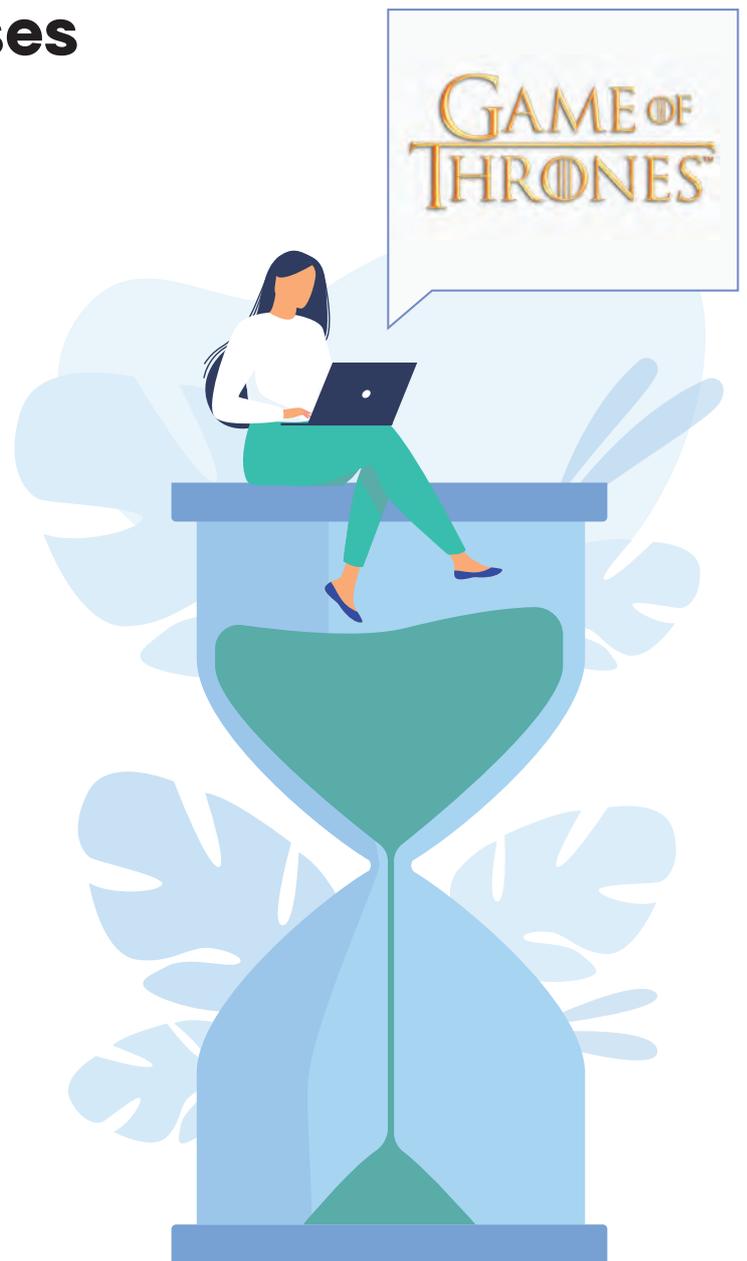
Ranked as the most-watched TV show of all time, Game of Thrones takes place in a fictional universe that involves very unique language and vocabulary.

For consistency in translation and flow, Tarjama dedicated one expert linguist with over 20 years of experience in translation and subtitling to work on the project. Tarjama made sure they hand-picked a subtitler with a passionate enthusiasm for the series and its story and characters since it was important to capture the cultural and linguistic nuances of the content. Part of the subtitler's role was to conduct thorough and in-depth research to stay on top of the background and contextual information of the highly-detailed TV show.

Tarjama localized 7 seasons of Game of Thrones so that Arabic viewers would be immersed in this award-winning fantasy world.

## Saturday Night Live — Reflecting Humor and Emotion Across Languages

As one of the leading live TV sketch shows, Saturday Night Live (SNL) had its own unique challenges, including extremely short turnaround time. OSN sent each episode to Tarjama only 4-5 hours before they needed to broadcast it. Additionally, being a sketch show that relied on fast-paced dialogue, SNL episodes had a very high words-per-minute compared to typical TV shows.



To meet these challenges, Tarjama assigned 6 subtitlers to work in parallel on each episode. To ensure consistency, Tarjama's team utilized a bilingual glossary built uniquely for SNL, in addition to a thorough Quality Check conducted by an expert linguist for coherence check.

Tarjama made sure that the distinctive humor, sarcasm and culture were portrayed in the translated subtitles. They weren't just translating dialogue — but localizing it so that the show comes alive to foreign viewers. Tarjama was able to reflect the show's original flavor and emotion as if Arabic were the original language.

## The Mandalorian — Localizing a Sci-Fi World

A Si-Fi hit series based on the world of Star Wars, The Mandalorian involves a unique universe and language of its own. With terms such as 'Landspeeder', 'Mythosaur' and 'Stormtrooper' spoken of regularly across the series, Tarjama was determined to make sure that Mandalorian-specific words and phrases were used consistently across the series by employing a termbase. The termbase acts as a bilingual glossary to guide any linguist working on the series in using the correct and consistent translations and spelling, resulting in a polished and professional end-product.

## Grey's Anatomy — Getting Medical with Subtitles

A prominent medical drama series, Grey's Anatomy couldn't be worked on by any linguist — but required someone with medical knowledge and bilingual proficiency in medical terminologies. Tarjama dedicated a team of expert linguists who demonstrated their confidence in the medical field and language.

## Other Clients we've worked with include:



## How Tarjama Helped OSN

**12,105** MINS

**601** MINS

**3,133** MINS

**3,000** MINS

**SATURDAY  
NIGHT  
LIVE**

**STAR WARS  
THE  
MANDALORIAN**

**GAME OF  
THRONES®**

**GREY'S ANATOMY**

**+100's More Across All Genres**

**Ready to localize the subtitles for your next project?  
Connect with a Tarjama expert to discuss a plan that is right for you.**

**Get in Touch Now**