SDI Process Overview

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This article describes the Overall SDI Process (Negotiation, Configuration, Brightcove and Media Management)

1 - Make sure that you have all the video content that will be subtitled ready and available. Be aware of the **quantity** and the average **videos length** it's important as it's one of the variables that will determine the costs.

2 - Determine which regions will require subtitles in given languages.

3 - Define turnaround time for origination (rush or normal – can impact final price)

Request SDI costs. (SDI Standard Ratecard for Sony)

IMPORTANT:
SDI Substream Pricing

Review the per-file pricing for SDI Substream. All of the regions except Asia could get the "Per Region Launch" pricing since SDI previously launched in Asia, Pan-Asia AXN and BETV Asia will receive the "Channel Launch" pricing for SDI origination. Conveniently, the actual pricing will be the same for all files involved at $2.60 per file.

There are rush charges for any files that need to be published within 2 days or less. But this might get tricky since SDI is originating the files, and the overall turnaround is going to focus more on the subtitle creation than publishing the files.

Subtitle Pricing & Turnaround
The information provided here comes directly from SDI subtitling agreement with Sony Pictures. Check the PDF for all bucketed pricing that will give you an idea of the cost.

Brief explanation on each of the four main categories listed in the file:
1. Creation of Original Language – This usually applies to English subtitle creation, as much of the content has English audio. We typically create the English file first, and then translate from there.
2. Creation of All Other Languages – Pretty straight forward. Pricing is a little higher for subsequent languages due to the necessary translation involved.
3. Reformat #1 – This applies when we hold an SDI-originated file and we now need to conform it to new media (for a new platform, version, etc.). This will not apply to this project.
4. Reformat #2 – This applies when we are provided an existing file that needs to be conformed to new media. Same as above, but the existing file is another vendor's file. Again, this will not apply to this project.

4 – Confirm/Approve total subtitle costs.

5 - Confirm Account Set Up in Brightcove with Mike/Nancy (enable SDI custom field)

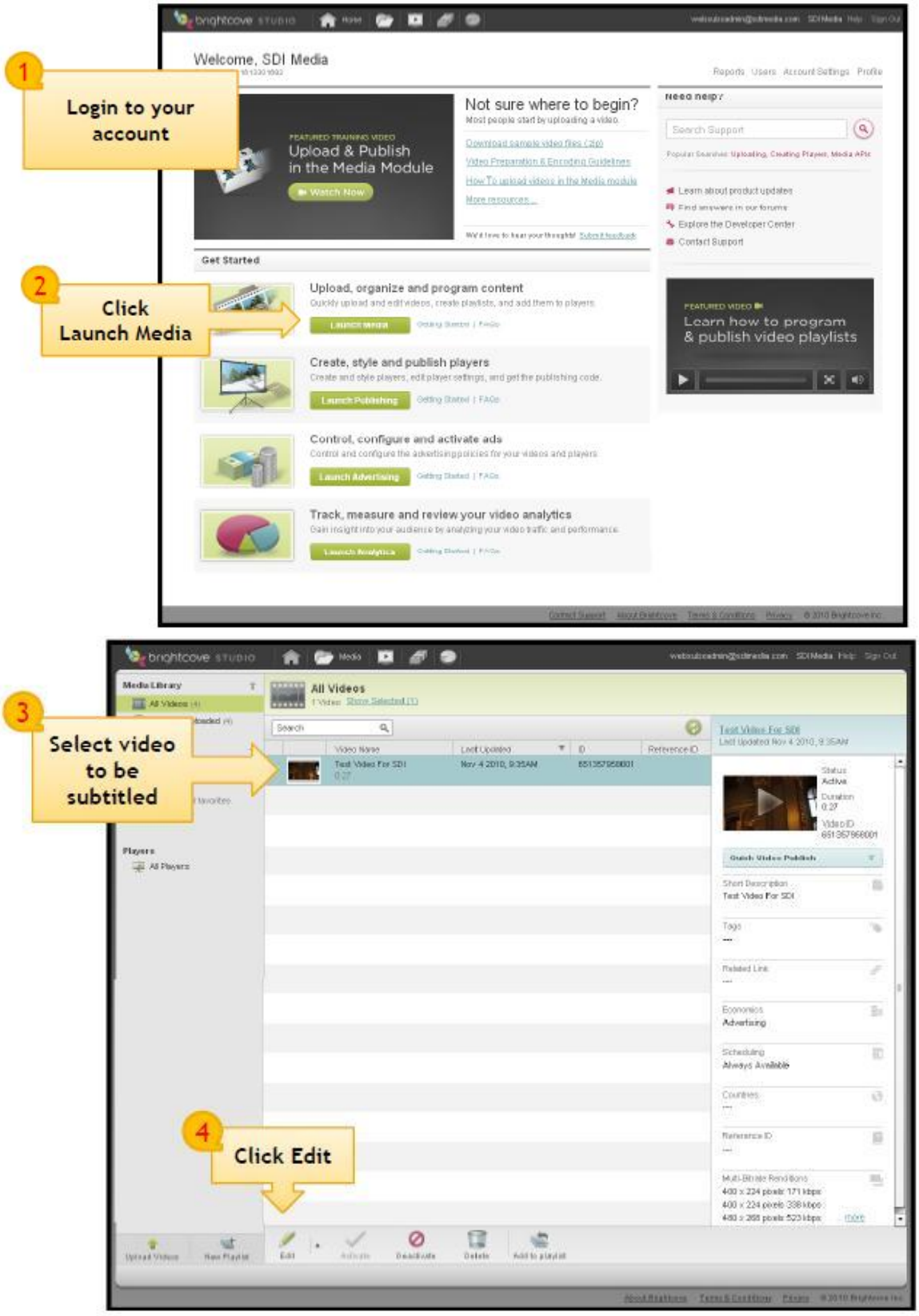
Each player that will use SDI technology needs to use the SDI Brightcove video player plug-in (with the default language for auto play). More info can be found here: https://sonypicturestv.jira.com/wiki/display/LIVE/SDI+Subtitle+Operations

In case the subtitles already exists in SDI's library from on-air broadcasts (OneTV Asia ex.), see how to proceed with https://sonypicturestv.jira.com/wiki/display/LIVE/Subtitle+Ordering

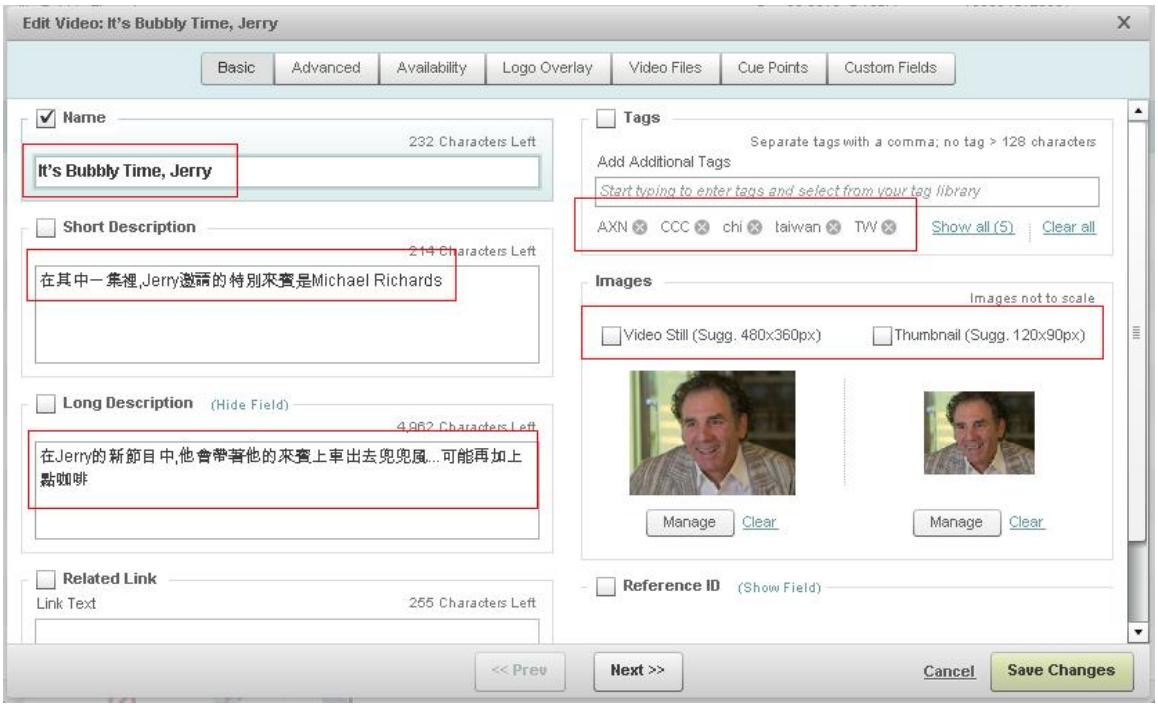
5a. Configure required Brightcove accounts for SDI integration (in BC account settings) (If necessary).

6 - Provide SDI with the Brightcove accounts that will be used on this project and the languages-per-account that will require translation and their following SDI reference codes

a) Upload Media on Brightcove

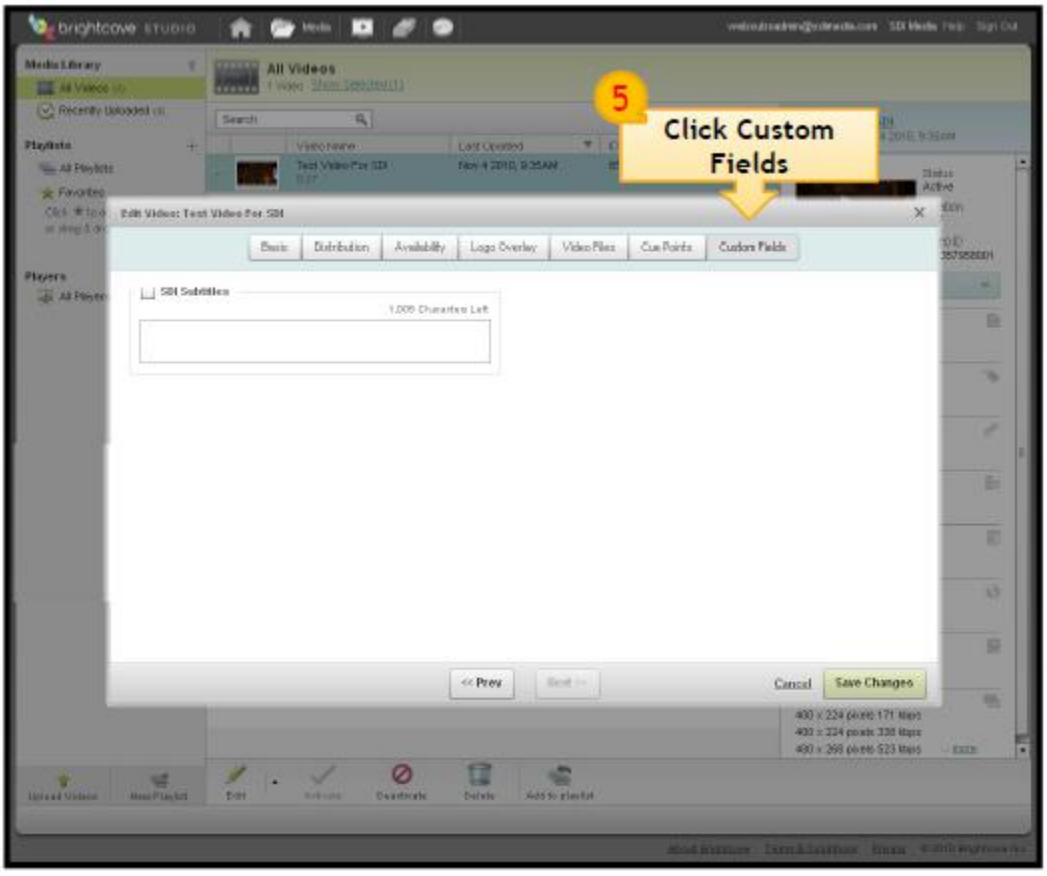


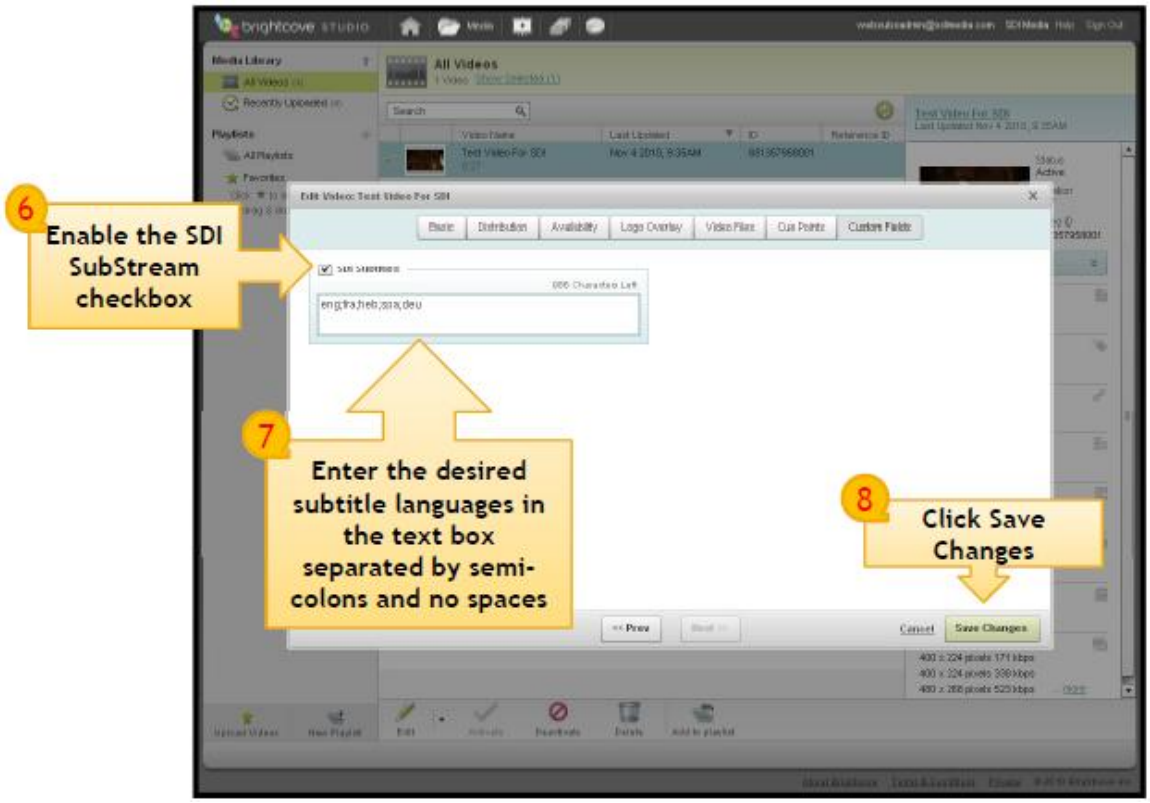
b) Complete Relevant Metadata in the video:



c) Enable SDI stream check box, under the "Custom Fields" tab. Enter the desired subtitle languages in the text box separated by semicolons (In case you have more than one language, for the same uploaded video) and no spaces, Save.

SDI automatically receives notification specifying the video to be subtitled and the languages required. More languages can be ordered simply by adding to the existing list and clicking “Save Changes” – which triggers a new notification listing only the added languages.





SDI will retrieve, process, create and publish the subtitles, making them available to your video platform account.

The Brightcove part of the process is automated. Once the video is published (make sure geo-filtering is disable and that there are no tags associated in case it should not be released to the public yet) Email your SDI contact, for their final review and confirmation with the following information: Language, Video ID and the Video "Quick Publish" link URL from Brightcove (so SDI could review and run any adjustments in the subs time code, if necessary.

Upon SDI confirmation, review the subtitles online to make sure they are accurate and working properly.

This workflow is based on our old captioning system; it could be made more efficient using our newer option to assign captions in the video settings. Also, depending on how wedded they are to SDI, they might consider switching to a partner like 3Play Media, who has deep integration with Video Cloud, so that the workflow might become as simple as:

- add a special tag to trigger 3Play's generation of the transcription/captions and adding them to the video