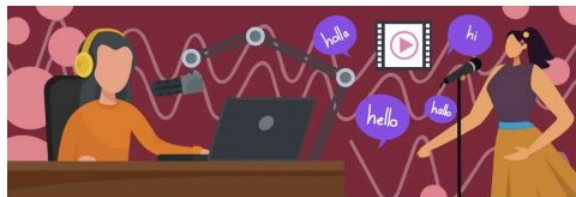


## 11 Eleven

Powering content in any language with automatic dubbing

## People want to listen to and watch content in their native language

Traditionally achieved through **dubbing** - a post-production process where the original language of recording is swapped with audio recorded by human in a different language



**Expensive**

~\$100/min

→ Approximate dubbing cost including voice actors fee, post-production, and studio cost

**Long Process**

>2 weeks

→ 10 minute video takes at least 2 weeks to dub. Involves multiple functions. Longer ones can take months!

There are no affordable tools to make **content watchable in any language** with **high quality**.

## Human quality **automated dubbing** as a SaaS

### Human Quality

#### **Preserving voice features**

Automated dubbing based on thousands of hours of professional dubbing - keeping the original emotions, intonation & speakers performance

### Personalized

#### **Dubbing with your own voice**

For the first time training a deep-learning model that preserves your own voice across languages

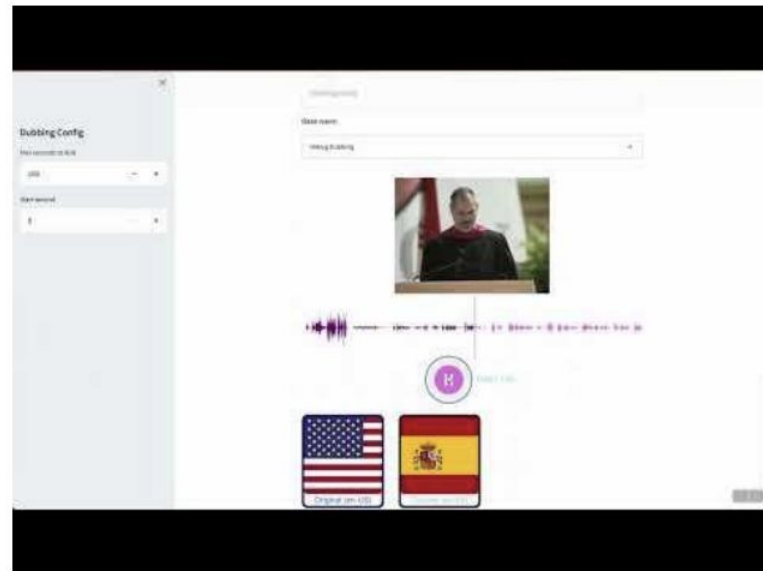
### Simple & Quick

#### **Accessible through an E2E solution**

SaaS that takes an input audio or video, and enables with a click of a button to do full dubbing - human-in-the-loop is supported for improving quality even further

We have already built a prototype with  
**state-of-the-art research for dubbing**

1. Any movie or audio input in English
2. Subtitles generation - either automatic speech recognition or metadata extraction
3. Translation from language A to B
4. Background noise + dialogue separation
5. **Automatic dubbing - voice generation in another language - core technology**
6. Dubbed video ready for download

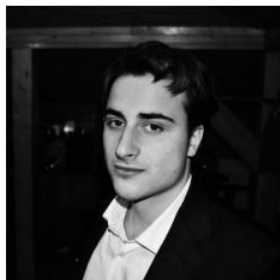


Demo video

Quick (10 minute video dub time)

2 minutes

**We have studied, lived and worked together. We are best friends since high-school.**



**Piotr Dabkowski | CTO**  
[ML Researcher](#)

Previously Machine Learning @ Google  
Computer Science at Cambridge & Oxford  
University

Deep-learning researcher - published a [paper](#)  
at NeurIPS with >300 citations

Open-source work - created [Js2Py](#) with >250k  
downloads / month and other projects



**Mati Staniszewski | CEO**  
[Deploying Products at Scale](#)

Deployment Strategist @ Palantir  
Mathematics at Imperial College London

Experience at BlackRock & Opera Software –  
modelling usage and risk metrics

Founder of new communities - created  
[Mathscon](#) – first Mathematics student led  
conference with >1000 students over 3 years

Eleven's **automatic dubbing** will power **seamless** communication and content across any language.

## Eleven Expansion



## Use-cases

### Real-time dubbing

automatic language conversion across  
online video and audio conversations

### Real-time voice conversion

online privacy protection,  
call-centers improvements,  
metaverse

### Professional Dubbing

full control of voice modification for  
highest quality automated dubbing  
in the feature movies

### Localization & Advertising

advertisements  
language embedding in core tools

### Offline voice generation

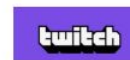
game development,  
audiobooks,  
podcasts

### Automatic dubbing for creators

content creators,  
audio & video  
editing software

Initial Focus

## Users





**\$2B**

Estimate for yearly TAM in for all professional content creators across podcasts and videos

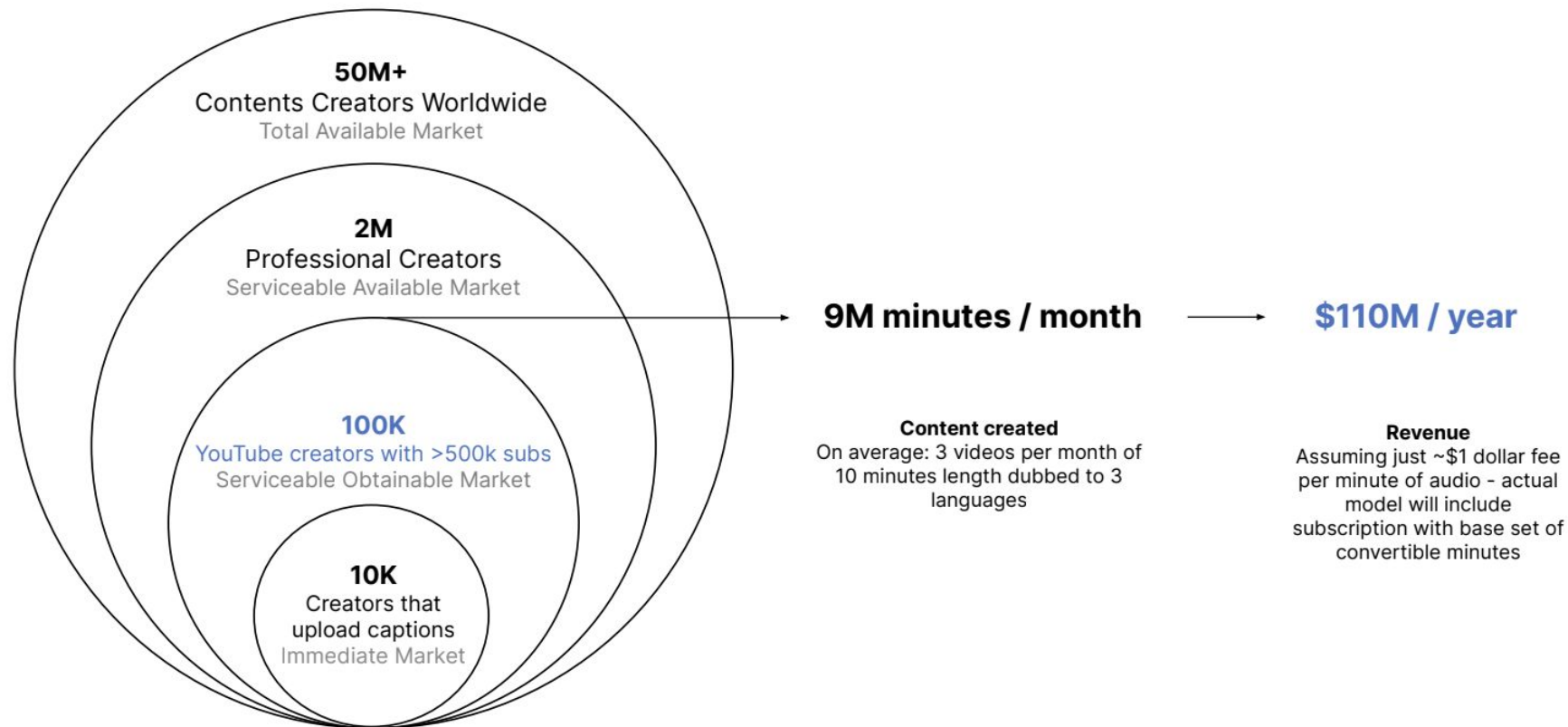
**\$4.6B**

Current yearly spent on game localization and movie dubbing - industry will disrupt

**\$24B**

Localization, translation, interpreting total market





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MrBeast English channel subscribers 🇺🇸

96M

→ MrBeast is one of top 5 YouTube creators by subscribers, starting his career in early 2012

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MrBeast Spanish channel subscribers 🇪🇸

19M

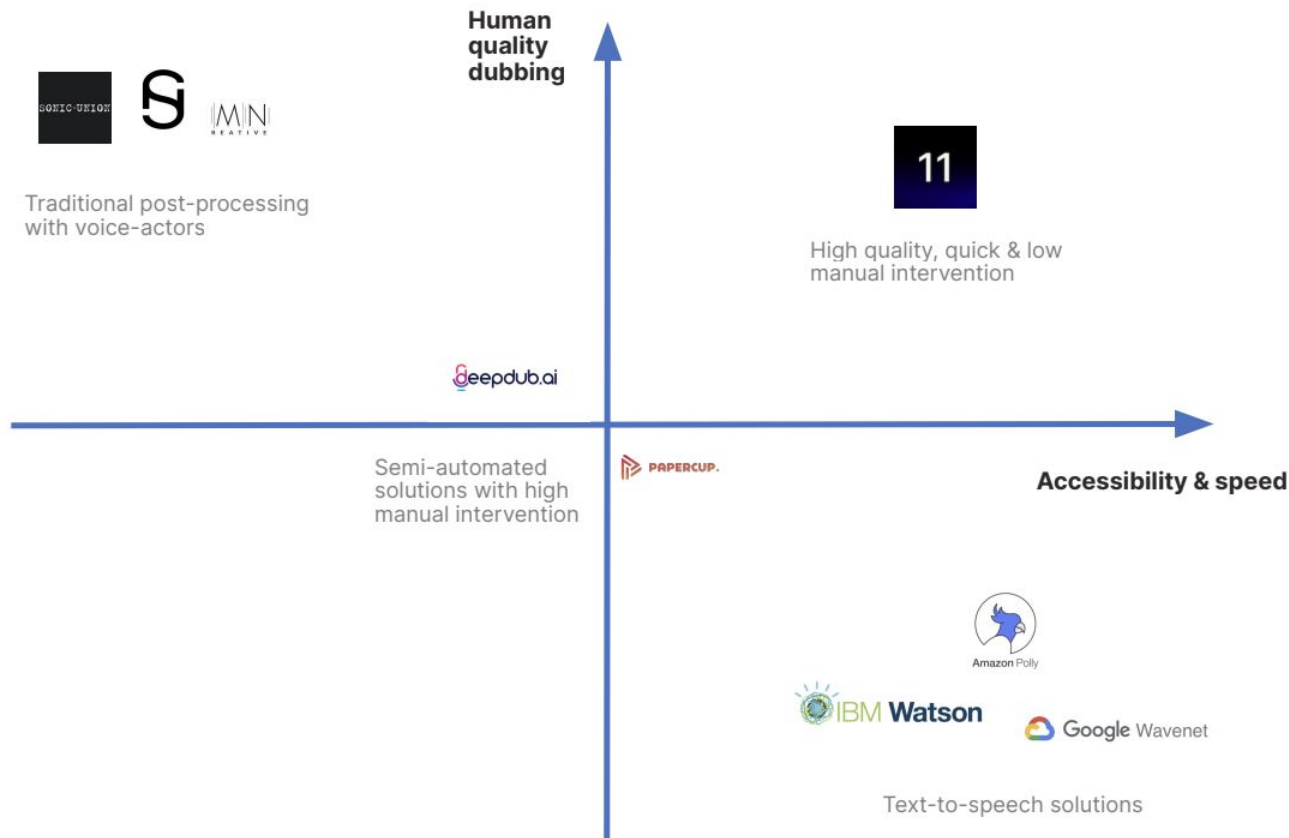
→ New channel started in 2021 with content dubbed professionally to Spanish. **One video generates ~\$50k!**

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### Key insights

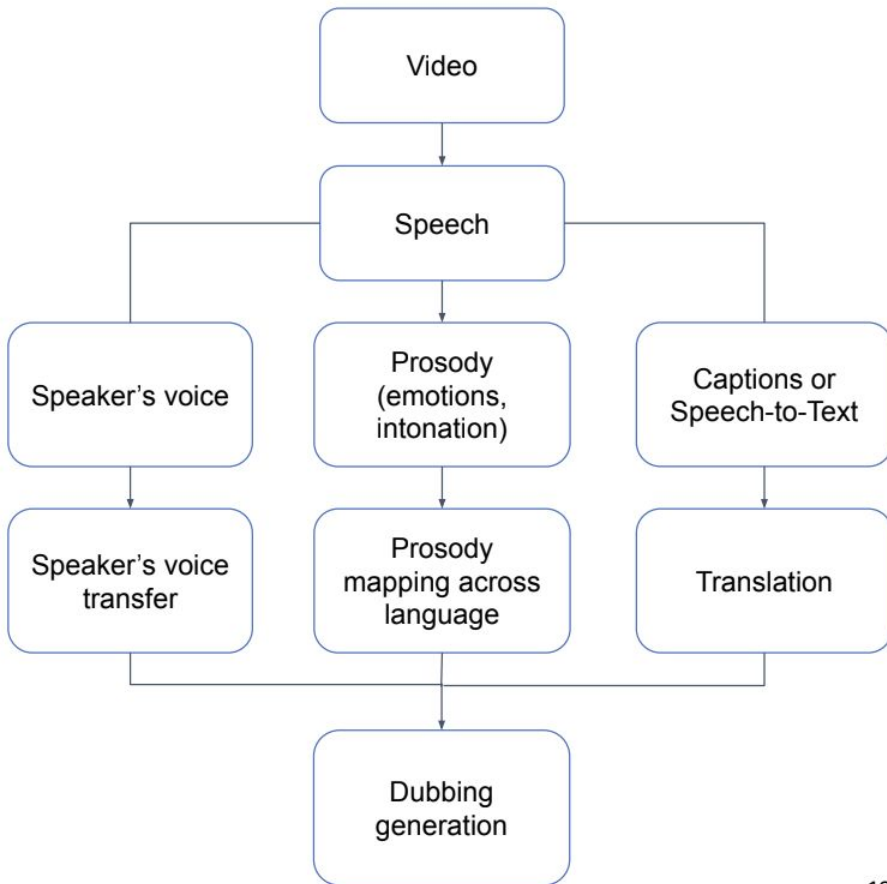
- Creators will explore the same model to reach **more viewers & revenue**
- **Quick** dubbing process requirement but a lower quality bar
- High volume data allows to **improve speech & text datasets** to build long term defensibility

Redacted



**New way to automatically dub** - preserves speakers voice, emotion, intonation

- Instead of traditional Text-to-Speech approach we take both **Speech and Text as an input to generate Speech** in a new language - with state-of-the-art results.
- **Novel speech representation** as a combination of:
  - **prosody (emotions, intonation)** - a sequence of per-phoneme, speaker independent annotations - based on professional dubbing
  - **speaker's voice** - separate speaker embedding - based on thousands of voices
- **Quick, affordable, generalizable** - easy to scale to new languages, where the end dubbing takes minutes instead of weeks



Redacted

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Powering content in any language with automatic dubbing