

BARUN MEDIA COMPANY INTRODUCTION

"Our goal is simple: to provide first-rate translations"

Anyone can translate.

But not everyone can translate well.

Only first-rate translators
can produce first-rate translations.

And here at Barun Media,
we can offer both.

Just leave the translation to us.

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OUR SERVICES

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PROLOGUE

01 Our Philosophy

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01 Our Philosophy

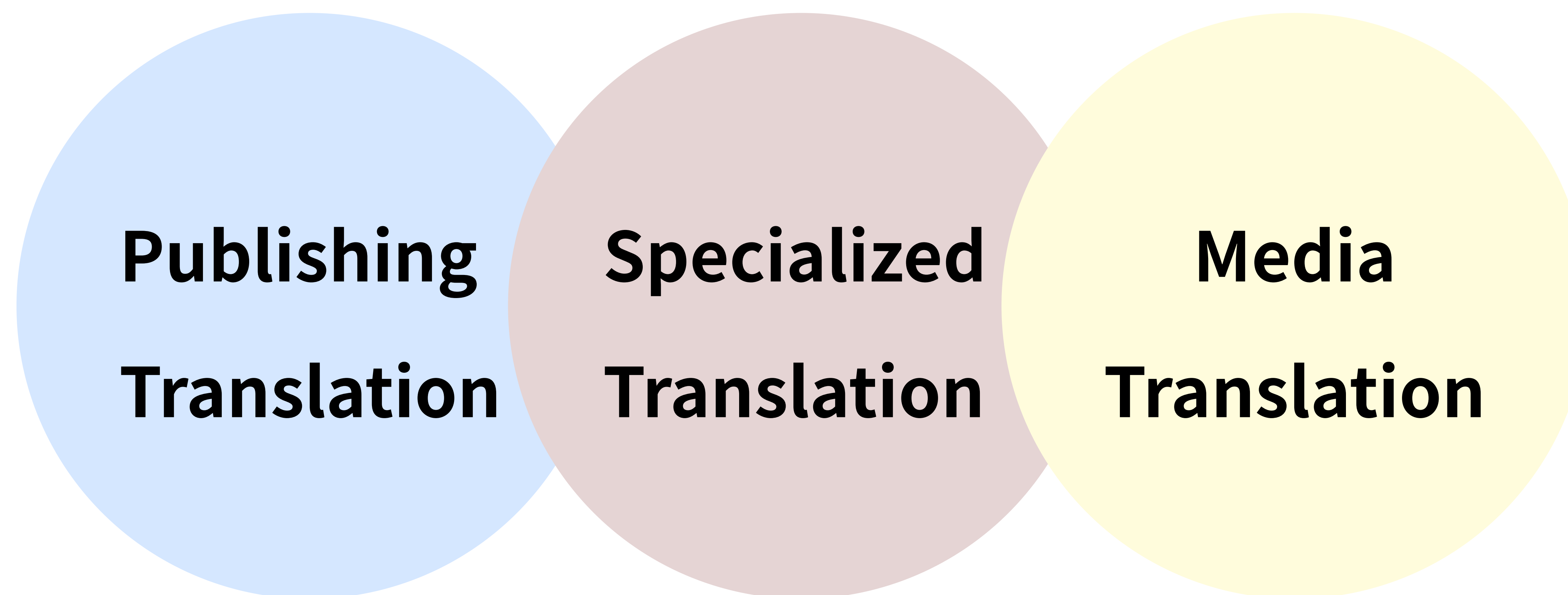
"The best for both our clients
and our translators"

- It is our job to provide our clients with high-quality translations. But that can only be achieved with good translators.
- But good translators often face a vicious system centered on dumping prices and ceaseless subcontracts.

That is why we ensure that our translators
- are offered steady work and the utmost respect, for satisfied translators produce satisfactory results.
- This philosophy has made us leaders in the publication industry and has helped us expand the services we offer.
- **The best work environment for our translators,
and the best results for our clients.**

02 Our Services

"Korea's first comprehensive translation company for publications, specialized content, and media."



From publishing translation, which requires accuracy and readability, specialized translation, which requires specific industry knowledge, to media translation, which requires an awareness of the local language,

Barun Media offers services for all kinds of content.

OUR SERVICE

Specialized Translation

"Excellent translations
come from excellent understanding."

03 About the Service

04 Why We're Good

05 How We're Good

Law, patents, IT, marketing, manuals, games,
medicine, civil engineering, business, machine industry,
electronics, chemistry, finance, accounting, pharmacology

03 Specialized Translation

Specialized translations cannot be done with simple foreign language skills.

✓	Knowledge of the jargon and vocabulary used in each field is needed
✓	Thorough understanding of the relevant industry is needed
✓	Awareness of certain technological aspects (especially for games, websites etc.) is needed

Only with these three things, can accurate translations be produced.

Approaching and understanding texts with expert knowledge

Native-level fluency of the target language

Quality management system based on a professional quality control team

Projects efficiently implemented by experienced managers

Here at Barun Media,

we unravel the exact meaning of the original text through sound understanding, then translate and reconstruct the language with native expressions and style, **and guarantee accurate translations that accurately reflect the original meaning.**

We actively communicate

We start by examining the document to be translated closely.

Then we actively communicate with both our translators and clients, to prevent potential issues from arising, to highlight the project's focus, and to request any additional documents needed.

We go beyond proofreading

Our quality control process is not limited to passive proofreading.

Our team use their extensive experience to actively search and cross-check information, therefore ensuring that your project has been translated accurately in terms of both language and content.

Only applicants in the top 5% are accepted as our translators

Our acceptance rate of applicants for translation roles at Barun Media is just over 5% (as of 2021).

Only the best translators - those who have received high scores in various areas, such as writing ability, spelling/grammar, accuracy of meaning, and level of expert knowledge for a certain field - are accepted as translators for Barun Media.

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How We're Good

- **We check project documents carefully**

First, we identify the volume and difficulty level of documents, as well as classifying them according to their field. This is vital for determining the **most reasonable price and delivery schedule**, and for choosing the most suitable translator to **maximize quality**. **In other words, you can trust us to be reliable and efficient.**

- **We confirm additional details**

We directly consult our clients to address additional matters, such as **potential issues, translation guides, and scheduling details**. This allows us to identify the **exact needs of our clients** and to **meticulously plan** the running of the project from start to end.

● **We choose the translator carefully**

Our translators boast **impressive backgrounds that span both industry and academic fields**. Among them, we select the translator that is best suited to your project.

In addition, we organize and provide the translators with any reference materials that are needed in the translation process, as well as laying out detailed guidelines.

● **We focus on quality assurance**

Our quality control process is carried out by native-level speakers: a native English speaker for Korean-English translations, a native Japanese speaker for Korean-Japanese translations, a native Korean speaker for English-Korean translations.

The combination of this process with **specialized translators who fully understand the original text**, guarantees **superior translations every time**.

● **Consistency and confidentiality are important to us**

For us, the delivery of a project marks the beginning, not the end. After delivery, we **meticulously record** certain information, such as circumstances to note and translation guides. This means we can provide **consistent translations** for similar future projects.

Moreover, our staff and translators are subject to **strict confidentiality agreements (NDA)** that remain in effect even after a contract is terminated. We also have **internal security staff** who ensure such regulations are followed.

OUR SERVICE

Media Translation

"A flexible approach to language,
an inflexible approach to translation guides"

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**Films, series, animations, documentaries,
marketing content, educational videos,
webtoons, web novels, e-books**

06

Media Translation

Video Content Translation

**(Subtitles/Dubbing scripts/
Scenarios/Metadata)**

We offer a variety of translation services for video content, including subtitle translation, document translation for scripts and scenarios, and metadata translation.

Web Content Translation

(Web novels/Webtoons)

When translating content from online platforms, such as web novels and webtoons, we make sure that we consider readership as well as the distinct characteristics of the platform itself.

Quality Control

(QC/Conforming)

This is a service that helps to improve the quality of translated works.

- QC involves correcting mistranslations and checking for other various errors.
- Conforming involves modifying works so that they comply with another company's guidelines.

We strictly adhere to our own internal standards, as well as to various OTT guidelines.

Transcription

Transcription involves transcribing and converting recorded speech into written text.

If you wish to have subtitles produced but do not have a separate script, transcription must be carried out first.

Dubbing

(Lip-sync/Voice-over)

Dubbing is the process of adding a human voice over a video. We offer high-quality dubbing services in cooperation with professional recording studios and voice actors.

- Lip-sync is when the voice actor's lines are in sync with the character's lip movements.
- Voice-over is a recording of a voice that plays in the background, such as in a narration for a documentary, or in a promotional video for a company.

Editing

(Time-coding/
Burning subtitles
/Video editing/Mixing/ME

We also offer a variety of post-production services.

We offer video time-coding, subtitle burning, audio mixing, and M/E separation services.

We run a translation school

Glbab Academy, an affiliate of Barun Media, offers a variety of classes and courses on media translation for over 200 students every year.

We supplement our translation pool with top students who have successfully completed a rigorous 9-month program at our academy.

By directly training and nurturing talented translators, we ensure that our translators are of excellent quality.

We have a professional and trained QC team

The quality control team at Barun Media is made up of full-time, professional employees, who have been specifically and thoroughly trained to be superb at what they do.

This team guarantees that the final version of your project is of the highest quality.

We provide feedback to our translators

Translators are not simply a necessary resource that a translation company needs - they are partners that grow along with the company.

We believe that the growth of a translator equals the growth of a company.

With this in mind, we manage a feedback system where our quality control team provides translators with detailed feedback on their translations.

We are strict about confidentiality

Both the full-time employees and freelance translators at Barun Media are subject to strict confidentiality agreements that remain in effect even after the end of a contract. In addition, we have internal security staff who systematically ensure that confidentiality is maintained at all times.

✓	"Exceptional understanding of the media industry"
	<p>Knowledge of format guidelines is as important as quality when it comes to translating media content. For example, subtitle guidelines for OTT companies such as Netflix and Disney+ are all different. Our translators are trained to carefully follow the official guidelines and rules of various companies. Our quality control team dedicate themselves to ensuring that all guidelines are met by double checking projects again and again through both technological and human means.</p>

✓	"Clear work processes for different types of projects"
	<p>We have set work methods that are designed to fit with specific types of media and projects. Whether it be subtitle production, creation of dubbing scripts, or burning subtitles, we have different work processes for different projects. Using our extensive experience, we are able to choose the most efficient work process for your project.</p>

✓	"We welcome feedback from our clients"
	<p>Clients may have various opinions about a delivered project. These opinions may be positive or negative. Here at Barun Media, we take all feedback from our clients as roads to improvement - we trace back our steps and make relevant adjustments until we have managed to improve our work process based on that feedback. By doing so, we are able to formulate translation guidelines and work methods that are perfectly catered to your needs.</p>



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09 Our Clients

NETFLIX



LINKFLOW





Company History

General Information

Company	Barun Media Co., Ltd.
CEO	Myungchul Kim
Established	Jan 14, 2020
Affiliates	Barun Translation, What-Book, Glbab Academy
Services	Publications and Publishing Translation Multimedia translation services Specialized Translation Education
Revenue	KRW 3 billion
Translators	500 translators approx. (as of June 2021)
Address	26 Eoulmadang-ro, Jeil Building, FL # 5 Mapo-gu, Seoul, Republic of Korea
Phone No.	02-6959-2161
Website	http://www.translators.co.kr http://www.barunmc.com

History

2004. 12. 20.	Barun Translation is founded (Publishing translation)
2007. 8.	We become a corporate company Glbab Academy is founded Classes on publishing translation begin
2007. 1.	Translator pool exceeds 100
2011. 3.	Classes on media translation begin
2012. 2.	Translator pool exceeds 200
2016. 8.	Translator pool exceeds 300
2019. 11.	Translator pool exceeds 400
2020. 1.	Barun Media Co., Ltd. is established (Media/specialized translation)
2021. 5.	Translator pool exceeds 500

**We look forward
to working with you.**

Inquiries pm@barunmc.com

Phone No. 02-6959-2161

Website <http://www.barunmc.com>

