

# Direct Translation Services for Banijay

## BACKGROUND

In a vibrant fusion of languages and cultures, Banijay approached Global Voices with a direct translation requirement. The stage was set for Lo Show dei Record on Canale 5, where performers from across the globe would challenge records and push their boundaries as humans.

Each performer, a unique voice in the grand narrative of Lo Show dei Record, needed their 40-second introduction to the program impeccably translated. These introductions, spoken in the mellifluous cadence of languages as diverse as Georgian, Vietnamese, Turkish, Amharic, Kurdish, German, Portuguese, and Chinese, were the essence of the show's multicultural spirit.



## AT A GLANCE

### Challenges

- Ensure translation content would fit in video format
- Time-sensitivity of the project

## Outcomes

- The direct translations seamlessly integrated with the videos, allowing the client to add Italian subtitles without compromising the flow or message of each performer's introduction.
- By maintaining the unique styles and personalities of the performers in the translated versions, we ensured that the introductions remained engaging and relatable to the audience.



Banijay's vision was clear: to make these introductions universally accessible. Enter Global Voices, who infused these introductions with subtitles, transforming the passion and drive of each performer into a visual and auditory feast. Our company interpreted fifty videos for the program during March 2022. Each subtitled video became a testament to the beauty of diversity and the power of linguistic harmony. Global Voices ensured in each video translation that the performer's passion and personality was allowed to shine through, and was left untampered by language barriers. Banijay's vision, realized through Global Voices' expertise, allowed Lo Show dei Record to transcend language barriers, capturing the hearts and minds of audiences worldwide.

Through this collaboration, Global Voices didn't merely provide subtitles; they crafted a masterpiece of global understanding.

- Banijay expressed their satisfaction with the quality and timeliness of our translations. They highlighted the significant role our services played in making their videos accessible to a wider Italian-speaking audience, as well as our ability to respect their strict deadlines.

**Time Frame**  
March 2022

**Videos Translated**  
50

**Languages Translated**  
8

