



## Protranslate Subtitle Translation

More than 1.57 billion out of 4.02 billion Internet users in the world opts for Youtube. 5 billion videos on average are watched every day on Youtube and 3 billion searches are made on average per month. Youtube, the second most used search engine in the world after Google, is localized for 88 countries and broadcasts in 76 languages, covering 95% of Internet users.





Youtubers are able to earn more revenue in countries where there is more competition among advertisers on Youtube.

Which countries are we talking about?

By adding titles, descriptions, and subtitles in the native languages of these countries to your videos, your content can be watched by the viewers in those countries, increase the number of views of your videos, and increase your revenue via Youtube!

When you add subtitles to your videos in different languages, the dialogues in your video content become available for all searches on Youtube, and the ratings of your videos will increase by up to 400%.

Countries with More YouTube Advertising Revenues

Country	CPM	Monthly Active Users (million)
Germany	\$38.88	31.3
United Kingdom	\$14.16	35.6
Canada	\$13.83	22.8
USA	\$13.18	167.4
Spain	\$8.43	18.7
UAE	\$6.00	7.7
Bulgaria	\$5.70	2.1
Saudi Arabia	\$3.11	23.6
Belgium	\$3.00	5
Morocco	\$2.71	7.6
Brazil	\$2.00	69.5
Mexican	\$1.34	29.4

As Protranslate, we supported many of our individual and corporate customers, especially Youtube video creators, within the scope of our subtitle and transcription service by projecting their videos to target audiences all over the world.

You can review the details of our works for some of these customers and their achievements with subtitles as a reference to our service.

## The Big 4



The online reality show 'The Big 4', in which the celebrities of social media, Kerimcan Durmaz, Caner Çalışır, Selin Cigerci, and Samet Liçina take part, offers viewers options of subtitles in 3 different languages including Turkish. Appeared with top rankings in the search results of the audiences from different countries about the reality show in their own language on Youtube, The Big 4 reached more than 8 million views; its earnings from YouTube has increased by 80% with the interaction it has received from Germany, Azerbaijan, the Netherlands, Austria, and the United Arab Emirates as well as Turkey.

## Halil Söyletmez - Cumali Ceber



The subtitles of many Youtube videos of Halil Söyletmez, who has become a social media phenomenon in 2013 with Vine videos and Cumali Ceber character, and Cumali Ceber films, shot in 2017 and 2018, were translated into German, Arabic, Chinese, English, Japanese, Russian by Protranslate's expert subtitle and transcription team. The promotional video of the film has been viewed more than 20 million times with the contribution of subtitle options in 6 different languages. German, Arabic, Chinese, English, Japanese, and Russian subtitles allow audiences from many different countries to watch and enjoy the film and it has contributed to the award of the film in international media.



## Mavi Baykuş Videos



Founded in 2015, Mavi Baykuş is a film studio and production company producing video content, interactive games and social media content for TV, cinema, and video sharing platforms such as Youtube, and Vimeo; it has been collaborating with Protranslate's professional translators on subtitles and other translation demands since 2016. With support of the expert subtitle team of Protranslate, Mavi Baykuş has added subtitles to its Youtube videos in 5 languages, taken advantage of the SEO power of subtitles in different languages, and ensured that its videos have top rankings in the searches in Arabic, Albanian, Indonesian, French, and English languages from all over the world; thus, it increased the number of views in these countries by 70% in a short time.

## Young Guru Academy

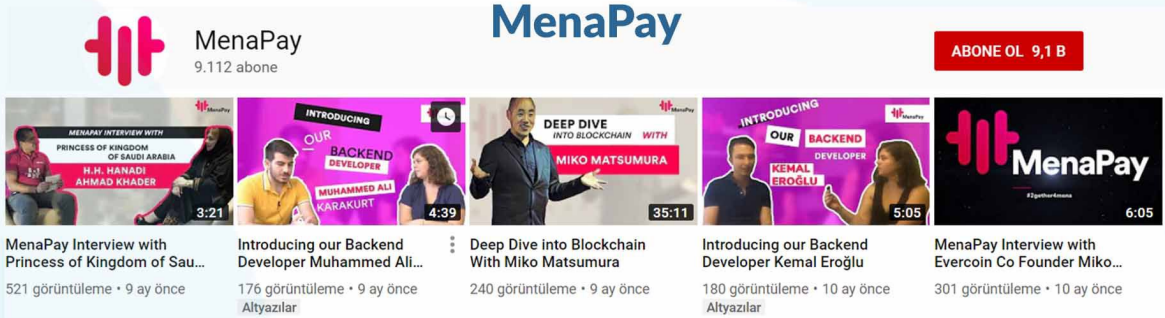


Young Guru Academy, which set out in 2000 to raise future leaders, is an international non-governmental organization based in Turkey; it provides over 1000 hours of training to the selected students from YGA Dream Partners consisting of well-known senior managers, academicians, artists and scientists. YGA worked with Protranslate's translator team that is specialized in personal development and training in adding English subtitles to Youtube videos. After adding professional subtitles to YGA's Youtube videos, the number of views increased by 40%.

## Double Trouble - Demirören TV



The transcription works, translation and synchronization of subtitles of Double Trouble, a series launched by Demirören Media in Turkey, are carried out by Protranslate's series subtitle translators. With this weekly subtitle translation, the series meets with foreign audiences simultaneously with Turkey on many platforms with various subtitle options. Double Trouble, which is broadcasted with English, Spanish, Italian, French, and Arabic subtitles, ranks 4th in the European Rating and most of the social media interactions are from Spain, Italy, France, and MENA Region.



MenaPay, which offers a payment system in cryptocurrency in the Middle East and North Africa Region, has worked with the specialized translators of Protranslate for the translation of all contents into Arabic, English, Russian, Chinese, Korean, and Japanese since the beginning of the project. MenaPay offers subtitle options in English, Arabic, and Russian for all contents related to blockchain technology on their Youtube channel. The videos in its channel, which was first launched in May 2018, have been viewed tens of thousands of times by people interested in cryptocurrency from all over the world, especially in the Arab Region.

## About Protranslate

Protranslate, which provides translation and localization services through its online platform into more than 70 languages worldwide, mainly the countries speaking Turkish, English, Arabic, Spanish and French, it is the largest online language services provider in Turkey and the MENA Region.

## Contact



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