

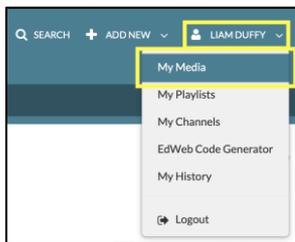
Media Hopper Create

Requesting and editing automated subtitles for your media content on Media Hopper Create

You can request automated, machine-transcribed subtitles for content you are the Owner or a Co-editor for on Media Hopper Create.

Requesting automated subtitles

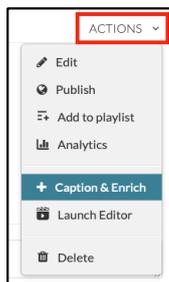
1. Click on **Your Name** (or **Guest** if you have not yet logged in) at the top right of the page, and click **My Media**.



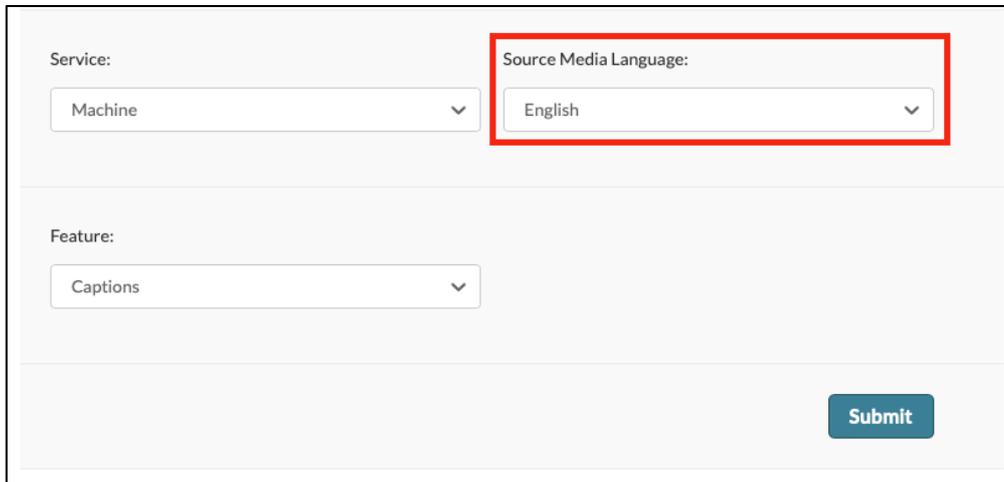
2. Find the media you would like to request automated subtitles for, and click on its title.



3. When the playback page opens, click **Actions** under the player, and click **Caption & Enrich** from the dropdown menu.

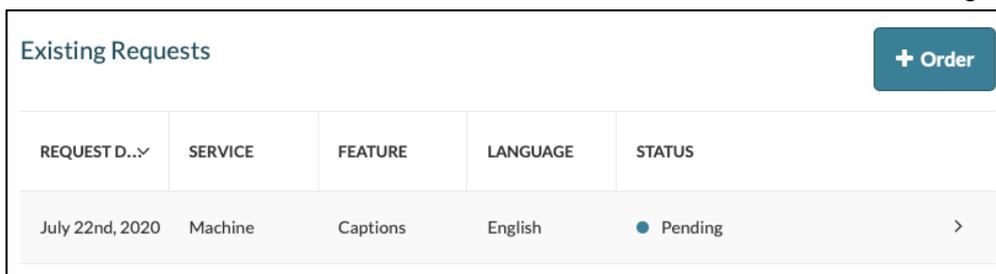


4. From the options that appear, ensure that the **Source Media Language** is correct – you can request automatic subtitles in a range of languages, but this must match the language that the video’s dialogue is in. This cannot be used to translate the subtitles in to a different language. When you are ready, click **Submit**.



The screenshot shows a form with two dropdown menus. The first is labeled 'Service:' and has 'Machine' selected. The second is labeled 'Source Media Language:' and has 'English' selected. This second dropdown is highlighted with a red rectangular border. Below these is a 'Feature:' dropdown with 'Captions' selected. At the bottom right is a blue 'Submit' button.

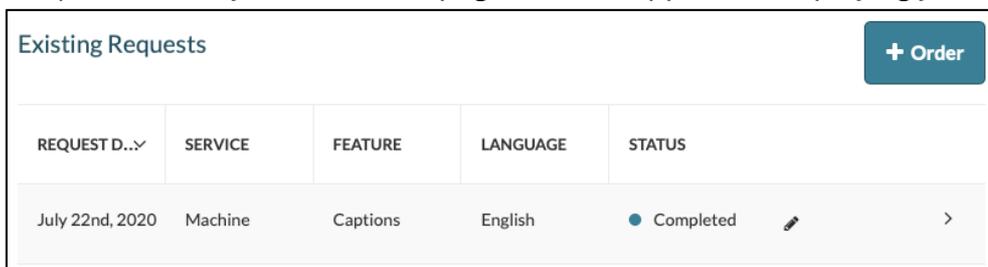
5. The *Existing Requests* section at the top of the page will update, showing information about the subtitles, and the status will be marked as *Pending*.



The screenshot shows a table titled 'Existing Requests' with a '+ Order' button in the top right. The table has five columns: 'REQUEST D...', 'SERVICE', 'FEATURE', 'LANGUAGE', and 'STATUS'. A single row is visible with the following data: 'July 22nd, 2020', 'Machine', 'Captions', 'English', and 'Pending' (indicated by a blue dot). A right-pointing chevron is at the end of the row.

REQUEST D...	SERVICE	FEATURE	LANGUAGE	STATUS
July 22nd, 2020	Machine	Captions	English	● Pending

6. The subtitles can take up to an hour to appear on the media, however they may be ready to edit sooner. Once they are ready to be edited, the status will change to *Completed* when you refresh the page, and will appear when playing your content.



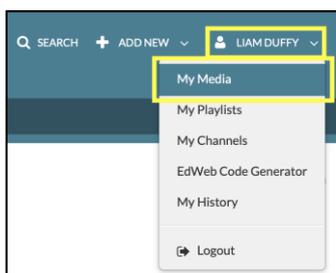
The screenshot shows the same 'Existing Requests' table as above, but the status of the request is now 'Completed' (indicated by a blue dot). A pencil icon is visible next to the status, and a right-pointing chevron is at the end of the row.

REQUEST D...	SERVICE	FEATURE	LANGUAGE	STATUS
July 22nd, 2020	Machine	Captions	English	● Completed

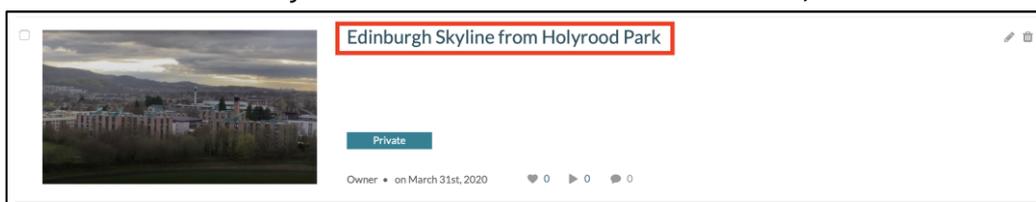
Hiding your subtitles while editing

As the automated subtitles are visible to anyone who has access to your content as soon as they have finished being processed, you can choose to 'hide' your subtitles until you have made any necessary edits.

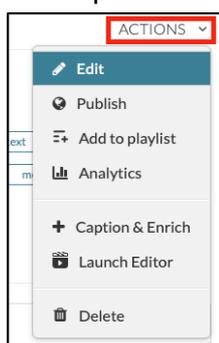
1. Click on **Your Name** (or **Guest** if you have not yet logged in) at the top right of the page, and click **My Media**.



2. Find the content that you would like to hide the subtitles for, and click on its title.

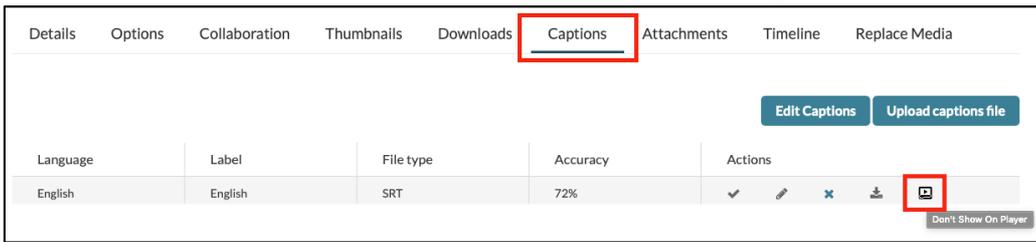


3. When the playback page opens, click **Actions** under the player, and click **Edit** from the dropdown menu.



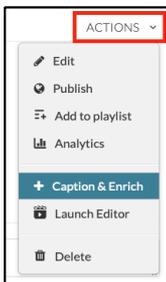
4. When the Edit page opens, click on the **Captions** tab. Next to your subtitles file will be several icons under the **Actions** heading. Click on the last one to hide your

subtitles. Once you have edited your subtitles, click this again to show them.



Editing your subtitles

1. When the playback page opens, click **Actions** under the player, and click **Caption & Enrich** from the dropdown menu.



2. When the Edit page opens, click on the **Captions** tab, then click the **Edit captions** button.

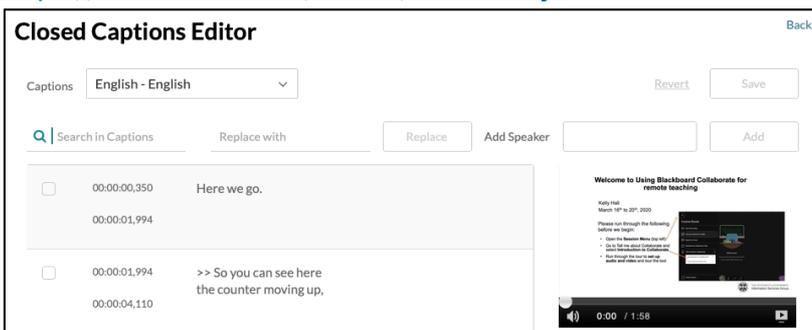
Existing Requests

[+ Order](#)

REQUES...	SERVICE	FEATURE	LANGUA...	STATUS	
23/04/20	Machine	Captions	English	Completed	

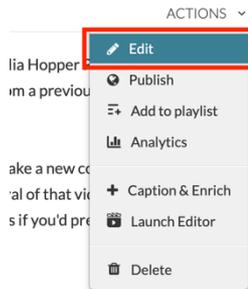
3. This will open the captions editor interface. More information on using the online editor interface can be found on our training video, available here:

https://media.ed.ac.uk/media/0_e5w9ufj2

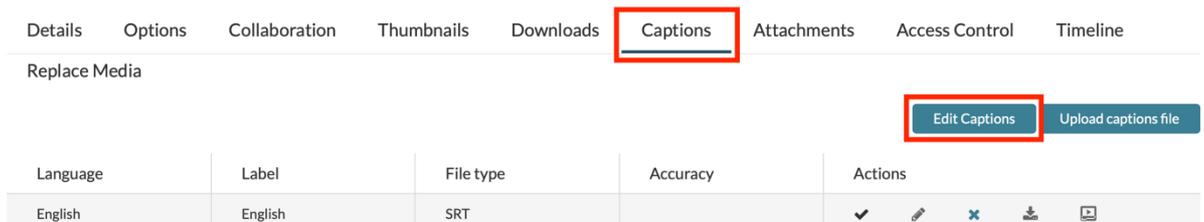


Accessing previously requested captions

1. If you have requested captions from Media Hopper Create in the past and have edited them using the previous version of the online editing interface, you can edit them by clicking **Actions** from the dropdown menu beneath the video player, and selecting **Edit**.

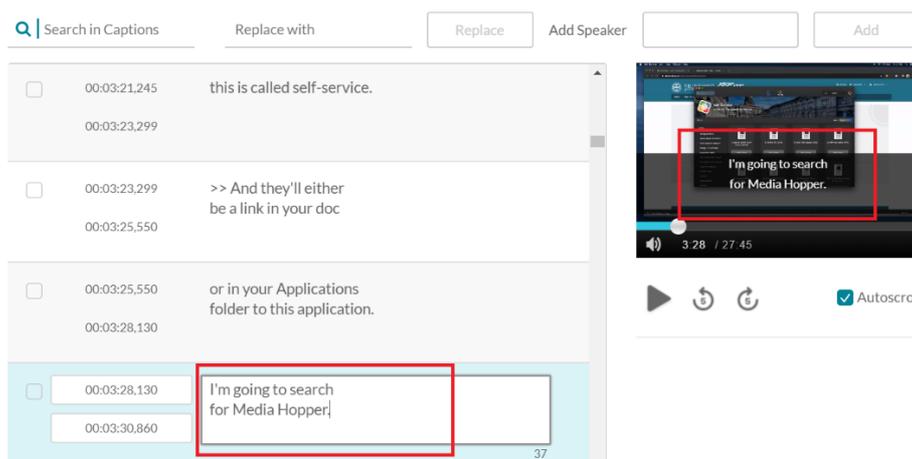


2. Navigate to the **Captions** tab, and then click on **Edit Captions** button. The Media Hopper Create captions editor interface will open.



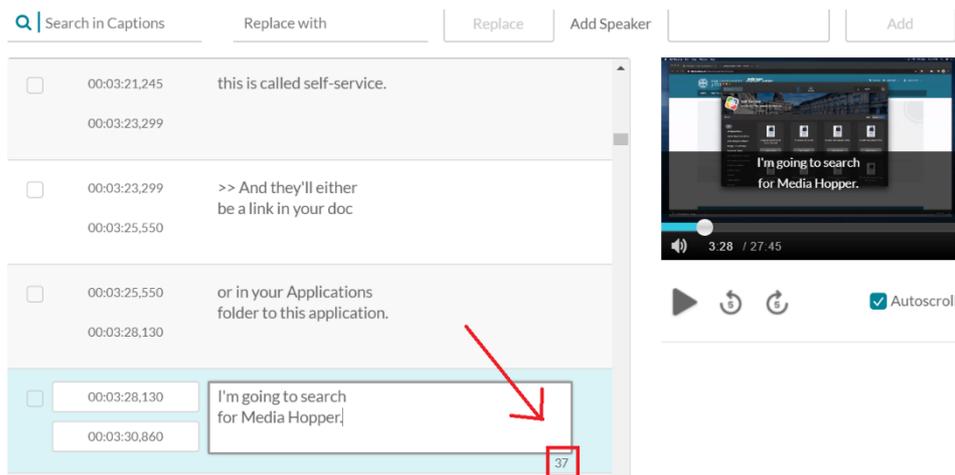
Editing the automated captions (also see Style Guide p9)

1. Segment by segment, listen to audio and check against captions.

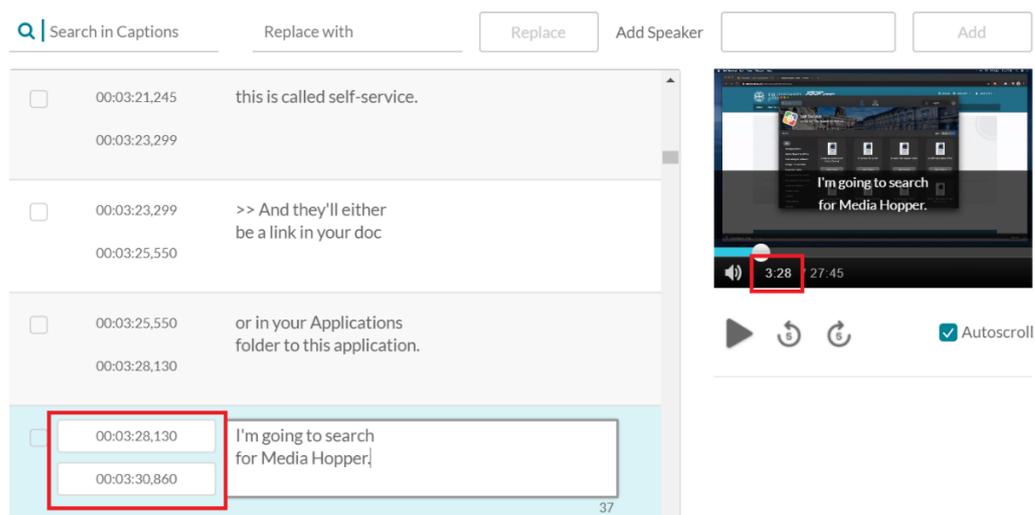


2. You can change the text in the corresponding text box in the timeline-sorted list. To correct a word, or add a label, either pause the video and make the change or click in the text and video will auto-pause.

3. If you're unsure of a word, use an online search, taking into account the context, to try and identify it. If this is unsuccessful, contact content owner with timecode and ask for their assistance.
4. No caption (2 lines) should exceed 70 characters. No caption should exceed 2 lines. Lines should be broken ideally at the end of a sentence. If that is not possible, then at a natural break (a clause or phrase). The editor has an inbuilt word-count:



5. It is important that captions should appear on screen exactly when speaker begins speaking and end exactly when they stop speaking. However, you should also ensure that captions remain on screen long enough to be read. Adjust timings accordingly.

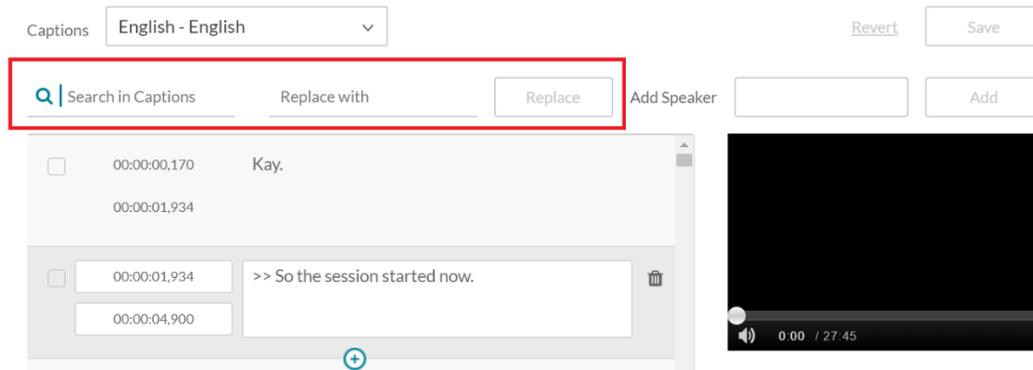


6. The same goes for any background noise, music, laughter etc. that you are using labels for – make sure they correspond to the actual timings on screen. Labels can be inserted using the shortcuts shown in the bottom right-hand menu. The style

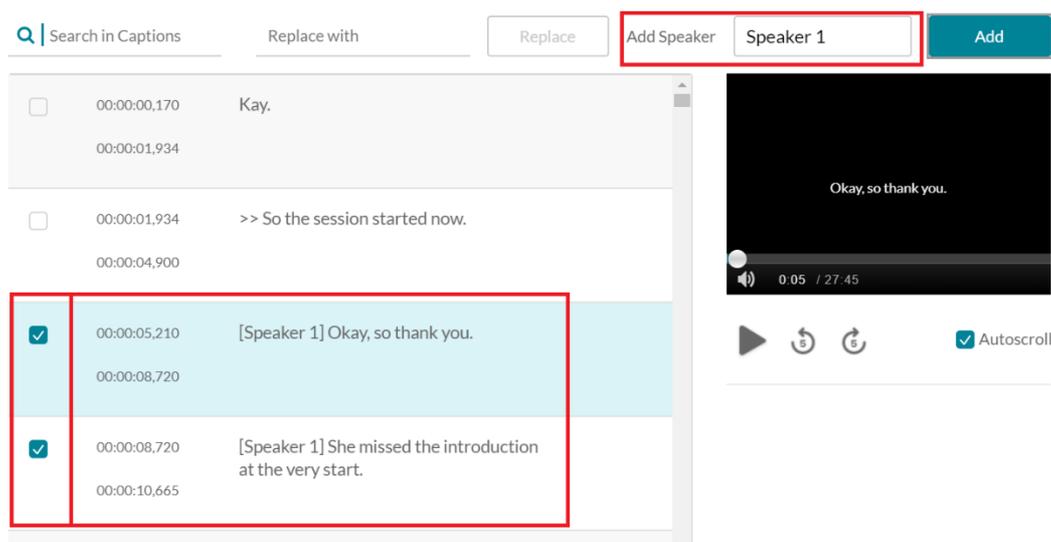
guide will also give guidance on when labels should and should not be used according to the context.

box.

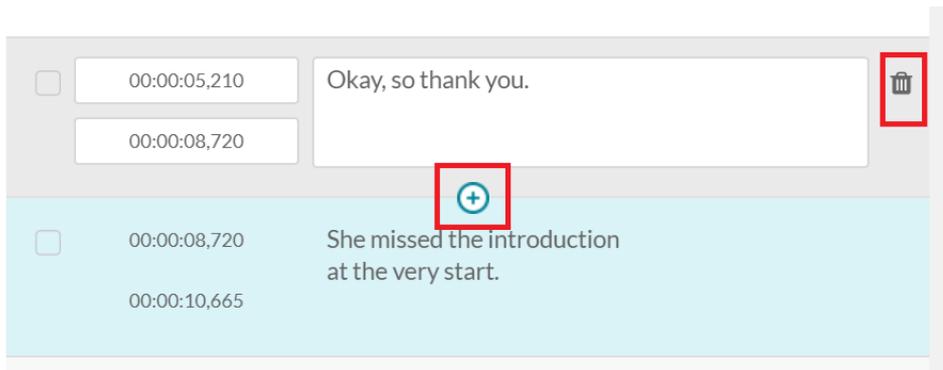
7. When you have completed the editing, click **Save** and **Approve** to publish it.
8. There are a couple of additional features that might come in handy sometimes:
 - * the **Search** and **Replace** tools, which allow you to search for a certain word throughout the captions and replace it if needed



- * **Add Speaker**, which allows you to add a speaker at the beginning of all the selected lines (eg. 'Speaker 1', 'Speaker 2' etc.)



- * Add a new caption segment by clicking the plus (+) button located between 2 lines of captions; or delete a caption using the trash button



Review your video in Media Hopper

1. Back in Media Hopper viewer, review the video from beginning to end, noting any errors.
2. If any are found, reopen the caption file, **Actions - Caption Requests - Edit** and make corrections.
3. When you have completed the editing, click **Save** and **Approve** to publish it

Style Guide

TIMING

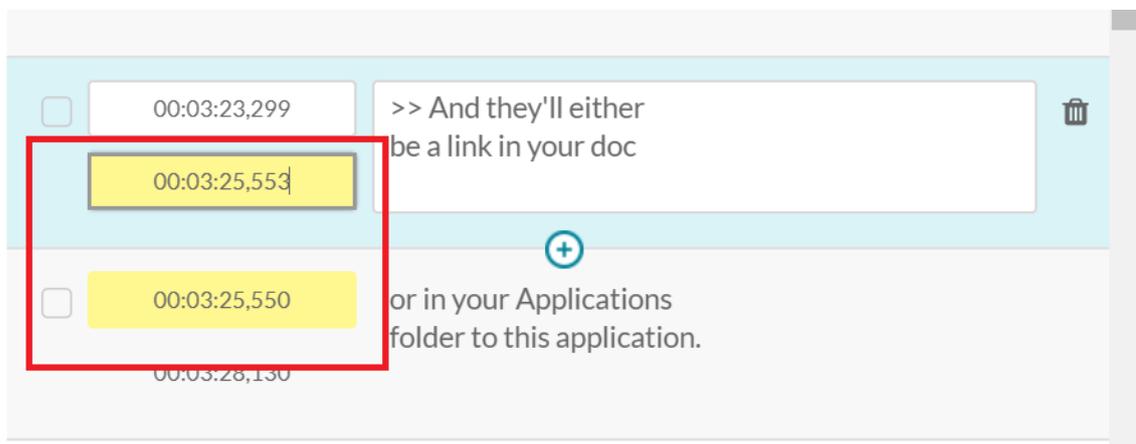
SYNCING SUBTITLES WITH AUDIO

Subtitles should, wherever possible, appear and disappear exactly when the words are spoken, but also need to appear on-screen long enough to be read.

A good rule of thumb is to organise the subtitles such that they appear for a minimum of **two seconds** on-screen to allow the viewer enough time to read them.

If you wish to conduct a rapid-fire check of your subtitle-to-audio syncing progress, pressing the 'forward' button in the image included below jumps to the next sentence from the beginning. If the sentence begins exactly at the same point as the audio, you're good to go!

The editor highlights the timings in yellow when there is an overlap. For example, in this case, the first segment would finish at 03:25,553 and the second one would also start at 03:25,553.



CONTENT

CAPTION VERBATIM (WORD-FOR-WORD)

Caption all actual words regardless of language, dialect, slang, foul language or slurs. It is **not** the editor's responsibility to censor any content. Editors just have to ensure that every word is transcribed exactly as is spoken.

CAPTION LIMITS

Have a maximum of two lines and approximately 70 characters of caption on screen at any one time. This is roughly estimated at around 10 – 15 words at a time on screen but use your discretion.

LINE BREAKS

Avoid ending one sentence and begin a new sentence on the same line, unless the second sentence is very short.

Have subtitle lines end at natural linguistic breaks, ideally at a clause or phrase boundary or a pause.

SPELLING

Use English (UK) spelling conversions (for example, standardise rather than standardize, behaviour rather than behavior, centre rather than center, where there is an option).

PUNCTUATION

Question marks (?) and exclamation points (!) should be used to indicate a question or emphasis respectively, placed immediately after the last character in a sentence. Full stops (.) and ellipses (...) have similar functions. These will break subtitle lines.

Use a single space after commas, colons, semi-colons, on both sides of dashes (but not hyphens), before opening brackets, and after closing brackets.

Be consistent when hyphenating words (either "sub-standard" or "substandard", not both).

Do not use full stops between abbreviated initials ("BSc", "EUSA", "USA").

Decades do not need an apostrophe ("1780s") nor do acronyms ("URLs").

Use inverted commas to indicate speech, reported speech or reported thoughts. ('XXXX' instead of "XXXX") (i.e. and I thought to myself 'why am I doing this', or as the author used to say, 'things are the way they are meant to be')

Use of quotation marks renders the use of punctuation as a line breaker null. For example: *As the Jabberwocky noted, 'What is the processor's internal temperature at this stage'?*
In this case, place the punctuation mark OUTSIDE the quotation marks i.e. *As the Jabberwocky noted, 'What is the processor's internal temperature at this stage'?* This will act as a subtitle line breaker.

If there are pauses between the sentences, usage of an em dash (—) to indicate a speaker's sentence revision or usage of an ellipses (...) WITHOUT SPACE BETWEEN THE WORDS to indicate speaker's hesitation to signify natural speech patterns.

CAPITALISATION

Capitalise the first word of a sentence and any word usually given a capital letter in UK English (proper nouns etc).

Do not capitalise a whole word to give emphasis.

Capitalize names, book titles, films, project titles, paintings, brand names and art pieces etc. Example: **Jeanette Winterson** recently wrote '**Written on the Body**'.

Differentiate between proper nouns and common nouns, for instance, capitalize for medicine brands, but not the type of medicine. Example: Winterson took **cetirizine** to cope with the bout of allergy she had while writing. She used **Zodac** for this purpose.

NUMBERS

Spell numbers from one to ten (one, two, three, four...)

Use numerals for:

- numbers larger than ten (11, 100, 1000)
- those in a technical or athletic context ("3.5 metres", "5 goals")
- time ("4:30 pm")
- date ("June 21st")

*For big numbers like 7,000,000 or 1,500,000,000, please use 7 million or 1.5 trillion instead, to keep the subtitles concise and easy-to-read.

PHONETIC WORDS AND PHRASES

When a phrase is spoken phonetically, caption it as it would be written:

- Spoken "www dot E D dot A C dot UK" Caption "www.ed.ac.uk".
- Spoken "two and a half thousand" Caption "2500".

SOUND

LAUGHTER/MUSIC ON THE SOUNDTRACK

If captioning laughter or music is necessary to make sense of the media clip or explain a gap, add a label:

- for background laughter, add the label [background laughter].
- if it is the speaker laughing, add the label [laughs].
- where laughter renders speech inaudible, add the label [laughter drowns speech].

POOR SOUND QUALITY / LOW VOLUME

Where this renders the speech impossible to hear, add the label [inaudible].

SPEAKERS

MULTIPLE SPEAKERS

If possible, multiple speakers should be differentiated and marked according to their order of speaking, not their names (Speaker 1, Speaker 2... instead of Professor Darren White, Betty)

Marking of speakers should be consistent throughout the whole video. For example: If a speaker has been titled as 'Speaker 1', they should appear as 'Speaker 1' consistently till the end of the video.

IDENTIFICATION

Speaker gender should not be indicated.

SPECIALISED TERMS

LOOKING UP TERMINOLOGY

When faced with the task of looking up terminology, start by going on a term hunt on google, and go from researching the broader topic looking for terms that look similar to the words you're hearing. Same with names, type something close to what you're hearing and specify the topic or issue at hand (I.e 'Ian Murray data science'; 'Deluze philosophy', which will lead to results like Iain Murray and Gilles Deleuze).

ADDITIONAL RESOURCES

University of Edinburgh Website Editorial Style Guide

https://www.ed.ac.uk/files/atoms/files/university-of-edinburgh-web-style-guide_0.pdf

Oxford Dictionaries <https://en.oxforddictionaries.com/>

BBC Subtitling Guidelines <http://bbc.github.io/subtitle-guidelines/>

Channel 4 Subtitling Guidelines

http://www.channel4.com/media/documents/corporate/foi-docs/SG_FLP.pdf