



After having captioned and subtitled hundreds of hours for NPVs (Netflix Preferred Vendors), we know their needs like the back of our hand. While we ourselves are not NPV (too small), we are one of their best in terms of quality.

When Netflix reaches out to captioning companies, they usually need thousands of hours captioned within a very small time. We frankly are not geared to take on that much work and pressure. So until such time we organically grow big, we'll continue to work as subcontractors with other large post houses.

But this we know: if you get any Netflix content captioned or subtitled, we guarantee it will pass with flying colors. Not only will the accuracy of words meet their most exacting standards, but also other detail such as when you use lyrics, IDs sound effects etc.

CHARACTER LIMITATION:

42 characters per line.

LINE TREATMENT:

2 lines maximum (3 is OK if necessary).

DURATION:

Minimum duration: 1 second per subtitle event

Maximum duration: 7 seconds per subtitle event

No blank cell should be less than 2 seconds. Add a blank cell (no caption cell) only if the pause between dialogue is more than 2 seconds.

LETTER TREATMENT:

Dialogue: Mixed Case

Forced Narrative (location callouts, signs, etc.): ALL UPPER CASE

(EXCEPTION: Written passages should mimic onscreen capitalization.)

NOTE: Forced Narrative should only be used if plot pertinent.)

Sound Effects: ALL UPPER CASE

Netflix Closed Captioning Guidelines

USE ITALICS FOR:

- Off-scene dialogue (characters not physically present — not simply off screen).
- Narration and voice-overs
- Electronic media (TV and radio chatter, phone conversations, etc.)
- Titles of books, magazines, poems, films, TV shows
- Transcribed foreign language words
- Song lyrics (if cleared by Netflix)

CHANGE IN SPEAKER:

Use a hyphen followed by a space for two speakers in one subtitle. Maximum of one character speaking per line.

Example:

- I want you to stay with me.
- But I want to go, Mom!

INTERRUPTIONS:

Trailing off or mid-sentence pickups should be indicated by three periods. Abrupt pauses should be indicated by two hyphens.

Example:

- What are you—
- Be quiet!

If a dialogue is left unfinished (trails off) use ellipses.

Example:

- I was wondering if...

MUSIC:

No need to have lyrics in the song if not pertinent to the show (The tricky part is deciding what is pertinent).

Instead of just having music symbols, it is better to describe music if it adds to the flavor of the content. No need to identify general filler music.

CENSORSHIP:

Dialogue must not be censored. Expletives should be translated as such.

Netflix Closed Captioning Guidelines

FOREIGN DIALOGUE:

Foreign dialogue should only be translated if originally intended to be understood.

Foreign-language words should be italicized unless part of regular usage.

Example: Commonly used foreign words in conversation – Bon appétit, rendezvous, doppelgänger, Zeitgeist, persona non grata, etc.

CHARACTER NAMES:

Leave character names in original language unless translations are approved by Netflix.

(EXCEPTION: Famous historical/mythical characters that might vary from language to language.

U.S. subtitle: Santa Claus — *German subtitle:* Nikolaus)

TITLES OF EXISTING MOVIES, TV SHOWS, ETC.:

Use official or well-known translations. If none are found, titles will be left in the original language.

SONG TREATMENT:

Songs (including opening theme songs) will not be subtitled/CC unless crucial to the plot. If plot pertinent, seek written clearance from Netflix. Lyrics are written in italics, with the beginning of each line capitalized.

TRANSLATION CREDITS:

No ending punctuation unless a question mark.