

Subtitler



AI overview

AI is beginning to transform the role of subtitlers by automating transcription and caption generation. AI tools could help create initial drafts, but subtitlers will remain crucial for proofreading, synchronisation, and adding creative elements such as tone and style. AI could be used to enhance the creative aspects of subtitling, offering dynamic adjustments for readability, timing, and lip-sync. Context-aware AI could also adapt subtitles in real-time based on user preferences, such as fading when not needed.

To prepare for the future, subtitlers could learn to manage AI tools that integrate noise reduction, machine learning, and speech recognition, allowing them to maximise efficiency and creativity in their work.

How can I prepare for the future?

As technologies develop, keeping up-to-date with the latest opportunities is important.

These are some of the areas that subtitlers may need to understand in the future.

Future Tech	Description	Learning resources
Visual Speech Recognition	VSR technologies are able to generate a transcription of a video based on the movement of lips from a video.	Papers and implementations of VSR can be found online, with testable web implementations also available.
In context understanding (visual and language)	AI systems will be able to recognise an environment and context within a sentence and paragraph and use that to adjust their ability to predict hard to hear words in a noisy environment.	Described as the 'convergence of AI agents' This is a new area with limited resources available at the moment but development is underway the gradient.pub is a useful resource.
Real-time collaboration platforms	Cloud-based platforms that allow subtitlers to share subtitles and collaborate with multiple editors, handle approvals, and implement version control easily.	Check out ScreenSkills Training, events and opportunities page for up to date courses. Resources are available from Frame.io. Other cloud-based systems provide tutorials for real-time collaboration.
Creative subtitles	Subtitling that goes beyond simply conveying words to the viewer, but enhances the immersive experience by adding stylised text and contextual timing elements.	Currently closed captioning doesn't allow images or video content to be included in the overlay. With AI automating some of the basic elements, the human creative aspects of subtitling will grow, watch for changes to 'cc' standards to enable this to happen.

What AI tools can I use right now? – Efficiency & workflow opportunities

Pre-Production

Recorded media subtitling: AI tools allow the automatic generation of subtitles in multiple languages from video content, which can be integrated directly into editing software.

Real-time live broadcast subtitling: AI can generate subtitles in real-time for live broadcasts and automatically overlay them on popular streaming platforms, enabling immediate accessibility.

Editing and translation: Many editing tools now include AI features to assist in translating content and generating subtitles during the editing process.

Production

Visual speech recognition (VSR): VSR technologies could transcribe audio based on lip movements, improving transcription accuracy, especially in noisy environments.

Contextual understanding: AI could recognise environmental context and adjust its transcription capabilities, improving accuracy in challenging situations.

Real-time collaboration platforms: Cloud-based platforms could allow Subtitlers to collaborate efficiently, share feedback, and manage version control, streamlining workflows.

Post production

Creative subtitles: AI could help enhance the subtitling experience by adding tonal and contextual elements, enriching the viewer's engagement with the content.

Real-time adjustments: AI tools could dynamically adjust subtitle position, scale, and visibility based on scene content or viewer preferences.

Integration with other AI systems: Future AI systems could combine visual, contextual, and linguistic data to create more immersive and accurate subtitles.