

Subtitle specifications 2026

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1. Introduction

With an eye on inclusivity and social responsibility, Ad Alliance encourages the option to add standard subtitles to the commercial expression of a campaign.

Our research in collaboration with DVJ-Insights shows that:

- Subtitles do not stand out and are positively assessed
- TV commercials with subtitles are not judged differently
- Those who notice subtitles are more enthusiastic

Subtitles do not detract from this and have a positive effect.

This document contains the specifications and tips that we use for the subtitles that are incorporated in the commercial to be delivered. This delivery is done via www.SpotDeli. **We do not work with a separate SRT file.**

For more recommendations and tips on subtitling, we would like to refer you to NVVS and other interest groups of the hearing impaired and deaf who are committed to 100% subtitling: <https://www.stichtinghoormij.nl/nl-nl/slechthorendheid/wat-doen-wij-voor-jou/ondertiteling>

2. Subtitle setting HD

For subtitles, we use the following settings that can be used for the layout of the subtitles. This includes the color, size, alignment, and font.

USING SCREEN SUBTITLES SYSTEMS (BROADCAST SOLUTIONS)

Font:	HelveticaNMC (NeueMediumCondensed)
Fontsize:	47 (pixels)
Fontstyle:	Normal
Position H center:	960 (center position) Position V: 1030
Left Cutting Edge:	130
Right Cutting Edge:	1890
Text colour:	100% white
Outline colour:	100% black
Outline thickness:	standard (not configurable)
Dropshadow:	none

USING TELESTREAM VANTAGE TRANSCODER

Font:	HelveticaNMC (NeueMediumCondensed)
Fontsize:	65
Fontstyle:	Normal
Position Center:	960 (position centered)
Position Bottom:	70
Position Left:	130
Position Right:	1890

RowGap:	240
Text colour:	Foreground colour: RGB: 245, 245, 245 (ForegroundAlpha=255)
Outline colour:	Background colour: RGB: 13, 13, 13 (BackgroundAlpha=255)
Outline thickness:	Background thickness: 200 (in 1/100 pixels)
Dropshadow:	none

USING AVID SUBCAP VIDEO EFFECTS

Font:	HelveticaNMC (NeueMediumCondensed)	
Fontsize:	65	
Fontstyle:	NormalPosition X:	0 (position
centered)Position Y:	442Position Left:	-
Position Right:	-	
RowGap:	Padding: 0Text colour:	White: Opacity
90%Outline colour:	BlackOutline thickness:	Outline weight: 175
Droshadow:	None: radius=0	

3. General rules for subtitles

For subtitling we use the following general rules with regard to punctuation marks, numbers, dialogues, abbreviations and titles:

GENERAL

- Divide the text as much as possible between the lines.
- Choose a logical point to break off (e.g. not after *that* in *that girl*, that belongs together).
- Don't hyphenate words.
- Don't make sentences too long and shorten them if necessary. Not everything has to be translated literally. Often even prefer not because English expressions are often different from the Dutch variants.
- Repetitions are often not necessary: **Easy, easy, easy = Take it easy.**
- Leave sentences long enough to read (many short words take more time than a few long words).

BREAK DOWN

The first part does get points, the second part gets a points and no capital letter.

1. When he saw the bill for the garage...
2. he thought back with regret to his trusty bike.

TWO SPEAKERS IN ONE SUBTITLE

The second sentence gets a dash, with a space after it.

Do you know where he is?- No idea.

TWO SPEAKERS IN ONE SUBTITLE, WITH THE SECOND COMPLEMENTING THE FIRST

The first sentence ends with dots, the second sentence starts with a dash, with a space after it and a capital letter.

When the cat is away from home...- The mice dance on the table.

NUMBERS

- Below ten you can write out, all other numbers are generally not written out. With amounts of money and ages, it depends on the situation what is the most beautiful/clearest. It's a matter of taste and whether it's pleasant to read.
- Note: If you choose a number at the beginning of a sentence, you must write the word after it with a capital letter: **3 Little toddlers sat on a fence.**

PUNCTUATION MARKS

- Only use an exclamation point if it has a clear function.
- A question mark and period must be applied.
- If you use a question mark or exclamation mark: 1x (so not 3 question marks in a row etc.)
- Quotation marks are often not necessary. If they are needed then use " (single) instead of " (double). But you can often do without it:
- **He said: I'm going home.**
(with a capital letter)
- Mr, Mrs and Miss, you represent without dots.
- No use of 't, ie or z'n'n . That reads messier than **it, he** and **his**.

ABBREVIATIONS

- Do not use dots for abbreviations. So CIA and not C.I.A.
- Put everything in capital letters up to 4 letters: **ANWB**, above that only the first letter: **Unesco**.

TITLES AND UNKNOWN/UNTRANSLATED WORDS

- A title of a movie is represented as: **The Amazing Spider-Man**
- And an unknown, untranslated foreign word can be enclosed in single quotation marks ('...').

MISCELLANEOUS

- Foreign addresses do not need to be translated.
 - **42nd Street**

- Display censored words or a beep like: (...)
- Cries like aaaargh, wow, and sounds of explosions etc. generally don't have to be subtitled as long as it's on screen. Just like a loose Yes or No.
- Spoken text that has also been shown does not have to be subtitled again.

Example

