



# Subtitle Specifications



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## Introduction

With inclusivity and social responsibility in mind, Ad Alliance is promoting the option of adding subtitles to a campaign's commercial expression by default.

Our research in collaboration with DVJ-Insights shows that:

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

Thus, subtitling does not detract and works positively.

This document contains the specifications and tips we use for the subtitles incorporated in the commercial to be delivered. We do not work with a separate SRT file.

For more recommendations and tips about 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>

## Subtitle Settings HD

For subtitles, we use the following settings that can be adhered to for the layout of the subtitles. These include color, size, alignment and font type.

### USING SCREEN SUBTITLING SYSTEMS (BROADCAST SOLUTIONS)

Font:	HelveticaNMC (NeueMediumCondensed)
Fontsize:	47 (pixels)
Fontstyle:	Normal
Position H center:	960 (positie waarop gecentreerd wordt)
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

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### USING TELESTREAM VANTAGE TRANSCODER

Font:	HelveticaNMC (NeueMediumCondensed)
Fontsize:	65
Fontstyle:	Normal
Position Center:	960 (positie waarop gecentreerd wordt)
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:	Backgroundthickness: 200 (in 1/100 pixels)
Dropshadow:	none

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### USING AVID SUBCAP VIDEO EFFECTS

Font:	HelveticaNMC (NeueMediumCondensed)
Fontsize:	65
Fontstyle:	Normal
Position X:	0 (positie waarop gecentreerd wordt)
Position Y:	442
Position Left:	-
Position Right:	-
RowGap:	Padding: 0

Text colour:	White: Opacity 90%
Outline colour:	Black
Outline thickness:	Outline weight: 175
Droshadow:	None: radius=0

## General rules for subtitles

For subtitles, we apply the following general rules regarding punctuation, numbers, dialogue, abbreviations and titles, among others:

### GENERAL

- Spread the text across the lines as much as possible.
- Choose a logical point to break off (e.g. don't after that in that girl, they belong together).
- Don't break off words.
- Don't make sentences too long and shorten if necessary. Not everything needs to be translated literally. Often even prefer not to because English expressions are often different from the Dutch variants.
- Repetitions are often not necessary: Easy, easy, easy = Quiet.
- Leave sentences long enough to read (many short words need more time than a few long words).

### BREAKING DOWN SENTENCE

The first part does get expletives, the second part gets an expletive and no capital letter.

1. **When he saw the bill from the garage...**
  2. **he thought back with regret  
to his faithful bicycle.**
- 

### 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 expletives, the second sentence begins 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

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

## PUNCTUATION

- Only use an exclamation point if it has a clear function.
- A question mark and period do need to 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 them
- **He said, I'm going home.**  
(capitalized, that is)
- Mrs and Miss, render without dots.

## ABBREVIATIONS

- When using abbreviations, do not use dots. So CIA and not C.I.
- Up to 4 letters put everything in capital letters: **ANWB**, above that just the first letter: **Unesco**.

## TITLES AND UNKNOWN/UNTRANSLATED WORDS

- A movie title rendered as: The Amazing Spider-Man
- And an unknown, untranslated foreign word, for example, can be represented in single quotation marks ('...').

## VARIOUS

- Foreign addresses need not be translated.
  - **42nd Street**
- Display censored words or a beep if: (...)
- Cries like aaaargh, wow, and sounds of explosions etc. generally don't need to be subtitled as long as it's on screen. Just like a loose Yes or No.
- Spoken text that is also on-screen does not need to be subtitled again.

## Example

