

5 Ways Investing in Localisation Pays Off Big Time

Think localisation is just about translating dialogue? Think again. When filmmakers invest in localisation – whether it's subtitles, dubbing, or SDH – they're not just making their work accessible. They're creating global opportunities, reducing risk, and building a stronger connection with audiences.

Here are **five solid ways** localisation delivers real returns – financial and beyond:

1. Bigger Box Office & Streaming Wins

Let's talk numbers. A **CSA Research survey** found that Fortune 500 companies investing in translation services were **1.5x more likely to grow their revenue**. The film world is no different. Take *Parasite* – the Oscar-winning South Korean film that raked in over **\$250 million worldwide**. Its global success was thanks in part to sharp subtitles that preserved its wit, nuance, and tension for international audiences.

2. Access to International Festivals & Funding

From Cannes to Berlinale, subtitled or dubbed content is essential for non-English speaking juries and audiences. Localisation can also help secure **co-production funding** from foreign partners who need to fully understand the script and tone. No clear translation? No green light.

3. Stronger Sales & Distribution Deals

Distributors want ready-to-go content. Localised versions (or even a polished translation script) show you're serious about **international sales**. Think of Netflix, which snapped up *Money Heist (La Casa de Papel)* after its success in Spain. Smart dubbing and subtitles helped it explode globally.

4. Happier Clients, Less Stress

Translation isn't just for audiences – it smooths out internal communication too. From legal docs to crew agreements, investing in accurate translation leads to **fewer misunderstandings, fewer delays, and fewer legal headaches**. That's peace of mind money can't buy.

5. Boosted Brand & Reputation

Culturally sensitive, well-crafted localisation reflects positively on your brand. It shows respect for diverse audiences and **builds loyalty and trust**. When your viewers feel seen and heard – in their own language – they're more likely to keep watching, and keep recommending.

Bottom line? Localisation isn't just a cost. It's a creative and commercial tool that helps your film travel further, connect deeper, and earn more – on and off the screen.