

VTR plc subsidiary Clipstream launches EU grant-aided eTitle project

Clipstream, the subsidiary heading **VTR plc**'s Digital Media Services Division, has announced that it is to develop a new software product, **eTitle**.

eTitle, which will be partially funded by an EU grant of €1.35 million, payable over the next two years, will address the requirement for EU broadcasters to make subtitles available on an increasing number of television programmes by 2008.

Currently the creation of subtitles for broadcast material is a complex, labour intensive task, involving a number of time-consuming manual processes. Accurate, synchronised transcription, with the added complication of translation across multiple language versions, is a significant cost to content owners and broadcasters.

eTitle will automate and simplify a number of the mundane, manual processes involved in producing subtitles, enabling subtitlers to work faster and more accurately and therefore significantly more cost-effectively. Clipstream is aiming to have a demonstration product ready by the end of 2004.

Clipstream will be joined in the **eTitle** project by partners MTV, TV3 in Barcelona and LS Productions in Prague, each selected for their respective expertise in different subtitling sectors, including live and archive subtitling and the DVD market. The University of Barcelona has been appointed as linguistic partner to advise on the translation capabilities of **eTitle** across European languages.

Neil Lane, M.D. of Clipstream commented, "Subtitling, on which the European market currently spends £500 million, has long been a costly bottleneck in the content production market. We now have partners in Government, the academic world and the broadcast industries, together with the financial input, to help realise our vision of bringing automation and greater efficiency to the subtitling process."

John Banks, VTR plc Group M.D. says, "Today's announcement demonstrates the importance of VTR's Digital Media Services Division in providing new sources of income. I am excited about the prospects for **eTitle** and expect it to make a positive contribution to the group."

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