



Original Content QA Lab: Subtitling Guidelines

HU-HU

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Reading Speed

17 characters per second for most programming.

13 characters per second for programming intended for children 6 and under.

Duration

Minimum duration for subtitles is 20 frames.*

Maximum duration for subtitles is 7 seconds.

*Reading speed should always be considered. Avoid reading-speed violations whenever possible.

Intervals

A minimum of 2-frame intervals should be used between continuous subtitles.

Character Limitations

40 characters per line.

Timing + Duration

Text should be timed closely to the beginning and end of audio when possible. However, it's acceptable for subtitles to stay on-screen for up to a second after audio ends to meet reading-speed requirements.

Avoid subtitles that:

- Are not in sync with the audio
- Start well in advance of the corresponding audio (approximately 7 frames or more)
- Stay on-screen for too long (more than a second after dialogue ends or more than 7 seconds total)
- Flash on-screen too briefly to read

Line Treatment

Subtitles should occupy 2 lines maximum.

Positioning

Standard positioning is center-justified, at the bottom of screen.

If subtitles obscure pertinent text that appears in the lower third of the screen, or if overlapping with lower-third text will cause subtitles to become illegible, then they should be moved to the top of the screen.

Titling Dialogue

Dialogue should be subtitled as faithfully as possible within the limits of reading speed.

- When reading speed is exceeded, dialogue should be truncated without sacrificing or altering its intended meaning.
- Non-essential dialogue should generally be truncated first (verbal hedgers such as "Nos," or "Tudja," for example).
- Conversely, subtitles should not add or rewrite dialogue for clarity.
- Do not title stand-alone utterances/exclamations such as oh, whoa, or wow. These can be titled when part of a larger sentence.

Dual Speakers

Use a hyphen to indicate two speakers in the same subtitle. No space should appear between hyphens and dialogue.

EXAMPLE:

-Úgy érzem, szavaznunk kellene.
-Megint? Már szavaztunk.

Continuity

Do not use ellipses when an ongoing sentence is split between two or more continuous subtitles. Commas should be used as usual when appropriate.

CORRECT:

SUB 1: Szerintem jönnöd kellene,

SUB 2: de nem hiszem,
hogy Apa és Anya engedné.

INCORRECT:

SUB 1: Szerintem jönnöd kellene...

SUB 2: ...de nem hiszem,
hogy Apa és Anya engedné.

Use an ellipsis to indicate:

- Dialogue that trails off
- Dialogue that begins mid-sentence
- An abrupt interruption.
- A significant pause (one second or more)
- If dialogue continues in the next subtitle after a significant pause, ellipses should be used at both the end of the first subtitle and at the beginning of the second subtitle.

EXAMPLE 1:

SUB 1: Várj, mindet megetted...

SUB 2: ...szó szerint mindet?

EXAMPLE 2:

-Elfelejtetted bezárni...

-Bezártam!

On-screen Text

Provide subtitles for all plot-pertinent on-screen text. This includes narrative text (text that is part of principal photography) and burn-in text (text that has been added in post-production).

Subtitles for on-screen text should always be in upper case.

For on-screen text that includes details about the speaker, subtitle speaker details, such as the speaker name, the name of their company, or the name of their character. You can abbreviate if it is necessary.

If the dialogue is interrupted by an on-screen text subtitle, use ellipses to indicate the interruption.

Note: On-screen text and dialogue always have to be on separate subtitles

EXAMPLE:

SUB 1: Nem értem...

SUB 2: VÁROSI BÍRÓSÁG

SUB 3: ...miért kellett ide jönnünk.

Glossaries

Keep a glossary of recurring terms and names to ensure consistency across episodes and seasons.

Glossaries should also include templates for recurring opening- and end-credits sequences when necessary.

Spelling & Research

Spelling:

Refer to the Magyar helyesírás szabályai (12. kiadás) as the primary source for spelling.

Available online here: <http://helyesiras.mta.hu/helyesiras/default/akh12>

The spelling of specific words and phrases can be checked with the Tools at <http://helyesiras.mta.hu/>

Titles and names:

When confirming the names of songs, albums, cast & crew, movies/TV shows, or apps, please remain consistent with how they appear in the Hungarian language stores of Apple Music and iTunes. Do not follow the US English style, only the first letter and proper nouns are capitalized in song titles.

- Translate brand names into a more generic term if the brand is unknown in Hungarian and the viewer would miss out on meaning in context (e.g. Coccolino for "Downy" or zsebkendő for "Kleenex").
- USE LOCALISED HU NAMES WHENEVER AVAILABLE (e.g. Miki egér for "Mickey Mouse", Hófehérke for "Snow White", Télapó for "Santa Claus")
- Do not translate proper first and last names (e.g. Peter, Smith, etc.).

Slang:

Slang spellings should be confirmed with reputable sources whenever possible.

Expletives

Match the audio. Do not censor at will. If the expletive is audible, title the word.

If the expletive is bleeped, muted, or censored in any way, title the first letter of the word and represent the rest of the word with asterisks.

EXAMPLE:

Ez k**** frankó.

Foreign Dialogue

Foreign dialogue should only be translated if it is plot-pertinent and meant to be understood by the viewer.

Non-essential foreign dialogue should not be titled if it stands alone. If non-essential foreign dialogue is part of a larger English sentence, then it can be titled and italicized.

EXAMPLE:

Arrivederci mondok az édességnek egy időre.

Italics

Italics should be used for

- Voice-over dialogue (examples: narration or a character's internal thoughts)
- Dialogue from an entirely different location (such as pre-lap dialogue from the next scene)
- Dialogue transmitted over phone, radio, TV, or other electronic device
- Song lyrics
- Foreign language
- Titles of books, albums and movies. (Song titles should appear in quotation marks.)
- Genus and species names (examples: *E. coli*, *Triceratops*)

Numerals

A comma is used as a decimal separator, and a space is used as a thousand separator. Thousand separators are used in case the number contains at least five digits. Numbers up to 10 000 should be written without a separator.

Examples: 12,50 cm; 9999 Ft; 100 000,00

The correct form of numbers can be checked at <http://helyesiras.mta.hu/helyesiras/default/akh12> (Vö MHSZ 292. - 300.)

Measurements:

Do not convert the measurements (e.g. imperial to metrics) to local measurements when given in sentences (or phrases). For example do not convert " (inch) to cm.

Dates:

With month & the day of the week written out in full: YYYY. month (D)D., day-of-week.

Example: 2015. január 5., vasárnap

With month abbreviated: YYYY. month-abbr. (D)D.

Example: 2015. jan. 5.

With numbers only: YYYY. MM. DD.

Example: 2015. 01. 05.

Period and spaces after the numbers are mandatory.

Time format:

With numbers only, with colon between hours and minutes
(H)H:mm

Examples:

9:00 (= 9 am)

10:30 (= 10.30 am)

13:05 (= 1.05 pm)

NOTE 1: 24-hour time-format is used.

If you need to match the 12-hour time-format:

reggel 9:00 óra (= 9 am)

délelőtt 10 óra 30 perc (= 10.30 am)

dél 12:00 óra (= 12.00 pm)

délután 1 óra 5 perc (= 1.05 pm)

este 11 óra 5 perc (= 11.05 pm)
éjfél 0 óra (= 12.00 am)
éjjel 2 óra 4 perc (= 2.04 am)
hajnal 4 óra 36 perc (= 4.36 am)

Abbreviations:

pm - du.

am - de.

NOTE 2: (H) = FOR HOURS ONLY: 0 is not used in front of a 1-digit number

Currency

If a unit of currency is spoken in dialogue it should be spelled out or represented with the appropriate symbol.

EXAMPLE 1:

99 centért vagy 1.29\$-ért adnám az appot.

If a unit of currency is not spoken in dialogue, the number should be written without it.

EXAMPLE 2:

Ez 129-be vagy 199-be fog kerülni,
a modelltől függ.

Punctuation

Follow standard official rules.

Some notes:

- Quotation marks should be used for written text that is quoted, recited from memory, or read. According to current recommendation by the Hungarian Academy of Sciences the main Hungarian quotation marks are comma-shaped double quotation marks set on the base-line at the beginning of the quote and at apostrophe-height at the end of it:

„A”

- Punctuation marks should be placed outside of the quotation marks unless they are part of the quoted material.
- If quoted text continues over several subtitles, quotation marks should only be used at the very beginning and very end of the quote. (Not at the beginning of each subtitle within the quote.)
- Colons can be used when appropriate.

Songs

Song lyrics should generally not be titled unless they are actuated on-screen and plot-pertinent. Plot-pertinent doesn't simply mean thematically relevant—it means that the lyrics convey information that is necessary for a viewer's understanding of the plot.

No end punctuation should be used when titling lyrics, except for question marks or exclamation points when appropriate.

Commas should be used as usual within lyrics, but not at the end of a line.

The first letter in each line should be capitalized.

CORRECT:

*Azt gondoltad, hogy leestem
De nem*

INCORRECT:

*Azt gondoltad, hogy leestem
de nem*

Translation Credits

There should not be a subtitle for a translation/translator credit.