Original Content QA Lab:
Subtitling Guidelines
PT-PT

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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

42 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

If the speed of the subtitle is too fast, the subtitle must be adapted for easy reading. It is important to make it as compact and concise as possible.

EXAMPLE:

Original line:
Bem, na verdade, eu queria dizer-te que já vi o filme.

Adapted line:
Eu já vi o filme.

If the speed of delivery is slow, a good idea would be to have successive one-line subtitles to ideally match the beginning and end of audio.

EXAMPLE:

SUB 1: Bem, na verdade,
SUB 2: eu queria dizer-te
SUB 3: que já vi o filme.

Line Treatment

Subtitles should occupy 2 lines maximum. If the subtitle exceeds one line, both lines should be of comparable length but, when not possible, the first line should have less characters than the second one. Line breaks should ideally match a logical break in the dialogue, for example, after a punctuation mark, or before a preposition or conjunction. A noun should not be split from its article.

EXAMPLE:

Ele foi para o Porto
e conheceu imensas pessoas.

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 "Bem," or "Tu sabes," 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. Additionally, there should be a space between the hyphen and the dialogue.

EXAMPLE:

- Acho que temos de votar.
- Outra vez? Já fizemos isso.

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: Eu diria que podes vir connosco,
SUB 2: mas eu acho que
a mãe e o pai não iriam aprovar.

INCORRECT:

SUB 1: Eu diria que podes vir connosco…
SUB 2: … mas eu acho que
a mãe e o pai não iriam aprovar.

Use an ellipsis to indicate:
- Dialogue that trails off
- Dialogue that begins mid-sentence
- 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 (without a space) and at the beginning of the second subtitle (with space). (Example 1)
- A sudden interruption. (Example 2)
- An interruption to the dialogue caused by on-screen text (see below "On-screen text" section).

EXAMPLE 1:

SUB 1: Espera, tu comeste…
SUB 2: … literalmente tudo?!

EXAMPLE 2:

- Eu acho que te esqueceste…
- Não me esqueci, não!

Note: If an ellipsis is used to indicate that part of a word is missing, there should not be a space. (Example 3)

EXAMPLE 3:

Onde estão as minhas cha…?

On-screen Text

On-screen text that conveys important information to the scene should be included.

This includes narrative text (text that is part of the principal photography, such as a sign hanging on the wall, a note on the fridge or a text on a cell-phone screen) and burn-in text (text that has been added in post-production, such as location text "BERLIN, 1942" or name/title information "James Corden - Host").

Subtitles should generally match the case of the on-screen text.

For on-screen text that includes details about the speaker, only subtitle their title (translate as appropriate). Do not subtitle speaker details that are redundant, such as the speaker's name, the name of their company or the name of their character.

On-screen text should be omitted if it is understood by the audience and would be redundant.

When a narrative interrupts dialogue, use an ellipsis at the end of the subtitle that precedes it and at the beginning of the subtitle that follows it.

EXAMPLE:

<div align="center">

SUB 1: Eu trabalhei neste filme…
BURN-IN: REALIZADOR
SUB 2: … durante seis meses.

</div>

Note: On-screen text and dialogue should always be on different subtitles.

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

Resources:
For spelling and use of terms, refer to the following online resources:
- Portal da Língua Portuguesa:
  http://www.portaldalinguaportuguesa.org
- Dicionário da Língua Portuguesa On-Line - Priberam:
  https://www.priberam.pt/dlpo/dlpo.aspx
- Dicionário da Língua Portuguesa - com Acordo Ortográfico, da Porto Editora:
  http://www.infopedia.pt/dicionarios/lingua-portuguesa/
- Conversor do Acordo Ortográfico - Porto Editora:
  http://www.portoeditora.pt/acordo-ortografico/conversor-texto/

- Ciberdúvidas da Língua Portuguesa:
  https://ciberduvidas.iscte-iul.pt

The following links contain useful information regarding official terms, such as localized names of countries, currencies, languages and acronyms. In addition, they also contain grammar and spelling rules:
  http://publications.europa.eu/code/pt/pt-000100.htm
  http://publications.europa.eu/code/pt/pt-4100000.htm

Titles and names:
Main title and episode titles should not be subtitled.

When confirming the names of songs, albums, cast & crew, movies/TV shows, or apps, please remain consistent with how they appear in Apple Music and iTunes.

Translate brand names into a more generic term if the brand is unknown for the Portuguese audience and the viewer would miss out on meaning in context (for example, "lixívia" for "Clorox").

Translate character names or nicknames if their localized form is generally used and well-known (for example, "Branca de Neve" for "Snow White"), or if the name is plot-pertinent (for example, "Bufo" for "Snitch").

Translate historical or popular characters if there is a localized form (for example, "Pai Natal" for "Santa Claus").

Apply localized spelling conventions for IP-protected names and terms (for example, "A Bela e o Monstro" for "The Beauty and the Beast").

Do not translate proper first and last names (for example, Peter, Smith).

Capitalisation:
The names of days of the week, months, languages, nationalities, also adjectives derived from country names should be not capitalized in Portuguese.

Abbreviation and acronyms:
Only well-known acronyms should be used (e.g. FBI, CIA, etc.); otherwise, acronyms should be avoided. Acronyms must be used without periods. In addition, acronyms do not have a plural form.

Do not translate acronyms unless there is a well-known localized equivalent.

Abbreviations should generally be avoided, except for well-known ones (for example, "adn"). Please note that there is no full stop used after the abbreviations obtained from the first and last letters of the word.

A full stop should not be used after abbreviations of units of measurement (for example, 37 m).

The symbols and shortenings in chemistry, physics, mathematics (for example, O, H, Km, l, Kg) as well as the cardinal points (N, S, E, O) are written without a period.

Slang:
Avoid using casual and slang spellings. If needed, confirm them 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:

O filme de ontem foi uma m****.

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.

EXAMPLE:

Esse homem é *persona non grata* aqui.

Italics

Italics should be used for:
- Voice-over dialogue (for example, 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

Numbers one to ten should be spelled out. Numbers 11 and up should be represented numerically.

Numbers between 1000 and 9999 do not require a space. Numbers 10 000 and up should be written with a space.

Exceptions:
- Addresses should always be written numerically: Rua do Amial, 5
- Numbers that begin a sentence should generally be spelled out.
- In case of an obvious quantitative, mathematical or scientific context, as well as hours or calendar dates, numbers one to ten should be represented numerically.

Decimals:
A comma should used (example: 3,47).

Date and time format:
- Short date format: 28/07/2017
- Long date format: 28 de julho de 2017
- The 24 hour format should be used, with the colon (:) as a separator (for example: 16:48). AM/PM should not be used.
- Centuries should always be represented by Roman numerals (example: "século XX").
- Decades should be written with the word "anos" followed by the respective number (for example, "os anos 80" for "the 80s").

- Names of days and months must be used in their normal form, not abbreviated (example: "segunda"). Please note that the first letter is never capitalized.

Symbols:
Always use a space between a number and an abbreviation or symbol (6 km, 5 ºC, 14 %).

Metric system:
Units must be converted to the metric system. In addition, temperature should be converted to Celsius degrees.

Depending on context, conversion does not need to be exact, it can be approximate (example: three miles should be approximated to 5 km, instead of 4828 m).

No full stop should be used after abbreviations of units of measurement.

The numeric value and the unit should not be appearing in different lines.

Currency

If a unit of currency is spoken in dialogue it should be spelled out.

EXAMPLE 1:
Eu venderia a app por 2 dólares.

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

EXAMPLE 2:
O produto irá custar 129 ou 199
dependendo do modelo.

Note: Currency should never be converted.

Punctuation

Follow standard official rules.

Notes:
- Quotation marks should be used for dialogue and written text that is quoted, recited from memory, or read. They should also be used to convey irony.
- Question marks and exclamation points should be placed outside of the quotation marks unless they are part of the quoted material. Periods and commas are always placed inside of the quotation marks.
- 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.)
- Use single quotes for a quote within a quote.
- Colons can be used when appropriate. Semicolons should not be used.

Spacing issues:
- There should never be a space before any punctuation marks (for example, question marks, exclamation points, etc).
- There should not be a space before an ellipsis that is used at the end of a sentence (for example, "E viveram felizes para sempre…"). However, there should always be a space between an ellipsis and the following word when the ellipsis is at the beginning of the sentence (e.g. "… fiquei sem palavras").

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:

> *Eu tive de cair para perder tudo*
> *Mas no fim nem sequer importa*

INCORRECT:

Eu tive de cair para perder tudo,
mas no fim nem sequer importa

There is a bit more leniency with casual/slang spelling in song lyrics than in spoken dialogue. For example, dropping the "es" from "está" — as in "'Tá-se bem"—is acceptable when the audio calls for it.

Songs in which the lyrics have been altered or parodied for comedic effect can generally be titled.

Translation Credits

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