# Revision History

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| 0.1 DRAFT - 2019-09-17 | - Migrated the Subtitle Style elements for post-theatrical subtitles from the “Disney Subtitles Specification v1.8” document.  
  ○ Updated “Acronyms and Terms” section to be focused on terms relevant to this document.  
  ○ Omitted any workflow or spec information.  
  ○ Safe Area has been updated from 10% on each side to 5% on each side.  
  ○ The minimum of 2 frames gap between events has been updated from should to shall.  
  ○ SDH subtitles are now allowed to have a music note glyph, ♫.  
  ○ The list of fonts to use when rendering text-based subtitles has been updated.  
  ○ Diagrams and examples from the 20th Century Fox documentation have been added. | Dave Kneeland Andrew Wahlquist |
| 0.2 DRAFT - 2019-09-19 | - Language refinements based on peer review feedback.                                                                                   | Dave Kneeland           |
| 0.3 DRAFT - 2019-10-04 | - Added examples for each font in Appendix B                                                                                           | Dave Kneeland           |
| 0.4 DRAFT - 2019-10-14 | - Updated title page Disney logo.                                                                                                       | Dave Kneeland           |
|                    | - Language refinements based on peer review feedback.                                                                                   |                         |
|                    | - Updated CC pop-on and pop-off tolerances with audio from at least 1s to at least 0.5s.                                               |                         |
| 0.5 DRAFT - 2019-11-25 | - Changed the Caption Facility Credit from a requirement to a recommendation.                                                            | Dave Kneeland Mike Krause Sam Johnson |
|                    | - Updated the section “Words per Minute” to “Characters Per Second”.                                                                  |                         |
|                    | - Updated CPS recommendation from 15 to 20 for traditional content, and from 13 to 17 for children’s content.                             |                         |
|                    | - Updated pop-on and pop-off tolerance with the audio from 2 frames to 2-3 frames.                                                      |                         |
|                    | - Added “Appendix A - Main Title Instructions.”                                                                                         |                         |
| 1.0 - 2020-02-14    | - Document approved by WDC Specs Working Group                                                                                        | Dave Kneeland           |
| 1.1 - 2020-04-24    | - Added color guidance to Appendix C                                                                                                   | Dave Kneeland           |
| 1.1.1 - 2022-06-03  | - Clarified foreign dialogue instances in audio dubs for HOH, FNs and Full subs                                                        | Mike Krause             |
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3 Introduction

The Walt Disney Studios, Walt Disney Television, Disney Media Distribution (part of Walt Disney International), and Disney Digital Network (part of Disney Consumer Products and Interactive Media) distribute thousands of movie and television packages to hundreds of digital retail and streaming services annually. The teams responsible for servicing the Company’s content have amassed a wealth of knowledge over the past eleven years and are actively undertaking strategic supply chain efficiency initiatives and standards implementation efforts.

The subtitle and closed captioning style in this document supersede the other Disney and 20th Century Fox documentation, such as the “Disney Subtitles Specification” or the “FOX Enterprise Operations CC and Subtitle Style Guide.” Those documents can be provided by sending a request to STUDIO.DL-Burbank.LocalizationOps@disney.com. It’s important to note, however, that the scope of this document does not include theatrical elements. This is for assets that are being created for post-theatrical workflows.
4 Acronyms and Terms

Closed Captions: Line 21 binary file that accompanies the original language audio. Full dialog with “Character:” tags, as well as description of key audio events. Does not duplicate burned-in narrative titles.

Forced Narratives: Subtitles that are forced to play with the content. Examples include subtitles to translate foreign dialog or narrative titles (location, time). Commonly accompanies a foreign-language audio dub, or semi-textless version of the content.

Full Program: Full dialogue, including translations or replacements of on-screen narrative text. Full subtitle translations generally accompany the original language audio, though there are exceptions.

SDH: Subtitles for the Deaf or Hard of Hearing. Similar content as closed captions, though SDH assets are not used for broadcast purposes. These are sometimes referred to as HOH assets, or Hard of Hearing.

Semi-Textless Video: This is identical to the texted video, except that all forced narrative events have been replaced with textless shots. This is sometimes referred to as the Pseudo Textless (PTX) video.

Spotting List: Subtitling scripts created for each version of the feature that list both dialogue and the beginning and ending timecodes of each line spoken along with its duration. Also known as a “Subtitle Script.”

Texted Video: This is the traditional texted composition. If there are any events that require forced narrative events, those subtitles will be burned into the picture element.

VAM: Feature bonus content is known as “Value Added Material.” For TV, this means “Video Assembled Master” (sometimes referred to as an Online Cut), which is the locked picture that has not been color corrected.
5 Subtitle and Closed Captioning Style

5.1 Ancillary Text Events (i.e., Not Content)

5.1.1 Slates
Slates are not allowed. No events are allowed prior to the start of program or after the end of program.

5.1.2 Sponsorships
Sponsorships are not allowed. This includes sponsorships by Disney.

5.1.3 Captioning Facility Credits
A single Captioning Facility credit event is recommended. If it is present, it must be contained within the last event of the program. This is always after the end credits. For television, this is typically the production logo.

“Captioned by [Facility Name]” is syntax. URLs and/or advertisements are not allowed.

If a Downstream Media captioning/SDH vendor conforms from an existing file, the originating facility should be credited if it was originally credited. If the Downstream vendor provides creative enhancement to the existing file (i.e., not just tightening sync, adding name identifiers, etc.), they can receive a supplemental credit of “Enhanced by” after the Originator’s credit.

An exception to this rule is for DCWW and Freeform content, as well as specifically designated children’s content. In these cases, the caption facility shall not be credited.

5.1.4 Subtitle Translator Credits
A single Translator credit event shall be included for foreign subtitles. It must occur at the end of the program and not extend past the last frame of picture. This is typically during the jobs card, end crawl, or the studio logo.

“Translated by [Translator Name]” is the allowed syntax, and this must be translated to the texted subtitle language. URLs and/or advertisements are not allowed.

Note: Facility credits shall not be included in subtitle files.
5.2 Technical Requirements

5.2.1 Line Amount
The maximum number of lines is 3 for CC or 2 for subtitles. An additional line may be used if the event necessitates it.

5.2.2 Character Count
The maximum number of characters per line is 32 for captions.

The maximum number of characters per line is 42 for subtitles.

The following languages for subtitles have different requirements:
- Parisian French: 37 characters
- Thai: 35 characters
- Korean: 16 characters
- Japanese: 13 horizontal characters, 11 vertical characters
- Chinese: 16 characters

5.2.3 Character Sets
English assets shall be restricted to the Basic North American, Special North American, and Extended Western European character sets within the EIA-608 specification. These are described here: https://en.wikipedia.org/wiki/EIA-608

5.2.4 Placement - Closed Captioning
Captions should not appear over any on-screen text. This includes credits, lower 3rds, locator cards, logos, as well as story specific items.

Captions may appear in the mattes.

Captions should appear bottom positioned, center placed, left justified whenever possible. When bottom positioned text is not appropriate, then the text should be top positioned, center placed, left justified.
5.2.5 Placement - Subtitles

The safe title area follows ST 2046-1:2009, which is 5% on each side of the frame.

Text shall not appear in the mattes.

The text shall be placed centered at the bottom or top of the screen at the greater of the following locations:

- 5% from the top or bottom of the screen
- 2% above the bottom matte, or 2% below the top matte

5.2.6 CC Mode

Pop-On Mode shall be used exclusively.

5.3 Timing

5.3.1 Duration

Each event should be at least 20 frames long at 23.98 or 25fps, or 25 frames long at 29.97fps, with a maximum duration of 7 seconds.

- 1 line is typically 1-3 seconds
- 2 lines are typically 3-7 seconds

5.3.2 Characters Per Second

Traditional content should 20 CPS (characters per second). Children’s content should be 17 CPS.

5.3.3 Gaps Between Events

There shall be a minimum of 2 frames between events.
5.3.4 Shot Changes

When an audio event starts and/or ends during a shot change, the event should be timed with the shot change.

- **Beginning of event**: Pop on with the shot change. If necessary, it can be nudged up to 2 frames after the shot change.
- **End of event**: Pop off with the shot change. If necessary, it can be judged up to 2 frames before the shot change.

Example of audio occurring just prior to a scene change:

Audio: (Audio Begin) 00:12:16:06 “Disco Stu doesn’t advertise.”

Video: Shot 1 00:12:16:08 Shot 2

Closed Captioning: (CC Begin) 00:12:16:08 Disco Stu doesn’t advertise.

**CC ONLY**: If a CC event must start and/or end during a shot change due to the spoken event significantly occurring during the shot change or EIA-608 buffering constraints, the captions should:

- **Beginning of event**: Pop on at least 0.5 seconds before the following shot change.
- **End of event**: Pop off at least 0.5 seconds after a shot change.

Audio: 00:15:01:07 “Don’t make me run! I’m full of chocolate!”

Video: Shot 1 00:15:01:20 Shot 2

Closed Captioning: 00:15:00:20 Don’t make me run! I’m full of chocolate!

Please note that if the flow of the program necessitates straying from these guidelines, an operator or translator’s best judgment may be used to ensure continuity in viewer experience. Keep in mind that it is never acceptable for an event to start a few frames before a shot change or end a few frames after a shot change.
5.3.5 Audio Synchronization

- **Pop-on tolerance**: Each event should pop on within 2-3 frames of the audio.
  - *If necessary due to readability or EIA-608 buffering constraints, the tolerances may be increased up to 1 second for Closed Captioning.*

- **Pop-off tolerance**: Each event should pop off within 2-3 frames of the audio.
  - *If necessary due to readability or EIA-608 buffering constraints, the tolerances may be increased up to 1 second for Closed Captioning.*

5.4 Letter Case Styles

Text should be capitalized via the APA Style Sentence Case.

- **Correct**
  
  Disco Stu doesn't advertise.

- **Incorrect**
  
  DISCO STU DOESN'T ADVERTISE.

- **Incorrect**
  
  Disco Stu Doesn't Advertise.

- In a scenario where a forced narrative subtitle has been removed from the picture and has been placed into the CC or subtitle asset (such as in a semi-textless video edit), APA Style Sentence Case should be used.

- In a scenario where a texted event is still on screen is being translated in the subtitle asset (such as a main title), the letter casing should match the on-screen text casing.
5.5 Italics

IMPORTANT: All punctuation adjacent to words in italics must be italicized.

Italics are used primarily for representing:
- Amplification and distortion
- Voiceovers
- Song lyrics
- Foreign dialogue
- Latinate scientific names
- Ship names
- Published works and works of art

5.5.1 Amplification and Distortion

Use italics to represent a speaker’s voice when it is amplified electronically or heard through a medium. This includes voices heard over:
- Telephone, television, radio
- PA systems, megaphones
- Answering machines
- Microphones

If foreign dialogue, Latinate scientific names, ship names or published works and works of art are spoken through amplification or distortion, these will be reverse-italicized, meaning they will not be italicized to distinguish them from the italicized text.

5.5.2 Voiceover

Italicize text when the speaker is speaking from a different reality from the current scene. This includes, but is not limited to, the following:
- The character recalls dialogue inside his/her head.
- A narrator describes onscreen footage which is never present in the same context as the onscreen reality (as in a narrated flashback).
- A character’s lines from the next scene are heard before the current scene ends. Italics should be used in such cases only when the entire dialogue box appears in the previous reality. If part of the box appears in the same reality as the speaker, the scene should not be considered a voiceover and text should be in normal type.
- If foreign dialogue, Latinate scientific names, ship names or published works and works of art are spoken through voiceover, these will be reverse-italicized, meaning they will be in normal type.

IMPORTANT: Off-camera dialogue is not considered voiceover, as the people in the scene are all in the same reality even if not in the same room. For example, the speaker is in the adjacent kitchen while the audience sees the living room, or a character speaks over an establishing shot of their apartment building. Such dialogue should be in normal type.
5.5.3 **Foreign Dialogue**

Italics are used when a phrase of foreign dialogue is included in the English sentence. This includes incidental words that have an English equivalent.

- This is very hard, *n’est-ce pas?*
- What time is it, *monsieur?*

5.5.4 **Latinate Scientific Names**

The generic and specific (Latin) names of plants and animals are set in italic type. The genus name is always capitalized.

- *Rosa caroliniana, Styrax californica, Esox lucius*

5.5.5 **Ship Names**

Italicize the names (not the type, make or model) of ships, boats, yachts, spacecraft, aircraft, submarines, etc.

- The sinking of the *Titanic* was a downer.
- The Nimitz-class aircraft carrier *USS Ronald Reagan* left port.

5.5.6 **Published Works and Works of Art**

Titles of all published works should be written in italics (for example: film, book, newspaper, magazine titles, song titles, album names, computer games and board games). Titles of works of art should also be written in italics.

- My favorite movie is *The Wizard of Oz.*
- In a pinch, I prefer reading *People* to watching *Desperate Housewives.*

Sections within published works are indicated with quotation marks (e.g., short stories, essays, chapter titles, episode names).

Neither italics nor quotation marks are used with titles of religious texts or classic legal documents.

- In “Super Feature,” a review of *National Treasure,* the spoiler is that Nic Cage tries to steal America’s veritable Bible: The Declaration of Independence.

Court cases are actually published works and must be represented in italics.

- The case of *Brown v. Board of Education.*

5.5.7 **Italics should not be used in the following situations**

- If a character is in the scene but not visible to the camera, the text should not be italicized unless it also falls into one of the above conditions (for example, they are singing a song).
- Titles of sections within a larger work (for example, songs within an album, episode titles within a TV series, chapters within a book, etc.) should not be italicized. Those should be in quotes.
5.6 Character Identifiers

Character identifiers are only applicable to CC or SDH assets. Non-SDH subtitles do not have character identifiers in them, as traditional subtitles are not intended for the deaf and hard of hearing community.

If a character identifier is required, the syntax is (Without the brackets):

[CHARACTER NAME in CAPS]: [Spoken dialogue]

HOMER: Just because I don't care doesn't mean I don't understand.

Character Identifiers may be combined with a descriptive events:

[CHARACTER NAME in CAPS] ([Descriptive Event] [Spoken dialogue]

HOMER (over phone): D’oh!

Exceptions may be made to the all caps rule for character names. For example, McBain may be described as McBAIN. Best judgment may be used in these scenarios.
5.7 Multiple Speakers

There are a few valid ways to deal with multiple speakers.

- **Hyphens**: When both speakers are onscreen at the same time, a hyphen without a space is to be used for each character.

**CC:**

- Take him away, boys.
- Hey, I'm the chief here.
- Bake him away, toys.

**Subtitles:**

- Take him away, boys.
- Hey, I'm the chief here.
- Bake him away, toys.

- **Character Identifiers**: Character identifiers should be used whenever it is not clear from context which character is speaking.
- **Placed Events**: Subtitles are now allowed to be micro-positioned. Captions may only be micro-positioned in cases where the above approaches are not possible.

5.8 Music

5.8.1 Transcription Rules

- Names of albums should be italicized. Names of songs should be in quotes. All plot-pertinent musical lyrics should be italicized when being sung, not quoted, including both those that are being sung by characters onscreen or offscreen and song lyrics that are playing in the background.
- Each lyric must begin with an uppercase letter. If a lyric requires more than one line, the additional lines of text do not need to start with an uppercase letter. If a lyric requires more than one text event, each additional event must start with an uppercase letter.
- If music contains lyrics that can be comprehended, they should be transcribed verbatim.
- Terminal punctuation should be used sparingly. The most common terminal punctuation will be commas. Question marks and exclamation points may be used as well.
- Each lyric shall start and end with a music icon (♩). One space should always appear after the music icon at the beginning of the lyric and before the music icon at the end of the lyric.
5.8.2 Song Inclusion/Exclusion Treatment

There are scenarios where Disney will send instructions as to whether songs are to be included or not. Based on these instructions, song inclusion rules are as follows:

- If songs are NOT to be included in the subtitles:
  - No song lyrics to be included in the English template.
  - Dialogue spoken in a song-like voice is to be included.

- If songs will be included in the subtitles:
  - **Template:**
    - Original songs should be included.
    - Non-Original songs should never be included. If sung on-screen and plot-driving, this should be queried to Disney.
    - Theme song lyrics should always be queried to Disney.
    - End Credit songs should not be included in non-hearing impaired files (This applies even to original songs playing over the end credits).
  - **Bonus:** If there are additional songs in the bonus content that are not present in the feature/episode, query with Disney.

- If Disney has provided a script (script, previously released subtitles, spotting list, etc.):
  - Follow treatment from script/spotting list unless otherwise specified. Alert Disney to any potential issues with the script and/or need to deviate from the script.

5.9 Foreign Language

Foreign language only requires verbatim transcriptions when the foreign words are commonly known words.

Foreign dialogue should not be translated into English in an English subtitle track. Story may drive exceptions, such as when the viewer is meant to understand select dialogue that a character in-story is not.

Vendors must verify, and if needed include, any spoken foreign dialogue instance in the HOH, Full Subtitle and/or Force Narrative file(s) that is not covered in the corresponding audio dub. Creative or legal exemptions may apply.

This information should be provided as part of script notes, or by a Disney producer/coordinator. If in question, contact the Disney representative.

5.10 Repetitions

Whenever possible, repeated dialogue should be transcribed verbatim.
6 Appendix A - Main Title Instructions

Below are language defaults for including the main title in the subtitle stream.

<table>
<thead>
<tr>
<th>Language</th>
<th>Main Title Special Instructions</th>
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</thead>
<tbody>
<tr>
<td>DEFAULT</td>
<td>The main title should be excluded unless it is directly provided by client, territory, client approved translator, or client provided script.</td>
</tr>
<tr>
<td>German</td>
<td>Required for full and forced files even if redundant with audio.</td>
</tr>
<tr>
<td>Korean</td>
<td>Required for full and forced files even if redundant with audio.</td>
</tr>
<tr>
<td>Portuguese (Brazilian)</td>
<td>For Disney Jr titles - Main/Episode titles should not be removed for audio redundancy</td>
</tr>
<tr>
<td>Portuguese (European)</td>
<td>Required for full and forced files even if redundant with audio and/or on-screen text.</td>
</tr>
<tr>
<td>Romanian</td>
<td>Required for full and forced files even if redundant with audio.</td>
</tr>
<tr>
<td>Mandarin Simplified</td>
<td>Required for full and forced files even if redundant with audio.</td>
</tr>
</tbody>
</table>
7 Appendix B - Language Spec Exceptions

7.1 Cyrillic languages: Russian, Ukrainian, Serbian, Bulgarian, Macedonian

7.1.1 Book titles, song titles, magazine titles, other movie titles
These titles should be in quotes and not in italics, and they should be left in English (Latin alphabet) if no official translation is available. Fictional titles must be translated if they are plot relevant.

7.2 Arabic

7.2.1 Italics
Italics should never be used for any Arabic subtitles.

7.2.2 Narrative Treatment
Whenever the main title of the feature appears in a stand-alone narrative (in bonus content, not in the feature), it should be left OUT if there is no official title. However, if it appears in a narrative with other text, it should be transliterated.

7.3 Cantonese

7.3.1 Punctuation
Use the same speaker dash formatting as English.

7.3.2 Book titles, song titles, magazine titles, other movie titles
Must be within brackets ⟨⟩
7.4 Finnish

7.4.1 Punctuation
Use opening quotes at the beginning of each text event within a citation or quotation.

7.4.2 Italics
For all Bonus Features, Narrators/Voice-overs should be in normal, not italics, whether we see the person speaking or not. Clips or excerpts of actors’ dialogue should be in italics. For Trailers, use italics for narrator, normal for other text.

7.4.3 Narrative Treatment
Narrative text or translations of on-screen text is always in ALL CAPS. Remove any redundant elements of a narrative. For example: if the narrative is a name and a job title, only include the job title when the name is redundant.

7.5 French (Canadian)

7.5.1 Narrative Treatment
All narratives from the repurposed theatrical elements (including production credits) should be included in the translated full stream.

7.5.2 Punctuation
Spaces before question marks and exclamation marks are the French Parisian subtitling norm that can also be adapted for French Canadian. French Canadian does not legally require the spaces before these types of punctuation. It is acceptable to be formatted following either typesetting as the understanding of the grammar is the same.
7.6 French (Parisian)

7.6.1 Punctuation
Use opening quotes only at the very beginning of a citation or quotation, not for every text event.

7.6.2 Italics
Italics need not follow the English template per territory preference.

7.6.3 Narrative Treatment
Burn-in narrative treatment for cast members/interviewees: follow the territory’s preference to keep the narrative boxes out for cast members.

7.7 Greek

7.7.1 Punctuation
Within a citation, quotation marks should be used at the start and end of each text event. Punctuation should be written before closing quotes when the entire sentence is in quotes. It should follow the closing quotes when only part of the sentence is a citation.

7.7.2 Italics
For Commentaries, Deleted Scenes and Deleted Scenes Commentary, use italics only for the extracts from the Feature. Do not use italics for "Amplified Speech."

7.7.3 Narrative Text
Narrative text or on-screen text should be subtitled in ALL CAPS, except for literary materials (visible poetry, letters, book passages) which require mixed case.

7.8 Hebrew

7.8.1 Italics
Italics should never be used for any Hebrew subtitles.

7.8.2 Narrative Treatment
Whenever the main title of the feature appears in a stand-alone narrative (in bonus content, not in the feature), it should be left OUT if there is no official title. However, if it appears in a narrative with other text, it should be transliterated.
7.9 Korean

7.9.1 Punctuation
Use the same speaker dash formatting as English.

7.9.2 Book titles, song titles, magazine titles, other movie titles
Use official translation. If one is not available, translate from scratch.

7.9.3 Narrative Treatment
All narrative text (Principal Photography, Burn-Ins, Main Title, Bonus, Segment title, Trailer title) must be within double quotes as per Disney Korean Territory request. This is applicable for all files (translations and repurposed).

7.10 Mandarin (Simplified and Traditional)

7.10.1 Punctuation
Use the same speaker dash formatting as English.

7.11 Thai

7.11.1 Book titles, song titles, magazine titles, other movie titles
Leave all titles and Company names (e.g., Adidas) in English, unless otherwise specified.

7.12 European Portuguese

7.12.1 Song Treatment
All song lyrics that appear in the feature/episodic/bonus are left justified in placement rather than centered.

7.12.2 Punctuation
When the final period of a sentence is preceded by an abbreviation, both periods are included in the punctuation.

7.12.3 Book titles, song titles, magazine titles, other movie titles
Film and song titles must be in quotes, not in italics.
7.13 Spanish (Castilian)

7.13.1 Italics
For episodic projects, all voice over dialogue must be in italics. If scripts contain voice overs enclosed in quotes, this must be updated to italics.

7.14 Spanish (Latin America)

7.14.1 Profanity
Ensure that the words and variations of “Estúpido” and “Imbécil” are not present in any LAS file. If found in a previously released file, the translator must flag to Disney and soften the translation.

7.15 Russian

7.15.1 Trailers
For Trailer files, add respective URL at the end of the trailer: www.disney.ru for all Disney branded titles, www.marvel.com.ru for all Marvel branded titles and www.starwars.ru for all upcoming Star Wars titles. Place the URL text box along with the last trailer card; should last as long as this card does, usually about 1-2 seconds long.

7.16 Language HOH Guidelines
Language Hard-of-Hearing files usually follow the same spec as English Hard-of-Hearing streams with the same intention: to provide hard-of-hearing audiences full access to the program.

The main differences between the HOH streams (SDH and CC) compared to the Language subtitles are:

- HOH streams should follow closely the dubbed foreign audio.
- Filler words are present in HOH files: Because hearing-impaired files closely reflect audio, they contain filler (non-verbal) words as well.
- Name tags are present in HOH files: These are speaker identifiers and are used only when it is unclear who is speaking and when text placement does not clarify this.
- Sound cues are present in HOH files: These are added for sounds that cannot be seen or are not obvious to the hard-of-hearing viewer but that enhance the understanding of the plot.
8 Appendix C - Compositing

Many processes will require compositing text based subtitles over picture, or converting text subtitles to image subtitles. Certain formats such as IMSC will include explicit style information such as text color and text outline, however most subtitle formats (including Disney IMSC files) will not include a specific font. In the absence of explicit direction from Disney, the following guidelines should be used.

8.1 Colors

SDR white text should be 8-bit RGB 255, 255, 255
SDR black text border or shadow should be 8-bit RGB 0, 0, 0
HDR10 PQ white text should be 8-bit RGB 153, 153, 153 (~240 nits)
HDR10 PQ black text border or shadow should be 8-bit RGB 0, 0, 0

8.2 Fonts

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9 Appendix D - Standards and Practices Notes

9.1 Profanity Policy - English Template

To ensure that profanity that is not compliant with Disney disc ratings does not get subtitled and gets flagged to the client correctly, the following policy is to be used as a guide as to when to notify the client that profanity has been found on a video and how to replace profanity in subtitle streams, should the client request the exclusion of the text in our files.

9.1.1 Features and Episodics by Rating

NC-17, R or TV-MA discs
- No content check. Leave files as they are. No profanity report.

PG-13 or TV-14 discs
- Do not report instances of profanity if the same appears in the script.
- Be alert to terms that are not included in the script and that do not fit the tone of the series. Send profanity report.
- Disney highly recommends replacing the following with alternate language: cunt, shit, piss, cock, tit, fuck, and ass. This is a guideline, but the editor should consider context and inclusion in previous scripted portions.

PG, G, TV-Y, TV-G or TV-PG discs
- Be alert to audio content inappropriate for the audience.
- Send a profanity report for variations of cunt, shit, piss, cock, tit, fuck, and ass, but be careful with a wider range of terms inappropriate for children, such as hell and damn.
- Be equally sensitive to terms or slurs that are related to race, sexual orientation or gender identity, to ensure it is appropriate for the audience or territory. Confirm each questionable instance with territory approvers.

9.1.2 All Bonus material
- Be alert to audio content inappropriate for the audience. This is more likely to slip into assets for bonus features because the content is not subject to as much scrutiny as a broadcast or theatrical episodic or feature.
- Send a profanity report for variations of cunt, shit, piss, cock, tit, fuck, and ass. Also be aware of a wider range of terms inappropriate for children, such as hell and damn.
9.1.3 Formatting procedure

● Alert Disney to the presence of the profanity if required.

● If confirmed that the word is to be removed:
  ○ Replace the word with ellipses (e.g., I hate this shitty rule. > I hate this… rule.) and inform the translator as appropriate.
  ○ Where an entire subtitle event is the profanity, exclude the event from the template file.
  ○ If the profanity was removed from the audio, then the subtitle should reflect the new audio and will not include ellipses.
10 Appendix E - Examples

10.1 Subtitles

10.1.1 Narrative Subtitle – Without Character Identifier

In this example, no character identifier is needed. Note that the text is not in the letterbox matte.

Whoa... Man, look, if this is about that poker game.
10.1.2 Sign Translation

In this example, the road sign was a story element which required a translation.