

The following are answers to questions Brand USA has received to the RFP for Translation Services.

Thanks to everyone who submitted questions regarding Brand USA's RFP for Translation Services. Since many of the questions posed were similar, we have condensed and edited queries. Company names have been removed. If the answer to the question is already in the RFP, or if we were unable to understand a question, we did not provide an answer.

**Q: Do you accept offers for partial services (e.g. excluding dubbing)?**

A: Yes. Companies can offer only dubbing, or offer only text translation for websites and still participate.

**Q: Do you suggest your template for the price offer, or we can use one of our own?**

A: We're not completely sure what you're asking, so price it both ways and explain the difference in your proposal.

**Q: What variables/factors of translation matter most (e.g. quality, price)?**

A: Quality is extremely important, although the budget should be competitive.

**Q: What does a good dub look like to you?**

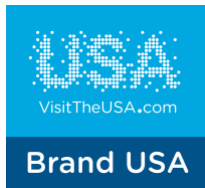
A: A good dub would come with clear translation, voices that match the gender of the character speaking, utilizing the background music and sound effects of the original, and seeing the lip movement come close to the speech. Please note that we do not have audio splits for music or sound effects. Good acting is a major plus. Many of these are TV series with multiple episodes, so you'd be using the same voices to match the characters over several episodes.

**Q: What issues with dubbing have you had in the past?**

A: Poor translation. No background music or sound effects. Not even close to matching characters.

**Q: Is it imperative that we be able to provide all languages listed? We do not currently offer Korean (South Korea); Japanese (Japan) or Chinese (Simplified), (Traditional). However, it is important to note that we can**





**pursue these languages it is just a matter of prioritization and customer demand.**

A: You are still welcome to participate.

**Q: Could you please explain the difference between Global Spanish and Mexican Spanish or Colombian Spanish?**

A: We have had companies define each of these differently. To clarify, the main country of focus is Mexico. Several companies we've worked with feel that Colombian Spanish (sometimes called Global Spanish) – is the closest to being universal. Offer your perspective.

**Q: Should our proposed budget be for an hourly rate and/or word rate for text and for dubbing?**

A: By the word for text. By the minute or hour for dubbing. For dubbing, you may wish to provide one price for one voice and another for up to four voices in one video.

**Q: We have a question about this question in the RFP: “How long does it take you to deliver dubbing for 10 hours of video content?” Could you provide any specifics around the work you would like us to estimate here – should we assume phrase sync, multiple voice work in one language? Would you like this timeline to be e2e to include translation and LQA, or purely for the recording and post process portion?**

A: You should assume phrase sync and the timeline would be delivery of the fully produced product.

