

# REFERENCE RATES AND NORMS

## INTRODUCTION

Audiovisual or multimedia translation is a specialised form of translating multimodal or multimedia content from one language and/or culture into another.

The task involves translating the source material and adapting it for subtitling, dubbing, or both, which requires specialised linguistic and technical skills.

## TWO BASIC CATEGORIES OF AUDIOVISUAL TRANSLATION

1) SUBTITLING

2) DUBBING

### SUBTITLING

1. The translator performs the work from scratch:

Translating the source text, adapting it into subtitles (condensation), formatting the subtitles, and time-coding them (i.e. determining their duration)

2. Translation using a provided template:

The subtitles' timing is already determined (no time-coding required). The translator adapts the template if its quality is inadequate (e.g. merging, splitting, or offsetting subtitles) and ensures the translation complies with the client's technical specifications (e.g. characters per second, subtitle line length, reading speed, etc.)

3. Subtitles for the deaf and hard of hearing (SDH)

4. Adaptation of the pre-existing translation into subtitles

### DUBBING

1. Translation and adaptation of the text for voice-over (single narrator)

2. Translation and adaptation of the text for dubbing – lip-synching (multiple voice actors)

3. Transcreation of the songs

4. Audio description

### DAILY NORM

200 subtitles

or

20 minutes

or

5 standard text cards (1 standard text card = 1500 characters with spaces)

### REFERENCE RATES (for translation into Croatian)

Subtitle	€0.60
Verse (per subtitle line) for subtitling	€2.00
Standard text card for voice-over	€18.00
Standard text card for dubbing	€30.00
Verse (per line) for dubbing (transcreation of songs)	€3.00
Minute (with provided template)	€6.00

Minute (without provided template)	€7.50
Quality control of translation	€3.40 per minute or €0.32 per subtitle
SDH – interlingual (into Croatian)	€6.00 per minute or €0.50 per subtitle
SDH – intralingual (Croatian into Croatian)	€3.00 per minute or €0.25 per subtitle
Translation work per hour	€25.00
Promotional material (duration under 1 minute)	€25.00

Rate increases:

Comedies, operas, musicals, children’s programmes, reality shows, and technical or specialised terminology	20%
Documentaries and news programmes	30%
Incomplete dialogue list	50%
No dialogue list	100%
Rush (extending the daily norm)	100%
Weekend, holiday, or night work	50%
Translation from Croatian into another language*	100%

\* The rate increase for translation from Croatian into another language may be higher, depending on the availability of translators for the target language.

## GENERAL REMARKS

Work on computer-generated translation (post-editing, MTPE) is considered equivalent to authorial translation, and we recommend applying equal rates.

We emphasise that, according to Article 28 of the Copyright and Related Rights Act, the translator has the right to be recognised and credited as the author of the work, which is regarded as an inalienable moral right of every author.

We also emphasise that the use of any author’s work in audiovisual translation for training artificial intelligence models constitutes a violation of authors’ rights and contravenes the principles of the AI Act.