

A panoramic view of a city, likely Stockholm, featuring a prominent church spire (Riddarholm Church) and a boat in the foreground. The sky is overcast with clouds. The text 'LinQ' is overlaid in a large, orange, serif font.

LinQ

Media Group

LinQing the world through localization

Global Localization Market Converging

Global Media Localization Market €3.0B+

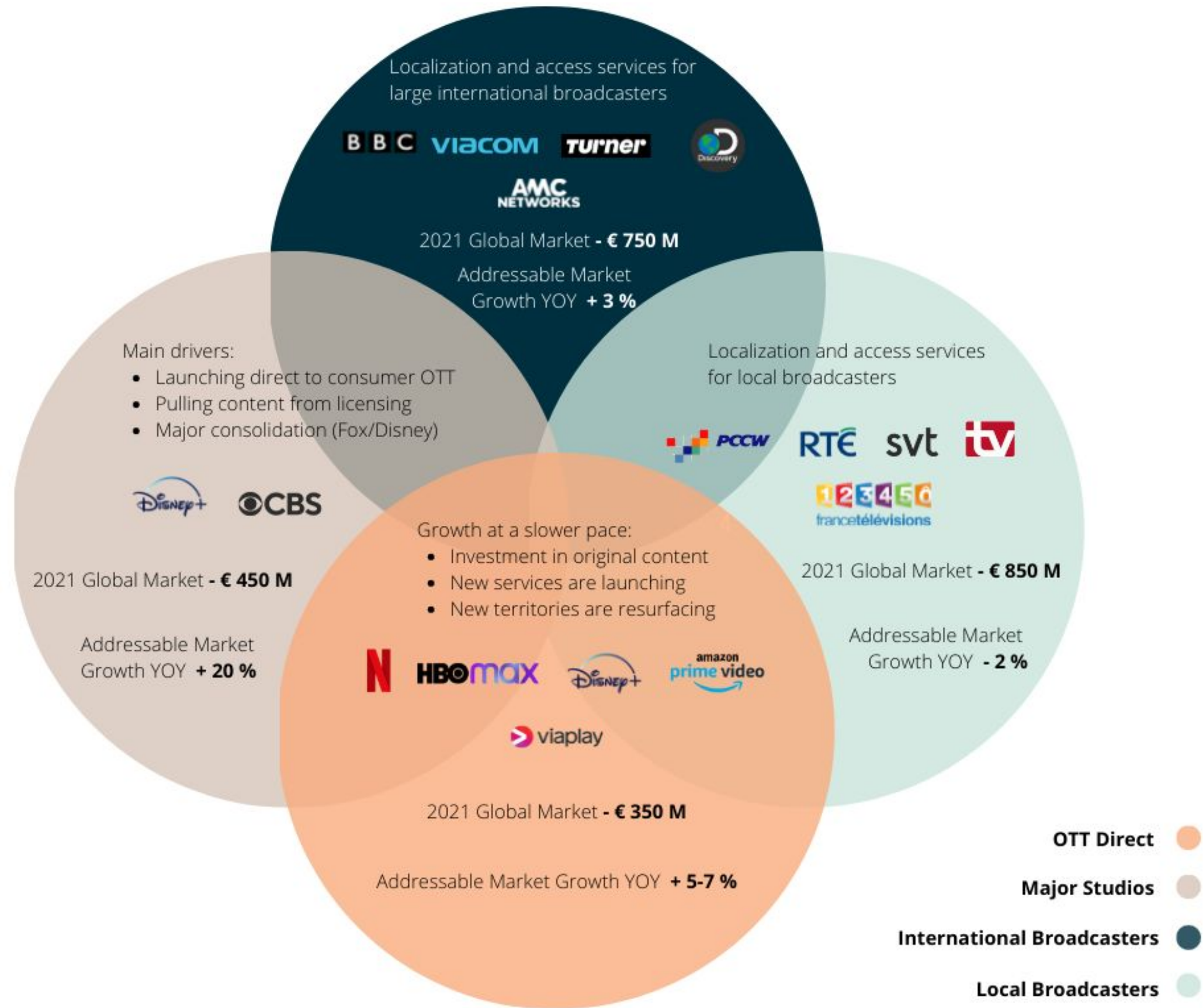
c. 6-10% (2017- 2021E CAGR)

Challenges for Content Holders

- Time to market is becoming a competitive factor for
- Consolidation of vendors is creating a void in the market
- Lack of transparency in MT utilization.

Challenges for Media LSP:s

- Resources in practically all roles in subtitling production are scarce.
- Freelancer rates are increasing.



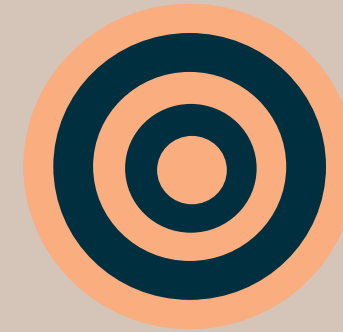
* data taken from Slator

Localization Market -

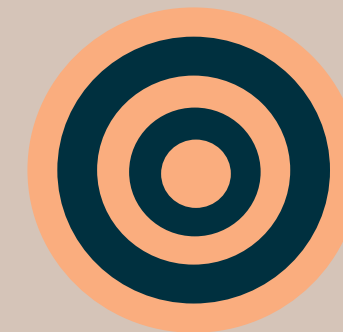
A Moving Target

One of the constants in the localisation market is that it is always changing.

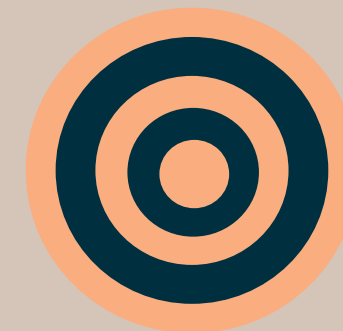
So what does that entail for vendors, freelancers, and content creators etc.?



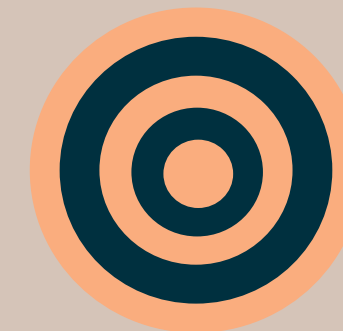
Talent Crunch?



Subtitling
- A complex product!



Machine Translation?



Rates & Employment

Target 1 -

Demand for Resources

- Is there a talent crunch?

Availability of resources –

- The demand for resources today is high. We are living in a time where TV and film content is being created at a very accelerated speed compared to a couple years ago, especially pre-pandemic. The industry is facing a pressure to find new fresh resources.

Training of existing resources –

We are also seeing a shortage of available resources due to capability inadequacy. Even seasoned resources need opportunities to improve or learn new or different types of subtitling jobs, technical QC, time coding, SDH subtitling, translation, framerate conversion etc.)

With clients increasing their demand for specific projects, localization vendors need more resources who can complete various stages of the project in order to deliver the end solution the client requested.

Target 1-

Our Solution

LinQ Academy -

The establishment of LinQ Academy was inspired by our drive to train, educate, and develop students to become our own subtitling and translation resources, but why stop there...?

We will not only train subtitlers but also Client Managers, QC Specialists, and the entire chain needed to produce subtitles.

LinQ Academy will not only help educate and develop the skills of new resources, but also existing ones.



Target 2 -

Subtitling is a complex product

- **It's the time to re-evaluate remuneration and employment models!**
- **Is subtitling an art form?**
- **Who should pay for training the subtitling teams?**
- **Do all subtitlers have to be freelancers?**

Target 2-

Our Solution?

It's about time we stop seeing see subtitlers as freelance resources only

I believe that subtitling it's not for everyone.

It's not an artform, it's a proper job, and should be remunerated and appreciated that way. People should receive adequate training and should be getting a good salary.

Maybe it's time for subtitlers' to become employees to a larger degree than today, giving up some of their freedom in exchange for better terms and remuneration?

Introducing LinQ Media Group

We 100% believe that the success and reputation of a company are directly reflected by the people who stand behind it and bring the vision to life. That is the principle we follow when putting together our team.

We hire people we know are more than their talents and skills, they are people who are constantly willing to learn, respectful, humble, team players, and just fun to work with overall.

We love people who are unique because their ideas are the ones that contribute to the success of our company. We want to be the natural choice for customers who are looking for a superior customer service experience in combination with a flawless product in an efficient digital environment.



Lennart Löf
CEO



Matilda Klang
Client Manager/Planner



Sophia Klippvik
Marketing Manager



Eje Strind
Head of Technology



Björn Lifvergren
Executive Chairman



Oddbjörn Lie
Chief Editor, Norway



Kristofer Fredriksson
Chief Editor



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Team Leader, Finland



Vesa Kujala
In-House Subtiter,
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Malene Blaaberg
Chief Editor,
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Martina Mambriani
Client Manager/Planner



Camilla Lodde
Vendor Manager



Teresa Landström
Senior Subtiter



Agneta Bernheim
Accounting



Jenni Junnila
In-House Subtiter,
Finland

Headquartered in Stockholm

25+ clients

Our largest project required 35 languages

200+ projects delivered,

25 partners used for projects

1000+ subtitlers registered in our database



What is it that we do?

Subtitling

We provide cost-effective, high-quality subtitling in more than 80 languages using the latest technology available on the market with fast turnaround times.

We customize a workflow to suit every client's individual needs and use high-quality translators.



Dubbing

We offer full dubbing into over 25 languages through well-vetted partner studios. We have visited over 250 studios across the globe and only work with the best of the best.

When you work with us, you deal with one point of contact, and we deliver the content to your server.

Clients

