

Localisation, Languages, LMT and the “EID”R of the beholder

Update: Localisation Summit London, UK - February 28, 2023

Yonah Levenson, Co- Chair
Meg Morrissey, Co-Chair
Jaclyn Zepnick, Co-Chair
LMT

Hollie Choi
Managing Director, EIDR



ISDCF



NBCUniversal



FOX

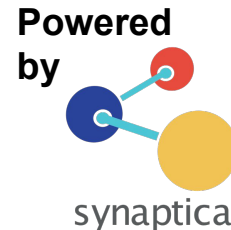
Turner



SONY



VIACOMCBS



LMT: Current State

- 270+ Languages to date
- 25 new languages introduced in 2022
- Indigenous languages being added in 2023
- Cloud Localisation Blueprint:
 - Workflow for connecting vendors in the localisation pipeline
 - LMT has been selected as its language standard

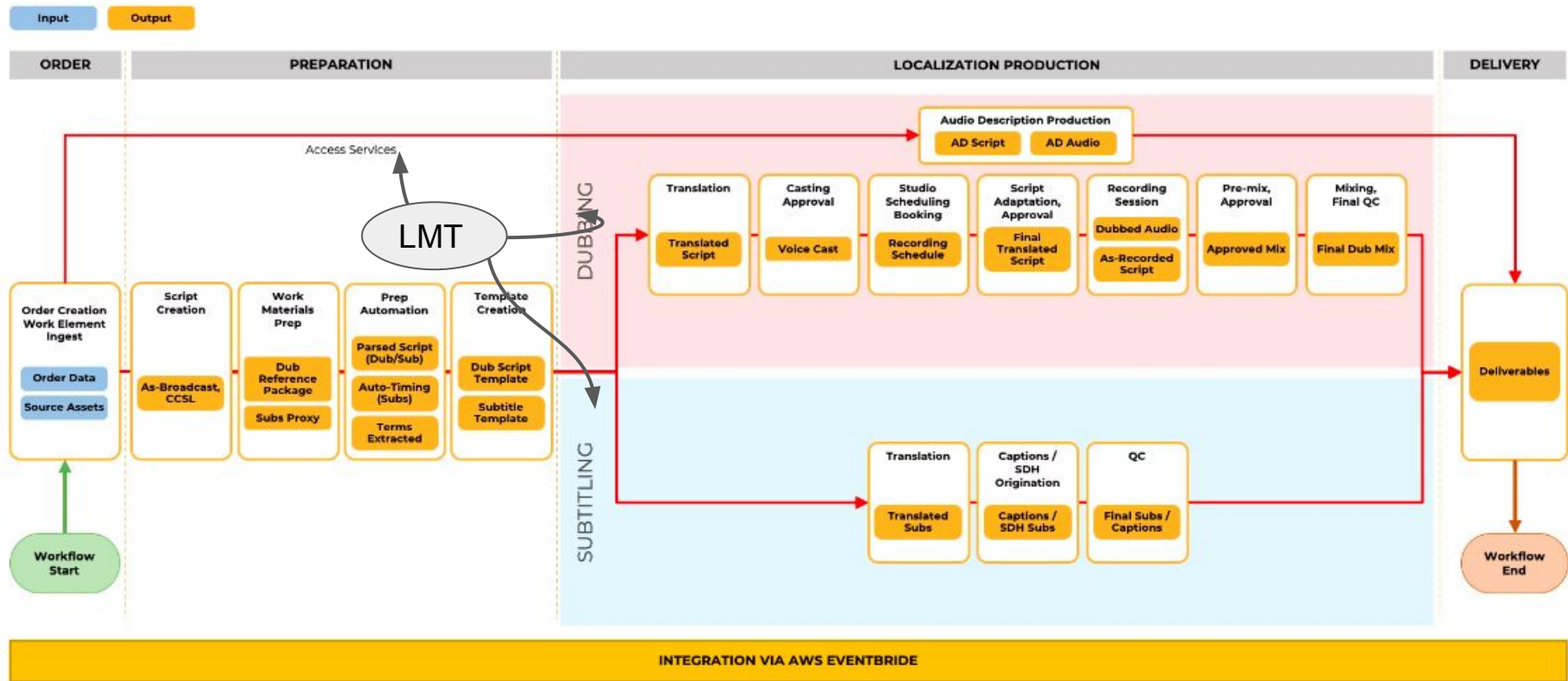
IETF BCP 47

- IETF: Internet Engineering Task Force (a.k.a, the Internet people)
- BCP: Best Current Practice
- BCP 47: Tags for Identifying Language

Standard	Pattern
ISO 639	2 and 3 character Language Codes
ISO 3166	2 character Country Codes
UN M. 49	3 digit numeric Territory Codes
ISO 15924	4 character Script Codes

- Over 40,000 possible combinations
- General: en for English
- Specific: fr-FR vs. fr-CA to distinguish French as spoken in France from Quebecoise

Cloud Localisation Blueprint



Airline: Localisation



Black Panther: Wakanda Forever

Action & Adventure | 161 min. | 2022

PG13

[Watch trailer ▶](#)

Synopsis

Details

Cast

Letitia Wright, Lupita Nyong'o, Angela Bassett, Winston Duke, Danai Gurira

Director

Ryan Coogler

Language(s)

English, French, German, Japanese

Subtitle(s)

Chinese Traditional, English


Audio descriptive

English

Closed caption

English



Airline #2: Localisation



MOVIES

Black Panther: Wakanda Forever

2022 | 161 mins | PG-13

Watch the trailer  Share 

Synopsis

Queen Ramonda, Shuri, M'Baku, Okoye and the mighty Dora Milaje fight to protect their nation from intervening world powers after the death of beloved King T'Challa. Banding together with War Dog Nakia and Everett Ross, the heroes strive to forge a new path.

More information

Cast & Crew
Tenoch Huerta, Letitia Wright, Angela Bassett

Directors
Ryan Coogler

Languages
English, Japanese, French, German

Genres
Action

Subtitles
English (Closed Captions)

Retail: Localisation



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Black Panther (Pantera Negra) BLU-RAY 3D (English and Spanish Audio & Subtitles) - IMPORT

Chadwick Boseman (Actor), Michael B. Jordan (Actor), Ryan Coogler (Director) | Rated: PG-13 | Format: Blu-ray

★★★★☆ 62 ratings

Blu-ray

Additional Blu-ray, Blu-ray options

Additional Blu-ray, Blu-ray options	Edition	Discs	Price	New from	Used from
Blu-ray, Blu-ray	—	1	—	—	—

Genre

Action & Adventure

Format

Blu-ray

Contributor

Michael B. Jordan, Ryan Coogler, Forest Whitaker, Chadwick Boseman, Andy Serkis, Martin Freeman, Angela Bassett, Kevin Feige, Lupita Nyong'o, Daniel Kaluuya, Danai Gurira

[See more](#)

Language

Spanish

Runtime

134 minutes

EIDR ID's Issued

EIDR ID

10.5240/80AE-725E-7EBA-6A25-C7AC-Z

Title

Black Panther: Wakanda Forever

Release Date

2022-11-11

Language

EN

Assoc. Org

Marvel Studios

Director

Ryan Coogler

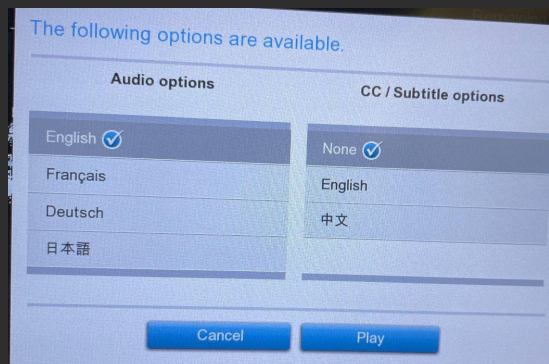
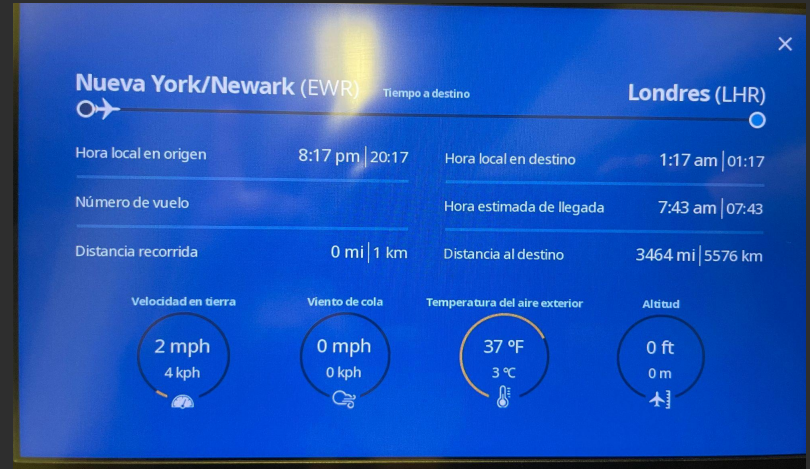
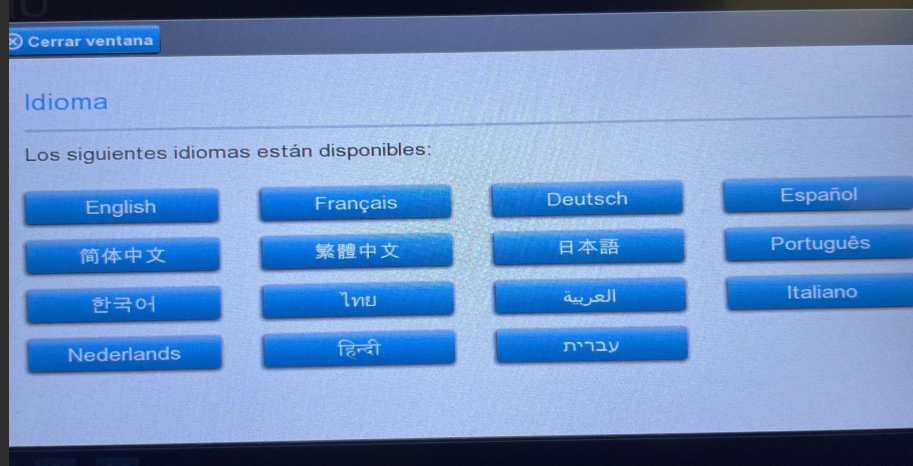
Actors

Letitia Wright, Lupita Nyong'o, Winston Duke, Dominique Thorne

Edits

EIDR ID	Description	Release Date	Approx Length	Country of Origin
10.5240/14BE-9617-BE24-37EE-2AFB-6	Domestic Original	2022-11-11	2HOM	US
10.5240/6F5A-AA5A-4A86-1376-5609-3	Domestic Original (3D)	2022-11-11	2HOM	US
10.5240/A59C-FD62-7C99-43C0-DFDE-X	Theatrical: OV: en	2022-05-06	2HOM	US
10.5240/2D28-3C8E-ADD4-E200-9D68-I	Russian localization	2022-11-11	2HOM	US
10.5240/7C8B-E329-DE5F-8B12-12D5-S	Japanese localization	2022-11-11	2HOM	US
10.5240/C8E0-AFD1-62BE-63D9-DA66-L	French Canadian localization	2022-11-11	2HOM	US
10.5240/3570-6CF3-8069-DE37-4D61-H	Pakistan censorship	2022-11-11	2HOM	US
10.5240/B96C-9A1F-945C-10B1-6DD5-9	General / Generic Airline / EU:Airline	2022-11-11	2HOM	US
10.5240/068F-B5CE-900C-CAE4-0A7E-E	Malaysia/Indonesia/Singapore/Middle East Censorship	2022-11-11	2HOM	US
10.5240/7888-D8B8-2A8F-9068-CEA8-1	India censorship	2022-11-11	2HOM	US
10.5240/EFF2-EB38-DE0E-E0F6-3081-J	Kuwait censorship	2022-11-11	2HOM	US
10.5240/164C-FBA6-0012-2CF5-6F40-1	Turkish Airline	2022-11-11	2HOM	US
10.5240/C9B1-4CAF-FFFD-EE3E-AFF0-W	Saudi Royal Aviation Airline	2022-11-11	2H41M	US

Localisation Need for Media and Entertainment



Upcoming Presentations

- Come see us at:

- March 14-16 - Online – LMT: [EU's ENDORSE](#)
European Union's Data Conference on Reference Data and Semantics
- April 17th, NAB in Las Vegas, Sahara Hotel: LMT & EIDR
- Sept 15-18, IBC Amsterdam: LMT & EIDR
- and more!



For More Information:

<https://www.mesaonline.org/lmt>

<https://www.eidr.org>