



**Made in Russia**



Companies. Brands. Exporters. Creative industries (media, media, film and television)



# Cyrillica

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As the industry develops and is competitive, the company expands its professional boundaries every year. Today the list of services includes: localization of media content into Russian in Moscow and into foreign languages in partner studios around the world, localization of games, as well as various services related to the technical side of video production. Cyrillica provides content localization in more than 25 languages of the world.

Content localization in

**more  
than 25** languages

## Media content localization

Localization is the translation and cultural adaptation of material to the characteristics of a particular country, region or population. Its main purpose is the correct perception of the material.

Cyrillica identifies several localization options that are suitable for certain customer requests - dubbing, redubbing, recasting, voice-over, subtitling.



## Dubbing

It is a full-fledged localization process where the translated text not only coincides in timing with the actors' replicas, but also corresponds to their articulation, emotions, etc..



## Redubbing

A simplified form of dubbing where dubbing of voiced material does not coincide completely (for example, synchronism at dubbing is observed at the beginning or at the end of a phrase).



Recasting is a kind of golden mean in quality of performance between dubbing and sounding.

Voice-over - during voice-over the viewer hears the translated replicas together with the original ones. Thanks to a highly simplified process, this localization option allows to work with large volumes.

Subtitling is the simplest and least expensive type of localization, where adapted translation of material is performed. Since this option does not imply voicing, the text depicted on the screen should be readable and easy to understand.

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## Localization of games

In 2015, Cyrillica launched a new service for localization of games. As well as media localization, game localization adapts content and translation for cultural and lexical specifics of a certain country.



## Services

In addition to localization of video material, the company also provides a number of technical services when working with video - restoration, upscale, conversion and content protection.

Upscaling - adaptation of video content to high-resolution screens with saving all functions and (with image quality preservation).      Converting - change the file format properties for further work.      Digital Content Protection - help in preventing illegal use of the product.



## Company profit is

**74** million  
rubles

as of 2019

Over the last three years, the company's annual turnover grew by 20%, from 62 million rubles in 2017 to 74 million rubles in 2019. The company's net profit also increased by 25% - from 815 thousand rubles in 2017 to 1 million rubles in 2019.





## **Exhibitions and forums**

In August 2019, the founder of Cyrillica Valery Dovbnya made a presentation on Specifics of Audiovisual Translation at the European Forum in the field of translation and localization - Translation Forum Russia.

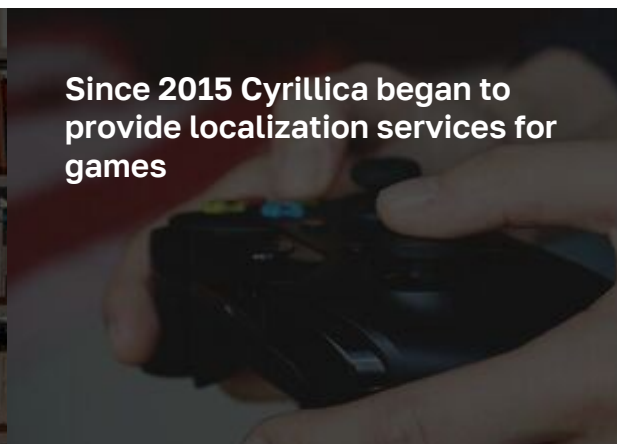
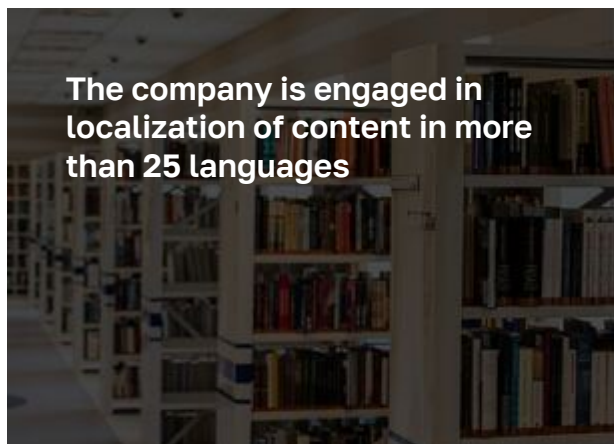
## **Cooperation**



## Partners

Cyrillica works with the largest holdings in the media market: Disney, Discovery, Mtv, Netflix, Amediateka, Paramount Comedy, Sony, Gazprom-Media, STS, Friday and many others.

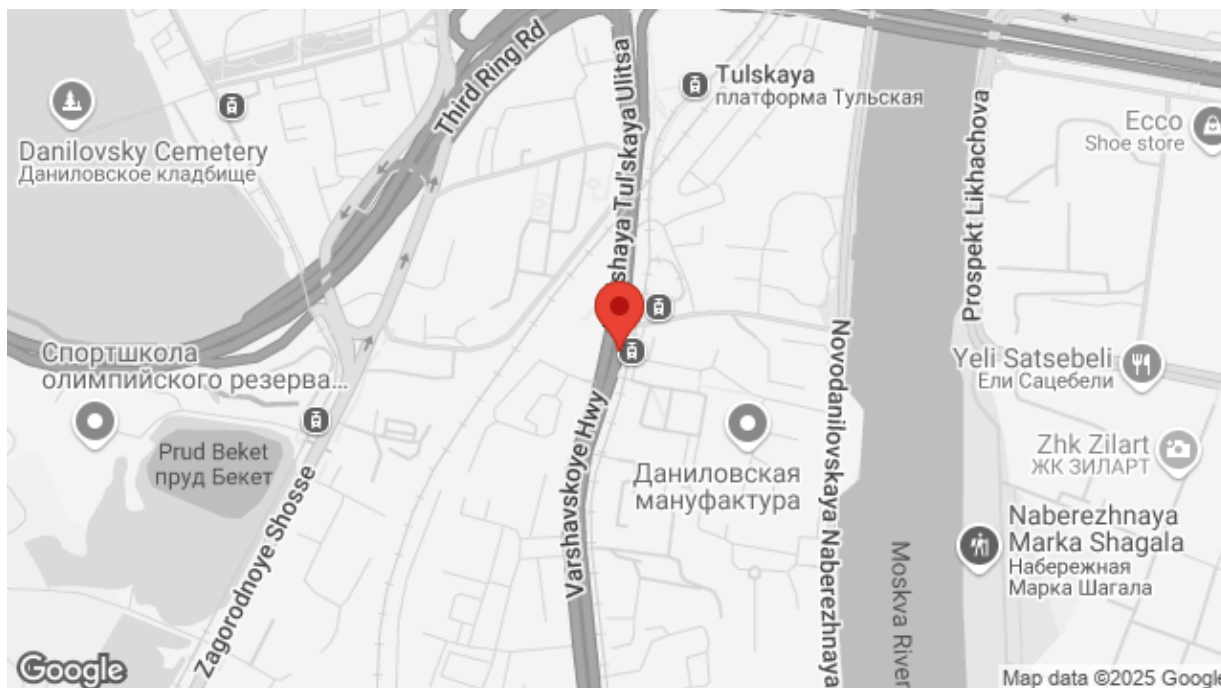
Moscow hosts five operating studios for audio-visual content dubbing in the Russian language. Cyrillica also cooperates with partner offices around the world, which allows Russian producers to promote their content at the international level.




**The company has over**

**500** localized projects

## Contacts



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The Made in Russia project is a digital trading and media platform. It includes a business information agency Made in Russia in 12 languages, as well as a digital trading house selling and promoting goods and services abroad. Companies registered on the platform receive the right to use the Made in Russia project logo, access to a loyalty programme, services and facilities.



Brand page

<https://monolith.madeinrussia.ru/en/catalog/3256>

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