

# Order translations in Rich Media CMS with Content Lab

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 This article is designated for all users.

## About

**Translations** convert the spoken language in a media entry into another language and appear as subtitles. Viewers can read the translated subtitles in their preferred language while the original audio remains unchanged.



You can also automate translation requests for new content by creating rules for categories. For more information, see [Create captioning & enrichment rules in Rich Media CMS](#).

## Translation service types

You can choose from the following services:

### Machine

Also known as ASR, machine translations are generated automatically and provide an average accuracy of approximately 85%.

Machine translations:

- Enable searchable video content
- Support editing
- Support resubmissions
- Can use [custom vocabularies and dictionaries](#) to improve accuracy

### Professional

Professional translations are created and reviewed by human transcribers and provide approximately 99% accuracy.

Professional translations:

- Meet accessibility requirements
- Include human review and quality assurance

- Support special instructions for editors and reviewers
- Are recommended for public-facing content such as marketing, learning, and training videos

## Before you start

- Video must be in "Ready" status (transcoded)
- Your account must have Content Lab enabled
- Your account must have an active REACH profile enabled with relevant catalog item(s)

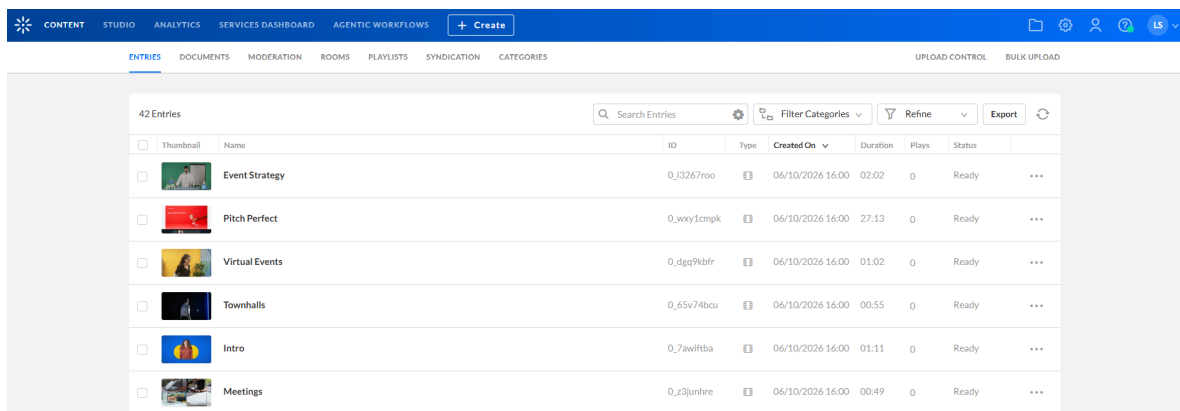
## Access the translation ordering screen

You can access translation ordering from either the Entries page or the entry details page.

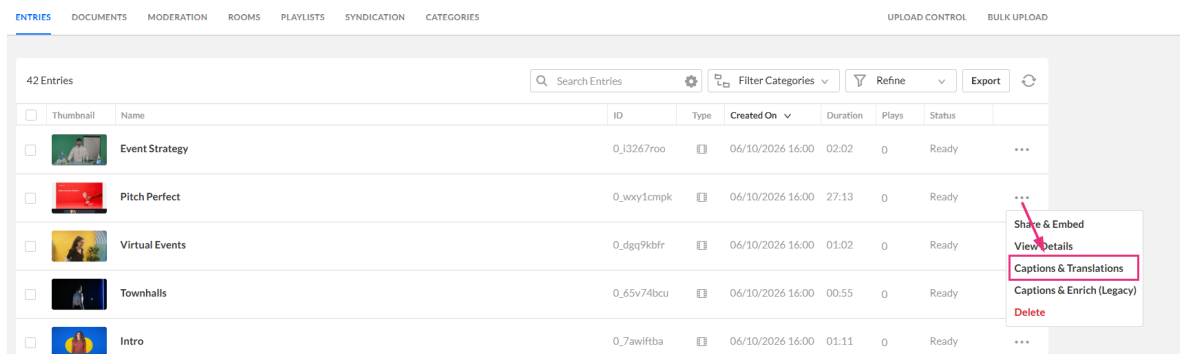
### From the Entries page

1. Log into your Rich Media CMS.

The **Entries** page displays by default.

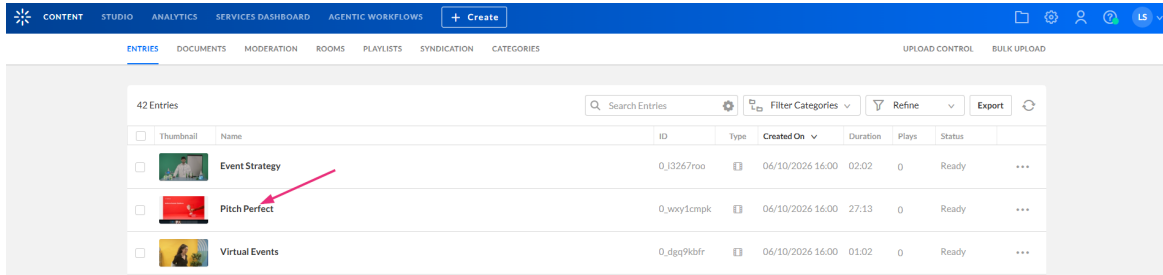


2. Locate the desired entry, click the **three dots** to the right and select **Captions & Translations**.



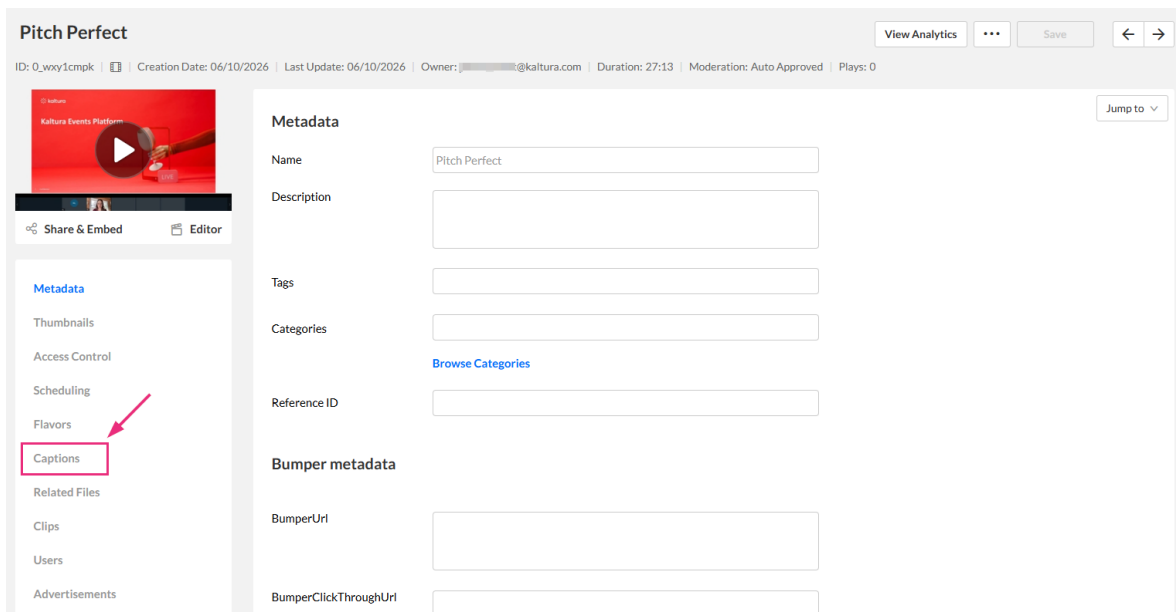
From the entry details page

1. Click on the desired entry.



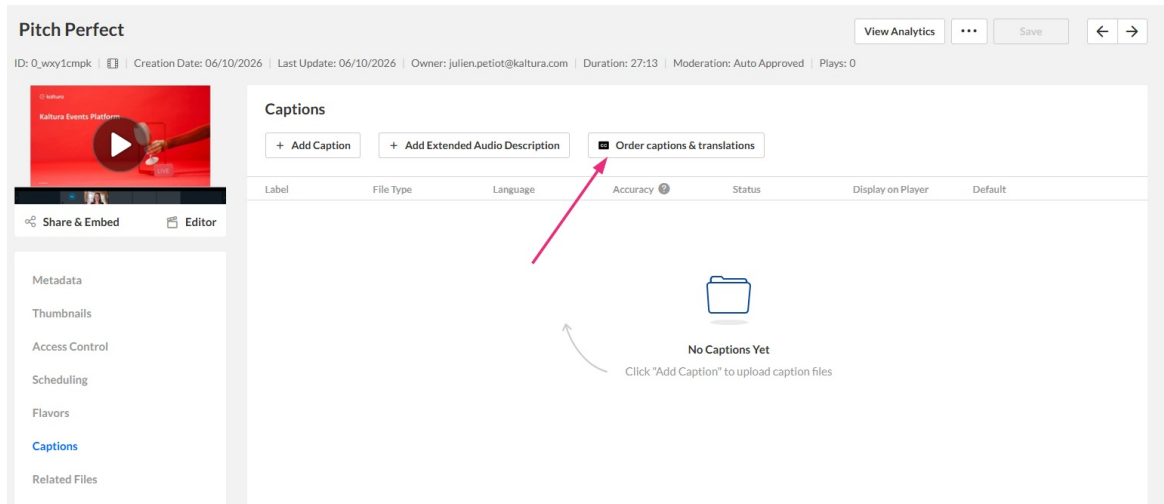
The entry details page opens.

2. In the left panel, click the **Captions** tab.

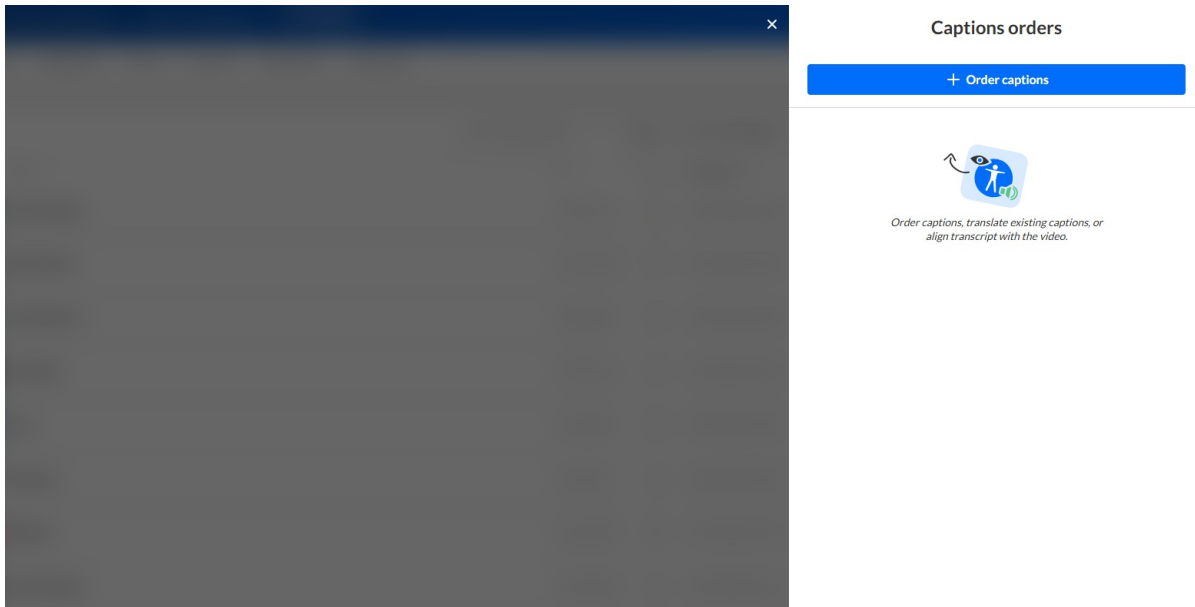


The Captions tab opens.

3. Click **Order captions & translations** at the top of the page.

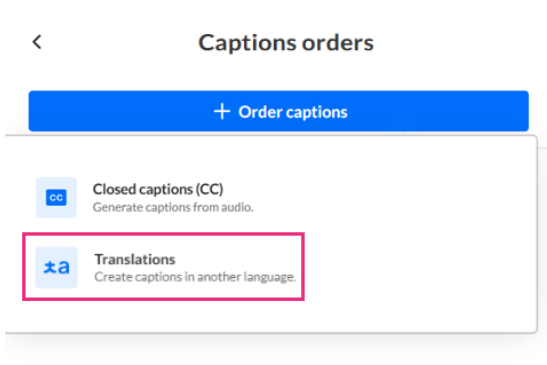


The Captions orders window opens.



## Order translations

- 1. Click + **Order captions** and select **Translations**.



The **Order translations** screen displays.

## < Order translations

Translate your video into additional languages using existing captions, original audio, or an uploaded file.

Unit\*

Service type  
 Machine  Professional

Translation source

Source language\*  
For best results, use captions with 99%+ accuracy.

Target language\*

- 2. Complete the following fields:
  - **Unit** - This option only appears in the event that different [Reach profiles](#) (budgets) are configured for each unit in your account. The selected unit will be charged for the translation request.
  - **Service type** - Select **Machine** or **Professional**. Defaults to Machine if both are available. Options that are unavailable are greyed out. If you choose **Professional**, one optional field displays - [Instructions](#).
  - **Translation source** - Select one of the following:
    - **Existing captions** - Use an existing caption file as the source for translation. You can use captions already attached to the entry or upload a caption file during the ordering process (see [Upload a caption file for translation](#) below).
    - **Original audio** - Translate directly from the entry's audio track. This option may not be available for all vendors or accounts.
  - Select **Existing captions** or **Original audio**. Defaults to Existing captions if both are available. Options that are unavailable are greyed out.
  - **Source language** - Select the source media language from the drop-down menu. The options in the menu are dependent on your [REACH](#) plan.



Captions with 99% accuracy are recommended for the best translations results. You can also upload a caption file to translate (see [below](#)).

- **Target language** - Select the desired language(s) you want the translations in from

the drop-down menu. The options are dependent on your [REACH](#) plan.

### 3. Click **Submit**.

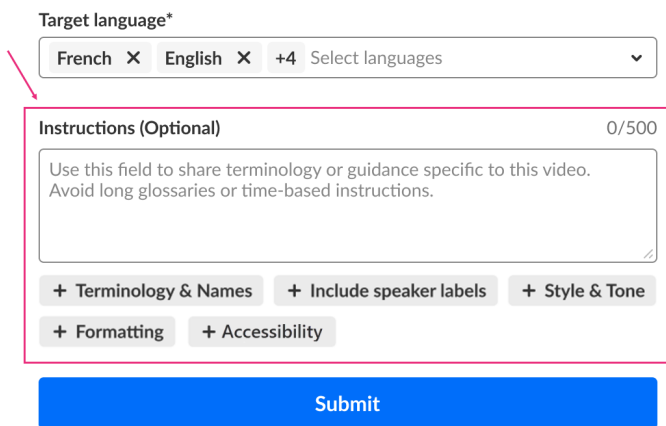
A confirmation message displays: *Translations are being created. This may take a few minutes.* Click the **X** at the top right to close the message.

Your translations order appears in the "In Progress" area of the **Captions orders** screen and is labeled as "Pending".

When the translations are ready, they are automatically added to the video.

## Add instructions for professional translations

If you select **Professional** as the service type, you can provide instructions for translators and reviewers.



Target language\*

French X English X +4 Select languages

Instructions (Optional) 0/500

Use this field to share terminology or guidance specific to this video. Avoid long glossaries or time-based instructions.

+ Terminology & Names + Include speaker labels + Style & Tone

+ Formatting + Accessibility

Submit

Providing clear, detailed instructions helps improve translation quality and consistency.

You can add instructions in any of the following ways:

**Option 1:** Manually type your own instructions in the Instructions field.

**Option 2:** Click on a preset tag provided below the Instructions field. The Instructions field is populated with that tag and a list of suggestions for additional text instructions displays. Click on one of the suggestions to autocomplete the instructions.

**Option 3:** Click on a preset tag. The Instructions field is populated with that tag and a list of suggestions for additional text instructions displays. Instead of clicking on one of the suggestions to autocomplete the instructions, manually type in the Instructions field to complete the text.

Following are the available preset tags:

### **Terminology and names:**

- Define acronyms - “Please define acronyms at first use and use them consistently throughout.”
- Use correct speaker names - “Please ensure speaker names and titles are accurate and used consistently.”
- Use correct proper names - “Please ensure all proper names (e.g., brands, products, organizations, and titles) are accurate and used consistently.”
- Use consistent terminology - “Please use consistent and accurate terminology throughout.”

**Speaker identification:** “Please include speaker labels where multiple speakers are present.”

### **Style and tone:**

- Preserve original wording - “Please preserve the original wording and phrasing as much as possible.”
- Remove filler words - “Please remove filler words where they do not affect meaning.”
- Simplify wording - “Please simplify complex phrasing where possible while preserving meaning.”
- Maintain consistent tone - “Please maintain a clear and consistent tone throughout.”

### **Formatting:**

- Ensure correct punctuation - “Please ensure punctuation is accurate and consistent.”
- Format for readability - “Please format captions for clarity and readability.”
- Use consistent casing - “Please use consistent sentence casing throughout.”

### **Accessibility:**

- Include non-speech elements - “Please include relevant non-speech elements such as sound effects where appropriate.”
- Clarify speaker identity - “Please ensure speakers are clearly identified when needed for understanding.”

## **Upload a captions file to translate**

If you select **Existing captions** as the translation source, you can upload a caption file and use it as the source for translation.



For the best translation results, captions with approximately 99% accuracy are

recommended. However, machine-generated captions can also be used as the source for translation.

### 1. Click **Upload caption file**.

**Source language\***  
For best results, use captions with 99%+ accuracy.

**Spanish** ▼

**i** Captions with 99%+ accuracy are recommended for best translation results. **Upload caption file**

The Upload captions file screen displays.

### Upload captions file

Upload your own closed captions (CC) file. Supported file types are: SRT, DFXP, and VTT. For best results, use captions with 99%+ accuracy.

**File (Required)**

**Translation name \***  
A descriptive text that appears in the player's captions selector.

**Language**  
**English** ▼

**Accuracy**  
  
1% 50% 100%

2. Click **Upload**.
3. Select the captions file on your computer.
4. Add a descriptive name for the translation.
5. Select the language.
6. Click **Upload**.

The uploaded caption file displays.

## < Order translations

Translate your video into additional languages using existing captions, original audio, or an uploaded file.

Unit\*  
 Internal videos

Service type  
 Machine  Professional

Translation source  
 Existing captions  Original audio

Source language\*  
 For best results, use captions with 99%+ accuracy.  
 Spanish

*i* Captions with 99%+ accuracy are recommended for best translation results. [Upload caption file](#)

Spanish captions

Target language\*  
 French X English X +4 Select languages

Submit

### View orders and perform additional tasks

- You can access orders from either the [Entries page](#) or the [entry details page](#).


### View status

The Captions orders window displays all requests for the selected media entry.

**Captions orders**

+ Order captions

IN PROGRESS ↻

 Verbit-Tr-En-Fr-QA • Pending ⋮

Jun 21, 26 · 02:29 PM • French

Translations order in pending status

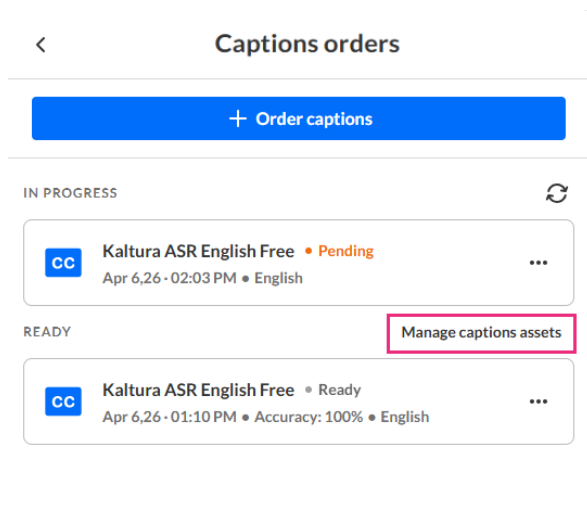
### Status types

The following statuses are available for captions requests:

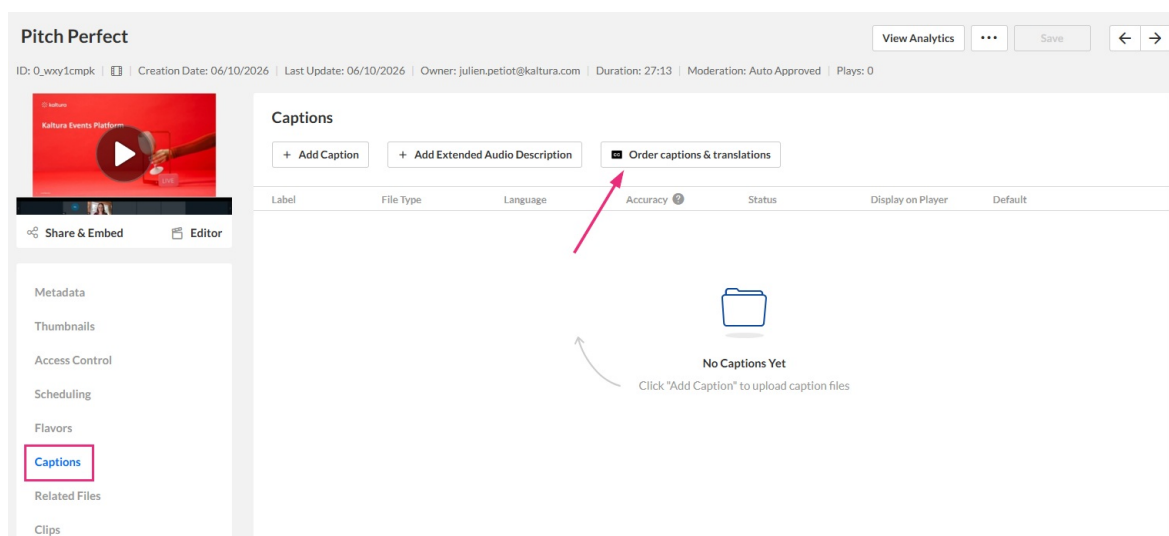
- **Pending** - when generating new request
- **Pending for Moderation** - requests in approval queue
- **Rejected** - requests that were rejected on moderation. This status must include reject reason.
- **Processing** - sent to the vendor and vendor received request (you cannot cancel a request when the status is Processing)
- **Completed** - when captions were received from the vendor
- **Error** - an error was sent from the vendor
- **Aborted**

## Manage captions assets

Click **Manage captions assets**.



The **Captions** tab of the entry details page in Rich Media CMS displays.



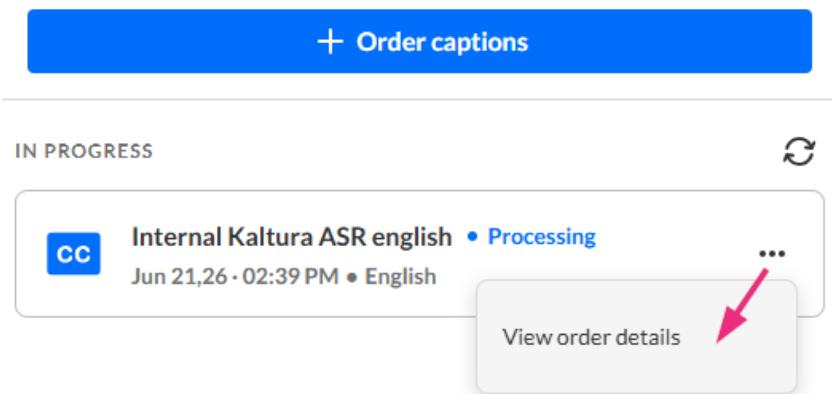
For complete information on this tab, see [Upload and manage captions in Rich Media CMS](#).

## Additional tasks

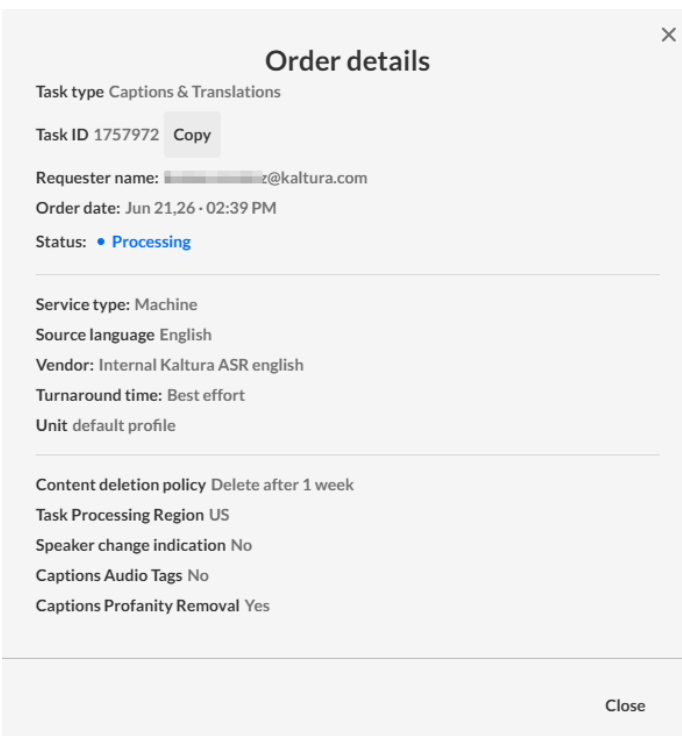
View order details

In the **three-dot** menu, select **View order details**.

## Captions orders



The Order details screen displays.



## Cancel order request



Translation requests cannot be canceled once they reach the Processing status.

1. Click **Cancel order request**.
2. In the confirmation message, click **Cancel request**.

Any action items associated with the request are also canceled.

If you try to cancel a request that's already in progress, a message displays: *The request is already in progress, therefore cannot be canceled.*

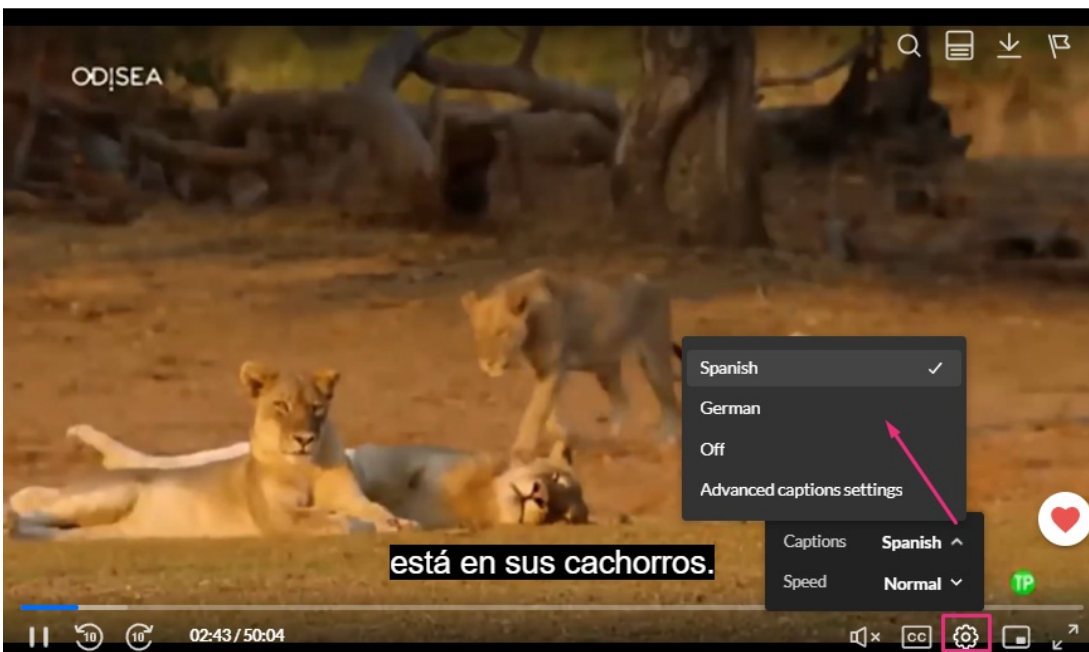
## Launch editor

See our article [Use the captions editor in Content Lab](#) for details.

## User experience

Once translations are ready, they're automatically added to the media. Depending on admin settings, a CC button may appear, letting users toggle captions on or off.

Admins can also set translations to display by default when playback starts. If multiple languages are available, users can select them from the captions sub-menu in the settings.



To learn more about how captions and translations display on the player, visit our articles [Captions and Audio Tracks](#) and [Accessibility](#).



You can resubmit REACH orders in certain cases, such as for updated media content or new profile settings. For details on how and when to use the resubmissions feature, see our article [Resubmissions for REACH services](#).