

YouTube launches multilingual dubbing on its platform

YouTube has just announced that it will be rolling out support for multilingual audio dubs on its platform. This allows creators to add dubs to their videos, thereby reaching an international audience more effectively.

This feature not only benefits creators, helping to connect with a wider audience, but also helps YouTube itself as it expands the reach of videos on its platform.



YouTube says that the technology to support multilingual audio tracks is already built-in, creators will need to work directly with third-party dubbing service providers to create audio tracks. Once uploaded, viewers will be able to select the dub they want to apply from the menu bar. At the same time, video uploaders also have the right to choose other languages ??they want to support.

In early tests of the feature, which YouTube rolled out with a small group of creators, the feature was used on more than 3,500 videos uploaded in more than 40 languages. As of last month, more than 15% of the watch time for dub videos came from people who watched the video in a language other than the original language of the video. YouTube also says that in January alone, viewers watched more than 2 million hours of voiceover videos daily on its platform.

Initially, this feature will only be supported on long YouTube videos, but the platform also mentioned that it will soon be testing the feature on Shorts.

Popular creator MrBeast (Jimmy Donaldson), who has 130 million subscribers globally, is in the initial test group. He has dub his 11 most popular videos in 11 languages ??to attract more international viewers to his channel. In an interview with YouTube's Creator Insider, Donaldson explained why the feature is useful, noting that it's easier to upload multilingual audio tracks than to manage and maintain them. maintain several separate foreign language channels.

Just uploading content to a single channel is much more convenient than having to create 12 different thumbnails or reply to comments on 12 different channels. And on top of that it's a lot simpler for fans. Whether you are in Mexico, India, can experience the same content on the same video through the support of dubbed versions, everything becomes much easier.



Eligible creators with access to the feature will now receive a notification with an invitation to try it out. Once they gain access, they'll be able to use the new option in Creator Studio.

However, YouTube declined to share how it determines which creators are eligible or how many people will be invited in the rollout of the feature. They just mentioned that the number of experiences would be in the thousands. We also do not know the exact time that this feature will apply to all creators, can only wait for the latest announcements from YouTube.

As for users, you just need to click on the video's settings to see what audio tracks are available and then start choosing to watch in another language. Because YouTube wants to provide a smooth experience for viewers, by default, content will also use the language that matches the user's preferred language. In addition, users will be able to find content in multiple languages ??thanks to the translation of the video's title and description.

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