



Background

Global Voices and PA Media, the UK's premier provider of multimedia content and services, partnered for a one-year ongoing contract. Our task was to translate English subtitle files into nine languages for PA Media's internal 90-second news bulletins, which exclusively covered weekly updates about Amazon. These videos delved into a spectrum of topics, from groundbreaking technology launches, including drone deliveries, to achievements at specific Amazon locations and charitable initiatives. The primary audience for these updates was Amazon staff across the globe. PA Media expressed satisfaction with our subtitling services, acknowledging the crucial role it played in enhancing the quality and accessibility of Amazon's internal communications.

Challenge

- **Efficiently conveying weekly updates to a global audience.**
- **Fast-paced nature of the content required swift services.**

Outcomes

- Streamlined workflow not only enhanced efficiency but also contributed to the overall success of Amazon's internal communication strategy.
- Strategic use of video content served as a dynamic and engaging medium to share essential updates, announcements, and corporate news.
- We ensured a fast turnaround, with the translated subtitle files returned to PA Media within 24 hours.
- Facilitated Amazon in conveying internal company news to diverse regions worldwide through dynamic videos.



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