



# Found in translation: How generative AI helps documentaries reach international audiences

Documentary filmmaking is a powerful storytelling medium. Documentaries can move audiences with visceral stories of socioeconomic issues, capture heartwarming tales about overcoming the odds, or educate viewers with fresh perspectives on historical events. But as films are distributed across diverse markets and languages, international audiences may not get the full experience of this meaningful artform.



## Generative AI enables documentary films to span globally with accurate captions and dubbing.

For MagellanTV—with 3,000 documentaries in its library—international distribution provided a way to further grow its customer base and share these stories with a much larger audience.

But to ensure an international audience could consume the stories' plots, transcription and captions were a necessary post-production tactic. Previously, an in-house video editor needed up to 60 hours to dub one hour of content manually which took up 70 percent of the editor's time, and a third-party transcription service charged per minute.

The company enlisted Amazon Web Services (AWS) Premier Partner Mission Cloud to design an effective translation and dubbing solution involving AWS artificial intelligence (AI) services including Amazon Polly, Amazon Translate, and Amazon Transcribe as well as a large language model (LLM) from Amazon Bedrock.

Now MagellanTV can ensure that the audio-video experience is of the same quality, whether the film is watched in Austria or Australia. For example, AI enables dubbing speed to align with the picture, so there's no lag between what's viewed on screen and what's read. And LLM finds and replaces slang and colloquialisms that might not translate word for word. The technology helps make the content more relevant and relatable for audiences everywhere and ensure that no matter what language you speak, the filmmaker's intended message comes across loud and clear.



# Project Highlights

## Customer Obsession

With the help of Mission Cloud, MagellanTV was able to expand its international presence and audience while delivering high-quality, accessible content.

## Invent and Simplify

Mission Cloud developed a new process for MagellanTV that leverages Amazon Transcribe, Amazon Translate, Amazon Polly, and Amazon Bedrock to translate, transcribe, and dub content accurately. The project also informed Mission Cloud about the capabilities of large language models (LLMs) and how they can produce consistent results.

## Deliver Results

Thanks to Mission Cloud’s new generative AI solution built on top of Amazon Web Services (AWS) products, MagellanTV eliminated costly transcription and manual editing services for thousands of hours of content. Costs went from \$1,020 per minute down to only \$6 per hour. In addition, AWS funded Mission Cloud’s assessment work as part of the Migration Acceleration program, which added even more value for MagellanTV.





## Built with

Amazon Transcribe

Amazon Translate

Amazon Bedrock

Amazon Comprehend

Amazon Polly

Amazon SageMaker JumpStart

**“Working with Mission Cloud will enable us to achieve a long-held goal for MagellanTV, which is to massively expand the reach of our documentary platform and strengthen our position as a truly global company.”**

Thomas Lucas,  
Co-Founder and Director of MagellanTV

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Mission Cloud is a leading born-in-the-cloud managed services, consulting provider, and AWS Premier Tier Partner at the forefront of generative AI technology. Mission Cloud helps innovative companies scale existing generative AI models or build new, groundbreaking applications with generative AI. Its team of AWS experts empowers businesses to migrate, manage, modernize, and optimize their cloud environments, ensuring a successful future in the cloud.

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