

## Customer story

# Love Island USA

ITV America selected VITAC as its partner to help make Season 6 of Peacock's "Love Island USA" more accessible to audiences and localize the content to reach greater viewers, making viewer accessibility and content localization critical to the show's producers so that all audiences could engage and enjoy it with equity.



## In a Nutshell

Love Island attracts a wide viewership both locally and globally. ITV America enlisted our expertise to assist with English and Spanish captioning, audio description and Spanish dubbing needs for its live broadcasts, international versions and evergreen content. In total, this project translated to 41.6 hours of content delivered over 36 episodes and 3 outputs, making for 108 episodes delivered. Ensuring the show's captions, audio description and dubbing were delivered both quickly and accurately was of critical importance to us and ITV America. Our team stepped up to deliver on these needs and were honored to be selected as the partner of choice for this No. 1 reality series in the US across all streaming platforms.

**"You stepped into [Love Island] Season 6 of a well-oiled machine this season and really kept up and did a great job. This show takes a village... Thank you ALL on a job well done."**



**Danielle DiStefano**  
Chief Technology Officer



## The Challenge

ITV America needed a partner that could deliver on multiple accessibility and localization needs quickly and at scale. They also needed a partner with expertise in reality TV and an understanding of how to handle captioning and audio description of B-roll, long, dramatic pauses and complex storylines. They wanted a team they could trust to accurately identify the show's cast members in fast-paced, varying scenarios during live broadcasts.

## The Solution



Live captioning



Offline captioning in English with a 4-hour turnaround



Translation and offline captioning in Spanish with a 2-week turnaround



Audio description with human voice



Dubbing in Spanish

## The Results



### Broadcast version

We delivered accurate live captions and high-quality offline captioning via the feed in English at the desired 4-hour turnaround, which is no typical feat for an hour-long offline show.

### International version

We provided ABS only within a 24-hour turnaround when the client sent a proxy of the international version.

### Evergreen version

Accuracy was key with evergreen versions which remain online forever. Our effective localization end-to-end process, combined with a good artistic performance from the cast members, resulted in more engagement and higher audience reach.



**English ABS** was delivered in 24 hours and **English captions** in a 3-day turnaround for proxies sent of the evergreen version.



**Spanish translation and captions** were delivered in a 10-day turnaround. Our team of translators collaborated closely to ensure consistent terminology and to accurately localize the various meanings of colloquialisms used by the participants in the show, preserving the original tone and intent for all Spanish-speaking viewers. Our translators conduct thorough research on all terms used by the participants to deliver the highest-quality outputs for Spanish-speaking audiences.



**Human-produced audio description** to assist audience members who are blind or have low vision was provided in English at a 5-day turnaround.



**Human-produced Spanish dubbing** was produced in a 2-week turnaround. We cast 20 actors, including the host and the narrator, plus a team of translators who captured all the colloquialisms and nuances of the Spanish-spoken language and adapted the translated script to ensure the dubbed dialogue matched the lip movements of the characters on screen. We enhanced the quality of the final Spanish mix by adding missing effects, such as ambient noise.