

Multilingual Delivery Readiness Checklist

Reach every language from one video master and one pipeline: internationalize first, tag and package the tracks, localize beyond the words, and keep every locale in sync.

A. Internationalize first - the architecture you build once

- Store all text in Unicode; keep UI strings in files separate from code
- Keep on-screen text as a player overlay, not burned into the video
- Build the player so its layout can mirror for right-to-left languages
- Plan one video master that carries many audio and subtitle tracks

B. Label and package the languages

- Tag every audio and subtitle track with a BCP 47 code (e.g. es-MX, zh-Hant)
- Set exactly one DEFAULT track; use AUTOSELECT to match the device language
- Mark on-screen-text translations as FORCED subtitles (shown even when off)
- Deliver via HLS / DASH rendition groups - one picture, many tracks

C. Localize beyond the words

- Subtitle broadly; dub only where eyes-on-screen or market size justifies it
- Translate the player UI, emails, quiz prompts, and the certificate
- Localize dates, numbers, currency, sorting, examples, and symbols
- Mirror RTL interfaces with dir=rtl and CSS logical properties (start / end)

D. Stay accessible and in sync

- Captions per language with speaker labels - not only translated subtitles
- Mark language of parts (lang attribute) so screen readers pronounce it right
- Keep one source of truth; every other language is a derived version
- On a source edit, re-translate ONLY the changed segments (use a TMS)