



Company Profile

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Masreya Media

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Who We Are

Masreya Media was established in 1999 to fill a long-standing gap in the Arabic market by offering subtitling, voice-over and text translation of unrivalled quality together with a focus on first-class customer service and satisfaction.

In 2007 the company expanded, adding dubbing of the same high standard as well as other audio and post-production services to our output.

In 2015 Masreya Media entered the On-Demand market for subtitling and Dubbing translation, and we became the major provider of subtitling and dubbing for the biggest names in that field.

Since its establishment and until March 2017, the company worked through two offices: Masreya Media for Translation and Masreya Media for Dubbing – with the two branches physically separated (in two locations). The merge into one big entity yielded significant benefits, in terms of working on a larger, corporate-style scale and unifying resources. The highest security measures have been put in place in the new office to ensure the safety and security of our client's documents and material.

Also in May this year, Masreya Media has become partner/owner of "Sound House" – a state-of-the-art studio that enabled the company to work more efficiently, offer a wider range of services, and work simultaneously on various projects without having to resort to outsourcing studio services.

The Ideology

Our Vision

A world with no language barriers

Our Mission

We provide World-class translation, subtitling, and dubbing services from and to Arabic that make it easy for individuals and businesses to succeed across markets and cultures.

Our Goals & Objectives

We seek to grow horizontally and vertically by expanding our translation services to cover all the Middle East and Europe, and our range of translation to include more languages.

Furthermore, we strive to enhance our techniques and tools to fulfill the international standards and demands.

Our Values

- Partnering with clients
- Respecting Ownership
- Fostering a culture of quality, professionalism and Commitment

What we offer

We have a large database of translators, subtitlers, lyricists, directors, musical directors and voice-over talents covering all fields. Our team is able to provide high-quality translations and localized versions that meet both the needs and the deadlines of our clients. We also have a dedicated team of experienced project managers as well as in-house revisers and proofreaders as part of our commitment to quality control.

With all of the tools to produce outstanding results, we strive to provide first-class service for our client: personal commitment, project management, cost effective results and, most importantly, the carefully crafted product that is the ultimate testimony of Masreya Media's dedication to quality.

Our technical department consists of in-house timers, experienced, qualified, and trained on using most of the subtitling software which is maintained by specialist technicians. We can output all the common broadcast subtitling formats for both PAL and NTSC (PAC, TXT, STL, DFXP, SRT, .x32, TELETXT), and we also provide burning-in services on Digital Betacam tape, DVD and tapeless media in both broadcast and non-broadcast quality.

Our team of in-house and freelance subtitlers is a great asset to the company. They provide top-notch subtitling and handle all relevant and subsequent steps including timing, cutting, checking,

and finalizing files to be sent to clients. They also provide training to new and less experienced subtitlers who wish to join our team.

To complement our learning process and more importantly to ensure that the best quality translation is given to our clients, Masreya Media developed a quality control department that consists of language specialists, proofreaders, and Arabic checkers to follow up on every single step of the process and review the technical aspects such as, client specs and proper timing and. Relevant administrative procedures such as documentation, follow – up on turnaround times and deliveries is of utmost importance to our company.

To complement these efforts, our QC specialists constantly prepare and send feedback to subtitlers and translators to guide them towards improving their style, and assess the subtitlers and translators' overall improvement.

Working at Masreya Media is about learning and growing. We provide an enabling environment for subtitlers and translators to grow organically and develop their skills and knowledge in the fields of translation and subtitling. Our subtitlers and translators receive internal training on the techniques and rules of subtitling, Arabic grammar, timing, and cutting. They are exposed to different genres of subtitling, including TV drama, movies, reality shows, documentaries...etc., to allow them to develop their techniques and styles and grow more efficient.

Our Services

1) Text Translation and Corporate Subtitling

At Masreya Media, our goal is to provide translation that captures the heart and soul of the original text, while making the necessary cultural adaptations to the style in order to effectively communicate the message to the target audience and produce an appealing localized version. Our expertise covers a wide variety of specialist and non-specialist subjects as well as literary texts, museum catalogues and advertising material. We offer text translation from and into English, Arabic, French, Farsi, and German - all proofread by mother-tongue speakers. We can also handle any other language combinations you may require on a project by project basis.

The department handles all text and corporate translation projects with the help of an in-house team consisting of project managers, Arabic checkers, senior linguists, and a wide database of freelance translators who are well versed in numerous subject matters and use CAT tools, such as Trados, which helps ensure consistency across big and frequent projects of similar nature.

2) Transcription & Translation (From Video or Audio)

Masreya Media can also provide time-coded transcription and/or translation directly from audio and video files in both English and Arabic (various dialects). We are also happy to handle other languages on a project by project basis.

3) Subtitling

Masreya Media provides subtitling to high profile broadcast and corporate clients. We handle a wide variety of material in all genres including movies, TV series, reality shows, documentaries, sports shows, as well as corporate and training videos.

We offer subtitling to and from English, Arabic, French, Farsi and German and can also provide dual-language subtitling in any combination of these languages.

Masreya Media uses a wide variety of subtitling software which is maintained by specialist technicians. We can output all the common broadcast subtitling formats for both PAL and NTSC (PAC, TXT, .x32, STL, TELETEXT), and we also provide burning-in services on Digital Betacam tape, DVD and tapeless media in both broadcast and non-broadcast quality.

Our team of in-house and freelance subtitlers is a great asset to the company. They provide high quality subtitling with time-coding, editing, proofreading and running final checks on files before sending to clients. They also provide training to new and less experienced subtitlers who wish to join our team.

These efforts are supported by our QC specialists who provide feedback to translators and subtitlers to ensure they maintain the highest standards. They assess not only the quality and style of the translation, but also the compliance with client-specific requirements.

4) Dubbing & Voice Over

A long-term cooperation with Aysha Selim, a well-known name in the dubbing circles in the Middle East, started in 2007 and resulted in the establishment of our dubbing department, thanks to her work with the Disney Character Voices International (DCVI) team.

Masreya Media continued to expand its services to include dubbing not only from English into Arabic (Modern Standard Arabic, Colloquial Egyptian and Syrian dialects), but also from other languages into English, German, and French, to name but a few. Such services are now part of the regular output. Dubbing genres include animation, live action, compilations, live shows, featurettes, documentaries, promos, interactive games, bonus materials, trailers, corporate videos and vocals for several media including television, DVD/HV and theatrical release.

In 2008 Masreya Media was appointed sole dubbing producer into Arabic for Disney Character Voices International (DCVI). Since then, its quality work has attracted other big names in cinema and TV including Paramount, Sony, BBC and OSN.

The company also provides bespoke voice-over services for corporate videos, e-Learning videos, as well as audio services such as M&E (Music and Effects) creation, original music, soundtrack composition and animation production.

5) Animation

In 2011 Masreya Media teamed up with top Egyptian animators to create short movies from A-Z in both English and Arabic. The company further co-produced animated short movies creating sound, foley and localized graphics for the Egyptian Ministry of Environment as well as the World Bank.

