Eleven

Powering content in any language with automatic dubbing

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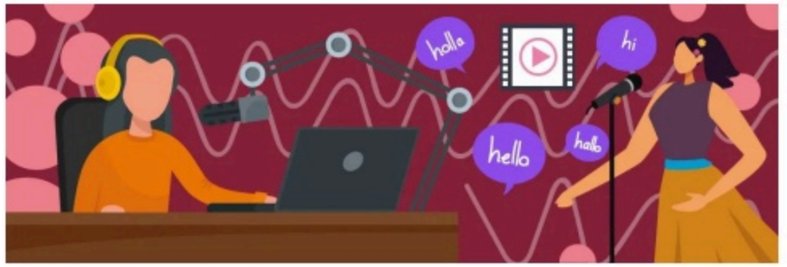
People want to listen to and watch content in their native language

Traditionally achieved through **dubbing** - a post-production process where the original language of recording is swapped with audio recorded by human in a different language



Expensive

~$100/min

⟶ Approximate dubbing cost including voice actors fee, post-production, and studio cost

Long Process

>2 weeks

⟶ 10 minute video takes at least 2 weeks to dub. Involves multiple functions. Longer ones can take months!

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There are no affordable tools to make **content watchable in any language** with **high quality**.

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Human quality automated dubbing as a SaaS

Human Quality

Preserving voice features
Automated dubbing based on thousands of hours of professional dubbing - keeping the original emotions, intonation & speakers performance

Personalized

Dubbing with your own voice
For the first time training a deep-learning model that preserves your own voice across languages

Simple & Quick

Accessible through an E2E solution
SaaS that takes an input audio or video, and enables with a click of a button to do full dubbing - human-in-the-loop is supported for improving quality even further

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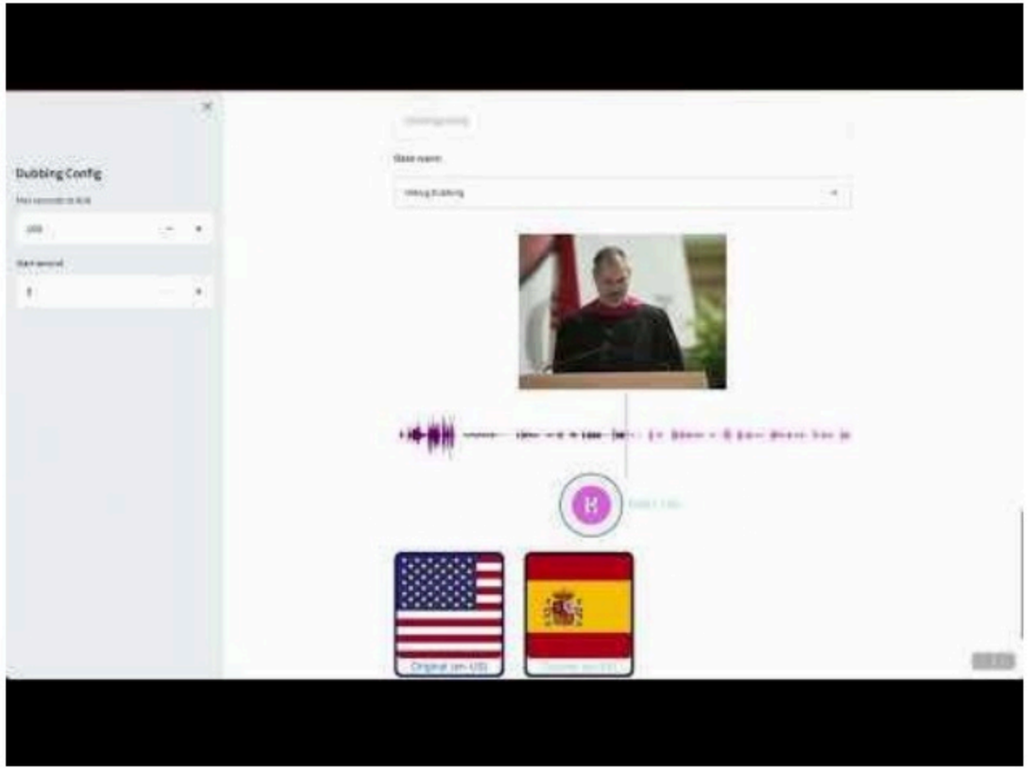
We have already built a prototype with
state-of-the-art research for dubbing

1. Any movie or audio input in English
2. Subtitles generation - either automatic speech recognition or metadata extraction
3. Translation from language A to B
4. Background noise + dialogue separation
5. **Automatic dubbing - voice generation in another language - core technology**
6. Dubbed video ready for download



Demo video

Quick (10 minute video dub time)

2 minutes

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We have studied, lived and worked together. We are best friends since high-school.

Piotr Dabkowski | CTO
ML Researcher

Previously Machine Learning @ Google
Computer Science at Cambridge & Oxford University

Deep-learning researcher - published a paper at NeurIPS with >300 citations

Open-source work - created Js2Py with >250k downloads / month and other projects

Mati Staniszewski | CEO
Deploying Products at Scale

Deployment Strategist @ Palantir
Mathematics at Imperial College London

Experience at BlackRock & Opera Software – modelling usage and risk metrics

Founder of new communities - created Mathscon – first Mathematics student led conference with >1000 students over 3 years

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Eleven's **automatic dubbing** will power **seamless** communication and content across any language.

Eleven Expansion

Use-cases

Real-time dubbing
automatic language conversion across online video and audio conversations

Real-time voice conversion
online privacy protection, call-centers improvements, metaverse

Professional Dubbing
full control of voice modification for highest quality automated dubbing in the feature movies

Localization & Advertising
advertisements
language embedding in core tools

Offline voice generation
game development, audiobooks, podcasts

Automatic dubbing for creators
content creators, audio & video editing software

Initial Focus

Users

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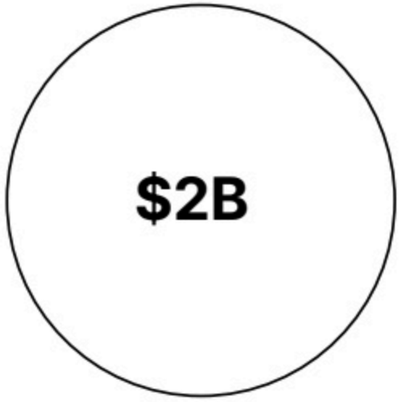
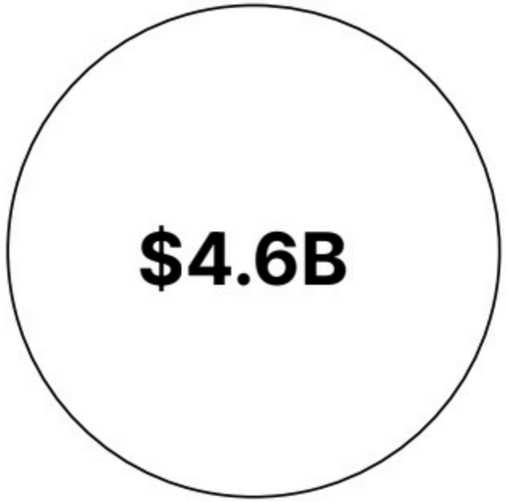
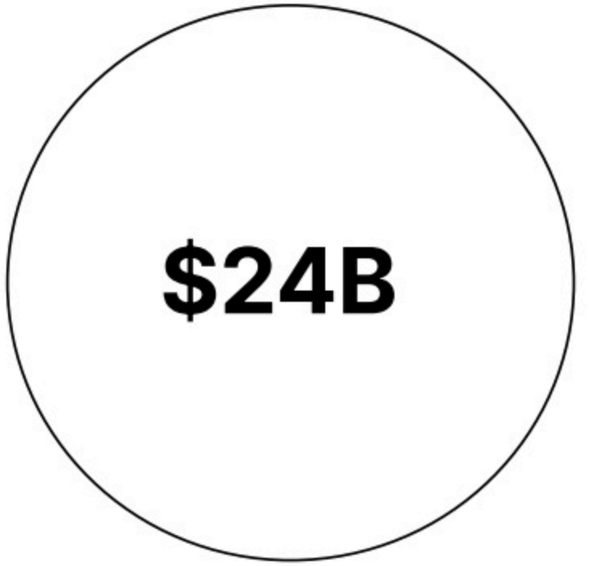


Estimate for yearly TAM in for all professional content creators across podcasts and videos



Current yearly spent on game localization and movie dubbing - industry will disrupt



Localization, translation, interpreting total market

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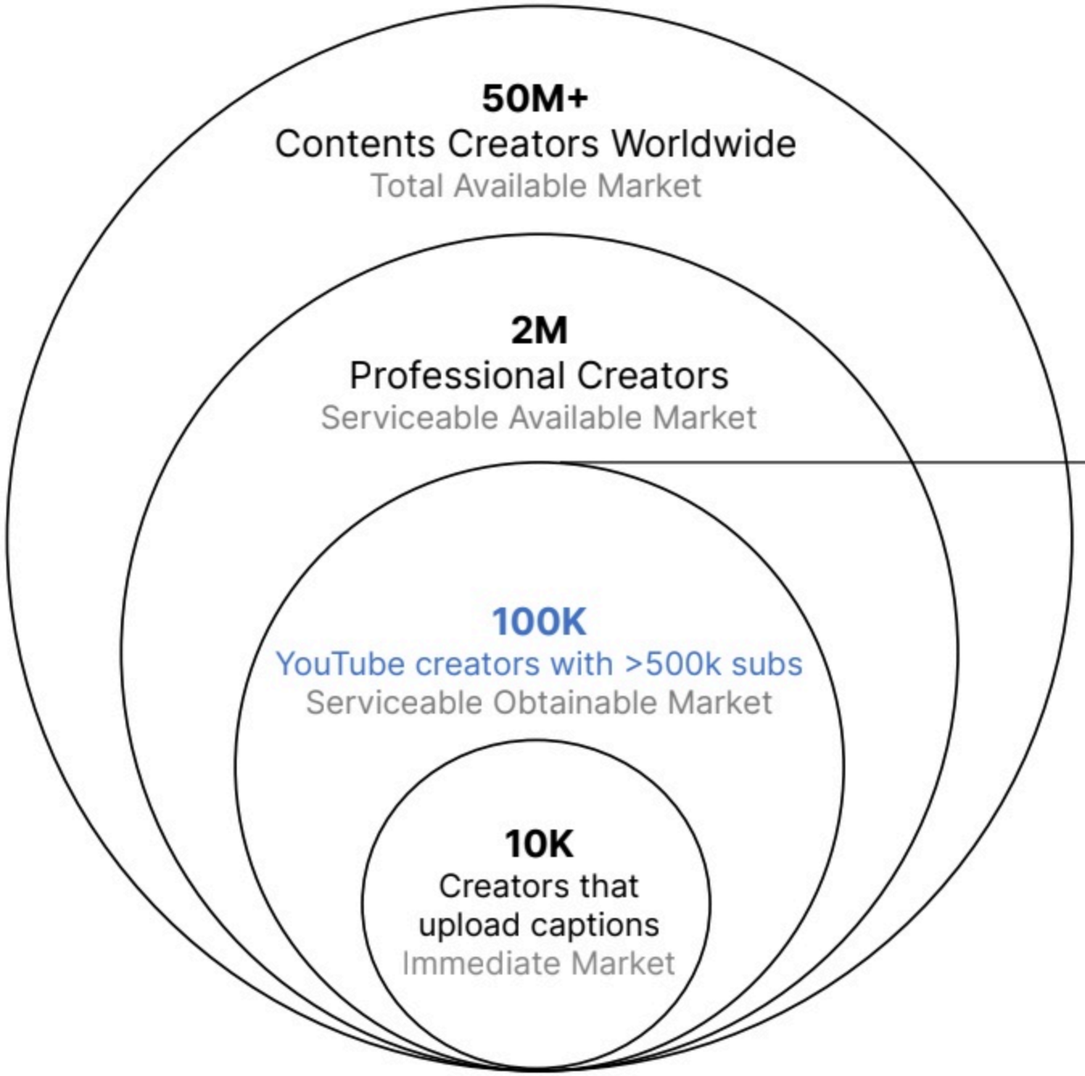

9M minutes / month ⟶ **$110M / year**

Content created
On average: 3 videos per month of 10 minutes length dubbed to 3 languages

Revenue
Assuming just ~$1 dollar fee per minute of audio - actual model will include subscription with base set of convertible minutes

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MrBeast English channel subscribers 🇺🇸

96M

⟶ MrBeast is one of top 5 YouTube creators by subscribers, starting his career in early 2012

MrBeast Spanish channel subscribers 🇪🇸

19M

⟶ New channel started in 2021 with content dubbed professionally to Spanish. **One video generates ~$50k!**

Key insights

- Creators will explore the same model to reach **more viewers & revenue**
- **Quick** dubbing process requirement but a lower quality bar
- High volume data allows to **improve speech & text datasets** to build long term defensibility

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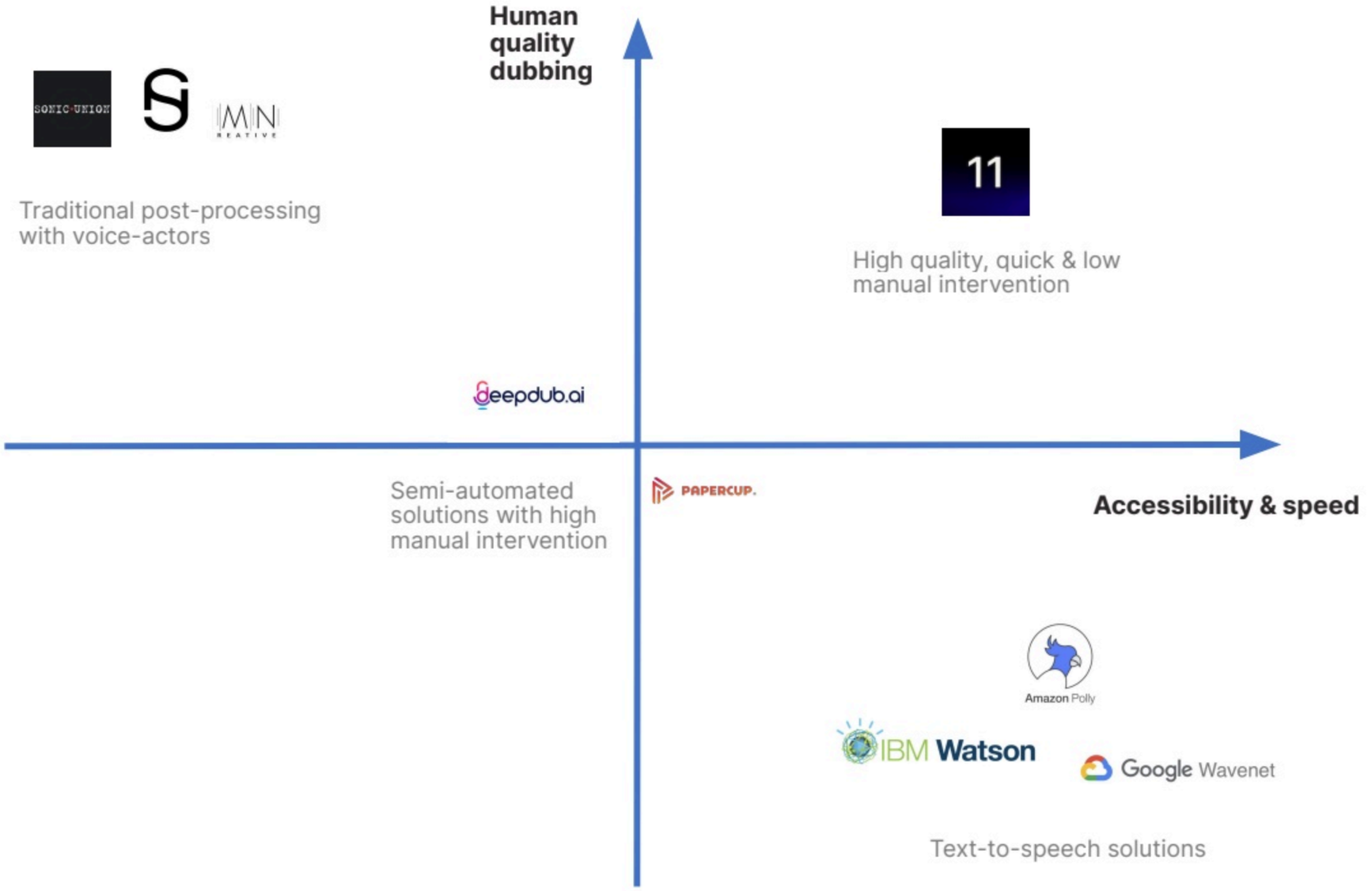

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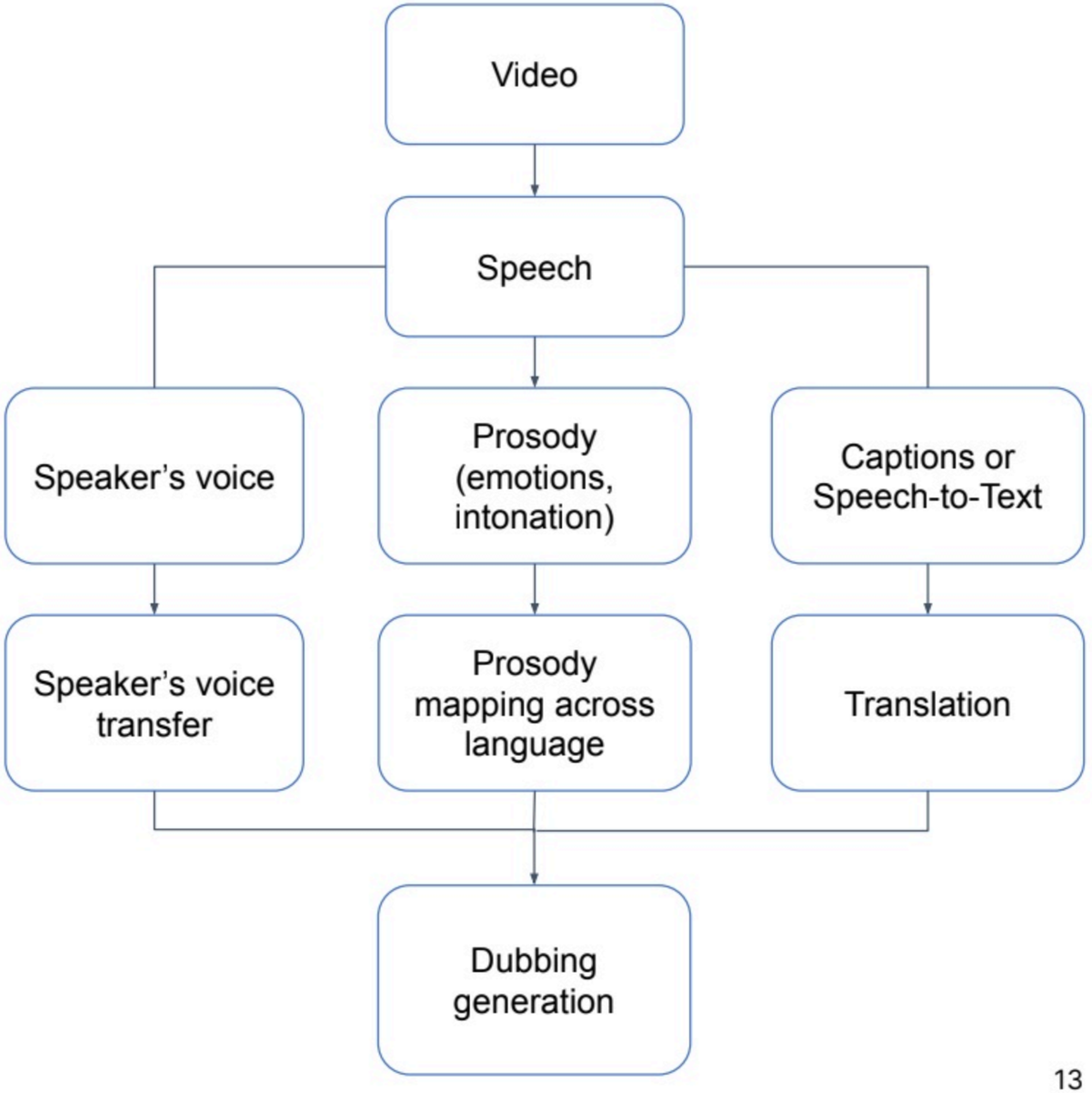
New way to automatically dub - preserves speakers voice, emotion, intonation

- Instead of traditional Text-to-Speech approach we take both **Speech and Text as an input to generate Speech** in a new language - with state-of-the-art results.
- **Novel speech representation** as a combination of:
  - **prosody (emotions, intonation)** - a sequence of per-phoneme, speaker independent annotations - based on professional dubbing
  - **speaker's voice** - separate speaker embedding - based on thousands of voices
- **Quick, affordable, generalizable** - easy to scale to new languages, where the end dubbing takes minutes instead of weeks



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