

Sponsorship Program:

Sponsor the Sound of Cinema

Presented by





Executive Summary

Bitl **Media** presents a unique opportunity for corporate sponsorship to improve the Spanish audiovisual heritage in terms of dubbed cinema, whether it is Spanish or the other co-official languages of the State. Through our innovative technological solution, we can migrate mixed mono/stereo dubbing to state-of-the-art audio formats (5.1 or higher and Atmos-type immersive sound), without the need to redub the film (as long as the original materials allow it).

This action translates into a return on brand image and public relations greater than the economic investment, by associating your company with active support for culture, language and technological quality.



1. The Challenge: Quality Imbalance in the Age of Streaming

Nowadays, consumers demand the highest quality video and audio in the audiovisual content broadcast by streaming platforms, in order to enjoy, if possible, immersive sound systems on all types of devices, many of them mobile ones.

The Historical Problem

Many flagship titles were mixed in low-fidelity formats (mono or basic stereo) when the original materials allowed for a superior sound format. As a result, the same movie could have 5.1 audio in the original version and only single stereo in the dubbed version.

The Current Need

Increasingly, large digital platforms are demanding minimum audio standards (5.1/immersive Atmos). Without a remastering/migration such as the one presented here, dubbing with a sound format below 5.1 could be considered insufficient for modern distribution, being relegated from the main windows of audiovisual consumption.



2. The Bitl Media Solution: Innovation and Remastering

Bitl Media has developed a technological solution that allows the quality of the pre-existing dubbing to be matched to the best current level without incurring the disproportionate costs that would be involved in dubbing again.

Our Technical Process:

- **Isolation:** Dialogs are isolated from mixes
- **Reintegration:** A new 5.1 mix, superior or immersive Atmos-type is generated, using the music and high-quality sound effects of the original version of the film, where the dubbing is integrated
- **Result:** The historical voices and dubbing we know are maintained, but with an immersive sound experience that meets the standards of today's market



3. The Sponsorship Opportunity: A Win-Win Exchange

This project represents an excellent platform for companies that want to align their brand with cultural engagement and technological innovation.

Key Benefits for Sponsor:

Impact Area	Brand Benefit
Social and Cultural Commitment	Your company is positioned as an active defender of culture and audiovisual heritage in the official languages of the State, generating a positive link with society
Institutional and Media Impact	The project has the support of the National and Regional institutions (providing the dubbing) and the collaboration of distributors (providing the original mix) and platforms (new version upload to the menu of available languages), entities that contribute to the public recognition of your sponsorship
Public Relations Activation	Organization of exclusive private screenings of the remastered film in a movie theater with 5.1/Atmos capabilities. A unique opportunity to invite customers, stakeholders or media and use the event as a tool to enhance the brand image
Brand Values	Direct identification with Quality, Innovation and Heritage Recovery



4. Feasibility and Remastering Costs

The technology on which the methodology for restoring dubbing developed by **Bitl Media** is based allows the investment to be affordable, very efficient and generates a very high media return.

	Up to 90 minutes	€/addicional. Minute
Non-Theatrical	4.500 €	40 €
Theatrical	5.850 €	52 €

**Non-Theatrical: films that are going to be marketed on streaming platforms, TV channels, Blu-Ray, or DVD*

***Theatrical: films that are going to be shown in cinemas*

Note: The cost of other possible activities, such as the rental of a movie theater, is not included in these figures, although negotiations will seek to have the exhibitor also acting as a sponsor of the event



5. Conclusion: The Call to Action

Collaboration is already underway

Distributors open to providing materials, institutions facilitating the process and **Bitl Media** providing the technological solution. All that is missing is the key piece: your commitment.

The return on recognition and communication that your company will get will far exceed the investment required for the remastering. We are, therefore, facing a winning exchange for all parties.

Paraphrasing Rick Blaine in *Casablanca* and his now mythical "I think this is the beginning of a beautiful friendship", we encourage you to sponsor your first film remastering.



Contact Bitl **Media** today to start writing this new story!

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If you try, you stay



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