

Content Creators Can Now Access YouTube's Multi-Language Audio Feature

YouTube introduced a new multilingual feature Wednesday giving content creators the ability to dub their videos in multiple languages.

The social media platform revealed that it had been working on improving this feature since it launched a pilot version two years ago. Available to a limited number of creators—including MrBeast, Mark Rober, and chef Jamie Oliver—YouTube reported that when the pilot version was used, creators saw over 25% of their watch time come from views in the video's non-primary language.

YouTube is also working on adding multi-language thumbnails, piloting the feature with a select group of creators. During this trial period, creators will be able to add localized thumbnails based on viewers' selected language.

The addition of this multilingual feature adds to the growing list of options YouTube provides creators to expand their reach and exposure with brands.

During this year's Cannes Lions International Festival of Creativity, the platform introduced Open Call, which allows brands to place broad requests for sponsored content through the YouTube Partner Program, which has 3 million creators. The tool is powered via Brand Connect, inside YouTube's creator partnership hub.

Open Call allows brands to post a creative brief detailing a

campaign, after which creators can submit a custom video pitch for review. The brand can then decide whether or not to use the video in its campaign. If a brand accepts a video, it can then promote the video as part of a partnership ad and monitor its performance.

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