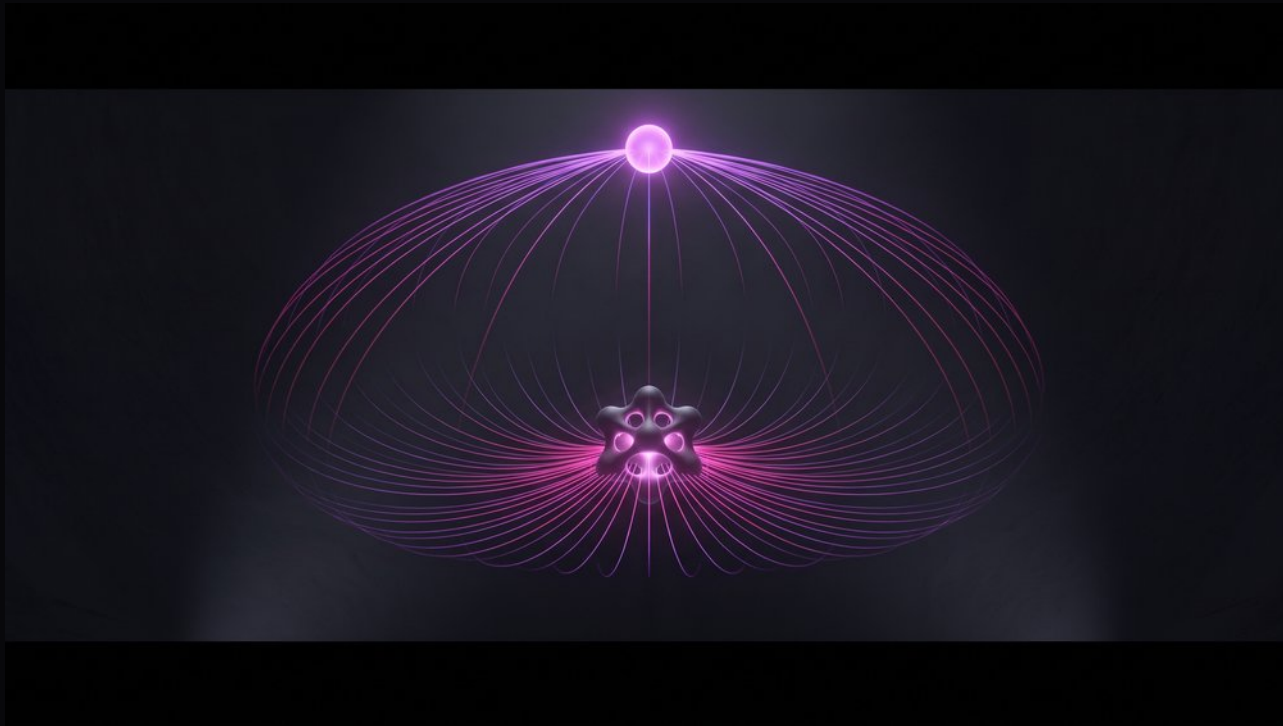
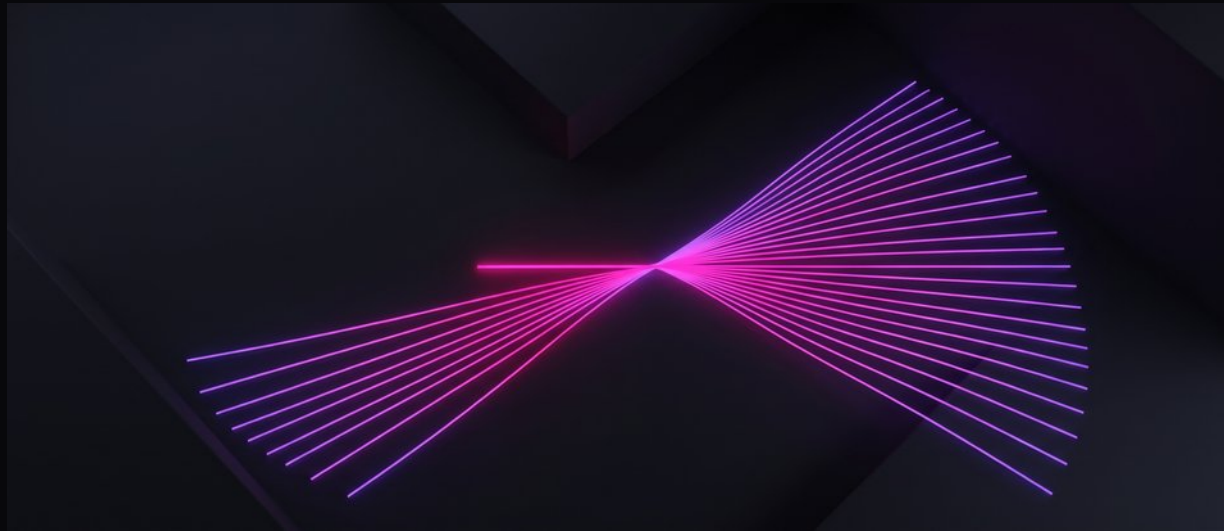




MEDIA & ENTERTAINMENT

The AI Localization Gap

Global launch day, without the localization scramble

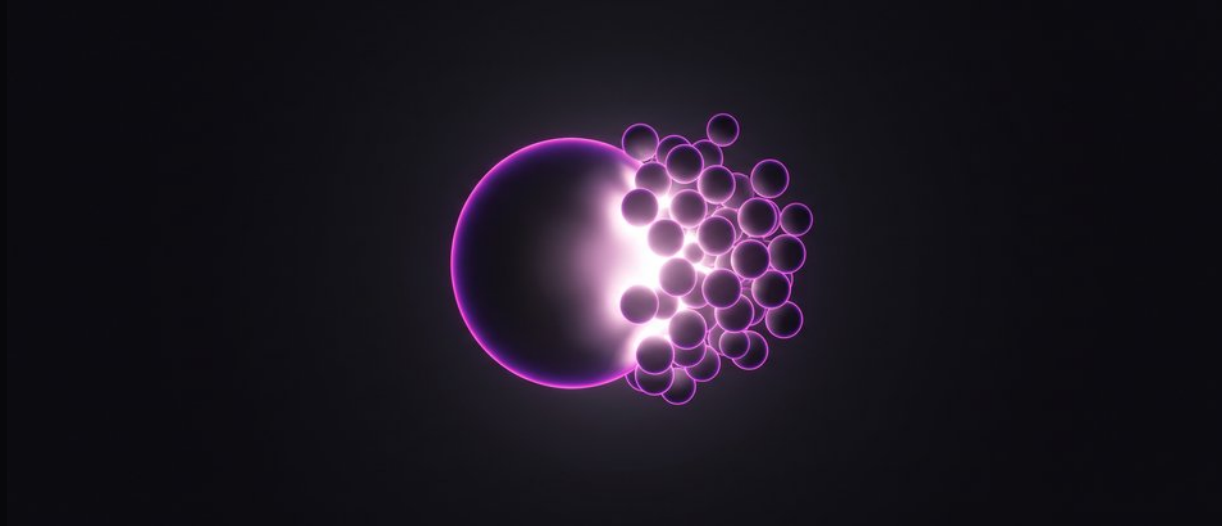


Sim-ship made sequential localization obsolete

Simultaneous global release is no longer a premium option across media and gaming. It is the default launch expectation at major studios and streaming platforms, and a single delayed language track no longer slips one market: it slips every market at once. Catalog volume is growing faster than headcount, so the bottleneck is no longer translation quality. It is how many languages a team can move through in a week.



INDUSTRY EXAMPLE



When a single acquisition doubles the catalog overnight

Scopely's \$3.5B acquisition of Niantic's games business, announced in March 2025 and closed that May, added Pokémon GO's 40-plus-language footprint and 30 million monthly active users to Scopely's localization function in a single event, before any infrastructure was in place to absorb it.

Source: TechCrunch, March 12, 2025; Scopely, May 29, 2025



INDUSTRY EXAMPLE



Even Netflix is leaning on AI to keep up

In its Q4 2025 shareholder letter, Netflix confirmed it is using artificial intelligence to improve subtitle localization, making it easier for its titles to reach more viewers worldwide. Even the largest streaming catalog in the world cannot scale translation with headcount alone.

Source: Netflix Q4 2025 Shareholder Letter, reported January 2026



What the data shows

\$3.5B

Niantic acquisition value

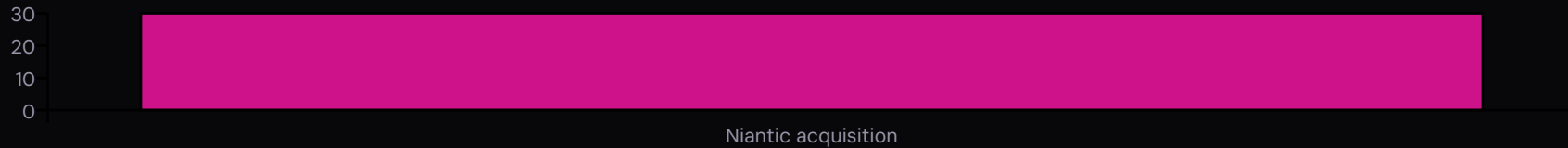
Closed in a single event, May 2025.

40+

Languages acquired
overnight

Pokémon GO's existing footprint,
absorbed with no lead time.

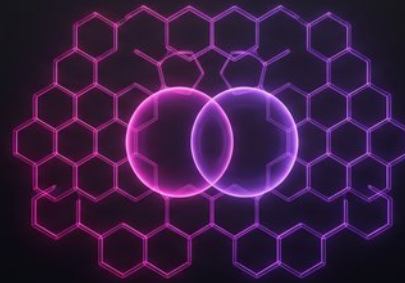
Monthly active users added in one acquisition



Source: TechCrunch, March 2025; Scopely, May 2025



AWS AI COMPETENCY PARTNER



AWS AI Competency Partner

Based in Redmond, Washington, Centific combines AI automation with 2 million language specialists across more than 230 markets around the world. The company's Amazon Bedrock-powered translation and localization accelerator platform, Flow, delivers 30% to 70% cost reduction for enterprise multimedia localization needs. Flow provides targeted tools for specific tasks or can be combined for larger, complex localization initiatives.

Centific is an AWS AI Competency Partner, a select group of AWS Partners that have shown technical proficiency and a track record of continuing success while implementing generative AI technology powered by AWS. These partners undergo rigorous technical and commercial vetting by AWS Partner Solution Architects, producing customers a consistently high-quality experience.



Outcomes at a glance

480%

AI-processed content
growth

One streaming client engagement,
year over year.

19x

Localized asset volume
growth

Same engagement, without a
matching increase in team size.

Centific Multilingual AI engagement with a global streaming client; self-reported client metrics.

Localized asset volume, before vs. after



Flow is built for this handoff. It runs parallel-language workflows with real throughput visibility, and its quality gate holds even when a title ships in every market at once.

[Request a demo →](#)