



Milega

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QOBUZ

LEADER IN HIGH-RESOLUTION MUSIC STREAMING

CASE STUDY



Qobuz is a leading French company in high-resolution music streaming.

Qobuz provides a premium audio experience through a vast music catalogue and is the destination of choice for demanding music lovers worldwide.

QOBUZ TRANSLATION ISSUES

With content ranging from in-depth music reviews to detailed descriptions of technical audio equipment, translating Qobuz content from French to English is a complex challenge.

The English version needs to preserve the essence and authenticity of the original French content, while respecting the cultural nuances and jargon specific to the music industry.



MILEGA'S SOLUTION

This is where Milega comes in. We have created a bespoke translation solution that includes:

- + A thorough understanding of Qobuz's unique tone, style and vocabulary to ensure the translations are faithful to the brand identity.
- + A translation process that preserves the essence and authenticity of the original French content.
- + Close collaboration with Qobuz's English-speaking copywriters for final proofreading. Qobuz's linguistic experts ensure that the translations respect not only linguistic accuracy, but also the cultural subtleties and jargon specific to the music industry.
- + Respect for cultural nuances and the music industry-specific jargon to provide a seamless experience for English-speaking Qobuz users.

In short, the collaboration between Qobuz and Milega is a successful symphony of linguistic precision and cultural contextualisation, helping Qobuz to seamlessly extend its reach to English-speaking audiences.

THE PROJECT THROUGH THE EYES OF THOSE INVOLVED



Good communication with the customer enabled us to lay the foundations for this project and put together the right team. Our native English translators specialising in music help produce a creative, fluid and engaging translation for Qobuz's English-speaking readers.

LAURA VARGAS – PROJECT MANAGER (MILEGA)

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Milega is the leading agency for digital content and website translation. Our aim? Responding to your needs and offering you effective solutions. With more than 10 years' experience in the translation sector, 400 translated merchant sites and satisfied customers under its belt, and experience in 45 languages, Milega relies on its proven expertise and professionalism. Our strength? Being able to combine the advantages of traditional translation methods with those using advanced technology. This enables us to support you and help you respond effectively to the growth in online product sales.



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