

YouTube creators can now dub videos in eight languages

Article

The news: YouTube has expanded its AI-powered auto-dubbing service to hundreds of thousands of YouTube Partner Program channels, with an initial focus on educational and informational content creators.

Key capabilities:

- The service **automatically generates dubs in eight languages** including French, German, Hindi, and Spanish for English videos.
- Non-English videos in supported languages can be dubbed into English.
- Creators can manage dubs through YouTube Studio, with options to preview, unpublish, or delete translations.

Why it matters: AI dubbing represents a significant shift in content globalization. The technology could help creators reach previously untapped international audiences—something other platforms have realized as well.

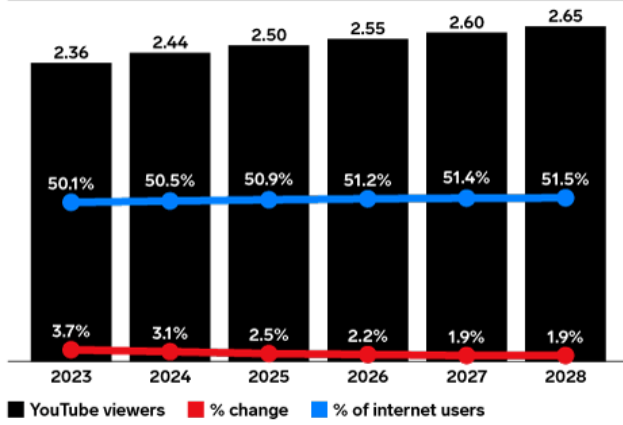
- **TikTok** is developing similar capabilities with [AI-generated creator avatars](#) that speak over 30 languages.
- Platforms like **Reddit** are also investing in [AI-powered translation tools](#) in over 35 countries.

Our take: This feature's potential to transform global content distribution is significant. It could particularly benefit educational content creators by enabling them to reach nonnative speakers and underserved demographics.

- That said, current AI dubbing technology has clear limitations. Voices still sound more robotic than human—particularly when handling quick-talking creators and multiple speakers. YouTube says it is working to capture the natural flow and feeling of human speech.
- As the technology evolves and YouTube refines these capabilities, we expect increased adoption across different content categories and more competition from other platforms.
- Success will ultimately depend on striking the right balance between accurate translation and authentic emotional delivery—a challenge that will shape the next phase of global content distribution.

YouTube Viewers Worldwide, 2023-2028

billions, % change, % of internet users



■ YouTube viewers ■ % change ■ % of internet users

Note: individuals of any age who watch YouTube via app or website at least once per month
Source: EMARKETER Forecast, Oct 2024

288203

EM EMARKETER