

GENELEC®

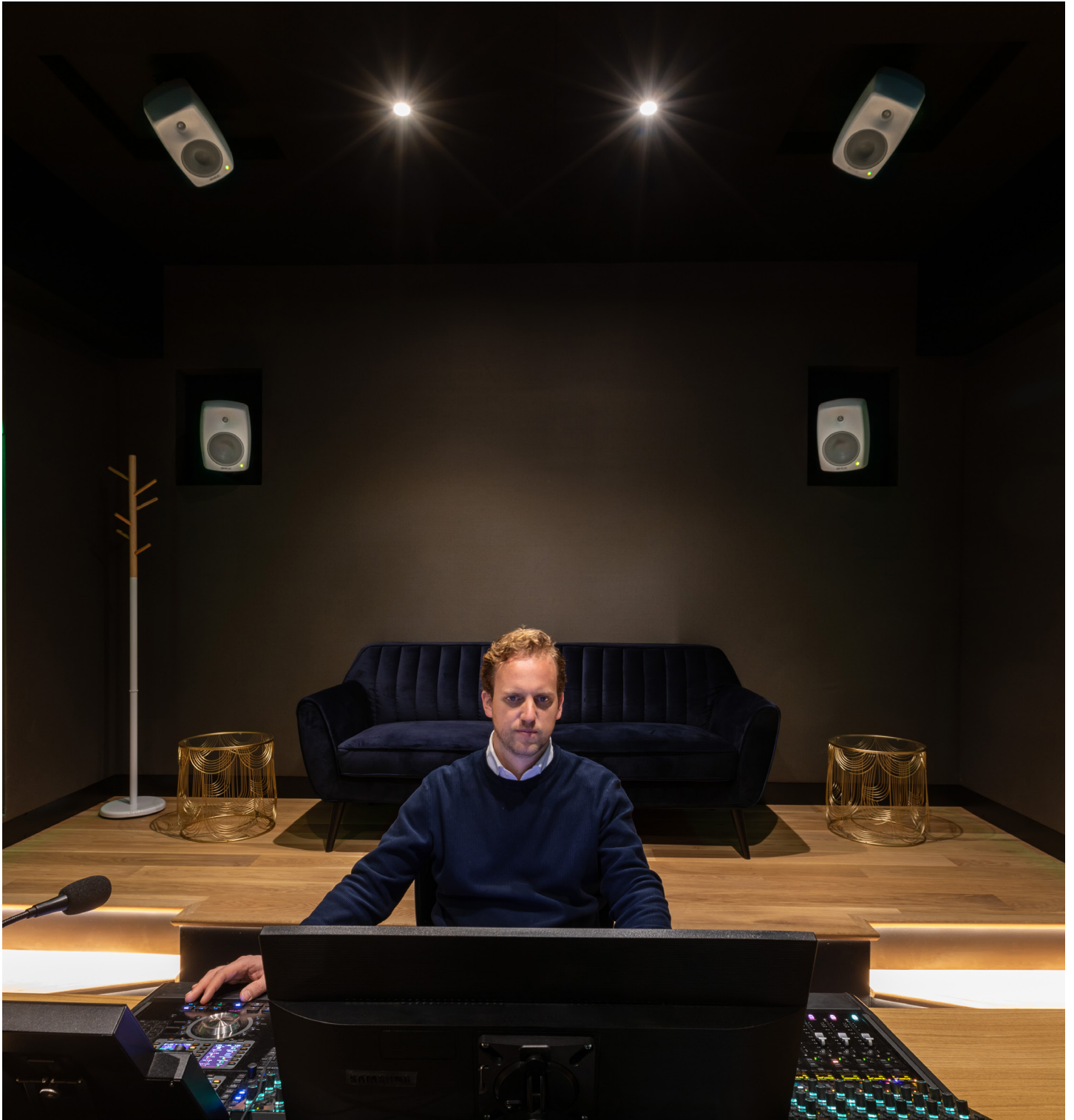
CASE STUDY

Expansion pack

DUBBING BROTHERS
CHOOSES GENELEC FOR
LATEST PARIS EXPANSION



Jérôme Malaize, Chief Technology Officer at Dubbing Brothers.



LEADING INTERNATIONAL DUBBING HOUSE
ACHIEVES CONSISTENCY ACROSS RECORDING,
MIXING AND EDITING SPACES



Within the world of entertainment, the demand for content localisation has undergone significant evolution over the years, driven by technological advancements and shifting consumer preferences. As audiences around the world seek content in their own language and cultural context, the role of dubbing studios like [Dubbing Brothers](#) has become increasingly crucial.

Founded in 1989, Dubbing Brothers started its journey in a small basement studio in France, dubbing the American TV series *The Young and the Restless*. Over time, the company's dedication to quality propelled its growth, earning the trust of major clients such as Sony, Disney, Warner and Universal. Today, Dubbing Brothers operates across multiple countries, with facilities in the USA, Italy, Belgium, Germany, Sweden, Denmark, Finland and Spain.

” I CHOSE GENELEC BECAUSE I HAVE COMPLETE CONFIDENCE IN THEM.

Jérôme Malaize, the Chief Technology Officer, reflects on the company's journey, stating: “Little by little, major clients have supported us in our international development. Today we work with all the majors and all the streaming platforms.”

As the content localisation business continues to evolve, Dubbing Brothers faces both opportunities and challenges. To stay ahead, the company has invested heavily in equipment, technology and talent development. Additionally, the company's expertise in handling Home Atmos projects has positioned it as a leader in delivering immersive audio experiences. “With the arrival of the newer platforms, we have gone from around 100 studios to 150 today in nine countries,” Malaize confirms.

In Paris, Dubbing Brothers operates 19 studios in its primary building and another 17 in a second facility located 7km away. With four specialised recording studios outfitted with dedicated

equipment, many of their mixing studios are equipped for recording as well, allowing for simultaneous room use. Across their facilities, the company offers a total of 28 Atmos studios to meet evolving industry demands.

As this demand grew, Dubbing Brothers recently decided to expand its Paris facilities, adding five large recording and mixing studios, five smaller mixing rooms and two editing rooms. Acousticians Camille Hamel and Jean Marc Vernaudon accompanied Malaize throughout the project, with the equipment being procured variously from [CTM](#), [Videlio](#), [AKA Design](#) and [Screen Excellence](#). Malaize's years of experience with Genelec monitors and the brand's reputation for reliability and simple integration made them the natural choice to deploy in the majority of the new rooms.

“I chose Genelec because I have years of



” GENELEC GIVES ME FULL ASSURANCE THAT WE WILL PRODUCE A GOOD MIX.

experience with their products and have complete confidence in them as a brand,” he confirms. “Our mixers move from studio to studio and quickly know how to find their way when mixing on these monitors. Our studios have been equipped with Genelec since the very beginning, and today we have nearly 450 Genelec monitors in the group.”

Of the new mixing and recording rooms, three have deployed the same 7.1.4 Genelec system comprising [S360s](#) for L-C-R, [8340s](#) for surrounds and overheads, and a [7382](#) subwoofer handling the LFE. The four smaller 7.1.4 mixing rooms each has a slightly different Genelec setup. Stage 107 features [8350s](#) for L-C-R, with [8040s](#) for surrounds, [8030s](#) for overheads and a [7380](#) sub. Stage 108 is equipped with [8351s](#) for L-C-R, with 8040s delivering both surround and overheads and the 7380 once again handling the low end. Stage 109 sees [8050s](#) combine with 8030s and a 7380 sub, while Stage 110 offers 8050s for

L-C-R, 8040s for surrounds, 8030s for overheads and a 7380. Finally, two 5.0 editing suites feature identical design, relying on 8030 and [8020](#) monitors.

Malaize affirms the convenience of choosing Genelec monitors for this latest expansion: “Genelec is very reliable and reacts very well during the studio calibration step – I love the ease of integration.”

Additionally, [GLM software](#) was incorporated to calibrate each monitoring system to the room. “I installed a GLM kit in all the studios, permanently connected, so it saves me a lot of time when I need to check the calibration – I don’t have to bring all the extra equipment which is helpful,” Malaize adds. “GLM allows me to do a fine calibration of the system in a very efficient way, while keeping my hands on all the loudspeaker parameters.”



As Dubbing Brothers celebrates the completion of the expanded Paris facility, Malaize is pleased with the overall outcome. "I'm so proud of the way we've worked with our contractors, suppliers and colleagues," he states. "It was such a great experience – an ambitious project, delivered in record time."

Looking towards the future, Dubbing Brothers is exploring further avenues for global expansion and enhancing its presence in more countries. As the company continues to set new standards in

content localisation, its partnership with Genelec remains instrumental in delivering quality immersive audio. Malaize concludes: "I've installed many brands of loudspeakers in the past, but Genelec is the only one that gives me full assurance that we will produce a good mix."

SELECTED KIT LIST

Stage 101

- 3 x S360A
- 8 x 8340A
- 1 x 7382A
- 1 x GLM Kit

Stage 102

- 3 x S360A
- 8 x 8340A
- 1 x 7382A
- 1 x GLM Kit

Stage 105

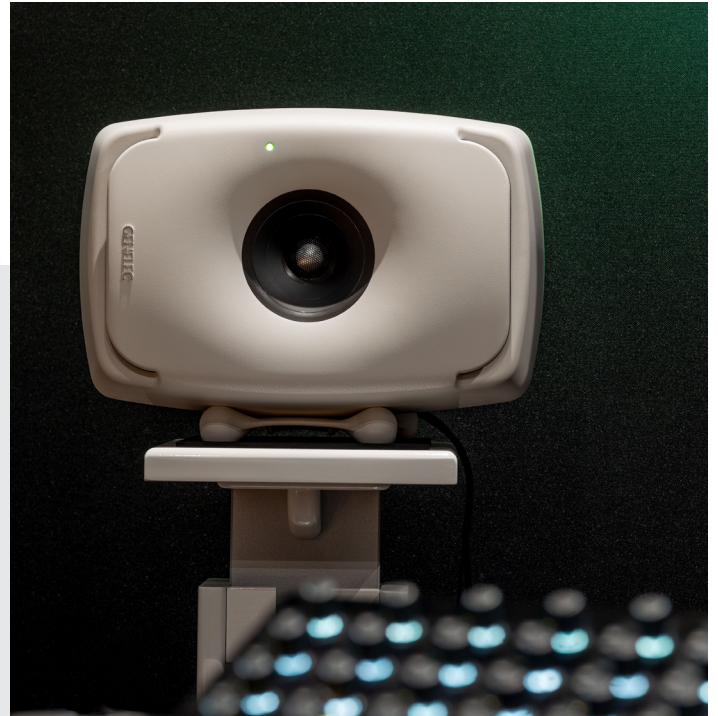
- 3 x S360A
- 8 x 8340A
- 1 x 7382A
- 1 x GLM Kit

Stage 107

- 3 x 8350A
- 4 x 8040B
- 4 x 8030B
- 1 x 7380A
- 1 x GLM Kit

Stage 108

- 3 x 8351B
- 8 x 8040B
- 1 x 7380A
- 1 x GLM Kit



Stage 109

- 3 x 8050A
- 4 x 8030B
- 4 x 8030C
- 1 x 7380A
- 1 x GLM Kit

Stage 110

- 3 x 8050A
- 4 x 8040B
- 4 x 8030C
- 1 x 7380A
- 1 x GLM Kit

Editing Room 101

- 3 x 8030C
- 2 x 8020C

Editing Room 102

- 3 x 8030C
- 2 x 8020C