LCOM TRANSLATIONS

PUBLISHED ONCE A MONTH

THE MARKET-READY BRIEF

STRATEGIES • MARKET INTELLIGENCE • REVENUE OPPORTUNITIES

Helping filmmakers expand into Latin America’s Spanish-speaking markets.

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THE FOUNDER’S STORY

One Suitcase. Zero Spanish.



FROM OBY

“So you don't speak your own language but you learned how to speak Spanish?”

MY DAD’S WORDS.

I shrugged my shoulders and smiled. What could I say?

We were brought up in the United Kingdom, so we didn’t get to learn our native language. But I loved languages.

At 18, I left Nigeria to study in Cuba. Spanish became a language I lived, and years later, that experience helped shape LCOM Translations.

Today, I help African filmmakers bring their stories to Spanish-speaking audiences. My own journey is part of why this work means so much to me.

That’s one small piece of the story behind LCOM. More another time.

Oby Obuekwe

FOUNDER, LCOM TRANSLATIONS

MARKET WATCH

**A familiar story.
A new audience.**

Family expectations, ambition, and the desire to belong can give viewers a way into an unfamiliar world.

As you explore another market, ask what could connect with viewers and what may need more context.

MARKET-READY STRATEGY

The words are only part of the story.

Take my dad’s question. How he said it, our relationship, and the context would shape how you understood it.

Your characters deserve that same attention when their dialogue moves into Spanish.

INSIDE LCOM

The person behind the work.

My connection to African storytelling is personal. So is my connection to Latin American Spanish.

Through LCOM, I bring those experiences to helping filmmakers, producers, and content owners localize their films.

RESOURCE OF THE MONTH

A short context note for your localization team

Who is speaking? What is their relationship? What should the audience understand beyond the words?

QUICK TIP

Flag a proverb, a Pidgin expression, or a family joke before translation begins. Explain its meaning in the scene and why it matters.

LCOM PRINCIPLE

“African stories deserve to travel beyond where they were written.”

Oby Obuekwe

THIS MONTH’S ACTION

Choose one line that carries humor, affection, or frustration. Add a note explaining what the character means and what the audience should feel.

Considering Spanish for your next project?

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