JACLYN LEDUC: So thank you all for joining this webinar entitled 2019 Trends in Video Accessibility. So my name is Jaclyn Leduc from 3Play Media, and I'm also here with Elisa Edelberg, who is also from 3Play Media. During this presentation, you can live tweet us @3PlayMedia using hashtag #a11y.

This presentation will cover our findings from the 2019 state of captioning survey, which surveyed over a thousand people from all different industries. Please note that many of the stats you'll see in this presentation are from the most current state of captioning report. And if you want to view that report in full, we will be sure to provide you with the link to that.

So we're going to be talking about video accessibility trends, social media accessibility, as well as accessibility in education. We'll wrap up the presentation with some actionable items that you can carry out after this webinar is completed. And with that, we'll get started.

So I'd like to first start by doing a brief overview of the 2019 state of captioning before we dive into some of the findings from that survey. So the state of captioning is an annual report which tracks current trends in captioning across many industries, such as higher education, corporate, media and entertainment, government, and nonprofits. In the 2019 survey, we asked just over a thousand people about captioning behaviors, automatic captioning, captioning policies, and more.

The goal of the state of captioning is to give us and you a better understanding of how businesses and organizations are using captions for their video content. And we're going to share some of those findings from the report later with you today. Again, the full report can be found on our website, 3playmedia.com. And we'll give you that link in the chat panel. So now, I will pass it off to Elisa, who is going to talk about video accessibility trends.

ELISA EDELBERG: Thanks, Jaclyn. So before we dive into talking about why video accessibility is so important, it's really helpful to first take a look at some online video trends and stats more generally. So I have a few stats listed on the screen. And they all really speak to the fact that the amount of video being produced and being published at this time is really pretty astronomical.

So the first statistic here is quite staggering. And it says that there has been more video uploaded to the web in one month than TV has created in three decades. That's more online video in 30 days than TV has created in 30 years. And that stat is from a report by HighQ.

The next statistic proves that it doesn't look like video consumption or production is going to slow down at any time. And in fact, it's continuously growing. So Cisco reported that by 2022, online video will account for 82% of internet traffic. And currently in 2019, it's estimated that video accounts for about 80% of internet traffic. So again, this is only going to continue to grow. Cisco also reports that by 2020, there will be close to one million minutes of video crossing the internet per second.

So we can really see why video is such a critical component to our day-to-day lives. And this in mind, it's really important that as video grows, we all make sure that we're complying with accessibility laws and making all of this content accessible so that it's available to everyone, including people with disabilities.

So getting back to accessibility, I have a few more stats to share with you guys. These show that accessibility should really be the concern of every single organization. And that's true for a couple of reasons. First, 71% of people with disabilities actually leave a website immediately if it's not accessible.

There are 48 million Americans, which is about 20% of the population, who are either deaf or hard of hearing to some extent. And there are 24 million Americans, or 10% of the population, who are blind or low vision. So this 71% of people who will leave your website immediately actually is a very large population.

And I don't have a lot more to say about these because I truly think that they each speak for themselves. I just want to add that as a content creator, it's important to understand that these numbers mean if you're not making your content accessible, you're missing out on a huge part of the population who can't access your content.

And not only is this unfair to those people, but your content also is simply not reaching its full potential. And I just want to mention, someone's asking about the sources for this data. And I'd be happy to provide those to everyone at the end of the presentation.

So now that you understand the significance of online video and accessible online video, let's take a look at one of the main ways to actually make your video accessible. That's through captioning. So to learn more about captioning, I'm going to share some findings from our 2019 state of captioning report, which Jaclyn mentioned earlier in the presentation.

And to give you a brief background on the presentation, every year-- or sorry, on the report,

every year, we conduct a survey on the state of captioning. We produce a report on our findings on topics such as current trends, captioning behaviors, automatic captions, policies, and so much more.

So we surveyed multiple industries like higher education, corporate, media and entertainment, government, and religious organizations. And the survey was distributed through both email and social media channels. But enough about that. Let's actually take a look at some of the results.

So more generally speaking, 63% of respondents are publishing or producing up to 100 hours of video per year. 58% of respondents said that they captioned most or all of their videos. So a lot of people are certainly prioritizing captioning.

And it turns out that 27% of people who are captioning are using some combination of in-house captioning, as well as third-party vendors to get all this content captioned. But what videos are people captioning and what trends did we see? One particular area of interest was social media accessibility. And Jaclyn is going to talk to you about that now.

JACLYN LEDUC: Thank you, Elisa. Yeah, so we've covered the landscape of online video and accessibility, which kind of sets things up nicely to now talk about social media and accessibility. And we did get some interesting information on this topic from the state of captioning survey as well.

So here's just a quick social media snapshot. And just so you know, each of these stats come from the 2019 survey. So from the survey, we found that captioning behavior was most prevalent on YouTube and Facebook.

And we saw that 70% of respondents said that they are publishing their captioned video on YouTube. This response was most popular for the industries of higher education, people who are content creators, and private companies that are producing educational content. 26% are publishing their captioned video on Facebook, which was most popular for those in the faith industry and then also content creators and higher education.

And then we also asked why are people captioning their social video? And 70% indicate-- 78% indicated that it was to make their videos more accessible. And we were really happy to see that people are choosing accessibility as a top reason for captioning over other things like increasing engagement or boosting SEO, which captions really help with both of those things, too. But overall, it was awesome to see that accessibility is the top priority for many people, at

least from this survey.

So I just want to take a moment to talk about the video experience on social media. So on this slide, I have a GIF or a "JIF" which shows a scrolling Facebook news feed. And the scenario I want to paint with this GIF is that the other day, I was scrolling through my Facebook feed. And I came across some videos posted by an account that I like. On this slide, I used SNL videos as an example, or *Saturday Night Live.*

Although I wanted to watch this content, the problem was that none of these videos had captions. The videos were also auto playing without sound as most social media videos do these days. And even though I would have liked to turn on the volume, I was on public transportation. And I didn't want to be disruptive to those around me. So what I did was I just kept scrolling on past this content onto the next thing. And I never even got the chance to see what it was about.

So who else has encountered this situation? And who else is frustrated by it? You can go ahead and raise your hands in the top panel if you like. It's actually been proven that this situation is upsetting for a lot of people. Facebook did a study that found 80% of people dislike when a video auto plays with sound on. So that's one part of it.

And then also, Facebook found that 41% of videos are incomprehensible without sound or captions. So that's just not a great viewing experience. And yeah, so I see a lot of you raising your hands that this is a common dilemma we all face when we're on social media. So what can be done to fix that?

So the simplest answer is to just caption your videos accurately. And the keyword there is accurately because captions that are inaccurate often make things even more confusing for viewers. But I'll talk a little bit more about that in a moment.

So on this slide, I'm, again, showing a GIF of those videos on my Facebook news feed that were playing on silent auto play. But this time, I was able to find some that were captioned. So the captions are also accurate in this case. And having those captions there helps to grab my attention and keeps me watching the video. And compared to before, this experience is much, much better.

But like I mentioned before, imagine if those captions were inaccurate, or if they didn't make any sense. So in that case, captions are not helpful to the viewer. And it's not accessible for

people who really actually rely on captions to watch videos.

And inaccurate captions mostly occur due to the use of automatic speech recognition, which is a technology that is used to create automatic captions. Both Facebook and YouTube have this technology built into their platforms. But if you're only using automatic captions, it's likely that those captions will be incomprehensible.

So in the survey, we actually found that many people are using automatic captions on these social media platforms. But the issue is that automatic captions are typically no more than 80% accurate on a good day, meaning that the audio must be perfect, that there's no background noise, and so on. Normally, though, those conditions don't exist, at least altogether. And in those cases, our research shows that accuracy rates can go as low as 50%. And that's not good for many reasons, but especially because it's not accessible.

So in the state of captioning survey, we found that 36% of people don't use automatic captions at all. So off the bat, that sounds great. But that could mean that people aren't captioning their videos at all, which we hope is not the case, or that they're using other methods for captioning. Either way, this percentage went up from 1% in 2018 to 36% in 2019. So that's a very significant change.

And it turns out that using automatic captions for a social media video is popular. And that's likely because it's typically a free tool. And it takes little effort to do, since usually it's built into the social media platforms themselves. And we found that 55% of people who post captioned videos to YouTube are only using automatic captions. And for Facebook, that percentage is 18%.

And then finally, we found that 37% of people are using automatic captions for educational videos. And we hope-- we really hope that this group is editing those captions and doing quality checks because inaccurate captions for educational content can actually be detrimental to learning. So that kind of segues us into the final section, where Elisa is going to talk about education and accessibility.

ELISA EDELBERG: Great, so you all are probably starting to realize that captions and accessibility are useful in many different applications. And that is certainly true. So another area of particular interest from our state of captioning survey, as well as additional research studies, is education and accessibility.

80% of people who use captions aren't deaf or hard of hearing. That's because captions benefit everyone by improving dialogue, offering clarification of terminology, helping with improved concentration and increased engagement. And this makes them especially useful in an educational setting.

So in a report conducted in collaboration with Oregon State University on student uses and perceptions of captions and transcripts, we learned that 98.6% of students find captions helpful. In fact, 71% of students without hearing difficulties use captions at least some of the time. But why is this? Well, 75% of students use captains as a learning aid. They said they help with comprehension, accuracy, and engagement and retention of the material in the video.

Additional reasons for using captions as a learning aid include when there's poor audio or video quality, when instructors have heavy accents, or when students are in sound-sensitive environments such as studying in a quiet study hall or in a library.

But the number one most common reason students use captions is to help them focus. So we don't have time to dig too much deeper into these during the webinar. But I want to encourage you all to download the full research study, which I'll share in the chat window. And we also have a blog post with an infographic that really summarizes this information in a nice, visual way. And we'll include that in the chat as well.

So a few more notes on education from our state of captioning survey before we wrap up and move to Q&A. So 22% of people said that the main driver for captioning was to enhance educational content. In addition to the quantitative data that points to how captions enhance educational content, I wanted to take some time to share some qualitative data as well.

So there were a little over 1,200 comments from students that we included in our analysis. And I'd like to read quotes from just a few of them about how captions have helped them. One student said, "I don't like playing videos with sound when I'm in an environment where doing so would be disruptive." Another said, "My professor has a slight accent that makes her words fast and jumbled."

Someone else said, "I'm dyslexic, so it helps me to know that the notes I'm writing down are both spelled correctly and in the right syntax." Another student said, "By simultaneously reading and listening to the content, I'm able to retain the information better." And similarly, another student noted, "They help me to focus on the video instead of just tuning out the

noise." I think that one's relatable for probably all of us.

So if captions are clearly so beneficial to so many people, why isn't everyone captioning? Of course, there are barriers. And our state of captioning report noted that the cost of captions and budget is the greatest barrier to captioning in higher ed, K through 12, and educational content creators. And this is pretty consistent from the past several years that we've conducted our state of captioning survey.

Another close second is the amount of resource time. But that doesn't mean that it can't be done. There are a number of steps you can take to get accessibility at your organization. And Jaclyn has some great suggestions on how you can get started.

JACLYN LEDUC: Yeah, thanks, Elisa. Yeah, so you're definitely right. We want to provide you with a list of some of these action items so that your organization, or whatever you're doing with your content, you can start to move towards being more accessible.

So the first thing you can do or try to do is to centralize captioning at your organization rather than having it siloed across different departments. So we know this is probably easier said than done and that there's many, many steps to it. But it is really about taking it one step at a time. So the first thing is spreading awareness on the importance of accessibility is a great first step in this process. But we will provide a link to a resource that goes into more detail on what you can do to centralize captioning at your organization.

You can also try putting together an accessibility team at your organization. So this will help to centralize captioning at your organization as well, since you'll kind of have a team to advocate for it to back up the importance of accessibility. So the key here is to start talking to your colleagues and learn who else really cares about accessibility. And from there, you can organically form into some type of team that will advocate for captioning and accessibility within your organization.

So another thing you can do is establish policy and procedure at your organization. And that's key because it gives those at your organization a kind of a clear line of direction when it comes to captioning and accessibility. So things like guidelines and compliance checklists help to hold people accountable. And then they're not left wondering, how do I make this web page accessible or this piece of content accessible because there are policies and procedures in place for them to reference.

Finally, it's really, really important that you advocate for accessibility. We can't stress that enough because that establishes support among your peers and the decision makers who are in charge of implementing accessibility policies.

So going to accessibility workshops, trainings, or seminars will really equip you with the knowledge that you need to properly advocate and to convince others that accessibility is worth the time and that it's worth the investment. So with that, I want to pass things off to Elisa, who's going to talk quickly about an opportunity to get started on these action items.

ELISA EDELBERG: Great, thank you, Jaclyn. So these are some really great next steps for creating or advancing accessibility at your organization or your university. For those of you who are ready to dive in and hit the ground running-- and I hope that's all of you-- I want to let you know about ACCESS.

ACCESS is a full day accessibility event hosted by us at 3Play Media. It's a conference for anyone and everyone who is interested in learning more about accessibility. And we'll have a number of speakers and workshops on all things accessibility from the legal landscape to getting started. There will be networking, a chance to talk to 3Play team members. And of course, what kind of event wouldn't have giveaways, food, and more?

So I actually wanted to offer you a special discount for everyone attending the webinar today. The conference is on October 3, right in Boston where we're based. And hopefully, it won't be too cold yet at that point. So I am going to drop the link to this discounted offer into the chat panel. And we'll be sure to also include it in the email that goes out tomorrow.

So just to note that tickets are actually on an early bird special right now. And this code gives you an additional 10% off. So we would certainly love to see you at ACCESS. And if you have any questions about the event, we're going to move into the Q&A right now. So feel free to ask those as well.

JACLYN LEDUC: Great, so we're just-- this is Jaclyn speaking-- and we're just getting ready to do the Q&A.

ELISA EDELBERG: So one question that someone's asking is, is it best practice to include audio pieces like "um," or is it distracting to include those types of things in content? That's a really great question. So this really depends on the type of content that you're getting captioned.

So for things that are scripted, we would typically say to include things like "um" or "uh." And for other content where it's an interview or a presentation or something like that, we typically

recommend to take those out. And for instance, in our system, we do have the option for you to note whether you would prefer verbatim or a cleaned up version.

JACLYN LEDUC: Great, so this is Jaclyn speaking. Someone asked if it's ever-- if there's ever a time when it's OK to only use automatic captions. So I think we mentioned briefly that automatic speech recognition really only works somewhat well when several conditions are true. So the audio must be crisp and clear. There can't be any background noise. There can only be one speaker without a heavy accent. And there are several more things, too.

But like we said, even with all of those conditions being true, accuracy rates normally don't reach higher than 80%. And for educational content and really for all content, that 80% accuracy rate is not really good enough. And that's because so many people rely on organizations to provide accurate captions so that they can fully understand the video without sound. And that's especially for people who are deaf or hard of hearing who really rely on accuracy and accurate captions.

I will say that if need be, it's OK to start out with automatic captions. But always go back and edit them and do a quality check to make sure that you're providing viewers with high quality captions, which I realize can be really time-consuming when you have a lot of content. But it's necessary if you want to provide accurate captions.

So another question was what were some of the other reasons that people are captioning on social media? Yeah, so we mentioned that the top reason was accessibility, and it's important because, well, for making videos accessible to people who are deaf or hard of hearing. But there are so many more benefits to captioning than that.

Other people indicated that in addition to accessibility, they use captions on their videos to help improve SEO, to boost their search rankings, and also to help drive more engagement. So the point here is that making content accessible is really beneficial for everyone and for many other reasons in addition to access reasons.

ELISA EDELBERG: Great, so this is Elisa. Someone else is asking in the report, do you cover things about onomatopoeia and sound effects and music in captions? So I don't believe we cover this specifically in the study. But just to kind of clarify, captions do include all non-speech elements, so for example, keys jingling or someone sneezing. And that does include music as well. So captions typically are not just for dialogue. So that's a really good question and an important

thing to note.

JACLYN LEDUC: Thanks, Elisa. Someone asked about ACCESS, like what are some of the topics that will be covered there? So I'll kind of briefly cover some of the speakers we're going to have attending. So we have Lainey Feingold attending. And she'll be speaking there as well, she's a disability rights lawyer.

And she'll be talking about accessibility laws and the current legal landscape of accessibility. And she's done several webinars for us in the past. And she really knows her stuff in the legal space. There's also Molly Wolfberg from Wistia. She'll be talking about increasing engagement with accessible video. We have Karla Morris and Casey Frechette from University of South Florida St. Petersburg. They'll be presenting on accessible video for education to help with things like comprehension and focus.

We'll also have some other sessions where you'll learn things like how to create WCAG compliant content. And this is really exciting. But you'll also get to chat with actor CJ Jones about his experience being deaf and how accessibility benefits those with disabilities. So that's an awesome opportunity there as well.

ELISA EDELBERG: Thanks, Jaclyn. We have time for maybe another one or two questions. Someone is asking about recommendations regarding descriptive video or audio description. And that's a good question for anyone who's interested in additional aspects of accessibility, not just captioning. I did want to mention that we have a number of resources on our website, free resources, as well as a webinar that we do regularly called *Intro to Audio Description.*

But they're specifically asking about accessible players. And we at 3Play, we offer audio description, but we also have a plug-in that does allow you to publish on many different platforms that don't traditionally support audio description. And yes, it is keyboard and screen reader accessible. So I would definitely recommend taking a look at our site and keeping an eye out for the upcoming *Intro to Audio Description* webinar.

JACLYN LEDUC: All right, so we're going to wrap it up now. I want to thank you, everyone, for these questions. Really, really, great, great questions. And thank you for joining us. We really hope you enjoyed this webinar. And we hope you all have a wonderful rest of the day.