

**ELISA**

**EDELBERG:**

So thank you all for joining us today, for getting started with 3Play Media-- California Community Colleges edition.

My name is Elisa Edelberg, and I will be presenting today alongside my colleagues Ryan Martinez and Josh Miller. And with that, we will get started.

So today, we're going to cover some accessibility statistics, learn about why we should be providing accessible video. We'll talk about accessibility laws, both federal and state level.

We will talk about the DECT captioning grant, what tools and services are available through 3Play Media. And then, we'll do a live walkthrough demo and get to those questions and answers.

So why should you caption? To start off, it's really important to understand why we're even talking about video accessibility. And these stats show why it's important that accessible video be a concern of every organization. Accessible video truly impacts a lot of people.

You can see that 71% of people with disabilities leave a website immediately if it's not accessible. And you may not think that this covers a lot of people, but 48 million Americans are deaf or hard of hearing, which is 20% of the population. And 24 million Americans are blind low vision, which is about 10% of the population. So altogether, that's about 51 million people who are going to automatically be leaving your website if it's not accessible.

And in higher education, specifically, there's been a lot of research into the benefits for accessible video-- specifically captions and transcripts-- for all learners.

So these stats come from a research study with the Oregon State University. And they found that 98.6% of students find captions helpful for learning. 75% of students use them as a learning aid. And the number one reason that students use captions is to help with focus.

And it's important to note that these statistics are coming from students who have not actually identified themselves as having a disability of any sort. So these are just all learners who truly feel that captions and transcripts help them.

So in addition to the benefits of captions and transcripts that we just went through, there are actually, legal requirements-- several at the federal level and also local laws-- that require

captions and audio description.

So first, we'll talk about the federal accessibility laws. And there are three major US federal accessibility laws. The first major accessibility law is the Rehabilitation Act of 1973. And this has two sections which impact accessible video-- Section 504 and Section 508.

Section 504 it is a broad anti-discrimination law, and it requires equal access for individuals with disabilities. And this applies to federal and federally-funded programs.

Section 508 requires that federal communications and information technology be made accessible. And it's important to note that Section 508 was actually recently refreshed. The refresh was phased-in in January of this year. And it now references the Web Content Accessibility Guidelines, or WCAG. So closed captioning and audio description requirements are actually written directly into Section 508 now.

The second major accessibility law in the US is the Americans with Disabilities Act. And this one also has two sections, which impact video accessibility-- Title II and Title III. Title II applies to public entities, and Title III applies to places of public accommodation. And this also includes private organizations.

And one thing to realize about Title III, and this term, "places of public accommodation," is that, through lawsuits, it has actually been extended to include online-only organizations. There have been several cases, including the *National Association of the DEAF or NAD, versus Netflix* where they found that, even though there is no brick and mortar store, Netflix and similar online-only organizations would be required to be compliant with the Title III of the ADA.

And then, the third major accessibility law is the 21st Century Communications and Video Accessibility Act, or the CVAA. And this applies, specifically, to online video that previously aired on TV. So any video that was on television with captions must be captioned when it goes online, and this includes movie trailers and video clips. And the CVAA also phases in audio description requirements between 2010 and 2020.

And as I mentioned, there are also some local laws. So California has several state laws. In fact, California is one of the leading advocates of web accessibility in the United States. They have state laws and public policies which refer directly to the federal law, Section 508, which we just talked about. And again, just to reiterate, the Section 508 refresh does extend WCAG

2.0 requirements.

And then, the California Government Code-- there are two which apply to accessible video. There's Section 11135(d), and that requires that all electronic and information technology created or used by the state must be fully accessible. And then there's Section 11546.7, and this is a little bit more recent.

It states that by July 1st of 2019, "State agencies and entities must ensure their websites comply with WCAG 2.0 level AA or a subsequent version and Section 508 of the Rehabilitation Act." And it also requires that you include a certification of compliance on the home page.

So despite the benefits and legal requirements, we understand that one of the biggest barriers to implementing captions and accessible video is budget. And that's where the Distance Education Captioning and Transcription, or DECT, grant comes in, as it helps alleviate the costs for the CCCs.

So what exactly is the DECT grant, and who does it impact? The DECT grant applies to the California Community Colleges, which covers 2.1 million students across 114 colleges.

What is it? Well, the grant program allows the state chancellor's office to pay for captioning by preapproved vendors. And 3Play Media is happy to be one of those vendors. The goal of this grant is to help the CCCs meet and expand their captioning and transcription needs. And remember those stats that we talked about a few minutes ago? Accessible video is important to all learners, not only those who might request an accommodation.

And just quickly how the program works-- it affords member colleges to utilize 3Play's captioning and transcription services for all of the eligible material and have it paid for it directly by grant funds.

So this is a lot of information. And we will be providing a link to all this information afterward. But I just want to quickly run through the process for applying to use 3Play Media. So to request funding for the DECT needs, you have to fill out the application and agreement, which, again, we will provide the link to. And be sure to 3Play Media in the vendor section along with the quote.

There are two different methods of funding. And to use 3Play Media Services, you must opt for method B, which allows DECT to pay 3Play directly through grant funds. And then, finally, you're required to actually submit the form-- either via email or fax-- the application, and

agreement, and quote.

And we just wanted to go over-- before we jump into the live demo-- a few of the benefits of using 3Play Media. So our goal is to make captioning easy and make video accessibility easy, and we do this in a number of ways.

First and foremost is that we are a one-stop shop for all your accessible video needs. We offer audio description as well as captioning and transcription. And as I mentioned, this is a requirement under the refresh. And even though audio description isn't covered under the grant, we are offering a discount to CCCs for audio description work.

We also have a number of fast and reliable turnaround times. Our standard turnaround time is four business days. But we also have a special turnaround offer for the CCCs and are offering an even better option of three calendar days. We have a number of tools and integrations, such as the 3Play Plugin. And one of the tools that I really want to mention before handing it off is the YouTube One Line Embed.

We know that the YouTube videos are frequently shown in higher education. And it's really important to make these accessible. But a lot of the times, you may be showing your videos that are not yours and that you don't own. Part of our free tools-- we actually do allow you to make YouTube videos, that you don't own, accessible in just a few clicks.

And I'm going to hand it off to my colleague Ryan, who is going to walk you through the account system and give you a demo. And he will definitely show you a little bit more about that YouTube embed.

**RYAN MARTINEZ:** Cool. Thank you, Elisa, for that overview. And we're going to go ahead and jump right in here in a minute.

The first slide, though, that I have up on the screen is really meant to show you all of the various integration partners that we have and the various ways in which we can accommodate workflows from a variety of different customers.

So before jumping right into some of the specifics of these features and, of course, getting into the account system, we'd love it if you could respond to the poll that we're about to send out here that, really, is just asking about some of the media players that are in use and the most popular player that you may be using today so that, of course, we can tailor this walkthrough

to some of your specific needs.

So that poll question should be live now. Feel free to take a few minutes to make a choice, and we'll go ahead and dive right in. So it looks like we got a couple coming in-- YouTube and Dropbox primarily. We can kind of review some of those options. We'll keep the poll question live here for another 10 or 15 seconds.

Awesome. So we'll go ahead and show those results here. It looks like, definitely, the most popular was YouTube, Dropbox being a second, followed by other.

Now, we do have a number of options. If you don't see one of the players that you use here on the screen, of course, one of the benefits of our system is the variety of caption and transcript file formats that we produce. So if you don't see one of those players on here, there's a number of different solutions we have to accommodate other platforms out there. But when we get to the live walkthrough portion, we'll specifically focus on YouTube and Dropbox.

So the next slide I wanted to get into-- of course, in addition to the integration partners that we have, a lot of what I'll be touching on in this section goes back to the ideas of ease of use and workflow flexibility. We recognize all of our customers in a variety of different industries have a number of different workflow options and systems internally that they may use. So we want to be sure to accommodate all of those different options.

So one of the main benefits of our system, of course, as Elisa mentioned, are some of the flexible upload and turnaround options. We'll get into the various options in more detail on the walkthrough. But you're able to request services and upload files in a number of different ways for a number of different turnaround options. Same goes for the standard option-- as you see here-- four business days. We are offering three calendar days for the California Community College system.

Now, once the files have been uploaded into our system, we also are making over 50 output formats available to you. And this goes back to the idea of what we refer to, commonly, as future-proof. That, we want to make sure that customers who are using, say, YouTube today and decide to host videos on Vimeo tomorrow, do not have to request captions for the same videos more than one time.

Every file that goes through our system, we make all 50-plus output formats available to you so that, if you decide to host on a different media platform, you already have all of the caption

file formats available to you without having to recaption the same files again.

Now, the next few slides I'm going to cover are specific workflow options that we have, again, to accommodate all sorts of needs and internal structures for the various customers that we work with. So for the vast majority of our customers, when they are ordering services, they are requesting caption and transcript files to be produced by 3Play Media.

But we also have a number of customers that are in possession of transcript files already. And these are basic, verbatim text documents that contain all spoken word within the video. And we're actually able to take those transcripts that you may be in possession of and line them up with the source content you add in order to create that caption file.

Similarly, we also have a caption import service. So if you are in possession of a caption file-- and the difference between captions and transcripts is the caption file actually has the time signatures available in the document, whereas, the transcript does not and is simply a basic text version of the spoken word in the video.

So we're able to take both, caption files and transcripts, and line them up in order to create source content that has transitions and everything all mapped out within the system.

And we also-- again, getting back to this idea of workflow flexibility-- recognize that there are times where our customers will supply videos to us that have words on-screen already built into the video. So a good example of this is a news story or maybe something that you watch on ESPN.

And as you can see in this screen shot where the athlete's name in that center image is referenced on the video, we have a caption placement service that actually allows us to bump the caption files we produce from the lower third of the video to the upper third and vice versa, so we're not interfering visually with the caption files and the words on-screen.

So definitely some nice options here for you in terms of, not only ingesting media, but what happens when the words on-screen interfere with the captions we produce-- we have solutions for that as well.

Now, the last piece that I wanted to mention here-- and we'll certainly review more in detail on the walkthrough in a minute-- but that's our audio description service. This is a fairly recent service we've rolled out within the last year or so. And what it is really tailored for is providing content for blind and low-vision users, so they're able to ingest the same content as everybody

else.

And what our audio description service does is it actually inserts a synthesized voice that is described by one of our human editors. And this voice actually describes the key visual elements of a video. And the reason we put it in a synthesized voice is so that someone who is blind can easily distinguish between what is spoken word in the video and what is synthesized audio description.

We do have a couple of different options-- a standard option and an extended option. And essentially, what we're able to do, in the case of videos that have enough natural pauses to fit the necessary description within those pauses, that's what our standard option is for. But when our audio description is enabled, and we go with the extended option, we're actually able to automatically pause and automatically restart videos to enable for that extended description to be read.

So it's a really neat service. And I'll show you how to access that within the 3Play Media system. And it really comes into play, as Elisa said, when it comes down to some of the WCAG requirements as well as the Section 508 requirements, in that, for the most part, any content that is available online specific to state government and educational entities is required to be captioned as well as audio described. So certainly recommend taking a closer look at some of those restrictions.

And the next thing that we'll get into here is a live demo. And as I mentioned, I'll go ahead and keep elements of the demo tailored specifically to our YouTube and our Dropbox integrations based upon the responses in the poll question that we sent out.

Now, when I log into the 3Play Media system, I'm immediately taken to My Files page of the account system. And you can think of this All Files page, really, as your central repository of all services ordered through 3Play Media. So everything that's ordered, regardless of how the file gets to us-- and again, we'll get to those upload options here in a minute-- but regardless of how those files get to us, they all wind up here, as the name suggests, on the All Files page.

Now, if you'll notice, there are some folders here on the left-hand side, such as Translation and Caption Import. And the reason you see those is that, based on the services that are ordered for various files, we'll automatically categorize those files for you, so it's easier to trace down and track back the services that are requested in the system.

So when you upload your file, initially, of course, it winds up in the All Files page. But if, for example, you were to request a translation into another language, we would put a copy in the All Files, as well as in the Translation folder.

Now, if you'd like to go outside of our folder structure, we also make this concept of Custom Folders and Tags available to you, as well. So you have the ability to create custom folders in the system with whatever naming convention you choose.

So in the case of education, maybe it makes sense to have a folder per department or a folder per professor. But you can choose whatever naming convention you'd like. And you also can take it a step further by tagging those files with various tags in the system. And if you've ever used something like Gmail or any other email provider, it works very similarly to that, in that, you can search for files based on their name. You can search for files based on tag. Or you can simply bring up the Tag section and click in and view any file that's been tagged with 3Play, for example.

So we definitely provide you a number of different options to organize the information within your existing account here. But taking it one step further-- again, specifically for colleges and universities we see this come into play-- we also have the ability to create multiple subprojects or subaccounts within the system.

So if it makes sense, again, to go a step further and have, maybe, an account per department or an account per professor, the benefit of going that route is you're able to, as a user with access to multiple account, you can click this Dropdown here, select another account to navigate to. And the All Files page, as well as the users that have access to this account, will change according to the permissions that you've set.

So again, a lot of our customers will begin with one account, and they go down this route as they expand, and as they're looking at other options to organize the information and organize the way in which they upload files. The subaccount or subproject way of organizing things is another option available to you.

Now also here, within the account system, we want to make sure that we are as transparent with our customers, at all times, as possible. So within the Account Overview and Billing sections, again, both of these relate closely to one another in terms of this idea of transparency.



Your Account Overview section is your reporting on the platform. So as you can see, if you do have multiple accounts that you have access to, you'd see all of those accounts. And you have the ability to expand these sections to view an overview of the services that were ordered for a particular account.

Now, what's important about this section is this account overview does populate real-time. And the date range can be adjusted for whatever data you're looking for. So it can be a specific date in the past or maybe the entire life of your account that you're looking at.

But in addition to this overview, we also give you the option to check this box here and export the account overview report. And we give you a file-by-file breakdown, not simply an overview of the services that you order.

Similarly, within our Billing section, you're also able to gain access to any closed or unpaid invoices, any current invoices. And in the case of the DECT grant, all of that payment information is handled for you. But the reason that I like to point this out is you're able to access this billing section at a time and access a current copy of your invoice without having to wait until month's end for that invoice to be issued.

So again, just in terms of overall transparency, we want to make sure we're giving you access to everything that you need here in the system from a reporting and a billing perspective. But also, we want to make sure that you have access to all of the support resources that you could need.

So within the Support section of the platform, we give you access to our knowledge base, which features all of the articles that we've produced-- everything from tips and tricks in the account system to billing and invoices information to all of the integration partners that we have. Our content management team is adept at creating new articles and updating our existing articles.

But we also link you to your account executive as well as our support team. So we have an excellent support staff that's always on staff from 8:00 AM to 8:00 PM, Monday through Friday, Eastern Standard Time. And right here, within the system, you're able to access those support resources by writing down the file ID that you have questions about. Or if there are suspected bugs, we allow you to describe that issue and file a ticket with our teams.

And we'll go back into the My Files page here and get into uploading media into the system

before getting into some of the more common settings and the editing interface that our customers use quite frequently.

So if I click on Upload Media right next to My Files, we're brought into the section of the system that enables you to choose your upload method and choose the files you wish to send to 3Play for captioning and transcription services.

Now, regardless of which method I choose, and the ordering process you choose to go with, the options that are presented for you from a turnaround perspective and from a file management perspective are the same, regardless of which turnaround option you choose.

But the options that we have here-- of course, from computer-- is going to be the most straightforward, probably easiest option, in which you just choose files locally to your machine. Select the files that you want, upload them to the 3Play system for captioning, and proceed from there.

We also have an option from links, as Elisa mentioned, where we can actually take a YouTube video that you don't own and caption that content. Now, this also applies for videos with a .mp4 extension, a .mov extension. But it has to be a single video file.

So we're not, for example, able to take a link to a playlist on YouTube and caption those videos. We're able to take a single link that links to a single video source and caption that video.

In the case of our linked account and cloud storage options, this is your way of actually linking a video channel that you use and automating your workflow to a greater degree.

So as you can see, I already have a YouTube account linked, and I also have a Google Drive account linked. But I'll go ahead and take you through some of those options here now.

Regardless of whether you choose linked account or cloud storage, the process for uploading files is going to be very similar. In the case of cloud storage, you just simply click New Linked Cloud Storage. Choose the providers-- one of those providers, of course, being Dropbox. If I select Dropbox, I'm brought to a Dropbox Login page in which I enter my actual Dropbox credentials, to enable Dropbox and 3Play Media to communicate with one another.

In the case of a linked account, such as YouTube or Vimeo, the process, again, is very similar. You simply click New Linked Account. And from the list of video providers that we have

available, you select the video provider of your choosing, login with your credentials, and, once again, you'll be taken back into the 3Play Media system. And you'll be able to view all of the files within that linked account.

So when I click on Linked Account, and I go to a YouTube channel that's already linked, as you can see, all of the videos within my YouTube channel show within 3Play as if I was logging in to YouTube directly.

Now, before I get into the actual upload options, I wanted to present you with this Settings option here. So any account that's linked, whether it's your Dropbox, your Google Drive account, or a linked YouTube account, for example-- all of the linked accounts have this Settings button available to them.

So if I click in Settings, what I want to draw your attention to is this Postback Data, which is currently set to off. What this enables us to do, if it were set to on and a file were uploaded through a linked account, is when that caption and transcript file is complete, we're able to automatically post that caption file out to your video player without you having to manually download and manually upload that caption file.

So I do have customers that log in and they leave it off because they want to QA their work. They want to see the files, they want to be able to click into our interface, make sure we're holding to that 99% accuracy before initiating the postback themselves.

And we'll take a look at how you would be able to manually post those files back if you wanted to leave postback off. But of course, the vast majority of our customers do choose to take advantage of the automated upload options that we have.

And of course, the benefit here is you cut out that step of any manual download and upload. And you know that, as soon as we deliver the file back to you at 3Play, that same caption file is also live within YouTube. And so I'll go ahead and back out and get into some of our uploading options here.

So we are able to select multiple files for upload. So if I wanted to select one, of course, my process changes. And it shows that I'm about to process one file. But I can select every file within my YouTube channel, multiple files at once. There's no limit in terms of your ability to upload there. And when I go ahead and click on Process, you're then presented with your various turnaround options.

So English transcription and captioning, of course, is going to be the most common, in which you're uploading your source content, and we produced the transcript and caption file for you.

We do have a Spanish option. So if you happen to have files in Spanish, we can produce a Spanish caption file. And we recently rolled out some other language transcription options if you know your file is in a different language other than English.

Now, the last option here is alignment, which is what I touched on earlier. If you happen to be in possession of that verbatim transcript, you can choose the Alignment option, and in a couple different steps, will prompt you to upload your verbatim transcript as well as upload your source content. And the output will be that caption file.

Now these add-on services here I briefly touched on-- caption placement and audio description-- in the slide show. But both of these, I'd like to point out, can also be ordered later on. So if, for example, you don't realize there are words on-screen, and the captions may block those words, if you go to preview that file, and you see they are overlapping one another, you can order caption placement later on. You don't have to order it right now.

So I'll go ahead and click Continue, as if I were requesting a basic English transcription and captioning service. Now your options and the costs for these services will vary slightly. But the important thing that I want to note is that here, in this case, it's showing a standard of four business days. We've mentioned, it's three calendar days for California Community College. And we do present you with a number of different expedited options to turn the files around in as little as two hours.

But I'd also like to point out this extended option that we make available for all of our customers in the event you have a backlog of work where you're combing through files that, maybe, don't have a particular deadline, but you know they need to be captioned for compliance purposes. The extended option actually saves you on the cost per minute, but it does bump the turnaround options from 3 calendar days to 10.

Now, in every case here, whether you choose standard or expedited, the delivery date that is presented to you is the guaranteed delivery date-- when we guarantee that file to be back. But in any case, if we're able to complete that file earlier than the delivery date, we'll provide you that file earlier. We're not going to sit on the file simply for the purposes of hitting that delivery date.

We'll go ahead and click Continue. And the last piece before viewing a summary of your order is to just determine the location that you'd like those files uploaded. So the default is to just append to the My Latest Upload folder. But if you had created any custom folders, you'd also be able to choose to upload your files there.

And the benefit of that is that, at the end of each month, when we do issue our invoices, we don't only issue a file-by-file breakdown, but we also show you a folder-by-folder breakdown. So you can see of the total cost, X amount was a result of the jobs in this particular folder.

Now, the last thing that you'll be taken to here is a Summary page. So you're able to go in and view the service that you're ordering, maybe, the turnaround options, the folder you chose to upload it into. And we have a couple of different transcription settings that you're also able to change here, and I'll get to in a minute. The last piece, though, is to just check this checkbox down the bottom and place the order. But nothing is actually able to be placed until that [? box ?] is checked.

Now, once your order has been placed, you'd be able to pop into the My Files page and immediately view that file as a pending file. You would see the name of the file, the file ID assigned. Your duration would be pending until we process the file. But we also show you when it was ordered and when we expect the file delivered.

Now I always like to point out, as a fail safe, we have built in an option for, about as long as the duration of the file, for you to be able to cancel that upload action. Because naturally, as you're combing through the multitude of videos in your YouTube channel, there may be a time where you select the wrong one and mistakenly request it for captioning. We do build in a Cancel button for a few minutes after that file is uploaded, so you have the ability to revert that request.

And the last thing here that I'm going to go ahead and get to is the Settings option here right underneath the email that you're logged into. Now, a lot of the settings in here-- I'll go ahead and check off some of the more common settings that we find our customers using. But of course, the account system has a lot to it. There's a lot of information in here. So I definitely encourage clicking around, checking out some of the settings in here, and reaching out with questions if you have them.

Now, the Favorite Format section here is really a time-saving measure. I mentioned the idea of automatically posting back your caption files. So that really takes out the step of you having

to manually download and manually upload those files. But if there are situations where you find yourself logging into the account system to download caption formats of various types, you're able to declare them as a favorite format.

So if I pop back to the My Files page, what this saves you from is, when I click on a completed file, and I go to download that file-- of course, by the fact that we're making over 50 caption file formats available to you, it may be somewhat overwhelming. If you're logging in to download an SRT file, it might be tough to find in the list of all of the formats we make available to you.

So anything you declare as a favorite format, we actually insert in this Quick Download button, so you can, with the click of a button, immediately download your SRT file, for example.

So again, this Favorite Formats doesn't really affect the way the system operates, but it does save you some time if you, as an admin, are logging in and need access frequently to an SRT file.

We also have this idea of default cheat sheets and glossaries. So this is your way of communicating instructions to anyone of the 2,500 transcriptionists that may pick up your file. And the reason this is important is that our transcriptionists are compensated based on the accuracy and timeliness of the files that they complete.

So the cheat sheets are really essential. If there are, say, acronyms that you use commonly or the names of buildings on campus with unusual spellings-- or something as simple as the speaker in this video's name is John, spelled J-O-N-- you can leave special instructions for our editors, either at an entire project level, so they apply to your account as a whole, for any of the custom folders you've created, or, at the time of upload, for a file-by-file cheat sheet.

And again, the last thing our editors want is for a file to be returned because they weren't capturing what was included on these cheat sheets. So even if the information seems trivial, I recommend including it because it's absolutely something that our editors are going to be looking for.

The Transcription settings, again, in terms of this idea of workflow flexibility and meeting the needs of our customers, we do give you some options to determine what happens when we're unable to determine what's being said in the case of flagged words.

So our default is to denote words that can't be heard with inaudible or flagged word tags to

give you the opportunity to go back into our editing interface and change those words to what you know them to be.

We also do have a clean read for files where you feel as though there may not be the opportunity to QA the file, and you'd prefer to replace a flagged word tag, for example, with our best guess. In general, we're not in the business of guessing at content that we can't determine, which is why standard is the default.

But it is also important to note that, in the case of flagged words, 99 times out of 100, the word is being flagged because of poor audio-- either speakers overlapping, somebody far away from the mic, Static on the line.

Because we work with a lot of universities, government agencies, and technical content, English as a second language, for example, is not the issue, typically. It's usually, the quality of the audio that is available.

Similarly to flag settings, we also give you some flexibility over how speakers are labeled. So of course, the default is to just denote changes by paragraph breaks. But if it makes sense to, for example, choose a classroom setting where speakers are labeled with professor and student, you can set that accordingly.

In each of these Speaker Identification sections, however, if it says use names if known, what that means is that our editors, based on the content of your video, if they're able to determine the actual names of the speakers-- Professor Smith, for example, as opposed to the generic professor-- they will insert the name of those speakers into the video.

Now, audio description I mentioned before, and I'll just briefly touch upon it. The reason that I like this section here, in the system, is you're actually able to change the speaker and change the speaking rate and click these samples and hear exactly how that synthesized voice would sound to a blind user of the media file.

Now we also, within the system, have this idea of a translation profile. And again, I'll just touch briefly on this. But it's very similar to the idea of our cheat sheets, in that, if you're looking to translate files, this profile really enables you to leave special instructions related to your business, your audience, the voice that you'd like used.

So if, for example, you're providing a video to folks in Spain versus Latin America, we can capture the regional differences and dialect despite the fact that they may be speaking the

same language.

Now the last thing here within Settings that I wanted to get to is this idea of managing users and creating users that also have access to the 3Play system. So I mentioned earlier this idea of projects within the system. So we do have a concept of a project user versus a Super User. And really, the main difference is a project user simply has access to individual projects within the account system.

So as you can see here, just by virtue of being logged in to My 3Play Implementation account, any user that I add as a B user will only have access to this 3Play Media account.

By contrast, we also have this idea of Super Users. And these are users that are given access to all projects by default. So if, today, we were to create a new Super User, and tomorrow you were to request a new project, that Super User, by default, would have access to that new project without you having to manually adjust their permissions.

But regardless of what type of user is being added, you do have the ability to create custom permissions for each of them. So the only info that's required here is first, last, and email. And if you'd like to adjust the permissions of your users, you can do so by simply toggling various checkboxes here within the account interface.

So if, for example, you wanted someone to have access to manage invoices and billing, but you didn't want them to upload, edit, or publish files, you just simply remove those permissions here. Flip side, of course, is, if you wanted someone to upload, edit, and publish, but you didn't want them to receive copies of invoices every month, you could also remove that position. So we give you a lot of flexibility here in terms of what permissions you assign to users, as we want you to be able to create custom users exactly how you see fit for your workflow of your organization.

Now, one of the final things that I wanted to get to here, of course-- now that we've gone through the file structure here, how to upload media into the system-- I'd like to show you the editing interface and how we enable you to postback those caption files to your video player manually.

So of course, any file that's completed, you're able to click that file and be brought into our editing interface. Now, on the right-hand side, the first thing I want to point out here is the information we make available. So we make basic information such as the duration of the file,



what we determined the audio quality of the video to be, in addition to some nice metadata and source information about the file that was actually uploaded and used to transcribe.

But we also give you some options such as downloading, which I touched upon. You're able to also pop in here and order additional services, such as translation, audio description, or if you needed the captions burned into the video-- for example, we also have a caption encoding service. But really, some of the main features that our customers use is this idea of previewing captions and also the ability to edit the transcripts.

And so when I touched on earlier, this idea of that auto postback, if you uploaded a file through your linked account integration, and you weren't automatically posting that back, you do have the ability to-- right within the account system here-- preview the caption file that we produced. So we do make a low-resolution version of the video available to you. And you can play the video within the account system and actually view the captions that we produce for you.

Now, if you're viewing those captions or you're looking through this interface here, and you notice that there's a mistake or maybe, either a word is misspelled or something needs to be added, you can go into this editing interface and make any changes that you need to the transcript. So if I wanted to go in and edit one of these words here and change it to the correct spelling, I can go ahead and add that.

And if I go ahead and Save changes, what it does is it actually saves this file locally within the account system here on 3Play. But if I click Finalize File, and this file was uploaded through a linked account or a linked cloud storage integration, what this does is it actually automatically posts back the changes that we've made to this caption file to your YouTube channel, for example.

And there's no limit to how much you can edit and how many times you can finalize the file. So whether or not you're automatically posting our caption files back when they're completed or not, you always have this option to log in to the system, access the editing interface, and finalize that file directly from the account system if you need to make changes or adjust it in any way.

Now, that really concludes the walkthrough portion of this session here. I wanted to make sure to touch upon file structure, again, navigation in the account system, how to upload media, and how to adjust your settings. So we're happy to compile any of the questions that have

come through. And you can feel free to reach out within the Q&A section of the ZOOM meeting.

We'll get to those questions here in a minute.

So we have a question here about downloading ability and embed codes. So it says, you showed downloading ability. What about embed codes? Are they available too?

That is definitely something that we make available to you here. It's a great question. So similarly, within the account system, any completed file-- I touched on this Order menu-- we also have a Publish menu. And that's where you would find our Publish Plugin option.

So once I click Publish Plugin if this video were uploaded through a linked account integration-- and actually, let me go ahead and show you what that would look like on a linked account-- I can go back into a completed file. And once again, Publish, Publish Plugin.

Because this file were uploaded through a linked YouTube account, you can see the video player ID is automatically filled in as YouTube. And the video ID is also automatically filled according to the ID that YouTube assigns.

You have the ability here to go in and choose various styles. So if you wanted an interactive transcript, for example, that was collapsible, and it highlighted keywords, and it included a progress bar, any changes here that I make-- including the ability to, say, for example, switch my PLUGIN skin from light to dark-- any change here that I make within the system automatically populates an embed code down at the bottom here, similarly, for audio description, closed captions, SEO embed. And all you need to do-- it's a matter of just taking this embed code here and navigating to your web page that you want that posted or hosted on.

And the benefit of this, of course, is that, if you upload it and requested something with audio description services, for example, you would be able to show your YouTube video with our audio description Plugin because, of course, YouTube does not support audio description.

So as you can see, I simply took the embed code, pasted it in here into my website builder, and it inserted my video with all of the features that I specified within the Plugin on the 3Play Media. Again, the process for that is just Publish, Plugin, and choosing the features that you'd like.

So we have a question here about the ability to close caption YouTube videos without owning the video, and what about copyright issues?

So in a lot of cases-- of course, with YouTube, and the fact that they are making automatic captions available for many of their videos, essentially, with 3Play, you're upgrading that caption file that's already been produced for the video.

So I haven't personally run into situations where folks are-- litigation is being pursued, if you will, for those sorts of issues. But we're not actually editing that particular file. We're simply producing captions for that file. That being said, many of the times folks are captioning third-party YouTube videos, it is for educational purposes. So it's not something that, again, I've personally run into, as many of our folks are captioning those third-party videos for educational purposes to provide to students.

Thank you, everybody, for your time today, those of you who joined. We are really excited to be an approved vendor for California Community Colleges and certainly look forward to working with all of you.