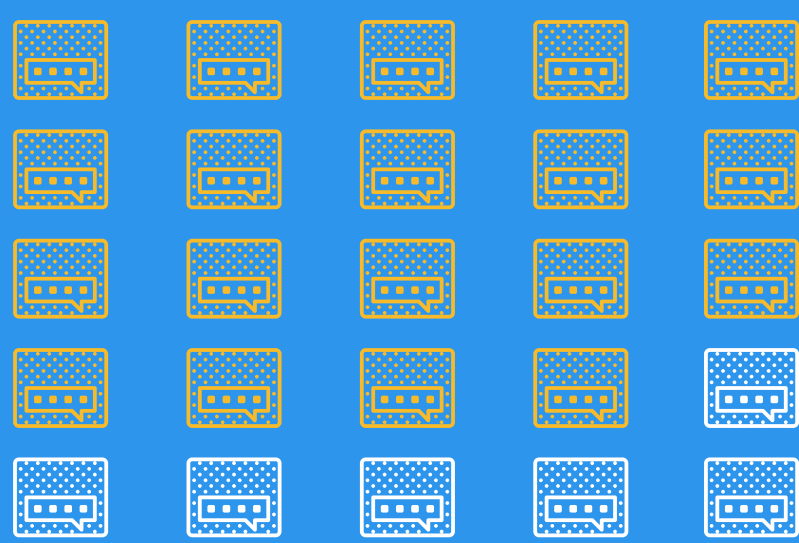# 2017 STATE OF CAPTIONING

A MULTI-INDUSTRY REPORT BY 3PLAY MEDIA

Who was surveyed?

1,419 respondents from numerous industries including higher education, corporate, media & entertainment, government, religious organizations, and nonprofit organizations.

74% of respondents expect captioning needs to increase moderately or significantly next year

By 2019, 80% of global internet consumption will be video
-Cisco

67% are at least pretty confident they understand legal requirements for captioning
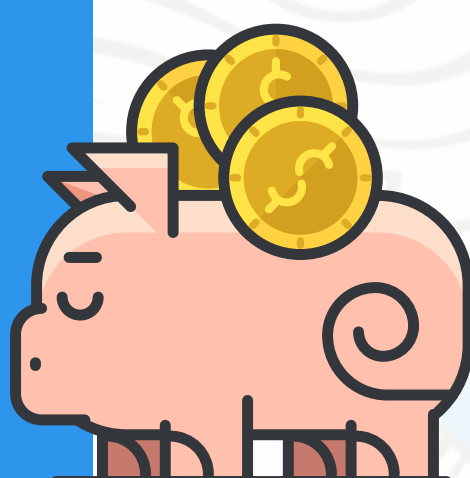
Legal compliance is the #1 driver for captioning

23% have a clear policy for captioning compliance

Cost & budget is the #1 barrier to captioning

79% have a budget allocated specifically for captioning

Are organizations captioning?

36% of organizations caption all their video content

61% of organizations have or are in the process of developing a centralized captioning process

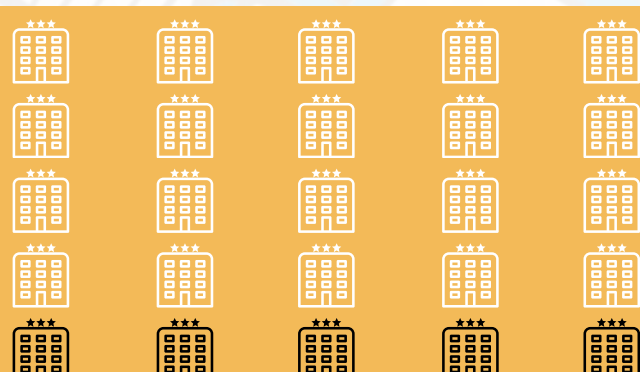### Captions increase...

VIEW TIME

SEO

FOCUS

INFORMATION RETENTION

How are organizations captioning?

22% are using **automatic captions** for some or all videos

But automatic captions are made using automatic speech recognition (ASR) technology that usually results in 50-80% accuracy

80% of organizations meet all or some of their captioning needs through a third-party vendor.

YouTube? Vimeo? Wistia? Brightcove?

55% of organizations integrate captioning with a video platform