

HOW ACCESSIBLE CONTENT CAN REACH A WIDER AUDIENCE

How can organizations and institutions use accessible content to reach a wider audience?

20% of Americans have some form of a disability



65%

of those with hearing loss are under 65 years of age



10%

of all adult Americans have some degree of vision loss

But accessible content doesn't only benefit people with disabilities.

98.6%



of students find captions helpful

80%



of television viewers in the UK used captions for reasons other than hearing loss

PEOPLE USE CAPTIONS WHILE...



@ a bar or restaurant



@ the gym



@ home



@ the airport



@ work



@ a noisy spot

Others who benefit from captions:



English as a second language

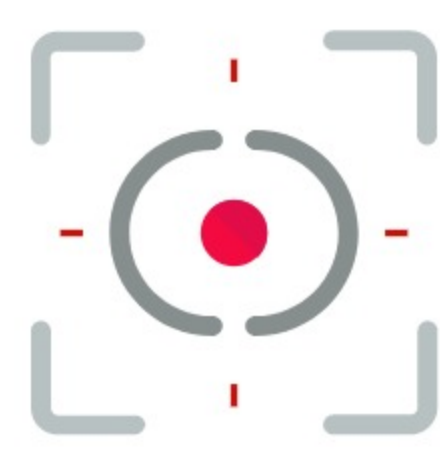


Couples who don't want to disturb each other when sleeping



Kids learning to read

Other benefits of accessible content are...



FOCUS & ENGAGEMENT

A research study by the University of Iowa found people recalled information better after seeing, rather than just hearing it.

Facebook found captions on videos in their newsfeed increased video view time by 12%.



CLARITY & UNDERSTANDING

Difficult language, poor audio, or complicated information can be clarified for your audience through captions.



MEMORY

A research study from the Journal of the Academy of Marketing Science found captions improve brand recall, verbal memory, and behavioral intent.



SEO

Transcripts and captions provide a text version of your video so search engine bots can crawl and index your videos.

DID YOU KNOW?

The electric toothbrush was originally created for individuals with motor impairment. Today, it's an accommodation everyone benefits from.



Furthermore, industry trends show people prefer their videos on silent.

80%

of Facebook users reacted negatively to videos played with the sound on.



By adding captions, users can get a sense of your video, without the need of sound.



In summary, accessible content gives all users flexibility, improving the user experience, and helping to reach a more diverse audience.