How accessible content can 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

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.

People use captions while...

@ a bar or restaurant
@ the gym
@ home
@ the airport
@ work
@ a noisy spot

People use audio description while...

commuting
exercising
relaxing

Others who benefit from accessible content:

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 and hearing it.

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.

Language Development
Listening is a key step in learning a language.

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.

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