

AUDIO DESCRIPTION



ABOUT AUDIO DESCRIPTION

Audio Description, also known as Descriptive Audio or Video Description, narrates the relevant visual information contained in a video and is an accommodation for blind and low-vision viewers. These descriptions fit into natural pauses in the video's audio track to provide context, to clarify speakers, and to articulate visual elements that are critical to gain a comprehensive understanding of the video.

AUDIO DESCRIPTION OUTPUT FORMATS

Once your file is processed, you can **instantly download your audio description file**. Your description files remain in your account **indefinitely** and you can access all formats anytime.

Since many video players do not support description, we provide **several output formats** and an **audio description plugin**.

FORMATS PROVIDED:

- All assets can be downloaded as audio description only or merged with the original/transcript.
- MP3, OGG, WAV audio file
- MP4 video file
- WebVTT, TXT, DOC, Stamped DOC text file



PROCESS & QUALITY

All work is done in the US by **native English speakers**.

Our describers follow the **DCMP description key** to ensure consistent, high quality descriptions.

All descriptions undergo a **multi-step quality assurance process**.

SYNTHESIZED SPEECH

Our audio description service uses synthesized speech to voice your descriptions. We provide three voice options and three speed options. To alleviate issues with pronunciation, our editors use phonetic transcription codes to make sure the synthesized speech pronounces words in your file correctly.

AUDIO DESCRIPTION PLUGIN

Our screen reader accessible plugin is a simple embed that references your video and plays the secondary audio description track along with your video. This means you won't need to publish a second video with a single merged audio track.

AUDIO DESCRIPTION EDITOR

We provide an easy-to-use editing interface that allows users to edit their descriptions, add or remove descriptions, nudge the timecode of their descriptions, and play back their edits using synthesized speech.

EXTENDED AUDIO DESCRIPTION?

Extended audio description **pauses** the video to allow for longer descriptions in locations **where there is not enough space to sufficiently describe the visuals in your video**.

If you're not sure which service level is appropriate for your video, you can use our automated recommendation to help determine fit.

LEGAL REQUIREMENTS FOR AUDIO DESCRIPTION

The international standard for web accessibility, **WCAG 2.0**, requires audio description under guideline 1.2 for time-based media. **Most web accessibility experts recommend shooting for WCAG 2.0 Level AA compliance, which requires audio description for all prerecorded video content in synchronized media.**

In the **US**, audio description is required in many circumstances under the **21st Century Video Accessibility Act (CVAA)**, the **Americans with Disabilities Act (ADA)**, and **Sections 504** and **Section 508** of the **Rehabilitation Act**.

LEARN MORE AT: www.3playmedia.com/services-features/services/audio-description/