

Closed Captioning with 3Play Media

- 👉 Type questions in the Q&A window during the presentation
- 📺 This webinar is being recorded & will be available for replay
- 💬 To view live captions, please click the CC icon

📱 www.3playmedia.com | [@3playmedia](https://twitter.com/3playmedia) | [#a11y](https://twitter.com/3playmedia)





Introductions

Let's get to know each other

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Marketing

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Implementation

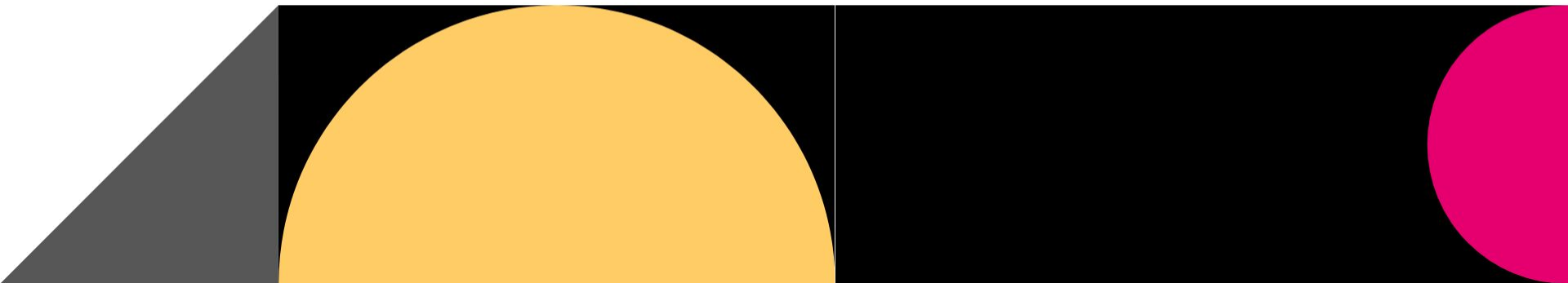
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Agenda

What are captions?

Who is 3Play Media?

Q&A



What are Captions?

Let's define the basics



An abstract graphic on the left side of the slide. It features a vertical pink bar at the top left containing a black circle. Below this is a large black semi-circle. To the right of the black semi-circle is a large blue semi-circle. At the bottom left is a pink triangle. To the right of the pink triangle is a black rectangle containing a white circle.

THE BASICS

Time-synchronized

Usually noted with a capital-CC icon

Accommodation for deaf and hard of hearing

Manded by the FCC in the 1980s

Include non-speech elements

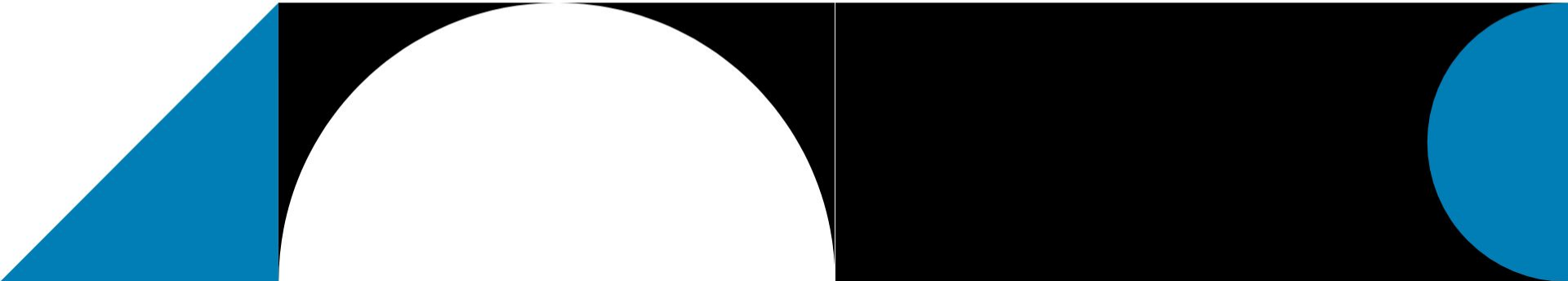
Like the sound of a car or keys jingling

CAPTIONS vs. SUBTITLES vs. TRANSCRIPTS

Captions assume the viewer can't hear the audio.

Subtitles translate the audio into another language.

Transcripts contain text of the audio that isn't time-coded.



CREATING CAPTIONS

Do it yourself

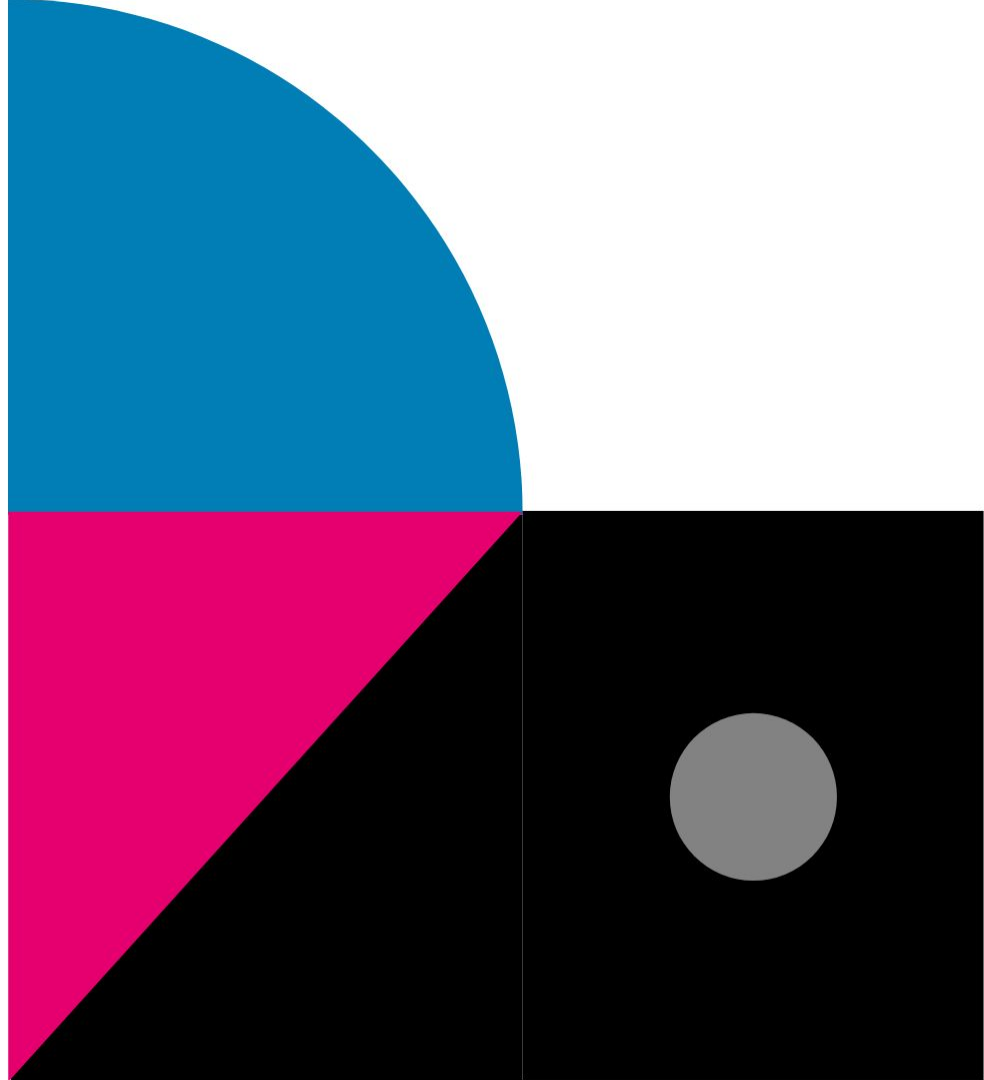
Transcription + timecodes

Use ASR (Automatic Speech Recognition)

The editing the transcript for accuracy

Use a captioning vendor

Look for a guarantee of 99% accuracy



CAPTION QUALITY MATTERS

99% accuracy rate

15 errors total per 1,500 words

Placement

Should be move if obstructing important visual elements

Verbatim or clean read?

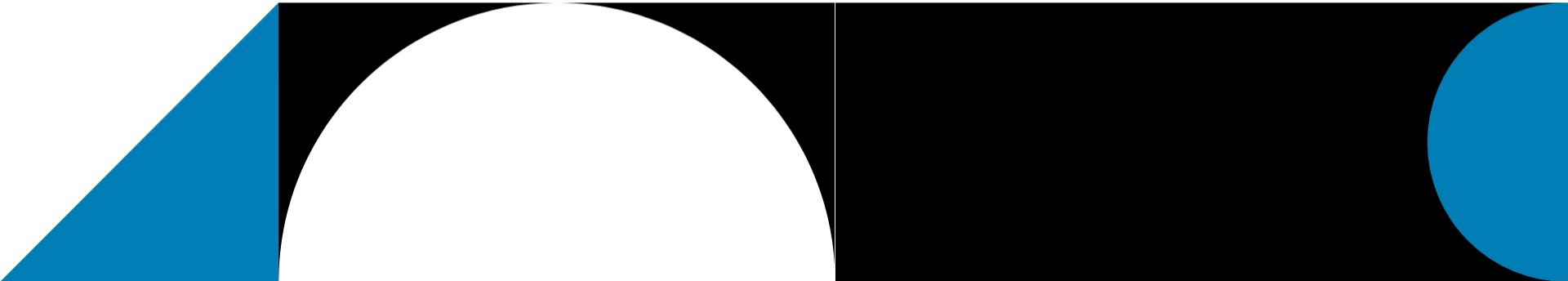
Frame requirements

1-3 lines, with 32 characters per line;
last a minimum of a second on screen

Style requirements

Non-serif font

DCMP, FCC, and/or WCAG standards





PUBLISHING CAPTIONS

Sidecar file

Most common, give users ability to turn captions on or off

Encoded captions

For offline video; can be turned off or on by user

Open captions

Burned into video and cannot be turned off. For social video

Integrations

Preset workflows to streamline captioning process

BENEFITS OF CAPTIONING

Accessibility

There are 48 million Americans with hearing loss

SEO

135% greater organic traffic for videos with captions according to Facebook

Branding

Captions improve brand recall, verbal memory, and behavioral intent

Comprehension

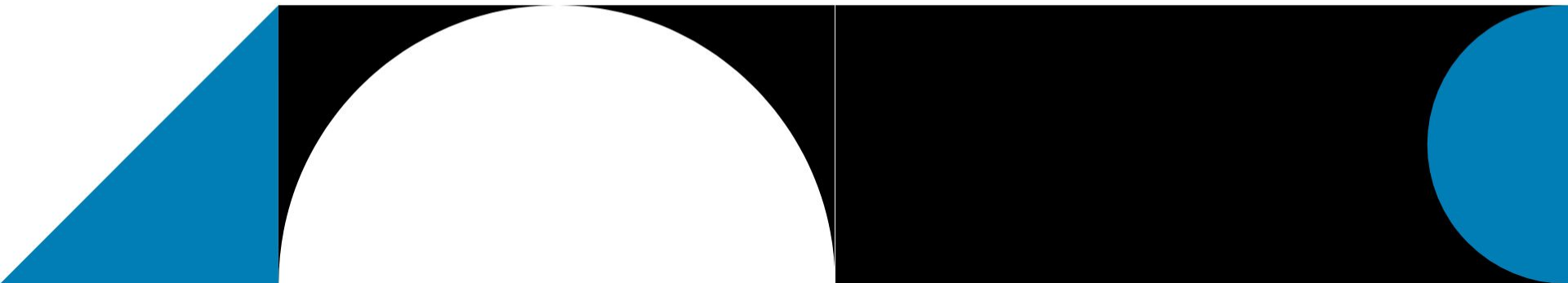
98.6% of students find captions helpful

Focus

65% of students use captions to help them focus

Engagement

41% of videos are incomprehensible without sounds or captions





A11Y LAWS

Rehabilitation Act of 1973

Section 504 and Section 508

Americans with Disabilities Act

Title II and Title III

CVAA

21st Century Communications & Video Accessibility Act

FCC

Caption quality standards for broadcast

WEB CONTENT ACCESSIBILITY GUIDELINES

Level A

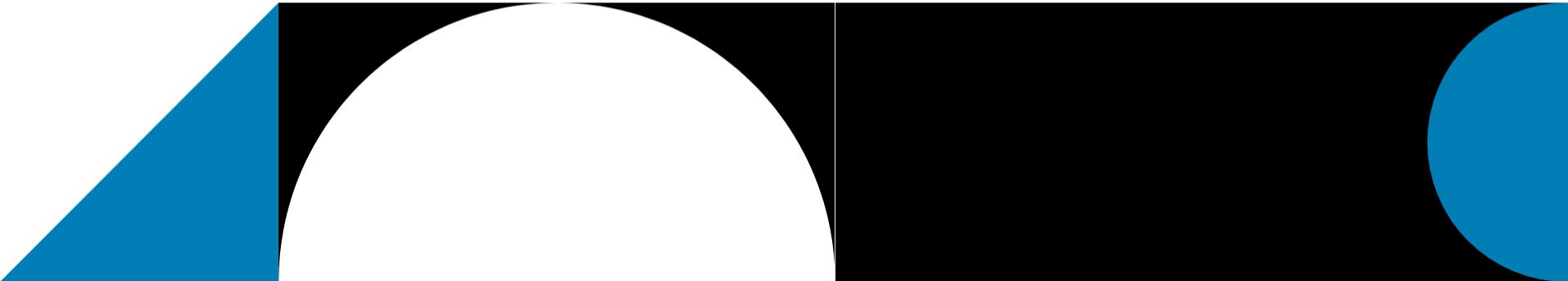
Transcript for audio-only content;
captions for pre-recorded video;
audio or text alternative for audio
description

Level AA

Captions for pre-recorded; captions
for live; audio description for
pre-recorded video

Level AAA

Sign language track; extended AD;
live transcript for audio-only



Who is 3Play?

More than just captioning.



OUR SERVICES

Closed Captioning & Transcription

99% accuracy guaranteed; flexible workflows

Live Automatic Captioning

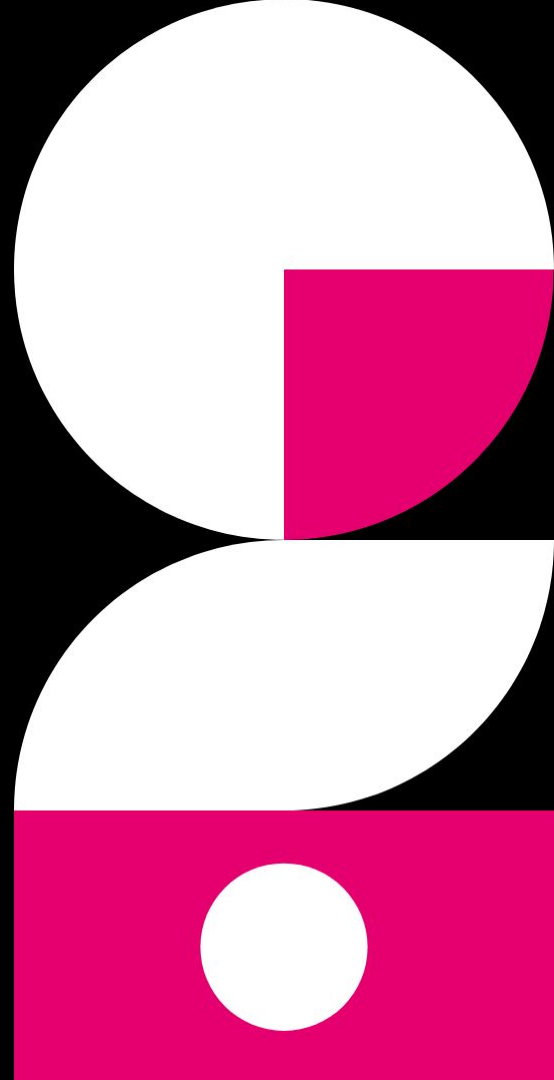
Display in any video player

Subtitles & Translation

20+ language to choose from

Audio description

Innovative, cost-effective solution



FUTURE-PROOF SOLUTION

Scalability

We have a deadline compliance 99.9% & can process large quantities of files

Upgrade Anytime

Easily request new services to ensure your content stays compliant

Account Management

Your dedicated account manager can help review your goals and keep you up-to-date with accessibility news

Flexibility

We can accommodate numerous workflows, formats, and turnaround times to match your needs

BROWSE OUR FREE RESOURCES

Resource Portal

Weekly blogs, free white papers, checklists, and research studies

Monthly Webinars

Taught by accessibility experts

Video Ally Course

Learn and test your knowledge on video accessibility



UPCOMING FREE EVENTS

Audio Description with 3Play Media

May 11 at 2 pm ET

GAAD with Actor Mickey Rowe

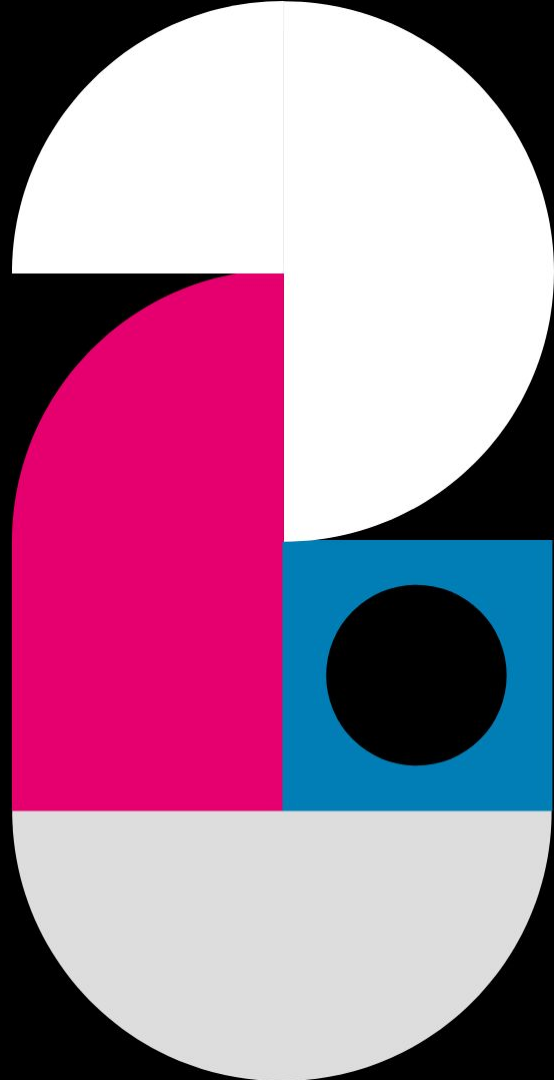
May 20th at 11 am ET

Live Captioning with 3Play Media

May 18 at 2 pm ET

ACCESS at Home

June 7 - 10



Q&A

Ask us anything.