

# Closed Captioning with 3Play Media

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- 👉 Type questions in the Q&A window during the presentation
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# Introductions

Let's get to know each other

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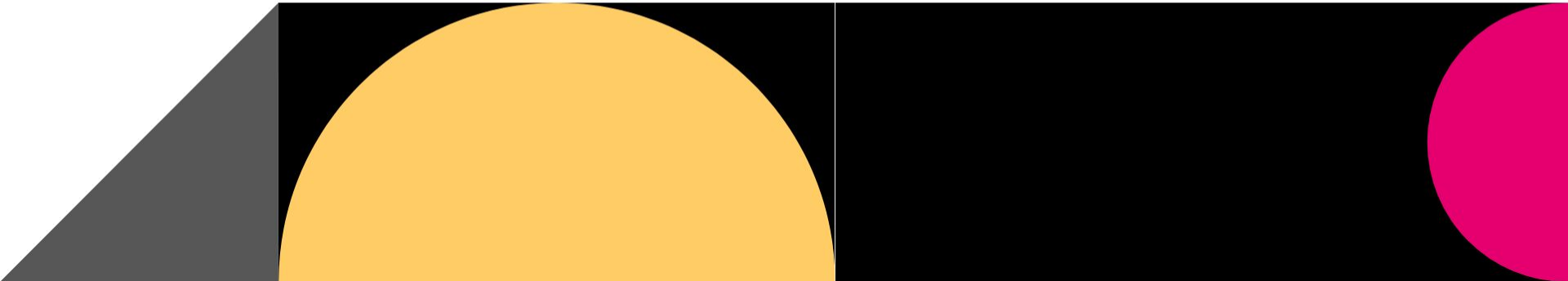
**Email:** [ryan@3playmedia.com](mailto:ryan@3playmedia.com)

# Agenda

**What** are captions?

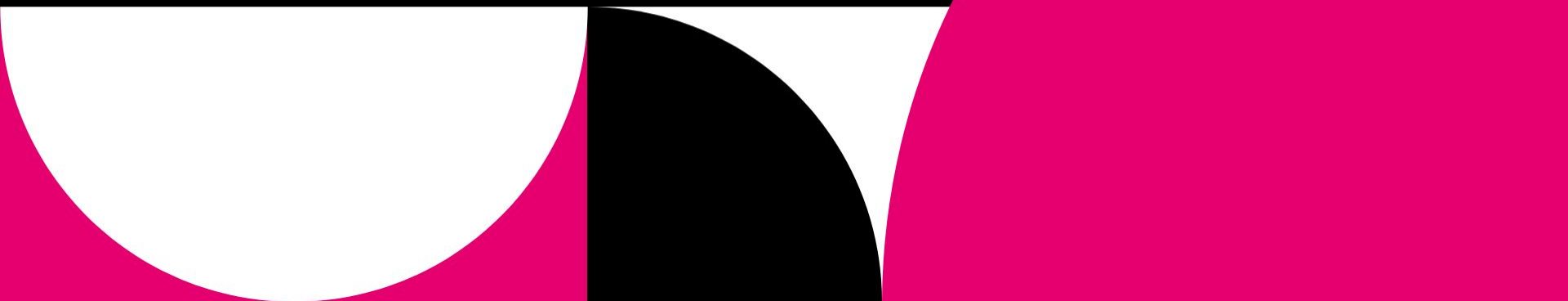
**Who** is 3Play Media?

**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 blue semi-circle. At the bottom left is a pink triangle pointing upwards. To the right of the pink triangle is a black square 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**

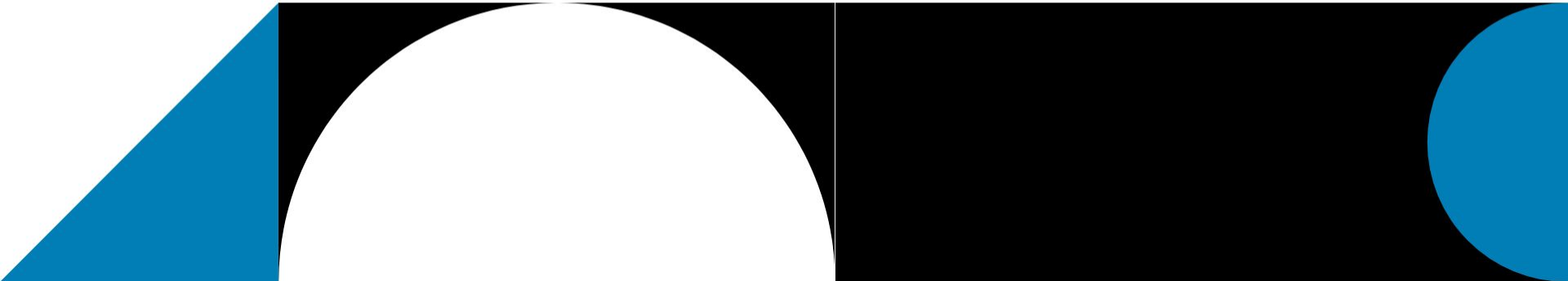
Like the sound of a car or keys jingling

# 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

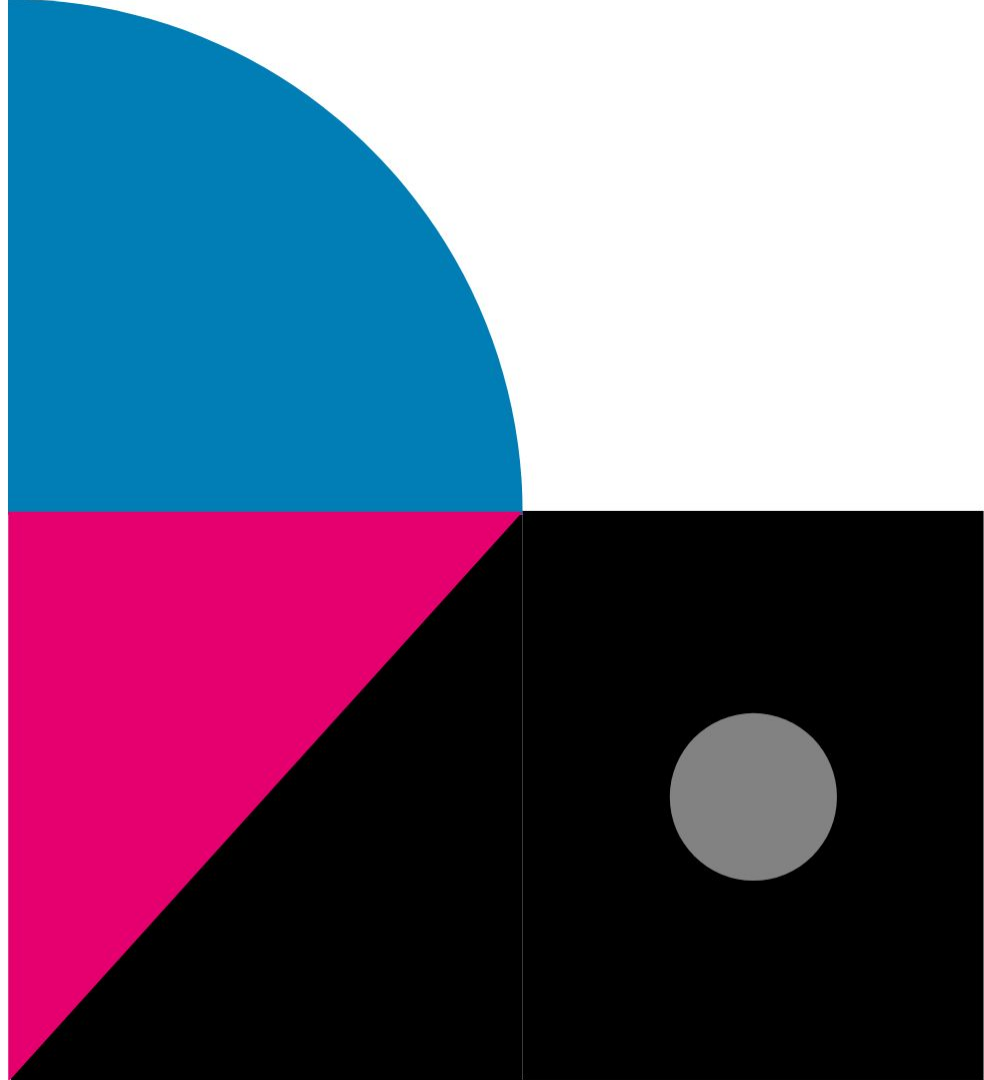
Transcription + timecodes

## 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

## **Frame requirements**

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

## **Placement**

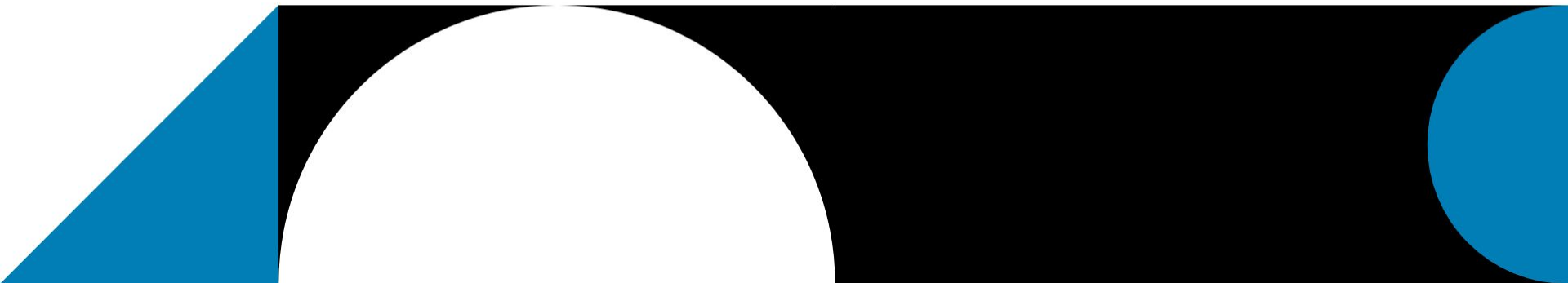
Should be move if obstructing  
important visual elements

## **Style requirements**

Non-serif font

## **Verbatim or clean read?**

## **DCMP, FCC, and/or WCAG standards**





An abstract graphic on the left side of the slide. It features a vertical pink bar at the top left with a black circle. Below it is a black semi-circle. To the right of that is a blue semi-circle. At the bottom left is a pink triangle. A black shape extends from the center towards the bottom right, containing a white circle.

# 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

## Comprehension

98.6% of students find captions helpful

## SEO

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

## Focus

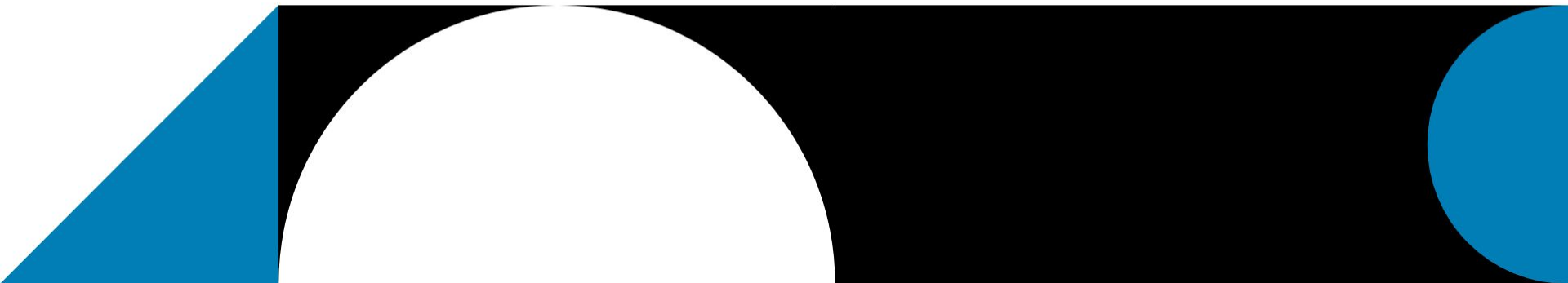
65% of students use captions to help them focus

## Branding

Captions improve brand recall, verbal memory, and behavioral intent

## Engagement

41% of videos are incomprehensible without sounds or captions





# AIY 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

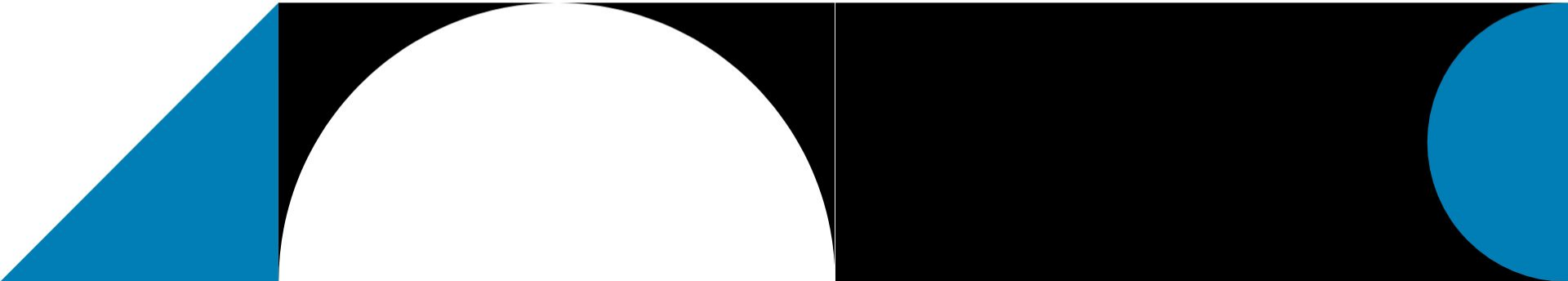
Transcript for audio-only content;  
captions for pre-recorded video;  
audio or text alternative for audio  
description

## 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**

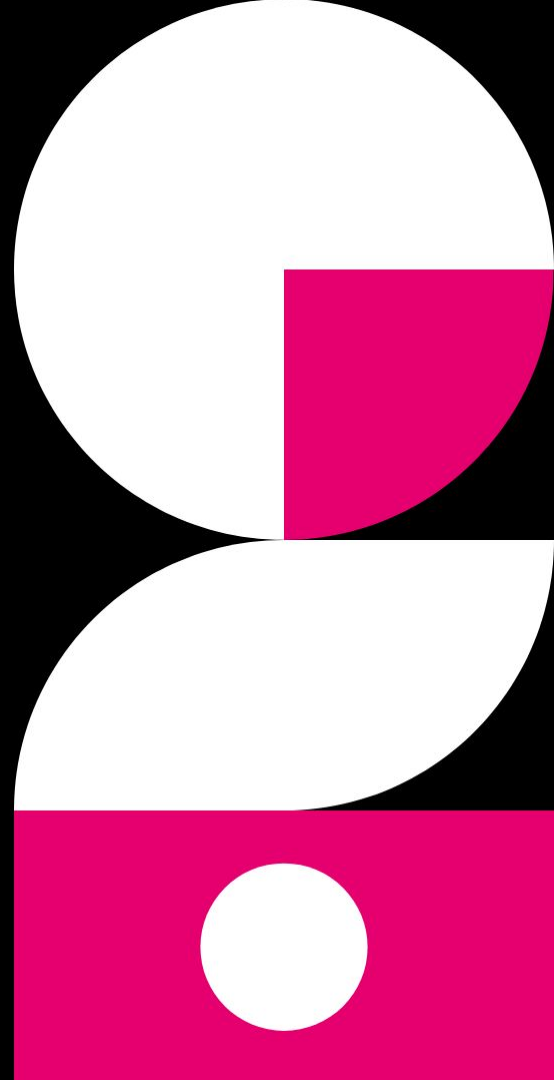
Display in any video player

## **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**

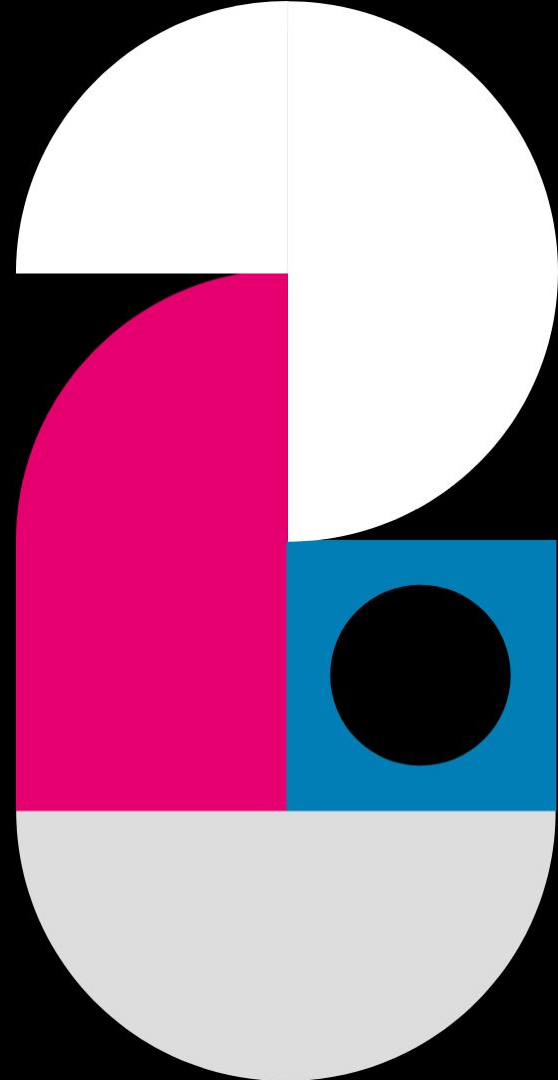
May 20th at 11 am ET

## **Live Captioning with 3Play Media**

May 18 at 2 pm ET

## **ACCESS at Home**

June 7 - 10



# Q&A

Ask us anything.

