

**HARRIET OWERS-** All right. Well, hello. Welcome to the Getting Started with Your 3Play Media Account webinar.

**BRADLEY:** Thanks for joining us. My name is Harriet and I work on the product development team here at 3Play Media. I'm joined by Dave--

**DAVID ZYLBER:** Hello.

**HARRIET OWERS-** --who manages support. So during this webinar, we're going to give a quick overview of the

**BRADLEY:** 3Play Media account system and give a few live demos of some of the features. The webinar will be in a question/answer format, and we've chosen some of the common questions that we think will best cover each of the following topics.

So these topics are account system overview, uploading files, file management, downloading output files, publishing an interactive transcript, translation and encoding services, setting up your account, and user management. At the end, we're going to stop and do a question and answer session. Please feel free to submit any questions you have by typing in the bottom right corner of your interface, and we'll address all of those at the end. We're going to dive into the first topic now, which is uploading.

**DAVID ZYLBER:** Hey, guys. Dave here. We're going to talk about the different methods we have for uploading your media files for transcription and captioning services. We offer five different upload options. The first and most basic upload option we have is the direct upload, which is From Computer, as you'll see. This is just a way to send us your files that are stored right on your computer.

The next option that we have is From Links. You can give us public YouTube links to process your files, as well as public links that point to downloadable media files. The next option you'll see is Linked Accounts. These are our integrations that we offer. We integrate with a variety of lecture capture systems and video platforms. And we'll be diving into this in a bit.

The next option we have is FTP Settings. And the FTP upload option is a great way to send large files or large batches of files to us. The other option that we have is API uploads. You can learn more about that on our support site.

So let's just talk a little bit more about these Linked Accounts. This is a great way to streamline the captioning process. Essentially, if your content is already residing on one of these

platforms, or you're recording your classes with one of these lecture capture systems, you can streamline the workflow by sending us your files. And upon completion of the transcription process, we'll automatically send your captions and transcripts back to your media file that resides on your platform. It doesn't cost anything extra to use the integrations. It's just a great way to streamline your workflow.

So let's just walk you through one of our basic upload just to show you the steps and the options. So we're going to choose a file from our computer here, click an upload. Now, the first thing that you are shown is a menu to select your service. You'll see English Transcription and Captioning, which is our default service, and then Alignment, which we'll explain a little bit more about that later.

Next, you get to select your turnaround time. We offer five different turnaround times. This is our standard turnaround time, which is four business days. Our three faster than standard service levels are expedited, which is a two-day turnaround, rush, which is a one-day turnaround, same day, which is the same day, and then our extended turnaround, which is a 10 business day, which is a great option if you're just sitting on a backlog and it's maybe not urgent.

So we're going to select Standard for this file. Next, we choose a location. This is where you'll select either a folder that already exists in your account, or you can create a new folder to have this file uploaded to. So we're going to choose the folder Sports.

The last thing that we're shown here is a order summary page where you can review your order, the amount of files, the service, the turnaround. So let's place that order. And you'll see here, File Uploads. So a couple things to note about when you first submit your files. They go to the Pending state.

Now, when a file is in the Pending state, there's two things you can do. One is the file still cancelable from the customer's end. So you can see, right there, there's that Cancel button. If you realize that you do need to cancel your file, this should be done as soon as possible as the window of time to do this is relatively the same amount of time as the media file itself. So if it's a short file, this needs to be done very quickly.

The next thing that we want to show you is this notion of cheat sheets. You can add a cheat sheet to a pending video. And if you have any proper nouns or preferences for spellings, you can submit this information here that will be seen by your transcription editor working on your

file. I'm putting up here, company is 3Play Media. Maybe the person working on your file things that they should spell it T-H-R-E-E. You can submit a note so they know to use the number 3. So that's another great little thing that you can do when the file is pending.

Let's see. We just want to go back and just explain the difference between the services we offer, which is the default captioning and transcription service and the alignment service and how these two services are different. So the first thing that you're asked once you click Upload is to select the service.

The Alignment service differs from the Default service in that, when you use the Alignment service, you're giving us your media file as well as a transcript of your media file. And what we will do is we'll sync the text to the media, which gives you the same kind of output formats and tools that you would get if you used our default service, the transcription and captioning service.

So essentially, the main difference is, the Default service we're transcribing from scratch. You just give us the media file. The Alignment service, you give us the text in the media file, and we will sync the two together.

In terms of the different types of file formats we can accept, you can just give us an audio file. That's fine. And we have a list on our website of all the different types of file formats we accept.

After the file has been transcribed, you'll actually receive an email notification that your file is ready for download. So let's talk a little bit about once the file is complete. Harriet, is it possible to edit a file once it's complete?

**HARRIET OWERS-** Thanks, Dave. Yeah, we often get asked if it is possible to make changes to a file once it's been completed. And while this is rarely necessary, it is very easy to do. I'm just going to give you a quick demonstration.

So you can edit right here. And this is the editing interface. If you wanted to make a small change or a textural edit, for example, say the street name was spelled wrong, you could make a change here, and then you can save your file. There is a Find and Replace tool at the bottom here. This can be really helpful to change multiple instances of a word.

And then once you're all done, you need to remember to finalize your file. Finalizing your file

will update your caption frames, and it will also update your captions on any video platforms that you have linked to your 3Play Media account.

So another question we get asked is if it's possible to move a file into a different folder after uploading it. And again, the answer to that is, yes. It's pretty simple. You select the files you wish to move, select the folder that you wish to move them to, and you are all set. So let's move on to the downloading section.

**DAVID ZYLBER:** All right. So as I mentioned, upon completion of the transcription process, you can receive an email notifying you that your file is ready to be downloaded. So let's click into one of our completed files here and we'll show you some things.

First we're going to show you the quick download option. This is a great way to download from one file, one individual format. So you'll see here, when we click on the Quick Download button, you'll see that it's already populated with a couple formats. Let's click into our favorite format so we can show you this. You can configure your accounts favorite formats so when you perform quick downloads, batch downloads, the formats that you commonly work with will be right there available for you.

So here you see a very extensive list of different transcript and caption formats. And you'll see, when we click into the file and click Quick Download, we'll see the file format options. And simply by clicking one-- click SRT, and the SRT format downloads right to your computer.

Now let's say, though, that you want to download this file in a handful of formats. You can batch download this file by clicking that Download button. You'll see that the favorite formats are selected already. You can select other ones or deselect ones that have been selected.

Next, you can configure any of your SMPTE based caption formats right here. So you can configure a custom starting time code as well as configure your frame rate settings for any of your SMPTE based formats. Next, a download option. This page, you can title your download, give it a name. Calling it Fresh Cookbook.

You can have a email sent to you when this Zip folder, which we're going to generate, is ready to be downloaded. You can, of course, opt out of receiving this email. It might not be necessary if you're just doing one or two files. But let's say you're doing 100 files and 100 formats, you're not going to want to wait, so we give you the option to receive this email.

So we're going to create the download and you're taken here to the Save Zip Download

section. You'll see it says it's processing up there. When we refresh the page, it's probably going to be ready, or we've selected maybe a couple formats. It might take a second.

Basically your files are going to be stored into your account indefinitely so you'll always have access to these files. There's no expiration date on them. And the thing that's great is, as new formats are developed for different platforms or different purposes, we are staying ahead of the curve. You'll be able to get your files in new formats. So let's say you started a 3Play account a few years ago before HTML5 was common. We now offer WebVTT, so that video, if you're putting it up in HTML5, you can get the caption file for that platform or type of delivery.

So let's talk a little bit about plug-ins. Harriet, what's a plug-in?

**HARRIET OWERS-** Thanks, Dave. I'm going to show you the two plug-ins that 3Play Media offers. So this is our  
**BRADLEY:** captions plug-in right here. It allows you to add this little black box below your video player, which contains the captions. This is a great option if you need to add captions to a video that you don't actually own because it doesn't really affect the video player itself. It just kind of adds these captions at the bottom.

And the second plug-in we have is this interactive transcript plug-in. And this allows you to add this whole interactive transcript below your video. And this is-- it's searchable. You can see all the results here of video that were found in your video. And the transcripts also are interactive in the sense that you can click ahead and play the video from that point.

And so we showed you these two plug-ins both had just one of our default skins and default layouts. It is possible to customize your plug-in from your account system. That is done in Plugin Templates. And you can see here that there are a variety of skins to choose from and a variety of features that you can enable for that plug-in. Here you see that the skin changed.

So if you're interested in learning more about plug-ins, we actually have a separate webinar dedicated to plug-ins. And you can find out more about that on our website. OK. So I think the next topic we have for you is our other services.

**DAVID ZYLBER:** Yep. So we do have a translation service. This is fully integrated into the 3Play account system. So it's very easy to order translations of your files once we have done the English transcription. Essentially, upon completion of the translation process, the files can be downloaded just like the English versions in a variety of different formats. Again, this can be downloaded as many times as you want. There's no limit, no expiration on when you need to

have this done.

We offer a variety of languages, and also, upon completion of the translation, those can also be included in that interactive plug-in as well. Which is pretty cool because it gives your audience the ability to toggle between different languages right within that interactive plug-in which we can just show you quickly up here. All of a sudden we're in German.

You can also make basic edits as well, just like you could to the English. You'll see here our translation editing interface. On the left-hand side, you will see your English. And on the right-hand side, you will see your target language. So we give you the ability to work side by side with the English and the translation file to make any basic edits that you may need to make. So Harriet, let's talk about caption encoding. What is caption encoding?

**HARRIET OWERS-** Caption encodings are a great way to give your audience the ability to view videos offline but  
**BRADLEY:** with captions. So you can encode your captions as closed captions. This means the viewer can turn the text on and off. Or as open captions. And in this case, the text is permanently on display.

So caption encodings can be ordered for your videos after your files have been completed. And you can find the option to order caption encoding under this Order drop down.

**DAVID ZYLBER:** Another thing I should say is that you can also have your translations encoded as well. Clipmaker is a great tool for market researchers, people working in post-production. Clipmaker is a great way to organize, search and filter through all of your files using textual search.

So for example, let's say you've shot 10 hours of interviews, and that's maybe across 50 different 3Play files. You can use Clipmaker to put in a keyword and then pull out all those instances of where a certain word occurs across all your files. And you can actually create a little text compilation that you can print right from Clipmaker, as well as export a new media file that is compiled from these different clips.

**HARRIET OWERS-** We're not going to go into too much detail on Clipmaker right now. We have another webinar  
**BRADLEY:** on Clipmaker. You can find out more about that on our website.

So the last topic we have is just general account set up. And before I dive into questions on this topic, I'm just going to quickly explain the different ways that your 3Play Media account might set up. So the simplest set up is just to have one project within your account. So in this

case, all work is billed to the same invoice and all users within your account have access to the exact same content.

However, for larger institutions, it's possible to set up sub accounts within your account, which we call projects. And in this case, each project is completely separate and can have its own content and its own users. And each project can also be billed separately or grouped together onto once master invoice. And you can switch between projects here in the top left corner. So you can see our Test account has quite a few projects in it.

So how do you add users into your account? You can add users into your 3Play Media account from the Manage Users page, which is located under Settings. It's possible to add a user to the project or a super user, in which case these users all have access across all projects within your account. It is important to note here that you need to have the Manage Users permission enabled in order to view this page and add users.

So add a new super user, click that button, and you can see here all the different permissions that this user could have. So these are Manage Users, Manage Invoices and Billing, Upload, Edit, and Publishing Control. And the options are exactly the same for project users. Depending how you have your account configured, users might have to be super users in order to have the billing permission enabled.

So speaking of billing, I'm going to show you where you can find your invoices. This is in the Billing tab. And again, only users with access to billing will see this tab. And if I go into this invoice here-- so all completed work is added to an invoice that's happened over that month. So invoices close at the end of each month and all payments are due when it closes.

So you can see here that the works being grouped by project. This is a master invoice at the account level. And each file has been itemized here. And it's possible to pay an invoice through the account system. You can add a credit card. And it's also possible to set up autopay here.

We're going to move on to some questions. Dave, I see you have a few there.

**DAVID ZYLBER:** Sure. This one comes up fairly often. People say, oh, I downloaded my file, I don't see the video. I'm only seeing text. And that's right. By default, what we create are text files. We create the transcript or the closed caption files.

What you get, essentially, is just a sidecar file that is then later associated with your media file.

You would only be really downloading a video from us should you be using the caption encoding service, because that's when where encoding the captions back into your source video, which is then downloaded right from the account.

Another question we get is, do I have to choose between transcripts or captions when you place your order? The answer is, no. What we're going to do when we receive a media file is we transcribe it and essentially create a master file in your account, which is time to text sync. Though, upon completion of the process, you download your file in whatever transcript or closed caption format you need for your project.

**HARRIET OWERS-** So there's one here about speaker names. Do we insert speaker names into the transcripts  
**BRADLEY:** and captions? And the answer to that is, yes. So let me just get back to the account.

So before uploading any files, you have the option to configure your transcription settings. And this Speaker Identification setting here allows you to specify how you'd like us to treat speaker names.

There's one here asking about whether it's possible to switch between multiple languages when watching one video. We showed how that was possible with our interactive transcript plug-in. I believe it will depend which video player you're using and whether that's an option. I know for YouTube, you have some caption settings here, and you can choose the language. Really, you'll have to check with your video player for that.

There's another question here about cheat sheets. So we covered those briefly after uploading a file. So we added one here to a file that's in pending. The question asked if we can download files. I think by that you mean if our transcriptionists can download files, so if you can upload a file. And yes, you may upload a PDF as part of your cheat sheet.

And cheat sheets can actually be created at the project level or at the folder level. So there's no need to manually do it for each file that you upload. You could set one up for a folder or for your whole project.

So we have another question about the uploading links option. So uploading links, this is great for users who have content hosted on a website somewhere. YouTube links will work. You've got to make sure the link is pointing directly to that video and we need to be able to download it. Normally that means it's the only item that's on the page rather a link to a blog article that happens to include a video.

**DAVID ZYLBER:** So if you give us a link to your website and maybe there's a video or two on that page, we'll have no way to know what video you want us to pull in. So when you're giving us a link, it's not going to end in .com, .org, .edu. I mean, it might have .com or .edu, but then it'll be backslash video title dot mp4, mov. When it points to a downloadable link, it'll end in a media file extension.

**HARRIET OWERS-** And if you're unsure, you can reach out. You can ask Dave a question here, or I guess you  
**BRADLEY:** could try one video first before uploading 500 of them and see if it goes through. So we have a few other. I'm just going to quickly go over these resources on this page.

We have a lot of video tutorials up on our website. We also have a lot of how-to guides. Both of these cover very specific details of how to do a lot of the actions we gave you a quick overview of. Other interesting things you might want to look at are our FAQs and then the Support site which contains many, many documents, again, with screenshots and lots and lots of information about how you can achieve everything you want to out of your 3Play Media account.

OK. I think the questions ended. Thanks again for joining us, and feel free to contact us with any more questions that you might have. All right. Goodbye.

**DAVID ZYLBER:** Bye, guys.