

Closed Captioning for iTunes & Netflix Submissions



FCC Quality Standards

3Play Media's closed captions comply with the quality standards established by the FCC for accuracy, synchronicity, completeness and placement as set forth in the FCC's rules at 47 C.F.R § 79.1(j)(2). We also comply with the best practices set forth in the FCC's rule 79.1(k)(4) for offline captioning.

Official iTunes Partner

3Play Media is an official iTunes partner. You can find us on the iTunesConnect partner site.



Custom Caption Formats

3Play Media offers custom caption templates that are built to meet platform-specific specifications and requirements. While iTunes uses a standard SCC format, we provide custom SMPTE-TT formats for Netflix, Hulu, and Amazon that meet each of their respective specs.

2 Hour Turnaround

For short files and video clips, we provide 2 hour turnaround - the fastest turnaround in the industry.

In response to the FCC's requirements to caption online video clips and montages from full-length programming that previously appeared on television, 3Play Media provides this turnaround option so you can get your clips captioned and online as quickly as possible.



Accurate Caption Placement

FCC quality standards prohibit captions from obscuring essential visual information on the screen. In response to this, 3Play Media provides manual vertical caption placement to guarantee that captions do not block any relevant visual or textual content.

With manual vertical caption placement, an editor will move the caption frame to the top of the screen when it would otherwise obscure content in the lower third, then return the caption frame to the lower third when the relevant content is gone. The resulting caption file will comply with both iTunes' and the FCC's standards for caption placement.



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