

The background is a vibrant, abstract collage. It features a dark blue base with scattered white and black dots, resembling confetti. Large, bold geometric shapes in orange, yellow, and green are interspersed throughout. Two stylized human figures are depicted: one in the upper right wearing a yellow shirt and pink pants, and another in the lower center wearing a green polka-dot shirt and yellow pants. The text '10 Tips for Making Web Video Accessible' is prominently displayed in the center in a bold, blue, sans-serif font, overlaid on a white rectangular background.

# 10 Tips for Making Web Video Accessible



# Table of Contents

## 0. What is Accessible video?

### 1. Add Captions

### 2. Add Audio Description

### 3. Use an Accessible Video Player

### 4. Use a Script and Good Audio Equipment

### 5. Describe Important Visuals While Recording

### 6. Follow Best Practices for Captioning and Description Quality

### 7. Caption Social Videos to Benefit All Viewers

### 8. Add Interactive Transcripts

### 9. Build a Budget for Captioning

### 10. Choose a Vendor that Can Simplify Your Process

### About 3Play Media

# About 3Play Media



3Play Media provides cost-effective, premium quality captioning, transcription, and audio description to more than 2,500 customers in higher education, enterprise, entertainment, media, and government. 3Play Media simplifies the process of making videos accessible through flexible API's, integrations with video players and platforms, simple plugins, and a user-friendly online account system. 3Play Media is based in Boston, MA and has been operating since 2007.

## About this White Paper

This white paper is designed to equip you with knowledge and current best practices necessary to make your web videos accessible to all users. Topics covered include: how to add captions and audio description, how to keep your captioning and description workflows fast and simple, how to choose an accessible video player, properly captioning social media videos, tips for building a budget, and more!

# What Is Accessible Video?

Accessible video means video that can be perceived, operated, and understood by anyone across the broadest range of technologies and interfaces possible.

Specifically, that means: adding closed captions and audio description, publishing to an accessible video player that is navigable by keyboards and screenreaders, and using proper color contrast in the video player controls.

## Why Make Video Accessible?

As video has come to dominate other forms of web media, it is imperative we do not exclude people with sensory and motor disabilities that affect computer use. Simply equipping yourself with a basic understanding of web accessibility principles, and providing closed captions and audio description removes barriers to web video for hundreds of millions of people worldwide.



80% of people  
who use captions are  
not deaf or hard of  
hearing.

Ofcom

## Tips for Making Web Video Accessible

# 01

# Add Captions



# What Are Captions?

Captions are a visual representation of the audio in a video. They make video accessible to deaf and hard of hearing people by providing a text-based and time-synchronized alternative to the audio. Besides the spoken audio, captions also include non-speech elements like speaker IDs and sounds that are critical to one's understanding of what is happening in the video.

## Closed Captions versus Open captions

Closed captions can be turned on and off using the video player's controls. Open captions are encoded or "burned" into the video itself. They are a part of the video and cannot be turned off.

### When to Use Open Captions:



On social media  
platforms



On information  
kiosk



For offline  
sharing



# How Do I Add Captions?

There are two main ways to add captions to a web video: as a "side car" file, or encoding the captions to create a single, open captioned video file. Sidecar files come in multiple formats and vary widely by the type of video player you are using. Some file formats, like SRT, can be created and edited in a simple text editor program. Others, like SCC, require specialized software to create and edit on your own.

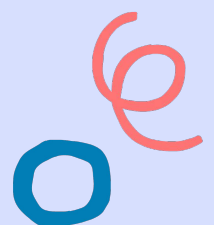
## **How long does it take to create your own captions?**

The amount of time required to caption your video depends on the length of the video and complexity of the audio. For most experienced transcriptionists, this process can take 5 to 10 times the length of the actual video.

## **Creating Captions**

There are many ways to create captions. You can hire a professional captioning company or you can create them yourself.

If you decide to create captions yourself, the best format to use is an SRT file. SRT files are easy to create and edit using a simple text-editor program and they work with most major online video players. Follow [this guide](#) to learn how to make an SRT file on a Mac or PC.



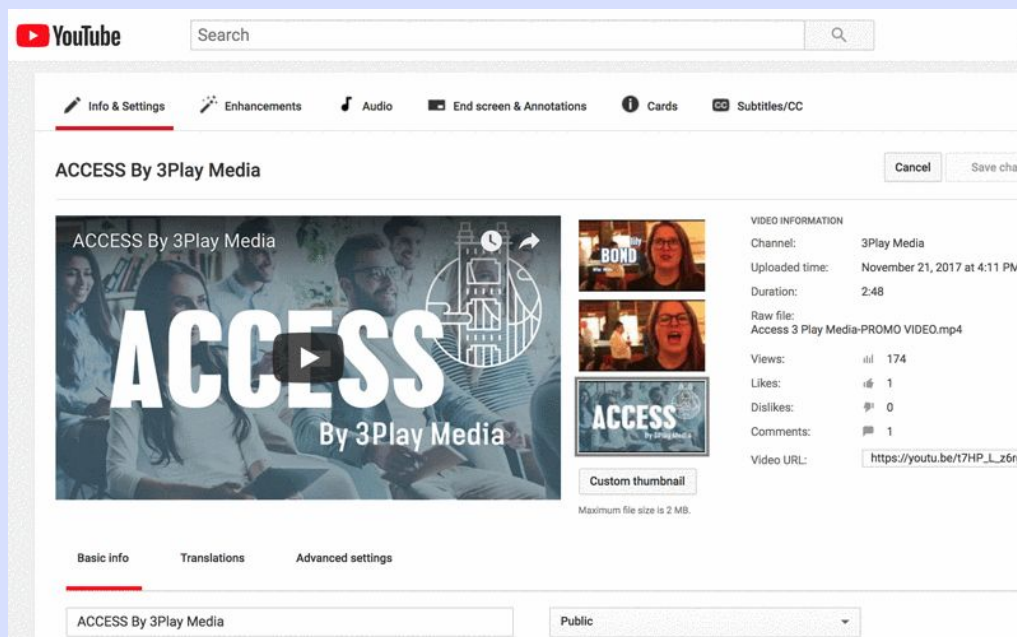


# Creating Captions on YouTube

You can also use YouTube's speech-recognition-based auto-caption feature to produce a "rough draft" transcript for your video.

1. Upload video to YouTube
  2. Go to your video editor, then click on the Subtitles/CC tab.
  3. Select English (automatic).
  4. Select the Edit button, then begin editing your captions.
  5. Once you are ready to download, select Actions then Download.
- YouTube allows you to download your caption file as a .sbv, .srt, or .vtt. If you need another caption format you can [convert your caption file here](#).

You may also like reading [6 YouTube Hacks for DIY Captioning and Subtitling](#).





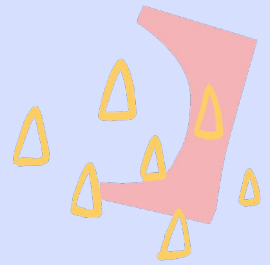
# Am I Legally Required to Caption?

There are five video accessibility laws in the United States that dictate whether you need to caption or not.

- The Rehabilitation Act
- The Americans with Disabilities Act (ADA)
- The 21st Century Communications and Video Accessibility Act (CVAA)
- The Federal Communications Commission (FCC)
- State laws

In addition, the Web Content Accessibility Guidelines (WCAG 2.0) require captions.

# The Rehabilitation Act



[The Rehabilitation Act](#) is a federal anti-discrimination law.

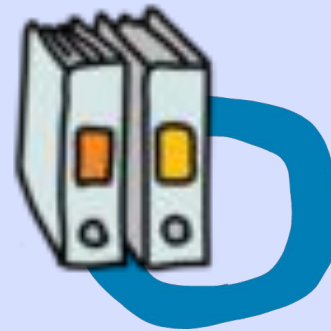
Under the Rehabilitation Act, Section 504 and Section 508 apply to online accessibility. Not all organizations are required to adhere to both Sections.

Section 504: Sections 504 applies to federal and federally funded programs like colleges, airports, police stations. Section 504 requires organizations to provide "reasonable accommodations" for individuals with disabilities to perform the essential functions of the job.

Section 508: Section 508 applies to the federal government only, except when a state has enacted a "mini 508" or a federal grant requires compliance with Section 508 – like the Assistive Technology Act. Section 508 requires an alternative, accessible technology method be provided for disabled employees and the public. It also required compliance with WCAG 2.0 Level A and Level AA.

## Applies to:

- Federal Government
- Online Learning
- Private Colleges
- Public Colleges
- State Government
- Municipalities
- Faith Organizations
- K-12



# The Americans with Disabilities Act (ADA)

[The Americans with Disabilities Act \(ADA\)](#) was created to ensure equal opportunity for people with disabilities.

Title II and Title III of the ADA relate to web accessibility for state, local, public and private entities.

The ADA was intended to apply to physical structures, but through legal action, it has been extended to online content.

Title II: Local government, state government, private colleges and public colleges are directly referenced in Title II of the ADA. Title II of the ADA has also been applied to private entities. Under the Title, employee training videos must also comply with the ADA. In 2015, [FedEx](#) was sued for failing to caption their online training videos.

Title II of the ADA protects individuals from discrimination by public entities. It requires organizations to provide equal alternatives for communication when necessary.

Title III: Title III of the ADA relates to private entities like private businesses and private colleges. Title III protects individuals from discrimination by private entities. Under Title III, individuals with disabilities are entitled to full and equal enjoyment of goods, services, facilities or accommodations in any public place.

## Applies to:

- Training videos
- Public website videos
- Streaming Media
- Online Learning
- Private Colleges
- Public Colleges
- State Government
- Municipalities
- K-12



# 21st Century Communications and video Accessibility Act (CVAA)



[The 21st Century Communications and Video Accessibility Act](#) (CVAA) states that all online video previously aired on television is required to have closed captioning (including clips and montages). Captions must be "at least the same quality as when such programs are shown on television."

If your video content has never aired on television (like a vlog on YouTube), this act does not apply to you.

Video creators and content distributors are responsible for ensuring their content is properly captioned.

Streaming sites like Netflix, Hulu, and Amazon, must caption all content that was previously aired on television. Note: under the ADA, they must also caption original content, even if it never appeared on television (like Netflix's Stranger Things).

Faith organizations that broadcast their sermons must also caption them when posted online.

## Applies to:

- Broadcast TV
- Faith Organizations
- Streaming Media

# The Federal Communications Commission (FCC)

[The Federal Communications Commission](#) (FCC) requires broadcasts content to be captioned.

The FCC has specific captioning standards that organizations must meet. These include caption accuracy, timing, completeness, and placement.

The FCC impacts both television and online video.

Any content broadcast on television must provide closed captioning for live and recorded content. As of 2011, religious organizations that broadcast on television are no longer exempt from the FCC's requirements for captioning; now, any faith organizations publishing content on television must caption under the FCC.

Broadcast organizations must also be aware of the [audio description](#) requirements under the CVAA.

## Applies to:

- Broadcast TV Faith Organizations



## State Laws

[Many states have enacted their own accessibility laws.](#) Several states have even created “mini 508s” which require institutions to comply with Section 508 of the Rehabilitation Act.

Educational institutions, state governments, and local governments should all be mindful of their state accessibility laws.

In addition, these institutions must be mindful of other accessibility laws that apply to them. Private and public colleges, state governments, municipalities, and K-12 must also adhere to the Rehabilitation Act and the ADA.

### Applies to:

- Private Colleges
- Public Colleges
- K-12
- State Government
- Municipalities



# How to Add Captions to YouTube Videos

1. First, you'll need a caption file. You can obtain a caption file by:



Transcribing your  
video from scratch



Editing YouTube's  
automatic captions



Submitting your video for  
professional captioning

2. Next, upload your video to YouTube.

3. Go to *Creator Studio* > *Video Manage*, then select your video. Next

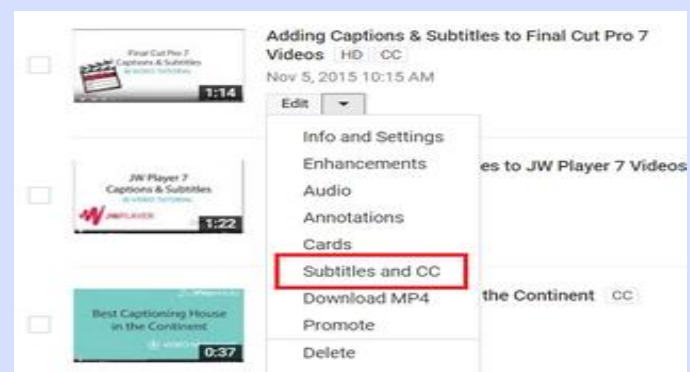
click *Edit* > *Subtitles & CC*.

4. Upload your caption file. Click *Add new subtitles or CC*, select the

language of the captions, then hit *Upload File* > *Subtitles File*, and

choose your file.

5. Finalize and publish your captions.





Videos with captions can

get **12%** more views.

Facebook



Tips for Making Web Video Accessible

# 02

## Add Audio Description



# What is Audio Description?

Also known as video description, or just "description," audio description makes video accessible to people who are blind, low vision, or visually impaired. A voice (either human or synthesized) describes key elements in the video like character movements and facial expressions, text or graphics on screen, and other key visual information essential to the understanding of the video.

## Extended Description

If your video has a lot of visual information but there is little space in between the audio to describe it, you should consider extended description. Normally, the natural pauses in the audio of the video are used to fit in a description, but when those pauses aren't enough to describe everything, extended description is useful.

Extended description requires some editing of the video file to add longer silence breaks for detailed descriptions

## What Should I Describe?

Audio description is considered an art. As a describer, you have to find the balance between knowing what to describe, when to describe, and when not to describe.

Descriptions should be objective depictions of what is seen. A describer should not describe what is unseen or offer assumptions, interpretations, or conclusions.

Use this guide to help you decide when and when not to add audio description to content.

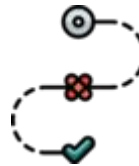
## Techniques for Creating & Adding Audio Description

There are fewer platforms and systems for audio description than there are for captioning because it's a newer, less understood technology.

### Creating Descriptions



**Include description in the video production stage** so it can be weaved into the actual content



**Write a separate description script** that aligns with the video's timeline



**Create a separate soundtrack** with additional time for the description

### Adding Descriptions



**Publish a second track** that includes the description



Use [\*\*3Play's audio description embed\*\*](#) which allows you to add descriptions as a supplement to existing video platforms like YouTube



**Publish a text track description** that screen readers can read

# Pros & Cons of Synthesized Speech



Traditionally, audio description has been done by human voices. However, technology has now reached a point where we can use synthesized speech (computer generated) voices for audio description. Both techniques have different advantages and shortcomings.



## Pros of Synthesized Speech

- Extremely cost-effective compared to paying a human voice actor
- Shorter production/turnaround time
- Easy to make edits in post-production
- Control over voice output settings
- Screen-reader users are more familiar with synthesized voices



## Cons of Synthesized Speech

- Tone and emotion of human voice is difficult to replicate exactly
- No subjective input from voice actors (exact dictation from script)
- Pronunciation isn't equivalent to human counterpart's



# Am I legally Required to Describe?

There are three video accessibility laws in the United States that dictate whether you need to describe or not.

- The Rehabilitation Act
- The Americans with Disabilities Act (ADA)
- The 21st Century Communications and Video Accessibility Act (CVAA)

In addition, the Web Content Accessibility Guidelines (WCAG 2.0) require descriptions.

## The Rehabilitation Act

[The Rehabilitation Act](#) is a federal anti-discrimination law. Under the Rehabilitation Act, two laws apply to video accessibility: Section 504 and Section 508.

**Section 504:** Section 504 states all Federal and Federally-funded programs are required to provide equal access for individuals with disabilities. Section 504 applies to entities like airports, police stations, universities and state houses.

**Section 508:** Section 508 states Federal communications and information technology must be accessible. Under the refreshed Section 508 of the Rehabilitation Act of 1973, all covered organizations must comply with WCAG 2.0 Level AA standards.



## The Americans with Disabilities Act (ADA)

[The Americans with Disabilities Act \(ADA\)](#) was created to ensure equal opportunity for people with disabilities.

The ADA was intended to apply to physical structures, but through legal action, it has been extended to online content.

**Title II:** Title II of the ADA protects individuals from discrimination by public entities. It requires organizations to provide equal alternatives for communication when necessary.

**Title III:** Under Title III, individuals with disabilities are entitled to full and equal enjoyment of goods, services, facilities or accommodations in any public place.

## 21st Century Communications and video Accessibility Act (CVAA)

[The 21st Century Communications and Video Accessibility Act](#) (CVAA) states that all television content must include audio description by 2020.

If your video content has never aired on television (like a vlog on YouTube), this act does not apply to you.

Video creators and content distributors are responsible for ensuring their content is described.

**71%** of people with disabilities leave a website immediately if it is not accessible.

MediaAccess

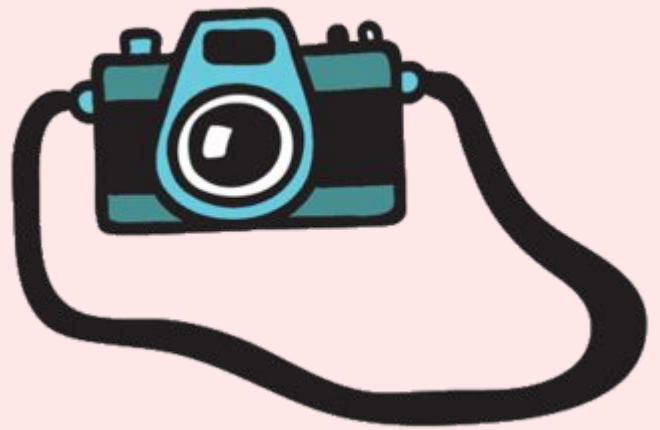




Tips for Making Web Video Accessible

# 03

## Use an Accessible Video Player



# What is an Accessible Video Player

An accessible video player supports audio descriptions, captions, and transcripts. It should also be fully screen-reader accessible and keyboard accessible with no keyboard traps. It shouldn't start automatically, but if it does, there should be a mechanism for users to pause or stop the video. Color contrast on player buttons must be sufficient, as well.

## How Do I Know If My Video Player Is Accessible?

Test it and find out! Most online video players are not fully accessible, so you will likely need to provide equivalent, alternative forms of media. Keyboard accessibility, however, is extremely important because it is determined by the design of the player itself. For a quick accessibility test, you can unplug your mouse and try to access all of the video player elements with their keyboard alone (see instructions below)

### Video Player Accessibility Test



You can test your video player for keyboard accessibility with this simple test:

- Pressing "Enter" or the space bar should activate the Play/Pause control.
- Up or down arrow keys should control the volume.
- Left or right arrow keys should control the Rewind/Fast Forward function.

# Elements of an Accessible Video Player

An accessible video player supports audio description, captions, and transcripts.

Unfortunately, many video players fail to meet the essential elements of an accessible video player. Many don't support audio descriptions or transcripts and are polluted with keyboard traps. In order to avoid producing inaccessible video, it's important to consider all elements of accessibility before production.

Here's what you should look for:

- Video player can be operated with a keyboard
- Video player starts at the user's request
- Video player has a mechanism to pause or stop video
- Volume can be modified with a mouse and a keyboard
- Proper labels for text alternatives are present
- Video or video alternative is available if Flash is disabled
- Video is functional when style sheets are disabled
- Video remains in correct page sequence when style sheets are disabled
- If JavaScript is disabled, JavaScript links do not become hidden
- Links to video file are descriptive
- Video can be selected without causing a change to current focus
- There is no content that flashes more than three times per second
- Video player is fully functional across browsers
- Video volume can be adjusted

## Are transcripts and captions both required for accessible video?

Both captions and transcripts are required for accessible video.

Without captions, deaf viewers would have to switch back and forth between the video and the transcript, which is very distracting.

For audio-only content, transcripts are enough.



# Alternative Forms of Media

Certain video players aren't fully accessible; They don't support audio description, captions, or transcripts. Luckily, there are workarounds you can use to ensure you are always providing accessible content.

## When Captions Are Not Supported



**Use open captions.** You can publish them with your main video, or as a separate video with a link to the alternative video.



**Provide a transcript.** You can paste it in the description or provide a link to the transcript.

## When Descriptions Are Not Supported

**Use the audio description plugin.** This allows you to have a separate audio track on your original video.



**Provide a merge descriptive transcript.** You can publish it within the video description or provide a link to the transcript for screen readers to access.



**Provide a separate video.** Make sure to link the described video in where the original video is found.



## Am I Legally Required to Have an Accessible Video Player?

There are three laws in the United States that require organizations to make their video accessible.

- The Rehabilitation Act
- The Americans with Disabilities Act (ADA)
- The 21st Century Communications and Video Accessibility Act (CVAA)

In addition, WCAG 2.0 Level AA requires video players to enable captions and audio description.

## **The Rehabilitation Act**

Section 504 of the Rehabilitation Act requires equal access for people with disabilities and Section 508 requires federal communications and information technology to be accessible.

To satisfy effective communication, equal access, and non-discrimination, video players used by the implicated entities of these laws must be fully accessible to everyone using them.

## **The Americans with Disabilities Act (ADA)**

The ADA states that public entities must "ensure effective communication" with citizens, and "place of public accommodation" cannot discriminate against people with disabilities.

## **The CVAA**

For video previously aired on US television, the CVAA also requires online video players to have user controls for caption appearance.

# WCAG 2.0 & Video Player Accessibility

The Web Content Accessibility Guidelines (WCAG) are by far the most universal and popular guidelines for web accessibility.

Created by [World Wide Web Consortium \(W3C\)](https://www.w3.org/), WCAG is a set of guidelines to ensure online content is accessible to all users.

There are four versions of WCAG: WCAG, WCAG 1.0, WCAG 2.0, and WCAG 2.1.

WCAG 2.0 is the most widely used version.

Under WCAG 2.0, accessible video must include:



**Captions** for all video with audio, plus **text alternatives** for audio-only content.

**Audio description** for video content, plus **extended description** when necessary.



WCAG 2.0 is split into three levels of compliance: Level A, AA, and AAA. Most laws require Level A and Level AA compliance.

**41%** of videos are  
incomprehensible  
without sound or  
captions.

Facebook





# 04

## Use a Script and Good Audio Equipment



# Scripts & Microphones

Accessible video should be clear, comprehensible, and readable. The purpose is to provide all viewers with an equivalent experience, no matter how they choose to consume your content.

## Create a Script, Then Read from It.

Words like "uh" and "um" can be distracting for the viewer. When possible, read from a script to help you speak clearly and avoid unnecessary filler words. The only time filler words are okay is when they are part of a character's persona like in a movie or television show.

If you are unable to read from a script, make sure you go back and edit your final transcript to eliminate filler words. Often, if you use automatic speech recognition (ASR), these filler words can bleed into other words and increase the likelihood of mistakes. If you use a captioning vendor, make sure to note that you would like a "clean read."

## Audio Quality is Lies in the Hands of the Microphone

A microphone can make or break your audio quality. Investing in a good microphone will guarantee your audio comes out clearly, plus make it easier to transcribe your content more accurately.

Depending on what you are recording, you may require a different type of microphone. For example, if you are recording a podcast, webinar, or lecture, you'll want a high-quality microphone that is either a headset microphone or a mounted directional microphone.

In general, you want to spend at least \$50 on a microphone.

There are three types of microphones: dynamic, condenser, and ribbon.

# How to Choose the Right Microphone

There are many different kinds of microphones, like shotgun mic (mounted on a camera), lavalier (attached to someone's shirt), wireless, and USB. When choosing a microphone, first ask yourself the following questions:

- What am I using my microphone for?
- Where will I be recording
- What direction will the audio come from?
- What are the frequencies the mic will be picking up?

## Types of Microphones



### **Dynamic**

Can handle loud volumes

Less sensitive to background noise

Perfect for recording a home or in a noisier environment



### **Condenser**

Sensitive to sounds

Provides a high output level

Perfect for studios or in places where background noise is controlled



### **Ribbon**

Delicate, very sensitive to sounds

Give off a smooth, warm, sound

Perfect for capturing all sounds in the room

Microphones should be placed in front of the speaker, either below or to the side of the speaker's mouth. If you are using a headset microphone, you'll want to place it 1" away from the face and slightly below the lower lip. Standing microphones should be placed 9" to 15" directly in front of the speaker.

60% of those who  
have hearing loss are  
either in the workforce or  
in an educational setting.

HLAA



# 05

## Describe Important Visuals While Recording



# Describe While You Go

One way to avoid having to add audio description is to describe while you record. Ultimately, this can help you save time and resources in the long-run. This works best for recordings of webinars, slideshow presentations, or lectures. Be sure to describe any important visuals for your viewer.

## What to Describe

Audio description is used when the information being portrayed is essential to the understanding of the content. When describing in realtime, it's important to keep this in mind.

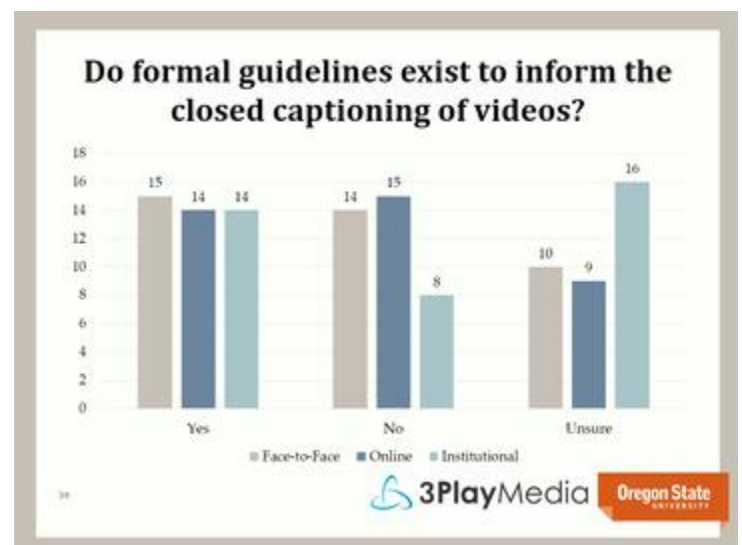
Describe any images, read any text on screen, and describe what you are pointing or gesturing at instead of saying something like "this over here."

With any visuals, you don't need to describe every tiny detail, but communicating main points is key.

### Example: Describing a

#### Powerpoint Slide

"This chart, titled 'Do formal guidelines exist to inform the closed captioning of videos?', groups responses into Yes, No, and Unsure, and covers Face-to-Face courses, Online courses, and Institutional videos. For Face-to-Face videos, there are 15 responses for Yes, 14 for No, and 10 for unsure. For Online courses, 14 for Yes, 15 for No, and 9 for Unsure. For Institutional courses, there are 14 responses for Yes, 8 for No, and 16 for Unsure."



# Tips for Describing a Recorded Presentation

If you are leading a presentation like a webinar or slideshow, read titles and other text that appears on-screen. If you have complex visuals such as graphs or line charts, describe what the graph represents (title, axes, labels, which way it is trending, etc.). If an image like a cartoon or stock photo appears on the screen, do your best to describe what the image looks like or, at the very least, what it means in the context of your presentation.

Federal law  
requires that major  
television networks

provide **50** hours  
of audio described  
programming a  
year.

FCC





# 06

## Follow Best Practices for Captioning and Description Quality



# Captioning & Description Guides

Knowing which standards to follow ensures you know the difference between good captions and description and bad ones.

## Described and Captioned Media Program (DCMP)

The DCMP is a set of guidelines for captioning and description best practices. The program is funded by the U.S. Department of Education. The DCMP has two separate keys: the captioning key and the description key.

### DCMP Captioning Key

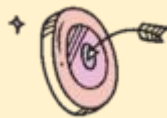
The DCMP's philosophy for captioning states, "all captioning should include as much of the original language as possible; words or phrases which may be unfamiliar to the audience should not be replaced with simple synonyms. However, editing the original transcription may be necessary to provide time for the caption to be completely read and for it to be in synchronization with the audio."

The guidelines are consistent with captioning mandates by the Federal Communications Commission (FCC) for online video. According to the DCMP, caption quality should be:

**Accurate:** Errorless captions are the goal for each production.



**Consistent:** Uniformity in style and presentation of all captioning features is crucial for viewer understanding.



**Clear:** A complete textual representation of the audio, including speaker identification and non-speech information, provides clarity.



**Readable:** Captions are displayed with enough time to be read completely, are in synchronization with the audio, and are not obscured by (nor do they obscure) the visual content.

**Equal:** Equal access requires that the meaning and intention of the material is completely preserved.

# DCMP Description Key

The DCMP's philosophy for describing states, "It is vital that media be described in such a manner that an individual program's educational content is accessible to students with a wide range of visual impairments. It is important to ensure that description does not distract viewers from the educational content of a production by being overly complex or, on the other hand, overly simplistic. It's been long said that "pictures are worth a thousand words," and it's in choosing which of those words best convey otherwise inaccessible images to students with vision loss that the true skill of a describer is practiced."

The Description Key includes comprehensive guides to follow for audio description including: preparing to describe, what to describe, and how to describe.

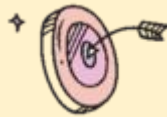
The Description Key states proper description must be:

**Accurate:** There must be no errors in word selection, pronunciation, diction, or enunciation.



**Appropriate:** Consider the intended audience, be objective, and seek simplicity and succinctness.

**Prioritized:** Content essential to the intended learning and enjoyment outcomes is of primary importance.



**Equal:** Equal access requires that the meaning and intention of the program be conveyed.

**Consistent:** Both the description content and the voicing should match the style, tone, and pace of the program.

## 3Play Standards for Captioning & Description



**Accuracy:** The industry standard for caption accuracy is a 99% accuracy rate. In a 10-minute file of 1,500 words, this leniency allows for 15 errors total.

**Grammar and punctuation:** Correct grammar and punctuation are crucial for accuracy and readability.

**Caption Frame and Characters Per Line:** Caption frames are typically 2 lines, with a default setting of 32 characters per line. Captions must be time-synchronized and last for at least half a second on the screen.

**Caption Placement:** Captions are usually placed in the lower center of the screen. However, they should be moved when they obstruct important content on the screen.

**Speaker Labels: Speakers** should be identified by name or with a label. With multiple speakers, numbers can be used to differentiate speakers

36% of  
organizations  
caption all of  
their video  
content.

3Play Media



# 07

## Caption Social Video to Benefit All Viewers



# Captioning Social Videos

Many social media platforms still do not support a closed captioning feature on their video players.

For those that do, like Facebook, you can upload a sidecar file. For those that don't you need to use open captioning.

## Is Captioning on Social Media Worth it?

In the last couple of years, video consumption has gone through the roof.

Over 500 million people are watching video on Facebook everyday. On YouTube, more than 500 million hours of video are watched each day. Snapchatters watch 10 billion videos a day.

With so many platforms, content, and smart technology, users are constantly seeking entertainment. The boundaries of content consumption are no longer limited to the morning paper or afternoon news; content consumption is happening all the time. As a result, video creators are faced with a challenge: how do you engage and capture viewers?

In 2016, Facebook released interesting video statistics that demonstrate how captions can benefit users outside of accommodation and drive engagement. In an internal study, Facebook uncovered that 80% of Facebook users react negatively to video ads autoplaying with sound on. As a result, they now autoplay videos on mute.

But then another problem rose. Facebook uncovered that 41% of videos are incomprehensible without sound or captions.

So to combat this captions are encouraged for Facebook videos. One client in Facebook's study saw an increase in watch time of 25% for captioning videos!

So is captioning on social media worth it? Heck yes!

Give it a try. Start captioning your videos and measure how many more viewers you capture.

### **People Have Short Attention Spans, But You Can Still Capture Them**

Facebook uncovered that 65% of people who watch the first three seconds of a video will watch for at least ten seconds, so capturing at the start is key.

## Open Captions for Social Video

Open captions are burned into a video, meaning people aren't able to toggle them on or off. Open captions make social video accessible to both people who cannot hear and to those who are not using the audio on their device.

**Commuters** benefit from captions when they don't have headphones

**Workers** benefit from captions when they want to view videos at work.

**Headphoneless** people benefit from captions when they view them on the go.

**ESL** speakers benefit from captions to better comprehend the content.

### How to Add Open Captions to Videos



Encoding your own captions to your videos can be very time consuming. It's best to hire a professional captioning vendor to do it for you. If you do decide to add them yourself, you will need a video editing program.

## Describing on Social Media



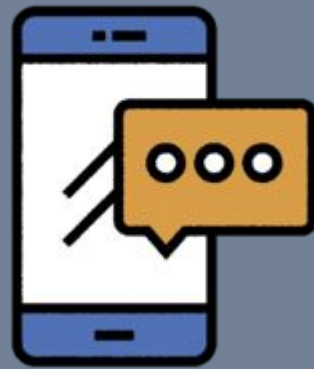
Social media platforms don't allow a separate audio track for audio description. In order to add audio descriptions to your videos, you can:

Post a second video that includes the descriptions in the audio

Write your descriptions in the comment box or post as a descriptive transcript

80% more  
people are more  
likely to watch an  
entire video when  
captions are  
available.

PLYMedia





# 08

## Add Interactive Transcripts



# What Are Interactive Transcripts?

Interactive transcripts allow users to search across the spoken audio of a video and play from any point in the video clicking within the transcript.

## What Are the Benefits?

If you want to make your web video accessible and more engaging for all users, interactive transcripts are the way to go. This tool benefits people who cannot hear, students, second-language learners, and even your company!

Transcripts can help boost your video's SEO by providing an entire text-based version of the spoken audio when published on the same page as the video.

### A Better Web Video Experience: USFSP Study

By giving users more engaging ways to use video, interactive transcripts add more value to web video. For this reason, they make a great study tool.

The University of South Florida, St. Petersburg found that 94% of students, including those who are not deaf and hard of hearing, find interactive transcripts helpful as a learning tool in an online course study.

Of the 27 hours of video used in the course, students only watched 11 hours and 14 minutes (40%) on average. This finding may underline the desire students have for engagement in using educational video.

It can be hard for students to structure their time well or fully immerse in an online course as they would for a live course. The group of students in the study that used interactive transcripts, however, did watch slightly more video content.



94% of students find interactive transcript helpful.



Students in the study only watched 40% of the total video content.

# How to Add Interactive Transcripts to Your Videos

## Adding Interactive Transcripts to YouTube

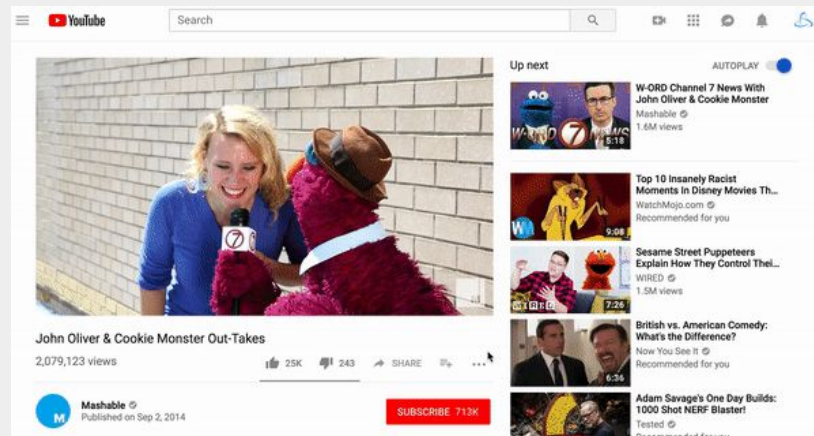
YouTube allows users to open a basic transcript next to their video.

The transcript plays along with the video; you can also select specific lines and skip to that part of the video.

You can search the page too (using CTRL + F for PC or Command + F for Mac).

1. Under the video player, select the ellipsis "more" icon (...).
2. Select Open Transcript.

A transcript will pop-up on the right-hand side.

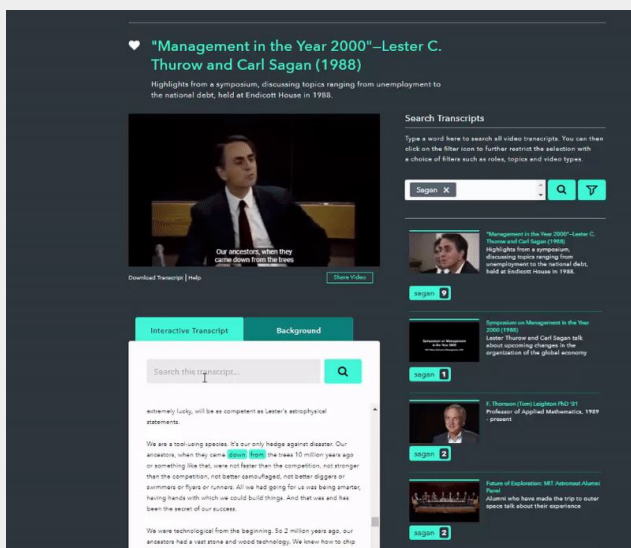


## Adding Interactive Transcripts with 3Play

With 3Play Media, you can publish an interactive transcript on your own web page. You can do this for a number of video platforms, including YouTube.

You can get the embed code from your 3Play Media account after your file have been transcribed. The embed code is dynamically generated based on your video player, features enabled, size, and styling.

Below is an example of MIT's Infinite History website, which uses an interactive transcript.



50% of  
students  
repurpose  
transcripts as  
study guides.

3Play Media



Tips for Making Web Video Accessible

# 09

## Build a Budget for Captioning



# Build a Budget

Organizations have two choices when it comes to captioning: do it in-house or use a vendor.

Either way, time, education, and resources are required to create proper video captions. In our [2018 State of Captioning report](#), 82% of our respondents said their organization had a budget for captioning. And while all organizations produce varying volumes of video, 50% of those budgets were under \$10,000. It can be very difficult to unexpectedly or urgently find funding for captioning and transcription if services are required with little notice, so it's best to plan ahead.

## Help with Building a Budget

First, make sure you create a line item for "captioning, transcription, and description" costs on your department's budget at the beginning of the fiscal year. Therefore, any money you can raise will have somewhere to go.

In higher education, there are a [number of grants](#) to help pay for captioning. Some captioning services also offer bulk discount rates. So, if you pool your resources across an organization or university, you may be able to get better rates and save funding that way.

## Prioritize Your Captioning

If your budget is tight, you can start by captioning videos that need it the most. Ask yourself with videos at your organization need captioning or description first.

Use the resources you have to caption or describe only the videos that are most popular, have the most views, or would most likely receive an accommodation request.

### **Pro Tip: Use the YouTube Caption Auditor**

If your videos are hosted on YouTube, you can use the [YouTube Caption Auditor tool](#) to determine which videos need captioning the most.

## How to Get Buy-In for Captioning

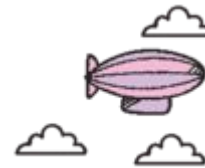
1. **Build Awareness:** Start talking to people and spread the word about why accessibility is important.



2. **Demonstrate the ROI:** Investing in captions has been proven to increase video SEO, increase views, and increase brand value.



3. **Suggest Doing a Pilot Project:** Suggest setting up a pilot project with a defined beginning and a defined end. Measure the impact of captioning on your videos.



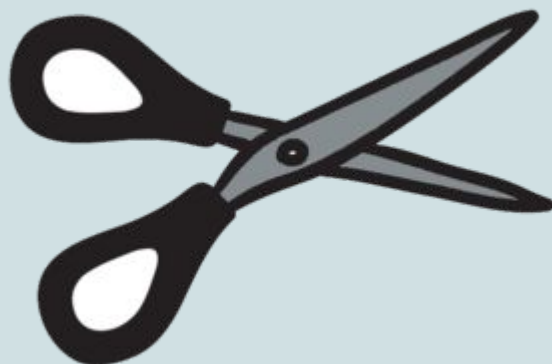
61% of  
organizations have  
or are developing a  
centralized  
captioning process.

3Play Media





# 10 Choose a Vendor That Can Simplify Your Process



# How to Choose the Right Captioning Vendor

Choosing the right closed captioning service can make a big difference. While there are many vendors to choose from, not all are created equal.

When selecting a captioning vendor, you want to make sure you find one that is reliable, accurate, and cost-effective.

## Use a Vendor for Transcription, Captioning, and Audio Description

Using a vendor that can handle all of your video accessibility needs can save your organization a great deal of time, and provides you with the peace of mind that your videos are accessible once they're published.

Instead of using in-house resources for transcription, captioning, and audio description services, look for a vendor that can do all the above so that all you need to worry about is the video itself. Ideally, your vendor will also be able to provide practical, out-of-the-box features like the interactive transcript, audio description solutions, and video player integrations.

### Questions to Ask Before Choosing a Captioning/Description Vendor

What is the vendors **accuracy** rate for captioning?

What is the description **quality**?

What is the vendors **process** for captioning and describing videos?

How does the vendor handle **difficult** content?

What **turnaround** times are available?

What **formats** can I upload videos as and download caption and description files as?

Does the vendor offer **integrations**?

What's the vendors **workflow** for uploading videos and downloading captions/descriptions?

How much does it **cost** to caption and/or describe?

What are the **compatibilities** of the account system?

Does the vendor offer **support**?



**Download: 10 Questions to Ask Before Choosing a Closed Captioning Vendor and 10 Questions to Ask Before Choosing an Audio Description Vendor**

89% of  
organizations are  
publishing or  
producing video  
content.

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