

Engage, teach
and inspire through
the power of rock and roll



The Rock and Roll Hall of Fame and Museum wasn't expecting to see increased creativity and productivity when they used cielo24 video transcription and captions...but they did.

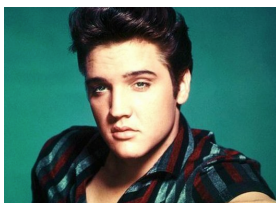
The Rock and Roll Hall of Fame and Museum is a world-class facility in Cleveland, OH, that engages, teaches, and inspires through the art of rock and roll.

The Challenge

What usually goes unseen by visitors is the amount of work it takes to process the volumes of video content for viewer consumption. The task is especially daunting considering the organization conforms to national video caption accessibility standards.

To do this, the organization collects, preserves, exhibits and interprets the their museum collections through their video libraries, archives and educational programs.

"Today's museums need to be committed to accessibility on many levels, requiring a great deal of additional resources to produce exhibits and programs. Captioning in-house is often a major endeavor, taking content developers' time away from other projects and workflows." -Says Marc Check, Vice President of Technology, The Rock and Roll Hall of Fame and Museum.

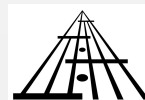


For instance, the creative team at the Rock and Roll Hall of Fame and Museum used to do all transcription in-house, spending hours a week going through hours of material before carefully picking specific footage to transcribe.

Until they began using cielo24, the creative team at the Rock and Roll Hall of Fame and Museum used to perform all of their video transcription and captioning services in-house. They would spend many hours sifting through video content, to carefully choose footage for transcription.

"It's very disruptive when you are trying to creatively cut this stuff up but then all of a sudden you are stuck because of the need for closed captioning. It's a huge time suck," explains Max Espinosa, Associate Content Producer, Rock and Roll Hall of Fame and Museum.

So Espinosa sought a better way forward.



ROCK AND ROLL
HALL OF FAME + MUSEUM™

The Issue: Each time the curatorial team at the Rock and Roll Hall of Fame and Museum created a video exhibit, they completed the corresponding closed captioning in-house. This hindered the creative process, and the team could only transcribe selected footage.

The Solution: After trying cielo24 captions for free, they were impressed by the fidelity and speed of the transcriptions. The museum changed their workflow so that new video is transcribed by cielo24.

The Results: With cielo24, the curatorial team ended up saving 10% of their time every week. More importantly, with their video transcription needs addressed, their total creative process was enhanced!

[Contact The Rock and Roll Hall of Fame and Museum!](#)



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The Solution

Knowing he needed a better captioning solution, he signed up for a free cielo24 trial. He uploaded his test video and was won over by how quickly the turnaround was.

He recalls: “We got our captions back within two days, and they were done well.” As it turns out, cielo24 not just saved Espinosa hours of time each week transcribing video, it turned out to be a total game-changer for the Museum.

Captioning was no longer a chore that had to be done just to be compliant with accessibility requirements. It quickly became a way to make their overall production more streamlined.

Because of the ease, speed, and accuracy of cielo24’s video transcription, Espinosa could now get all new video transcribed before any edits began.



“Before, we had to sift through hours of footage to get a sense of what the exhibit’s video content would look like. Now that we are using cielo24, we go into our production meetings and we already have the transcripts highlighted and ready to go. When we go back to the cutting room floor, it helps us be more efficient from a creative perspective.”

-Explains Espinosa

Moving forward, the Museum will be implementing a total Digital Asset Management system to store, share, and track their vast collection of documents, audio recordings, music, and videos.

This is where the cielo24 searchable captions will further earn its value. All incoming audio and video content will have cielo24 video captions, making it ready for tagging, sorting, and searching.

Once all the digital content is populated within the system, other departments at the museum, such as the education and marketing teams, will be able to leverage the captioned materials more readily. A win for the Museum and all they serve!

Says Espinosa: “I’m so glad for cielo24. Without their service, I would be like Tom Hanks in Cast Away with a beard and long hair transcribing video and calling out “Wilson!” - M. Espinosa

cielo24 delivers searchable captions™, media data and media intelligence for large media platform partners in the online education, enterprise, news and entertainment markets. Our clients turn to us to meet the growing demands on their multimedia including, compliance laws, discoverability, reach and user engagement. [Contact Us!](#)