

7 Benefits

of captioning videos for
media & enterprise

Accessibility



Captions provide equal access and opportunities for individuals with hearing disabilities. Private sector and federally funded organizations are required to caption video content by Title II and III of the ADA, Section 508, and/or the CVAA.

Content Discovery

Captions, transcripts, and other rich metadata enable high-quality search within video, across video libraries, and within search engines for enhanced discovery and engagement.



Engagement



Captions draw focus and allow viewers to watch video when they otherwise would not be able to. Video ads on Facebook receive a 12% lift in engagement when captioned.

Reach

Over 360 million Americans have a hearing disability. Over a billion people worldwide speak English as a second or foreign language. On YouTube, 80% of the views come from outside the US. Captions accommodate all of these demographics.



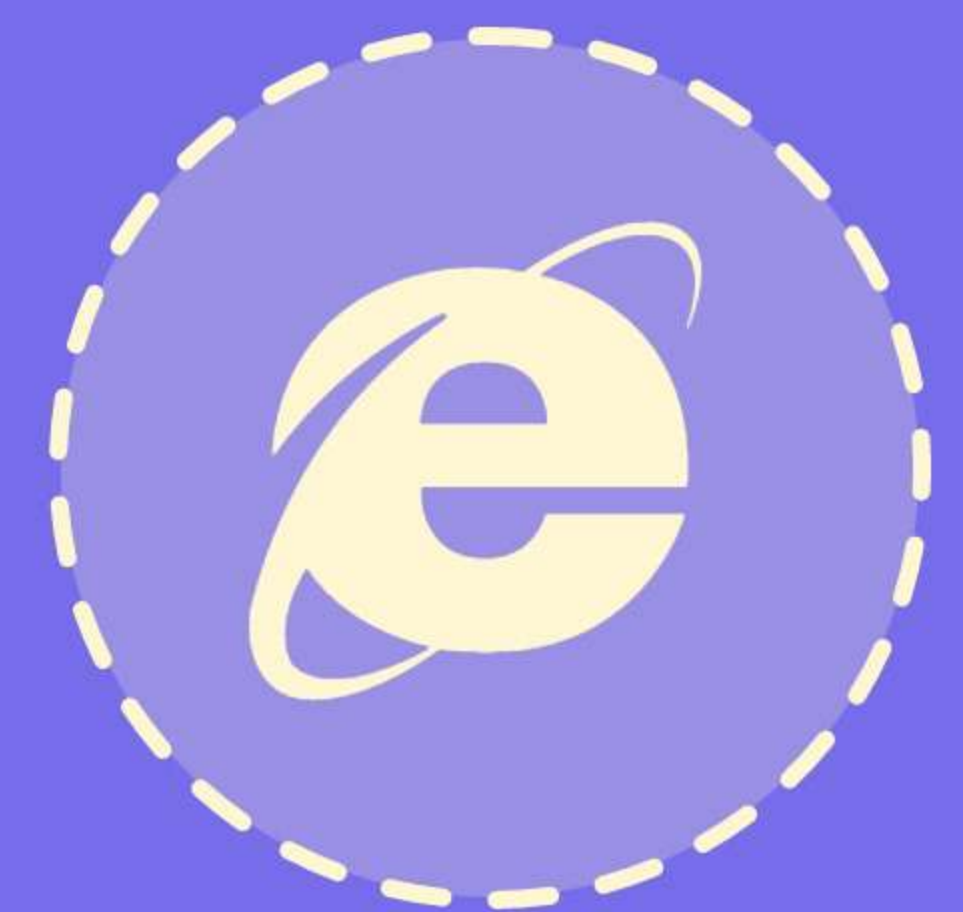
Social Media



Captions solve the problem of silent auto-play for videos on scrolling news feeds. Captions catch viewer attention and keep it long enough to make an impact. Facebook found that 47% of the value in a video campaign was delivered in the first three seconds, and up to 74% of the value was delivered in the first ten.

Video SEO

Captions communicate a textual representation of the spoken content in videos to search engines, allowing them to crawl all of your video's content and index the video accurately.



Watch Time



Captions increase video viewing by 40%. Viewers are 80% more likely to watch a video to completion when closed captioning and multi-language subtitling are available.