

# ENTERPRISE?



## Accessibility

- Accurate closed captions provide access for deaf and heard of hearing audiences
- Providing captions expands your potential audience by 15%



## Improved ROI

- Captions clarify the disalogue when the environment is noisy, audio quality is poor, or the video autoplays on silent
- Captions boost engagement, brand awareness, watch time, and video SEO



## It's the Law

- Title I of the ADA requires employers to make training materials accessible & provide reasonable accommodations
- Title III of the ADA requires businesses to make their products & services accessible