

**EXPAND YOUR REACH. EXPAND YOUR AUDIENCE. EXPAND YOUR IMPACT.**

## Captioning and Video Description for the Web

More people are watching television and movies online than ever before. A 2007 Nielson survey showed that 81 million Americans view video content online. At the same time, the Web has become home to an increasing number of live video events, streaming and downloadable videos, distance learning resources and other online content featuring video and audio. By adding captions and video descriptions to your on-demand or live Web-based media, you can expand your online audience to include millions of Internet users who are deaf, hard-of-hearing, blind or visually impaired. By adding subtitles, your content will be usable to non-English speakers in the US or abroad.



### Closed Caption Symbol

This universal symbol was originally created as a logotype for The Caption Center at WGBH. Today any media that carries this mark informs its audience that its content contains closed captions.



In 1972 WGBH produced the first captioned television program *Julia Child's The French Chef*

## WEB CAPTIONING: 101

You have content, created specifically for the Web, or repurposed from another source. You want to have it captioned, how does it work? What do you need to do?

Call or e-mail the Media Access Group. We will speak to you one-on-one about your project, and, based on your needs and timeframe, we'll send you a quote, as well as step-by-step instructions for integrating the captions with your Web video. We can supply captions for video on most media platforms, including:

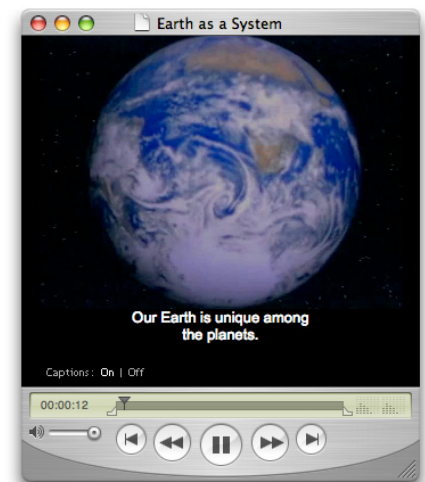
- Apple's QuickTime
- Windows Media
- RealNetwork's Real
- Adobe Flash

Should you need live captioning for a Web event or Web conferencing, including Adobe Connect®, we can do that. And if you want to caption a live broadcast program and accompanying Web version simultaneously, well, yes... we can do that, too. In the end, you will not only have an accessible program, you will also have a time-coded transcript of the audio, which is invaluable in making your content searchable via Web browsers.

## How will captions look? Are there options?

Captions on the Web can appear in a variety of styles. WGBH can recommend solutions to fit your needs and audience. You can steer clear of on-screen graphics or IDs, and include a button to enable users to turn on and off the captions.

In terms of timing and appearance, two-row "pop-on" captions are the standard display style for most Web media platforms. Captions convey more than just the spoken dialogue—they identify speakers, indicate sound effects where appropriate (e.g., doorbell ringing and music) and are carefully timed to match shot changes. At right is a look at a two-line pop-on Web caption in Flash player.





### **Descriptive Video Symbol**

This universal symbol was originally created as a logotype for The Descriptive Video Service® (DVS®). DVS is now part of the Media Access Group at WGBH. Today media carrying this mark informs its audience that its content is described for the blind or visually impaired.

### **Internet Captioning Forum/ICF**

A joint effort to increase the amount of captioned video on the Web, this industry group founded by AOL, Google, Microsoft and Yahoo!, and administered by the Media Access Group, is developing best-practice production techniques and a database of where to find original caption files when content is repurposed online. [www.internetccforum.org](http://www.internetccforum.org)

## **VIDEO DESCRIPTION FOR THE WEB**

Primarily intended for blind or low-vision users, video descriptions make visual content accessible to people who have trouble seeing a screen. Descriptions can also be used by sighted audiences to create an audio-only version of your program or event, for times when viewing a screen is inconvenient (car travel, commuting or situations where visual privacy is not available).

As with video description service for television and feature films, Web description features narration of key visual elements of a program or event—such as actions, scene changes, facial expressions and on-screen text—inserted seamlessly into natural pauses in dialogue.

We can provide description for every major online media environment and for a vast range of content—from comedies, dramas and documentaries, to the latest Hollywood releases, and attractions at major theme parks. We even described an exhibition of paintings that now “lives” online. By adding captioning and description, your work of art can be accessible to everyone, too.

## **Media Access Group at**

### **WHY WORK WITH US?**

On-air, online or on the go—wherever your content needs to be, the Media Access Group at WGBH can take it there. We pioneered closed captioning for television in 1972, and we’ve been leading the way in making media accessible ever since. We combine the most current thinking and technology with the most flexible and efficient production and delivery processes to guarantee that your project will be delivered on time and on budget.

Members of our expert bi-coastal staff are available 24 hours a day, seven days a week. When you call one of our full-service offices in Boston or Los Angeles, you’ll speak with a live person who will attend to your project needs immediately. You will receive a clearly written summary of the services we will provide, along with all associated costs.

### **GET STARTED**

To learn more about Web captioning, subtitling, description and other services offered by the Media Access Group at WGBH, contact us at:

Boston	One Guest Street Boston, MA 02135 617-300-3600 voice/TTY 617-300-1020 fax	Los Angeles	300 E. Magnolia Blvd., 2nd Fl. Burbank, CA 91502 818-562-3344 voice 818-562-1919 TTY 818-562-3388 fax
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