

Captioning Options

Human- traditional option, quickly being replaced, why?

Hardware Based Captioning

Cloud Based Captioning



Live vs. Files Based- how to choose?



\$ Price \$

Humans are expensive

Hardware is expensive and requires up front investment followed by annual renewals

Cloud- most companies just charge an annual rate that includes support. It's a fraction of the cost. Some are more expensive



Platforms that Caption

Zoom, YouTube, Google Meets, Premiere and more

FREE! You get what you pay for...

Getting the captions for cable is nearly impossible. Extracting them to edit is difficult. All and all, they are hard to work with

Setup And Configuration

No matter what you buy, setup and training is required

Be sure your hardware to your cable company is configured correctly and most importantly that is support passing captions

Closed vs. Open. Sometimes the way stations get it to work by using 'open' but that's not ideal

Accuracy and Training

All AI is pretty accurate these days. There are some reasons for inaccuracy and those include-

Poor audio

Not talking clearly

Talking over each other

AI gets dates, names, dollar amounts and more

AI gets can have troubles with names, that's where training becomes paramount. Hardware / Cloud both require some assistance

Latency & Sync

How long does it take to caption live speakers?

Latency vs. Sync, what's the difference?

The standard is 2-4 seconds, you'll notice this on TV

Some training is simple, some takes time.
Regardless AI has to learn too.

Some methods of training AI include-

Voice Samples

Pre loading keywords & names

Updates!

Staying up to date is recommended!

The reason hardware has an annual cost is because that usually includes updates / support.

The beautiful thing about the cloud is there are no more manual updates, it's always up to date

Languages & Translation

AI is getting so good it can translate too!

Usually this is an add on but can be added any time

This can be combined with a human service- human + AI

As languages are added, they are available to you

CC on TV allows for 2 additional languages, on web many more

Closing

CC is becoming required and this is how it's determined

FCC requires any station under \$3,000,000 in revenue to provide CC

HOWEVER!

ADA requires CC- You have to have a very good reason why not

Individuals can still sue the government

Websites now have to be ADA compliant. What does that mean?

Closing

AI is not perfect but allows you to provide those enhanced services

AI continues to get better and better and will always be the most affordable especially when compared to a human

Questions?