

Auto

Pro

Elite



# Live Captioning for Media

## Traditional TV & Broadcast

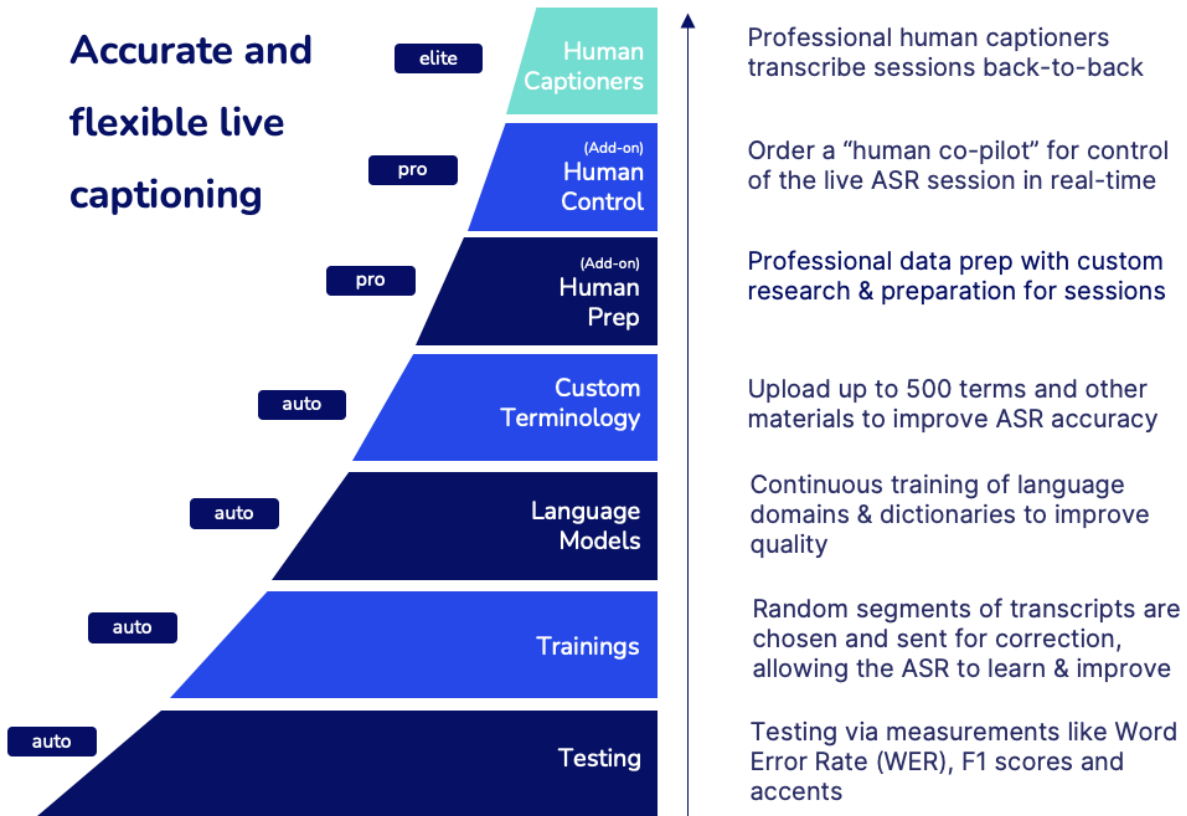
### VITAC's high-quality live captioning solutions for media

Since 1986, VITAC's media customers have benefited from superior live captioning solutions. Known as one of the US' largest provider of accessible media solutions, VITAC offers various service tiers and delivery methods for media professionals to use for live broadcast, event centers, and web/social streaming. **Learn more about live captioning and the available tiers for each use-case.**

**Making content accessible anytime, anywhere**

Captions make television shows, movies, and online videos accessible to audiences who would not otherwise be able to enjoy the content. There are nearly 50 million Americans in the deaf and hard-of-hearing community alone who might be interested in the videos you share. When you also include the ever-growing number of Americans who watch videos in places where it's impossible to hear the audio – on public transit, in a busy restaurant, on a noisy gym treadmill, or at the library – the number of people who rely on the accessibility captions provide grows substantially larger.

# Realtime Right Guarantee, Live Captioning Peace of Mind



## Choosing Captions with a Human Touch

Traditionally captions are created by highly trained professionals who understand the nuances of languages and bring human sensitivities and awareness to the captioning table. This process provides fewer errors, better quality, and the best accuracy. As an industry leader in captioning and accessible media solutions for more than 35 years, VITAC strongly believes in the essential human element in creating captions.

“

We had a flawless captioning day yesterday, and the enthusiastic response from multiple clients on this project has been nothing less than epic. Looking forward to working together again – and thanks for all you do.”

**Larry Goldberg**, Head of Accessibility, Verizon Media

# Flexible tiers for different use-cases



**Auto**

Good quality captions delivered via **adapted AI**




**Pro**

Superior quality captions, delivered via **adapted AI** and boosted by **trained humans**



**Elite**

Top quality captions, handled end-to-end by **human experts**

 Multilingual Captioning Available

Latency	Low	4-8 seconds	4-7 seconds
Supported Languages	US ENG	US ENG	US ENG, SP, FR, POR
Booking Time	1 min	12 h	24 - 48 h
Max Session Time	no-max	8 h	No limit
Number of Speakers	one	Several	Several
Cancellation Policy	1 min	24 h	24 h

## VITAC's adapted ASR



Benefit from the following ASR features:

- **Upload prep material:** Add names, places, and special vocabulary relevant text material to the ASR
- **Censor profanity:** Censor profanity if desired
- **Speaker change:** Speaker changes detected in the transcripts using a symbol (>>)

## Upgrade to Pro for superior results



- Get pre-session preparation done by humans
- Receive terms-based adaptation during live sessions

## Top quality with human experts



- Closely monitored audio listening and testing prior to the event
- Multilingual live captioning in Spanish, French, and Portuguese

## Choosing captions to broaden horizons

The ability to order live multilingual captions produced by elite human captioners is VITAC's chief factor in success. Beginning in 2023, API customers will be able to book translated captions via our Elite tier in English to French, English to Spanish, and English to Portuguese, and vice versa – a first in the transcription market. Live foreign language captions support domestic audiences of non-native English speakers, an increasingly growing percentage of the US population. Captioning in foreign languages manifolds VITAC's promise to equal access, flexibility, and growth by increasing reach and localization within a given territory.

## VITAC's promise to equal access, flexibility, and growth

- Boost Mental Focus
- Increase Retention & Engagement
- Improve Understanding
- Deepen Meaning
- Champion Flexibility
- Augment reach
- Support DE&I
- Enrich brand image



Adding captions to your content is now an essential part of providing an inclusive experience. Use live captioning to drive inclusion, comprehension, and connection among those who are hard of hearing and those who are not.

[Contact us to learn more.](#)