verbit VITAC

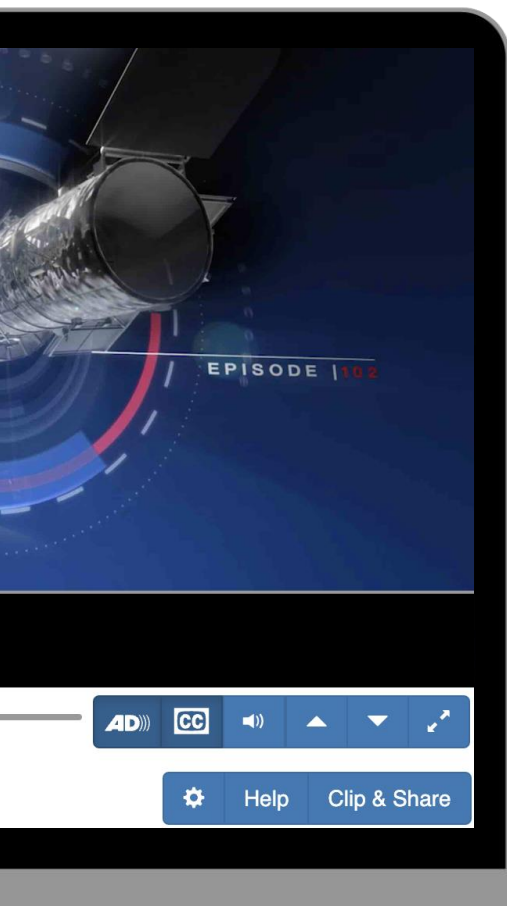# Extended Audio Description
Video Content

VITAC's high-quality audio description solution for media customers

VITAC media customers have benefited from superior video accessibility solutions like audio description for many years. Known as the nation's largest captioning provider, VITAC also offers extended audio description to media content producers with useful features to make video content accessible.

Extended audio description expands a video by building strategic, temporary pauses into a program, allowing room for lengthier descriptions to be included. This creates an "extended" version of the original video that includes more information than a standard audio described version.

Learn more about extended audio description and its features and use cases in media.

Key Features

▶ Descriptions in English, Spanish, and French

▶ Interactive transcripts that allows one to click text and jump to any point in the video

▶ Generate a full text alternative transcript with captions and audio descriptions included

▶ Receive WebVTT filed with descriptions and timing

▶ 4-Day turnaround time

▶ Cancellation available up until 1 hour after submission

Choosing descriptions for **equal access**

In the media and entertainment space, providing audio description is essential to making content accessible for individuals who are blind or have low-vision. The Americans with Disabilities Act (ADA) requires businesses who publish content that is displayed in places of public accommodation, such as movie theaters, to be made accessible to individuals with disabilities. This requirement extends to broadcast and online content through the Federal Communications Commission (FCC), which mandates TV content, as well as the 21st Century Communications and Video Accessibility Act (CVAA), which regulates online video previously aired on television. To support media and entertainment compliance efforts, professionals can use VITAC's extended audio description solution to make their content accessible. From broadcast TV to content streamed online, adding audio description to video can help drive diversity, equity, and inclusion for all viewers.

Extended Audio Description Features

Request descriptions for English, Spanish, and French content

Use the Smart Player, a WCAG 2 accessible video player to play descriptions*

Embed the Smart Player on any webpage

Get a full text alternative transcript with both captions and descriptions

*Audio Description capacity is limited.

Audio description use cases in the workforce

Presentation

Add audio description to make corporate content, such as archived livestreams and video-embedded presentations, accessible to coworkers who are blind and with low-vision.

Training and Promotional videos

Add audio description to training and promotional videos shared online or during meetings to ensure videos on websites, social media, and internal training platforms are accessible to employees.

Take advantage of VITAC's proprietary SmartPlayer, an accessible video player designed to display extended audio description results. Useful features like searchable transcripts make the descriptions interactive and engaging for all viewers, including those who are blind or with low vision.

Adding audio descriptions to video is now an essential part of driving engagement, both inside and outside the workplace. Use extended audio description to ensure accessibility for employees and contribute to more accessible and inclusive working environments. Contact us to learn more.