VITAC
a verbit company

Standard Audio Description
Video Content

VITAC's high-quality standard 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 offers standard audio description to media content producers with useful features to make video content accessible. Learn more about standard audio description and its features and use cases in media.

Key Features

▶ Request descriptions for English, French-Canadian, and Spanish-Latin American content

▶ Choose from synthetic or professional human voice talent

▶ Get results in five business days

▶ Receive .WAV or .MP3 files with standard descriptions

▶ Cancel requests until they are sent to production (typically a few minutes request is made)

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 and streaming platforms, 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 standard audio description solution to make their content accessible.

"Just writing to publicly thank you all for being able to adjust so rapidly to the extra hour of programming on today's show. Your professionalism and adaptability are greatly appreciated."

Larry Goldberg, Head of Accessibility, Verizon Media

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

Drive Viewer Engagement

Champion Flexibility

Ensure Equal Access

Augment Reach

Enrich Brand Image

Support DE&I

Audio description use cases for media

Films

Deliver accessible viewing experiences for individuals who are blind or have low vision.

Promotional Videos

Ensure promotional video like trailers from YouTube and other channels are accessible.

Broadcast Content

Provide crucial accessibility for TV programming regulated by the FCC.

Streaming Content

Make streaming video experiences more enjoyable with standard audio description.

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Adding audio descriptions to video is an essential part of producing film and TV content. Use standard audio description to make viewing experiences more enjoyable, equitable and inclusive for all viewers. Contact us to learn more.