Auto

Pro

Elite

verbit
VITAC

Post-Production Transcripts & Captions

Transcription File Formats

VITAC's high-quality transcription formats for media

For more than 35 years, our media customers have relied on us to provide superior transcription solutions. Research has shown that visual memory is stronger than auditory memory, and if employees and others are given transcripts of all audio or video content, they're likely to retain that information better. VITAC is here to assist with this need. **Learn more about our transcription file formats and the use case for each.**

Making content accessible, anytime

Captions and transcripts bolster accessibility, but they also work to increase the viewer's attention and retention, boost SEO scores, and make sure our customers reach their entire audience, including those viewing in places where audio isn't accessible. Transcripts help make a video's content searchable and can assist with a video's search engine optimization ranking. Search engines like Google can't watch a video or listen to audio, but if the video is transcribed, bots can "read" their content and know exactly what is contained within the video, boosting content value.

Choosing the right transcription format

Transcripts can be provided in many formats and our experts in the field are here to help our customers make the right choice for their content. VITAC is proud to offer the following type of the transcription formats:

- ☐ Audio Transcription
- ☐ Video Transcription
- ☐ Podcast Transcription
- ☐ Specialty Transcription

Choosing transcription to broaden reach

To connect with a wider audience base, businesses are now investing in transcription to communicate more effectively with customers on an international level. Adding multilingual transcription to content like promotional and informational marketing videos can help businesses broaden their reach to potential customers around the world.

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

Boost Mental Focus	Champion Flexibility
Increase Retention & Engagement	Augment Reach
Improve Understanding	Support DE&I
Deepen Meaning	Enrich Brand Image

Plain Text (.txt) - TXT formats are plain text transcripts that do not have any timing information and are formatted with blank lines between speaker changes. Plain text files can be opened using a plain text editor such as Notepad.	**Rich Text (.rtf)** - RTF, which stands for Rich Text Format, is considered a universal transcript format. It can be read by most word-processing software, including Microsoft Word. This file format is available upon request.
Word (.doc)/(.docx) - Similar to .TXT, DOCX are Microsoft Word text transcripts that are also formatted with blank lines between speaker changes. They can be easily edited when opened in Word.	PDF - PDF, which stands for Portable Document Formats, are copies of transcripts that can't easily be edited. This format is great for sharing when you want to avoid accidental edits to the transcript.

Make meetings count by freeing up participants to actively engage and contribute. VITAC's variety of transcription solutions help deliver accurate records.

John H. Michaels Executive Director, Granicus

Today, captions are synonymous with growth: captions translate into more viewers, longer viewing time, more searchable content, more content being shared, better digital experiences, and deeper connections. Contact us to learn more.