



# TOP 10 REASONS TO CAPTION & TRANSCRIBE YOUR MEDIA

## TABLE OF CONTENTS

INTRO	3
1. ACCESSIBILITY	4
2. CONTENT RETENTION	5
3. LEARNING OUTCOMES	6
4. MEDIA INSIGHTS	7
5. SEO	9
6. CONVERSIONS	10
7. ENGAGEMENT	12
8. NEW CONTENT	13
9. IT'S A GOOD LOOK (BRANDING BOOST)	14
10. PEOPLE LOVE CAPTIONS	15
THE 99% CAPTIONING COMPLIANCE CHECKLIST	16
HELPFUL ACCESSIBILITY LINKS	17
CIELO24 - WHAT'S IN YOUR VIDEO?	18



# INTRO

Who doesn't love a good top ten list? When it comes to captioning and transcribing your media, the benefits could go on forever, but in the interest of time we've narrowed it down to ten exciting reasons companies and organizations are creating captioning and transcription programs.

You might think that accessibility requirements lead the charge. And while you're not wrong in placing a lot of importance on equal accessibility for all individuals using the internet, there are many more advantages of captions and transcripts that you want to get your hands on.

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## **Adding [captions and transcripts](#) to your organizational video can boost engagement, increase conversions, and [skyrocket](#) your video marketing and educational efforts.**

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In this eBook we will examine:

- The 10 reasons to caption and transcribe media, including accessibility, SEO, conversions, learning outcomes, and 6 more!
- In depth information on how to apply these different opportunities to your website and organizational strategy
- Important studies performed that show the true impact of captions and transcript

cielo24 works with individuals and organizations around the world to increase video marketing ROI, searchability and compliance for all your videos. Our Self Serve web app offers a fast, accurate and affordable solution for individuals looking to caption or transcribe smaller amounts of video content, while the Enterprise solution helps organizations manage and optimize thousands of hours of video library.

# 1. ACCESSIBILITY

Website accessibility is about making sure that technology – including websites, mobile applications, and more – can be used by everyone, including individuals with disabilities. It's also required by the Americans with Disabilities Act and other laws both in the U.S. and throughout most of the world.

And these laws were created for good reason. There are nearly a billion people worldwide who live with a hearing, visual or intellectual disability. These people rely on accessibility legislation, technology, and compliance in order to interact with virtual media.

## Major Accessibility Laws in the United States

The [Americans with Disabilities Act](#) and [Section 504 of the Rehabilitation Act](#) require captioning on educational video that is available to students as well as the public, to ensure effective communication for people who are deaf and hard of hearing.

Section 504 and Title II of the ADA requires captioned video content for public universities and Title III requires captioned video content for private universities.

The [Individuals with Disabilities Education Act \(IDEA\)](#) ensures that students at public K-12 schools have equal access to education, which may include captioned educational video.

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**The ICT Refresh updated existing laws to keep up with market trends and technological innovations, such as the convergence of technologies. The changes also harmonized Section 508 with facets of the Web Content Accessibility Guidelines 2.0, which function as an international standard for web accessibility.**

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## WCAG 2.1 or the ICT Refresh

As technology continues to expand, exponentially influencing our lives more every day, the guidelines used worldwide to ensure accessibility to all individuals must expand, as well. This past June of 2018, the World Wide Web Consortium (W3C) published the latest update to the [Web Content Accessibility Guidelines, version 2.1, also known as the ICT Refresh](#) (Internet and Communication Technology).

WCAG 2.0 was released in 2008, a year after Apple released the iPhone. The touch screen innovation led to sweeping progressions in the personal use of mobile technology – leaving the mobile technology requirements of WCAG 2.0 rather behind the times.

Some of the changes seen in version WCAG 2.1 that address mobility include landscape or portrait display orientation, keyboard shortcuts, complex pointer gestures, unwanted pointer cancellation, intuitive visual labeling, device motion actuation, and others.

17 new success criteria were added to the previous protocols under WCAG 2.0. These new criteria are backward compatible, meaning organizations in compliance with version 2.0 need only add these 17 new measurements of conformance in order to meet the requirements of WCAG 2.1.

What is interesting to note is that the 17 new success criteria fit into three major areas of change – mobility, low-vision usability, and cognitive disabilities.

You can read a [timeline history of American Accessibility Laws](#) here.

## 2. CONTENT RETENTION

Captions are eye-catching and allow students to read along with the video. This combination of audio and visuals creates the best learning environment for students. The [U.S. Dept. of Labor tested research subjects'](#) recall for information delivered orally, visually, or both orally and visually after a three-day time period.

Oral-only instruction had an information retention rate of 10% and visual-only instruction had a retention rate of 35%. The combination of both visual and oral instruction resulted in a 65% retention rate.

Video captions improve comprehension for non-native English speakers. With [61.8 million people](#) in the U.S. who have a native language other than English, video captions are a great resource to help these individuals follow along better in class, just like captions are a vital resource for those learning a new language.

Lastly, captions improve comprehension of videos because they clarify the dialogue when the speaker has a dialect, technical terms are used, the audio is muffled or too quiet, or when the environment is noisy.

While closed captioning for education is crucial to prevent disability discrimination, there are many additional benefits. The first of which is that captions help all students better understand and focus on educational videos.

### Captions clarify the dialogue when:

- the speaker has an accent
- technical terms are used
- the audio is muffled or too quiet
- the environment is noisy

All of these issues would normally distract the viewer's focus, but with captions, people can easily follow along without a problem.



### 3. LEARNING OUTCOMES

Video captions are an essential part of providing accessible education to students with hearing disabilities. On top of this, captions improve the learning outcomes for all students and make content more easily understandable to students who do not speak English as their first language.

#### Three Studies

##### McCall and Craig

In 2009, researchers Greg McCall and Carmen Craig conducted a [randomized controlled trial to examine the impacts of Same-Language-Subtitling \(SLS\)](#), another word for captioning, on the reading comprehension skills of secondary school students in Kaneohe, Hawaii.

McCall and Craig randomly assigned 198 secondary school students with learning disabilities (ages 14 to 19) to either special education classrooms using the SLS intervention or comparison classrooms (special or general education). The study found that students in the SLS intervention condition scored significantly higher than students in the comparison condition on the reading comprehension achievement post-tests.

##### Robert Keith Collins

Captions in educational videos, meant for students with learning disabilities, can increase test scores for all students. Robert Keith Collins, a professor of American Indian studies at San Francisco State University, [found students' performances on tests improved dramatically](#) when captions were turned on during videos.

During the first year of a 2-year case study, Collins showed videos without captions to establish a baseline of student comprehension, then in the second year, he turned on the captions and began to see improvement in comprehension and grades.

His students went from receiving C's, D's and F's in the non-captioned year, to A's, B's and C's in the captioned year. Students noted that video captions helped them focus and take better notes. With a 1 GPA point increase for his students, Collins became a firm believer in the benefits of captioning.



***“We’re living in an age where our students are so distracted by technology that they sometimes forget where they should focus their attention when engaged with media. Turning on captions seems to enable students to focus on specific information.”***

***— Robert Keith Collins, Professor at San Francisco State University***



## University of Nebraska-Lincoln

The Library of Philosophy and Practice at the University of Nebraska-Lincoln also [conducted a study examining the effects of using subtitles and captions](#). The study found that the performance of students who were exposed to the instructional strategy that used captions and subtitles improved significantly over the students who were not exposed to this strategy.

## 4. MEDIA INSIGHTS

Media data is the raw data where captions come from and all of the context around it; including keywords, topics, entities, AdWords and more.

Video media data is the evolution of video metadata – it is a set of information that describes the whole – not just a part. Think of it this way: Metadata is the About section on your Facebook page. Captions are your Facebook posts before you were allowed to add images. Media data is the whole shebang – your profile, posts, pictures and list of likes.

While metadata scratches the surface of video SEO with some general categorization, using video metadata alone is like bringing a knife to a gunfight in the advertising world. Media data, on the other hand, provides the entire video intelligence in text form, including transcripts, captions, topics, keywords, subjects, and AdWords. Media data allows search engines and viewers alike access to the entire database of your video in any way you want, where metadata targets only human-added tags, titles, and summaries.

At a dizzying pace, video SEO, content, and advertising depend on high- quality media data to be successful. Media data provides a deeper dive into the information you provide search engines.

### Think of Metadata and Media Data this way:

- Video metadata is the “About” section on your Facebook page.
- Captions are your Facebook posts before you were allowed to add images
- Media data is the whole shebang — your profile, posts, pictures, and list of likes and every other scrap of information



Media data is especially vital to anyone who wants their video in front of consumers.

## Leverage Your Media Data

If your job responsibility involves online video, media data is a HUGE step-up in targeting ability.

Instead of targeting based on human-added tags, titles and summaries alone, you now allow search engines and viewers alike, access to the entire database of your video in any way you want.

Where once you were playing darts in a dark, noisy dive bar while wearing sunglasses, now you're firing away in a bright room. And standing much closer to the dartboard.

We will now look into each are of the video intelligence insights that can help fuel growth across your organization.

**Subjects:** To start, your captions and transcripts provide a general overview of the overarching themes of your video and audio content. While it may seem obvious what the subjects of your content are, many times these need to be analyzed for discovery – such as in a live Q&A, a webinar, course video, and even marketing collateral. By mining the transcript for subject information, new revelations often come to light that helps you evolve your media data content strategy most effectively.

**Topics:** Within each subject are specific topics which can also be discovered, analyzed, and segmented out. For example, say you do a webinar on marine biology. By diving into the transcript (pun intended), you can find areas of primary focus – such as whales or plankton – and then pull those sections out for content repurposing or continued development.

**Keywords:** Moving even deeper into the analysis, we come to keywords identification. By seeing which words or phrases appear most frequently within a video and audio transcript, you can define or refine your keyword strategy. This can additionally benefit your overall content strategy, as well, by identifying areas of significance to continue to cover. And finally, keyword analysis can even help your whole business or organizational growth by pointing out areas of strength or importance to your target audience.

**AdWords:** Once you have your keyword strategy defined, you then create your AdWords strategy and link that back to content on your site. This allows you to better rank and beat out competitors by improving the effectiveness and efficiency of your AdWords campaigns.

**Speaker Identification:** Finally, speaker identification can be incredibly helpful when analyzing video and audio content for quotes, speaker frequency, speaker performance, etc.

cielo24 has made it a core passion to provide clients with a total media data solution; captions and transcripts are just a part of the show. Plenty of other companies produce captioning, but we now know that's like bringing a knife to a gunfight in the advertising world.





## 5. SEO

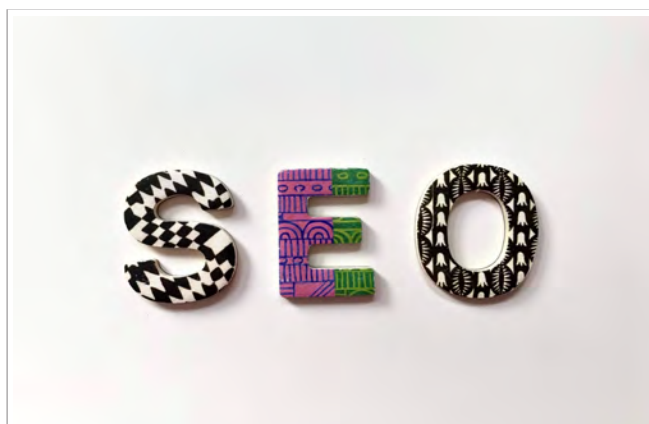
SEO, or Search Engine Optimization, is the process of improving the visibility of your website on search engines through a series of strategic updates and development practices, growing website traffic from natural, organic and free search results. These strategies, techniques, and tactics – when done correctly – can give your website content ideal placement in search engine results.

The goal is to be on page 1. Anything past page 2 of the search results (and there can be millions of results), gets almost zero visibility. So, you want to take SEO performance seriously.

To get started, we will take a look at the main components that impact SEO performance, and then take a deeper dive into the role that captions and transcripts play in optimizing search engine ranking!

### Components that Impact SEO:

- Website security and accessibility
- Page loading speed
- Mobility
- Site content and copy
- Website age
- Correct coding
- Visitor interaction
- Linking
- Social Sharing



While video captions and audio transcripts don't impact every area of SEO performance, they have a surprising influence over most of your SEO factors. That's because the web is built for text, not video or audio content. But many websites are now using video and audio files to promote their organization or purpose. So, in order for that video or audio content to influence your search indexing and ranking, the search engines need a text-based version of that content that is properly formatted and utilized to crawl the content.

### Page Loading Speed

The use of videos in your landing pages and website content will boost engagement and conversions but can negatively impact page load times. This is due to several factors – including increased bandwidth requirements, video optimization failure, and the number of elements included on any given page. The trick is to make sure your videos are correctly placed to boost loading performance times.

### Site Content and Copy

Your audio and video transcripts play a huge role in your website content and copy. First and foremost, they offer you text that you can include on your landing pages – either as a direct copy and paste of the transcript or by being repurposed into new content. This could be as general site copy, an eBook, a blog, a checklist, and more. This circles back to your SEO, as well, by providing more content on your website on a given topic, thus increasing your chance of being discovered.

## Correct Coding

Your transcripts, as provided through cielo24, will also come with a list of keywords that you can then use to optimize your site coding. This includes page titles, H1, and H2 tags, metadata, image alt tags, and others.

## Visitor Interaction

Search engines are monitoring things like click-thru rates, bounce rates, and dwell times to determine how valuable your site content is. Website pages with videos – especially captioned videos – are shown to provide 85% more conversions than pages without videos.

## Social Sharing

Social media engagement is not directly tied to SEO, but it is notably linked to SEO performance. And since Facebook reported that 80% of their users watch video content on mute, video captions are critical in creating engagement with and the resharing of video posts. Also, audio transcripts can be used to create powerful social media posts and taglines!

## 6. CONVERSIONS

A study performed by [eyeviewdigital.com](http://eyeviewdigital.com) shows that using video on landing pages can increase conversion by 80%. Captioned videos that don't rely on sound for engagement improve that number even more.

Using videos in your landing pages and website content can help boost conversions, but there's often an unexpected downside – slow page load times. This is due to several factors – including increased bandwidth requirements, video optimization failure, and the number of elements included on any given page.

This concern over the impact to page loading performance times is valid, too. [47% of consumers](#) expect a web page to load in 2 seconds or less, and [40% of people](#) abandon a website that takes more than 3 seconds to load – especially mobile viewers.



But with videos producing 80% more conversions than landing pages without video, there is more reason to use video on your website than to avoid them. And making sure your videos are correctly placed to boost loading performance times is easier than you might think..

## Boost Page Loading Performance: JavaScript and Flash

First of all, it's essential to understand that search engine crawlers tend to have a hard time indexing Flash and JavaScript-generated content.

JavaScript can generate its own interactive transcripts and complex media data, but Google will likely be unable to read your content, which severely inhibits your ability to get a good search result ranking.

## Don't Be Scared of Asynchronous Content

Before you get intimidated by the technical language, it is not as difficult as it sounds.

Often web developers will separate page content delivery from web content rendering in order to boost page load time performance. This process is referred to as asynchronous web content rendering, used frequently in AJAX (asynchronous JavaScript and XML) applications.

## JSON-LD Encoding

A better, more straightforward solution might be to use the built-in JavaScript method called `pushState()`.

This produces more user-friendly URLs and is more accessible for developers to implement. You may also be familiar with something called JavaScript Object Notation for Linked Data, or simply JSON-LD, which is a method of encoding Linked Data using JSON. It was a goal to require as little effort as possible from developers to transform their existing JSON to JSON-LD. This allows data to be serialized in a way that is similar to traditional JSON. In straightforward terms, this will enable you to implement rich snippets of media quickly and easily.

For instructions on how to implement JavaScript, Flash, AJAX, or JSON-LD Encoding, [click here](#).



Whichever route you take, the only thing you want to avoid is doing nothing at all. Boosted page loading performance times are essential to your online success, but so are videos. Optimizing each will optimize your overall ROI.

## 7. ENGAGEMENT

By 2019, video will account for [80% of global internet traffic](#) and 85% in the U.S. And 50% of consumers believe the right length for an explainer video is 1 minute. And Videos up to 2 minutes long get the most engagement.

And people aren't muting video ads like we used to mute commercials back in the day before DVR. They're not 100% ignoring your ads. If they don't want to watch them they can easily move themselves along. They're muting your ads and other online video content because they're often watching them in public spaces. They want to know what you have to say. But they aren't about to let Tom, Dick, and Harry know what they're doing on their phones or laptops just to figure it out. So, make it easy for them to engage. Give them a text-based version of your videos to follow along.



Captions are able to keep people's attention on videos for longer, effectively keeping them focused on a video's message for longer. And since Facebook reported that 80% of their users watch video content on mute, video captions are critical in creating engagement with and the resharing of video posts. Also, audio transcripts can be used to create powerful social media posts and taglines!

A PLYmedia study found that captions generated a [40% increase in video viewing](#). Internal research at Facebook found that [view times for video advertisements increased by an average of 12%](#) when captioned.

For the many companies that have hours of training videos, giving employees the ability to read along with the video not only keeps them engaged with the content but also visually reinforces the video's message.

A professor at San Francisco State University conducted a study on the impact of captioned videos and found that his students' performances on tests improved dramatically when captions were turned on. The professor, Robert Keith Collins, noted that video captions helped his students focus and take better notes, [resulting in 1 point higher GPAs](#).

Furthermore, if an employee has a [learning disability like dyslexia or ADD](#), closed captions are instrumental in maintaining focus on the video.

As you can see, by adding closed captions to company training videos, employees are better able to focus and understand the important information that is required for every employee to know.



## 8. NEW CONTENT

Videos provide multiple opportunities for content repurposing that not only boost video ROI but also boost video SEO. When planning your video marketing strategy, think about the ways you can repurpose video content and work those considerations in beforehand, making the process as smooth as possible.

Transcripts improve growth by helping you to create new content easily – i.e., an ebook, a blog, a checklist, a podcast, another video, etc. – by referring to and pulling from the original transcript. This circles back to discoverability, as well, because the more content you have on your website on a given topic, the higher your chance of being discovered.

### Create a Video Transcript

One of the most readily available and useful pieces of data you can pull from a video is the transcript (the entire video's dialogue in written form). For an SEO boost, the add the video transcript into the HTML of the web pages where your videos appear. You should also paste it into the video description section on YouTube.

### Create Blog Post/eBook Using the Transcript

Videos that are at least five minutes long are perfect for repurposing into blog articles and eBooks. The average five-minute video contains 750 words, which is right in line with the average blog post length.

All you have to do is take your handy video transcript, think about what you want to focus on for the article, and edit the content. Super simple! Longer videos and webinars make great content for eBooks.

### Make Short Clips/GIFs for Social Media

Breaking longer videos into short clips is an easy way to extend the shelf-life of your videos and target busy viewers who don't want to watch anything longer than a minute or even 30 seconds. GIFs are also a great way to engage with your audience on social media. Product videos, testimonials, and webinars make good options for quick clips and GIFs.

### Upload as a Podcast, or Vice Versa

If your video makes sense without the visuals, you can easily export the audio and upload it to iTunes and other popular podcast sites. This can help you reach a different segment of your audience and position your company as a thought-leader. Similarly, podcasters are using transcripts to create new resources out of their podcast episodes!





Recording and transcribing an interview will allow you to better engage with your subject, without worrying about taking detailed notes. And by transcribing online you free up so much of your time that would be spent (ahem, wasted) listening back to an audio recording, searching for the info you need, or transcribing the file yourself.

## Create Web Images

Stock images aren't free, but if your business is already making videos, you can easily pull images from your videos for free. The average web video is shot at [30 frames per second](#). Each of those frames is a potential image you can use for blog posts, web pages, social media, and more.

### 12 Examples of Audio Transcripts Being Leveraged for New Content:

1. The journalist turning a private interview into a written Q&A
2. A student using a lecture recording to study for final exams
3. A police officer recording audio from the scene of a crime for witness quotes
4. An executive assistant keeping minutes of a Board of Directors meeting
5. A medical researcher recording patient response to a drug trial
6. A marketing director recording focus group feedback
7. A teacher recording live student presentations for later review and grading
8. A podcaster turning an episode into a written feature
9. A politician reviewing a recent speech they gave to constituents
10. A musician recording song lyrics during the song-writing process
11. An attorney keeping a record of a deposition
12. An insurance representative recording a conversation with a customer submitting a claim

## 9. ITS A GOOD LOOK (BRANDING BOOST)

[A few years ago, AdColony and Millward Brown released new research that shows that certain brands can increase brand awareness by using captioned video advertisements.](#)

### The Study

By analyzing two versions of advertisements, one closed captioned and one not closed captioned, researchers found that captioned advertising outperformed non-captioned video advertising across all focus areas for the companies tested. These companies included big brands such as Disney, Volvo, Bose and Sony Pictures.

Rob Cootes, director of video and programmatic at [AdColony](#), commented saying, "The research highlights that more and more adverts are being viewed on computers and mobile devices without sound. Brands are tasked with the challenge of producing engaging content that can resonate with consumers, both with or without sound."

Some captioned video advertisements enjoyed as much as a [26% boost in intent](#) to find more content. For one particular technology product campaign, using captions to communicate key product features resulted in a 23% uplift in audience understanding. Captioned video advertisements for entertainment garnered an 18.8% uplift for [brand awareness](#), compared to only an 8.9% uplift for non-captioned videos.

It's also important to remember that high quality captions - accurate, timed appropriately, a properly placed - all impact a brand's image either for good or bad.

## 10. PEOPLE LOVE CAPTIONS

In today's world we are constantly doing two things at once and one of those things often includes watching video on mute, either for fun, for purpose, or for no reason at all. Due to the auto-mute function on most social platforms, we now expect video captions to be available.

**Sitting at their desk** – Look, not every single second at work is spent productively. Sometimes people need mental breaks, but they don't want to announce said mental break to the rest of the office.

**In meetings** – Much more controversially, people will often scroll their phones during work meetings, especially if they're not actively involved in the presentation. (Shame shame!) Better hope that mute button works well, though! This isn't the ideal time to catch someone's fractured attention with your video captions, but it's an opportunity nonetheless.

**Using the bathroom** – We used to read magazines and shampoo bottles, now we have our phones. But we don't want the world to know what's happening – especially if it's a public restroom!

**Nursing their baby** – That sweet little sleeping, nursing baby. We can't disturb them with video sound! We also can't spend every moment holding a baby staring at their face. Sometimes it helps to have a muted phone to peruse while feeding and rocking those precious angels to sleep.

**Watching TV** – This is especially true if they're watching Television with another person but holds true even if they're alone. People want to scroll social media while watching TV, but don't want to have competing audio, so they keep their phones muted.

**Watching TV with kids in the house** – Captions on the television can be critical for parents trying to watch TV with screaming kids running through the house. It's really the only way to know what's going on on-screen.

**On the bus/train/airplane** – Sometimes you're prepared in life. Sometimes you have your headphones and you can settle in nicely to a little video sound. Other times you find yourself using mass transportation without headphones. And for this purpose – faced with a captive audience – captions are a gold mine.

**Waiting in line** – Lines happen. They're terrible. Scrolling our phones helps to pass the time. But you better believe people are not going to play videos with sound while in line. Noooo no-no. We can't let those strangers know what we're into. That'd be crazy. We can only let the definitely not strangers who follow us know that, and only when we reshare a post we absolutely love.

**Laying in bed** – When we're laying in bed next to a spouse/child/stranger we keep our phones muted so as not to wake the other person. Even if we're alone we'll keep the phone muted because wow, the sound is sort of grating on the senses, am I right?

**In the library** – For our more noble moments, we sometimes find ourselves in a library studying, researching, working or just enjoying this civil service. We all know libraries are designated quiet places, so we must keep our videos muted.

# The Captioning Compliance Checklist

Print and use this checklist to ensure that your captioning program is in compliance.

- Matches the spoken words in the dialogue in their original language to the fullest extent possible and include full lyrics when provided on the audio track.
- Contains all words in spoken order.
- Uses proper spelling, homophones, tense, punctuation, capitalization, and the proper representation of numbers.
- Does not rewrite or paraphrase dialogue.
- Does not use synonyms to replace actual dialogue.
- Represents speaker tone of voice where necessary to understand the dialogue.
- Uses slang and grammatical errors as part of the dialogue where necessary to properly represent the dialog.
- Indicates utterances and false starts where necessary to accurately mirror the hearing-person's experience.
- Includes nonverbal information that is not observable, such as who is speaking, multiple speakers, music sound tags, sound effects, audience reaction, and background noise.
- Coincides with the corresponding dialogue as closely as possible. Paces and synchronizes at a speed that is legible by the viewer
- Occurs from beginning to end of the program without interruption, to the fullest extent possible. (This is required for "fully accessible" status.)
- Re-editing of content requires re-editing of captions.
- Has a font size appropriate for legibility.
- Placement and size provides for easy readability for both the caption content and screen content.

## Helpful Accessibility Links

[The Americans with Disabilities Act \(ADA\) Highlights and Overview](#)

[The Web Content Accessibility Guidelines \(WCAG 2.0\)](#)

[IDEA Overview and History](#)

[Guidance from the U.S. Department of Education](#)

[Section 508 Compliance Overview](#)

[Summary of 508 Compliance PDF](#)

[Section 508 Guide for E-learning and Multimedia Technology](#)

[Web Content Accessibility Guidelines 2.1 \(Proposed April 2018\)](#)

[GSA Tutorials, Guidance and Checklists for Multimedia](#)

[United States Access Board](#)

[Equal Access: Design of Distance Education Learning Program](#)

[ADA, Title III Regulations](#)

[Universal Design Initiative](#)

[Federal Regulations for Part B of IDEA](#)

[Federal Regulations for Part C of IDEA](#)

[IDEA Overview Video](#)

[FCC Consumer Guide - Captioning of Internet Programming](#)

[FCC Closed Captioning Petition for Rulemaking](#)

[Section 508 ICT Refresh](#)

[Web Accessibility Initiative](#)



cielo24 works with individuals and organizations around the world to increase video marketing ROI, searchability and compliance for all your videos. Our Self Serve web app offers a fast, accurate and affordable solution for individuals looking to caption or transcribe smaller amounts of video content, while our Enterprise solution helps organizations manage and optimize thousands of hours of video library.

[Take a Video Captioning test-drive >>](#)

#### ALL OF OUR CUSTOMERS EXPERIENCE:

- Fast, affordable and accurate captions and transcripts
- Optimized content search and discovery
- Media intelligence and keyword data
- Improved compliance and accessibility
- Fast and approachable customer support
- A one-stop-shop for all captioning and transcription needs

#### ENTERPRISE CUSTOMERS RECEIVE, ADDITIONALLY:

- Even greater video search capabilities
- Customizable transcription workflows and formatting
- Account management and billing services
- Integrations included

### cielo24 Provides Video Solutions in the Areas of:



#### Captions and Transcripts

First rate video captioning and transcription solutions that are seamless to integrate, 99% accurate, federally compliant, and quick to turnaround.



#### Video Intelligence

Smart video, as we call it, our video intelligence solutions create detailed information about the content within your videos, amplifying your video discovery, engagement, reach and compliance.



#### Video Search

Our searchable video data technology solutions make your multimedia files to become as searchable as text by adding rich media data to optimize, tag and index your video and media assets.



#### Video Integrations

cielo24 video data solutions that integrate with almost all popular video platforms, meaning your captioned, intelligent, searchable videos will work effortlessly across the web.