

# KALTURA REACH

## Video Accessibility and Search Suite

Adding captions, transcription, and translations to video immediately improves engagement, search, accessibility, and discoverability of your content. Kaltura REACH streamlines the process, empowering any organization to transform its video content into intelligent media data.

With REACH, it's easy to make your video content even more powerful.

### HOW IT WORKS

REACH offers two different service options, human captioning and ASR machine transcription, which can be used separately or together. Captions ordered directly within the Kaltura interface are automatically delivered and can be edited for quick review and modification.

### HUMAN-BASED CAPTIONING

With human-based captioning, a professional transcribes your video by hand, ensuring the accuracy necessary to meet accessibility regulations. Data is transferred via secure HTTPS connections, and access to content is limited to individuals under strict NDA. This service also allows for translation into dozens of languages.

### AUTOMATED SPEECH RECOGNITION (ASR) MACHINE TRANSCRIPTION

With ASR, an algorithm instantly recognizes the words spoken in your video and provides machine-based captions for indexing and search. You can even configure your account to automatically transcribe all videos as they are uploaded.

Machine-based learning offers even greater accuracy. This algorithm improves with every video it processes, learning to recognize technical and business terms and adapting to accents, background noise, volume changes, and even individual voices.



**KALTURA**

### BENEFITS

- Compliance with government and industry accessibility regulations such as ADA/508 standards
- Improved SEO and search rankings
- Searchable transcripts, Speaker ID, and metadata across video library
- Access for global audiences with captions and subtitles, handling multiple languages in the same video
- Semantic keywords and topics for effective video recommendations

Increase your video ROI by up to **60%!**

and reach more people worldwide.

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#### What Is Kaltura? Platform Overview

From Iddo Shai · 2 Years ago

Details Share video Search

Actions

- + Order Captions
- + Add to playlist

Source Media Language: English

Request 2nd caption in another language

Fidelity: Professional (99%+)

Turnaround Time: Standard (48 hours)

Order Captions

Instructions & Notes: Enter any notes for the captioning workers here (e.g. special product names, acronyms, or styles to pay attention to).

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## TWO CHOICES. ONE EXPERIENCE.

*Make the right choice for your video experience.*



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### HUMAN-BASED CAPTIONING

With human-based captioning, a professional transcribes your video by hand ensuring the accuracy necessary to meet accessibility standards. For when you need attention to detail, this option offers the greatest accuracy and compliance.

- Professional-level transcription
- 99% accuracy
- Supports ADA/Section 508, CVAA and WCAG 2.0 A accessibility compliance standards
- Turnaround times between 3 to 48 hours
- Translation to 20+ languages available, meaning support for multiple languages in the same video

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### ASR MACHINE TRANSCRIPTION

With ASR, an algorithm instantly recognizes the words spoken in your video and provides machine-based captions. This lower fidelity option handles high volumes, fast, while your accessibility compliant captions are being processed.

- Immediate access to machine-based captions (70-85% accuracy) and a “Do It Yourself” Captions Editor for increased fidelity
- Machine-based Learning with improved accuracy over time and ability to customize glossary
- Addresses the needs of students with learning disabilities who may need additional tools to help focus on specific content/topics

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### KEY REACH FEATURES

- Support for a wide range of languages as well as all major caption and transcription formats and standards
- Granular access control for ordering, editing, and moderating requests
- Customizable workflow to adjust user access, turnaround time, fidelity, and language
- Interactive transcript with in-video search, social sharing options, and highlighting during playback
- Seamlessly integrated with Kaltura MediaSpace and Player Toolkit
- Players easily handle multiple SRT files, allowing subtitles in multiple languages

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#### About Kaltura

With the mission to power any video experience, Kaltura has emerged as the fastest growing video platform. Kaltura is deployed globally in thousands of enterprises, media companies, service providers, and educational institutions and engages hundreds of millions of viewers at home, at work, and at school.

For more information visit <https://corp.kaltura.com/products/video-accessibility/>

