



KALTURA

KALTURA REACH 2.0

Video Captioning and Enrichment

Adding captions and transcriptions to video immediately improves engagement, search, accessibility, and discoverability of your content.

Kaltura REACH streamlines the process, empowering any organization to enrich its media content and increase its reach and appeal.

With REACH, it's now easy to manage and control your captions and other video enrichment services across Kaltura products.

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.

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.

- 75-85% accuracy and a “Do It Yourself” Captions Editor for increased fidelity
- Machine-based Learning with improved accuracy over time and ability to adapt to accents, background noise, volume changes, and even individual voices

HUMAN-BASED CAPTIONING

With human-based captioning, a professional transcribes your video manually, 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.

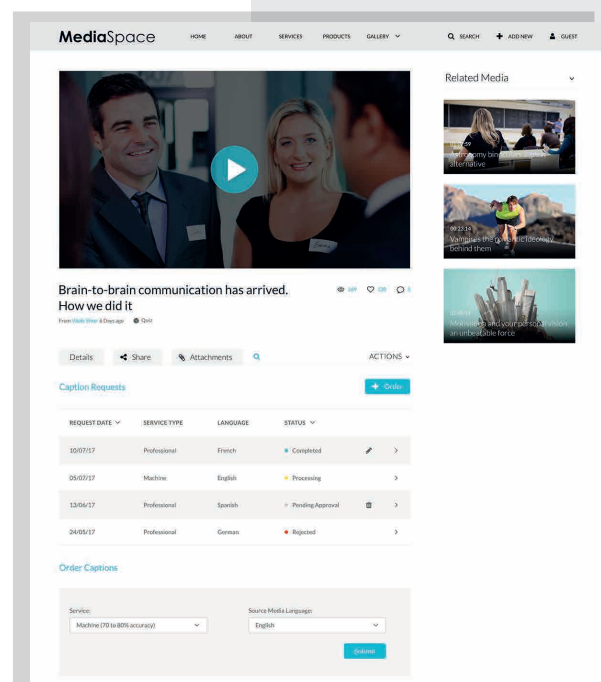
This service allows for accurate captioning and translation into dozens of languages.

- 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

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%!**



ONE SIMPLE SOLUTION FOR ALL VIDEO CAPTIONING AND ENRICHMENT SERVICES

Simply create, manage and control all your captioning and enrichment services, from one intuitive unified solution.

ONE CENTRALIZED DASHBOARD TO RULE IT ALL

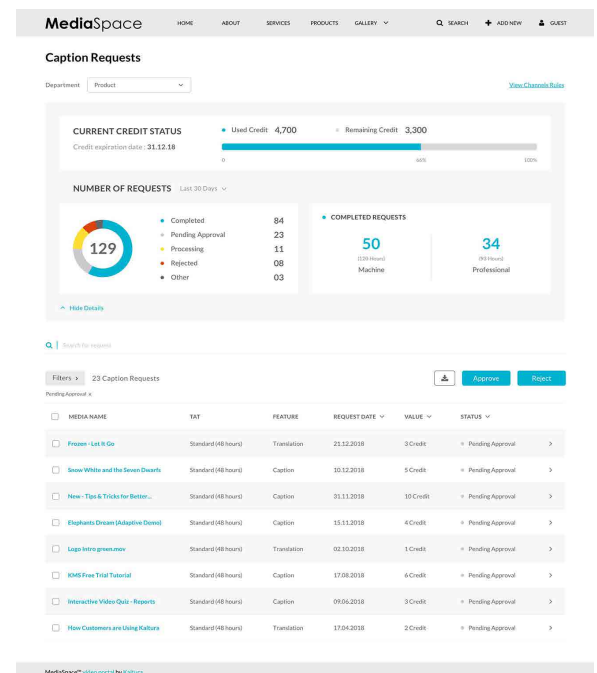
- **Full transparency of credit and requests** granting you all the control you need to track the process.
- **Usage and billing reports** for informed decisions.
- **Best of breed accuracy and service** for captioning, translations and soon to be launched enrichment services.

COMPLIANCE WITH ACCESSIBILITY REGULATIONS, SECURITY AND PRIVACY REQUIREMENTS

- **Accessibility regulations** - Compliance with government and industry accessibility regulations such as ADA/508 standards.
- **Security and Privacy Requirements** – Compliance with deletion policy requirements, as well as compliance with GDPR and Data Processing Agreement standard.

EASY ORDERING AND EDITING TOOLS

- **Unified solution** so you can easily order or edit captioning, transcripts or translations, whether created in Kaltura or not.
- **Customized and automated processes** use ordering rules and flexible moderation flows and permissions
- **Automatic transcript widget** to search, edit and download transcripts.
- **Supporting dozens of languages** for both automated speech recognition (ASR) and human-based captioning.



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/>

