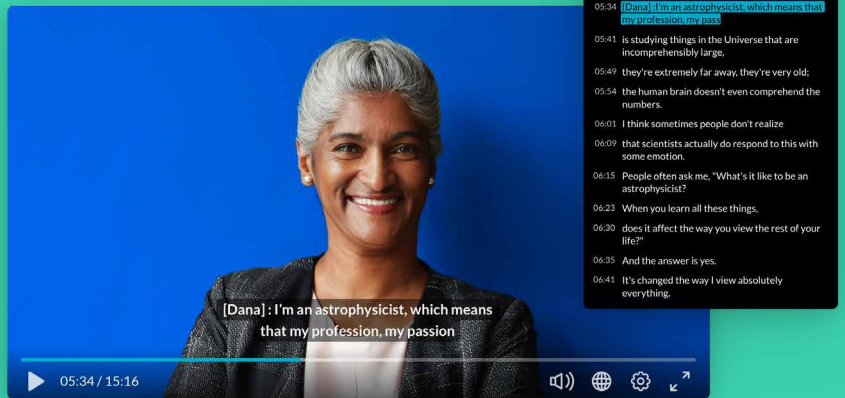![Kaltura logo]

# Captions & Enrichment Services (REACH)

## Make Your Videos Searchable and Accessible



Kaltura's Captions & Enrichment Services offers a comprehensive marketplace of services including human and automatic captioning, transcription, translation, in-video search and more. Take the stress out of managing multiple services, with a unified and centralized solution that allows you to easily manage, control and track usage across all services and applications.

### Access Global Audiences

Adapt for global audiences, foster inclusion, and facilitate language learning with human or automatic captions and translations, and support for multiple languages.

### Improve Search & Discoverability

Improve SEO, search rankings, and recommendations with searchable transcripts, speaker ID, semantic keywords, and metadata across your video library.

### Single Unified Solution for All Services

Seamlessly order advanced enrichment services directly from the platform and players. Upload & edit automatic video captioning and translation files using our embedded editor or view transcripts via our interactive transcript widget.

### Make Your Own Rules

Customize, automate, and optimize processes across your platform including ordering rules, moderation flows, and granular permissions. Manage and analyze usage while keeping track of spend from a centralized dashboard.
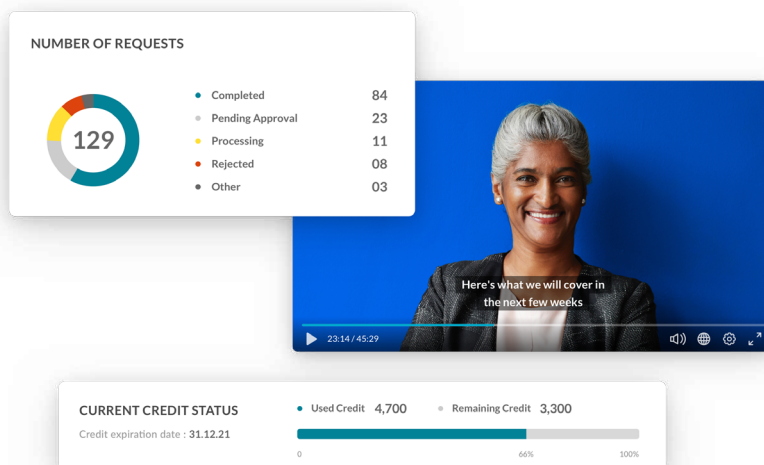
### Support Content Accessibility

Comply with government and industry accessibility regulations such as ADA/508 standards and design your own rules.

### Increase Comprehension & Engagement

Add captions to increase view time, completion rate, and enhance the effectiveness of listening comprehension with captions and subtitles.

# Captioning & Enrichment Services (REACH) Marketplace



**NUMBER OF REQUESTS**

129

| | |
|---|---|
| Completed | 84 |
| Pending Approval | 23 |
| Processing | 11 |
| Rejected | 08 |
| Other | 03 |

Here's what we will cover in the next few weeks

23:14 / 45:29

**CURRENT CREDIT STATUS**   Used Credit 4,700   Remaining Credit 3,300
Credit expiration date : 31.12.21

0    66%    100%

## Automatic Video Captioning

Automatic Speech Recognition (ASR) instantly recognizes the words spoken and provides machine-based captions with 80%-90% accuracy for maximum indexing and optimal search.

- DIY captions editor for increased fidelity
- Machine learning with improved accuracy over time
- Adapts to accents, background noise or volume changes
- Automatic transcription of videos as they are uploaded
- Available in more than 22 languages

## Audio Description

A professional service that improves the accessibility for the blind and visually impaired. Audio description offers an audio only track that combines the original audio with spoken narration of the visual elements in the video, such as actions, written text, scenes, etc.

## Alignment

Alignment is a service that offers users the ability to create caption files based on a transcript (txt file) uploaded by the user.

## Automatic Chaptering

Provides unique capabilities to automatically summarize the key topics within a video and navigate to the topics of interest. Chaptering supports easy and efficient consumption of informational videos for learning & training, sales enablement, or marketing. These capabilities utilize cutting-edge research involving Machine Learning and Artificial Intelligence.

## Human Captions & Translations

A professional transcribes your video manually, ensuring 99% fidelity to meet accessibility regulations.

- Supports ADA/Section 508, CVAA and WCAG 2.0 accessibility compliance standards
- 3 to 48-hour turnaround time
- Translation to more than 20 languages, including Nordic languages

## Machine Translations

A service that uses AI and machine learning capabilities to translate English speaking videos into foreign languages at ~85% fidelity and with fast turnaround.

VideoKen    SyncWords    3PlayMedia    verbit    cielo    dotsub    Amber Script

The Kaltura Video Cloud powers any video experience for any organization. Our broad set of solutions power video for hundreds of millions of viewers at home, at work, and at school.

▸ **To learn more, go to:  www.kaltura.com**

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