

How Closed Captioning Made Videos More Accessible While Reducing Overall Costs By 30%



CLIENT OVERVIEW:

The client is a global university in Australia that enjoys an international reputation for excellence in professional and vocational education meeting the needs of industry and the community.

PROBLEM

The client wanted to create accessible content for students with a hearing impairment. Videos had to be embedded with closed captioning to make them useful for the students. The challenge was to process a large number of videos within a short time frame.

SOLUTION

Lumina Datamatics used a blend of technology and human expertise to ensure precisely timed and transcribed closed captioning for videos. For easy readability, line breaks and caption breaks were designed to follow the natural rate of speech without breaking up clauses or separating articles from words.

Lumina Datamatics' "Subtitle Creator" tool offers the following useful features:

- Built-in dictionary
- Audio text limit on video
- Caption and video on the same screen
- "Rewind in second" button to review
- Special character identifier
- Different output formats like .srt, .xml, .vtt supported

It should be noted that Lumina Datamatics generates over 2000 hours of video content annually across Socioeconomics, Science and Technology, News, History and Politics. Apart from Australian accents, Lumina Datamatics supports content with US and UK accents too.

RESULT

With Lumina Datamatics expertise and automation in closed captioning services, the client was able to:

- Clear all their production backlogs within 88 days
- Improve turnaround time by 73%
- Reduce overall costs by 30%

ABOUT US:

Globally, 8 of the top 10 publishers and 3 of the top 5 ecommerce retailers trust Lumina Datamatics as their strategic partner in providing content, analytics, and technology solutions. Our clients benefit from the reduced time-to-market for new products and services, optimized business processes, operational efficiencies, improved competitiveness, and relevant insights. Lumina Datamatics' expert solutions comprise in-house platforms, partnerships with global technology leaders, and more than 3500 professionals across Germany, India, the UK, and the United States. This global resource pool services our customers across four continents: North America, Asia, Australia, and Europe.