

# Creating Closed Captions at Scale

Creating high-quality closed captions for videos is a requirement under Section 508 and the World Wide Web Consortium's Web Content Accessibility Guidelines.

Closed captions allow students with hearing impairments to access video content and they support Universal Design for Learning principles.

Creating closed captions can be challenging given time and budgetary constraints. In order to scale, ASU Online has developed a multi-tiered approach to creating closed captions.



## Auto-Generated Captions in YouTube

**Free**

**85% - 95% accurate**

**Done in 5 - 10 minutes**

- Edit in YouTube
- Can download and place on another video server
- Any YouTube account can create captions
- Must be edited to get to 99% accuracy
- No punctuation and capitalization
- Accuracy varies depending on sound quality and complexity of terminology

### Process

Upload video to YouTube and wait for captions to be generated (generally 5-30 minutes).

Open Subtitles/CC menu and open the English(Automatic) file.

Edit captions directly in the browser and click Save.

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## Automatic Speech Recognition Captions by 3Play Media

**25¢ per minute**

**85% - 95% accurate**

**Done in 5 - 10 minutes**

- Can be integrated directly into Wista
- Includes capitalization and punctuation
- Must be edited to get to 99% accuracy
- Spelling, capitalization, and punctuation not accurate.
- Accuracy varies depending on sound quality and complexity of terminology

### Process

Submit request to 3Play Media (we have the request form integrated into Wistia).

Open closed captions menu in Wistia (or download SRT from 3Play portal).

Download SRT file and edit in word processor or edit directly in Wistia.

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## Human-Edited Captions by REV

**\$1 per minute**

**99% accurate**

**Done in 24 - 48 hours**

- A human being transcribes, edits for accuracy, and synchronizes captions
- Multiple speakers are denoted in the captions (Speaker 1, Speaker 2, etc.)

### Process

Submit request to REV through its web portal.

Download SRT file and upload to media server.

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