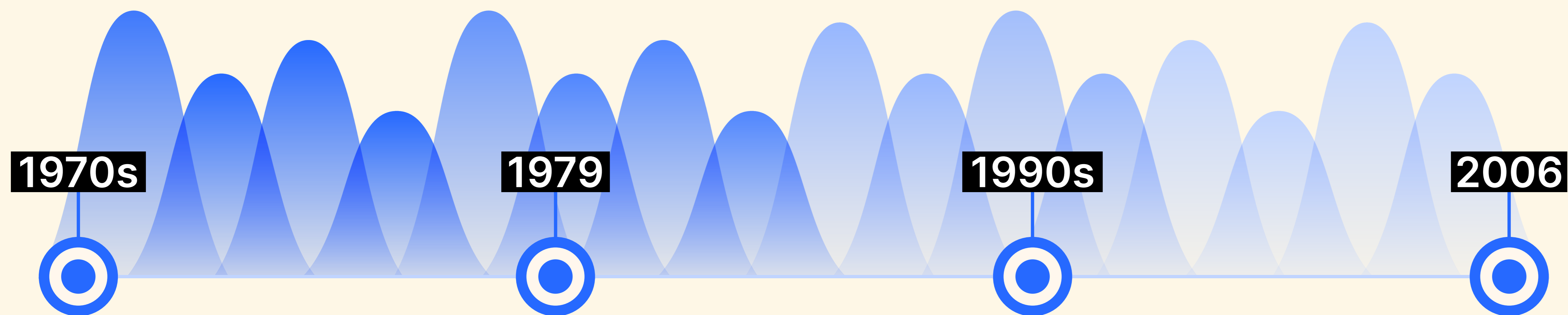


Captions: A Window to the World



91%

want more **video content** from brands.



Transcribing 1 hour of audio can take up to

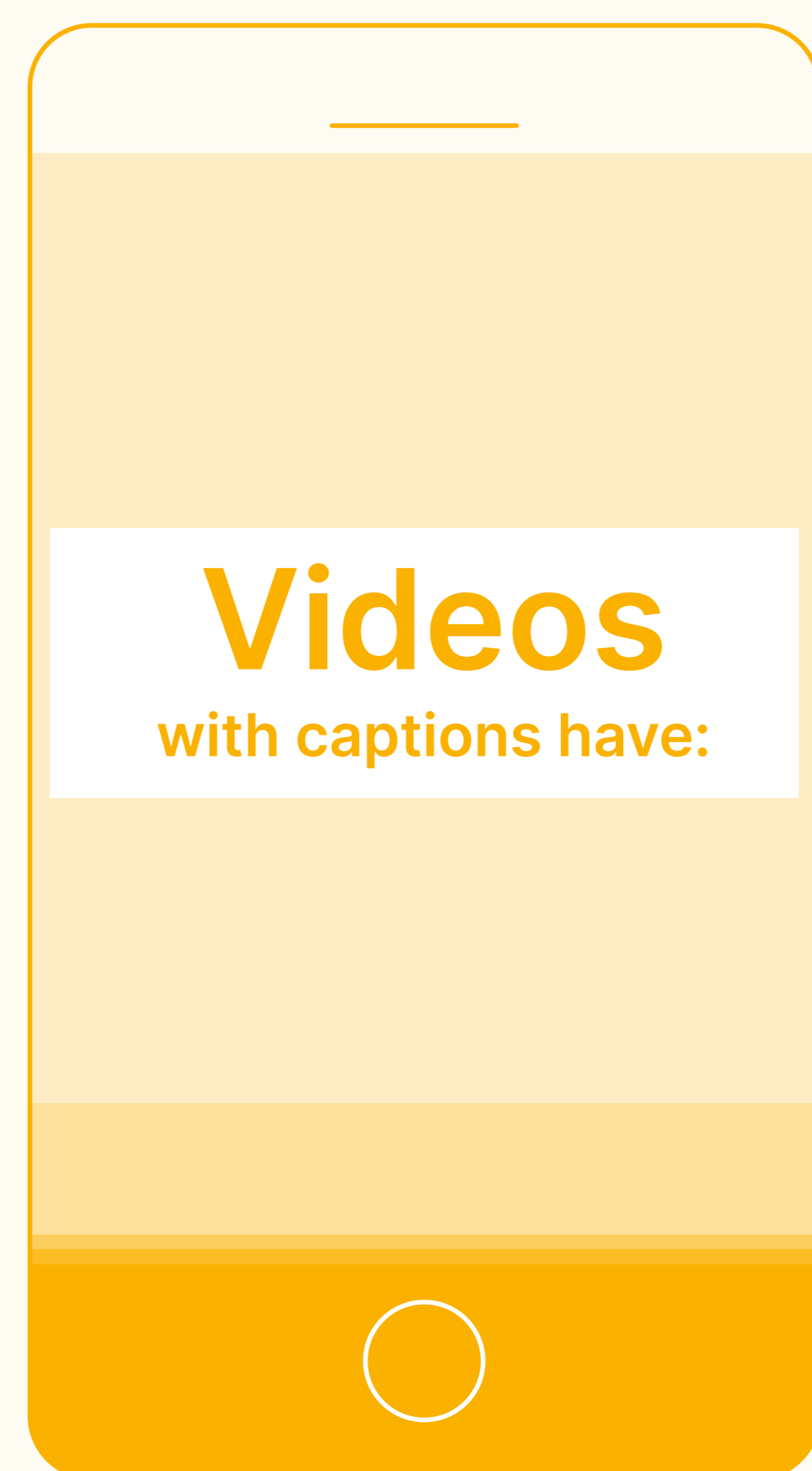
5 hours

for a human trained transcriptionist.



Automatic Speech Recognition (ASR) is **180x faster** than human transcription.

90% accuracy when captioning with ASR. (using Speechmatics)



Videos with captions have:

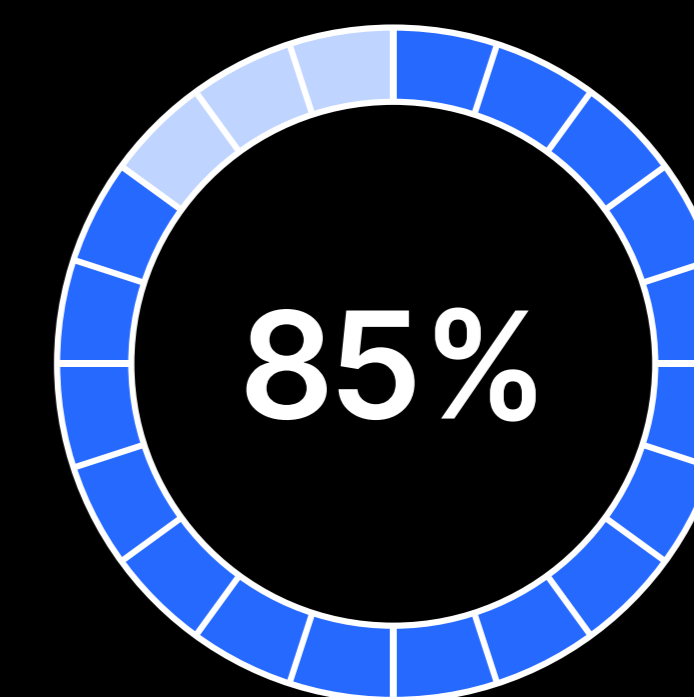
91% view rate until the end of the video.

26% more clickthroughs.

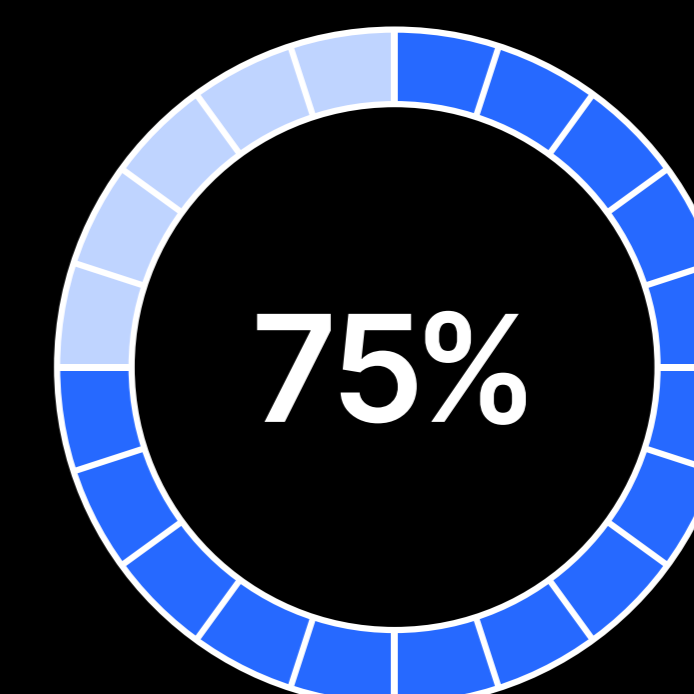
17% more reactions.

16% better reach than videos without captions.

15% more shares.

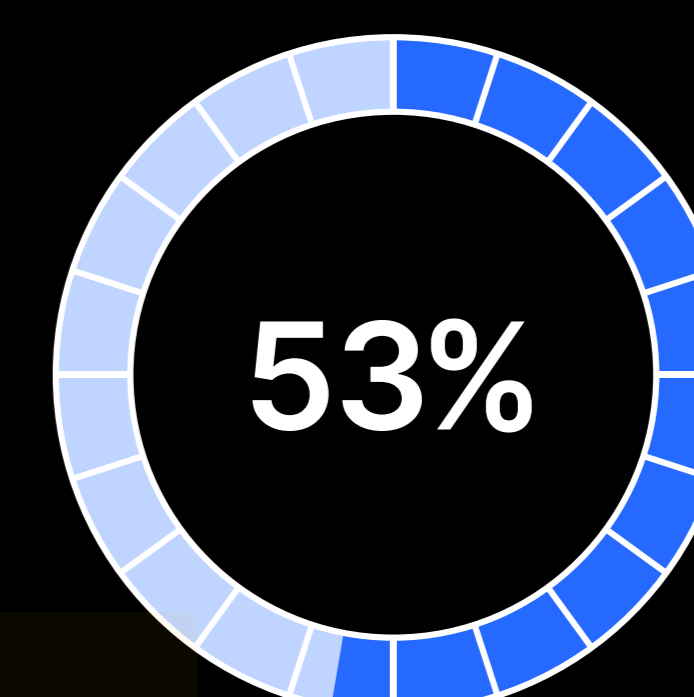


of video views happen with the **sound off**.

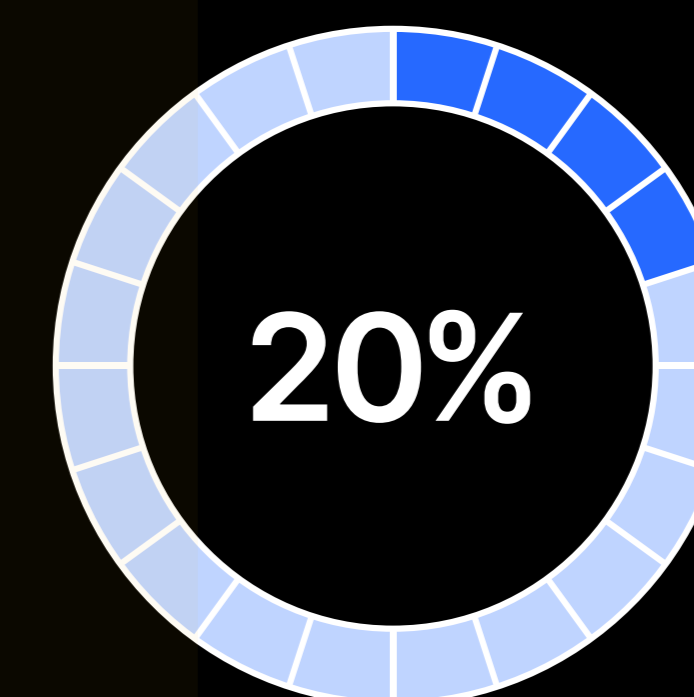


of the world's population **does NOT speak English**.

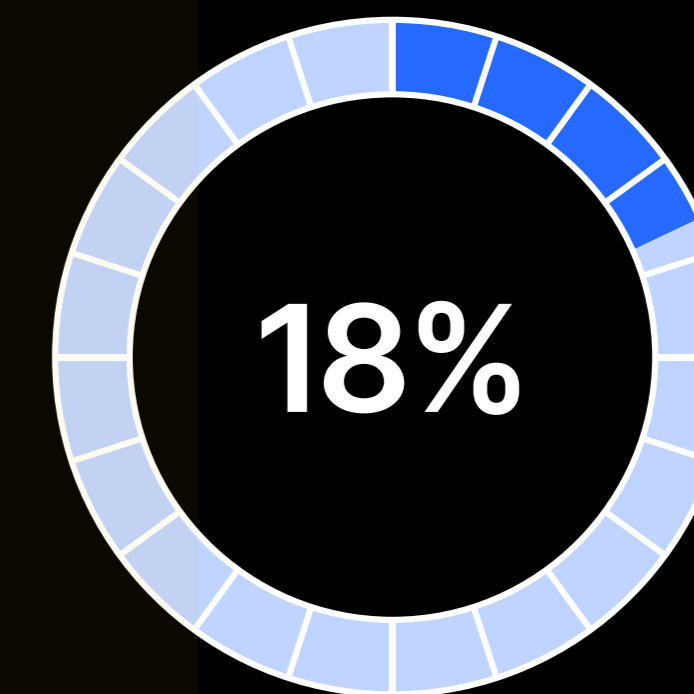
Multilingual subtitles can provide access to billions of internet users around the world.



are using **subtitles** more than they used to.



of subtitle users have **hearing impairments**.



of users aged 18-24 years old choose to **disable audio** when **subtitles are available**.

Source List
 ai-media.tv/ai-media-blog/5-great-moments-in-the-history-of-closed-captioning
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