



SubPLY



Transcripts · Captions · Subtitles

Use SubPLY to create, inject and manage Captions and Subtitles for your Brightcove videos



- Reach international audiences
- Comply with accessibility regulations
- Increase search engine rankings
- Available for live and on-demand online video

SubPLY currently provides solutions and services for e-Learning, Broadcasters, Government organizations, Fortune 100 companies as well as leading global news organizations.



Product Overview

- Professionally created captions in over 50 languages for on-demand video
- Professionally created transcripts
- Automatic translations available for both on-demand and live captions
- Speech to text transcripts
- Timing of, and ability to render subtitles using existing customer transcripts or caption files
- API's to enable customization (for example, enabling the captions to appear based on viewer's location and language preferences)
- Web-based management and creation tools:
 - Content management tool for storing, searching and downloading subtitle files in the desired format (srt /dfxp /xml, etc.)
 - Correction tool to edit captions and instantly re-publish them on your site
 - Reporting tool to measure customer usage
 - Do-it-yourself tool for creating timed subtitle files either with or without your existing transcript files
- Live, professionally created captions by certified stenographers in 6 languages: English, Spanish, French, German, Swedish and Mandarin (additional languages available upon demand)
- m4v files of the video, which include the captions for viewing on an iPhone/iTouch/iPad

Solution Benefits

Reach new viewers abroad

Some of the world's premium content publishers use our subtitling solutions to reach millions of new viewers around the world at a fraction of the cost of creating multiple videos and voice-over tracks for each language.

Comply with new accessibility regulations

The U.S. Congress recently passed legislation requiring television programs to be captioned when delivered over the internet to reach the 36 million deaf and hard of hearing Americans. The Department of Justice is currently proposing new rules to address how other online video publishers must make their content accessible under the Americans with Disabilities Act. Federal, as well as many state agencies, under Section 508 regulations, require publishers to caption their online videos and organizations who receive federal assistance such as universities are also required to make their content accessible.

Drive search engine traffic

Posting transcripts of your video content allows search engines to discover your video content and optimizes keyword search engines rankings. One major online video publisher found that their search engine traffic increased by 30% when they began posting transcripts.

Reach new viewers at home

Research indicates that approximately 50% of online video viewing takes place during work hours; captions act as a "boss button", allowing publishers to reach office workers who are discreetly watching video.

Increase user engagement

Customer research has shown that people watch online videos 38% longer and are 80% more likely to watch them to completion when watching with captions compared to videos without. Transcripts also allow your visitors to search through content, further increasing site stickiness.

Provide New Advertising Opportunities

Captions represent an additional sponsorship opportunity for publishers to monetize their video as clickable brand images can be embedded within the video window.

Call or email PLYmedia today for more information:
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