



## ACCESS SERVICES

# SUBTITLES IN VIDEOS

### WHY THEY ARE IMPORTANT



#### EXTENDED COVERAGE

Thanks to subtitles, videos can be translated into other languages promptly and affordably, thus allowing you to extend the coverage of your video communication.



#### ON THE GO - WATCH VIDEOS IN SILENCE

Videos are consumed in news feeds with the sound often turned off. Thanks to subtitles, videos become intelligible for all, at all times.



#### MUST-HAVE FOR SOCIAL MEDIA

Mark yourself out and upgrade your videos with text. You will raise your users' attention.



#### SEO AND SEARCHABILITY

Subtitle data provide search engine optimization (SEO). Thanks to subtitles' metadata, it is easier to search for video content.



#### ACCESSIBILITY

With subtitles, you include hearing-impaired users and thus abide by the new requirements of the UN Convention on the Rights of Persons with Disabilities (CRPD).

*Please contact us if you have any questions or wish an offer:*

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