

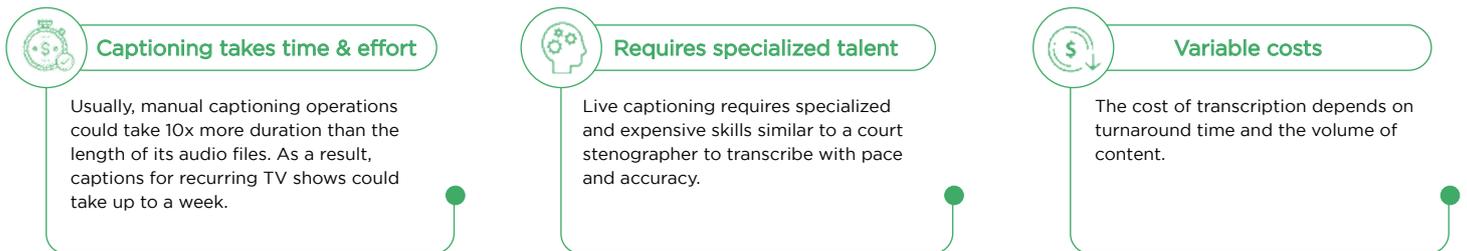
AI-powered Closed Captioning For Media & Entertainment

Quantiphi's closed captioning engine enables broadcasters & OTT platforms to scale & fast-track their captioning operations while achieving compliance with content accessibility regulations. The closed captioning engine leverages speech-to-text algorithms trained on media content and "human-in-the-loop" model auto-generate and synchronize **near-perfect captions** to audio & videos.

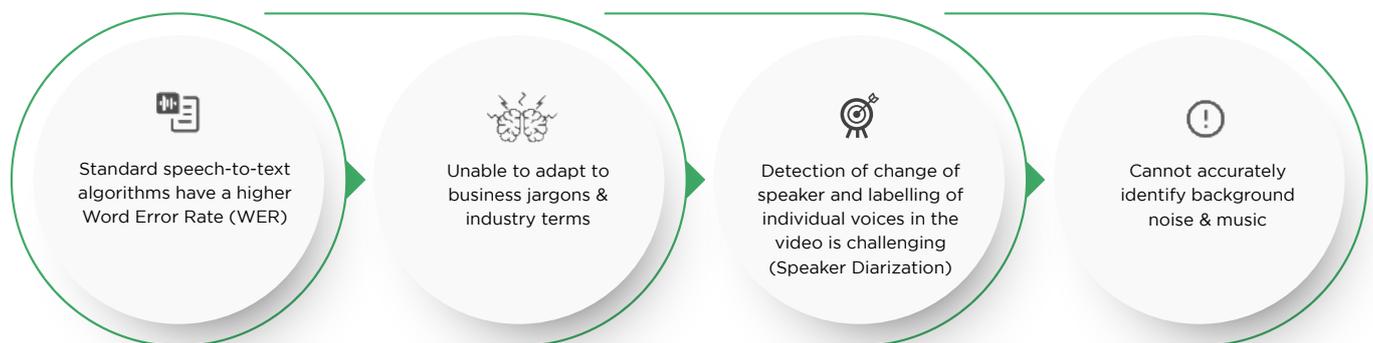
Industry Challenges

Content accessibility norms are guidelines laid by FCC that the M&E broadcasters must follow. They need to ensure their captions are high quality, consistent, and meet the needs of deaf and hard of hearing audiences. In the US, the FCC stipulates that captions generated should be of high accuracy, synchronous, complete, and have the correct placement on the screen.

However, manual closed captioning operations have multiple challenges.



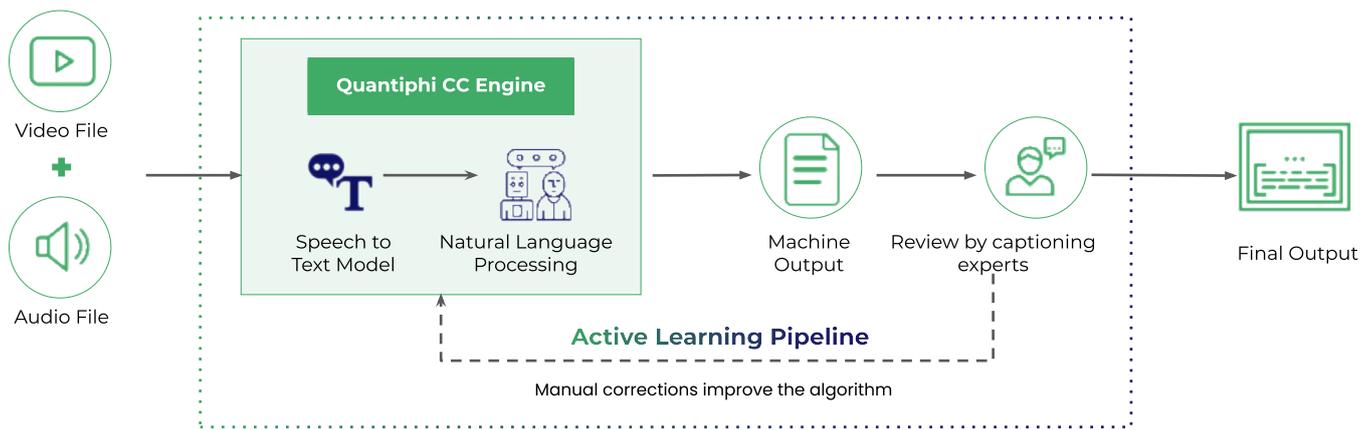
Challenges with standard speech-to-text algorithm



Our Solution

Quantiphi's closed-captioning engine is trained on media content for maximum relevance. The model uses active-learning architecture to generalize itself for different kinds of media content - news, recurring TV Shows etc.

Here, near-perfect accuracy is generated within captions utilizing ensemble models, Natural Language Processing and human-in-the-loop curation.



Features

- Reduced word error rate (WER)
- Auto-punctuation & capitalization
- Speaker Diarization
- "Human-in-the-loop" architecture
- Direct transcription of non-native media audio (German, Italian, Japanese, Mandarin)

Business Impact

- Fast, accurate and scalable closed captioning operations.
- Content accessibility compliance (FCC)
- Improved working experiences for captioning teams & transcribers.
- Fraction of existing captioning cost

Case Study: Live captioning for a US News Broadcaster

