



Making content accessible,  
searchable and more valuable

# OUR CLIENTS



GLOBAL PRESENCE

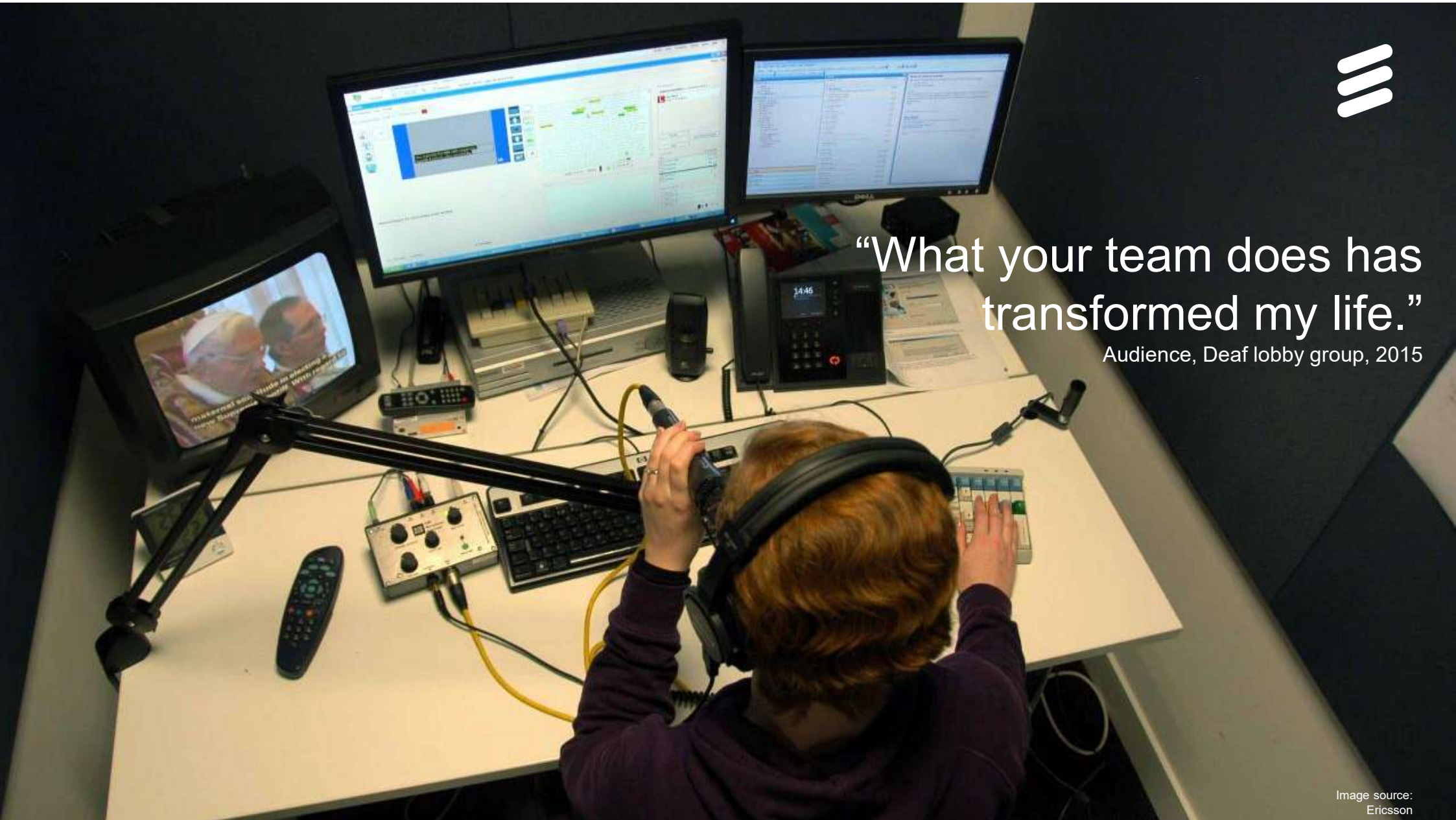


# ACCESS SERVICES PRESENCE



600 EXPERT STAFF  
8 COUNTRIES WITH HUBS  
230,000 HOURS OF CAPTIONING  
(100,000 HOURS REAL-TIME)  
5 LANGUAGES  
(ENG, FRE, DUT, GER, SPA)





“What your team does has transformed my life.”

Audience, Deaf lobby group, 2015

# CAPTION AUTO-ALIGNMENT

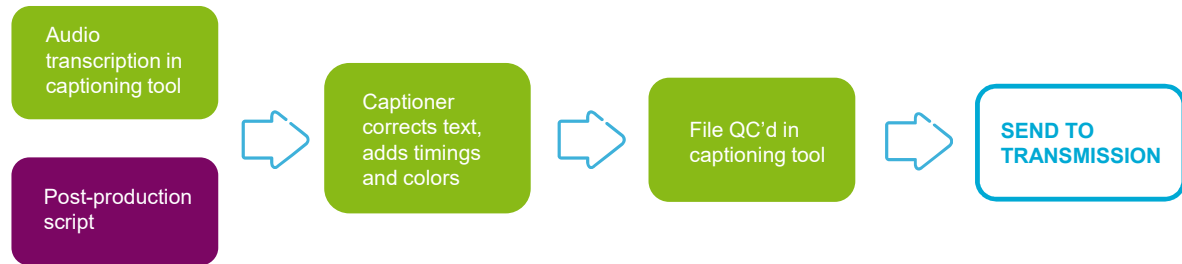


## WHAT DOES IT INVOLVE?

- › Transcribed text or post-production scripts analyzed alongside the program audio
- › Frame-accurate timings assigned to the text at word level
- › Cloud-hosted tool accessible globally
- › Captioner effort reduced for lower production cost

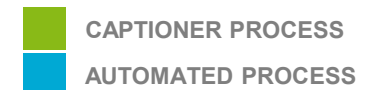
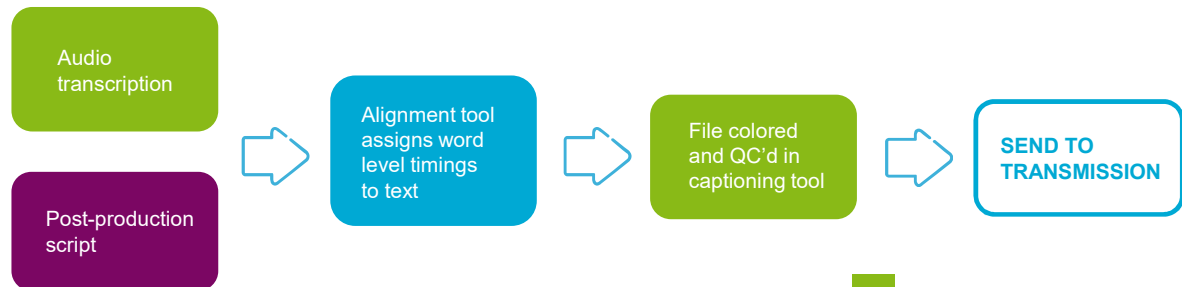


**AUTOMATICALLY  
ADD TIMINGS TO  
TEXT FOR RAPID  
OFFLINE CAPTION  
CREATION**



TRADITIONAL CAPTIONING WORKFLOW

AUTO-ALIGNMENT WORKFLOW



# JUST-IN-TIME SPEECH RECOGNITION



## WHAT DOES IT INVOLVE?

- › Creation of a Broadcast News domain-specific Automatic Speech Recognition engine
- › Uses cutting-edge Speech Engines and techniques
- › Best-in-class recognition accuracy, including automated punctuation



AUTOMATICALLY  
AND ACCURATELY  
TRANSCRIBE ALL  
SHORT-FORM  
NEWS CONTENT  
PRE-TX

```
<tt:div style="S1"><tt:p xml:id="C0" region="R1" begin="00:00:01:15" end="00:00:04:12" style="S1">
<tt:span>ALWAYS SURPRISING THAT SOMEBODY IN THE</tt:span>
</tt:p><tt:p xml:id="C1" region="R1" begin="00:00:04:12" end="00:00:07:11" style="S1">
<tt:span>CLUB THINKS WHAT DO YOU DO</tt:span>
</tt:p>
<tt:p xml:id="C2" region="R1" begin="00:00:08:20" end="00:00:11:00" style="S1">
<tt:span>REALLY THAT SPECIAL AND THEY CAN TAKE</tt:span>
</tt:p><tt:p xml:id="C3" region="R1" begin="00:00:11:00" end="00:00:14:03" style="S1">
<tt:span>THE TIME TO PUT THEIR FARMS AND</tt:span>
</tt:p><tt:p xml:id="C4" region="R1" begin="00:00:14:03" end="00:00:15:02" style="S1">
<tt:span>APPLICATION</tt:span>
</tt:p>
<tt:p xml:id="C5" region="R1" begin="00:00:15:14" end="00:00:17:24" style="S1">
<tt:span>NOMINATE ME COS I DON'T REALLY CLASS</tt:span>
</tt:p><tt:p xml:id="C6" region="R1" begin="00:00:17:24" end="00:00:20:24" style="S1">
<tt:span>MYSELF AS AN UNSUNG HERO EVEN A</tt:span>
</tt:p><tt:p xml:id="C7" region="R1" begin="00:00:20:24" end="00:00:23:08" style="S1">
<tt:span>VOLUNTEER THAT I JUST DO WHAT I DO</tt:span>
</tt:p><tt:
<tt:span>BE
</tt:p><tt:
<tt:span>DO
</tt:p><tt:
<tt:span>FO
</tt:p>
```

*...We're all quite upset about it, really, because it was the last thing that we needed to do after the flood and the actual floodlights themselves. The whole thing cost about eighteen thousand just for the floodlights. If we could get the floodlights back, we can just put them back where they were, and it would save us a lot of time and effort and fundraising for the thousand to replace it...*

# CAPTION AUTO-EXTRACTION



- › Regulations for the captioning of online content have been introduced by the FCC
- › Creating online captions for previously transmitted material can be a manual, time consuming process
- › ASR and alignment technologies can be used to identify clips from stored caption data
- › Automatic exports and transcodes can provide easy, quick, cost effective captions
- › Captions make these clips searchable online



**AUTOMATICALLY EXTRACT  
CAPTIONS FOR ONLINE  
CONTENT**



**FEATURED VIDEOS**



**Pundits on Rafa and Ronaldo**  
25/11/15 7:58pm  
Watch Now



**How's Klopp's Scouse coming along?**  
25/11/15 5:29pm  
Watch Now



**Soccer Saturday - The tasty ticket**  
27/11/15 10:40am  
Watch Now



**Soccer Saturday - Pick a card challenge**  
27/11/15 10:35am  
Watch Now



**Soccer Saturday - Colour your kit challenge**  
27/11/15 10:26am  
Watch Now

# KEYWORD GENERATION

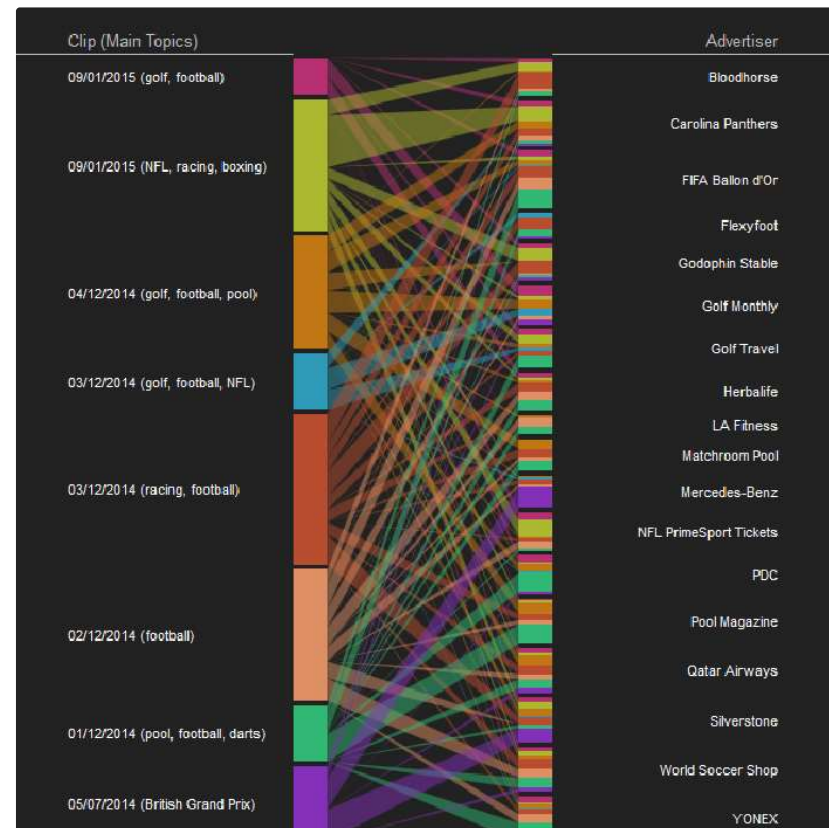


## WHAT DOES IT INVOLVE?

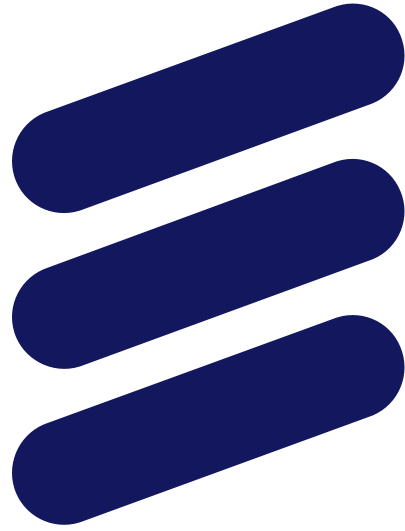
- › Generates keywords from ASR and Natural Language Processing to optimize search
- › Identifies people, places, speakers, topics and genres
- › Can be applied to live or pre-recorded content



CREATING NEW  
METADATA FOR  
ENRICHED  
SEARCH







**ERICSSON**