

CLOSED CAPTIONING FAQ'S

What is closed captioning?

Closed captioning is an assistive technology designed to provide access to television for persons who are deaf and hard of hearing. It is similar to subtitles in that it displays the audio portion of a television signal as printed words on the television screen. Unlike subtitles, however, closed captioning is hidden as encoded data transmitted within the television signal, and provides information about background noise and sound effects. A viewer wishing to see closed captions must use a set-top decoder or a television with built-in decoder circuitry.

Why should I caption my program?

The FCC rules require closed captions on all television programs distributed directly to home viewers. The companies who produce this programming, video program distributors, include local broadcast television stations, satellite television services and local cable television operators. In addition to meeting federally mandated requirements, closed captioning your program will immediately increase your viewing audience. There are more than 25 million hearing impaired TV viewers in the US. This figure does not account for the additional members of the household who will watch the closed-captioned program with the deaf or hard of hearing viewer.

Why should I caption my show with TTS?

For starters, we charge BY THE MINUTE. Hypothetically speaking, if we charge \$7/min for roll-up and you have 25-minutes you'll get charged \$175.00 whereas many of our competitors will round up to the nearest half-hour. Be sure to ask this question.

Secondly, we believe we have the bigger picture in mind as a business. We share our profits with typists, transcribers and employees and spread it around.

We truly believe our strength above the rest is customer service and response time. We try to make things simple. Call us. Ship your tapes or media to us. We will then create the master tape with your encoded closed captioning information contained in the video signal, and get it back to you. You can also pay by credit card.

What Are Your Closed-Captioning Files Rates?

In general, it's \$7/min for roll-up and \$7.50/min for pop-up. But many factors go into pricing including turnaround time and volume. It can go up to \$9-\$10/min depending on other factors such as turnaround time.

[CLICK HERE FOR MORE ON CC RATES.](#)

What is your Turnaround Time for Closed Captioning?

In general, 5-8 business days. However, we can process materials faster depending on amount and the nature of the material.

What is Roll-Up?

Roll up captions are the cheaper version and less-preferred style because they scroll upward and there is an ever present black area present on the screen. They require less time to produce. Roll up is often the preferred method with realtime captions that are heavily involved with news, sports, educational and other live events.

What is Pop-Up?

Pop on captioning are timed to "pop" on and then off the screen in unison with the audio. Pop on does not scroll up and they appear and disappear with the various speakers and can be much the preferred method and far less intrusive, however, they are also more expensive. Placement is key.

What is Spanish Captioning?

Offline Spanish captioning works just the same as their English counterparts. It's vital that Spanish translators speak in the right dialect and also speak Spanish as their native tongue.

What is Offline Captioning?

Anything that is pre-recorded. For example, episodes that are shot and already in the "can" and then captioned.

What is Real Time Captioning?

Real time captioning is done live, usually seen most often on news programming, sports, educational and other live events.

How Come Real-Time Captioning is so inaccurate?

Because it is performed live, and sometimes by voice recognition software, there are no second chances to clean it up and correct mistakes, so the machines and/or the people, do the best they can. Right now TTS, does not offer this service.

How do we get our media to TTS?

Send us the master or VHS copy of the video you would like captioned.

If you have a script send that along also. If you don't have a script, we can provide transcription and translation also.

What is Webcast Captioning?

Do you wish to broadcast your show or message to the web? Do you want to seek out a wide audience, as much as possible? Then caption it. Not just for the deaf and hard of hearing, but children learning to read as well as people in very loud conditions.

Just send us your video file and we will import it into our digital captioning system. Then we create a caption file and send it back to you.

Live Webcasting?

If you're planning on streaming your webcast live, TTS can refer you to service that does this.

EMAIL US FOR A REFERRAL

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What about Audio Only?

If you're webcasting an audio-only presentation, captioning will greatly help. Individuals have the opportunity to notice every word or utterance by viewing the text version of the event.

In addition, a captioned webcast instantly creates a searchable transcript that serves as an indexed database of the webcast session. The captions allow you to search your archived webcasts – including photos! – by keywords.

What is Section 508?

Section 508 of the Rehabilitation Act requires that all federal agencies make their electronic or video information accessible to all people. Government agencies must caption their videos and multimedia product for deaf and hard of hearing people and describe the same materials for blind and individuals with severely reduced vision.

How Will This Affect My Video Or Multimedia Program?

All government agencies must have their videos and other multimedia Closed or open-captioned for deaf and hard of hearing people and audio described for blind and visually impaired people. Multimedia product includes DVD, CD-ROM, and streaming media.

January 1, 2006 and thereafter:

100% of distributors' new programming must be captioned.

January 1, 2003:

A minimum of 30% of pre-rule programming must air with captions.

January 1, 2008:

A minimum of 75% of pre-rule programming must air with captions.

FOR MORE ON INFORMATION PLEASE VISIT:

www.section508.gov

www.fcc.gov