

## Customer Case Study

### The Situation

Elsevier publishes primarily digital content, crucial to the advancement of knowledge within the professional health and educational fields.

### The Challenge

A commitment to WCAG 2.0 and Section 508 requirements meant Elsevier needed a captioning service with the expertise that could handle tough subject matters, from veterinary medicine to speech pathology, and maintain the highest accuracy rate possible.

### The Solution

Professional transcribers provided by CaptionSync were able to take video content with difficult subject matters and product high quality transcripts the first time around, without the need for extra edits.

### The Result

Now that their audience has a new way to access content with captioning, Elsevier says it has received fewer requests for alternative text formats of their digital materials.

### The Benefit

With closed captioning on all videos, Elsevier can be confident their audience has access to the crucial scientific data their content contains, and won't miss important details hidden in audio format.

### The Future

Elsevier appreciates the effort AST has taken to improve the product based on their suggestions and customize a solution to meet the needs of the company's unique workflow and content.



**CaptionSync**  
by Automatic Sync Technologies

## Elsevier Enables Access of Their Rich Scientific Content to Students and Health Professionals Globally

Elsevier is a digital education and publishing company that provides science, technology and health content for the Education and Professional markets. Elsevier has become a platform where author networks and research data come together, producing some of the most valuable content in health, science and technology.



**ELSEVIER**

### The Situation

Guided by WCAG 2.0 standards and Section 508 requirements, Elsevier is committed to providing all content in an accessible manner. With many video-based assets, captioning is an integral part of Elsevier's accessibility efforts. As part of this commitment, Elsevier began to research options and conducted pilot projects with multiple captioning vendors.

### The Challenge

Elsevier had the resources to make sure captioning files were integrated into their final product, however, they did not have the time for quality control. For that reason, Elsevier needed a company they could trust with expertise in captioning and quality.

### The Solution

They discovered that CaptionSync's use of professional transcribers, rather than speech recognition technology, provided the accurate results they needed the first time around, without the need for edits later on. Even with complicated technical and scientific video topics, AST was able to route content to subject matter experts who could produce the highest quality transcripts.

### The Result

Adding captioning has provided the students that consume Elsevier's material with a new way to access

## About CaptionSync™

CaptionSync is an innovative, proprietary software service powered by Automatic Sync Technologies, providing highest quality automated captioning with unrivaled speed at a fraction of the cost of conventional captioning. The simple user interface accepts electronic submission of program media and returns standard-format caption files for web-media and video platforms such as Mediasite, Brightcove, Tegrity, Echo360, Panopto and You Tube, or for DVD authoring and broadcast. CaptionSync can simultaneously generate caption output for multiple types of media from a single submission and provides the Gold Standard in accuracy because it does not rely on speech recognition software used by other automation platforms. For this reason it is the choice of educational institutions and government agencies, which must meet strict compliance standards of accuracy, and it provides accurate, searchable files necessary to enable accessibility and power video search for all users.

## About Automatic Sync Technologies

Automatic Sync Technologies (AST), the leading provider of web-based captioning for thousands of clients worldwide, is the developer of CaptionSync, the innovative, proprietary caption service leading the industry today, delivering multiple time-coded captioning file formats from one simple submission. Formed in 1998 and funded in part by an SBIR (Small Business Innovation Research) grant, AST pioneered the most cost-efficient, highest quality, automatic captioning service available today. AST helps government agencies and educational institutions comply with accessibility regulations, making advanced communication services accessible to and usable by the disabled, emergency services, and mobile phones. And, AST provides the most accurate search and retrieval available to corporations and other entities.

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# Empowering Knowledge™

AST has shown a willingness to understand our needs and flexibility in adapting to Elsevier's unique workflow. We submit lots of short procedural videos for captioning. Our needs are different from those of AST's typical, long-form video customer. AST has implemented some streamlining options that allow for easier organization of our many short videos during development.

*-Emily Ogle  
Senior Multimedia Producer, Elsevier*

their resources. In addition to opening their content to the deaf and hard of hearing, captioned videos have also allowed students to be able to watch in various scenarios, such a noisy cafe or quiet library. The company now experiences fewer requests for text equivalents of their audio and video content.

## The Benefit

The greatest benefit captioning has brought to Elsevier has been preventing the risk of their audience missing important information, vital to their profession or education, that was previously only provided in audio format. From a business perspective, Elsevier has also been confident in assuring the institutions who license their content that it will be captioned and comply with the proper legal requirements.

## The Future

All accessibility and captioning solutions are different depending on the specific workflow of the company and scope of the project. Implementing captioning for the first time is a learning experience; obstacles will be encountered and solutions unique to those obstacles need to be put in place.

This has been the case with Elsevier and AST has been able to take feedback and suggestions to customize the product to meet the company's requirements. Going forward, Elsevier plans to continue using AST for all their captioning needs and shortly begin transcription of their audio content.