

## Customer Case Study

### The Situation

Maverick Entertainment works with independent producers to build its catalog of niche films. Titles are distributed via DVD, VOD for streaming over the Internet.

### The Challenge

To ensure its catalog meets current and future closed-captioning requirements, the company needed a resource with fast turnaround. Maverick also serves a large Spanish-speaking audience, and needs translation services.

### The Solution

Maverick used CaptionSync™, from Automatic Sync Technologies to caption new titles and archive material very quickly. The service had the ability to provide entire seasons of episodic TV series in correct file formats. Maverick could multi-purpose from a single submission.

### The Result

Now, Maverick is able to add and update its catalog and reach the widest viewing audience and make that content searchable and indexable. Using CaptionSync, Maverick's collection has a growing demand in the entertainment world.

### The Benefit

Maverick gives producers the help to deliver the correct components, caption enabled, to gain wide distribution. CaptionSync ensures theater-ready closed captioning for multipurpose viewing.

### The Future

CaptionSync continues as the captioning resource for Maverick, as it grows its catalog of unique titles for VOD, DVD and Internet entertainment.

*"AST gives us fast turnaround and consistent quality, which helps us get a film to the curtain state and out to our customers on deadline."*



## Maverick Entertainment Uses CaptionSync by AST to Close Caption Films Distributed to Top Cable, Internet and Retail Outlets

**"In 2012 we decided to stay ahead of the FCC deadlines for 2013-14, and began closed captioning all films, whether PPV or VOD or DVD. We are proud to distribute fully accessible entertainment."**

*-Melissa Mackenzie, Senior Vice President Worldwide Film Acquisitions & Creative Development*

Since 1997, Florida-based Maverick Entertainment Group has acquired and distributed niche films from independent producers for home entertainment. Maverick has grown its catalog of titles as the market has evolved, and widened its distribution beyond North America to include Western Europe and Asian. Now a leader in acquisition of original content for DVD, PPV and VOD viewing, Maverick works to educate its customers about the technical requirements for producing "curtain ready" programs for both digital viewing and theater distribution. Maverick has long distributed films with both subtitles for foreign language content and closed captioning for accessibility, in compliance with U.S. FCC regulations.

### The Situation

Maverick acquires original content for its growing catalog of niche films. They often work with first- or second-time producers, who do not know that captioning requires separated music, effects and dialogue audio elements. "From the acquisition standpoint, we try to educate our producers about requirements, so they deliver all the components to meet the tight deadlines typical of our distribution schedule," says Melissa Mackenzie, Senior Vice President, Worldwide Film Acquisitions & Creative Development at Maverick. With the exponential growth of video streaming over the Internet, Maverick distributes "A" titles in multiple formats to many markets. The manufacturing schedule is a tight 6-7 weeks for delivery of "curtain ready" content. It must meet the programmer's format requirements for delivery—

## 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 such as Flash, QuickTime and Windows Media, 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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whether PPV or VOD via cable provider, or streamed from Internet sources such as Hulu, Amazon and Netflix, etc. Maverick stays ahead of technical innovations, and FCC regulations and legislation. In 2012, the company began closed captioning all versions ahead of the FCC's 2013-14 deadline



*"As a distributor for independent producers, we are a teacher and stepping stone. We help them get all elements in the right formats to deliver on time and per requirements, including closed captioning. We endeavor to help producers reach larger companies and ready them for future productions. AST helps us help them produce on tight budgets and deadlines to get wide audience recognition."*

## The Solution

With CaptionSync, Maverick is able to automate the process of captioning full-length film and TV series content in record time. They have also begun to caption older catalog files, as opportunities arise to provide the product to VOD, where some films have never been. An added benefit of captioning is that it makes that content searchable and indexable. Maverick found, Doug Schwab, a video veteran in the entertainment business and a driving force for innovation in the industry has made streamlining operational processes a priority. AST is able to help Maverick's talented filmmakers fast forward their entry into the viewing world.

## The Result & The Future

CaptionSync provided an easy-to-use, flexible and scalable resource for Maverick. With giants like YouTube and Netflix producing original content, Maverick is focused on getting product to wider markets to showcase new talent. AST continues to provide low cost captioning, expanding services for video content production, including translation for foreign subtitles, and transcripts to reach foreign markets.



**MAVERICK**  
ENTERTAINMENT GROUP