

## Customer Case Study

### The Situation

NBC Learn provides students and teachers access to thousands of video clips from the NBC News film and video archives.

### The Challenge

To launch the website, NBC Learn needed help to make video content accessible, not only to meet the regulatory requirements of Section 508, but to reach the widest possible audience for the rich content.

### The Solution

NBC Learn used CaptionSync™, from Automatic Sync Technologies to caption a vast amount of material very quickly and easily. The service had the ability to provide multiple file format output from a single submission to aid multi-purpose use of content.

### The Result

NBC Learn is able to present immense volumes of content to the widest viewing audience and make that content searchable and indexable. Using CaptionSync, NBC Learn's rich resources are available to the educational world.

### The Benefit

NBC Learn gives educators and students the ability to incorporate reliable and trusted information that helps add relevance to lessons and connect the subject matter to the real world learning.

### The Future

CaptionSync continues to be the captioning resource for NBC Learn, which is now used in over 40 countries.



## NBC News Education Arm Makes Archive News Video Accessible for Students, Teachers and Lifelong Learners

"Making the valuable content in the NBC Learn archives as accessible as possible is very important to NBC News to meet compliance requirements, but also to make content accessible to the broadest possible audience."

-Michael Levin  
Director, Sales Operations. NBC Learn

The online resource NBC Learn has created for the education community leverages nearly 80 years of historic news coverage, documentary materials, and current news broadcasts. NBC Learn K-12 and NBC Learn Higher Ed are two award-winning collections of on-line video and other educational resources that provide an easy and affordable way to integrate 21st century technology into the library, media center or classroom, while adding relevance to lessons and engaging learners of all ages and abilities. NBC Learn original video series like "The Science of the Olympic Winter Games," and "Chemistry Now" put the production resources of NBC News to work for educators and students by providing high-quality original video for classroom and on-line use.

### The Situation

To achieve accessibility for all students, including those who are hard of hearing or deaf, NBC LEARN selected Automatic Sync Technologies to provide captioning with its CaptionSync™ service.

When NBC Learn was staging for the launch of its newly designed website, Michael Levin, Director, Sales Operations for NBC Learn, needed to add closed captioning to the archived video. Levin selected CaptionSync as the best solution for captioning NBC Learn's content because of its cost, speed, and its ability to handle large volumes of content.

Initially, AST captioned some 12,000 media clips in just days, not the many months Levin was anticipating. AST's

## 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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automatic process is able to generate accurate time-synchronized captioning for the video content extremely rapidly. The CaptionSync service is helping NBC meet the regulatory

## The Solution

With CaptionSync, NBC Learn is able to present immense volumes of content to the widest viewing audience and make that content searchable and indexable. Automatic Sync Technologies is able to help make NBC Learn's rich resources available to the educational world.

*"CaptionSync is a great solution for our needs, allowing us to caption a vast amount of material in days, not months. NBC Learn clips are now fully captioned and available to all thanks to this service."*

## The Result & The Future

CaptionSync provided an easy-to-use, flexible and scalable resource for the NBC Learn Web site. The service continues to help with archive and new media, handling the conversion to fully captioned content for the widest possible audience, at the lowest cost. NBC Learn gives educators and students the ability to reliable and trusted content from NBC News programs that help add relevance to instruction and connect the subject matter to the real world. Students can search for content, annotate their own notes, and access the videos online or offline. CaptionSync continues to be the captioning resource for NBC Learn, which is now used in over 40 countries.