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

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.