

# Introduction to REACH captioning and enrichment services

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 This article is designated for all users.

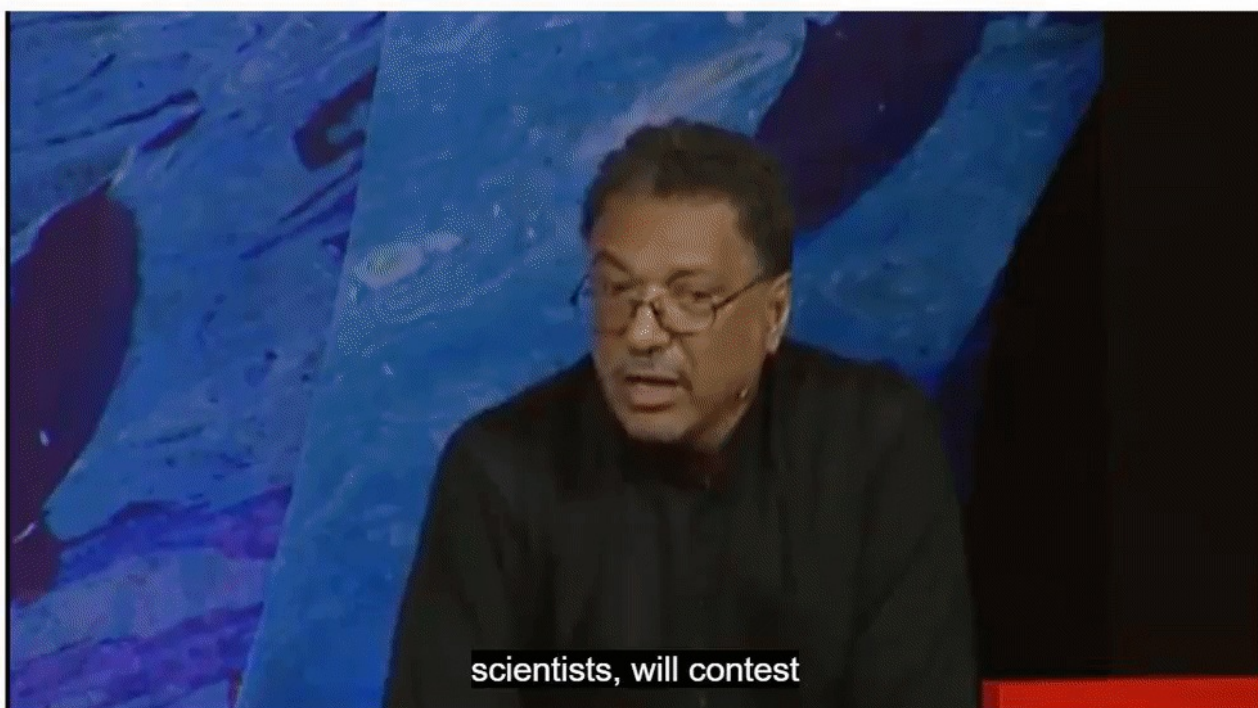
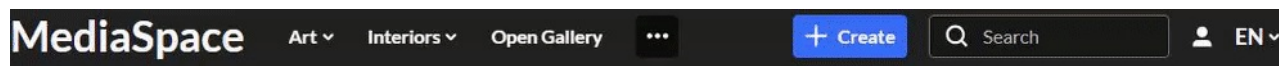
## About

Kaltura REACH provides captions, translations, and enrichment services, including audio description, chaptering, metadata extraction, and enhanced search capabilities.

By improving accessibility and inclusivity, REACH ensures everyone can engage with video content - whether for better understanding, watching on mute, or consuming media in a second language.



To set up REACH on your account, contact your Kaltura representative.



Marketing Tips

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## Benefits of REACH

✓ **Easy management and control** - One centralized [services dashboard](#) allows you to easily manage your budget and track requests. Visit our article [Moderating Services Requests and General Statistics](#) for more information.

✓ **Customizable and automated processes** - Kaltura REACH includes a full end-to-end process for caption ordering and return. Ordering rules, moderation, flexible permissions and so on can be tailored to your needs. See [Reach Profiles and Services](#) for more information.

✓ **Unified solution** - The workflow is the same across all Kaltura's applications, so it doesn't matter whether your in MediaSpace, the [KMC](#) or one of our [KAF](#) integrations. Also the experience and flow is the same whether your video was created in Kaltura or not - once it's uploaded, your video benefits from the same ease of use of our [captions editor](#) and automatic [transcript widget](#).

✓ **Reports** - You have the option to obtain [usage and billing reports](#), and you can also download the relevant information.

✓ **Compliance with security and privacy** - Customers can request that the service provider delete their content once the captions have been completed, or alternatively, they can specify a desired timeframe during which the content will be retained before deletion.



To learn about Kaltura's approach to responsible AI, see [Kaltura's Artificial Intelligence Principles](#).

✓ **DPA** (Data processing agreement) & **GDPR** compliant.

## Services

Kaltura REACH services include:

- [Captions \(machine and human\)](#)
- [Translations](#)
- [Live captions & translations](#)
- [Audio Description](#)
- [Chaptering](#)
- [Alignment](#)
- [Dubbing](#)
- [Transcript widget](#)



To use REACH services, first ensure the [REACH module](#) is enabled in your Configuration Management console.

## Captions

**Machine (ASR)** - This AI-based service provides quick, searchable video transcripts with an average 85% accuracy and a turnaround time of up to two hours. Users can edit the transcript and resubmit for alignment. The engine improves over time, and custom vocabularies can be added for industry-specific terms. Recommended primarily for search and discovery, not as on-player captions.

### Top use cases for machine captioning:

- Immediate transcripts needed within minutes of upload (for example, call centers)
- Consistent speakers, such as university faculty
- Language with specialized terms, idioms, or domain-specific vocabulary
- Clear speaker audio without background noise



Please note that captions are not the same as translations (subtitles). They provide text for the spoken dialogue in the same language as the video.

**Professional** - This is a service that leverages professional human transcribers to provide full-service captioning with 99% accuracy. Additionally, the captions will be fully compliant with the high standard Closed Captions laws, as well as media publishing expectations. Turnaround time varies from 3 hours to 48 hours to 'best effort'. It's recommended to use this service for your public-facing, external videos, including marketing, learning, and training.

### Top use cases for professional captioning:

- Accessibility for the deaf and hard of hearing
- Support for reading and literacy challenges
- Expanding reach to multilingual viewers
- Interactive transcript experience
- Closed captions for TV and media compliance

Visit our article [Ordering Captions](#) for ordering information.



You can resubmit REACH orders in certain cases, such as for updated media content or new profile settings. For details on how and when to use the resubmissions feature, see our article [Resubmissions for REACH services](#).

## Translations

You have three ways to get translations with REACH:

**Option 1: Automatic translation** - REACH will automatically create subtitles in another language based on your video's audio. Good for when you want a quick, simple translation and don't need perfect word-for-word accuracy.

**Option 2: Upload your own captions file and have it translated** - If you already have a captions file, you can upload it and REACH will translate it into another language. Your file must be at least 99% accurate for the translation to be reliable. Accepted file types: SRT, DFXP, or XML.

**Option 3: Order professional captions first, then translate** - If you want the best accuracy, use REACH to create professional, human-made captions, then translate that file into another language.



Please note that these ways can't be used at the same time.

For more information and ordering steps, visit [Order translations](#).



You can resubmit REACH orders in certain cases, such as for updated media content or new profile settings. For details on how and when to use the resubmissions feature, see our article [Resubmissions for REACH services](#).

## Live captions & translations

Kaltura REACH supports live captions and live translations, delivered through our machine-generated captioning and translation engines.

- Live captions display the spoken content in the same language as the speaker.
- Live translations display subtitles in a different language from the spoken content.

These services can be added to scheduled live events using the Events platform, Video Portal, or KMC.

For more information and ordering steps, visit [Order live captions and live translations](#).

## Audio description

Audio Description and Advanced Audio Description enhance accessibility for individuals who are blind, have low vision, or are visually impaired.

**Audio Description** - This service combines the original video audio with spoken narration of key visual elements like actions, text, and scenes. It is provided in English with a turnaround time of 24 hours to 5 days.

Visit [Audio Description](#) for ordering information.

**Advanced Audio Description** - Similar to standard Audio Description, this service includes spoken narration of visual elements but allows the video to be paused to provide more detailed descriptions when needed.

## Chaptering

This is an AI-based video service that creates chapters for a video. The chapters are reviewed by professionals and added as content metadata, just like creating manual chapters. The service is available in English only; the turnaround time is 24 hours.

Visit [Order captions and enrichment services for media](#) for ordering information.

## Alignment

The Alignment service lets you upload a transcript file, and the system will automatically sync - or “align” - the text to the audio in your video.

Visit [Order captions alignment based on a transcript file](#) for ordering information.

## Dubbing

Dubbing lets you add translated audio to your video using either machine-based or human-based services. In both cases, the final audio is generated using text-to-speech technology and synced to the original dialogue.

Visit [Order dubbing](#) for ordering information.

## Transcript widget

The Transcript widget shows the captions during playback. In the transcription playback mode, you can fast-forward or fast-rewind to search for a particular point in the video.

Visit [Transcript](#) for more information.

## FAQs

### **What languages can I order captions in?**

Supported languages depend on the selected Reach vendor. Please contact your Kaltura representative for more information.

### **Do I have to pay separately for each language or are the non-English package(s) all-inclusive?**

To determine pricing for captioning your media in more than one additional language, please contact your Kaltura representative.

### **Can I edit captions I uploaded (not generated by REACH)?**

Yes. Kaltura's caption editor supports all captions, created by REACH or uploaded by the customer.

### **What are credits?**

Credits are dollars (or the name of your local currency). Credit is set in your REACH profile and every customer can have one or many profiles.

### **If I want English and non-English services, do I need to purchase more than one package?**

For information on pricing and packages for both English and Non-English captioning and language services, please contact your Kaltura representative.

### **Why should I caption my media?**

Kaltura REACH captions give you a complete textual database of your video library. The index, caption, and transcript data created for your media extends audience reach and enables your content to be searchable.

### **How do I enable REACH?**

Your Kaltura representative will enable Reach on your account, after which your administrator can enable and configure the module. For assistance with setup, please contact your Kaltura representative.