

# Introduction to REACH

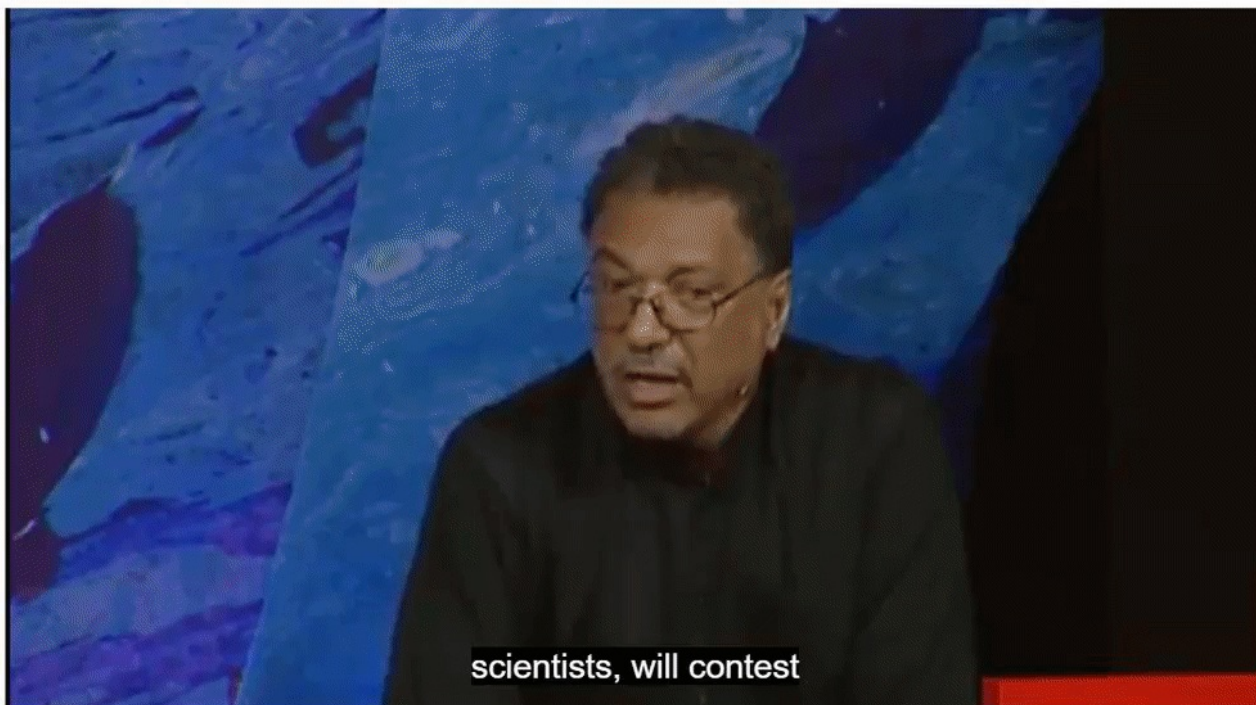
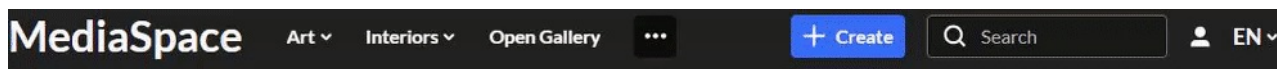
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 This article is designated for all users.

## About

Kaltura REACH offers human captions, automatic captions, transcription, translation, and enrichment services including audio description, chaptering, in-video, and cross-library search and discovery, deep-linking capabilities, metadata, and keyword extraction.

Kaltura REACH is all about making videos more accessible and inclusive so that everyone can enjoy and understand the content. Figures show that the majority of users aren't always using captions because they have a hearing disability. This also answers the need of people who would watch videos muted and just read the captions or search for relevant content, or download and print the transcript. Furthermore, many people are consuming media in a second language and captions bridge the gap for second language consumers and learners.



Marketing Tips

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Related Media

No Entries

Here are some of the benefits of using Kaltura 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.
- ✓ **DPA** (Data processing agreement) & **GDPR** compliant.

## Services

Kaltura REACH services include:

- [Captioning](#)
- [Translation](#)
- [Audio Description](#)
- [Chaptering](#)
- [Alignment](#)
- [Dubbing](#)
- [Transcript widget](#)

### Captioning

**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.

**Machine** - Also known as ASR, this service is based on algorithms that don't involve human intervention. There is an average of 85% accuracy, and a turnaround time of up to two hours. The service provides searchable video content and features the ability to edit the transcript and submit again for alignment. The machine engine learns from its mistakes, quality improves over time and custom vocabularies can be added to improve specific industry acronyms, product names, subjects, and people.

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

## Translation

**Professional** - Professional translations by native speakers. You can add notes for the person who is doing the translation.

**Machine** - This requires an automated captions file of the source language. Recommended for transcripts that are time-sensitive or needed within minutes of uploading.

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

## Audio description

**Audio Description** and **Advanced Audio Description** improve the accessibility for people who are blind, have low vision, or who are otherwise visually impaired. The service combines the video audio and spoken narration of the visual elements on the screen, such as actions, written text, scenes, etc. The service is provided in English only; the turnaround time is between 24 hours and 5 days.

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

## 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

Alignment services convert a text file to captions.

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

## Dubbing

Multiple languages are available; human-based, supports up to 20-minute long videos.

## Live captioning

The Live Captions service includes Machine Generated Live Captions. This service is currently available only in the English language, additional languages will be added later.

Visit [Live captions](#) 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?**

Currently captions can be ordered in more than 13 languages including; Arabic, English, French, German, Hebrew, Hindi, Italian, Japanese, Korean, Mandarin Chinese, Portuguese, Russian, Spanish, Traditional Chinese, Turkish and Dutch. Additional languages available upon request. For more information about supported languages, please see our article [Terminology REACH](#).

### **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 [REACH@Kaltura.com](mailto:REACH@Kaltura.com).

### **Can a user edit captions he uploaded (not generated by REACH)?**

Yes. Kaltura 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 REACH@Kaltura.com.

**What are the turnaround times available for non-English services?**

For foreign captioning, you can choose 24 or 48 Hour services

**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.

For common terms used for creating caption and translation requests from Kaltura, please see our article [Terminology REACH](#).

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