Introduction to REACH captioning & enrichment services

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This article is designated for all users.

About

Kaltura's captioning and enrichment services, powered by the **REACH** framework, provide a wide range of accessibility and content enhancement options, from closed captions and translations to advanced enrichment features.

By improving accessibility and inclusivity, REACH helps everyone engage with video content, whether for better understanding, watching on mute, or consuming media in another language.

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

Benefits of REACH

✔ **Easy management and control** - One centralized services dashboard allows you to easily manage your budget and track requests.

✔ **Customizable and automated processes** - REACH includes a full end-to-end process for caption ordering and return. Ordering rules, moderation workflows, and permissions 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, including legacy Video Portal, Rich Media CMS, and LMS video integrations. The experience is the same whether your video was created in Kaltura or uploaded from another source - once uploaded, your video benefits from the same captions editor and 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.

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✔ **DPA** (Data processing agreement) & **GDPR** compliant - REACH services comply with data protection and privacy regulations.

>
> To learn about Kaltura's approach to responsible AI, see Kaltura's Artificial Intelligence Principles.

REACH includes several service categories, each designed to support different accessibility, localization, and enrichment needs. The sections below describe each service and when to use it.

Captioning services

These services create or synchronize transcripts and captions for your media, improving accessibility, searchability, and compliance.

Captions

In Kaltura, captions are closed captions, meaning viewers can turn them on or off in the player. They provide text for spoken dialogue and other relevant audio* in the same language as the video.

>
> *The inclusion of audio tags and speaker identification depends on the capabilities of the REACH vendor providing the service. While technically possible with Machine captioning, most vendors deliver this level of detail only through Professional captioning.

Captions are different from translations, which provide subtitles in another language.

Machine (ASR)

Best for high-volume or time-sensitive content where speed and cost are the priority and captions can be reviewed or edited after delivery.

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.

Top use cases for machine captioning:

- Immediate transcripts needed within minutes of upload (for example, call centers)

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- Consistent speakers, such as university faculty
- Language with specialized terms, idioms, or domain-specific vocabulary
- Clear speaker audio without background noise

Professional

Best when every file must meet the highest accuracy standard - for example, legal, regulatory, broadcast, or public-facing content where errors are not acceptable.

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 closed captioning standards and accessibility requirements, as well as media publishing expectations.

Professional captions are the most reliable way to ensure audio tags (such as sound effects) and speaker identification are included, since the ability to capture these depends on the REACH vendor's capabilities. Most vendors deliver this level of detail only through the Professional service.

Turnaround time ranges from 3 hours to 48 hours, depending on your selected service level. 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

Auto-select (available only in Content Lab)

Best for organizations with accessibility or compliance requirements across a large content library, where consistent quality is required but the cost of professional review on every file isn't justified.

This service uses machine-generated captions with automated quality assessment. Captions are generated using automatic speech recognition (ASR) and then evaluated against the vendor's quality threshold. If the machine output meets the required standard, captions are delivered as generated. If it does not, the file is automatically routed to a professional transcriber for review and correction.

The assessment and routing happen entirely behind the scenes - no workflow selection

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or quality configuration is required from the customer. The target quality standard remains consistent across all files; what varies is how that quality is achieved, and consequently the turnaround time and price.

Auto-select captioning is designed to deliver required accuracy while avoiding the cost of professional review when it isn't needed. It is particularly well-suited for organizations processing high volumes of content to meet accessibility requirements.

Top use cases for auto-select captioning:

- High-volume content where consistent quality is required but professional review of every file is cost-prohibitive
- Organizations with accessibility compliance obligations across a large content library
- Videos with mostly clear audio that are likely to meet quality thresholds without human intervention
- Content containing specialized terms or background noise where machine output may require professional correction
- Internal, educational, or training content where quality assurance is needed at scale

Live captions

Provide real-time, machine-generated captions in the speaker's language for any scheduled event. You can easily enable this through the Events platform, legacy Video Portal, or Rich Media CMS.

See Order live captions in legacy Video Portal or Order live captions in Rich Media CMS for ordering information.

Alignment

The Alignment service lets you upload a transcript file, and REACH automatically synchronizes ("aligns") the text with the audio in your video.

See Order alignment in legacy Video Portal or Order alignment in Rich Media CMS for ordering information.

Translation and localization services

Translations

You can translate your media in one of the following ways:

Option 1: **Automatic translation** - REACH will automatically create subtitles in

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another language based on your video's audio. This option is useful 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 VTT.

Option 3: **Use auto-select captions first, then translate** - REACH first generates captions using automatic speech recognition. The Reach vendor evaluates the machine-generated captions and may deliver them as generated or route them for professional review and correction, depending on the vendor's quality criteria. Once the auto-select captions are delivered, you can use the captions file as the source for translation into another language. This option can provide a balance between turnaround time, cost, and caption quality.

Option 4: **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 only one translation method can be selected for a single translation request. Ordering auto-select or professional captions first and then translating the resulting captions involves two sequential REACH orders.

See Order translations in legacy Video Portal or Order translations in Rich Media CMS for ordering information.

Live translations

Provide real-time, machine-generated subtitles in a different language from the speaker. You can add this service to any scheduled event via the Events platform, legacy Video Portal, or Rich Media CMS.

See Order live translations in legacy Video Portal or Order live translations in Rich Media CMS for ordering information.

Dubbing

Dubbing lets you add translated audio to your video using machine-based services. The final audio is generated using text-to-speech technology and synced to the original dialogue.

See Order dubbing in legacy Video Portal or Order dubbing in Rich Media CMS for

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ordering information.

Accessibility services

Standard audio description (AD)

Also known simply as **audio description**, this service adds spoken narration of important visual information, such as actions, on-screen text, and scene changes, while preserving the original audio. It's best suited for videos with natural pauses or minimal dialogue.

Available in English. The turnaround time depends on your account plan.

See Order audio description in legacy Video Portal or Order audio description in Rich Media CMS for ordering information.

Extended audio description (EAD)

Also known as **advanced audio description**, this service pauses playback as needed to provide more detailed narration of visual content before resuming the video. It is best suited for videos with dense visual content or limited natural pauses.

EAD uses speech synthesis to generate narration from a time-coded VTT file. Speech Synthesis is supported by most browsers. You can check your browser compatibility of speech synthesis API at lambdatest.com.

EAD requires the extended audio description plugin in the Kaltura player and must be enabled on your account (contact your CSM).

See Order extended audio description in legacy Video Portal or Order extended audio description in Rich Media CMS for ordering information.

For setup instructions, see Extended audio description plugin.

FAQs

Should I choose machine, auto-select, or professional captions?

The best option depends on your accuracy requirements, turnaround time, budget, and intended audience.

- **Machine captions** are AI-generated and provide about 85% accuracy. They have a faster turnaround time and are suitable for internal content, drafts, or media that doesn't require highly accurate captions.
- **Auto-select captions** combine machine-generated captions with automated

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quality checks and, when needed, professional human review. They provide a balance between turnaround time, cost, and accuracy, making them suitable for high-volume content, internal training, and media that requires more accuracy than machine captions alone.

- **Professional captions** are created and reviewed by human transcribers and provide about 99% accuracy. They're recommended for public-facing content, accessibility compliance, training, education, marketing videos, and other media that requires the highest level of accuracy.

If you plan to translate your media, professional captions are recommended because they provide the most accurate source for translation.

Auto-select captions can also be a good fit when you need a balance between accuracy and turnaround time, while machine captions are best for quick, informal translations where perfect accuracy isn't required.

What languages can I order captions in?

Supported languages depend on the REACH vendor. For more information, contact your Kaltura representative.

Do I have to pay separately for each language, or are the non-English packages all-inclusive?

Pricing for captions in more than one language depends on your agreement. To find out what's included, contact your Kaltura representative.

Can I edit captions I uploaded myself?

Yes. Kaltura's caption editor supports all captions, whether REACH created them or you uploaded them.

Can I resubmit a REACH request?

Only for machine-generated services, such as machine captions, and only when resubmission is enabled for that service on your account. If resubmission isn’t enabled for a service, you can’t submit it again for the same media.

For details, see Resubmissions for captioning & enrichment services.

What does this processing error mean?

If you see the message *Processor Error: failed to get url for job: {taskId}*, check whether the media is in the recycle bin. This error can appear when you submit a

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REACH request for media in the recycle bin, because captions and other REACH services can’t be processed there. To fix it, restore the media, and then submit the request again.

What are credits?

Credits are the billing currency for REACH services. They're defined in your REACH profile, and your account can have one or more profiles.

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

It depends on your agreement. For pricing and packages for English and non-English captioning and language services, contact your Kaltura representative.

Why should I caption my media?

Captions make your content searchable and help it reach a wider audience. Kaltura REACH captions give you a complete text record of your video library, with index, caption, and transcript data for every captioned media entry.

How do I enable REACH?

Your Kaltura representative enables REACH on your account, and then your administrator can enable and configure the module. For help with setup, contact your Kaltura representative.

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