Introduction to REACH

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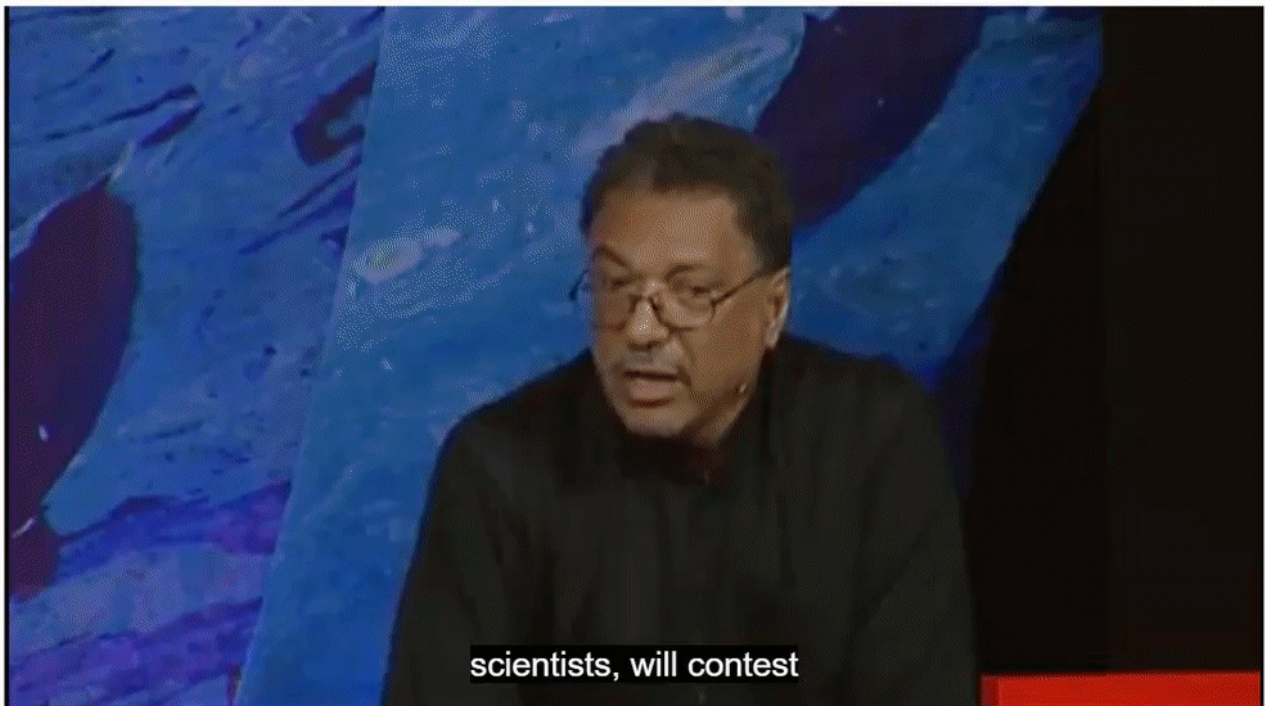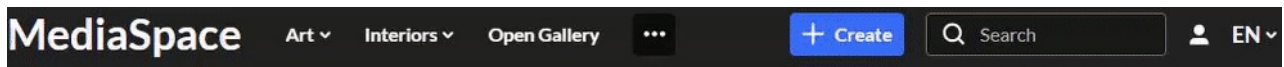
> 👥 **This article is designated for all users.**

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.

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.

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.

Kaltura REACH services include:

- Captioning
- Translation
- Audio Description
- Chaptering
- Alignment
- Dubbing
- Transcript widget

Captioning

Professional

Uses human transcribers to deliver 99% accurate captions that comply with Closed Captions laws and media standards. Turnaround time ranges from three to 48 hours or 'best effort.' Ideal for public-facing videos like marketing, learning, and training.

The turnaround time for professional captions requests is configured by your system administrator. Only the configured options are displayed on your video portal instance.

Turnaround times

- 3 hours (for up to 10 minute videos)
- 6 hours
- 24 hours
- 48 hours
- 5 days (for Audio Description only)
- Best effort (usually seven days)

Source languages

The following source languages are available for Professional (Human) captions:

- English
- Arabic
- Chinese - Mandarin
- Chinese - Cantonese
- Danish
- Dutch
- Finnish
- Flemish
- French
- German
- Hebrew
- Hindi
- Italian
- Japanese
- Korean
- Norwegian
- Polish
- Portuguese
- Russian
- Spanish
- Swedish
- Thai,
- Turkish

Machine

Uses automated algorithms (ASR) with 85% average accuracy and up to two-hour turnaround. Includes transcript editing and resubmission for alignment. Custom vocabularies improve accuracy for industry terms, names, and acronyms.

💡 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.

Visit our article Ordering Captions for ordering information.

Turnaround times

Machine captions turnaround time is usually 30 minutes and depends on the video duration.

⚠ If a three-hour turn around time is selected for captions and if the video is more than 10 minutes an alert is displayed that it will take more than three hours to process.

Order Captions

Service:	Source Media Language:
Professional (99% +) ⌄	English ⌄

Feature:	Turnaround Time:
Captions ⌄	3 hours ⓘ ⌄
☐ Add Speaker Names	The selected Turn Around Time can be fulfilled only for media that is up to 10 minutes duration. ✕

Source languages

The following source languages are available for machine captions:

- English
- Arabic
- Cantonese
- Dutch

- French
- German
- Greek
- Hebrew
- Hindi
- Hungarian
- Indonesian
- Italian
- Japanese
- Korean
- Mandarin Chinese
- Polish
- Portuguese
- Romanian
- Spanish
- Swedish
- Thai
- Turkish

Translations

Professional

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

Target translation language

The following languages are available for translation:

- English
- Arabic
- Chinese - Mandarin (Simplified)
- Chinese - Cantonese (Traditional)
- Dutch
- Flemish
- French
- German
- Hebrew
- Hindi

- Italian
- Japanese
- Korean
- Portuguese
- Russian
- Spanish
- Turkish

Machine

This requires an automated captions file (of 99%+ accuracy) of the source language. Recommended for transcripts that are time-sensitive or needed within minutes of uploading. The turnaround time (TAT) is up to 30 minutes.

Visit Order Translations for ordering information.

Target translation language

- Arabic
- ChineseMT
- ChineseCT
- Czech
- Danish
- Dutch
- English
- Finnish
- French
- German
- Greek
- Hebrew
- Hindi
- Hungarian
- Italian
- Japanese
- Korean
- Latvian
- Norwegian
- Polish
- Portuguese
- Russian

- Spanish
- Swedish
- Telugu
- Thai
- Turkish
- Ukrainian

Audio description

Audio description and extended (aka 'advanced') audio description enhance accessibility for individuals who are blind, have low vision, or are visually impaired. This service is currently available only in English.

Standard 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 five days.

Extended 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.

Visit Order 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 chaptering services for ordering information.

Alignment

Alignment services convert a text file to captions.

Visit Order alignment services 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

Can captioning services be used to create translated subtitles?

No. Captioning services provide text in the same language as the video's spoken language. They cannot be used to create translations or subtitles in other languages. For translations, please refer to our article Order translations.

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.