Order VOD captions in Content Hubs

Content updated: 07/16/2025

This article is designated for all users.

About

Captions provide a text version of spoken dialogue in a video. They appear in the same language as the video and help make content accessible for viewers who are deaf or hard of hearing, or for those who prefer watching without sound.

Media must be at least **10 seconds** long for caption processing.

Captions are not translations. If you need captions in a different language, use the translation service. For more information, see our article Order translations.

If Content Lab is available on your account, you can also order REACH services through Content Lab. See Accessibility and localization.

Captioning options

Kaltura provides two options for closed captioning:

Professional: Uses human transcribers to provide full-service captioning with 99% accuracy, meeting Closed Captions laws and media standards. Ideal for public-facing content like marketing, learning, and training videos.

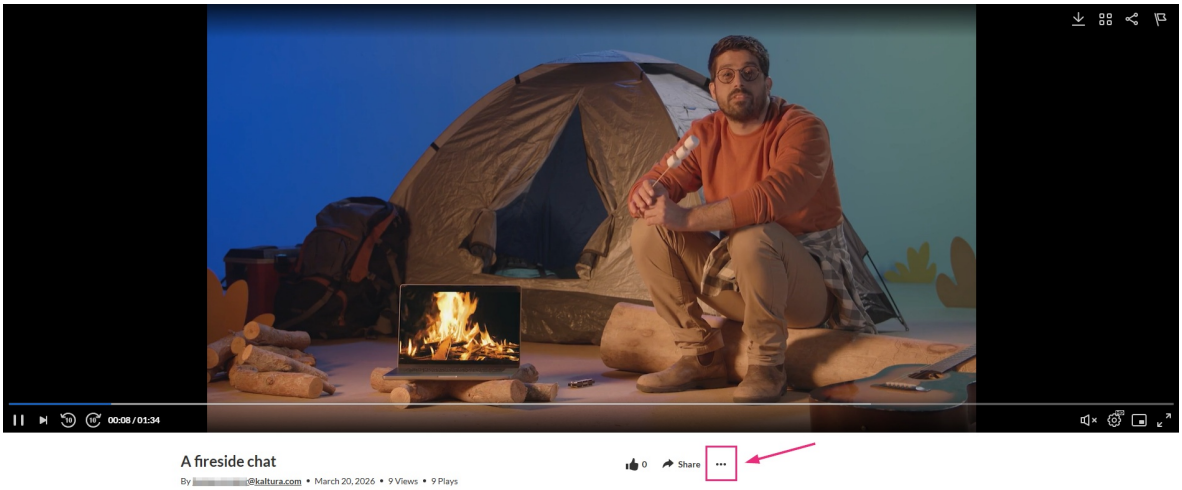
Machine (ASR): Achieves an average accuracy of 85%. It enables searchable video content, transcript editing, and resubmission for alignment. The engine improves over time and supports custom vocabularies for enhanced accuracy, along with dictionary use.

Want captions to be ordered automatically? Check out our article Create captioning & enrichment rules in Rich Media CMS.

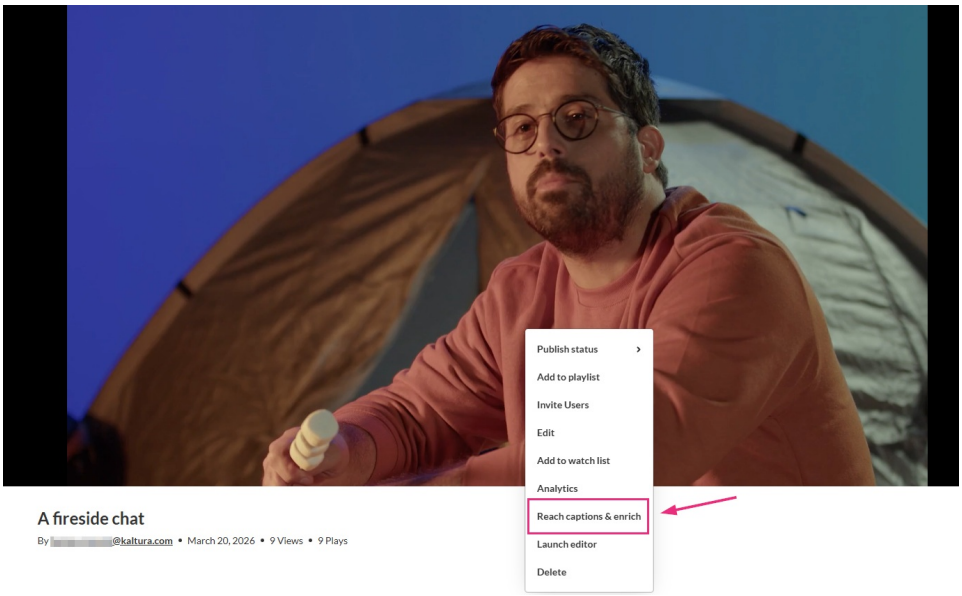
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Order captions

1. Open the media page for the desired video, then click the **three dots** below the player.

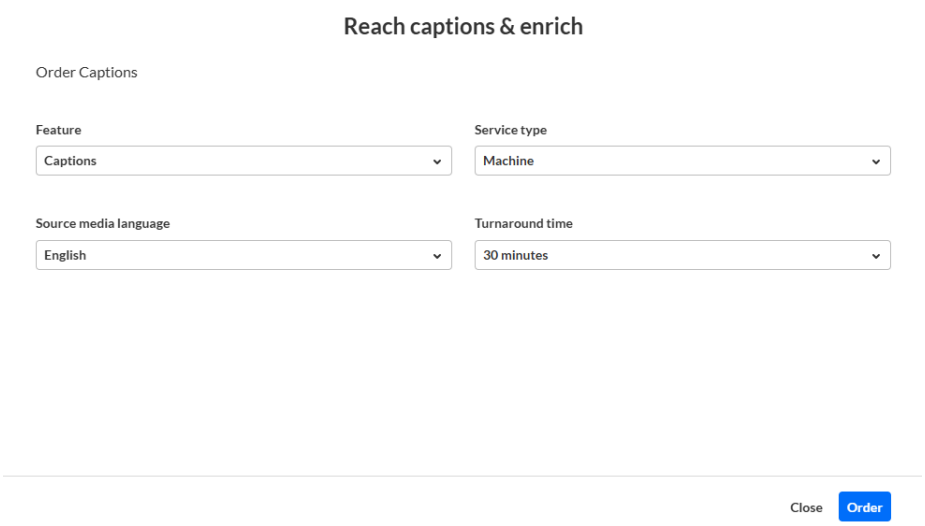


2. From the menu options, select **Reach captions & enrich**.



The **Reach captions & enrich** window displays.

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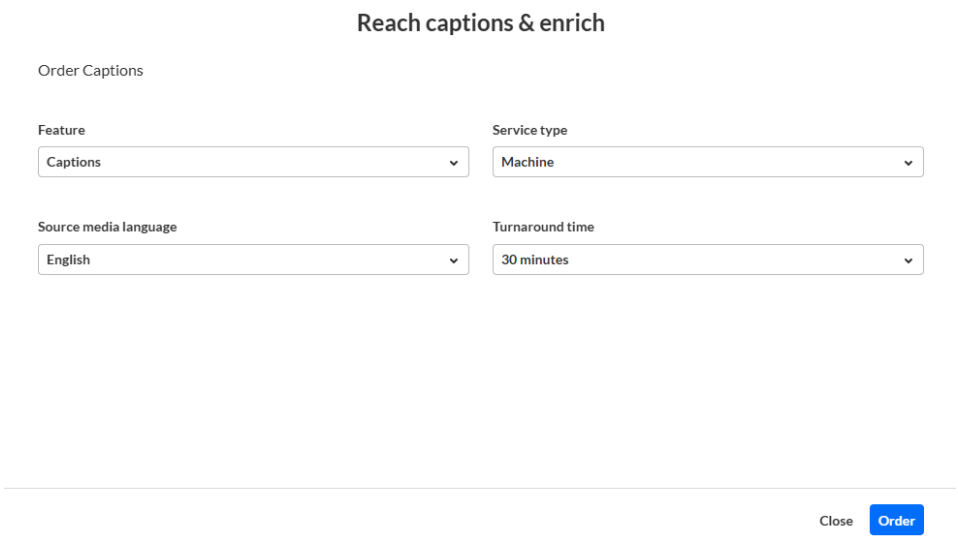
Machine captioning

1. Complete the following fields:
    - **Feature** - Select 'Captions'.
    - **Service type** - Select 'Machine'.
    - **Source Media Language** - Select the source language of the video from the drop-down menu. The available options depend on your REACH plan. (If available on your plan, you may also see an **Auto-detect** option. This uses AI to automatically identify the video's spoken language and generate captions.)

      - Please note that captions must be ordered in the **same language as the video's source language**. For example, if the video is in English, you can only order English captions.
      - Captions are not the same as translations. For details on ordering translations, see our article Order translations.

    - **Turnaround time** - Select the turnaround time. The options available are dependent on your REACH plan.

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2. Click **Order** at the bottom right.
   A confirmation message displays.
3. Click **Close** at the bottom right to exit.

Professional captioning

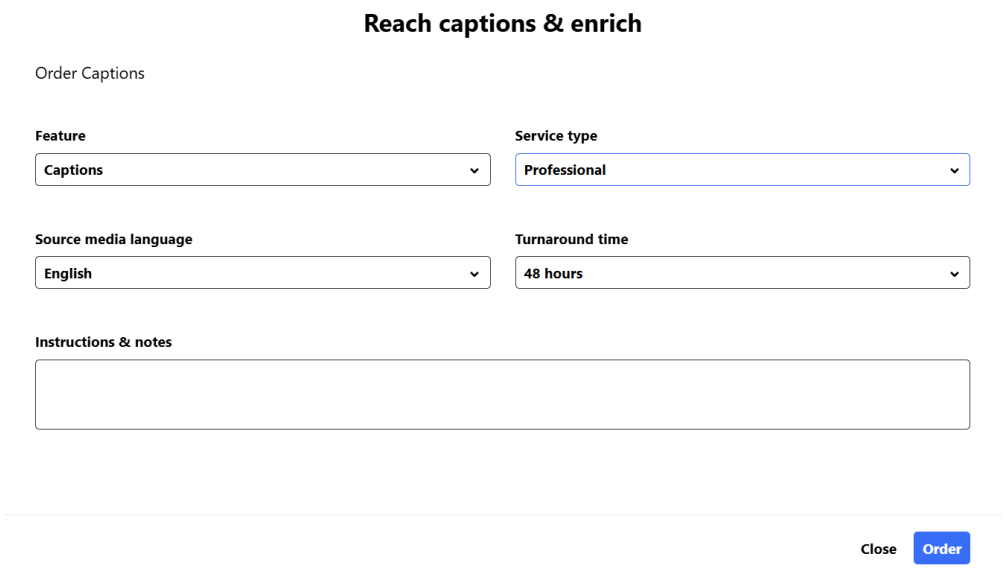
1. Complete the following fields:
   - **Feature** - Select 'Captions'.
   - **Service type** - Select 'Professional'.
   - **Source Media Language** - Select the source media language (the language of the video) from the drop down menu. The options in the drop-down menu are dependent on your REACH plan.

     Please note that captions must be ordered in the **same language as the video's source language**. For example, if the video is in English, you can only order English captions. Captions are not the same as translations. For details on ordering translations, see our article Order translations.

   - **Turnaround time** - Select the turnaround time from the drop-down menu. The turnaround time options available in the menu are dependent on your Reach plan.
   - **Instructions & Notes** - (Optional) This box is relevant for professional captions only, and is used for adding notes for the attention of human editors and reviewers

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The general best practice for **Instructions & Notes** is to use them for unique terminology and names that are relevant for that file, and not, for example, a 1,000-word glossary. In addition, comments like "Please pay extra attention to the following X, Y, Z in the first five minutes of the video..." aren't effective because transcribers typically receive only portions of the file.



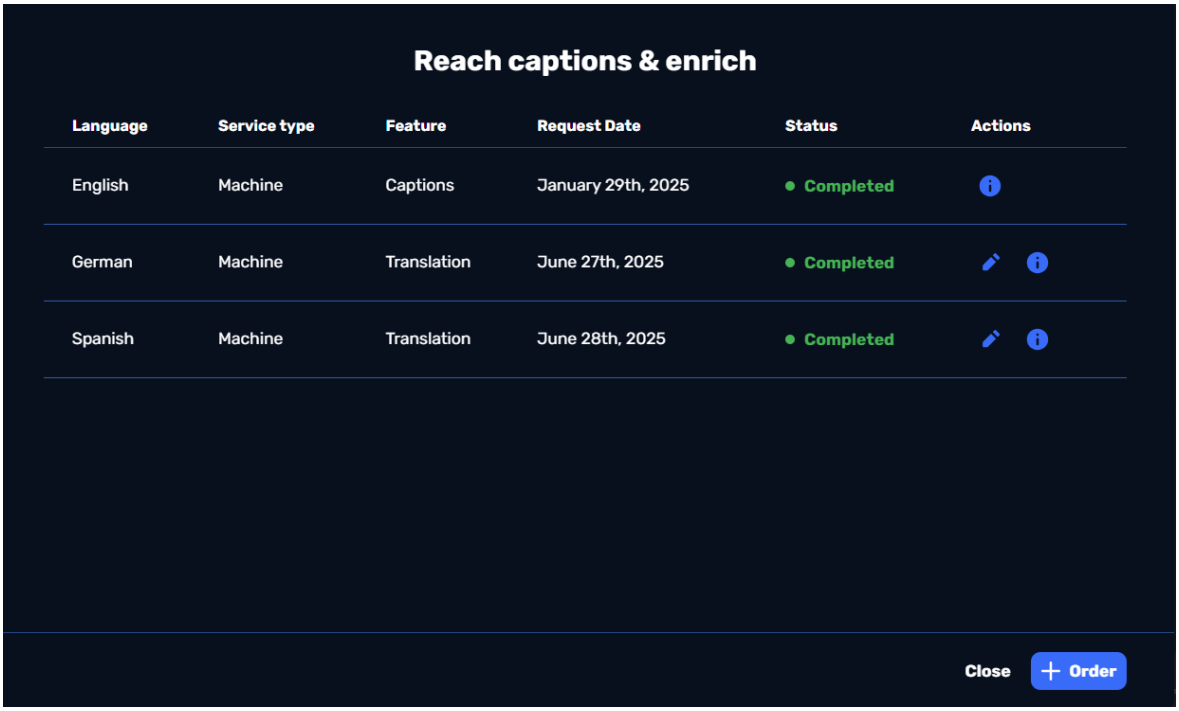
2. Click **Order** at the bottom right.
   A confirmation message displays.
3. Click **Close** at the bottom right to exit.

View orders

Existing requests

If there are existing requests, they are displayed in the Reach captions & enrich window. Clicking **+Order** will take you to the Order Captions & enrich section to create another order.

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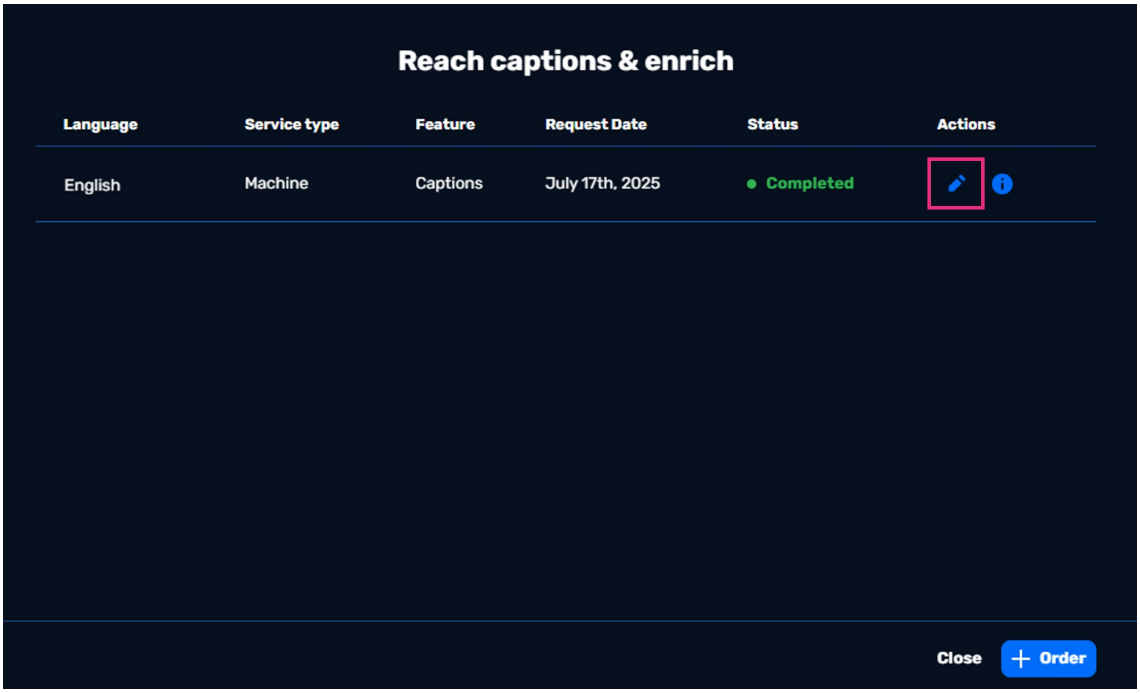
Status types

The following statuses are available for captions requests:

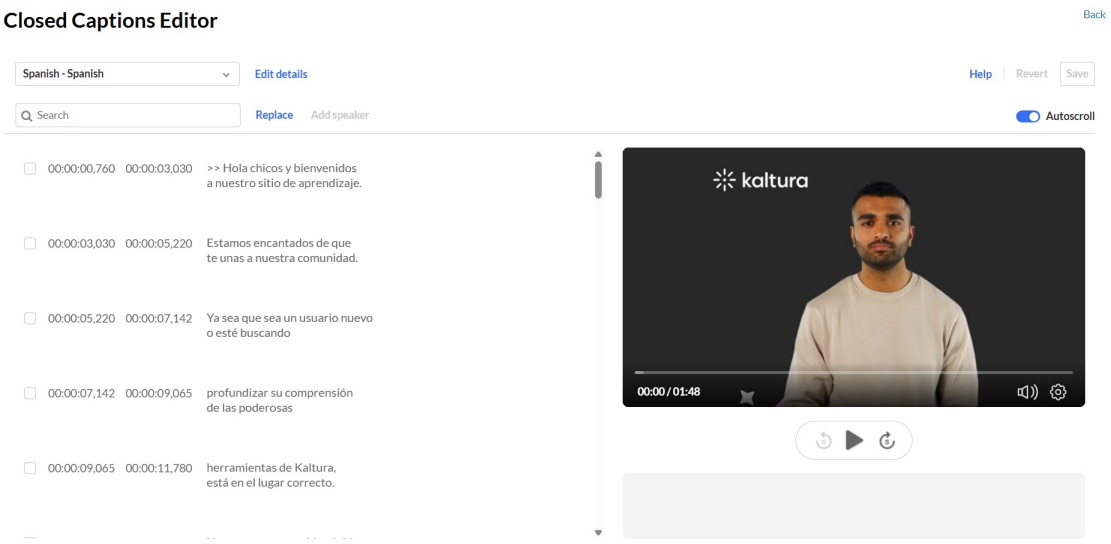
- **Pending** - when generating new request
- **Pending for Moderation** - requests in approval queue
- **Rejected** - requests that were rejected on moderation. This status must include reject reason.
- **Processing** - sent to the vendor and vendor received request
  You cannot cancel a request when the status is Processing
- **Ready** - when caption was received back from the vendor
- **Error** - an error was sent from the vendor. This status includes the reason for rejection.
- **Aborted**

If you would like to edit the captions, click the **pencil icon** at the far right.

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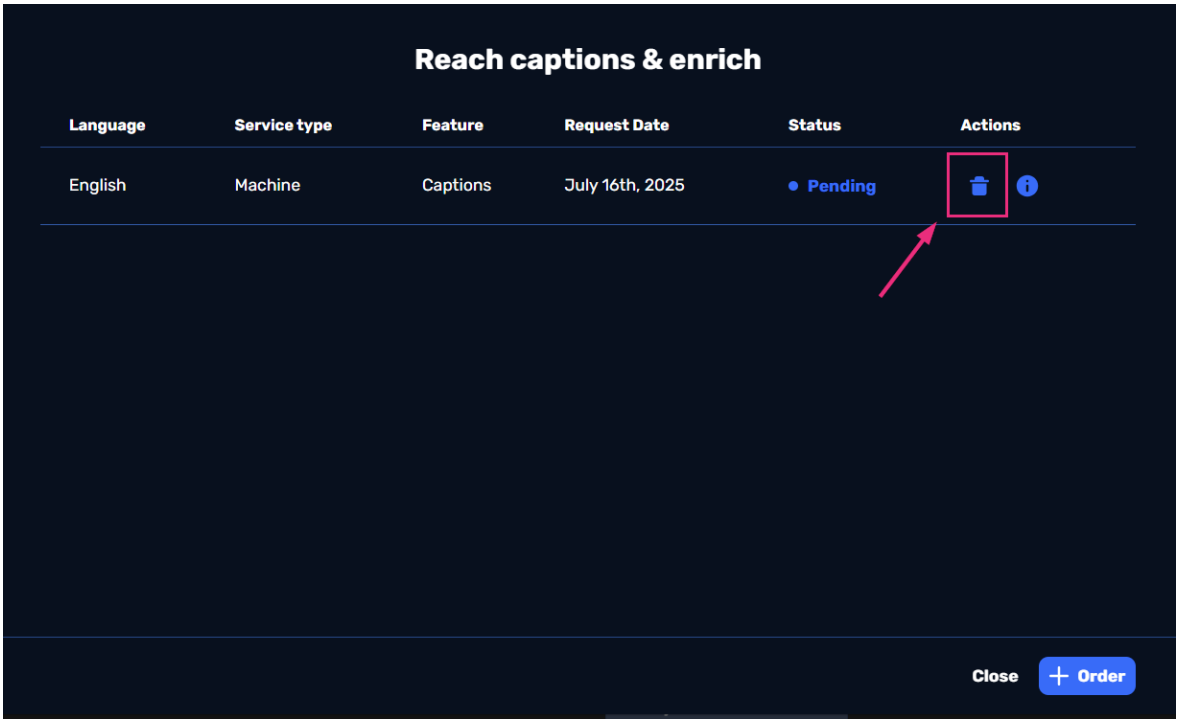
The Closed Captions Editor opens. To learn more about editing captions, please see our article Edit captions.



Cancel a request

To cancel a Pending request, click on the trash can icon in the request line. Note any action items associated with the request will be canceled.

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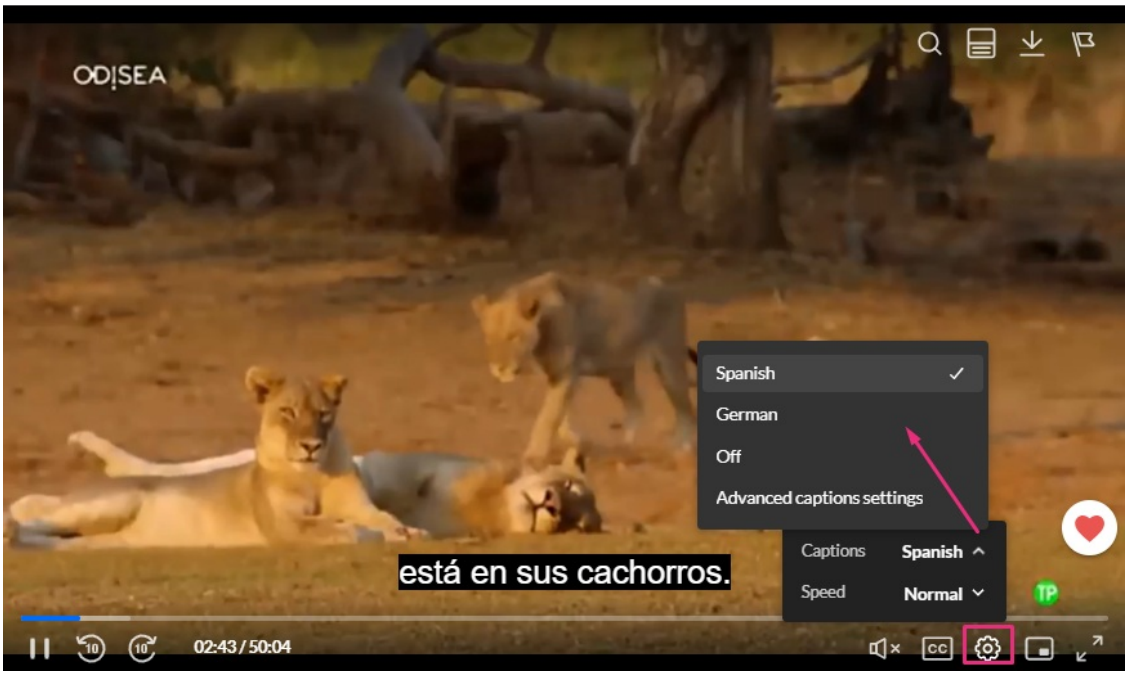
View the captions

When the captions are ready, they are automatically added to the media. Depending on your administrator's configuration, a toggle **CC** button may appear on the bottom bar, allowing you to instantly show or hide default captions.

The administrator can also choose whether to have captions displayed on the player by default when the user starts playing the video.

Users can access different caption languages, if available, by using the captions sub-menu within the settings menu.

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To learn more about how captions display on the player, visit our articles Captions and audio tracks and Player accessibility.

Tags are automatically added to the video when captions are added. To learn how to edit the tags and other metadata, visit our article Edit metadata.

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 captioning & enrichment services.

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