

Order OCR in Content Hubs

Last Modified on 04/15/2026 2:41 pm IDT

 This article is designated for all users.

About

OCR (Optical Character Recognition) makes it easy to search for text within a video, like titles, slide content, labels on graphs, or other on-screen text.

This helps students and employees quickly find what they're looking for, improving productivity and saving time.



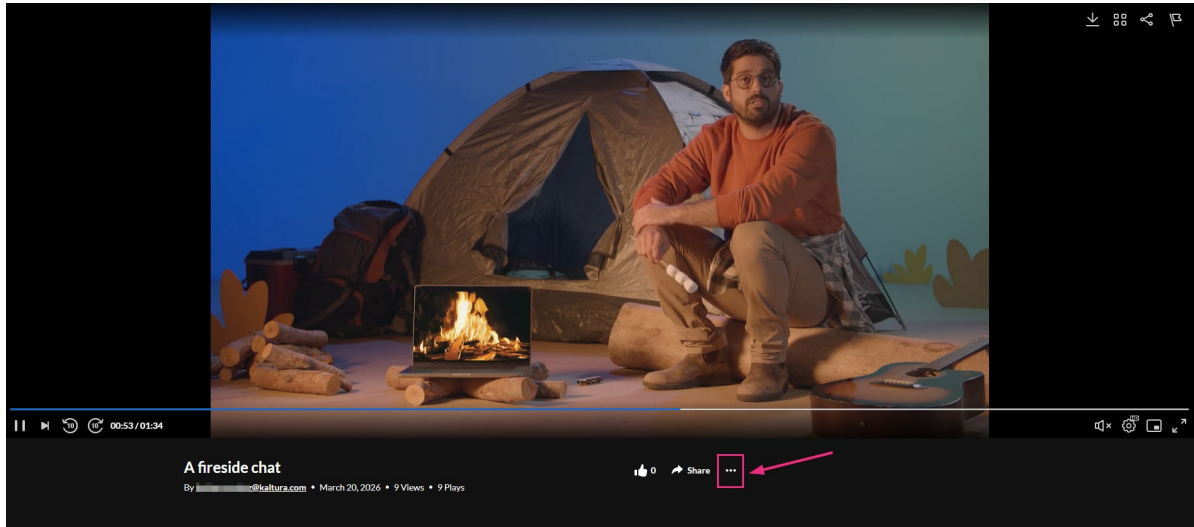
For OCR functionality to work, [REACH services](#) must be enabled on the account.



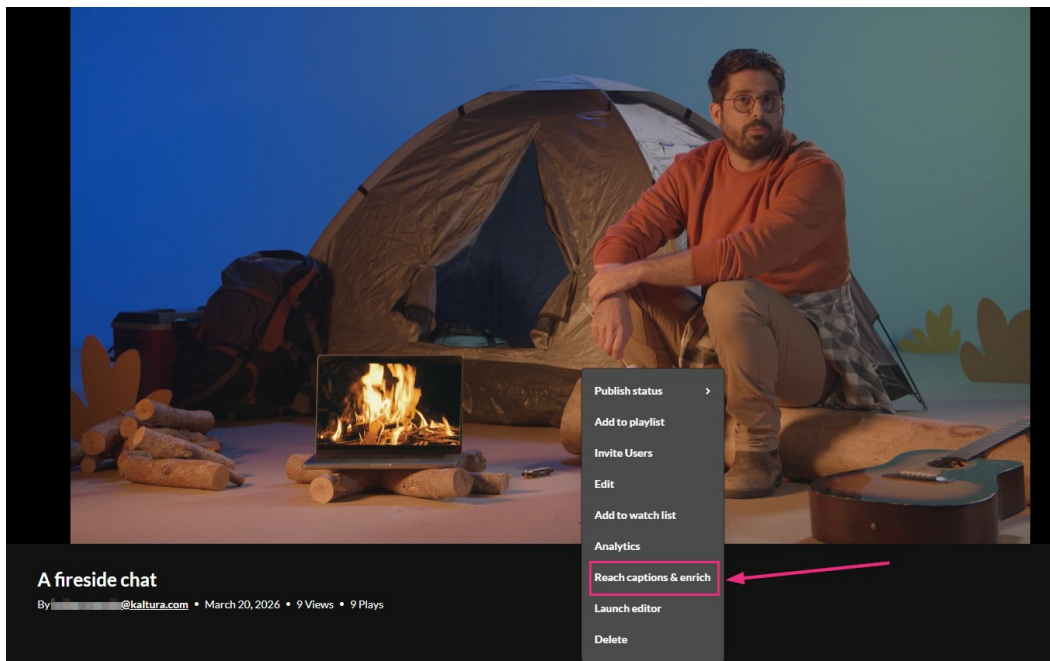
Want OCR to be ordered automatically? Check out our article [Create captioning & enrichment rules in KMC](#).

Order OCR

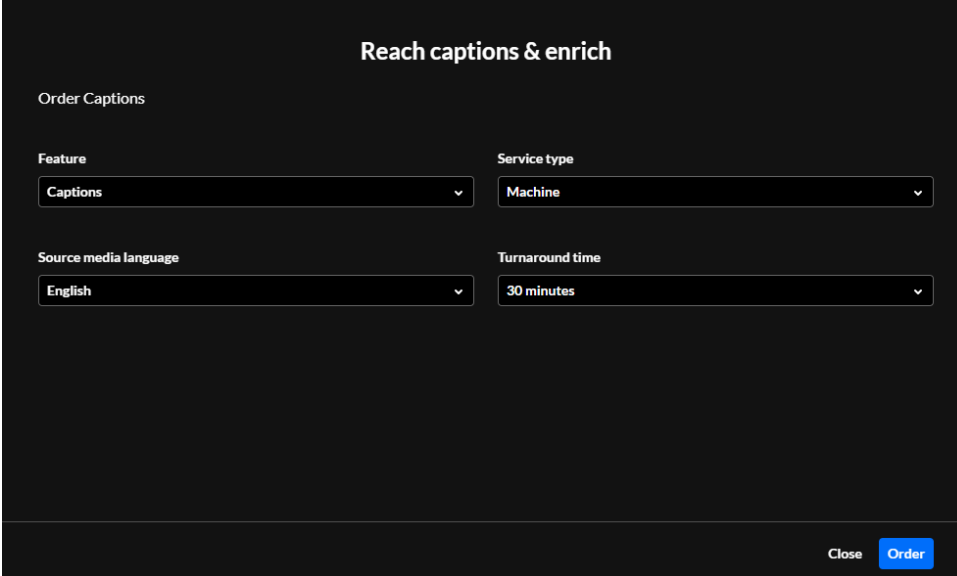
1. Open the media page for the desired video, then click the **three dots** below the player.



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



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



Reach captions & enrich

Order Captions

Feature: Captions

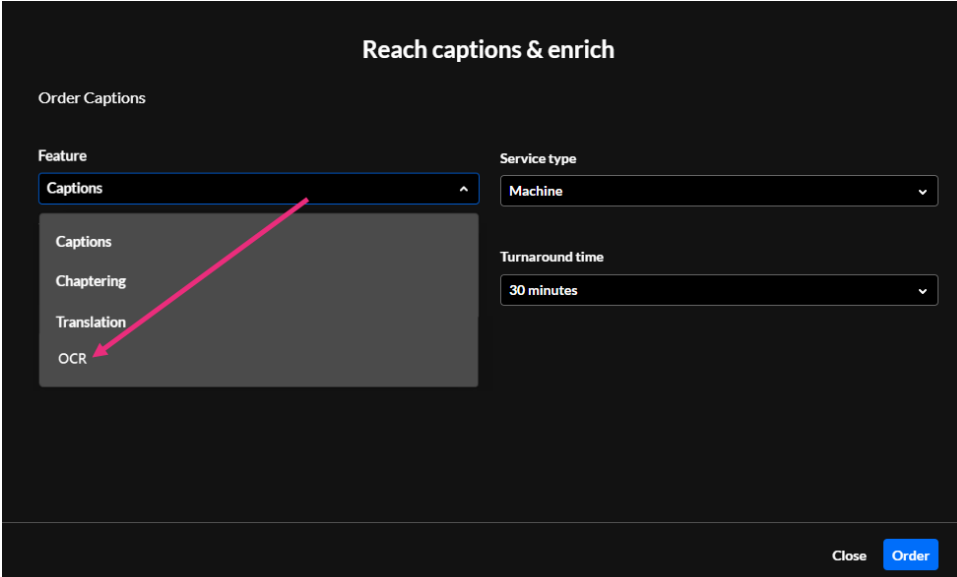
Service type: Machine

Source media language: English

Turnaround time: 30 minutes

Close **Order**

3. In the **Feature** drop-down menu, select **OCR**.



Reach captions & enrich

Order Captions

Feature: Captions

Service type: Machine

Turnaround time: 30 minutes

Close **Order**

4. Click **Order** (bottom right).

A confirmation message displays: *Your request has been received. Your video will automatically be updated upon completion.*

Click **Back** to view your order as well as any other existing orders.

Reach captions & enrich					
Language	Service type	Feature	Request Date	Status	Actions
Auto-Detect	Machine	Captions	October 3rd, 2025	● Completed	
English	Machine	OCR	October 3rd, 2025	● Pending	

Close [+ Order](#)

Request status types

OCR requests can have the following statuses:

- **Pending** - The request is being created
- **Processing** - Sent to the vendor and the vendor received the request
- **Ready** - OCR is complete
- **Error** - The request failed; error details are included
- **Aborted** - The request was canceled

Hover over the **information icon (i)** next to the request to display details.

Reach captions & enrich					
Language	Service type	Feature	Request Date	Status	Actions
Auto-Detect	Machine	Captions	October 3rd, 2025	● Completed	
English	Machine	OCR	October 3rd, 2025		<div style="border: 1px solid gray; padding: 5px; width: fit-content;"> <p>Task ID: 571667513 Requester: louise. ██████████ Feature: OCR Turnaround time: Best Effort</p> </div>

Cancel a request

You can cancel pending requests by clicking the **trash can icon** next to the request.

Reach captions & enrich					
Language	Service type	Feature	Request Date	Status	Actions
Auto-Detect	Machine	Captions	October 3rd, 2025	● Completed	
English	Machine	OCR	October 3rd, 2025	● Pending	 

A confirmation message displays. Click 'Yes' to confirm.

If you try to delete a request that's already in progress, a message displays: *The request is already in progress, therefore cannot be canceled.*

OCR language support

- OCR is optimized for Latin-based characters, numbers, and common symbols (e.g., @, #, \$, %).
- Non-Latin scripts may be partially supported:
 - Chinese, Japanese, Korean: Works best with printed text in standard fonts.
 - Arabic, Hindi, and others: Accuracy may vary and is not explicitly supported.