

# Order extended audio description (EAD) in Rich Media CMS with Content Lab

Last Modified on 08/16/2026 11:30 am IDT

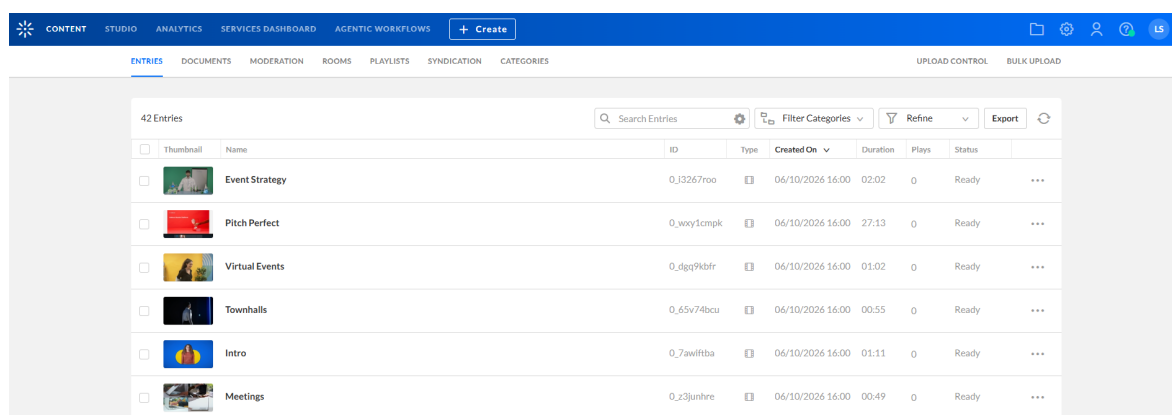
 This article is designated for all users.

## About

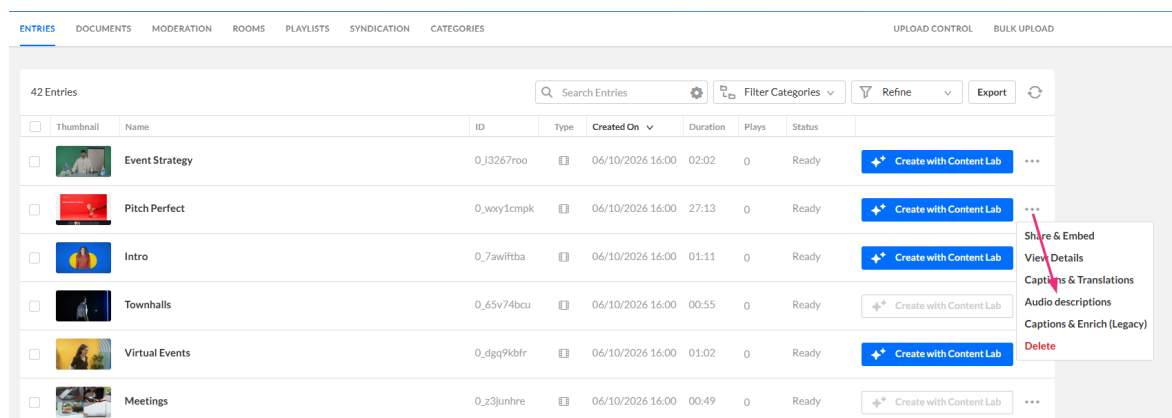
**Extended audio description (EAD)** is a text-based track rendered in real time using your browser's speech synthesis engine by pausing the video when necessary.

## Order for a single video

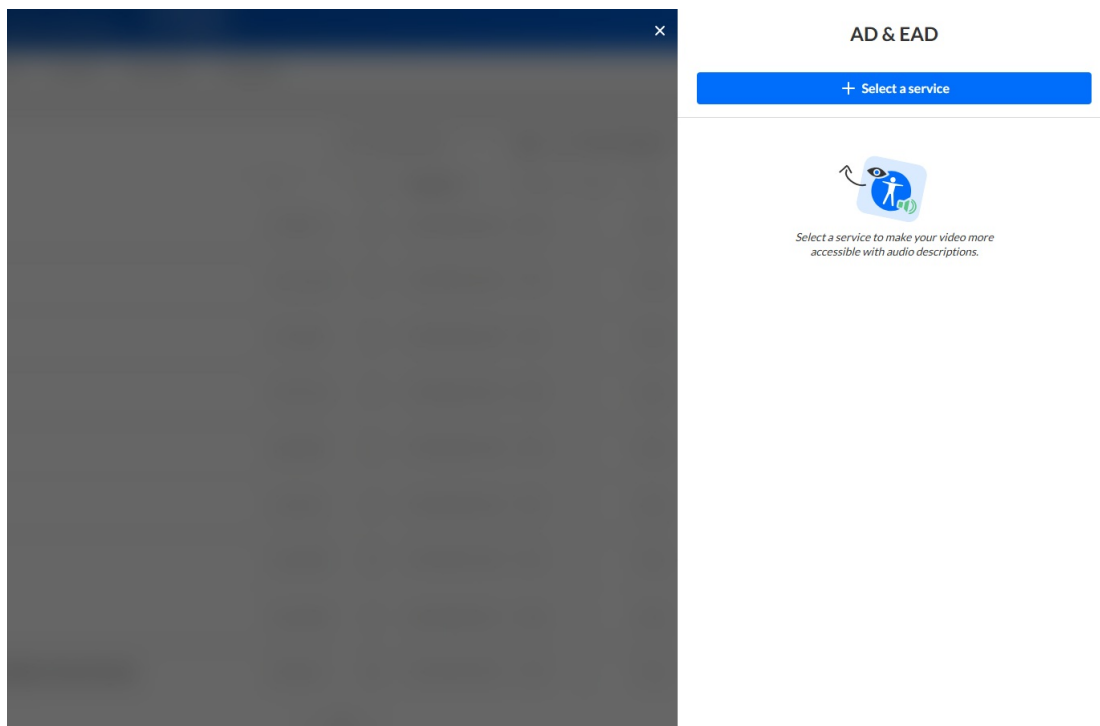
1. Log into your Rich Media CMS.  
The **Entries** page displays by default.



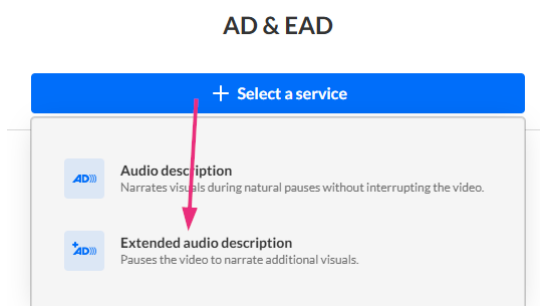
2. Locate the desired entry, click the **three dots** to the right and select **Audio descriptions**.



The AD & EAD panel opens.



Click **+ Select a service** and select **Extended Audio Description**.



The Order Extended Audio Description screen displays.

## < Order Extended Audio Description

Order professional or machine-generated Extended Audio Description (EAD) for this video. Select your preferred delivery time.

① **Best for dialogue-heavy or fast-paced videos.** Adds pauses when needed to provide more complete descriptions.

[Learn more about AD vs. EAD](#)

Unit\*

default profile ▼

Service type

☒ Machine ☐ Professional

Source language\*

Select the video's original language. Extended audio descriptions will be generated in that language.

English ▼

Vendor\*

Best effort - KAI\_EAD\_5\_min ▼

Submit

For the full instructions, see [Order extended audio description with Content Lab](#).