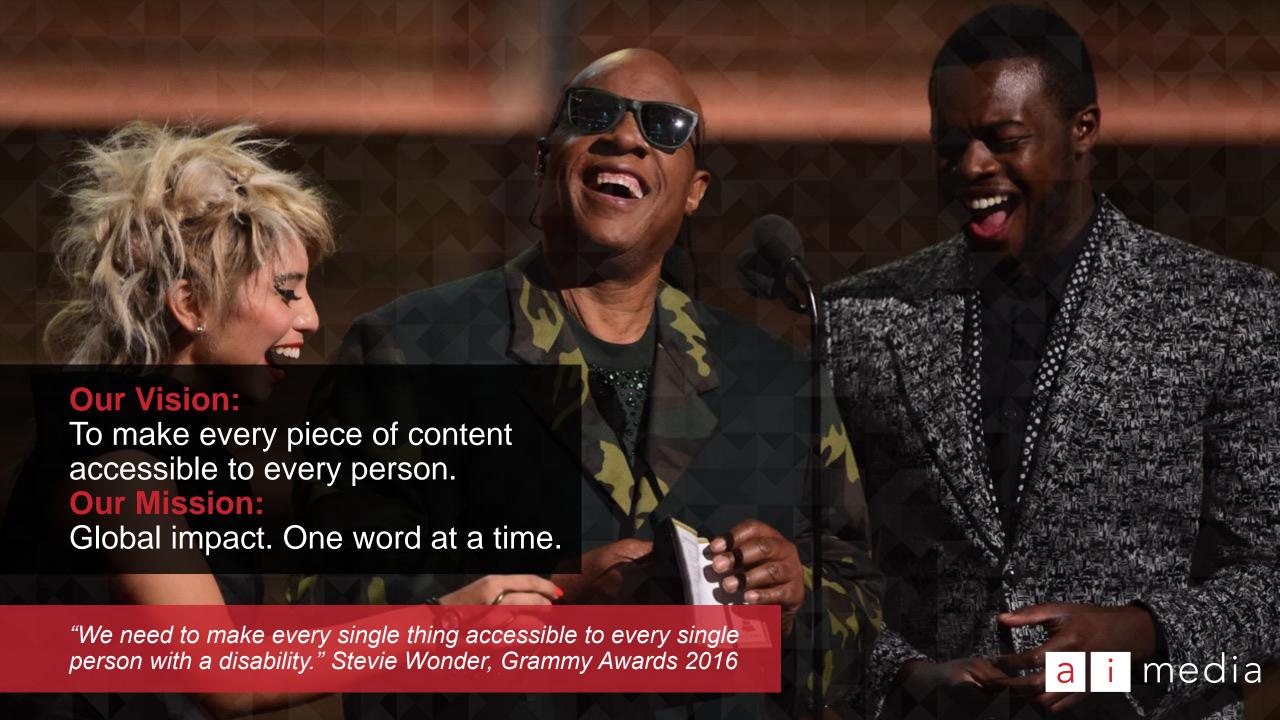


Training (and certifying) live subtitlers in the UK, Australia and Canada

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Who Are We?...

Founded in 2003, Ai-Media (Access Innovation Media) believes in a simple idea: that by enabling people to read what is being said, as it's being said, we can transform the lives of millions of people.

Ai stands for access innovation. It also stands for access inclusion. Our mission is a simple one: global impact, one word at a time.

Founded by Tony Abrahams and Alex Jones (Alex is profoundly deaf), we are a commercially-focused social enterprise that delivers close to 70,000 hours of live and non-live closed captioning and subtitling services globally.















2003

Ai-Media was founded by Tony Abrahams and Alex Jones who is profoundly deaf

2006

We developed Ai-Live, real-time captioning in the classroom

2010

Launched and patented Ai-Live for deaf and hard of hearing students. Live broadcast Sky News & Fox Sports

2012

Launched Ai-Live.com for education and work

2014

Launched Ai-Live Autism Pilot, open Melbourne office and win Discovery Network for kids education

2016

Released Visible Classroom app and open first US office, Captioned BBC Worldwide, Won Channel Seven Network

2019

Established presence in Norway, Singapore, New Zealand

Our History

2004-2005

Won deal with Foxtel providing captions for 1.1 Million people

foxtel

2007

Trialled Ai-Live in schools for deaf students

2011

Trialled Ai-live @work with Westpac Group and Telstra





2013

Won tender for captioning NSW Schools. Won Nine Network and expanded to UK





2015

Visible Classroom product launched with University of Melbourne. Integration with Mediasite

mediasite

2017-2018

Partnered with Facebook to launch captions on Facebook live. Launched Canada office. Launched localization services











MAM Integration

API integration with client MAM and automated workflows enabling efficiencies and cost reduction for clients.



Security

Ai HQ TPN accredited, other offices scheduled in 2019. Core facilities adhere to MPAA and CDSA guidelines.

Key Components



Development Team

In-house development team continuously enhancing propriety tools and workflows.



Global 24/7 Support

Offices located in Australia, Americas, Asia, Europe delivering uninterrupted 24/7 production and support.



Quality

Continuously audited to ensure high quality deliveries. 99% accuracies on NER for the past 5 years.

Our Multi-Language Services



Live Multi-Language Subtitles

Ai-Live captioning provides you with realtime speech-to-text delivered remotely to any web-enabled device, in 99+ languages.



Synopsis and EPG

Creation of EPG and synopsis to promote content.



Audio Description

Adds auditory narration of the visual elements to make videos accessible to people who are blind or have low vision.



Speech Analytics

Insight into meta-data based on speech analytics. This data can be used to understand the audio content and be used for targeted advertising.



Motion Graphics

Localization of motion graphics to enable continuity of content brands worldwide.



Dubbing

Adds multi-language dubbing and voice over to enable global reach of your content.



Closed Captioning

Adds text to your videos in multiple languages, making them accessible to people who are deaf or hard of hearing.



Transcription

Turn your content, rushes and audio recordings into text.



Training Live Subtitlers

The key criteria:

- Recruitment
 - Attracting and testing the right applicants
- Access to materials
 - Providing access to course materials
- Consistency
 - Providing consistent training across multiple offices and time zones
- Scale
 - Developing a model that enables us to scale
- Certification
 - Creating a certification system



How do we do it?

How do we train at scale?

- The world is getting smaller and smarter
- Utilise tools that are available for remote working
- AirTable, Google Docs, Zoom, Slack
- Ensure the same modules are trained to each trainee delivering the same outcome
- Certification: Using a global model to ensure all live subtitlers are certified against the same criteria



Case Study: Broadcast – Live Sports

2016 Summer Olympics & Paralympics

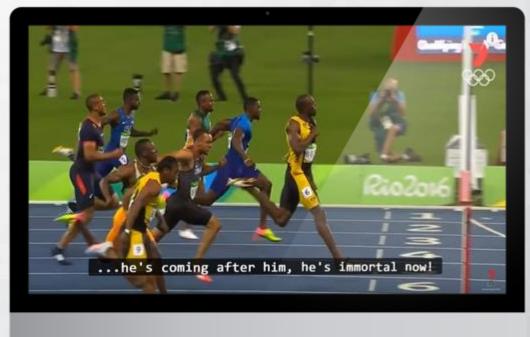
- Ai-Media was awarded the Channel 7 Broadcast in April 2016 for a 1 August 2016 start.
- Rio 2016 commenced on 5 August, allowing 3 months to hire and train an additional 40 live subtitlers to caption every event during the Games
- 4 concurrent live channels. 24/7 Coverage for 1 month

How?

- Recruited trainees
- Interviewed and tested on site in Melbourne
- Hired training room and equipment for 40 people
- Delivered in person training

The Result?

- Highly trained subtitlers ready for broadcast captioning
- High level of engagement with new trainees





Certification

What already exists?

- British Institute of Verbatim Reporters (BIVR)
- National Registers of Communication Professionals working with Deaf and Deafblind People (NRCPD)
- Notetaking Certifications

What was missing?

Live Subtitling using Respeaking

What did we do?

Created an independent certification body; LiRICS



LiRICS – Live Reporters International Certification

The International Certification for Respeakers is an international body run by the Galician Observatory for Media Access, an independent research group hosted at the University of Vigo (Spain).

Why?

- A business need: 2016 the DSA QAG was implemented and removed Respeaking as a service to support students with a disability
- A professional need: Live Respeakers were looking for a way to certify their professional skill set

How are we using it?

 To assess our subtitlers against the NER model and providing additional support to subtitlers that require additional training.



Universal Design for Access

Simply put, universal design is good design.

No one person operates with full capability for every activity.



Strives to make design more inclusive



Incorporates design across products, systems and environments



Benefits beyond only those with a disability

Captioner Secrets Video



Ai-Media Vendor Profile: Customers





Content Networks















Broadcast Media













Corporate

















Government













Agencies





Education





























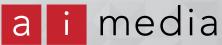












Ai-Media Locations



Asia Pacific

- Sydney (TPN facility)
- Melbourne
- Singapore
- New Zealand

Europe

- London
- Norway

North America

- Toronto (TPN facility)
- Ohio

