



Universal Subtitles

Why Subtitles are So Important

- Use video across language barriers
- Captions make video searchable
- Accessibility for deaf & hard of hearing
- For many viewers, subtitles are a necessity



Universal
Subtitles

Why Subtitles are Hard to Do

- Machine transcription and translation are still awful
- Transcription and translation take time, skill (language)
- No ready-to-use standard for web video
- Videos move across a range of sites/services, then what?



Why Universal Subtitles?

- You can use it on any site (beyond Youtube!)
- Works across multiple instances of a video
- It's free and open source
- People work together to transcribe and translate
- Video can be anywhere, subtitles persist and improve



Some of the Organizations Using Universal Subtitles Right Now



WIKIPEDIA
The Free Encyclopedia



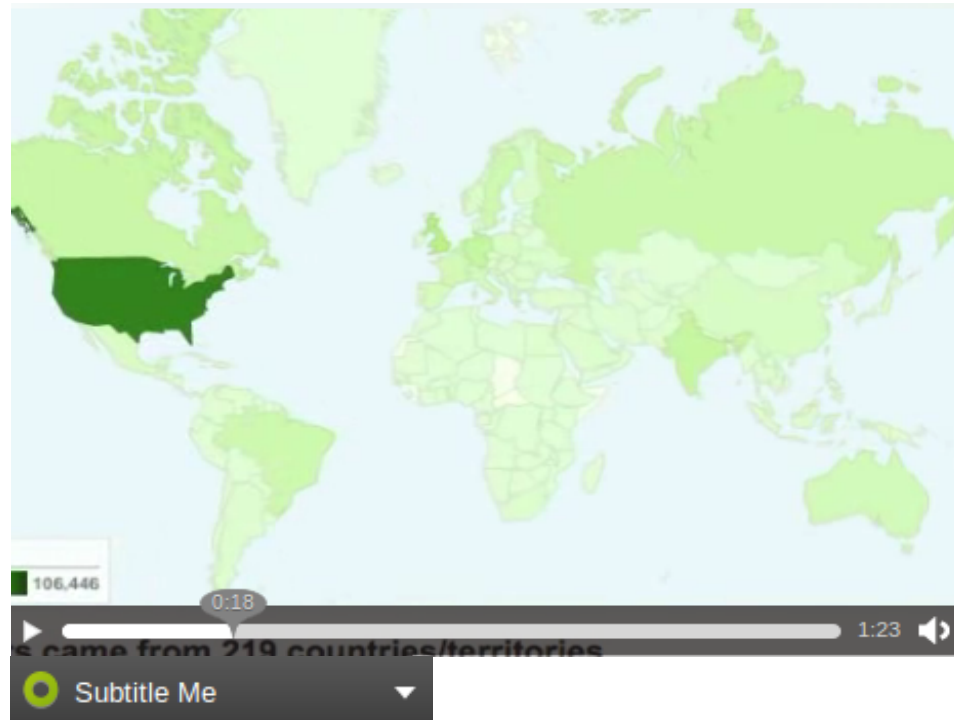
MIT **OPEN** COURSEWARE
MASSACHUSETTS INSTITUTE OF TECHNOLOGY

The New York Times



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How Does Universal Subtitles Work?

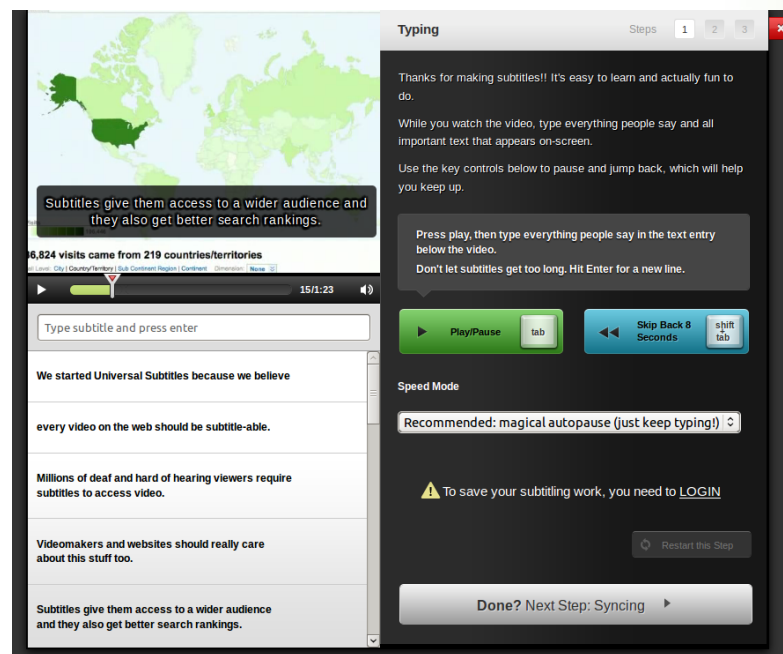


A visitor on your site sees a video and clicks **Subtitle Me**

Note: There are alternative workflows and API's for your site's video player. This is a very basic example.

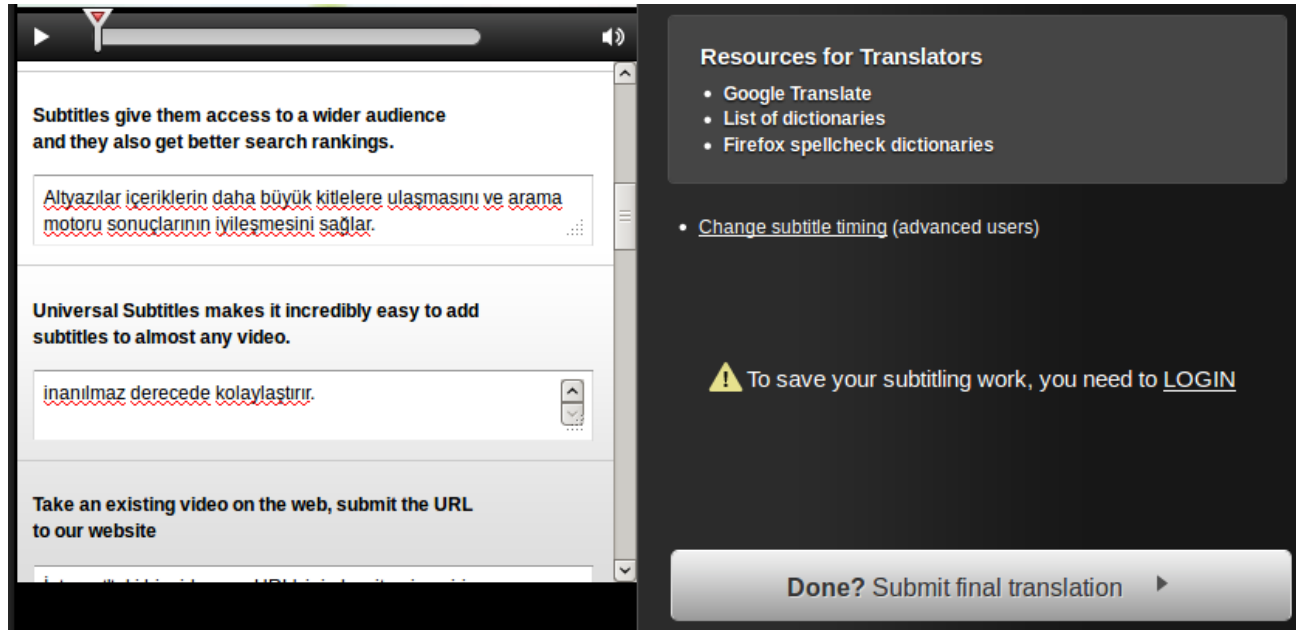
The Subtitle Creation Interface Appears

- Users love our subtitling interface!
- Compatible with virtually every video format, integrates easily
- Import or export any subtitle format
- Wiki-style history tracks every edit
- No Flash required, iOS compatible



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We Also Support Translations

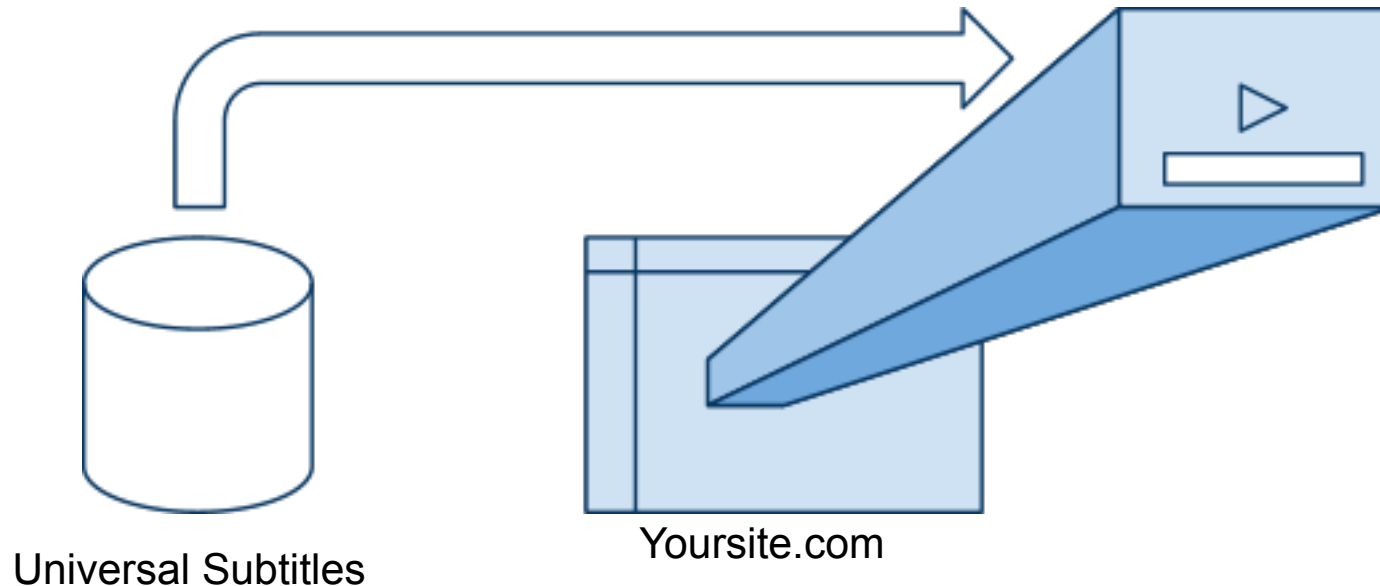


The screenshot displays the Universal Subtitles interface. On the left, a video player shows English subtitles: "Subtitles give them access to a wider audience and they also get better search rankings." Below this, a text input field contains the Turkish translation: "Altyazılar içeriklerin daha büyük kitlelere ulaşmasını ve arama motoru sonuçlarının iyileşmesini sağlar." The interface also includes a sidebar with the following elements:

- Resources for Translators**
 - Google Translate
 - List of dictionaries
 - Firefox spellcheck dictionaries
- [Change subtitle timing](#) (advanced users)
- ⚠ To save your subtitling work, you need to [LOGIN](#)
- Done? Submit final translation** ▶

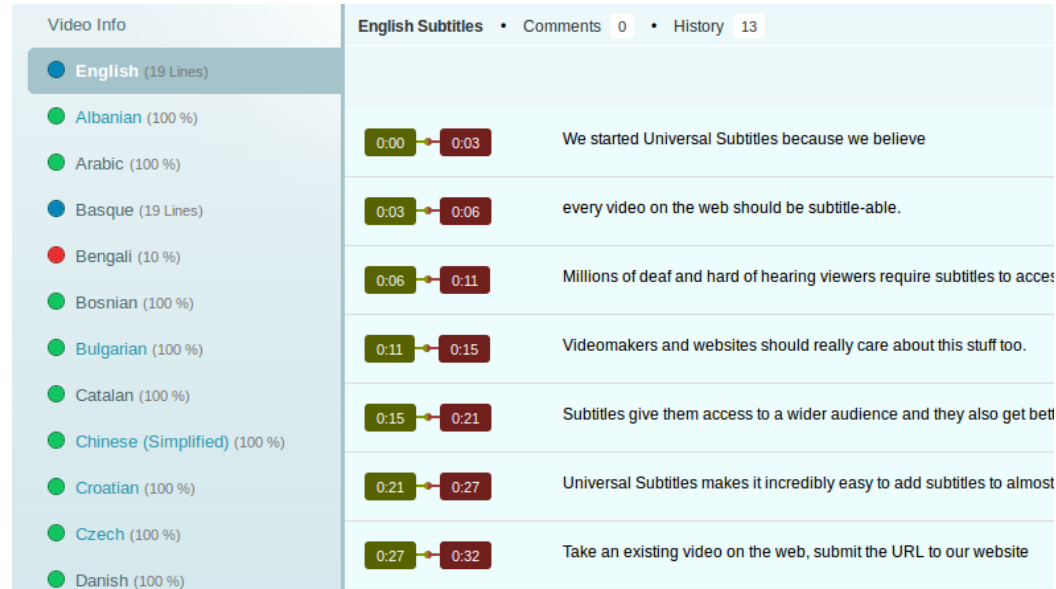
- Capable of supporting 600+ different languages
- Collaborative workflow for volunteer translators
- Wiki-style history tracks every edit

Easy to Add to Any Site, Very Flexible



- Single line of code enables subtitles on all your videos
- You can embed video with subtitles in any page
- Works with Youtube, HTML5, Vimeo, Dailymotion, Blip, etc.
- Flexible & Customizable: Connect any player to our API

Benefits of Crowd-Sourced Subtitles



The screenshot displays the 'Video Info' section on the left, listing various languages with their completion percentages. The 'English (19 Lines)' option is selected. The main area shows 'English Subtitles' with 0 comments and 13 history entries. The subtitles are listed with their start and end times and the corresponding text.

Language	Percentage
English	19 Lines
Albanian	100 %
Arabic	100 %
Basque	19 Lines
Bengali	10 %
Bosnian	100 %
Bulgarian	100 %
Catalan	100 %
Chinese (Simplified)	100 %
Croatian	100 %
Czech	100 %
Danish	100 %

Start Time	End Time	Text
0:00	0:03	We started Universal Subtitles because we believe
0:03	0:06	every video on the web should be subtitle-able.
0:06	0:11	Millions of deaf and hard of hearing viewers require subtitles to access
0:11	0:15	Videomakers and websites should really care about this stuff too.
0:15	0:21	Subtitles give them access to a wider audience and they also get better
0:21	0:27	Universal Subtitles makes it incredibly easy to add subtitles to almost
0:27	0:32	Take an existing video on the web, submit the URL to our website

- It's affordable (free) for independent media makers
- Gives viewers a way to help out, be involved
- Revision history tracks every edit
- System notifies contributors of new changes

Collaborative Translation Case Study: OK Go



Ok Go (Grammy winning band)

OK Go asked fans to help translate music videos. Within **24 hours** of the announcement fans contributed more than **90 complete subtitles** for 11 videos in over 20 different languages!

Collaborative Translation Case Study: PBS NewsHour



PBS NewsHour

NewsHour correspondent Hari Sreenivasan tweets, “Amazed by @universalsubs In <17 hrs my chat with @emckean of @wordnik has been subtitled in 9 Languages <http://to.pbs.org/g7Crvq>”.

Universal Subtitles' Supporters & Partners



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mozilla
FOUNDATION

Seed Funder

Uses Universal Subtitles for their
Firefox videos



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MacArthur Foundation

Major Funder

Supporting Universal Subtitles' work in
public broadcasting



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Open Society Institute

Supporter

Funded an international summit on the state of web subtitling, organized by PCF



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WIKIPEDIA
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Integrated our subtitle creation tool for Wikipedia's
new video player; launching in 2011



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Rolling out Universal Subtitles for all Khan Academy
videos in 2011



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Media Access Group

Partnering with WGBH's National Center
for Accessible Media on described video
for the blind



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Corporation for Public Broadcasting is
proposing stations for pilots of
Universal Subtitles



And many more:

MIT OpenCourseWare, American Public Media, Public Radio Exchange, POV, PBS World, Bay Area Video Coalition, ITVS, Meedan.net, LinkTV, Matterhorn / Opencast, National Association for the Deaf, Global Voices, UNESCO, WITNESS.



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