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?

Universal Subtitles

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

Universal
Subtitles

Some of the Organizations Using Universal Subtitles Right Now
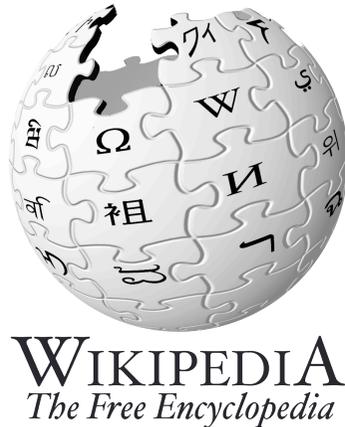
How Does Universal Subtitles Work?
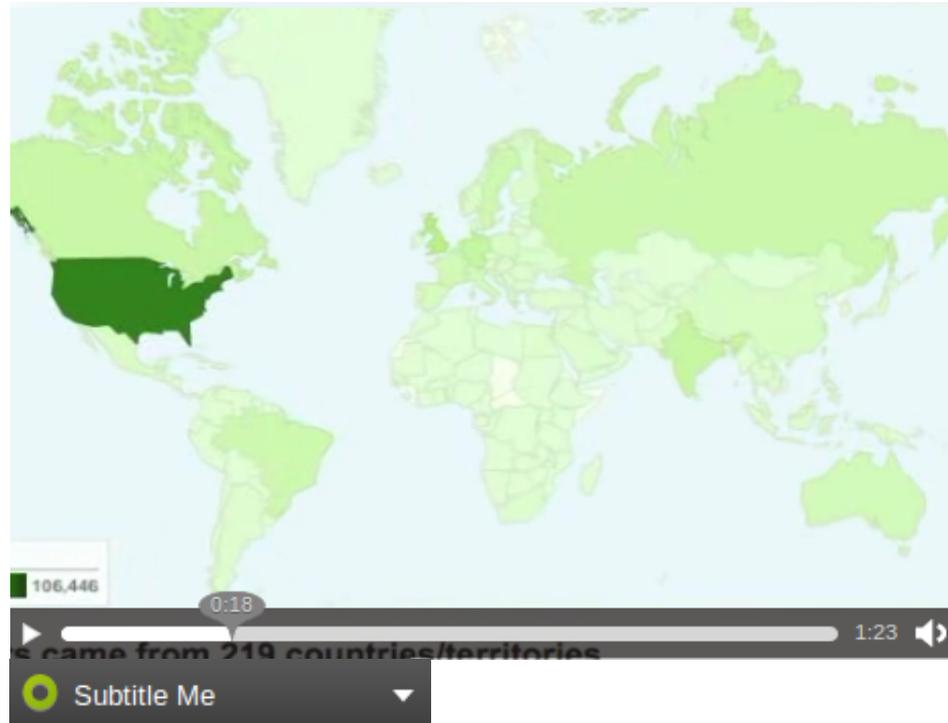
A visitor on your site sees a video and clicks **Subtitle Me**

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

Universal
Subtitles

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
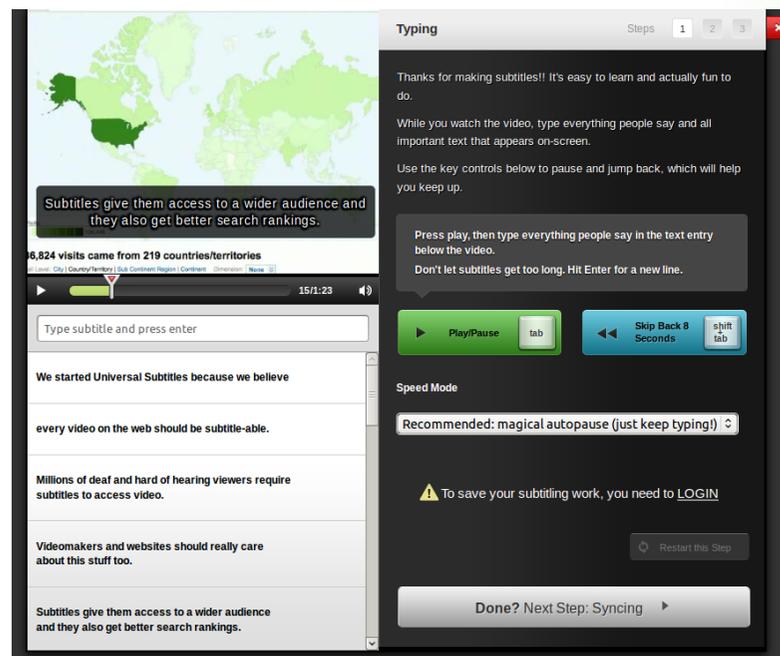
Universal Subtitles

We Also Support Translations

- 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

Universal Subtitles

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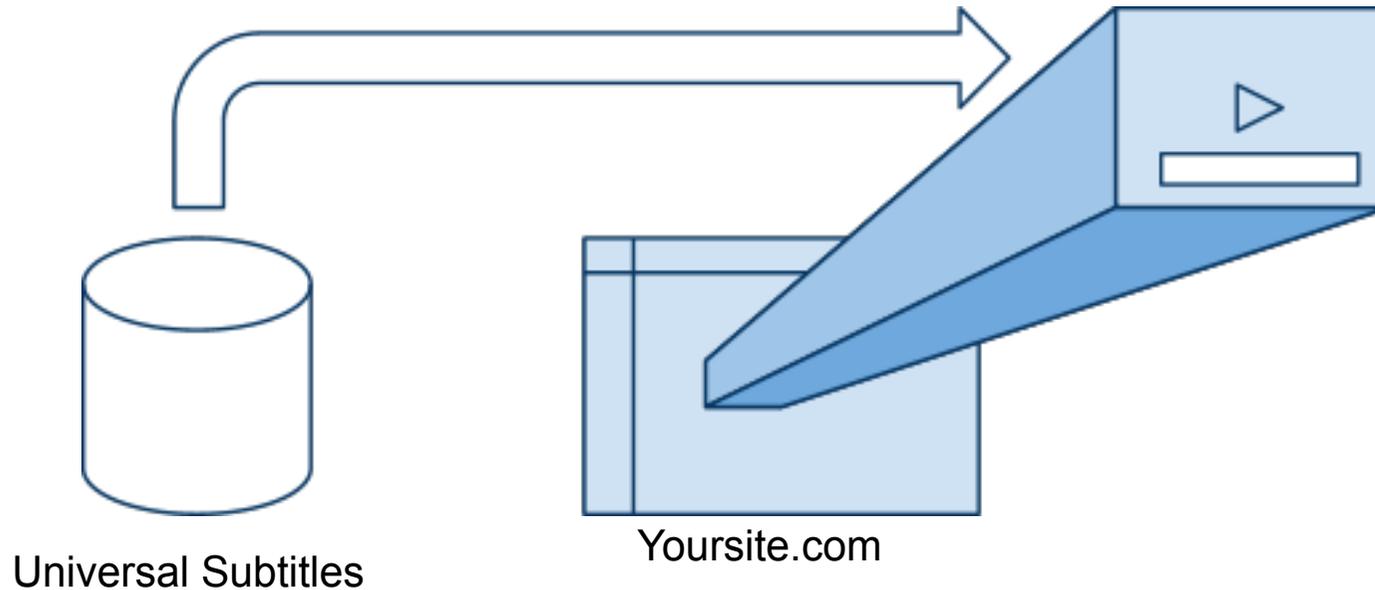
- Single line of code enables subtitles on all your videos
- You can embed video with subtitles in any page
- Works with Youtube, HTML5, Vimeo, Dailymotion, Blip, etc.
- Flexible & Customizable: Connect any player to our API

Universal Subtitles

Benefits of Crowd-Sourced Subtitles
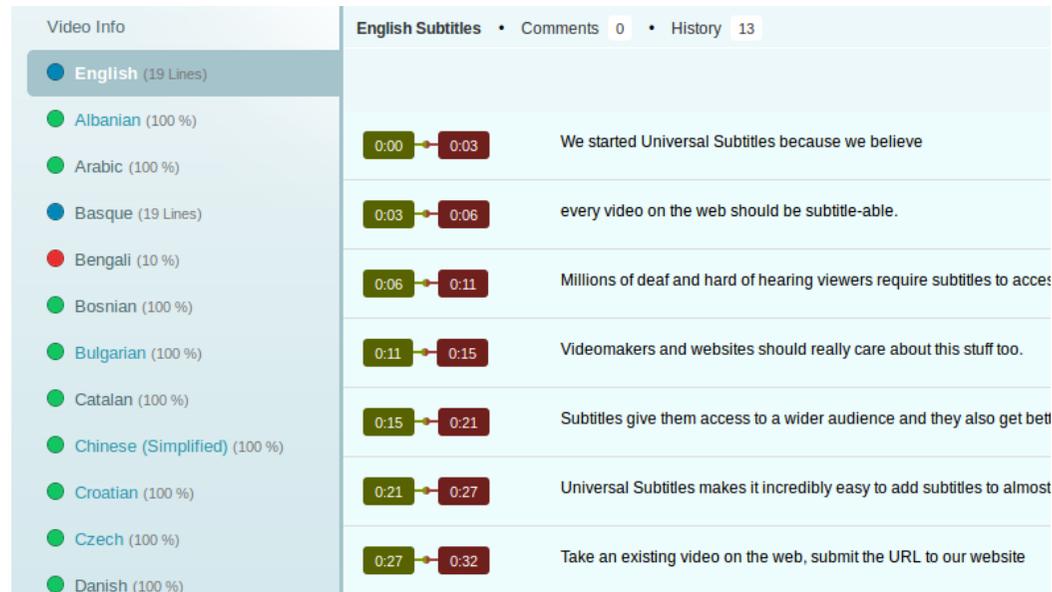
Video Info	English Subtitles • Comments 0 • History 13
● English (19 Lines)	
● Albanian (100 %)	0:00 → 0:03 We started Universal Subtitles because we believe
● Arabic (100 %)	0:03 → 0:06 every video on the web should be subtitle-able.
● Basque (19 Lines)	0:06 → 0:11 Millions of deaf and hard of hearing viewers require subtitles to acces
● Bengali (10 %)	0:11 → 0:15 Videomakers and websites should really care about this stuff too.
● Bosnian (100 %)	
● Bulgarian (100 %)	0:15 → 0:21 Subtitles give them access to a wider audience and they also get bett
● Catalan (100 %)	0:21 → 0:27 Universal Subtitles makes it incredibly easy to add subtitles to almost
● Chinese (Simplified) (100 %)	0:27 → 0:32 Take an existing video on the web, submit the URL to our website
● Croatian (100 %)	
● Czech (100 %)	
● Danish (100 %)	

- 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

Universal Subtitles

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!

Universal Subtitles

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

Seed Funder

Uses Universal Subtitles for their
Firefox videos

Major Funder

Supporting Universal Subtitles' work in public broadcasting

Open Society Institute

Supporter

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

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

Rolling out Universal Subtitles for all Khan Academy videos in 2011

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

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.

Universal Subtitles