



CLOSED CAPTIONING

ADA Section 508-Compliant Captions with 98% accuracy

In recent years, closed captioning of video has become increasingly critical for businesses and academic institutions. It's estimated that captions improve video viewing duration by up to 40%, and higher education institutions are now required by law to make courses accessible to hard of hearing students.

Panopto makes it easy to add ADA Section 508-compliant captions to any recording stored in your video library. Closed captioning assists deaf and hard of hearing individuals with comprehension of video content, and has also been shown to improve student and employee retention of key concepts.

With just 2 mouse clicks, Panopto customers can order captions using an intuitive web-based interface. Videos will be automatically transcribed, time-stamped and added to the recording.

MKTG 301: Marketing in a Global Economy ☆☆☆☆☆ abixhorn » Log out PANOPTO

IMPORTANCE OF VIDEO IN MARKETING

By 2016, large companies will stream more than 16 hours of video per worker per month." - Whit Andrews, Gartner

On Demand
Live Streaming

Gartner: "Predicts 2012: Plan for Cloud, Mobility and 'Big Content' in Your ECM Strategy"

00:00:44 | 00:02:10

Captions Notes Comments

00:00 Okay class let's get started.
00:03 Today's discussion is gonig to focus on the role and importance of video.
00:12 Particularly, we'll discuss how video can enhance a global marketing strategy.
00:20 We'll also discuss some of the potential pitfals and how to avoid them.
00:25 Let's begin with the slide on screen.
00:27 Video is becoming a critical and growing part of marketing worldwide.
00:35 Why is this the case, and what does it mean to you as future marketers?
00:40 Video has been shown to drive greater engagement through emotion.
00:46 Let's look at a few examples.
00:53 First, we'll see some US-based marketing videos from well known brands.
00:59 Then we'll see marketing videos from around the world. As you watch
01:06 these videos, think about the approaches taken in different cultures.

Viewers can read time-synchronized captions during playback of a video, and click on captions to navigate within the video.

Benefits of Captioning

- Assists deaf and hearing impaired individuals with comprehension of video content.
- Enables viewers to search inside videos for words mentioned during presentations and lectures.
- Improves comprehension and retention of key concepts covered within recordings.
- Provides reinforcement to English as a second language students as they view recordings.

Panopto Closed Captioning Features

- Choose the turnaround time for how quickly captions are added to your videos.
- View the status of your caption requests currently in progress.
- Get reports on your organization's captioning spend, and remaining account balance.
- Control who within your organization can request captioning services.



Record, Webcast, and Search All of Your Video Content and Presentations



RECORD AND WEBCAST

Capture and live stream presentations, product demos, training videos, launch events, meetings, and more.



IMPORT AND ENCODE

Dust off your existing videos and import them into Panopto's Video CMS where they can be searched, shared, and viewed.



VIDEO CMS

Store all of your recordings in a secure video library that includes a web-based video editor and video analytics.



WEB-BASED EDITING

Trim videos, splice multiple recordings together, edit chapter markers and captions, and integrate interactive web content.



SEARCH INSIDE VIDEO

Search inside your video footage for a keyword or concept as easily as you search inside documents or email.



PLAYBACK ON ANY DEVICE

Automatically encode all of your videos for viewing on PCs, Macs, tablets, and phones.

