Questions for Captioning and Transcription Vendors during Procurement Process

Introduction & Overview

TYPES OF CAPTIONING

Be clear about what type(s) of captioning is needed and ask questions about each. Four basic categories are:

- ☐ Human captions for recorded video
- ☐ Human captions for live video
- ☐ Auto-captions for recorded video
- ☐ Auto-captions for live video

PLATFORM ISSUES

Understand how captions integrate with your video conferencing platform

- ☐ Consider all platforms on which the video will appear (including YouTube, corporate intranet, etc.)
- ☐ Does each platform offer built-in auto-captions? (i.e. Teams / Google Meet)
- ☐ Does each platform require / allow for external captions? (human or auto)
- ☐ If video is being recorded and then posted, do the captions from a live (virtual) event travel with the saved video? (If not, transcript or second set of captions needed for posted recorded video)
- ☐ Disability:IN resource: Purchasing and Licensing Accessible Video Conferencing Platforms that Work for Everyone

CAPTION QUALITY ISSUES

- ☐ Caption quality relates to:
    - ○ ☐ Accuracy
    - ○ ☐ Synchronicity
    - ○ ☐ Completeness
    - ○ ☐ Placement
- ☐ Vendor resource from 3Play Media: <u>FCC's Quality Standards for Captioning Video</u> Programming. *(See also 3Play Media's RFP questions related to Caption Quality.)*
- ☐ Resource from National Association of the Deaf: <u>Closed Captioning Quality</u>

ACCESSIBILITY ISSUES

- ☐ Ensure that platform, integration systems, caption controls and profile settings, etc. are accessible to and usable by people with disabilities who may be
    - ○ ☐ Relying on captions
    - ○ ☐ Arranging, setting up, or trouble shooting captioning for the organization
- ☐ Web Content Accessibility Guidelines relating to captioning (note: other success criteria apply to the platforms, video controls, etc.)
    - ○ ☐ <u>Pre-recorded captions, Success Criteria 1.2.2</u>
    - ○ ☐ <u>Audio-only and Video-only (Prerecorded), Success Criteria 1.2.1</u>
    - ○ ☐ <u>Captions Live, Success Criteria 1.2.4</u>

LOGISTICS ISSUES

- ☐ Turn-around time for captions / transcripts on recorded video
- ☐ Hours of operation for emergency services / tech support / help desk
- ☐ Details for uploading files for captioning / transcription *(See 3Play Media RFP questions below related to online account systems and process and deliverables.)*
- ☐ Ability to correct captions/transcripts

OTHER VIDEO ACCESSIBILITY AND INCLUSION ELEMENTS RELATED TO TRANSCRIPTS AND CAPTIONS

- Audio description (providing audio information about video elements for blind people)
  - Can captioning /transcript vendor provide?
  - Resource: Audio Description Project of the American Council of the Blind
  - WCAG accessibility requirements: Audio Description (pre-recorded), Success Criteria 1.2.5
- Sign language interpreter
  - Can captioning /transcript vendor provide?
- Language support / translation
  - What language/s are available for captions / transcription?
  - How does translation integrate with captions?

ADDITIONAL RESOURCES

- Harvard / National Association of the Deaf captioning settlement *(p.3, definition of captioning)*
- Disability:IN resource: COVID-19 Response: Digital Accessibility and Other Best Practices for Remote Work
- Disability:IN resource: Accessible Technology Procurement Toolkit

Suggested RFP Questions (focus on human captions for recorded video)

Brought to you by 3PlayMedia

COMPANY

- Company background and qualifications.
- Experience providing the services requested in the RFP.

PROCESS AND DELIVERABLES

- Describe the methods you support for submitting media files for transcription/captioning.

- Describe the output formats you provide for transcripts and caption/subtitle files.

- Describe your turnaround options and SLA.

- Ability to create captions by synchronizing an existing transcript with the video.

- Ability to output a video with encoded captions or open captions.

- Interactive transcript that is compatible with multiple video players and LMS systems.

- Ability to caption YouTube videos owned by a third party.

QUALITY

- Transcripts and captions must be at least 99% accurate. Describe your accuracy guaranty.

- Explain how you measure accuracy.

- Expertise transcribing technical and academic content. Describe tools and processes to address this.

- Speakers should be clearly identified.

- Must include sound effects and non-speech elements.

- A single transcriptionist must work on a file from beginning to end. Files should not be split up and worked on by numerous transcriptionists. Please explain your process.

- What countries or geographic region does your work take place in? Please provide percentages of work completed by country/region. Do you have the ability to exclude certain countries or regions from an engagement?

ONLINE ACCOUNT SYSTEM

- Allows for delivery of transcripts and caption files.

- Upload approval: allows an authorized person to approve files before processing begins.

- Provides notifications of completed files.

- Stores all past work.

- Allows for a technical vocabulary with product names, people, or special instructions to be submitted for each file or a group of files.

- Ability to cancel files that were submitted erroneously.

- Detects if duplicate files were submitted by mistake.

- ☐ Provides the ability to preview captions on a video.

- ☐ Allows admin users to make edits to captions or the transcript.

- ☐ Allows the caption frame to be configured (e.g. number of lines, max characters per line, minimum display duration, and max characters per second). Supports multiple users and access control.

- ☐ Allows multiple departments to compartmentalize content, users, and billing.

- ☐ Provides usage reports of all account activity.

- ☐ Allows non-admins to make edits to captions/transcripts in a secure manner without logging in?

BILLING

- ☐ Line item detail for each submitted file.

- ☐ Access to past invoices and payment status.

- ☐ Ability to aggregate invoices across multiple departments.

INTEGRATIONS

- ☐ Describe your integrations with video platforms.

- ☐ Describe your integrations with cloud storage systems.

- ☐ Describe your Application Programming Interface (API).

PRICING

- ☐ Price for creating captions and transcripts for different turnarounds.

- ☐ Price for creating a caption file from an existing transcript.

- ☐ Minimum charges for any services.

- ☐ Additional charges for speaker identification.

- ☐ Bulk discounts.

OTHER FEATURES

- ☐ Audio description.

- ☐ Languages supported for captioning/transcription.

- ☐ Translation to other languages.

- ☐ Live captioning.

- ☐ Customer support, including phone support and a ticketing system.

- ☐ Knowledge center with support articles and video tutorials.

- ☐ Caption placement service that adjusts the position of captions to avoid obstructing existing onscreen text.