

Captions on the web

Reinaldo Ferraz



nic.br



@reinaldoferraz

W3C[®]
CHAPTER
São Paulo

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nie.br egi.br



Accessibility Fundamentals

[Introduction to Accessibility](#)

[Foundations Online Course](#)

[Components of Web Accessibility](#)

[Accessibility Principles](#)

Perspectives Videos

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[Colors with Good Contrast](#)

[Clear Layout and Design](#)

[Text to Speech](#)

[Large Links, Buttons, and Controls](#)

[Video Captions](#)

[Customizable Text](#)

[Speech Recognition](#)

Video Captions

Web accessibility is essential for people with disabilities and useful for all. Learn about the impact of accessibility and the benefits for everyone in a variety of situations.

The video player displays a scene with four people (three women and one man) gathered around a table, looking at a laptop. The laptop screen shows a woman speaking with subtitles. The video player interface includes a play button, a progress bar at 0:00 / 0:48, and a speed control set to 1x. The video is titled 'Web Accessibility Perspectives: Video Captions' and has a 'Copy link' button in the top right corner.



Geral

Brazil has 10.7 million people with hearing impairment, says study

Entre os que têm deficiência auditiva severa, 15% já nasceram surdos

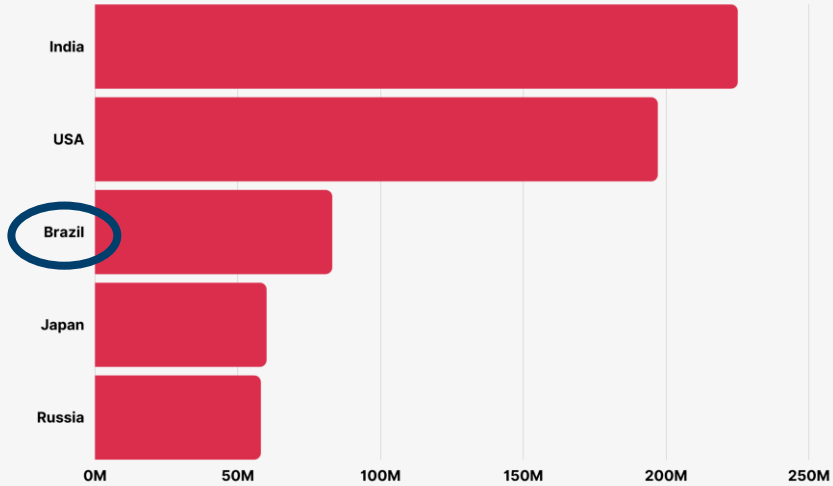


Publicado em 13/10/2019 - 14:15 Por Alana Gandra - Repórter da Agência Brasil - Rio de Janeiro

Estudo feito em conjunto pelo Instituto Locomotiva e a Semana da Acessibilidade Surda revela a existência, no Brasil, de 10,7 milhões de pessoas com deficiência auditiva. Desse total, 2,3 milhões têm deficiência severa. A surdez atinge 54% de homens e 46% de mulheres. A predominância é na

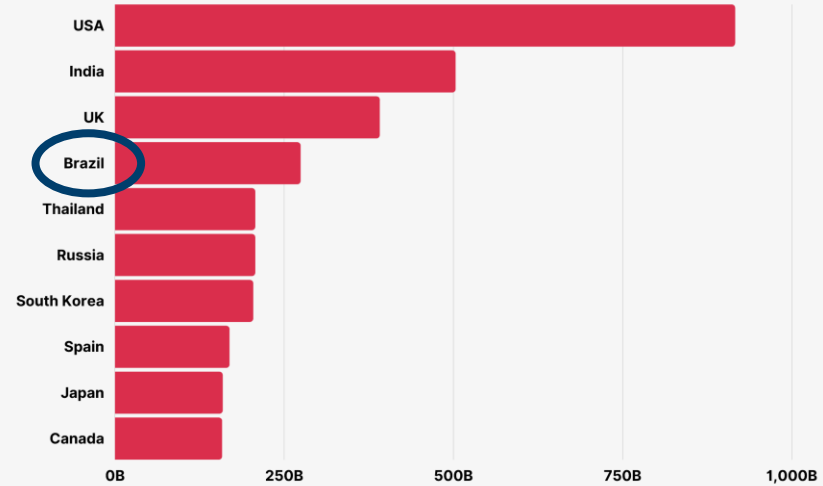


YouTube users by country



YouTube Users

Total YouTube views by country



Views

ONLY 5% OF BRAZILIANS STATE THEY SPEAK ENGLISH

People 16 years old or older

5.1%



state they have some knowledge of the English language

1.807 views | Jul 31, 2019, 12:39am EDT

Verizon Media Says 69 Percent Of Consumers Watching Video With Sound Off



TJ McCue Senior Contributor
[Consumer Tech](#)

f Picture this: you are sitting in a cafe, hardly any noise except some background music, and some guy starts laughing hysterically at his phone. He is watching a video with the sound off, captions on, and interrupting your quiet coffee mojo (Don't be that guy, by the way). This post will list out a few auto-caption video tools.

t

in

The study polled 5,616 US consumers and found that:



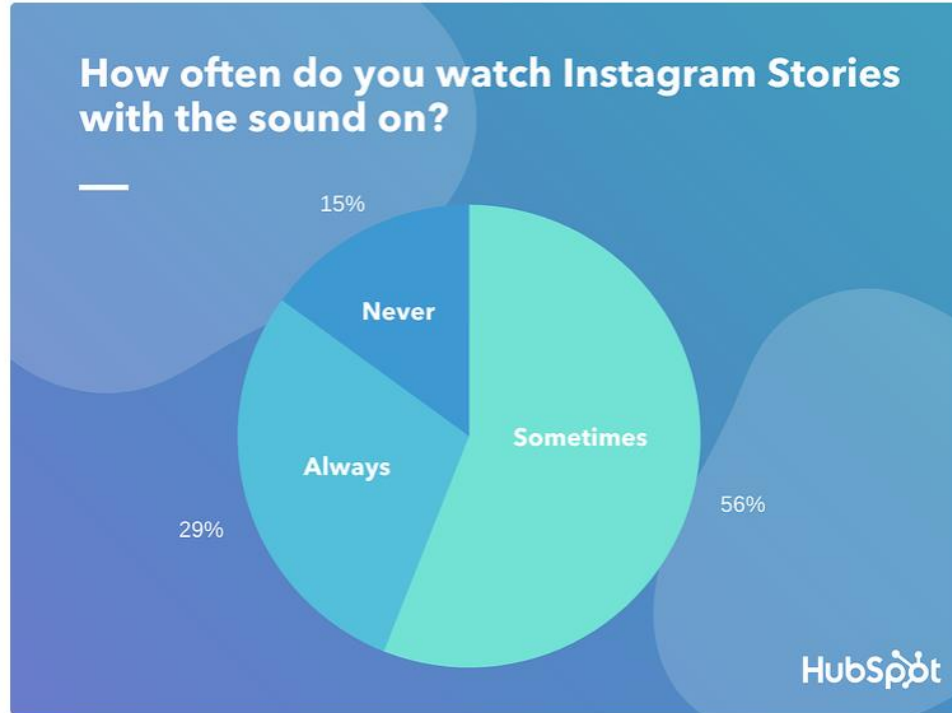
69% view video with sound off in public places and 25% watch with sound off on private places



80% of consumers are more likely to watch an entire video when captions are available



50% of consumers say captions are important because they watch video with sound off



Data Source: Lucid Software

So, what does a "Sometimes to Always" response mean for



Open Caption
Closed Caption
Transcription



Always visible



Open Caption

For social networks and
direct messages

VEED

Subly BETA



KAPWING



Canvas Size ▾

Download ↓



Subtitle Video

⌘A

Subtitles Styles Options

- 00:00.0 Oi pessoal, eu tô fazendo esse vídeo para mostrar para vocês
- 00:03.9 o quanto é fácil publicar



Split

00:00 / 00:16

Fit To Screen



00:00.0 / 00:16.4

00:00

00:16

Oi pessoal, eu tô fazendo esse vídeo para mostrar para vocês	o quanto é fácil publicar vídeos com legenda nas redes sociais	essas legendas elas são geradas automaticamente por	online, depois eu vou explicar direitinho como	posto específico o sobre
--	--	---	--	--------------------------



← Back to Dashboard

All changes saved

Download ▾



Subtitles

00:01 Oi pessoal.

00:01



Style Editor

00:01 Estou fazendo esse vídeo para mostrar pra vocês o quanto é fácil
00:06 publicar vídeos com legenda

00:06 nas suas redes sociais.

00:07

00:07 Essas legendas

00:08

00:08 são geradas automaticamente por um serviço online.

00:11

00:11 Depois eu vou explicar direitinho como fazem um posto específico
00:15 sobre isso.



▶ 0:16 / 0:16



To customise, style and edit the watermark go to the 'Style Editor' tab

Spotted an issue or need help? Email us at support@getsubly.com

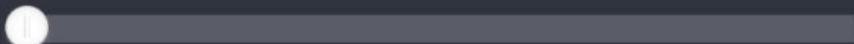


Oi pessoal, eu tô fazendo esse vídeo para mostrar para vocês o quanto

Add subtitles to Video

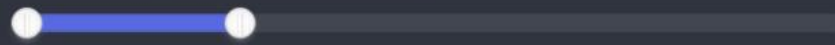
Type and time your subtitles. Click each timestamp to use the ↑ ↓ or ← → arrow keys to make finer adjustments.

▶ ↺ -5s +5s 00.00 / 16.47



Oi pessoal, eu tô fazendo esse vídeo para mostrar para vocês o quanto

00.00 - 04.30 Duplicate Remove
Set to current time Set to current time



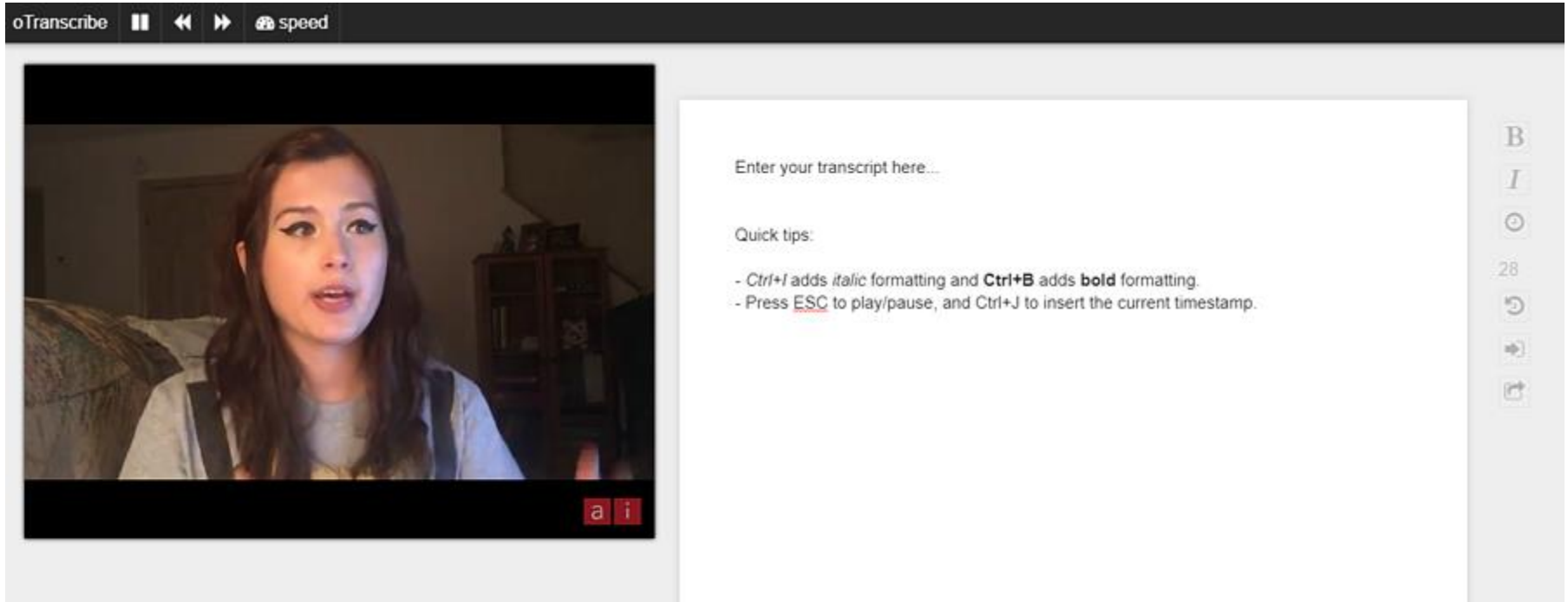
é fácil publicar vídeos com legenda nas redes sociais essas legendas

04.30 - 08.70 Duplicate Remove
Set to current time Set to current time



elas são geradas automaticamente por um serviço online, depois


Audio transcription









The screenshot shows the oTranscribe web application interface. At the top, there is a dark control bar with the text "oTranscribe" on the left, a pause button, a back button, a forward button, and a "speed" control. Below this is a video player showing a woman speaking. In the bottom right corner of the video player, there is a small red logo with the letters "a i". To the right of the video player is a large white text area for transcription. At the top of this area is the placeholder text "Enter your transcript here...". Below this is the heading "Quick tips:" followed by two bullet points: "- *Ctrl+I* adds *italic* formatting and **Ctrl+B** adds **bold** formatting." and "- Press ESC to play/pause, and **Ctrl+J** to insert the current timestamp." On the far right, there is a vertical sidebar with several icons: a bold "B" icon, an italic "I" icon, a circular arrow icon, the number "28", a refresh icon, a play/pause icon, and a share icon.

Audio transcription

The screenshot shows the SPEECHTEXTER web interface. At the top, there is a green header with the logo and a blue header with the language set to "Português". The main area is divided into three sections: a left sidebar, a central editor, and a right sidebar. The central editor has a teal toolbar with icons for file operations and text formatting (bold, italic, underline). The right sidebar is a green panel with a list of punctuation and formatting options. At the bottom, there is a grey control bar with a microphone icon and navigation arrows. The text "0 words" is visible in the bottom right corner of the editor area.






SPEECHTEXTER 

Português

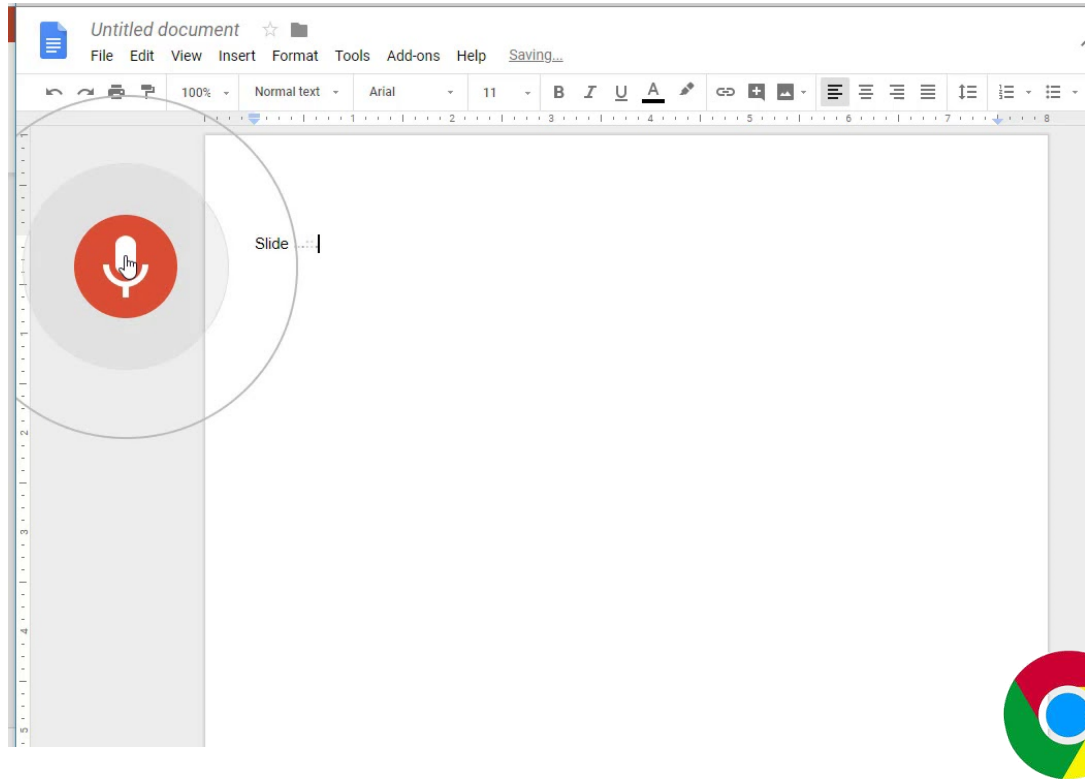
   | **B** *I* U   

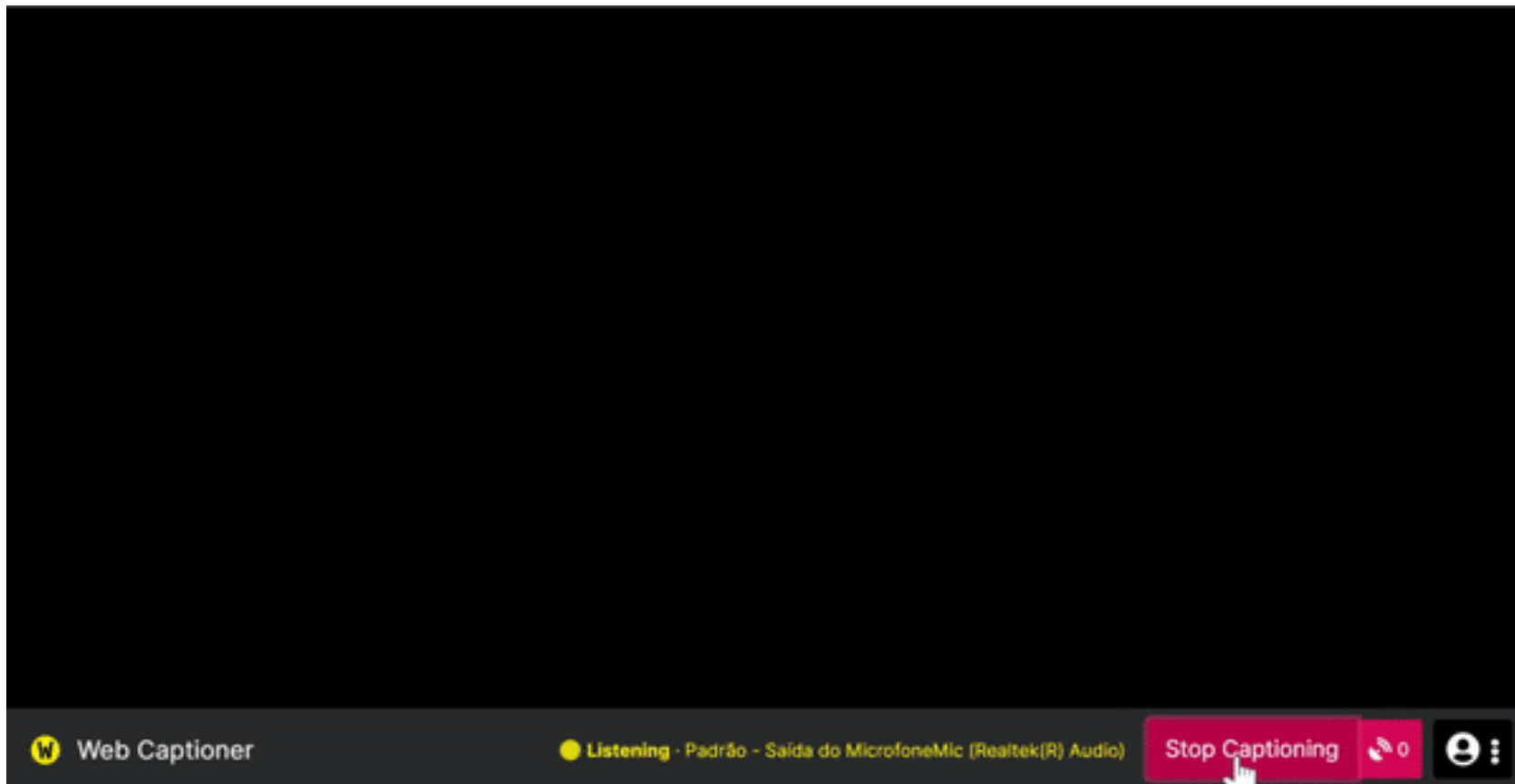
ponto final .
vírgula ,
dois pontos :
ponto e vírgula ;
ponto de exclamação !
ponto de interrogação ?
novo paragrafo #newparagr
aph

0 words

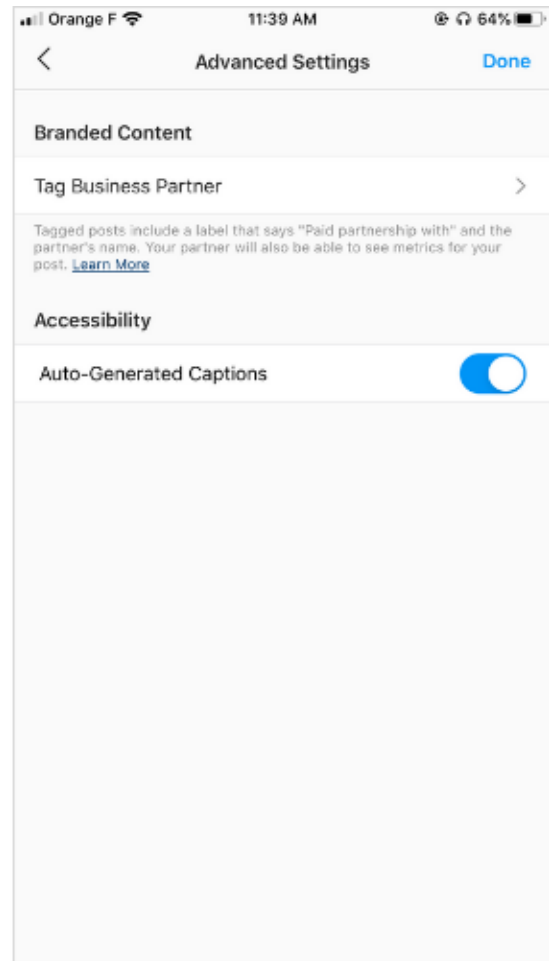
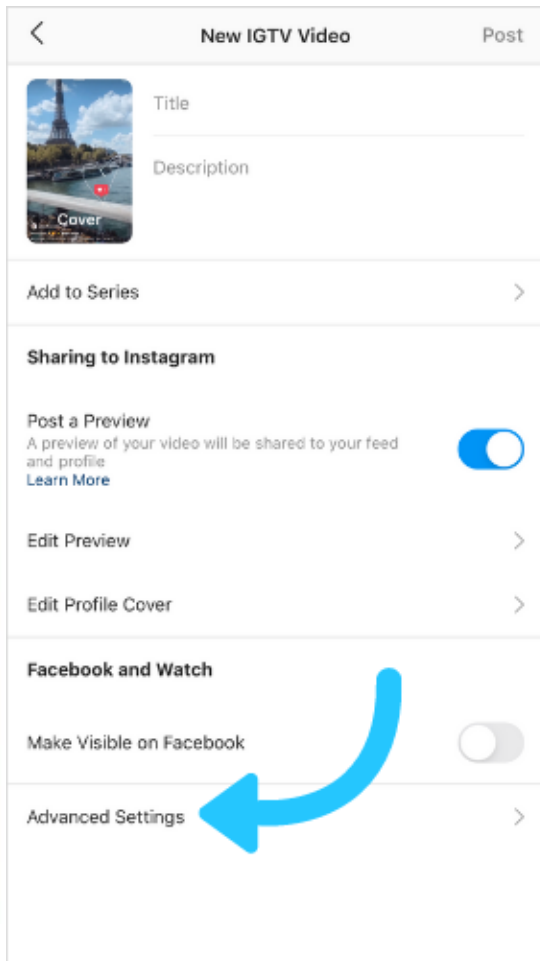
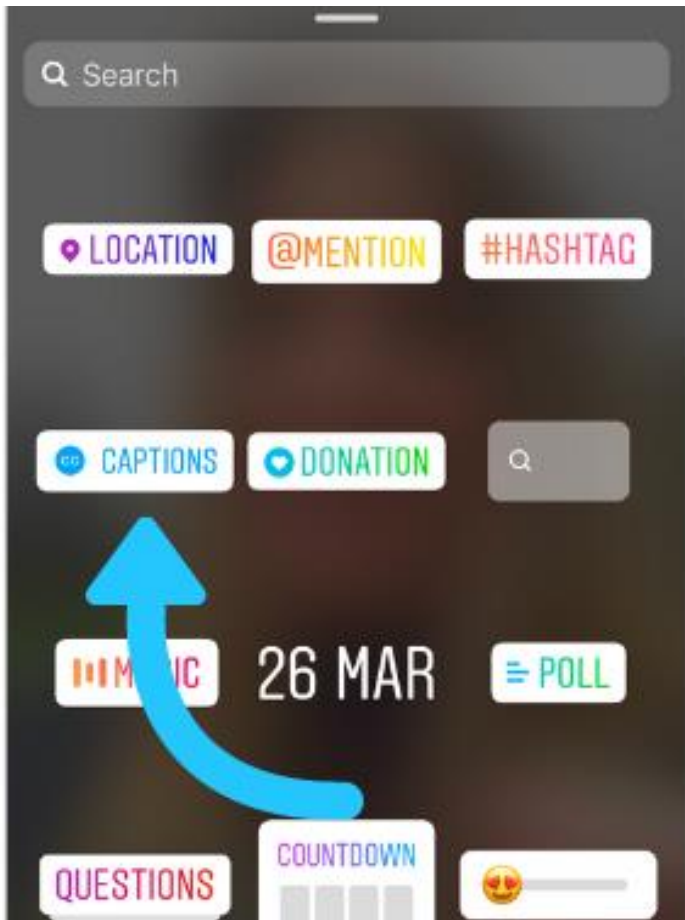
Audio transcription





Social network captioning





×

Tweets não enviados

 o que está acontecendo?

×

Editar



▶ 0:00 / 0:48

cc Carregar arquivo de legenda (.srt)

🌐 Qualquer pessoa pode responder


     ○ | + **Tweetar**

← **Carregar legenda** **Concluído**

Carregar arquivo de legenda (.srt)

Para adicionar legendas ao vídeo, basta carregar um arquivo válido com o formato SRT. As legendas não são afetadas pela edição de vídeo.

cc **Carregar legenda**



Detalhes do vídeo



Alterar miniatura



Adicionar legendas



Carregar legendas

Usar arquivos SubRip (.srt)



Carregar

Salvar

Cancelar



All

News

Product

Community

Safety

Company

United States ▾

Product

Apr 6, 2021

Share this post



Introducing auto captions

By Stephanie Hind, Manager, Creator Management and Operations, TikTok US

Inclusivity is important because when people feel included, they're more comfortable expressing themselves and engaging with their community. We're committed to fostering an inclusive app environment, and that means building products and tools that support our diverse community. As we continue working to make TikTok ever more accessible, today we're introducing auto captions, a new feature to help people who are hard of hearing or deaf better use and enjoy TikTok.

How auto captions work

Closed Caption

Users have some control



Used in web applications

Closed Caption vs Subtitle

In portuguese:

- *Closed Caption*: Legenda oculta
- *Subtitle*: Legenda

Differences:

- *Subtitle* provides alternative text for the dialog
- *Closed Caption* it also offers alternative text for the dialog but also for other parts of the audio, such as background sounds, noises, phones ringing, etc.

Closed Caption file formats



WebVTT

TTML

WebVTT: The Web Video Text Tracks Format



W3C Candidate Recommendation 4 April 2019

This version:

<https://www.w3.org/TR/2019/CR-webvtt1-20190404/>

Latest published version:

<https://www.w3.org/TR/webvtt1/>

Editor's Draft:

<https://w3c.github.io/webvtt/>

Previous Versions:

<https://www.w3.org/TR/2018/CR-webvtt1-20180510/>

Test Suite:

<https://github.com/web-platform-tests/wpt/tree/master/webvtt>

Editor:

[Silvia Pfeiffer](#) (CSIRO)

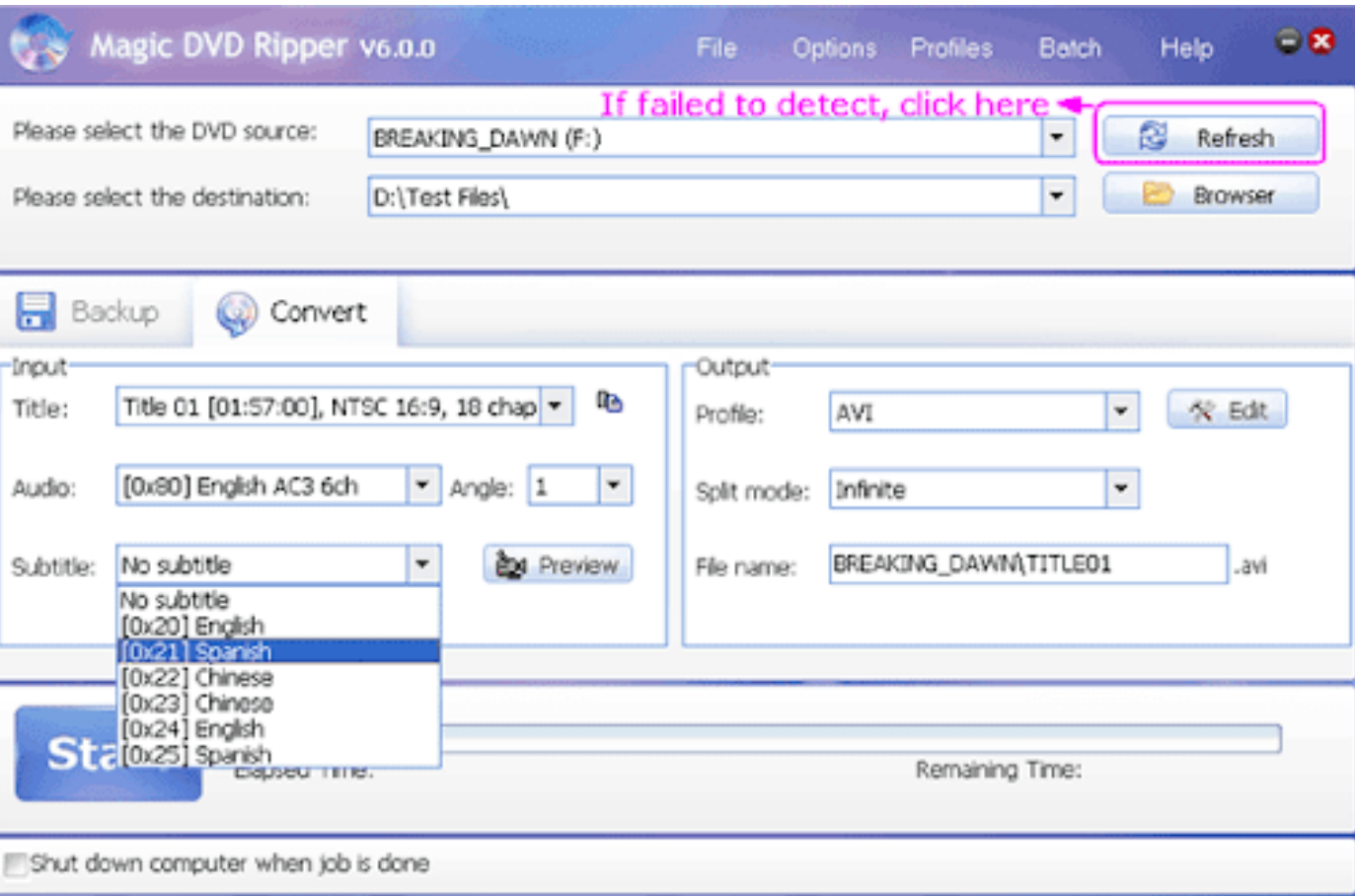
Former Editors:

[Simon Pieters](#) (Opera Software AS)

[Silvia Pfeiffer](#) (NICTA)

[Philip Jägenstedt](#) (Opera Software ASA)





WEBVTT

1

00:00:00.000 --> 00:00:05.000

Neste momento há diversas iniciativas no âmbito do W3C

2

00:00:05.050 --> 00:00:08.000

que dizem respeito a publicações, a publicação de livros,

3

00:00:08.050 --> 00:00:12.000

de revistas, e-books, etc.


```
<video controls>
<source src="MOV_2279.mp4" type="video/mp4">
<track
label="Português"
kind="subtitles"
srclang="pt"
src="legenda-pt.vtt"
default>
<track label="English" kind="subtitles" srclang="en"
src="legenda-en.vtt">
</video>
```

Kind attribute values

- **subtitles**

Provide translation of content that cannot be understood by the viewer. For example, speech or text that is not English in an English language film

- **captions**

Provide a transcription and possibly a translation of audio. Include important non-verbal information such as music cues or sound effects.

- **descriptions**

Textual description of the video content.

- **chapters**

Used when the user is navigating the media resource.

- **metadata**

Tracks used by scripts. Not visible to the user.

```
<style>
  video::cue {
    background-color:blue;
    color: white;
  }
  video::cue(b) {
    color: yellow;
  }
</style>
```

WEBVTT

1

00:00:00.000 --> 00:00:05.000

Neste momento há diversas iniciativas no âmbito do W3C

2

00:00:05.050 --> 00:00:08.000 `line:10.00%`

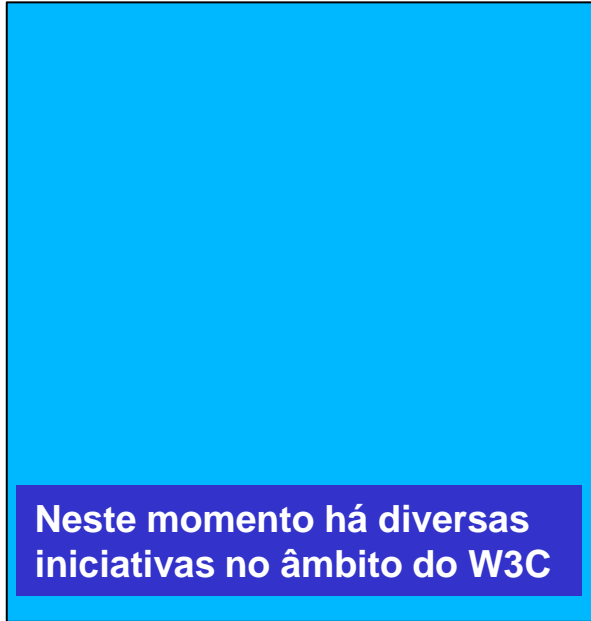
``que dizem respeito a publicações, a publicação de livros,
``

3

00:00:08.050 --> 00:00:12.000 `size:10%`

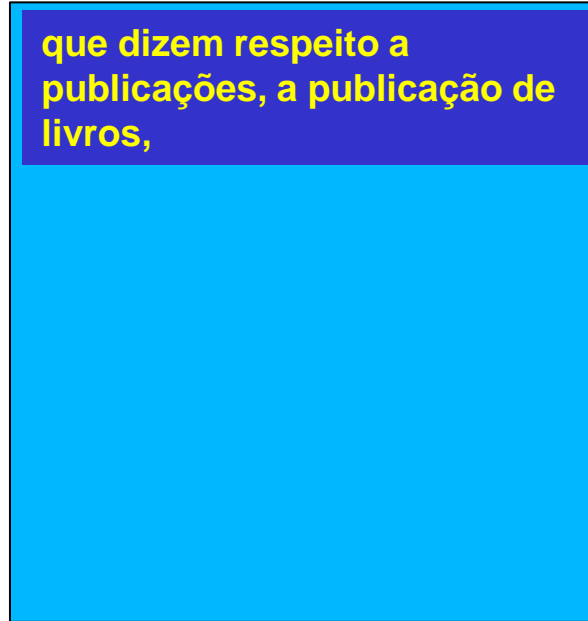
de revistas, e-books, etc.

00:00:00.000 --> 00:00:05.000



```
background-color:blue;  
color:white;
```

00:00:05.050 --> 00:00:08.000



```
line:10.00%  
color:yellow;
```

00:00:08.050 --> 00:00:12.000



```
size:10%
```

Timed Text Markup Language 1 (TTML1) (Third Edition)



W3C Recommendation 08 November 2018, edited in place 20 August 2020

This version:

<https://www.w3.org/TR/2018/REC-ttml1-20181108/>

Latest editor's draft:

<https://w3c.github.io/ttml1/index.html>

Latest version:

<https://www.w3.org/TR/ttml1/>

Previous version:

<https://www.w3.org/TR/2018/PR-ttml1-20181004/>

Editors:

Glenn Adams, Skynav

Pierre-Anthony Lemieux, MovieLabs

Contributing Authors:

Michael Dolan, Invited Expert

Geoff Freed, WGBH National Center for Accessible Media



Timed Text Markup Language 2 (TTML2) (2nd Edition)



W3C Candidate Recommendation 28 January 2020

This version:

<https://www.w3.org/TR/2020/CR-ttml2-20200128/>

Latest version:

<https://www.w3.org/TR/ttml2/>

Previous version:

<https://www.w3.org/TR/2018/REC-ttml2-20181108/>

Editors:

Glenn Adams, Invited Expert
Cyril Concolato, Netflix

Contributing Authors:

Glenn Adams, Invited Expert
Cyril Concolato, Netflix
Mike Dolan, Invited Expert
Sean Hayes, Microsoft
Frans de Jong, European Broadcasting Union



```
<body region="subtitleArea">
  <div>
    <p xml:id="subtitle1" begin="0.76s" end="3.45s">
      It seems a paradox, does it not,
    </p>
    <p xml:id="subtitle2" begin="5.0s" end="10.0s">
      that the image formed on<br/>
      the Retina should be inverted?
    </p>
    <p xml:id="subtitle3" begin="10.0s" end="16.0s"
style="s2">
      It is puzzling, why is it<br/>
      we do not see things upside-down?
    </p>
```


- YouTube
- Netflix
- Amazon Video
- Yahoo
- AOL
- Vimeo
- Dailymotion
- YouView
- Metacafe
- Brightcove
- Ooyala
- Kaltura (MediaSpace)
- Limelight Networks
- Adobe Media Server
- Adobe Connect
- Adobe TV
- Adobe Premiere Pro
- Adobe Flash
- Open Source Media Framework (OSMF)
- Adobe Presenter
- Panopto
- VLC
- Flowplayer
- JW Player
- Subtitle Edit

Research & Development

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Streamable Subtitles for IP Production

Posted by **James Sandford** on 22 Jul 2020, last updated 22 Jul 2020

Many European broadcasters currently use a Teletext-based format to produce subtitles (sometimes known as closed captions) for live TV programmes. Teletext has all of the limitations you would expect of a format created in the 70s. It's based around a mono-spaced character grid that fits a standard definition 4:3 screen, there's no € symbol, and there's limited formatting possibilities to name a few. The BBC has been working with the IETF avtcore Working Group, EBU, and W3C Timed Text Working Group to develop a suitable replacement. The latest result of that work is [RFC 8759 - RTP Payload for Timed Text Markup Language \(TTML\)](#).



Search BBC R&D



Related posts

Diagnosing VPN Throughput Issues

Find out about how we compared different VPN solutions to find one with adequate performance for our IP Outside Broadcast trials.

8 OCT 2018



Timed Text Style Guide: General Requirements

Netflix | Partner Help Center → SPECIFICATIONS & GUIDES → Timed Text Style Guides

[PRINT](#)

Timed Text Style Guide: General Requirements

[RECENTLY VIEWED ARTICLES](#)



FOR IMMEDIATE RELEASE

World Wide Web Consortium (W3C) to Receive Emmy® Award for Standards Work on Accessible Video Captioning and Subtitles

W3C Representatives to Accept Award 8 January 2016 during Consumer Electronics Show (CES) in Las Vegas

Read [congratulatory messages from W3C Members](#)

[Translations](#) | [W3C Press Release Archive](#) | [Photo & video Gallery](#)

5 January 2016 — The World Wide Web Consortium (W3C), the global standards organization that develops the foundational technologies for the Web, will receive a Technology & Engineering Emmy® Award on 8 January, 2016 from [the National Academy of Television Arts & Sciences](#) (NATAS) for W3C's work to make video content more accessible with text captioning and subtitles.

For the category "Standardization and Pioneering

THE
NATIONAL
ACADEMY OF
TELEVISION
ARTS & SCIENCES



Generating text captions

The screenshot displays the VTT Creator interface. On the left, a list of caption entries is shown, each with a start time, show for duration, and end time. The first entry has a start time of 00:10.900, a show for duration of 00:06.100, and an end time of 00:17.000. The caption text is "about. Frustrating isn't it not knowing what's". The second entry has a start time of 00:17.000, a show for duration of 00:03.500, and an end time of 00:20.500. The caption text is "going on? That's the situation to everyone. Who". The third entry has a start time of 00:20.500, a show for duration of 00:06.100, and an end time of 00:26.600. The caption text is "With accessibility perspectives video captions".

On the right, a video player is shown with a play button, a progress bar, and a volume icon. The video player is currently at 0:00 / 0:48. The video player shows a blurred image of a person. Below the video player, a red waveform is visible, and the text "With accessibility perspectives video captions" is overlaid on the video.

At the bottom of the interface, there is a footer with the text "Created by Robert Allsopp" and social media icons for LinkedIn and GitHub. To the right of the footer, there is a red button labeled "DONATE" and the text "Like this tool? Help me keep it running!".



WhatsApp Video 2020-08-05 at... edit

Translate Beta

Share

Download

Download video with subtitles



- Subtitles (SubRip .srt)
- Subtitles (WebVTT .vtt)**
- Subtitles (EBU-STL .stl)
- Avid Markers (.txt)
- Premiere Pro Markers (.xml)
- Final Cut Pro (.fcpxml)
- Text Document (.txt)
- Maxqda (.txt)

Download video

Download subtitles

00:00:00.000

00:00:16.491



Playback Speed

00:00:00.

Subtitles

Edit subtitle limits

01 ▶ 14 CPS CPL

00:00:00.000 41
00:00:03.000

02 ▶ 18 CPS CPL

00:00:03.200 35
00:00:07.320 37

03 ▶ 20 CPS CPL

00:00:07.520 39

sociais essas legendas elas são geradas automaticamente por um serviço online

Teste de legenda

Saved as draft



Details

Video elements

Visibility



Enter a comma after each tag

0/500

Language, subtitles, and closed captions (CC)

Select your video's language and, if needed, a caption certification

Video language

Portuguese (Brazil)

Caption certification ?

None

[UPLOAD SUBTITLES/CC](#) ?

Recording date and location

Add when and where your video was recorded. Viewers can search for videos by location.



Video link



Filename



Finished processing

[NEXT](#)




← Channel videos



Your video


Teste de legenda

 Analytics

 Editor


 Comments

 Subtitles

 Settings

 Send feedback

Video subtitles

Language	Modified on	Title & description	Subtitles
Portuguese (Brazil) (video language)	Sep 8, 2020	Published by Creator	ADD 

[ADD LANGUAGE](#)

Community contributions

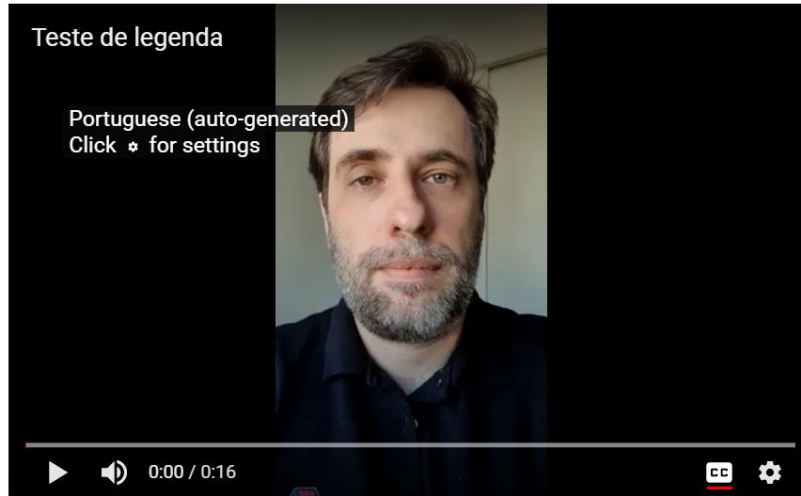
Community Contributions
Off for this video ▼

When you're finished, click "Return to YouTube Studio"

Return to YouTube Studio



Manage subtitles and closed captions: Portuguese (Brazil)



SELECT METHOD

Choose how you want to add subtitles or closed captions to this video:

Upload a file



Transcribe and auto-sync



Create new subtitles or CC



File Formats for YouTube



SubRip (.srt)







WebVTT (.vtt)

TTML (.ttml)



← Channel videos



Your video
Teste de legenda

-  Details
-  Analytics
-  Editor
-  Comments
-  Settings
-  Send feedback

Video subtitles

Language	Modified on	Title & description	Subtitles
Portuguese (Automatic)	Sep 8, 2020		Published Automatic 
Portuguese (Brazil) (video language)	Sep 8, 2020	Published by Creator	ADD 

Options

ADD LANGUAGE

Community contributions

Community Contributions
Off for this video ▼



Your video

Teste de legenda



Analytics



Editor



Comments



Subtitles



Settings



Send feedback

Video subtitles

Language	Modified on	Title & description	Subtitles
Portuguese (Automatic)	Sep 8, 2020		<ul style="list-style-type: none"> Edit on Classic Studio Download → Delete
Portuguese (Brazil) (video language)	Sep 8, 2020	Published by Creator	

ADD LANGUAGE

Community contributions

Community Contributions

Off for this video



Your video

Teste de legenda



Analytics



Editor



Comments



Subtitles



Settings



Send feedback

Video subtitles

Language	Modified on	Title & description	Subtitles
Portuguese (Automatic)	Sep 8, 2020		.vtt .srt
Portuguese (Brazil) (video language)	Sep 8, 2020	Published by Creator	.sbv

ADD LANGUAGE

Community contributions

Community Contributions

Off for this video

When you're finished, click "Return to YouTube Studio"

Return to YouTube Studio



Transcribe and set timings: Portuguese

Delete draft

Save changes

Actions ▾

[Keyboard shortcuts](#) | [Help](#)

Type subtitle here then press Enter



0:00.3
0:05.0

oi oi pessoal eu tô fazendo esse vídeo
para mostrar para vocês o quanto é fácil.

0:05.0
0:09.8

publicar vídeos com legenda nossas
redes
sociais essas legendas relação geradas

0:09.8
0:13.7

automaticamente por um serviço online e
depois eu vou explicar direitinho como

0:13.7

Teste de legenda

oi oi pessoal eu tô fazendo esse vídeo para mostrar para vocês o quanto é fácil

publicar vídeos com legenda nossas redes sociais essas legendas relação geradas

automaticamente por um serviço online e depois eu vou explicar direitinho como

WEBVTT

Kind: captions

Language: pt

00:00:00.300 --> 00:00:02.959 align:start position:0%

oi<00:00:00.330><c> oi</c><00:00:01.010><c>

peçoal</c><00:00:02.010><c> eu</c><00:00:02.220><c>

tô</c><00:00:02.340><c> fazendo</c><00:00:02.399><c>

esse</c><00:00:02.790><c> vídeo</c>

00:00:02.959 --> 00:00:02.969 align:start position:0%

oi oi peçoal eu tô fazendo esse vídeo

Subtitle Converter

1

UPLOAD FILE(S)

UPLOAD

2

SELECT FORMAT

- SubRip (.srt)
- Spruce Subtitle File (.stl)
- Scenarist Closed

3

GET FILE

CONVERT



Privacidade - Termos



**It is time to add captions to
your videos on the web**

Thank you

 reinaldo@nic.br  @reinaldoferraz

nic.br **cgi.br**

www.nic.br | www.cgi.br

Crédito das ilustrações: Freepik.com