



MEDIA RELEASE

**For immediate release
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Ai-Media Announces Closed Captioning Solution for Broadcasters using Facebook Live

- ***Live video captioning service to provide real-time captions for Facebook Live broadcasts***

Today, captioning company Ai-Media announced that it will bring its unique technology to broadcasters seeking to add closed captions to their Facebook Live broadcasts.

Founded in 2003, Ai-Media is recognized as the world's leading provider of high quality live and recorded captioning services. Headquartered in Australia, the company employs 250 staff with offices in the US, Canada and the UK.

Ai-Media's broadcast captions are seen by millions who tune into Seven, Nine, Foxtel, BBC Worldwide, NBC Universal and Discovery. Its education captioning is provided at over 100 universities and schools around the world. Ai-Media is excited to now be providing closed captioning services to publishers who want to add live captions to Facebook Live broadcasts.

Ai-Media's unique technology allows people, public figures and Facebook Pages to share live video and add captions to their content, connecting instantly with their followers and friends on Facebook.

Ai-Media's technology for adding captions to Facebook Live broadcasts is based on a simple interface: users send their live stream directly to Ai-Media, who then add live captions to the stream and send it back to the user's page. The service purposefully incorporates a minor delay to the user's live stream to allow the captions to appear in time with the audio track in easy-to-read caption blocks.

It's not just deaf and hard-of-hearing people who are set to benefit. The addition of captions not only allows the message to be communicated silently, it also provides valuable metadata about the content of the video for search discovery.

Tony Abrahams, CEO of Ai-Media, says: "Together with Facebook, we've designed a solution to provide access to great live content on a truly global scale."

Over the past year, daily watch time for Facebook Live broadcasts has grown by more than 4x, and 1 in 5 Facebook videos is a Live broadcast. Ai-Media's technology will allow publishers to incorporate captions in their live videos.

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About Ai-Media

Ai-Media was founded in 2003 by Alex Jones and Tony Abrahams as a for-purpose business to improve the quality of life for people with a disability using technology and social innovation. The company's Ai-Live internet captioning service was supported by the Australian Government. Ai-Media's inclusive solutions focus on high quality speech-to-text media services for broadcast, education, corporate, government and online.

facebook.com/aimediaAUS

ai-media.tv

ai-live.com

visibleclassroom.com

Twitter: [@accessinclusion](https://twitter.com/accessinclusion)

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