

PARTNERSHIP

OVERVIEW

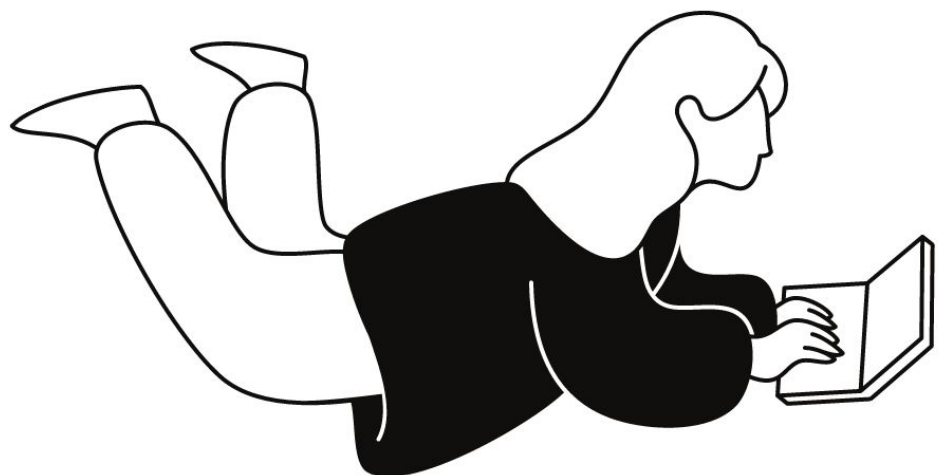
 3PLAYMEDIA

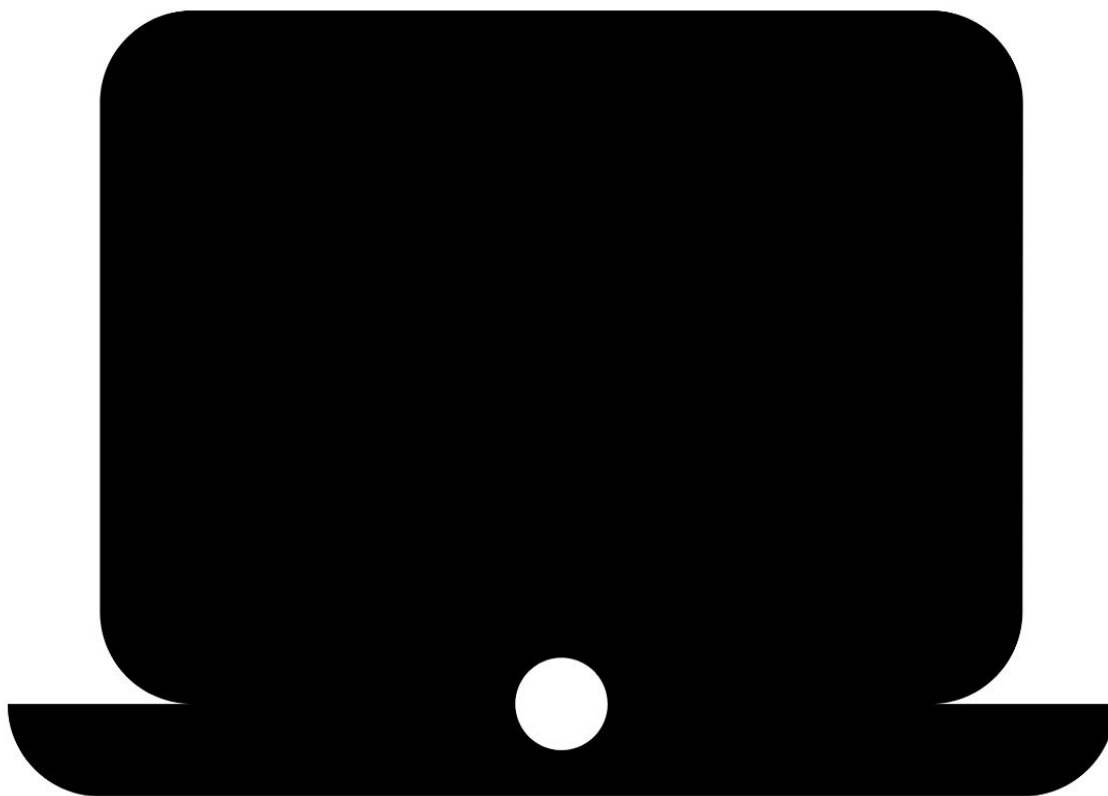
&

BRIGHTCOVE

PARTNERSHIP VALUE STATEMENT

Our goal is to make video accessibility easy by integrating directly into customers' existing video production workflow. 3Play and Brightcove aim to be at the forefront of video accessibility, making it simple for companies to ensure their content can be accessible & comprehensible for all persons, regardless of their abilities. Closed captioning, live captioning, transcription, and audio description are all available through a seamless integrated workflow. In addition to making your content accessible & legally compliant with accessibility standards, our partnership will increase the value of your video product investment by increasing SEO, brand recall, viewer engagement, focus, and comprehension.



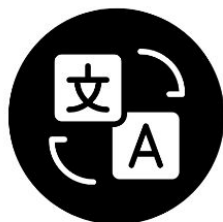


WHAT WE DO TOGETHER:



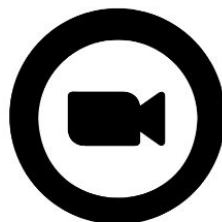
CAPTIONING & TRANSCRIPTION

Captions & transcripts are a text version of dialogue & sound effects. We provide captions in 20+ languages.



TRANSLATION & SUBTITLING

Subtitles translate spoken dialogue into different languages. We provide subtitles in 50+ languages.



LIVE CAPTIONING

We deliver in-player live captions to most major live streaming platforms – in real time. Our account system offers easy scheduling and upgrade options.



AUDIO DESCRIPTION

A secondary audio track narrating the visual information in your video. We provide multiple voice options, standard and extended description.

CUSTOMER VALUE

- ★ Ensure your content is accessible to anyone, with 99% accuracy and SLA-guaranteed turnaround
- ★ Develop & distribute fully accessible and compliant video content with a seamless workflow
- ★ Order accessibility services right from your Brightcove experience
- ★ Upon completion of the services, your completed video files are automatically posted back to your Brightcove instance
- ★ Order your services with specific & guaranteed turnaround times, to make sure your videos are accessible within your project's timeline
- ★ Aid localization efforts with access to translation & subtitling services in [45+ languages](#)

ARABIC BENGALI CHINESE CZECH DUTCH FRENCH
(CANADA) FRENCH (FRANCE) GERMAN HEBREW HINDI
ITALIAN INDONESIAN JAPANESE LATVIAN KOREAN
NORWEGIAN PORTUGUESE ROMANIAN RUSSIAN SPANISH
(LATIN AMERICA) SPANISH (CATALÁN) SWEDISH
TAMIL UZBEK VIETNAMESE YIDDISH

CUSTOMER STORY

Using the 3Play + Brightcove roundtrip integration, [Oracle University](#) developed an efficient & effective captioning solution for their long-form training videos. By simply tagging their videos directly in Brightcove, the completed video files automatically post back for easy publishing & distribution.



WHY?

Oracle understands that captions are a must to ensure their video content is accessible to deaf/hard of hearing employees & subscribers. But the benefits don't end there – Oracle has also seen tremendous improvements in engagement and comprehension with closed captions.

HOW?

Oracle University utilizes 3Play's roundtrip integration with Brightcove to seamlessly caption videos. They also use 3Play's interactive transcript and playlist search feature, allowing viewers to search for a keyword in the transcript or jump to a specific timestamp.

"Transcribing video is fast, easy, and it powers useful features beyond compliance. It's the captions, search, and browse. It gives you a lot of great opportunities outside of compliance."

– Ben Labrum, Senior Product Manager

CUSTOMER STORY

Using the 3Play + Brightcove roundtrip integration,

[Mary Kay Inc.](#) produces

educational, training, motivational, and recognition content for its independent U.S. salesforce and consumer audience. By tagging their videos directly in Brightcove, completed video files automatically post back for easy publishing & distribution.

MARY KAY

WHY?

Mary Kay outlined their perfect captioning vendor: ADA compliant, dedicated support, and a seamless Brightcove integration. Following the company philosophy, Mary Kay Inc. captions because everyone – regardless of disability or language – deserves equal access to information that can impact individual success.

HOW?

Mary Kay utilizes 3Play's roundtrip integration with Brightcove to seamlessly automate the process of captioning videos. With this integration, Mary Kay can produce more content in less time... with less errors. Posting content to multiple platforms has empowered users to receive content where/how they want it.

"[Captioning] has helped us elevate the independent salesforce experience. They make it easier for us to deliver the right experience and service for our independent salesforce."

– Sherry Roe, Digital Media Coordinator

RESOURCE SUMMARY

[Integration Overview](#)

[Request Captions from Brightcove](#)

[Request Captions from within 3Play](#)

[Audio Description Postback](#)

[Live Captioning via Brightcove](#)

[Live Professional Captioning](#)

[Brightcove Marketplace Link](#)

