

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: [FCC's Quality Standards for Captioning Video Programming](#). (See also 3Play Media's RFP questions related to Caption Quality.)
- Resource from National Association of the Deaf: [Closed Captioning Quality](#)

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.)
 - [Pre-recorded captions, Success Criteria 1.2.2](#)
 - [Audio-only and Video-only \(Prerecorded\), Success Criteria 1.2.1](#)
 - [Captions Live, Success Criteria 1.2.4](#)

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)

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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.