UW Captioning Resources

For the Web Council
January 22, 2014
Why Caption your video?

Growing litigation by disability advocates

2012, National Association of the Deaf vs. Netflix: NAD argues that Netflix barred deaf users from enjoyment of their streaming video service by not captioning videos.
   -- Consent decree that Netflix would caption 100% of videos within 2 years

2012, University of Montana: Inaccessibility of web content and course services, including class assignments and videos without captions
   -- Montana will develop standards of practice for accessible technologies

2010, National Federation of the Blind vs. Penn State: Widely inaccessible nature of technology used on campus, including classroom technologies
   -- Penn State will comply on a broad spectrum of Accessibility programs and report to the court – a very expensive and time consuming compliance program
Why Caption your video?

• Improved Student Comprehension
• Videos with captions are watched longer
• Captioning supports learning for ESL students
• Powerful access to electronic learning materials
• Flexible access to electronic learning materials
Video captioning at UW

A work in progress.