

# ACCESS SERVICES WOW. AND NEXT.



We believe everyone deserves to be wowed by compelling content. Red Bee Media's Access Services unlock content for audiences with visual or hearing needs. These services are pivotal in ensuring equal content for everyone, everywhere.

You gain three distinct benefits: your audiences enjoy equal access, you fulfil regulatory requirements, and — in a highly competitive marketplace — it enhances your brand profile.

What's more, Access Services are not just for people with visual and hearing impairments. A growing number of viewers with adequate hearing are opting to use subtitles — either because they might be watching content in an environment that restricts audio from their device, or because they find it easier to follow the program with textual back-up.

## HOW WE BRING ACCESS SERVICES TO LIFE

Our dedicated studios and talented team of VO artists and technicians have a vast amount of experience, ensuring your captioning, subtitling and VOs are second-to-none. This leaves you to focus with confidence on opportunities for customer choice, market development, audience loyalty, and other areas of growth.

With our built-in multilingual capabilities and a global team of more than 400 experts, our Access Services will enrich your content, wowing your audience -however they choose to experience it.



## KEY BENEFITS

### Flexible, Scalable, Secure

- Maximize coverage and reach
- Multiple languages available
- Security and integrity-assured
- Keeping pace with regulatory changes

### Asset and schedule management

- Globally accessible production toolkit
- Secure management of captioning and proxy files
- Central point for management
- Allocation, tracking and reporting of all tasks

### Industry-leading expertise

- High levels of service integration
- Consistent branding and presentation
- Audio description – over 20 years' experience for top tier broadcasters
- Sign language translation – both live and pre-recorded
- Accredited and experienced staff

### Subtitling

- Live and pre-recorded translation

### The finest technology

- Market-leading integration of automatic speech recognition
- Supporting multiple formats
- Dedicated studio facilities
- Purpose-built, high-quality platforms
- Plug and play deployments for events and conferences

### Cost-effective access

- Automated and hybrid approaches
- Cloud technologies enable flexible, scalable resourcing

## How your audience benefits

- Content responds to their varied hearing/visual needs
- Full participation in the wider viewing community
- The enjoyment of not missing out on live events
- Increased personalization (“they’re speaking my language”)
- For those with unimpaired hearing, the choice of subtitles is a definite nice-to-have
- A true sense of being valued as a viewer
- The reward of being able to engage in post-viewing conversations

## The essentials

- Red Bee is the largest supplier of managed media services in the market
- Each year Red Bee creates:
  - 200,000+ hours of captioning globally
  - 70,000+ hours live captioning
  - 2,500+ hours of translation and subtitling
  - 6,000+ hours of audio description

## Brands delivering WOW with Red Bee include:



Red Bee helps the world’s strongest brands and content owners instantly connect with people, spanning cultures, continents and languages. We engage and grow your audiences at epic volume, astonishing speed, in amazing quality.

- Unique end-to-end media capability
- Innovation and exceptional service
- Integrated modular services
- Pioneering technology



## WOW YOUR AUDIENCE WITH RED BEE.

If you're interested in Red Bee end-to-end services, then [contact us](#) to find out more:

[www.redbeemedia.com](http://www.redbeemedia.com)



Red Bee provided live captioning, live sign-language translation and audio description to make this the first-ever completely accessible Paralympic Games.

We assembled, trained and rehearsed a dedicated global talent team, using cutting-edge technology to deliver the highest possible standards. We employed deaf translators, hearing interpreters and our state-of-the-art live production platform, Subito, to achieve live subtitling and captioning to achieve a minimum standard of over 99% accuracy.

This broadcasting landmark resulted in nearly 1,000 hours of live captioning across Channel 4, More4 and ten online streams, supported by audio description and sign language. It dramatically brought the Paralympics to life for millions of viewers around the world.