

# RED BEE ACCESS

## ENRICHING CONTENT THROUGH INCREASED ACCESSIBILITY



Providing equal accessibility to content for all viewers is a growing international legal requirement and vital for successful and progressive brands.

Red Bee Access ensures audiences can enjoy live and recorded content on any platform through real-time text-based, sign language and audio description accessibility.



Red Bee Access offers the highest quality and accuracy for multi-language accessibility in real-time using both human and machine-based options.



Across closed captioning, subtitles and translations, sign language and audio description, our in-house platforms and international teams offer unrivaled resilience, reliability and industry leading service quality.

### WHY CHOOSE US?

- Trusted, proven ability to supply, enrich and deliver your media supply chain.
- We help you enrich and monetise your content for every screen, everywhere.
- Comprehensive and flexible media services to help you unlock your potential.
- Create the cost predictability you need to focus on growth.
- Proven global capability that scales as you grow, supported by a Fortune 500 brand.



#### CAPTIONING

- LIVE: delivering the highest quality human-driven live closed captions.
- PRE-RECORDED: available across multiple languages with the highest accuracy through automation and expert captioners.



#### AUDIO DESCRIPTION

Providing audio commentary soundtracks to describe video content across broadcast, OTT, Blu-ray, and films in multiple languages.



#### SIGN LANGUAGE

Offering accurate sign language and engaging in-vision translation for viewers to access content in their native language.



#### SUBTITLING & TRANSLATIONS

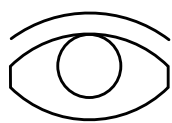
Increasing audience access to your content, making it accessible in more countries.



#### ARC

Real-time content captioning automation to offer best in class accuracy, delivering cost efficient accessibility while ensuring regulatory compliance.

# KEY BENEFITS



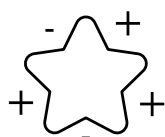
## Wider Audience Engagement

Multiple languages available on multiple platforms



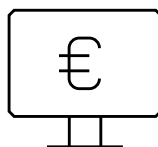
## Regulatory Compliance

Guaranteed delivery to meet your local regulatory compliance



## Quality

Highest accuracy with captioning expertise



## Commercial Flexibility

Pay only what you need, ensuring budget control



## Service Assurance

24/7/365 customer support



### PARALYMPICS - FULLY ACCESSIBLE LIVE GAMES ON CHANNEL 4

For the last two Paralympic Games, in 2016 Rio and 2020 Tokyo, Red Bee Media has provided live captioning, live sign language translation, and audio description to the broadcasting programs in Channel 4. This way, Channel 4 has become the first ever broadcaster in the world to deliver a completely accessible Paralympic Games to its viewers.

For Red Bee this meant investing in new technology and training our people to acquire new skills and deliver live event services, with no room for error. We assembled and trained a team that was up to the challenge, and who throughout the event delivered an extraordinary groundbreaking performance.

"We wanted to go in areas that other broadcasters can't go. We are really proud of the fact that Channel 4 did it first and Red Bee Media helped us do that. Job well done!"

**Graham Wilkinson**

**Channel 4 Presentation and Content Manager (2016 Rio Paralympic Games)**

98.4

Consistent measured accuracy on the NER scale, on air with live news  
(March 2022) Comparable with human live captioning

+20 years

providing accessibility to top tier customers across the globe

100,000

live captioned hours per year

If you're interested in Red Bee managed services, then **contact us** to find out more:

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

**RED  
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