

AUTOMATIC LIVE CAPTIONING WOW. AND NEXT.



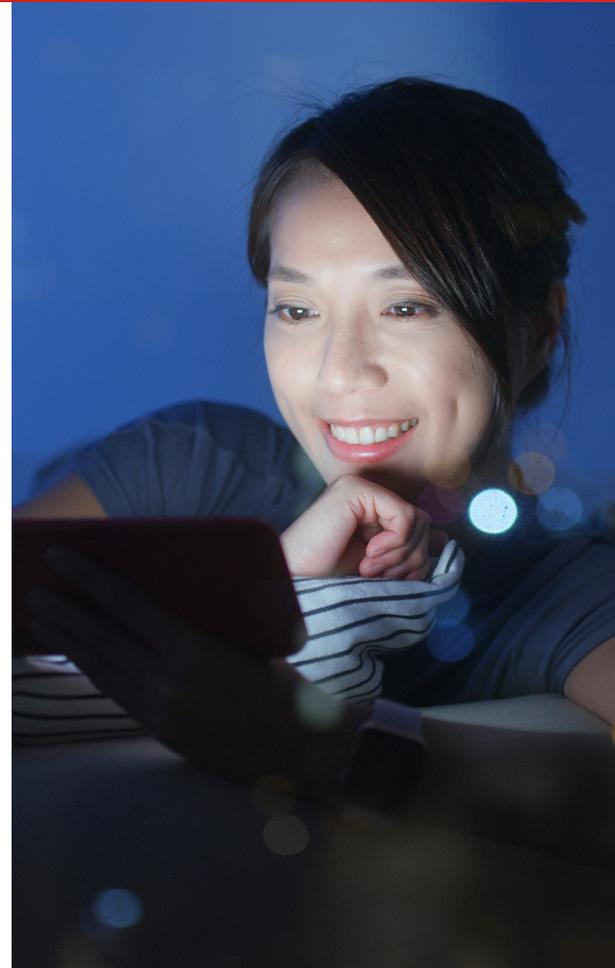
The world's biggest broadcasters are looking to caption automation to grow and engage their audiences. They are finding that many standard solutions simply don't meet their needs.

So Red Bee decided to build something that does. We combine the very best technology with world-leading service provision to give you ARC (Automatic Real-Time Captioning) - the highest quality automatic live captions in the market.

Audiences everywhere are using captions more than ever before. They expect the very best quality, though conventional ASR (Automatic Speech Recognition) only works best with solo speakers, muted background noise and a basic vocabulary.

Your content is now much more varied and richer than this, so you need an automatic live captioning solution that is more accurate, faster, scalable, and cost-efficient.

Red Bee has been working to optimize ASR accuracy for years, as the trusted partner for some of the world's highest profile broadcasters. We evaluate and use a wide variety of automatic speech recognition engines in ARC, so you always know you're using the best available ASR for your content.



CAPTION MORE, AND BETTER, FOR LESS

Thanks to ARC's expert curation layer - which optimizes the ASR with specific and relevant vocabulary to improve recognition - you can now unlock superior automatic captions for more of your content.

Our tests show that ARC's curation layer reduces the number of incorrect words by up to 25% on average, to let you comfortably cover more than just the news or weather reports.

FLEXIBLE PRICING

Many automatic caption providers ask you to pay for an expensive black box that runs 24/7, whether you need it or not. With ARC, you only pay for what you use.

After a small set-up cost, our tiered pricing model allows you to use ARC as much or as little as you want, giving you total control over the cost of your live captioning.

Even better, you're not tied to using your purchased hours on a single channel - you can use your ARC hours across any of your channels.

PLUG-AND-PLAY DELIVERY

- Deliver to linear and online endpoints at the push of a button.
- Built-in integration with your existing broadcast hardware, so ARC is a genuine plug-and-play solution.
- ARC is cloud-based so it's quick to spin up and scale to your specific captioning requirements.

EXCEPTIONAL CAPTIONS

ARC gives you seamless integration with Subito, Red Bee's exclusive captioning platform, guaranteeing you'll always have the best automation for the job.

Handling over 100,000 hours of live captions every year, and with a rich feature set designed solely for live captioning, Subito has been fine-tuned by years of seamless delivery for the world's most demanding broadcasters.

We take the best ASR and run it through Subito to customise speed, formatting and presentation. We also handle all the vocabulary training, so you can focus on developing great content. We'll give you unrestricted access to Subito's highly developed "house style" rules to make sure branding, channel names, and presenter and anchor names are right every time.

You also get immediate access to a word-level timed-text database, giving you quick and easy retrieval, re-use, and analysis of your caption archive.

SECURITY FIRST AND ALWAYS

We've been delivering captions safely to the world's top broadcasters for decades, so we know exactly what you mean by "security first".

Red Bee is ISO27001 and DPP compliant to give you total peace of mind about your content security. We reach standards of broadcast security that others can't, and we sustain them year after year.

Contact us today to see ARC in action.

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 +44 (0)20 8495 5000

WHY AUTOMATE YOUR LIVE CAPTIONS?

- 1 Reduce costs** by using a cloud-based automatic captioning solution.
- 2 Reach a larger audience**, including the 1 in 10 who (according to the WHO) will suffer hearing impairment at some point by 2050.
- 3 Engage more with your audience.** Ofcom recently reported on the growing trend to use captions on all types of content, especially among younger audiences.
- 4 Add WOW to your content.** As Facebook has demonstrated, the presence of captions on video content increases viewing and reach, while increasing focus on the content itself.