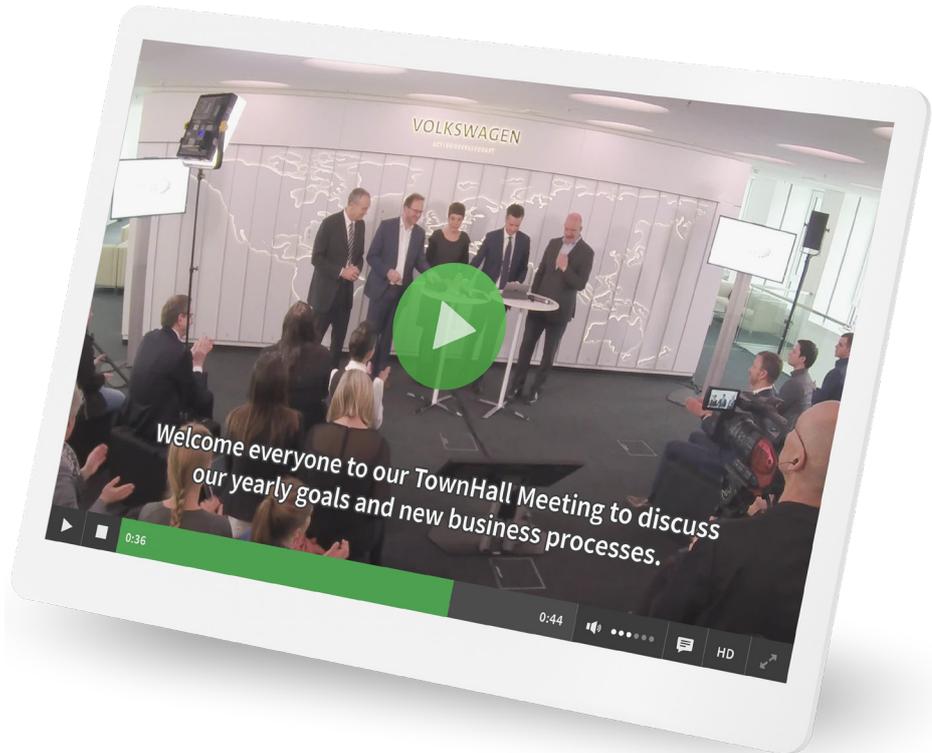




# Advanced subtitles



Our advanced subtitles feature is a useful enhancement through which you can upload, edit and create captions from scratch. Pair it with our complementary AI (Artificial Intelligence) tool to generate subtitles via AI-powered transcription and translate the outcome into 54 different languages.



With the new advanced subtitles function, you can enlarge your audience in the blink of an eye. Use it to:



Communicate clearer messages



Engage your audience



Improve your SEO ranking



Reach new demographics



Increase your revenue



## Communicate Clearer Messages:

85% of all Facebook video consumers watch videos with the sound off. Add to that the number of people who are hard of hearing, and you get a large audience that has no access to videos with sound whatsoever. Subtitles allow users to replace an audio element with a visual one without compromising the message itself.

## Engage Your Audience:

Captions can increase our focus and improve our overall engagement. In fact, studies show people spend 40% more time watching videos with subtitles in comparison to videos without them. And when watching time increases, so does SEO ranking. Which brings us to the next point:

## Improve Your SEO Ranking:

Subtitles improve SEO both directly and indirectly. They help search engines to «read» videos through keywords and metadata. They also have a positive effect on video engagement and social interactions (including sharing and comments), video watch time, and overall time people spend on a website, all of which are crucial factors for SEO ranking.

## Create Your Subtitles Your Way:

You can add subtitles to a video via VideoManager Pro in one of three ways:

- > Upload an .srt/.vtt file
- > Create subtitles manually in the subtitle editor
- > Generate subtitles using our complementary AI (Artificial Intelligence) tool—an additional AI-powered transcription layer. Once transcribed, the outcome can be translated into 54 different languages. The feature is hosted in Microsoft's Azure cloud in Europe.

## Reach New Demographics:

Only about 20% of the world's population speaks English. Therefore, captions in English could only resonate with one in five people worldwide. If, however, you choose to translate captions into one or more different languages you could instantaneously grow your audience correspondingly and reach new demographics.

## Increase Your Revenue:

As a result of the increased exposure and interest, your site is much more likely to generate increased revenue. A study compared web-pages before and after transcripts were added to them. Pages with transcripts manifested a 16% increase in revenue.

All with just a few clicks!

