



AI MEDIA

Amagi Enables Global Reach with Captioning

AI-Media's Alta and LEXI Simplify
Quality Captions for Cloud-Based
Video Solutions Provider

CASE STUDY



Amagi Plus AI-Media Equals Global Reach

Quality captioning is now essential to expanding viewing audiences worldwide. Amagi chose AI-Media's Video Alta Software Caption Encoder and LEXI Automatic Captioning for their global customer base of broadcasters and digital-first content creators.



Amagi streamlines delivery of live, linear and VOD programming to leading video platforms



Major platforms like Hulu and Sling now require captioning for accessibility



Video channels are seeing the added benefits of quality captioning such as improved engagement



Alta and LEXI make affordable, quality captioning easy to integrate and scale up

Making the most of content is essential to broadcasters and digital-first creators. Amagi enables their customers to maximize returns from content with its cloud-based solutions for creating, distributing and monetizing content across CTV/FAST and OTT platforms.

Global media and entertainment companies look to Amagi to help them achieve global reach, and captioning is increasingly important to their success. As they streamline delivery of live, linear and VOD programming to leading video platforms, Amagi has witnessed a major change in the use of closed captioning.

50+

Free Ad-Supported TV (FAST) platforms

200m+

connected TV households

100+

Advertising-Based Video on Demand & Direct to Consumer platforms

“Our customers used to see captioning strictly as a compliance requirement that they must adhere to,” says Baskar Subramanian, CEO & Co-founder, Amagi. “They would add captions as required, but they weren’t really concerned about how captioning affected the viewer experience. Today, however, as content creators become more customer-centric, they realize captions matter: Creators and platforms are able to reach wider audiences with quality closed captioning.”

Amagi’s cloud solutions connect its customers to 200 million+ connected TV households, leveraging 50+ Free Ad-Supported TV (FAST) platforms and 100+ Advertising-Based Video on Demand (AVOD) and Direct to Consumer (D2C) platforms. The partners they distribute to include XUMO, Pluto TV, Peacock, Rakuten, The Roku Channel, Samsung TV Plus, Sling and many more.

peacock

xumo

pluto tv

SAMSUNG TV Plus

sling

Roku

“These platforms increasingly require captioning across all programming for accessibility,” Baskar notes. “As a result, more and more channels are in need of captions.”

An Easy Captions Connection

Research has shown that quality captioning has additional benefits beyond ensuring accessibility for those with hearing loss. It also leads to improved viewer engagement, longer average watch times, and can even open new pathways to multilingual distribution via automatic caption translation.

As the advantages of providing closed captioning became clear to Amagi, they chose AI-Media's Alta Software Caption Encoder for Live IP Video as the foundation for their Capsequo captioning service. "Alta is a one-stop solution which allows us to easily connect to human captioners as well as LEXI for automatic captioning," says Baskar.

Alta is ideal for enabling closed captioning in IP video production environments. Its virtualized technology connects these workflows to the iCap Network, making live captioning a seamless and natural part of programming. Alta also connects easily with the AI-powered LEXI Automatic Captioning Service, capable of delivering over 96% accuracy. LEXI can create live captioning in over a dozen major languages when used together with iCap Translate.

Amagi gravitated to AI-Media's captioning solutions after the limitations of other speech-to-text applications became clear. "We already had integrations with another company's out-of-the-box transcription solution to do automatic captioning, which is very inexpensive but it's not accurate," Baskar explains. "Amagi is constantly evolving to serve our customers well, so they in turn can meet the needs of their viewers watching those channels."

“ Alta allowed us to satisfy the traditional broadcasters who prefer premium human captioning, as well as the newer OTT channels who want a captioning solution that is quick, easy and high quality like LEXI.”

Easy to Get Started

Integrating Alta with Amagi's workflow proved to be efficient. Alta and LEXI are both available via Amazon Web Services (AWS) Cloud Digital Interface (CDI) network technology, which makes it easy for cloud service providers like Amagi to integrate captions into live streaming video without concerns about network drivers or hardware-related issues. They can scale quickly with increased demand.

"With Alta available on AWS, we just spin up an instance and start captioning," says Baskar. "We send an audio stream into Alta and get closed captions or subtitles back. Then we encode it onto the video, broadcast or streaming."

Amagi recently used the combination of Alta and LEXI to make captioning more efficient for a major customer's live streams. The company already had Alta integrated in the broadcaster's playout. They wanted captions for their streaming video. The integration of LEXI was a breeze, and the captioning quality is very good when compared to other speech-to-text solutions.

A Strong Ecosystem

Beyond the tech, AI-Media's commitment to strong customer support was apparent. "They were super responsive from the start," notes Baskar. "All our questions were addressed quickly, and they always provided very detailed documentation. AI-Media was one of the smoothest integrations we've experienced."

With improved captioning capabilities, Amagi continues to build on what it can do for its broadcast and streaming customers, while elevating the experience for hundreds of millions of viewers. Amagi has a very strong partner ecosystem. Its integration with excellent applications is one of its biggest strengths. Adding a leading captioning partner like AI-Media enables the global media SaaS leader to add even more value for its customers.



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Find out more about AI-Media's captioning solutions at ai-media.tv or contact sales@ai-media.tv