

Creating Accessible YouTube Video

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Join the [Web Accessibility Group Listserv](http://wag.uga.edu) at <http://wag.uga.edu>

Why Accessibility?

- Web-based content accessible to people with disabilities: visual, hearing, cognitive or motor
- Also benefits:
 - Age-related vision or hearing loss
 - Temporary disabilities
 - Learning disabilities
 - English as second language
 - Technology barriers
- Overall:
 - Expands your audience
 - Increases Search engine optimization
 - Ensures compliance with US Federal Law

Section 508

- Section 508 of the Rehabilitation Act Amendments of 1998 states in part:
 - *electronic and information technology must be equally accessible to people with and without disabilities*
- State of Georgia receives funding through the Assistive Technology Act
- New to Section 508 and Web Accessibility? [Accessibility Tutorial](#)

Additional Benefits of 508 Compliant Video

- CC are searchable
- CC can be translated into other languages
- Text transcript available when video is not
- Text is cross-platform and mobile friendly
- Some people read text faster than watch video
- Search engines find and index content based on CC text

Captions (preferred format) vs. Subtitles

Captions:

- Intended for hearing impaired
- Include references to ambient sounds
- Closed captions can be turned on/off
- Do not block important visual cues
- Display controlled by end user; also can Zoom without loss of quality
- Separate text stream
- Searchable, can be indexed

Subtitles:

- Translate spoken word only, assumes audience can hear the sounds
- Always on, difficult for cognitive disabilities
- Often block important visual cues
- End user cannot control display preferences based on disability; Zoom results in pixelated text
- Part of the video stream
- Not searchable or indexed

508 Requirements for Video

- In addition to Video file:
 - Caption File
 - Text Transcript
 - Video Description
 - Accessible Media Player

Caption Process

- Two Steps:
 - Obtain text transcript of audio narration, including sounds
 - Synchronize text transcript with timestamps to create caption file

Creating Transcripts and Captions

- Manual
 - Time consuming, very detailed work
- Manual + Automated
 - Manual Transcripts
 - Automated Captions (edits will be required)
 - Automatic Sync, 3PlayMedia, YouTube, etc.
- Fully Automated
 - Outsource both
 - Cost effective given time to create/edit
 - Write costs into grant-funded projects
 - Vendors: Automatic Sync, Casting Words, 3PlayMedia, etc.
 - YouTube *Machine-Generated* Transcripts and Captions
 - Lower rate of accuracy, sometimes significantly lower

YouTube Machine-Generated Captions

- Amused? Embarrassed?
- Marginal, makes no logical sense?
- Better now, but still.....bad translations!
- ***MUST*:**
 - Edit machine-generated captions
 - Replace erroneous text (*very unsettling* to audience and individuals in the video)

From YouTube Help

- Not guaranteed to caption your content
- Request captioning *when available*
- Best results when:
 - video is in English
 - one person speaking at a time
 - everything spoken very clearly and in a standard accent
 - no background noise, music or sound effects

How does it work?

- If upload own Caption file
- YouTube requirements:
 - SBV, SRT caption file format
 - *Allows you to upload other formats, but CC won't play, FYI*
 - Outsource companies can provide YouTube caption file
 - Converters to/from SVB and SRT
 - Ohio State free online converter
 - Subtitle Edit
- Workflow
 - Upload Video to YouTube

- Mark as Private
- Upload Caption File
- Review for Accuracy, Edit as needed
- Mark as Public

Text Transcript

- Create:
 - Manual, follow Best Practices [Transcripts on the Web](#)
 - HTML preferred file format; for other document types, follow accessibility requirements of [Creating Accessible Documents \(under Resources, Training\)](#)
 - Example [What is Horticulture?](#)
 - Outsource to Transcription service
- Deliver:
 - Host on your own web server and provide hyperlink in YouTube Video Description
 - [Combined Text and Video Description](#)

Another cool YouTube feature

- Interactive Transcript *“only if upload own caption file”*

Video Description

- Create:
 - Text description of key visual components
 - Describe by scene, be concise
 - HTML preferred, or follow Creating Accessible Documents
 - *NEW*: Can be combined with Text-only Transcript
 - [GPII Animated Transcript](#)
 - [Combined Text and Video Description](#)
- Deliver:
 - Host on your own web server and provide hyperlink in YouTube Video Description
 - Add the Text to the YouTube Description

Accessible Media Player

- YouTube Player
 - End user can choose the (“more accessible”) HTML5 (trial) player vs. the Flash player [YouTube HTML5 Video Player](#)
 - JAWS+IE better with Flash player; does not work well with Firefox v.15
 - Firefox has a screen reader plug-in
- To embed accessible player on your website:
 - [Accessible YouTube Player Controls](#)

508 Requirements for Video

Imperfect, but with some tweaks you can provide 508 compliant videos via YouTube including: Synchronized Captions, Text Transcript, Video Description.

“More people ought to post their video this way.” Keith H.

End of Presentation

Need Help with Web Accessibility? Please [join the WAG listserv](#) and post your questions so others throughout USG can benefit from the learning experience.