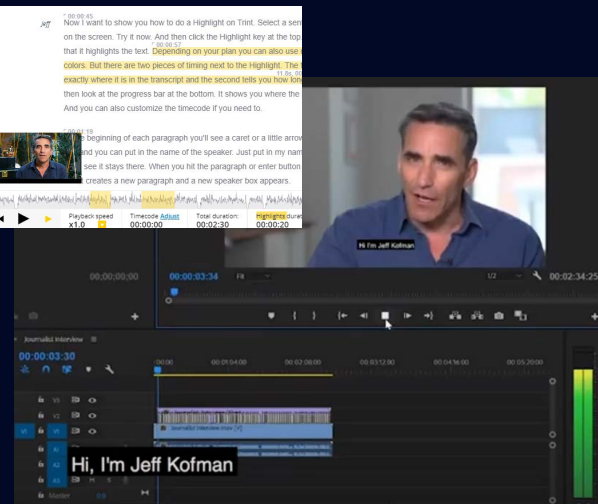




# Why captioning and subtitles drive engagement



Video consumption is booming and demand for accessible video content is high with 85% of online videos now watched without sound.

Reach your customers on the channels they use and expand your customer base by tapping into new content formats.

## 1. Video is king

Video consumption is exploding and captions are a powerful way to spread the message, especially given that 500 million people watch videos on Facebook daily, with 85% watched without sound switched on.

## 2. Keeping up with demand

Customers expect organizations to share more video content on the channels they care about, with 54% of consumers wanting more video content and 72% preferring video marketing over text.

## 3. Get your content seen

Video delivers high ROI but not captioning your videos could take a hit on your revenue and cost some serious exposure - your website is 53 times more likely to hit Google's top spots if it features videos.



### Transcription

Trint transcribes in up to 31 languages and lets you edit, share and verify your transcript, so you can easily repurpose your videos into blogs, social posts or infographics.



### Captioning

Highlight key soundbites and export ready-made captions into a variety of formats including SRT and VTT.



### Translation

Easily subtitle your videos and widen your reach by translating your captions in up to 54 languages. Time codes are preserved, for a streamlined editing process.

World-class teams collaborate with Trint



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