

Ai-Media Style Guide

February 2021

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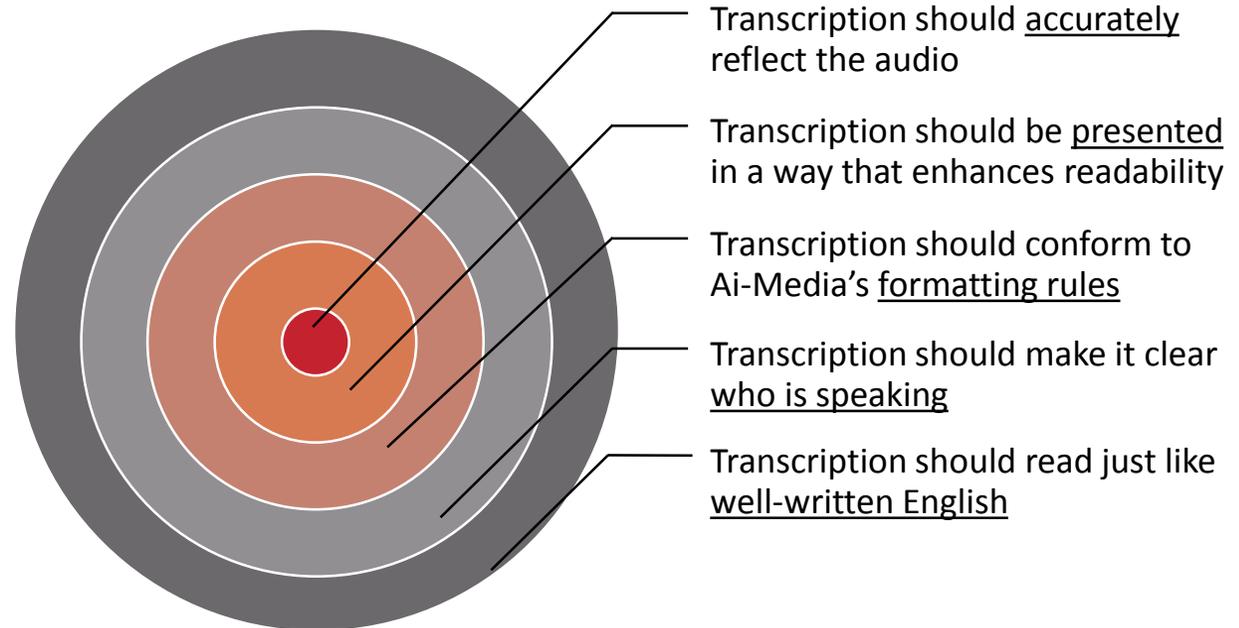
Working with Ai-Media

You are now a part of Ai-Media's freelance community. Congratulations!

At Ai-Media, we stand for Access Inclusion – global impact, one word at a time. Our mission is to open up the world's content through high quality [captions and transcripts](#). This guide will take you through our transcription standards and expectations so you can get started on Community Portal.

What does high quality look like?

High quality transcription is accurate, easy to understand and conforms to our presentation style standards. A good grasp of English grammar and punctuation rules are essential to producing high quality work. Always keep the viewer in mind when you are transcribing. If you had a reduced capacity to hear or understand the audio, how would you like information to be presented?

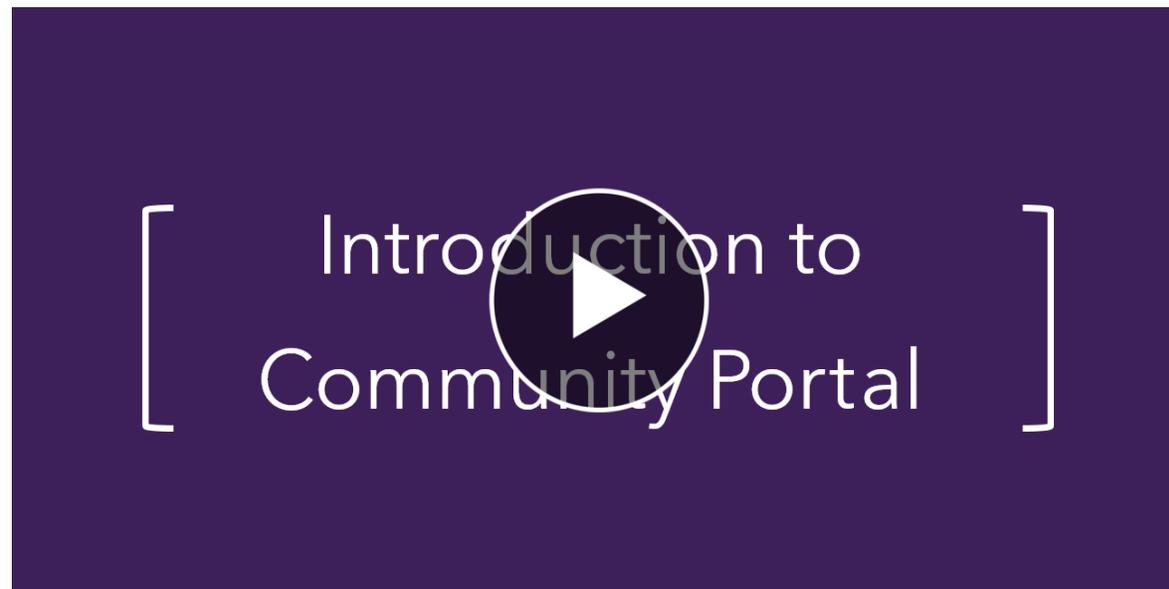


Community Portal

Working with Ai-Media

Community Portal is our self-select platform where you can complete transcription work

Community Portal is where the magic happens! You can claim, complete and submit work all through Community Portal while having the flexibility to choose the tasks you want to work on and the hours you want to work. Be sure to check out our [Knowledge Base articles](#) and take a look at the video below for a quick guide to using Community Portal.



Scripta

Scripta is Ai-Media's intuitive transcription tool

Scripta is used to complete both task types offered on Community Portal – Transcription and [Timed Transcription](#). It combines industry-leading features, like [automatic speech recognition](#), and almost two decades of knowledge to make it a powerful and intuitive editor. Watch the video below and take a look at our articles on [Knowledge Base](#) and you'll be transcribing in no time!



Getting started

Working with Ai-Media

Read up on the fundamentals of working with Ai-Media before getting started

Knowledge Base

The Knowledge Base is our number one resource for freelance transcribers. Here, you can find out more about our procedures and standards, information on how to use our platforms, how to claim work, tutorial videos and more.

Quality assurance

As a freelancer on Community Portal, tasks you submit are quality checked to ensure they meet Ai-Media standards before they are delivered our clients. You will also receive feedback on tasks you have completed. This helps you to improve as a transcriber.

If your work consistently hits our quality targets and you are contributing regularly, the amount of work you are able to see on your dashboard may increase. If your work is submitted at a poor standard, you will receive an email addressing any issues that were found. If your work doesn't improve or if you do not engage with our feedback, the amount of work you are able to see on your dashboard may decrease. In cases where work consistently fails to hit our quality targets, your account may be deactivated.

Visit Knowledge Base

Learn more about
payment and work types

Learn more about QA

[Accuracy]

Transcripts must accurately reflect the media that is being transcribed.

This section will cover:

- What to transcribe
- What not to transcribe
- How to research and verify terms
- What to do when you can't verify a term
- How to use punctuation in transcription

Good transcription accurately captures what is said

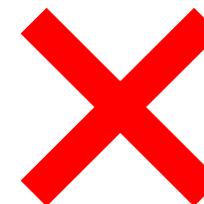
Accuracy is the most important thing to consider when creating high quality transcription. Here is a quick overview of some of the topics this section will cover.

Do



- Do ensure your spelling is correct and search on Google if you're not 100% sure.
- Do [verify](#) all names, places, phrases and special terms.
- Do leave out “ums”, “ahs” [false starts](#) and short interjections from other speakers like “Mm-hmm” or “Uh-huh”.

Do not



- Do not change or correct speakers' words. For example, when a speaker says “gonna” or “wanna”, do not change to ‘going to’ or “want to”.
- Do not add, delete or rearrange words.
- Do not paraphrase.
- Do not remove swear words if they're spoken – if something is in the audio, it should be in the transcription.

Research and verification

Accuracy

Words and specialized terms that you are not familiar with must be verified

Specialized terms are often the most important words in a video. For example, misspelling the name of the company who's video you're transcribing is like calling someone by the wrong name. It's important to get it right, so make sure you take time to verify the correct capitalization and spelling of names, places, phrases and special terms. See [here](#) for a handy guide on how to optimise your Google searches.

Make sure every
term is verified

- Ensure all names, places, phrases and special terms are verified by searching on a search engine.
- If you can't find an unfamiliar word, try a few spelling variations. You can also search more effectively if you add in additional terms for context or use [advanced search techniques](#).
- When you think you've found the term, keep in mind the legitimacy of the webpage you're viewing. For example, spelling on an official website is more reliable than a personal blog.

Pay attention to
graphics on videos

- The video is always a good place to look if you're unsure of what someone has said. Often, key words and jargon can be found there.
- Always match the spelling with what's on the video, even if it contradicts [Ai-Media style](#). The only exception to this is if, after verifying a term, you discover that it has been misspelt on the video.

Inaudible and unknown terms

Accuracy

Even after research, sometimes you still might not be able to verify the correct formatting

In instances where you are unable to verify a term, it can be more misleading to just guess. You don't want to transcribe something that is incorrect! Use (INAUDIBLE) and (UNKNOWN) to indicate that you were not able to understand or verify something that was said.

(INAUDIBLE)

- The inaudible tag is used for content that is **not discernible** – where you cannot understand what was said.
- It is stylised in all caps and round brackets.
- For example, “I said that (INAUDIBLE) was fun.” Or “STUDENT: (INAUDIBLE)”

(UNKNOWN)

- The unknown tag is used for content that **is discernible but cannot be verified** – where you can understand what was said but cannot verify how it is spelled.
- It is stylised in all caps and round brackets.
- (UNKNOWN) is often used for scientific or medical terms.

Before using (INAUDIBLE) and (UNKNOWN), make sure you:

- Listen again, and then again. Persistence is key for tricky content.
- Play more of the audio for context. Often, the word or phrase in question will be repeated.
- Make a reasonable effort to verify all terms. Use (INAUDIBLE) and (UNKNOWN) only as a last resort.

Word accuracy

Good transcription accurately captures what is said

We know what it's like when you're transcribing and you write what you *think* you heard, but it's not quite right. That's why it's important to proofread and review your transcription before you submit your task. Pay close attention to the content of sentences to ensure that what you've written makes logical sense. Consider the example below:

- In the top example, 'fridge module' is written instead of 'each module'. Even though it might sound like the speaker says 'fridge', we can see that 'fridge module' doesn't make sense in the context of the sentence by reading over the transcription before submission.
- Likewise, 'Moodle' is probably not a word many people are familiar with. But 'noodle' isn't correct in a sentence about a university course. By [using a search engine to search for 'module uni noodle'](#), we can verify that Moodle is a learning platform.

The top example shows a transcription interface with a teal 'EXPORT' button on the left and a teal 'COMPLETE' button on the right. A large red 'X' is placed over the 'COMPLETE' button. The text in the transcription box is: "As I said, I will be doing that fridge module this year. The information will be up on noodle by tomorrow." The words "fridge module" and "noodle" are circled in red.

The bottom example shows a similar transcription interface with a teal 'EXPORT' button on the left and a teal 'COMPLETE' button on the right. A large green checkmark is placed over the 'COMPLETE' button. The text in the transcription box is: "As I said, I will be doing that for each module this year. The information will be up on Moodle by tomorrow." The words "each module" and "Moodle" are circled in red.

Word accuracy

Not every word that's spoken needs to be transcribed

People don't always speak in perfect sentences in everyday life. If a speaker says something that isn't grammatically correct, it does not need to be corrected. Natural speech also contains words or sounds that do not need to be included in transcription. These include noises like 'uhm' and 'ah', **interjections**, **false starts** and **private conversations**. To make your transcription clear and easy to understand, make an informed choice to leave out speech or sounds which do not add meaning to the content. At the same time, keep in mind that it's always better to leave something in if you're unsure. Below are some examples of content that does not need to be transcribed.

Below is an example of a [false start](#). This is common and does not need to be captioned. ❌

LECTU... x ▾	00:00:00 ▶ 00:00:00 ⏸	So if I c... wh- Sorry, just give me a minute.	LECTU... x ▾	00:00:00 ▶ 00:00:00 ⏸	Sorry, just give me a minute. ✓
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Below is an example of a private conversation during a lecture. This is common and does not need to be captioned. ❌

LECTU... x ▾	00:00:00 ▶ 00:00:00 ⏸	That's all for today. Thanks.	LECTU... x ▾	00:00:00 ▶ 00:00:00 ⏸	That's all for today. Thanks. ✓
STUDE... x ▾	00:00:00 ▶ 00:00:00 ⏸	Hi, can I talk to (INAUDIBLE)	> x ▾	00:00:00 ▶ 00:00:00 ⏸	(BACKGROUND CHATTER)
LECTU... x ▾	00:00:00 ▶ 00:00:00 ⏸	(INAUDIBLE) what you've got to do it (INAUDIBLE)			

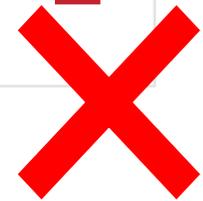
Punctuation and grammar

Good punctuation and grammar is crucial to producing high quality transcription

Good punctuation helps the viewer make sense of transcription. Missing or unnecessary punctuation, however, can make sentences confusing or misleading to read. Below are some common mistakes which have a large impact on viewer comprehension and readability.

- The first example is missing full stops at the end of sentences.
- The first example is missing capital letters at the start of sentences.
- The first example is missing commas to separate clauses (Eg. "First of all").
- The first example is missing an ellipsis to indicate that there's a pause in speech.

because this is very important for your assignment too so how do you do that? First of all
you need to select your data this is the first thing so select your data hang on.



Because this is very important for your assignment too. So, how do you do that? First of all,
you need to select your data. This is the first thing. So, select your data... Hang on.



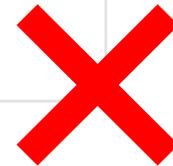
Punctuation and grammar

Accuracy

Punctuate sentences with your eyes, not your ears

When transcribing, it's very easy to put punctuation marks in unnecessary places when the person talking pauses or changes the inflection of their voice. When people speak, they don't always pause at grammatically correct places. Make sure to keep an eye on what you're writing and judge whether the punctuation makes sense within the sentence.

Commas for example should be used sparingly unless like this sentence there are a lot of interrupted clauses. But a sentence like this, doesn't need any commas, because all of the concepts, flow together.



Commas, for example, should be used sparingly unless, like this sentence, there are a lot of interrupted clauses. But a sentence like this doesn't need any commas because all of the concepts flow together.



Punctuation guide

Accuracy

Symbol	Description	Example	Used?
,	Used when listing, to separate clauses, after filler words, before quotes and when addressing someone.	That's great, thanks. Can I have salmon, asparagus and eggs, please? It was really lovely to see you, Nathan, I hope we can catch up again sometime.	Yes
. ? !	Used at the end of whole sentences.	What did you say? You said goodbye! Oh, OK. Have fun tonight.	Yes
'	Used in contractions and to indicate a possessive.	That cat's cute. Not all cats are as cute. Mike's cat is ugly. It's not its fault.	Yes
''	Used for short quotes, answers and media titles.	The answer is 'A'. He said 'OK' and went on captioning 'The Young and the Restless'.	Yes
“ ”	Used for long and direct quotes.	She said, "Use double quotes when quoting poems, prose or conversation."	Yes
#	Used for transcribing song lyrics .	# You've got a friend. #	Yes
>	Used in Scripta to indicate segment breaks or as the speaker label for sound effects and music .	LECTURER: OK, here it is. > (VIDEO PLAYS)	Yes
-	Used for an addition or aside where a full stop (period) or comma is not applicable. Also for compound adjectives.	I didn't bring my umbrella - I always forget to bring it. I know my 65-year-old father won't be happy.	Sometimes
...	Use when there is a significant pause in speech or when another speaker interrupts. Use only when necessary.	LECTURER: I thought I saw... Never mind, what were we... STUDENT: You were showing us the assignment.	Sometimes
:	Used only as part of a speaker label. For information on speaker labels in Scripta, please see here .	LECTURER: So you can see that we have covered all our topics.	Sometimes
; [] { } ♪ £ € ¥	Not used in Ai-Media transcription.		No

Presentation

Caption and transcription files should look consistent by conforming to our formatting style.

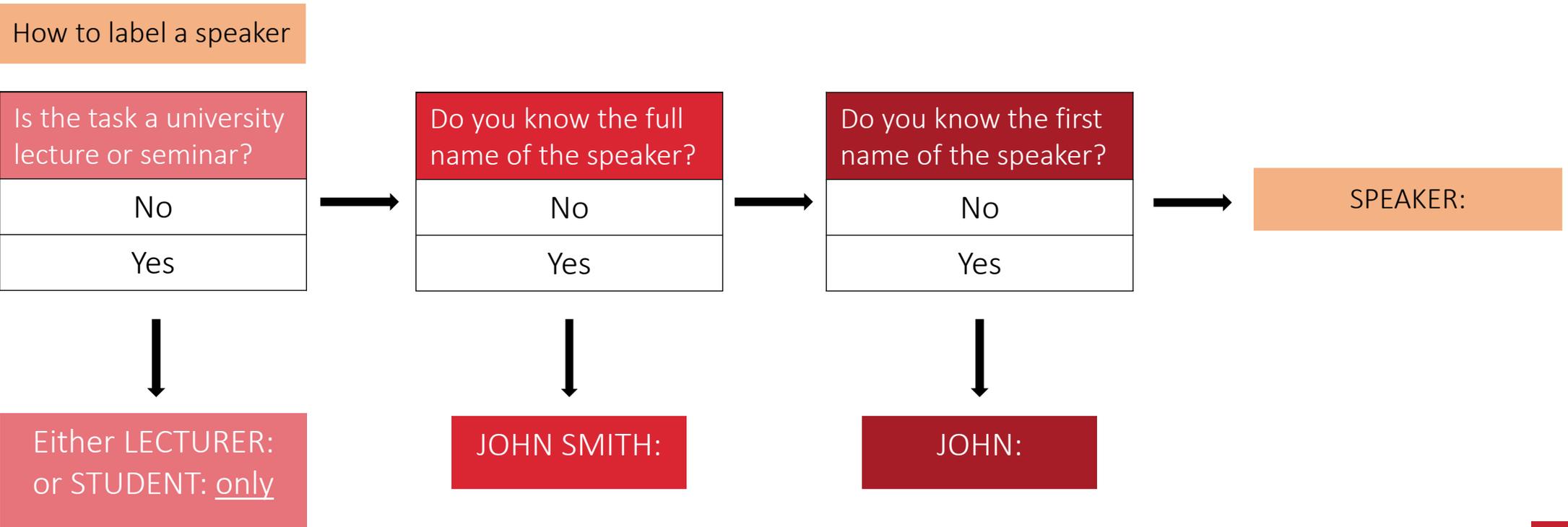
This section will cover:

- How to label speakers
- How to label speakers in Scripta
- How to timestamp in Scripta
- How to transcribe music, sound effects and descriptions
- How to transcribe foreign and Indigenous languages

Speaker labelling

Labelling speakers ensures the viewer understands who is speaking at any given time

To keep files consistent, we label speakers using their **name or title in all capitals**, followed by a **colon**. Labels must be included every time the person speaking changes, even if they've already spoken previously or are visible in the video. Often, the [Customer Note](#) will help you identify the names of speakers. The chart below describes how to label speakers based on the type of task you are working on.



Speaker labelling in Scripta

Scripta includes a dedicated speaker labels menu for easy editing

For more information on editing speaker labels in Scripta, please see our article on [Knowledge Base](#).

Colons in Scripta

Colons are added automatically to speaker labels in Scripta, which means that you do not have to include them in speaker label formatting. For example, SPEAKER will become SPEAKER: once the task is submitted.

Segment breaks

Segment breaks are required every 8-10 lines and should be broken at a natural point in the speech. To indicate a segment break, please use a **chevron** (>) as the speaker label. In the example on the right, **Kath** is still speaking until **Kim** begins. Kath's speech is broken up so that the transcription can be read more easily.

Music and sound effects

As well as indicating segment breaks, chevrons are used to create line breaks for transcribable audio that doesn't have a clear speaker or source. Often, this occurs when transcribing [sound effects](#), [descriptors](#) and [music](#).



Above is an example of segment breaks in Scripta.

Speaker labelling in Scripta

Speaker labels in Scripta are [automatically generated](#). You will need to edit these to ensure that they conform to Ai-Media standards. The following are examples of correctly formatted speaker labels versus incorrectly formatted speaker labels in Scripta.

 <input type="text" value="MELISSA x"/>	00:00:00 ▶ 00:00:00 ▶▶	<input type="text" value="I'm here with Melissa on the Mornington Peninsula."/>
<input type="text" value="LEIGH x"/>	00:00:00 ▶ 00:00:00 ▶▶	<input type="text" value="Hi Leigh. It's great to be here."/>
 <input type="text" value="F19 x"/>	00:00:00 ▶ 00:00:00 ▶▶	<input type="text" value="I'm here with Melissa on the Mornington Peninsula."/>
<input type="text" value="M105 x"/>	00:00:00 ▶ 00:00:00 ▶▶	<input type="text" value="Hi Leigh. It's great to be here."/>

Timestamps in Scripta

Presentation

Timestamps help power Scripta's innovative auto-captioning feature

Timed Transcription tasks in Scripta come pre-loaded with timecode information to help you edit the task. Scripta's auto-generated timecodes do not require editing, but any new segments created will need to have timestamps set. Timestamps are used to sync the transcription with the video to ensure Scripta can produce high quality captions.

Timestamps
should:

- Be set twice, at the start and end of a segment. These are called start and end timestamps.
- Be set to correspond to the first and last word in your segment. For example, if the segment begins with "There are two types of people..." you want to play the media while listening for "There are". Once you hear those words, you want to pause the media immediately and set the start timestamp.
- Be set within one second of hearing the first or last word.

When setting
timestamps:

- The video player should be scrubbed to the exact point you want to set a start or end timestamp.
- Make sure the segment you're timestamping begins on a new sentence and finishes at the end of a sentence. Segments that are broken up between sentences will not produce high quality captions.
- Pay attention to the timecodes on the segments above and below the one you are editing. This will ensure your timestamps are set in the correct point and that there are no overlaps.

Sound effects and descriptions

Style

Sound effects and descriptions help add meaning to transcription

Sound effects and descriptors refer to anything audible that aren't spoken words. This could be tone of voice, a significant non-verbal sound made by a speaker or a substantial interruption to the speaker. It is important to consider the viewer when transcribing description and sound effects. Ask yourself if the full meaning of the audio can be conveyed without them. If not, make sure to include it to your transcription. Descriptive labels are always formatted in **capital letters** with **round brackets**. In Scripta, use [a chevron for the speaker label](#). Below are some commonly used examples:

Example	Description	Conditions
(LAUGHS), (LAUGHTER)	Use when laughter can be heard.	Use only if there's a significant reaction by either a speaker or the audience.
(CROSSTALK)	Use when speakers talk over or interrupt each other.	Use only if the overlapping speech is not discernible. Ensure you caption everything you can understand.
(PHONE RINGS), (DOOR SLAMS)	Use when heard. These are common interruptions which sometimes occur in talks or lectures.	Use only if referenced by the speaker after they occur or if they temporarily make audio indiscernible.
(WHISPERING), (SARCASTICALLY)	Use to indicate tone of voice. Eg. "(WHISPERING) But don't tell anyone." "(SARCASTICALLY) I'm so excited for class today."	Use only if necessary for comprehension. Ask yourself if the full meaning of the sentence is clear without it.

Sound effects and descriptions

Style

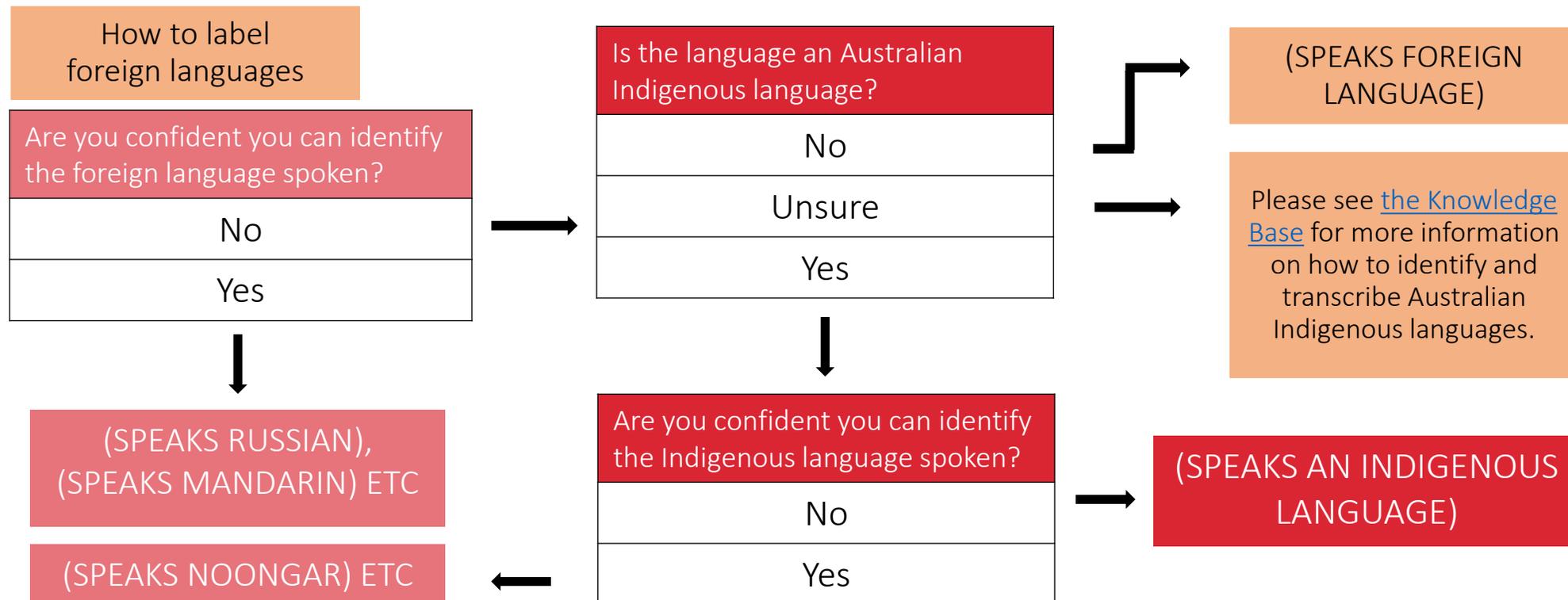
Example	Description	Conditions
(BACKGROUND CHATTER) (AUDIO DISTORTS)	Use when background noise is heard or audio cuts out.	Use when there is any break in transcribable audio greater than five seconds. Use these only once at the beginning before speech resumes.
(VIDEO PLAYS), (VIDEO ENDS) (MUSIC PLAYS), (MUSIC ENDS)	Use if a speaker plays media or music within a lecture or presentation.	These labels do not replace transcription. If there is audible speech, sound effects or music within the media, this must be transcribed as well.
(WHISTLES), (SNAPS FINGERS), (SIGHS HEAVILY), (KEYBOARD CLICKING), (COUGHS)	Use when heard. These are common sounds that speakers might make during talks. Eg. "And it was gone, just like... (SNAPS FINGERS)." "(SIGHS HEAVILY) I've had a tough day."	Use only if necessary for comprehension. Does the speaker make reference to the sound? Ask yourself if the full meaning of the sentence is clear without it. If it is, refrain from using these.

Foreign and Indigenous languages

Style

It is important to indicate if a language other than English is spoken or referenced

Transcribing foreign or Indigenous languages is crucial to conveying the full meaning of a file. Like [sound effects](#), these are always formatted in **capital letters** with **round brackets**. [Foreign dialogue should never be transcribed](#), even if you understand what is being said. It is also important to look for any useful information in the [Customer Note](#) on the Task Details page if you encounter a language other than English.



Music

Correctly formatting music adds meaning to captions and transcripts

Like sound effects, music is always formatted in [capital letters with round brackets](#). Google, YouTube and [Shazam](#) are great tools to use when researching music. It is important to [verify](#) any music and songs that you hear. For example, lyrics can be searched on Google, and then verified by listening to the song on YouTube. Make sure to check the [Customer Note](#) on the Task Details page to find out if lyrics should be transcribed.

When music plays:

- Include the title of the song and the name of the artist.
- Use single quotation marks around the title of the song.

(‘WHAT A WONDERFUL WORLD’ BY
LOUIS ARMSTRONG PLAYS)

Example:

When transcribing lyrics:

- Lyrics should be written in sentence case with a capital letter at the beginning of each new caption block.
- Each new caption block should begin with a [hash sign](#) for the duration of the lyrics. Lyrics should end with another hashmark, followed by a full stop.

And I think to myself
What a wonderful world. #

If you cannot identify a piece of music:

- Use [description](#) to express the style or tone of the music.
- Keep description short and to-the-point.
- (MUSIC PLAYS) is also acceptable.

(JAZZ MUSIC PLAYS)

[Style]

To keep caption and transcription files consistent, they must conform to our in-house formatting standards.

This section will cover:

- How to format numbers
- How to format dates, time, measurements and currency
- How to format websites, email addresses and university course codes
- How to format mathematics
- Common formatting errors

Formatting numbers

Style

Ai-Media has its own in-house formatting standards to keep our transcription consistent

As a general rule, numbers under ten are formatted as words, except when used in mathematics, measurements, dates, time or currency. Numbers over ten are written numerically. Below are some commonly used examples.

Numbers		Example	Exceptions	Additional points
Example	Formatting	Example	Exceptions	Additional points
Zero - ten	Written as words	LECTURER: Let's move on to question nine .	Decimals and formulas, times, dates, currency and measurements.	Numbers below zero (eg. -27) are written as numbers.
11 - 999,999	Written as numbers	DANNY: Welcome, all 102 attendees!	If the formatting on the video is different.	Numbers with more than four digits need a coma. Eg. 1,000, 10,000.
1 million+	Written as numbers and words	STUDENT: Was it 50 million years ago? LECTURER: No, about 2 billion years ago.	If the formatting on the video is different.	This includes millions, billions, trillions etc.

Formatting complex numbers

Style

Formatting numbers can be tricky when used in relation to dates, time, measurement or currency

Ai-Media formatting is context-dependant. Rules around dates, times, measurements and currency override formatting rules for numbers alone. Below are some commonly used examples.

Dates, time, measurement, currency

Example	Formatting	Example	Exceptions	Additional points
Dates and years	Written as numbers and words	WOMAN: On December 25, 2008...	If the formatting on the video is different.	25 December, 2008 is also correct.
Time	Written as numbers	JANE KING: It's now 3:00 , let's begin.	If the formatting on the video is different.	3pm is also correct.
Measurements	Written as numbers	SPEAKER: They travelled 0.5km , or 500m .	If the formatting on the video is different.	Abbreviations (eg. km, m) are used for common terms only. Imperial measurements should be written as words (eg. feet, inches).
Currency	Written as numbers	KEVIN: It's \$3 each. Buy two and they're \$5.5 , a saving of 50 cents .	If the formatting on the video is different.	Cents is always spelled out.

Formatting miscellaneous

Style

Sometimes, it can be difficult to know how to format particular words or phrases

Specialized terms such as websites and course titles can be confusing to transcribe. If you're unsure of how to format something, it is important to [verify the term](#) on the internet to see how it is written. If in doubt, remember that the best transcription is always concise and easy to comprehend. Below are some common examples.

Miscellaneous formatting

Example	What's said	How to format	Key points
Websites and email addresses	"The url is w w w dot moodle dot com dot au forward slash info"	"The url is <code>www.moodle.com.au/info</code> "	Search for the website to verify how the url is formatted.
Spelling	"It's Oedipus, so ee-der-puhs."	"It's Oedipus, so O-E-D-I-P-U-S."	The only exception to this rule is in linguistics lectures or seminars.
University courses	"Good morning students, welcome to P O L S nine hundred and sixteen."	"Good morning students, welcome to POLS90016."	Search for the course to verify how it is formatted.
Foreign currency	"The tally is 43 dollars, 10 pounds and an extra 11 bucks"	"The tally is \$43, 10 pounds and an extra 11 bucks."	Only use the \$ when 'dollars' is specifically said. Do not use other symbols, eg. £ . When a colloquial term like 'bucks' is used, do not change it.

Formatting mathematics

Style

Consistent formatting when transcribing mathematics makes it easy to read and understand

Below are some key points to keep in mind when captioning and transcribing mathematics.

Key points for formatting mathematics

- Numbers should be formatted numerically in formulas, regardless of value, with the exception of fractions. For example: $y=x^2+23$.
- Letters in formulas should be formatted the same as they appear in the media. If the task is audio-only, format letters in lowercase unless indicated otherwise in the speech.
- An easy way to determine how to format something is to see if the symbol is on a basic keyboard. If it's not on the keyboard, spell it out.

Examples:

What's said	How to format
"So what do we get? Dividend is two dollars ten divided by interest rate, one percent, minus growth rate."	"So what do we get? Dividend is \$2.10 divided by interest rate, 1%, minus growth rate."
"That number would be P zero equals S two on one plus R. That would be ten thousand dollars on one plus point two four times three."	"That number would be $p_0 = s^2 / (1+r)$. That would be \$10,000 / (1+0.24*3)."

Mathematics symbols

Style

Allowed symbols	
Symbol	Correct formatting
Plus	+
Minus	-
Divided by	/
Equals	=
Multiply	*
Percentage	%
Dollar	\$

Illegal symbols		
Symbol	Incorrect formatting	Correct formatting
Fractions	$\frac{1}{8}, \frac{4}{5}$	one-eighth, four-fifths
Exponents	$a^b, 2^2$	a to the power of b, two squared
Degrees	$8^\circ, 22^\circ$	eight degrees, 22 degrees
Delta	Δ	Delta
Sigma	Σ	Sigma
Beta	B	Beta
Theta	Θ	Theta
Mu	μ	Mu
Pi	Π	Pi

Common formatting errors

Style

Common words	
Incorrect formatting	Correct formatting
All right	Alright
Okay, Ok	OK
Cos, coz	'Cause
Straightaway	Straight away
'Til, til	Till
Goodmorning	Good morning
Good night	Goodnight
Noone, no one	No-one
Team-mate, team mate	Teammate
U.S.A, N.Y.C	USA, NYC

Helpful links

Click on the icon below to access our resources



Knowledge Base

Knowledge Base is our number one resource for all things transcription at Ai-Media. Here, you can find more about our procedures and standards, information about how to claim work, tutorial videos, walk-through guides and much more.



Online Support

You can always email us at onlinesupport@ai-media.tv. We might not be able to get back to you straight away, but our experienced team can answer most of your queries.



Grammarly

Grammarly helps you find the answers to any grammar problems you might encounter. [The web extension](#) flags spelling and grammar mistakes as you type. Please note that Grammarly currently [needs to be disabled](#) while making edits in Scripta.



Lexico

Powered by Oxford Dictionary, Lexico is a go-to for verifying spelling, phrases and punctuation rules.