AI MEDIA

WHITEPAPER

Engagement and Retention: The Benefits of Subtitles

Subtitles do more than improve accessibility. They drive engagement, widen your audience and deliver real results for content creators.



EXECUTIVE SUMMARY

Research shows that subtitles provide powerful benefits for both creators and audiences.

Increase audience engagement

Subtitles help capture attention and keep viewers watching for longer.

Improve the viewer experience

Subtitles make content easier to understand and enjoy.

Encourage longer average watch time

Viewers are more likely to watch videos to the end with subtitles.

Reach more people

Subtitles support those who are Deaf, hard of hearing, or watching in sound-off environments.

Expand your audience

Subtitles help you connect with more viewers in the UK and across the globe.

WHY IT MATTERS

ACCESSIBILITY IS ESSENTIAL

Over 18 million adults in the UK are deaf, have hearing loss or tinnitus – subtitles help ensure no one is left out.[1]

VIEWERS PREFER IT

Subtitle use continues to grow among UK audiences across streaming and social platforms, with strong viewer preference.[2]

ENGAGEMENT DRIVES RESULTS

Subtitled videos achieve greater reach, more engagement and stronger performance.[3]

GLOBAL AUDIENCE, LOCAL IMPACT

Subtitles break down language barriers and help you reach new markets and opportunities.

SMART, SIMPLE & COST-EFFECTIVE

AI-powered subtitling is faster, more accurate and more affordable than ever before.

THE IMPACT ON ENGAGEMENT

16%

In an A/B test comparing video with subtitles to video without on Facebook, subtitled videos' average reach was 16% higher.[3]

80%

of consumers are more likely to finish a video when subtitles are available.[4]

WHY IT WORKS

- People often watch videos in public places or at work where the sound is off.
- Subtitles grab attention in the first few seconds and keep viewers watching longer.
- Subtitles improve understanding, especially for non-native speakers.
- Search engines can read subtitle text, improving SEO and discoverability.

WHERE SUBTITLES DELIVER VALUE

Broadcast & Streaming | Social Media & Mobile | Education & E-Learning | Corporate Communications | Events & Webinars | Global Content & Localisation

CC

Subtitles aren't just nice to have – they're essential for engagement, accessibility and growth.

Make your content accessible.
Make your content unforgettable.

ACCESSIBILITY THAT DRIVES RESULTS.

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SOURCES

1. RNID (2023) Prevalence of deafness and hearing loss
2. YouGov (2021) Survey supports Stagetext findings on subtitle viewing preferences
3. Digiday (2016) Why captions increase Facebook video views
4. Verizon Media & Publicis Media (2020) State of Video Accessibility Report