



AI MEDIA

# Falcon & LEXI Help Global Brands Simplify Captioning

Eventage & Act.tv

CASE STUDY



## Falcon & LEXI Help Global Brands Simplify Captioning in the Cloud

Like so much else in the world, live captioning has been made simpler and more affordable thanks to cloud technology and automation.

If the cost of captioning was previously a prohibitive factor, cloud solutions provide a far more affordable option. They also mean you don't have to purchase or set up any hardware. Now, you can access all the captioning technology you need in one affordable, end-to-end cloud solution.

By combining AI-Media's cloud Falcon encoder with our LEXI automated captioning solution, you get a self-service platform that simplifies captioning for events, meetings and live streams.

With all the technology you need in one place, you don't need to spend time seeking solutions from multiple vendors, and grapple with the challenges of integrating everything seamlessly.

In this case study, we share the success stories of two organizations – event production agency Eventage and media company act.tv – who have both streamlined accessibility and enhanced viewer engagement thanks to Falcon and LEXI.

## AI-Media Helps Eventage Deliver Broadcast Quality Accessibility for Virtual Events

When COVID-19 forced events around the globe to transition to virtual settings, event production agency Eventage quickly adapted to a new way of delivering live broadcasts for its clients.

“Eventage didn’t want to just survive in the last year, we were determined to thrive,” says Ally Brooks, Senior Manager, Production & Systems for Eventage. “We had to take on new skills very quickly to lead the way in virtual events. That meant becoming broadcasters and streamers—and being experts at it.”

Captioning for virtual events soon emerged as an essential offering at Eventage. The team was asked to provide captioning for a client and flew into action. “They were planning on doing a live broadcast and said, ‘We need closed captioning, how do we do that?’” Brooks recalls. “That’s what led us to AI-Media.”

## Finding a Cost-Effective and Efficient Way to Caption Virtual Events

Brooks and her team began researching captioning for streaming video and kept getting the same recommendation: AI-Media’s Falcon live streaming caption encoder. The cloud-based Falcon can be paired with AI-Media’s LEXI automated captioning solution to easily add captions into an event live stream.

With Falcon and LEXI providing a fully cloud captioning platform, Eventage didn’t need to purchase and set up any hardware. All its production workflows were simplified – even for demanding events. “We were doing a very large show with 60 cues and lots of graphics flying in,” says Brooks. “Falcon was easy to set up and put into place for our live stream.”

## Enhancing Caption Accuracy With Custom Dictionaries

With LEXI, Eventage was able to caption its clients’ virtual events with up to 98% accuracy – far exceeding that of ‘out-of-the-box’ automated captions.

One of the reasons for this is LEXI’s unique Topic Models feature – a custom dictionary that allows it to recognize topics, immerse itself in distinctive vocabulary and observe context.

Eventage could enter domain-specific words and phrases, proper names and places, and many other custom terms into LEXI’s Topic Models, allowing it to enhance caption accuracy for its clients.

“LEXI’s accuracy was very good, and Topic Models is extremely useful,” Brooks says. “If your production has participants with unusual names, or there are uncommon industry-specific terms, entering these custom words into Topic Models works beautifully.”

Eventage also benefited from AI-Media’s dedicated technical support team, which works closely with users to ensure their captioning works exactly as needed.

“The AI-Media support team is extremely helpful, if I have a question, before or during an event, I know that I’ll get an answer immediately”

Ally Brooks, Senior Manager  
Production & Systems, Eventage

## Streamlining Accessibility With An End-To-End Cloud Solution

By combining Falcon and LEXI, Eventage gained a simplified self-service cloud platform to caption its clients' virtual events. But not only that, one that helped them satisfy the growing need to provide accessibility.

“If an event is taking place onsite, we provide ramps and other accommodations for people with disabilities, why would we do any less for virtual events? Providing closed captioning for attendees who are hard of hearing is the inclusive way to produce virtual events. With the high-quality captioning of LEXI and Falcon, we deliver exactly what our clients expect.”

Ally Brooks, Senior Manager  
Production & Systems, Eventage

## AI-Media Helps act.tv Boost Audience Engagement for 1 Billion Live Stream Views

As a progressive media company for political activists, act.tv has generated close to 1 billion+ views since launching in 2013, and quality captioning has been key to its growth strategy.

“Everyone asks us about closed captions now – they’re not an afterthought anymore,” says Brad Gans, act.tv’s Creative Technical Director. “We started captioning early on for our own internal productions, and when our clients saw how well it worked, they said, ‘We want captions, too.’ It’s becoming a production asset that people want and think about from the beginning.”

## The Need to Caption Goes Far Beyond Accessibility

While providing accessibility to the Deaf and hard-of-hearing has long been a key driver for including captions, act.tv realizes that they do far more for their clients.

“Obviously, readable video is inherently accessible to more people, but equally important is that many viewers are using Facebook to consume the content we make, and if content in their news feed is captioned, they’re more likely to stop and watch it. Virtually all of act.tv’s live streams now have on-screen text. Our AI-Media captioning solutions play a big part in that process.”

Brad Gans, Creative Technical Director  
act.tv



## Simplifying Captioning with Next Gen Solutions

Helping act.tv deliver captions for its clients' live streams is AI-Media. We provide all the captioning technology the company needs in one place, including our Premium human captions and LEXI automated captions. And with our cloud Falcon encoder, everything integrates seamlessly to streamline captioning workflows and save time.

"All of our captioning flows through Falcon," Gans says. "At act.tv we send the video from our encoder to the captioning server where it gets captioned by a human captioner or LEXI, and then on to syndication to social media. It's that easy."

LEXI in particular provides act.tv with an agile solution to ensure its clients' content is captioned even in the most demanding circumstances.

"We turn to LEXI when flexibility is essential," notes Gans. "It's ideal for situations like fast-breaking events when you need a captioner now, but can't get one because everyone is booked. It's also helpful at odd times of the day, such as when captioning coverage is needed for a 5 AM live stream."

## Removing the Complexity From Live Stream Captioning

As streaming media becomes an increasingly vital news source, captions can be expected to play an expanding role in engaging audiences. The way Brad Gans sees it, solutions like Falcon and LEXI make it easier than ever for content creators to benefit from everything that captions can do.

““ Today's viewers expect live captioning, no matter what platform they're consuming. When you're using AI-Media's solutions, captioning isn't complicated.”

Brad Gans, Creative Technical Director  
act.tv



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Find out more about AI-Media's captioning solutions at [ai-media.tv](https://ai-media.tv) or contact [sales@ai-media.tv](mailto:sales@ai-media.tv)