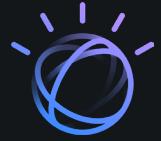# IBM Watson Captioning Live

for IBM Enterprise Video Streaming

Whether promoting accessibility or catering to changing viewing habits, closed captions play an important role in video streaming, including everything from executive communications to live training courses.

But closed captioning can also be a challenge. Manually generating captions is often expensive and might cause distracting delays between spoken words and the appearance of text. On the other hand, some automated captioning solutions may sacrifice accuracy for speed, generating too many errors to be effective.

To help you rapidly generate more accurate, automated captions while better managing costs, IBM Watson Captioning Live offers an AI-driven solution that can be trained in a variety of ways.

Vocabulary training
Vocabulary training involves literally teaching new words to the AI. For example, if a live stream is going to discuss a new service with a unique name, the AI can be trained in advance to identify and correctly spell the name when it occurs in conversation.

Contextual training
Sample texts can also be submitted to help the AI make more informed decisions when captioning a video. This can enable you to train for your specific use case and bias results toward your application.

For example, the solution may notice that when a word sounding like "hide" is combined with the word "street," it generally refers to "Hyde Street." Similarly, an enterprise involved in car manufacturing may want the AI to favor terms and phrases that are relevant for its industry, such as the names of specific makes and models.

Watson Captioning Live is designed to help you:

– **Increase accuracy** with built-in AI training for caption generation.

– **Improve workflows and efficiencies** by leveraging automation to help save time, money and resources.

– **Support large-scale live streams** by utilizing a multi-CDN (Content Delivery Network) infrastructure.

– **Deliver live captions for various types of video content** ranging from client-facing marketing events to restricted corporate communications.

– **Rapidly start broadcasts** with no prior planning, leveraging existing AI training to generate accurate live captions.

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Isolated instances

Each instance of IBM Watson Captioning has specific training and context associated with it. If an enterprise trains the AI to spell the names of their executive staff, that knowledge will not be used in other instances of the service.

This capability helps bias the results in a preferred manner and reduce the likelihood of false positives.

Cloud-based delivery

No hardware is required. IBM Watson Captioning Live for IBM's video streaming services functions completely in the cloud, helping you improve flexibility by using different encoders when conducting live streams.

To learn more about IBM Enterprise Video Streaming service used with IBM Watson Captioning Live, visit ibm.com/watson/media/internal-video-for-corporate-communications.

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