

Reasons to add captions to live and file-based content.

1. Deaf
2. Hearing impaired
3. English is a second language
4. Poor audio at the source
5. Poor local acoustics
6. Lousy audio speakers in new flat screens
7. Background noise – bar or restaurant
8. Music overpowers the speaker
9. Crowd noise-sporting event; noisy kids at home, etc.
10. Speaker talks too fast
11. Speaker talks with a heavy accent
12. Speaker mumbles
13. Speaker talks too softly
14. Multiple speakers talking over each other
15. Viewer is in a location where sound cannot be used
16. Viewer needs the captions to improve comprehension
17. Viewers prefer to read
18. Your competitors probably do it or soon will do it

