

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

1. Deaf
2. Hearing impaired
3. Viewers prefer to read
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. Viewer's language is not the local language
18. Your competitors probably do it or soon will do it

