



Universal Subtitles

Universal Subtitles: making any web video accessible

- Subtitling, captioning, and translating video online is very important but very difficult! We need free and open tools.
- We're building the easiest subtitle tools ever.
- They can work on any video embedded across the web.
- And we're building an open subtitling community.

Early progress / impact / success

- We've already built an amazing subtitle creation tool and community website. The tools are still in alpha but coming along fast.
- Thousands of people have signed up through Drumbeat to help test the new tools and kick off the web community.
- We have several major organization eager to get started subtitling their videos.

Subtitles and Captions for Every Video on the Web

The Problem

Web video is beginning to rival television, but there isn't a good open resource for subtitling.

Our Mission

We're trying to make captioning, subtitling, and translating video publicly accessible in a way that's free and open, just like the Web. [Learn More](#)

Right Now We're in an alpha stage, building and testing ([try the demo](#))



Subtitle Widget

ALPHA

A simple way to create and add captions to almost any video on the web (without having to transcode or re-upload videos).



Community Site

An online community for collaboratively subtitling and translating the world's videos (like a Wikipedia for subtitles).



Subtitle Lookup Protocol

An open standard to let Firefox extensions, desktop video players, websites, browsers--any client--find and retrieve subtitles for any video.

Get updates and find out first when we launch

GET UPDATES!



Hi, I'm Asa Dotzler and I'm here to show you how simple it is to switch to Firefox.

You are logged in as reville

Done? Next Step: Syncing ▶

STEP 1: Typing the subtitles

Thanks for making subtitles!! It's easy to learn and actually fun to do.

While you watch the video, type everything people say. Don't let the subtitles get too long -- hit enter for a new line.

Make sure to use the key controls below to pause and jump back, which will help you keep up.

[Watch a quick how-to video](#)

tab Play/Pause

control Skip Back 8 Seconds

Enable Autopause

Done? Next Step: Syncing ▶

Restart this Step

18 months: subtitles everywhere!

- **Toolset:** Universal Subtitles will be making more than 100,000 videos accessible for the first time to students, people with disabilities, and people around the world.
- **Community:** We'll have a growing, vibrant community of volunteers captioning and subtitling the most interesting and relevant online videos. Hundreds of organizations will be using the toolset and engaging their communities.
- **Advocacy:** There will be a new web standard for sharing subtitles across sites and a new understanding that every video can and should be made accessible.

End of 2010: Vibrant community

- **Toolset:** Moving towards our goal of 100,000 videos subtitled by the end of 2011
- **Community:** Active, vibrant, and growing subtitling community
- **Advocacy:** Working to build a new understanding online about the importance of subtitles and the practicality of making them ubiquitous

Sept 2010: Full rollout of tools

- **Toolset:** We'll have fast, simple, fun tools for creating subtitles, captions, and translations
- **Community:** We'll have a great community website, a 'wikipedia for subtitles'
- **Community:** Organizations large and small will be using the tools to make their videos more accessible

Participation/ Ways to help

- We need developers to work on our javascript widget and django community site
- Volunteers needed build a positive and collaborative spirit in our new web community
- Help us find organizations with particularly strong interest in subtitles