

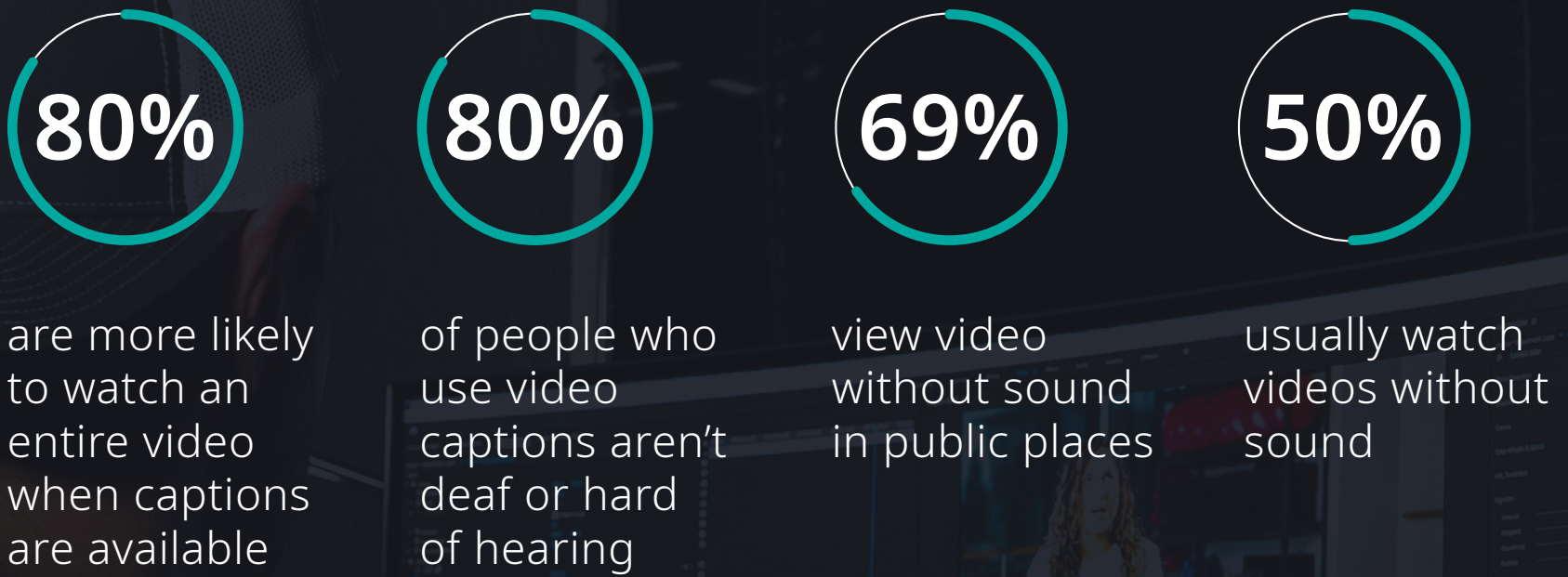
# Why videos need subtitles

Video is a powerful marketing tool<sup>1</sup>



## 4 important reasons video captions make it even more powerful

### 1. Give people the 'sound off' options they want<sup>2</sup>



### 2. Be more accessible<sup>3</sup>



**Over 5%** of the world's population need help with a 'disabling' hearing loss

### 3. Improve search



Search engine algorithms such as Google's can't watch videos, but can crawl captions.

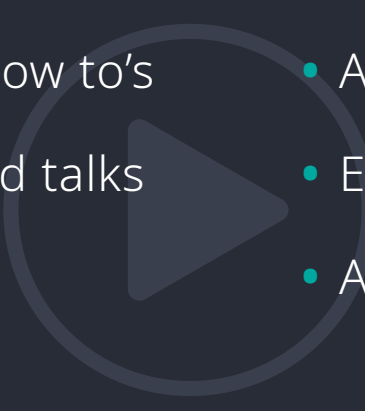
### 4. Engage with new audiences:<sup>4</sup> a cost-effective way to transcribe and translate video



**40%** of consumers won't buy in a non-native language

## Which videos will benefit most?

- Explainers and 'how to's
- Presentations and talks
- Product releases
- eLearning
- Advertisements
- Employee communications
- And more...



## Next steps

**Learn** what to look for in a subtitling service and how RWS can help.

**Contact us** to reach your video audiences the way they prefer, in their language of choice.

#### About RWS

RWS Holdings plc is a unique, world-leading provider of technology-enabled language, content and intellectual property services. Through content transformation and multilingual data analysis, our unique combination of technology and cultural expertise helps our clients to grow by ensuring they are understood anywhere, in any language.

Our purpose is unlocking global understanding. By combining cultural understanding, client understanding and technical understanding, our services and technology assist our clients to acquire and retain customers, deliver engaging user experiences, maintain compliance and gain actionable insights into their data and content.

We work with over 80% of the world's top 100 brands, more than three-quarters of Fortune's 20 'Most Admired Companies' and almost all of the top pharmaceutical companies, investment banks, law firms and patent filers. Our client base spans Europe, Asia Pacific and North and South America. Our 65+ global locations across five continents service clients in the automotive, chemical, financial, legal, medical, pharmaceutical, technology and telecommunications sectors.

Founded in 1958, RWS is headquartered in the UK and publicly listed on AIM, the London Stock Exchange regulated market (RWS.L).

For further information, please visit: [www.rws.com](http://www.rws.com)

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#### Sources

1. Wyzowl, Video Marketing Statistics 2021

2. Verizon Media, Make noise with the right digital video captioning

3. World Health Organization, Deafness and hearing loss, March 2021

4. CSA Research, Can't Read, Won't Buy – B2C, June 2020