

MEDIA RELEASE

Ai-Media Leads with International Quality Standard for TV Captions

19 November 2013

Speech-to-text and education technology innovator Ai-Media today announced it has adopted the leading internationally recognised quality standard for captioning services to benefit the company's clients and consumers.

Ai-Media has chosen the NER quality model as devised by Dr Pablo Romero-Fresco from the University of Roehampton. The model was recently adopted by the UK's independent regulator for communications, Ofcom, and is used in Spain, Switzerland, Germany, Italy, France, the Netherlands, South Africa, Canada and within the UN.

Ai-Media Chief Executive Tony Abrahams said: "Quality is front and centre of everything we do at Ai-Media. We will apply the NER model across Ai-Media's full suite of captioning solutions – including our broadcast, government, education, and corporate services in Australia and the UK. With captioning quality standards now legislated, it is important that we be transparent about how that quality is measured."

Ai-Media earlier this year became the first captioning provider to appoint an independent auditor to measure captioning quality across all its services.

Ai-Media's independent auditor, Mr Robert Scott, said: "We have chosen the NER model because it is anchored in robust independent consumer research and produces quantitative scores that are consistent with viewers' quality perceptions."

NER stands for Number, Edition error and Recognition error. The NER model measures the speed of captions, the delay between speech and caption text, and the number and types of errors to produce a score and an assessment.

Further information:

Tony Abrahams, Ai-Media CEO +612 8870 7700

Ai-Media is an Australian and UK-based business that provides high quality speech-to-text solutions for broadcast, government, education and corporate clients. The company's flagship Ai-Live solution was supported by Commercialisation Australia. Using a microphone on the original speaker, the spoken words are sent live to a trained stenocaptioner or "re-speaker", who uses software that converts speech into text that is sent back over the internet to screens read by the client in the originating venue.

Learn more: www.ai-media.tv and www.ai-live.com



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