

## MEDIA RELEASE

### **Ai-Media Scores Over 99% in First External Captioning Quality Audit**

**16 May 2014**

Speech-to-text innovator Ai-Media today released the results of its first independent external captioning quality audit, achieving a score of 99.13% measured by the international NER benchmark.

Ai-Media provides captioning for television broadcasters including Nine Network Australia, Foxtel, Fox Sports, Australian News Channel (Sky News), and others. The result announced today is for Ai-Media's first quarter of service to the Nine Network ending March 2014, based on an independent external auditor sampling and scoring 13 programs at random.

Ai-Media is the first Australian captioning provider to appoint an independent auditor to assure quality for its clients and their viewers. NER is an international standard that stands for Number, Edition error and Recognition error. It measures the speed of captions, the delay between speech and caption text, and the number and types of errors.

Ai-Media CEO Tony Abrahams said: "We will publish the results of our independent quality audits as part of our commitment to transparency and continuous improvement. Quality sits at the heart of everything we do, and we have internal quality processes and measurement in place across the business. We welcome comments and feedback directly, and via our social media sites."

Independent quality auditor Robert Scott said: "Notable in the review was Ai-Media's commitment to delivering block captions for the Nine Network's News and Current Affairs programming. This synchronous presentation of accurate caption text results in increased quality scores and most importantly better comprehension by the viewer".

Further information:

Tony Abrahams, Ai-Media CEO +612 8870 7700

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#### **About Ai-Media:**

Ai-Media is an Australian and UK-based for profit social business that provides high quality speech-to-text solutions for broadcast, government and education clients. The company's Ai-Live internet captioning service 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.

Learn more: [www.ai-media.tv](http://www.ai-media.tv) and [www.ai-live.com](http://www.ai-live.com) Follow us: [Twitter: @accessinclusion](https://twitter.com/accessinclusion)

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