

## MEDIA RELEASE

### **Ai-Media Sets New Benchmark for Broadcast Captioning Quality**

**2 February 2016**

Australia's leading producer of broadcast captioning, Ai-Media, achieved a record 99.6% quality score across content on Nine Network Australia for the quarter to December 2015. Measured by an independent auditor, using programs sampled at random and evaluated on the international NER scale, the result is the 8th successive quarterly result over 99%, and beat the previous record of 99.4%.

Captioning uptime published by Nine and Ai-Media comfortably exceeded 99.9%.

“This new record quality score demonstrates the strength of Ai-Media’s continuous improvement cycle, anchored in transparent monitoring and reporting”, Ai-Media CEO, Tony Abrahams said. “All our activities are focused on improving the experience of caption users, which includes people with hearing impairment, foreign language speakers, and kids learning to read.”

#### **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 the Australian Government. 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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