MEDIA ALERT

30 June 2017

PM Malcolm Turnbull showcases captioning company's solution for broadcasters using Facebook Live.

Sydney, Australia: Today at Facebook Australia, the Hon Malcolm Turnbull, Prime Minister of Australia, showcased captioning company Ai-Media's unique technology for broadcasters seeking to add closed captions to their Facebook Live broadcasts.

In a live Q&A session, the Hon Malcolm Turnbull acknowledged Ai-Media's efforts, commenting "you're making Facebook and, of course, by extension all media, available to people with a hearing disability."

Founded in 2003, Ai-Media is recognised as the world's leading provider of high quality live and recorded captioning services. Headquartered in Australia, the company employs 250 staff with offices in the US, Canada and the UK.

Tony Abrahams, CEO of Ai-Media, says: "Together with Facebook, we've designed a solution to provide access to great live content on a truly global scale."

Over the past year, daily watch time for Facebook Live broadcasts has grown by more than 4x, and 1 in 5 Facebook videos is a Live broadcast.

Click here to view the Facebook Live Q&A with PM Malcolm Turnbull.

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To interview Tony Abrahams, please contact Lewis Khan at Rainmaker on +61 423 665 628 or lewis@rainmakercomms.com.au

About Ai-Media

Ai-Media was founded in 2003 by Alex Jones and Tony Abrahams as a for-purpose business to improve the quality of life for people with a disability using technology and social innovation. The company's Ai-Live internet captioning service was supported by the Australian Government. Ai-Media's inclusive solutions focus on high quality speech-to-text media services for broadcast, education, corporate, government and online.

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