

Stagetext provides equal access to the arts with captions and subtitles



Around **12 million** of the UK population are deaf, deafened or hard of hearing - that's

1 in 5¹

There are more than

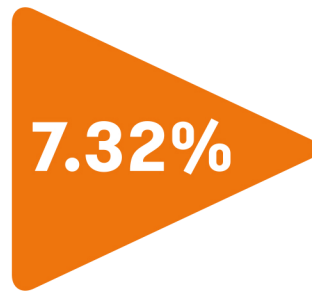
45,500

deaf children in the UK¹



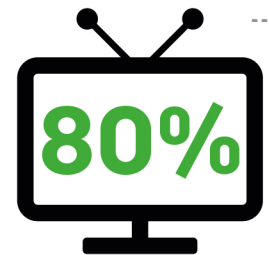
6.7 million

people could benefit from hearing aids¹



Adding captions/subtitles to YouTube videos can increase views by **7.32%**²

20% of content on BBC iPlayer is viewed with captions/subtitles³



Of TV caption/subtitle users, 80% use them for reasons other than hearing loss⁴

Captioned/subtitled videos on Facebook have a



10% increase in likes



26% increase in shares



29% increase in comments⁵

>> StageTEXT

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Version one: created June 2017

Sources:

- 1 Action on Hearing Loss, Hearing Matters report - Nov 2015
- 2 Discovery Digital Networks & 3Play Media case study - 2013/2014
- 3 BBC website, BBC launches subtitles for live channels on BBC iPlayer in world-first - Jul 2016
- 4 Ofcom Report - May 2015
- 5 Refinery29 & Adaptly - Nov 2015

Find out more at

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