# Transcript Jackpot

October 2016

Caption Fail - Bike Police: <https://www.youtube.com/watch?v=38Uj-ghE-8I>

**Original Script**

Boom Ba-da-ba- boom. Boom Ba-da-ba- boom. He got that super bass.

Here we go again. Time to protect and serve.

Seriously? I'm getting pulled over by a bicycle cop?

Good day, sir. Do you have any idea why I pulled you over?

Well, my registration and inspection are up to date and I wasn't speeding... so it must be because you wanted to get a better look at my convertalicious... made in America chick magnet.

Sir, I'm gonna have to ask you to step out of the vehicle. I have a taser.

What is this? Some kind of joke, I mean... where's the hidden camera?

I'm just checking for any bullet propulsion devices, illegal pharmaceutical paraphernalia... and miscellaneous sharp objects. Now if you could turn you head... and cough.

Get your hands off of me! This is weird and unacceptable!

Sir you've left me no choice. I'm gonna have to take you downtown.

Oh yeah?! And how exactly do you think you're gonna get me there?

So, why did you pull me over in the first place?

Oh, I was just going to present you with this good driving certificate.

**YouTube Captions of Original Script**

Well mobile mobile homes that have delivered that double base.

Here we go again. Tend to protect inserts.

Seriously? Ill people over but but will go up?

Data, do you have any idea? Why don't you know?

All registration inspection wrote that there was a speech... to a must be because you wanted to get a better looking like a British... is made in America chick magnet.

Sermon that that is that a lot of the... adult habitation.

Isn't that everything in Canada?

And integrity ball applause in devises a little formidable paraphernalia... and filling each of art. Navigated nobody journey and cough.

Desert Zombies 3! Where that's at all.

So are you talking to us? And that I have to take you don't tell.

Or you're settling the DNA there?

So, it will work for foots?

Well I just got to present you with... the dry dessert.

**Why Caption?**

There are three really good reasons to caption: [accessibility, searchability, and engagement](http://www.captionsforyoutube.com/blog/posts/1-3-reasons-to-caption-your-youtube-videos).

* ACCESSIBLE: 20% of Americans over age 12 experience significant enough hearing loss that it interferes with daily communication. Not captioning means that your videos are not accessible to 1/5 of your potential audience (in America, at least).
* SEARCHABLE: Also, [Google and other search engines can’t watch a video](http://www.3playmedia.com/2014/01/10/future-accessibility-video-captions-according-google-youtube/). Not captioning means that your videos can only be found based on their titles. What about all the incredible keywords and search terms you have in your video? Google has no idea about those.
* ENGAGING: At its core, captioning helps people understand more. If English is not your viewer’s first language, they’re more likely to follow if there are captions. Regardless, captions help all users engage more, which keeps them watching your video longer.
* Pros and Cons of Automatic Captioning

So YouTube can caption videos automatically, right? Well … yes. Automatic captions are there because “something is better than nothing.” It’s Google’s way of providing at least a minimum level of captioning to all videos. YouTube’s automatic captions tend to be pretty error prone, but they do provide some level of benefit ([Google says their accuracy rate is about 80%](http://www.nfd.org.nz/310/Captioning-Online)). YouTube does allow users to edit their automated captions, which can improve accuracy a lot, but it takes time and effort. Basically, Brad suggested that the best use of their automatic captions is as a starting point for users to build higher quality captions from.

Another option is to [upload captions yourself](http://www.captionsforyoutube.com/how_it_works/overview), which YouTube lets you do quite easily. Uploading high quality captions is the best option for creating highly accessible, searchable videos.