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 5.

There are more than 45,500 deaf children in the UK.

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

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

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

Captioned/subtitled videos on Facebook have a 10% increase in likes, 26% increase in shares, and 29% increase in comments.

Sources:
2. Discovery Digital Networks & 3Play Media case study - 2013/2014
3. BBC websites, BBC launches subtitles for five channels on BBC iPlayer in world first - Jul 2016
5. Refinery29 & Adaptly - Nov 2015