

Closed Captioning for iTunes & Netflix Submissions

FCC Quality Standards

3Play Media's closed captions comply with the quality standards established by the FCC for accuracy, synchronicity, completeness and placement as set forth in the FCC's rules at 47 C.F.R § 79.1(j)(2). We also comply with the best practices set forth in the FCC's rule 79.1(k)(4) for offline captioning.



Custom Caption Formats

3Play Media offers custom caption templates that are built to meet platform-specific specifications and requirements. While iTunes uses a standard SCC format, we provide custom SMPTE-TT formats for Netflix, Hulu, and Amazon that meet each of their respective specs.

Captioning Video Clips

As of January 2016, the FCC now requires video clips from full-length TV shows to have closed captions when published online. By 2017, montage clips will need to be captioned, as well.

3Play Media provides a video clip captioning tool that produces captions for your video clips in minutes. Just give us your full length show with captions and we'll extract the unique captions for your clips without having to reprocess everything.

Accurate Caption Placement

FCC quality standards prohibit captions from obscuring essential visual information on the screen. In response to this, 3Play Media provides manual vertical caption placement to guarantee that captions do not block any relevant visual or textual content.

With manual vertical caption placement, an editor will move the caption frame to the top of the screen when it would otherwise obscure content in the lower third, then return the caption frame to the lower third when the relevant content is gone. The resulting caption file will comply with both iTunes' and the FCC's standards for caption placement.

