

## Key Benefits of Creating Accessible Media.

*In many cases transcripts are required by law to provide access to information for people who are deaf or hard of hearing but there are other benefits too...*

Making your video or audio more accessible benefits the following types of people:

- People who are deaf or hard of hearing can access the information.
- People who won't spend the time to listen to the audio or watch the video, but will skim a transcript.
- People who have difficulty processing auditory information, for example, because of cognitive disability.
- People who are not proficient in the language who find it easier to read than listen.
- People with low bandwidth connections who don't want to download the larger audio or video file.
- People who pay for bandwidth usage and thus don't want to download the larger audio or video file. This is often an issue with phones and other mobile devices.
- People who cannot play the audio because they are in a noisy environment and they can't hear it.
- People who cannot play the audio because they are in a quiet environment and they don't want to disturb others.

### Bringing more traffic to your information

Creating accessible media also has a number of benefits for increasing the numbers of people accessing your information such as:

- SEO (search engine optimization). Search engines can index the transcript, not the audio or video.
- It's easier for people to link to a transcript than some audio or video files.
- It's easier for people to pull a quote from a text file than try to create one from the audio or video.