

Our Market Research Findings

A nationwide, non-compensated survey was conducted in the first quarter of 2008, with demographics of the sample mirroring US census data. The data gathered was important in refining the design of the campaign. Here are a few key findings:

- **8 in 10** TV viewers have been exposed to captions.
- **50%** of those exposed to captions proactively turn captions on some percent of their viewing time.
- **Less than 1/5** of them have seen captions online (17%).
- **Less than 1/3** of them report having seen captions in advertising (31%).
- **70%** of those who never use captions said they would turn captions on if they knew about the benefits of quality captions.

The CaptionsON Vision:

Ensure quality captions are:

- **ON** all devices that transmit audio and video
- **ON** par with audio quality among those who produce and distribute programming, and
- **ON** the minds of educators and public officials

About the Campaign

CaptionsON is a public service campaign of VITAC – the nation's leading provider of closed captioning and other accessible media services.

The primary purpose of the CaptionsON campaign is to heighten awareness of the positive impact quality captions can have on the lives of most every American. The significant benefits of captions are felt by over 51 million individuals living in the United States daily, including over 31 million people of all ages who are deaf or hard of hearing. In addition to highlighting the benefits of captions, CaptionsON is also committed to addressing the issues, questions and challenges faced not by those who purchase captions, but the ultimate end user – the viewer.

Elements of the Campaign:

We encourage you to visit our website – www.captionsON.com – to take a closer look at our current initiatives including:

- **Our Video** demonstrating the breadth of the impact of captions, the necessity for captions to be ubiquitous and the criticality of captions being nothing less than the highest quality.

- **The Viewer Relations Bureau, a precedent-setting offering**, that provides the viewer with a vehicle for registering feedback directly to providers, both complaints and compliments.

- **The CaptionsON Challenge**, our outreach to secure real life stories about the impact captions make on individual lives.

And stay tuned for our forthcoming initiatives, including -

- The announcement of our **Caption Champions** panel, a group of individuals well known in their respective fields, including entertainment, government and technology, and

- The launch of a **Media Campaign that will put a face to captions**, showcasing the extraordinary impact captioning can have on the lives of our friends and neighbors and why someone in your life deserves captions.