

# Stagetext provides equal access to the arts with captions and subtitles



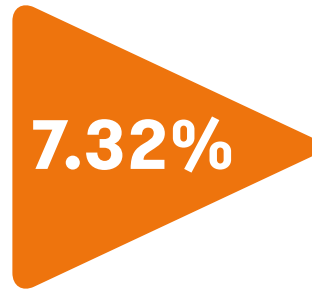
Around **11 million** of the UK population are deaf, deafened or hard of hearing - that's

# 1 in 6

There are more than

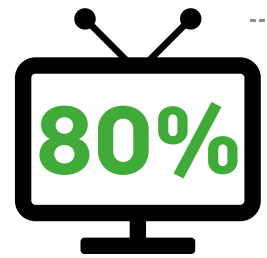
# 45,500

deaf children in the UK<sup>1</sup>



Adding captions/subtitles to YouTube videos can increase views by **7.32%**<sup>2</sup>

20% of content on BBC iPlayer is viewed with captions/subtitles<sup>3</sup>



Of TV caption/subtitle users, 80% use them for reasons other than hearing loss<sup>4</sup>



# 6.7 million

people could benefit from hearing aids<sup>1</sup>



Captioned/subtitled videos on Facebook have a



**10%** increase in likes



**26%** increase in shares



**29%** increase in comments<sup>5</sup>

# >> StageTEXT

f t y /Stagetext

Version one: created June 2017

#### Sources:

- 1 Action on Hearing Loss, Hearing Matters report - Nov 2015
- 2 Discovery Digital Networks & 3Play Media case study - 2013/2014
- 3 BBC website, BBC launches subtitles for live channels on BBC iPlayer in world-first - Jul 2016
- 4 Ofcom Report - May 2015
- 5 Refinery29 & Adaptly - Nov 2015

Find out more at

[www.stagetext.org](http://www.stagetext.org)  
[enquiries@stagetext.org](mailto:enquiries@stagetext.org)  
020 7377 0540

Stagetext is a registered charity (No. 1084300)  
Find out how to support our work on our website