



Making Finance Video and Audio Content Accessible

Clear communication is vital in the financial industry. Video, podcasts and live streams offer great ways to interact and engage with investors, clients, colleagues and the public. However, without the right accessibility tools, these channels of communication leave out millions of people with disabilities.

Fortunately, Verbit partners with financial institutions to help them spread their message more inclusively and effectively. With the right solutions, the finance sector can expand its audience reach and meet diverse communication needs.

Finance video and audio use cases

The financial sector [uses video and audio](#) content for numerous internal and external purposes, including:



Marketing:

Video marketing is one of the most impactful ways to showcase your corporation and its benefits to potential customers or investors. Bank of America and other industry leaders maintain active YouTube channels and post videos that both educate customers, potential customers and others and promote their brands.



Live streams and webinars:

Financial advice providers like [The Motley Fool](#) take advantage of live streams to connect with their audience and cover market changes. Hosting these events live can be especially useful to respond quickly to major current events that impact the market.



Zoom meetings and video conference calls:

Video conferencing is the most common way to connect in today's more virtual work environments. Global financial institutions need to connect with customers and international team members, while also accounting for challenges which may arise with the growing popularity of hybrid work arrangements.



Earnings calls:

Some corporations are using video to produce better, more professional [earnings calls](#). Companies post these video and audio recordings online to allow investors an opportunity to listen at their convenience or reference what was said again later.



Podcasts:

[Financial podcasts](#) are a wonderful way to educate the public, while also spreading the word about the benefits of working with a particular financial institution. Financial sector giants like Goldman Sachs and JP Morgan Chase both produce multiple podcasts and find this platform useful.



Expert consultant interviews:

The financial sector regularly conducts interviews. Having access to the recordings to pull data and quotes can support financial analyses and educated decision making while informing investors and business leaders.

Types of accommodations

Regardless of your video or audio content's purpose, it needs to be accessible to include your audience and consumers. [Verbit's captioning](#), transcription and audio description solutions are designed to offer greater access and inclusivity.¹



Captions:

Captions appear on the screen along with the video and match the original audio. This solution is an accommodation that supports people who are Deaf or hard of hearing. Additionally, captions help non-native speakers, people with neurodiversity and others. Verbit offers captions for recorded content and live captions for real-time accessibility.



Transcripts:

A transcript can appear alongside a video recording or in real-time. This tool can also serve as a read-only format of the audio content. Like captions, transcripts help people who are Deaf or hard of hearing, but they have other purposes as well. When researchers are using interview information, for example, having searchable transcripts saves time and increases efficiency.



Audio description:

Audio description supports people who are blind or have low vision. For this solution, a speaker describes the visual aspects of a video to provide the audience context. For standard audio description, the describing individual speaks in gaps in the original dialogue or audio. Verbit also offers extended audio description where the audience can pause to hear more in-depth descriptions, as well as live audio description for events.

Understanding which accessibility tools to use

Different types of content require different solutions to make them accessible. This chart offers a quick way to identify the solutions you need for each method of communication.



Finance Communication Type	Captions	Transcripts	Audio Description
Marketing videos that contain dialogue	X		X
Marketing videos with no dialogue or lyrics			X
Events and conferences	X	X	
Live audio broadcasts (earnings calls, press releases)	X	X	
Live meetings and webinars	X	X	X
Audio-only recordings (podcasts, earnings call recordings)		X	
Market and analyst research video & audio	X	X	
Instructional and training videos	X		X



Verbit is an essential partner to financial institutions, working with them to build more inclusive businesses and grow their audiences. No matter what kind of video or audio content you're producing, Verbit can help you make it more accessible. [Contact us](#) to learn how our specialized finance industry solutions can work to support your business.