Benefits of Captioning:

1. People who are Deaf or hard of hearing can become video users.
2. Users can more easily search for your video.
3. Once it is captioned in one language it is easy to caption in other languages.
4. Users who speak English as a second language prefer having captions on videos.
5. Users watching more than one video at a time will benefit from captions.
6. Users can watch videos with the sound off in places where it may be disturbing to play it with sound.

“We did an experiment with one partner a year ago and saw just by captioning videos in the same language— they were English videos with English captions-- we did a scientific A/B test and saw a 4% increase in traffic in views and watch time on YouTube.” (Brad Ellis from Google and YouTube)