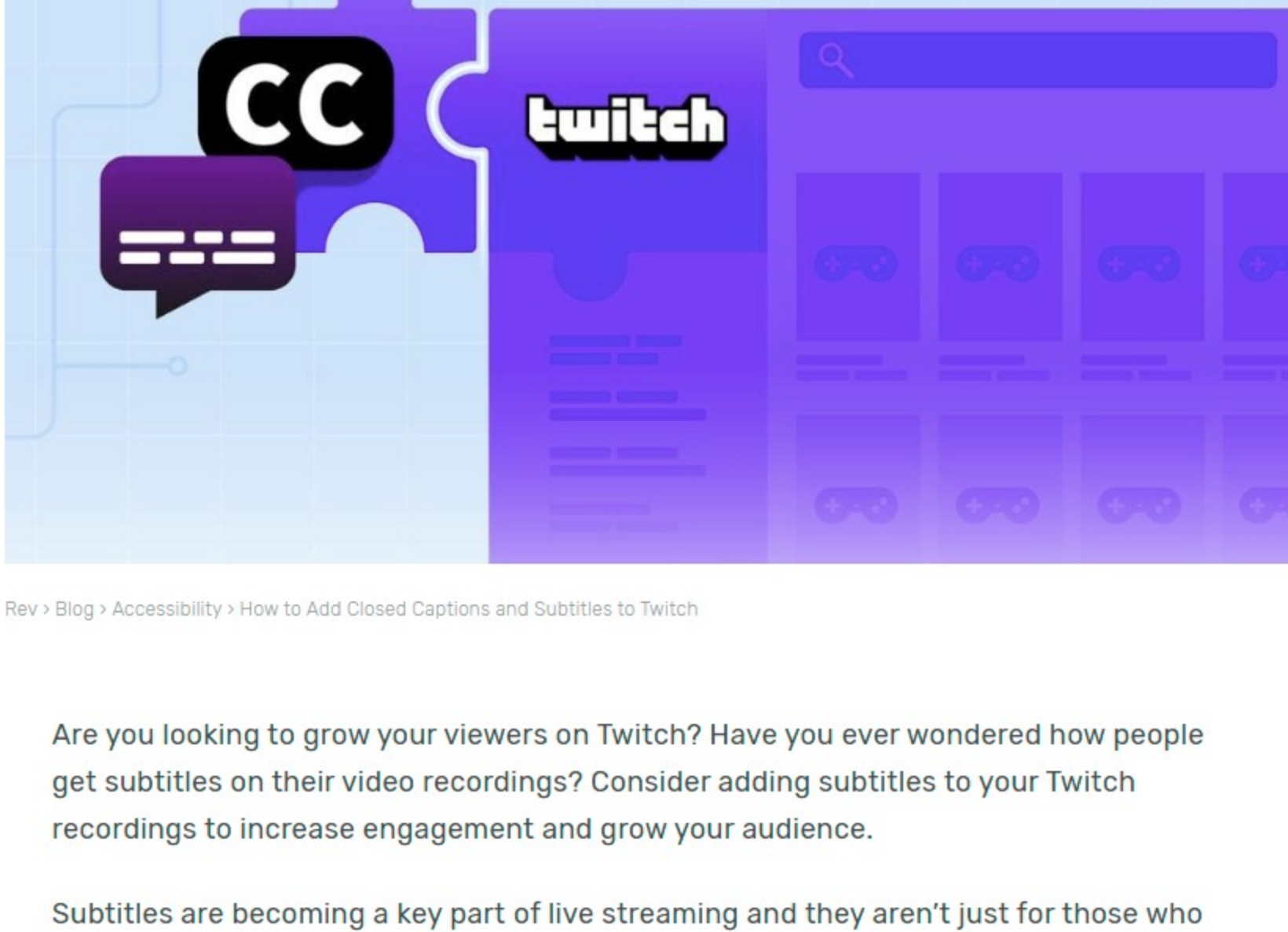


How to Add Closed Captions and Subtitles to Twitch



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ACCESSIBILITY, CLOSED CAPTIONS



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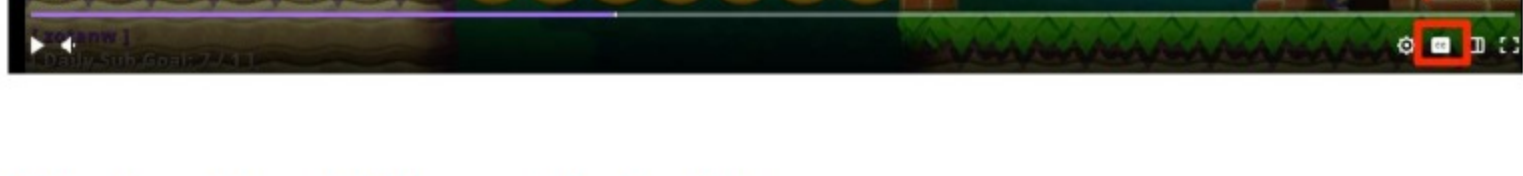


Are you looking to grow your viewers on Twitch? Have you ever wondered how people get subtitles on their video recordings? Consider adding subtitles to your Twitch recordings to increase engagement and grow your audience.

Subtitles are becoming a key part of live streaming and they aren't just for those who are hard of hearing. Subtitles and closed captions are a good way to make your content more inclusive, attracting a wider audience to your videos. To clarify quickly, closed captions are the text version of words spoken on a screen for video and television. Subtitles are those same words translated into a different language than what's spoken in the video. We will use these terms interchangeably throughout this article.

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Your fans can turn on closed captions if they don't want to stream the sound in a particular location. They're useful when studying at the library, at work, or anywhere they want to sneak in some game time but with no sound.



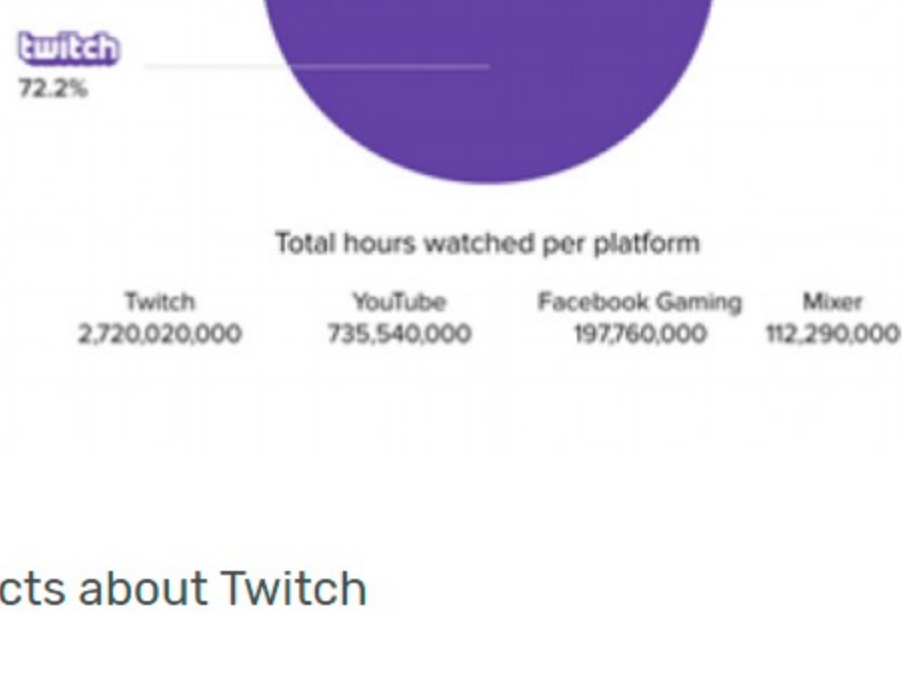
Why You Should Stream On Twitch

Twitch is the largest and oldest live streaming platform around. They have a massive following of extremely dedicated users. Twitch has become a culture where you can become very popular within the streaming community and meet new friends.

Without a doubt, Twitch is a destination for well-known gamers such as Michael Grzesiek aka Shroud, and Jaryd Lazar, aka summit1g. Secondly, it's the premier website for video streamers to gain an audience and earn revenue.

Twitch is not just for watching video games. There are communities for music, food, creatives, digital illustration, podcasts, movie reviews, and more. With more choices for spectators and creators, you can easily start a Twitch channel and develop a larger fan base.

Live hours watched per platform



Interesting Facts about Twitch

Undoubtedly, Twitch is the king of live stream gaming. Gamers flock to the site to interact with other gamers and improve their gaming skills by watching live screens of other broadcasters. Being able to watch live unpredictable experiences is what makes Twitch so exciting to be a part of.

Amazon acquired the video game streaming company for \$1 billion in 2014. With so many cord-cutters choosing streaming over traditional cable, Twitch has over a 75 percent dominance for live stream gaming.

- The average age for its core audience is about 21 years old.
- 81.5% of Twitch users are male.
- The niche platform has a loyal fan base. Twitch has 3.7 million streams per month and **49,400 live channels**.
- 35% of users are on mobile.
- 71% of Twitch's users are millennials.
- The average time spent viewing Twitch is 95 minutes.
- 2.7 billion hours views on Twitch the first quarter of 2019.
- Similar Web reports 20.62% users are from the United States.
- The most popular game on Twitch in 2019 is Fortnite.

The Benefits of Closed Captions for Streamers

When enabling closed captions on Twitch, video creators have an opportunity to broaden their audience to include people with disabilities and attract more followers.

Using **subtitles to share native languages** increases worldwide viewership to your channel. Open Captions are always visible on screen. Viewers can turn off closed captions at any time.

Getting discovered in search is essential to growing your following, and captions increase discoverability. Essentially, closed captions are the metadata that helps videos rank in Google. Metadata is crucial for advanced search filtering and is useful in data analytics. For this reason, if you are monitoring engagement with your audience, closed captions are a must-have.

Without closed captions, it's a sure bet you may lose viewers and subscribers. People can interact with your text which lends a big hand in making your brand more popular. In fact, videos without subtitles are watched 66% to completion, while videos with subtitles are watched **91% to completion**. That's quite a difference!

You want the visitor to stay on your video as long as possible. This is known as dwell time (time spent on a page to consume most of the content.) Closed captions on Twitch are necessary because the visitor is less likely to return to another page. Amazingly, this engagement time drastically increases page rankings.

Monetizing Your Twitch Account

Here are some ways Twitch streamers can earn money:

- Revenue share for streamers from ads.
- Selling merchandise through the Twitch Partnership Program.
- Offering subscriptions to your channel.
- Affiliate sales.

- Become a Esports Pro and compete in tournaments.
- Don't be shy, ask viewers for donations.
- Create Bits (online currency). A viewer can cheer up 1,000 bits that worth \$10.00.

You can earn Bits by watching ads or buying an Amazon Gift card. Increase subscribers to 500 and you are eligible to become a Twitch Partner.

Make it a point to interact with your viewers. Thank them for their contributions, cheers viewers, and engage with the audience.

How to Add Closed Captions on Twitch

Whether you're a noob or have been streaming video on Twitch for a while it's super easy to add closed captions on Twitch. First, it's a good idea to familiarize where someone can turn on closed captions. If the creator has used closed captions, the CC button is visible on their screen to turn it on. Viewers can control settings change colors, caption sizes, and placement, and more.

The Gear Icon on the video player is where the viewer can change the display and play around with options like colors and fonts, even effects. Additionally, settings can be preset for your next login. It's that simple.

As you can imagine, live captions happen super fast. Live streamers can use a service for live captions or go back and add them to a video later. Apart from this, whether your stream is live or pre-recorded, closed captions will help build a wider audience. Open Captions are always visible to viewers, but Closed Captions will give the viewer the choice to turn them on and off.

For live streams, caption files must transmit into an accepted format that will embed inside your stream, or alongside them. You must use a broadcast encoder to do this. Twitch accepts captions inline 21 CEA-708/EIA-608 format and in CC1 NTSC field 1.

For example, adding live captions is easy using a program called OBS (Open Broadcaster Software). There are various OBS Software programs out there such as OBS Studio, Stream Labs OBS, and Xsplit. And, Twitch just launched Twitch.tv.

How to Use PubNub to Add Closed Captions and Subtitles on Twitch

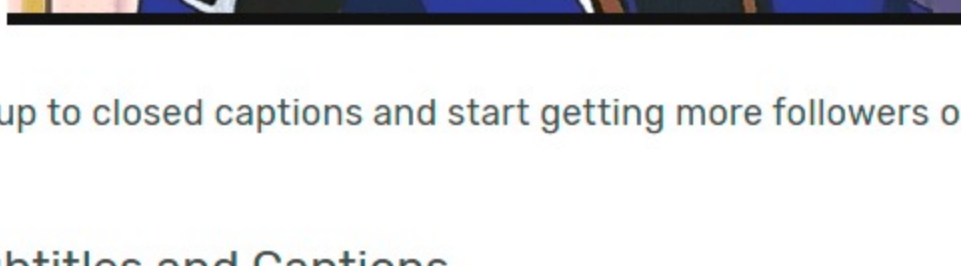
You can use a browser source link inside your broadcasting software like Stream Labs OBS and OBS Studio.

Make sure you turn off Geolocation if you are outside the U.S. and want to have the subtitles in English. Keep in mind Chrome will convert the speech to text in your native country when this feature is turned on. Furthermore, speech to text recognition software may not recognize some gaming terms, so make sure to speak slowly and clearly.

Head over to PubNub and click the developer tab to see how to place subtitles on your Twitch Video's. Here is where you can add subtitles to Twitch Videos. It's a program that listens to your voice when speaking on the microphone on the computer. Note that this isn't nearly as accurate as **professional captioning services**.

Follow these steps to get started adding closed captions on Twitch:

1. Enable your microphone.
2. Click and copy the browser source.
3. Enter the source link and return to your broadcasting software.
4. Click on the plus sign in your software and choose browser source, then click add source.
5. In the URL file box, replace the current link with the link you just copied and paste it in. Click control V and click done.
6. Make sure your software stays open to hear you so your captions appear on the screen.



Give a thumbs-up to closed captions and start getting more followers on Twitch.

Accurate Subtitles and Captions

Without a doubt, captions are important. As is accuracy. Keep in mind that automatic captions like what you find on PubNub are not nearly as accurate or useful to viewers as captions that are **added by human captioners** after the fact. It's also not possible to add subtitles in real-time, so to translate your captions into another language you'll want to use a **professional subtitling service**.

You can free-up lots of time and guarantee high-quality captions and subtitles using **Rev captioning services** to add English subtitles to your videos. Rev can also translate English to over 15 different languages for foreign subtitles. Rev supports MOV, MP4, AVI, VOB, and OGG formats. It's easy, just send you files over today to start increasing viewership.

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