

Subtitle and caption generation

This workflow automatically generates accurate subtitles and captions for video content, then distributes them across multiple platforms to improve accessibility and global reach.

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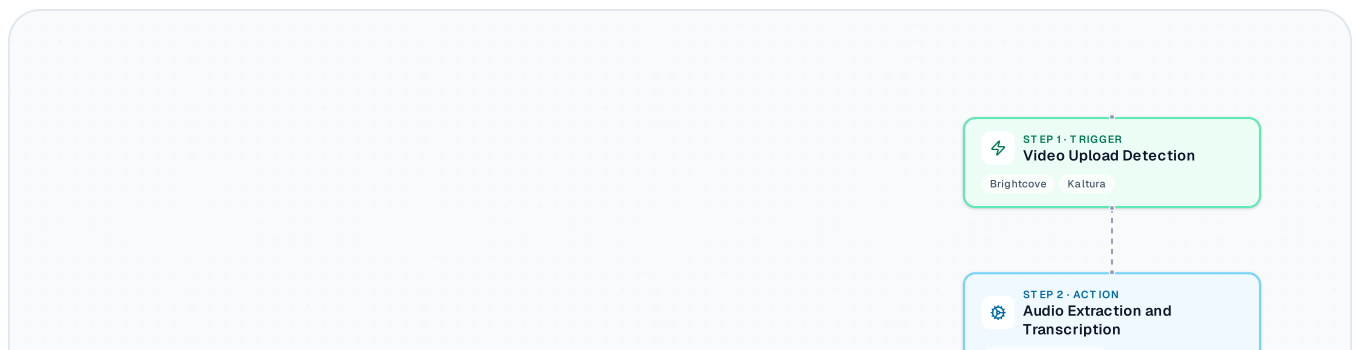


WORKFLOW TRIGGER

New video file is uploaded to content management system

Visual Flow

Each node represents an automated step. Connections show how data and decisions move through the workflow.



Adobe Creative Suite

STEP 3 · DECISION
Content Type Classification
Salesforce Media Cloud

STEP 4 · ACTION
Caption Formatting and Timing
Adobe Creative Suite

STEP 5 · ACTION
Multi-language Translation
Salesforce Media Cloud

STEP 6 · ACTION
Quality Review and Sync
Avid Media Composer Final Cut Pro

STEP 7 · OUTPUT
Caption Distribution and Publishing
Brightcove Kaltura
Salesforce Media Cloud



Step-by-Step Breakdown

Detailed explanation of each automated stage in the workflow.

1

⚡ TRIGGER

Video Upload Detection

A new video file is detected in the media library. The system extracts metadata including duration, format, and language information.

Brightcove Kaltura

Audio Extraction and Transcription

AI extracts audio from the video file and generates initial transcript using speech-to-text technology. The system identifies speaker changes and timestamps.

Adobe Creative Suite

3

DECISION

Content Type Classification

The workflow determines if this is live content requiring real-time processing or pre-recorded content that can use batch processing. Different quality standards and timing requirements apply.

Salesforce Media Cloud

4

ACTION

Caption Formatting and Timing

The transcript is formatted into proper caption blocks with accurate timing, line breaks, and speaker identification. Industry standards for reading speed and display duration are applied.

Adobe Creative Suite

5

ACTION

Multi-language Translation

The captions are automatically translated into target languages based on distribution requirements. Cultural context and technical terminology are preserved.

6

 ACTION

Quality Review and Sync

Automated quality checks verify caption accuracy, timing synchronization, and compliance with accessibility standards. The captions are embedded or linked to the video file.

Avid Media Composer

Final Cut Pro

7

 OUT PUT

Caption Distribution and Publishing

Finalized captions are distributed to all designated platforms and channels. The system updates content metadata and notifies relevant teams of completion.

Brightcove

Kaltura

Salesforce Media Cloud



Outputs

- Multi-format caption files (SRT, VTT, TTML)
- Translated subtitle packages
- Accessibility compliance reports

- Platform-ready video content with embedded captions

AI Business OS



Key Metrics

- Caption accuracy percentage
- Time to publish reduction
- Multi-language content reach
- Accessibility compliance score



Tools & Integrations

- Adobe Creative Suite
- Avid Media Composer
- Final Cut Pro
- Salesforce Media Cloud
- Brightcove
- Kaltura

AI Business OS

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