

Caption Companies Can Now Be More Valuable To Their Clients

Ads on the View Page Tweets of Key Events of a Session

Captioning sessions for large audiences provide opportunities for captioning companies to provide their clients with added revenue streams and marketing opportunities. Clients such as Broadcast Stations, Convention Organizers, Concert Event Organizers, Universities, and other large group organizers, can all benefit by selling space on the captioning view page for advertisers.

Ads on the View Page:

1CapApp has added the ability to include sponsors' ads on the view page, giving your clients the opportunity to sell that space on the view page to third-party sponsors of the scheduled event.

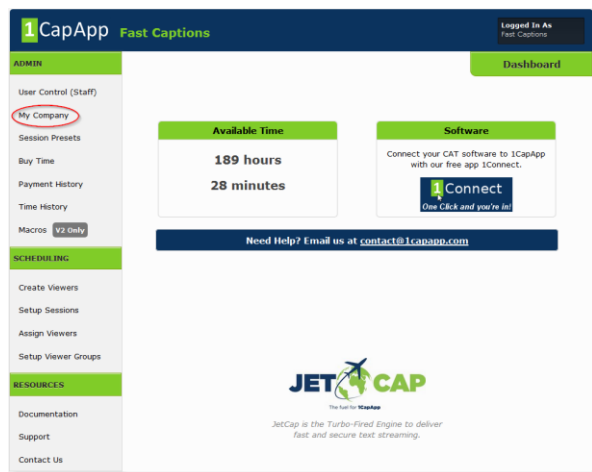
Twitter Links and Tweets of Key Events of a Session

1CapApp has given the writer the ability to create a macro that will send a tweet to a linked twitter home page of the event's special moments. For instance, the writer can tweet with a macro "Touchdown", "First Down", "Penalty" during captioning of a football game. The tweet would be posted on the broadcast station's twitter home page. The broadcast station can advertise: Details of the game can be followed on twitter. Follow us (the broadcast station) on Twitter.

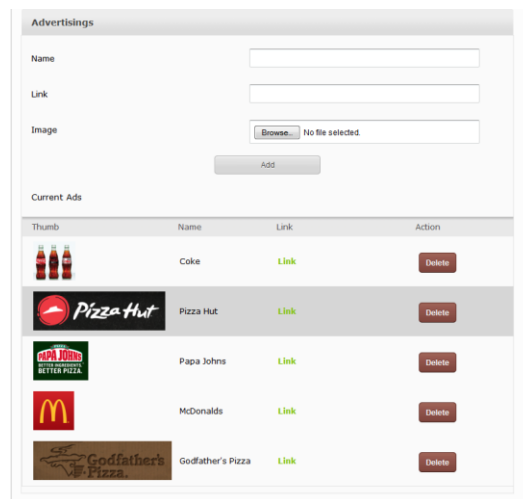
Sponsor Ads on View Page

Below is a summary of how to put ads on the view page and the steps to make it happen (details follow).

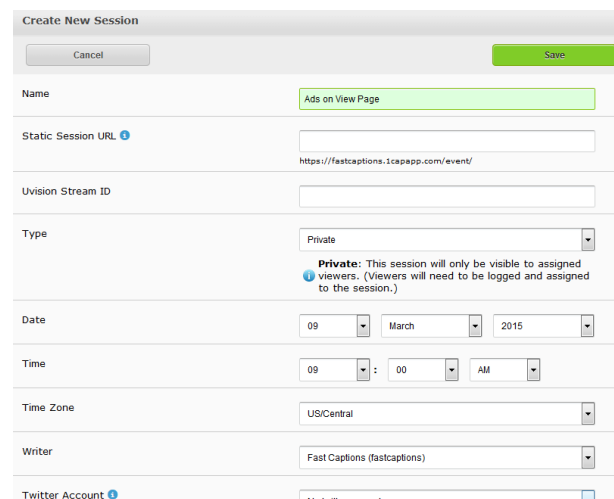
- Add icons for each ad in My Company setup section. You can add as many as you need.
- Setup Sessions (create) a session that will include the ads.
- In Customize Widgets there is a section called “Ads”.
- Expand Ads. Checkmark Active. Input a Title. Select your ads to be included in the session, up to three.



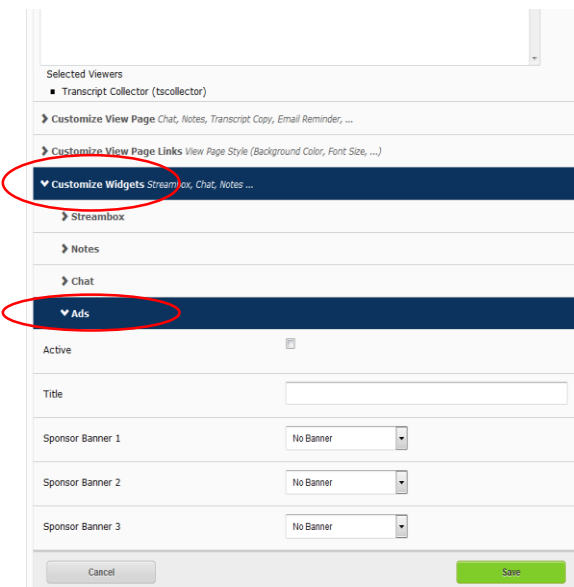
Company Setup. Ads Saved



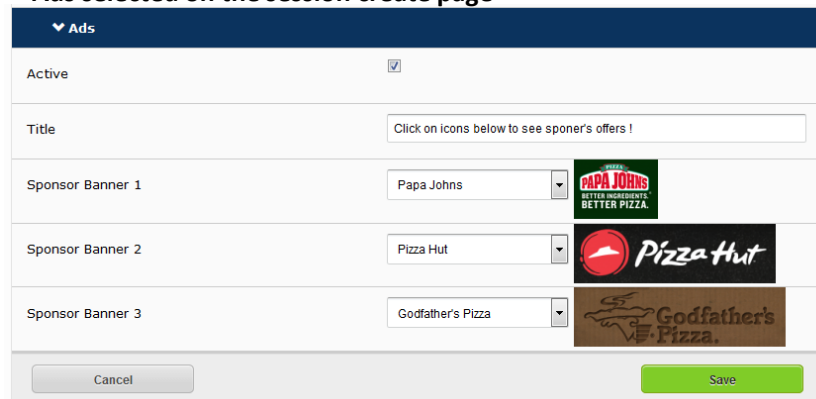
Create Session with Ads



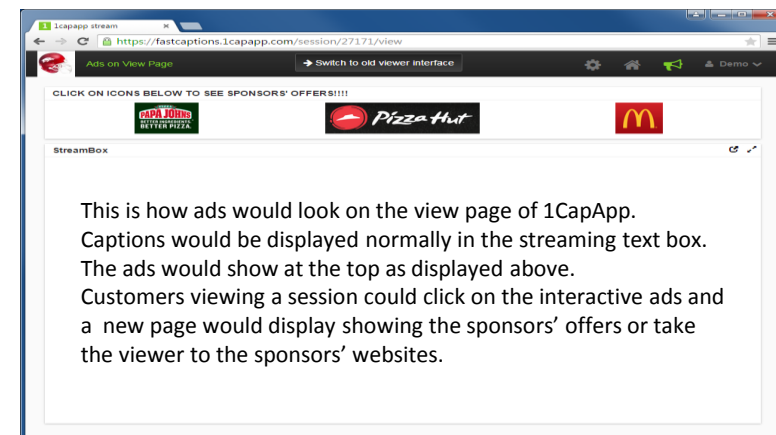
Where Ads are in the Create Session Page



Ads selected on the session create page



Ads displayed on the View Page

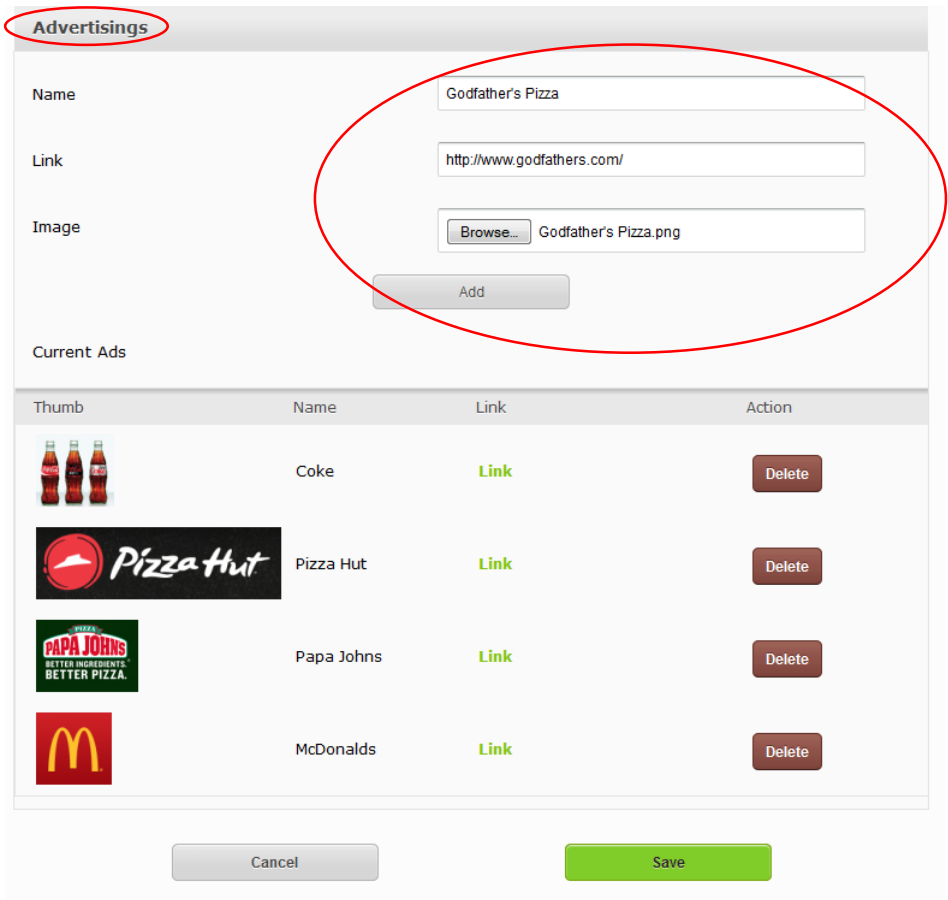




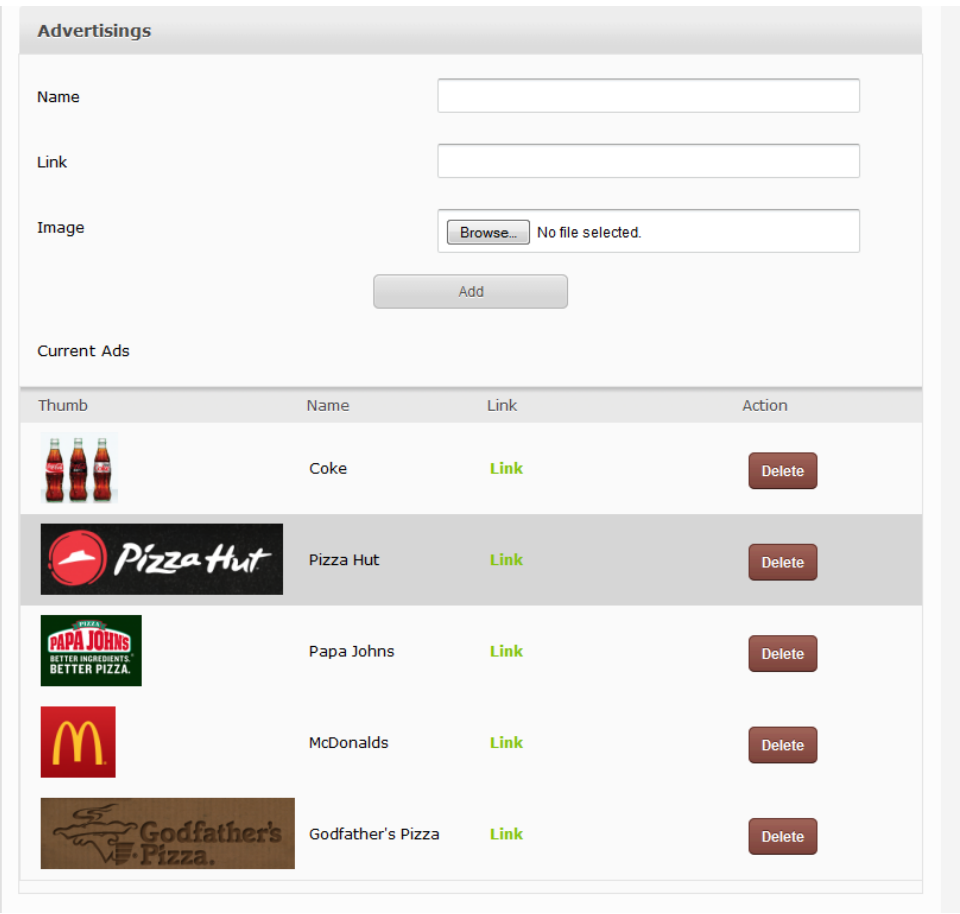
Company Setup: Save Ad icons with Hyperlinks

Saving ad icons in your My Company setup.

- Click on My Company on left menu bar.
- Scroll down to Advertisings
- Name the ad
- Supply the hyperlink location. This is the URL that will display when the icon is clicked.
- Browse to and select an image you have already saved or received from your client.
- Click Add



Godfather's Pizza ad saved



Setup Sessions: Ads are located under Customize Widgets on the Setup Sessions page

Payment History
Time History
Macros Only V2
SCHEDULING
Create Viewers
Setup Sessions
Assign Viewers
Setup Viewer Groups
RESOURCES
Documentation
Support
Contact Us

Cancel Save

Name Ads on View Page

Static Session URL [https://testactions-1capapp.com/event/](#)

Uvision Stream ID

Type Limited
Limited: This session will be publicly available to ALL viewers on your platform that log in. (Login required but no need to assign viewers.)

Date 09 March 2015

Time 09 : 00 AM

Time Zone US/Central

Writer Love Steno (lovesteno)

Twitter Account [No twitter account](#)

Recurring Session ☐

Customize View Page Chat, Notes, Transcript Copy, Email Reminder, ...

Customize View Page Links View Page Style (Background Color, Font Size, ...)

Customize Widgets Streambox, Chat, Notes ...

Streambox

Notes

Chat

Ads

Active ☐

Title

Sponsor Banner 1 No Banner

Sponsor Banner 2 No Banner

Sponsor Banner 3 No Banner

Cancel Save

Create Session with ads for view page

- Select Setup Sessions & create a new session
- Scroll down to Customize Widgets and expand
- Expand Ads
- Select Active (Be sure to check the checkbox)
- Input a Title (Can be used for instructions for viewer)
- Select your ads to be included in the session, up to three. You would have already saved the ads in My Company setup. This is where the list comes from.
- Save Session

Adding Ads to the session

Customize Widgets Streambox, Chat, Notes ...

Streambox


Notes


Chat


▼ Ads

Active ☒

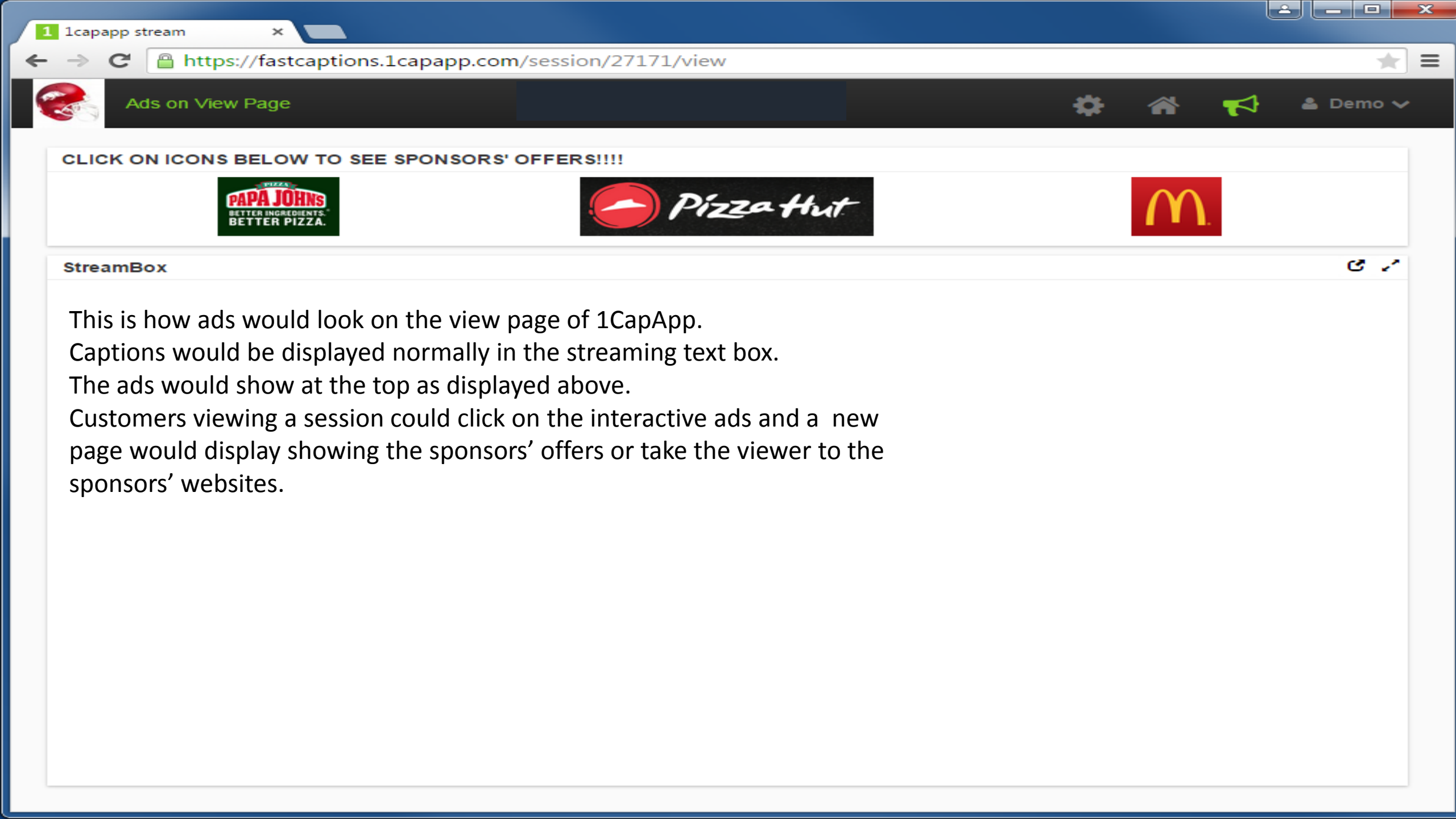
Title Click on icons below to see sponer's offers !

Sponsor Banner 1 Papa Johns 

Sponsor Banner 2 Pizza Hut 

Sponsor Banner 3 McDonalds 

Cancel Save



CLICK ON ICONS BELOW TO SEE SPONSORS' OFFERS!!!!



StreamBox



This is how ads would look on the view page of 1CapApp.
Captions would be displayed normally in the streaming text box.
The ads would show at the top as displayed above.
Customers viewing a session could click on the interactive ads and a new page would display showing the sponsors' offers or take the viewer to the sponsors' websites.