

NEW YORK, Oct. 11, 2013 /PRNewswire/ -- Worldnow, the leading online technology, content and revenue-solutions company for local media, announced today that it will begin releasing the first of several enhanced Closed Captioning (CC) digital solutions to its clients this weekend. This first release is for desktop users and is for videos on demand.

Worldnow is already in market with the current regulations which has been audited by the FCC. That audit went so well that the Worldnow solution has been pegged as the industry standard for others to implement. This solution is complete and end to end. Users will be able to do more than choose font sizes; they can choose a font type, style and color. Moreover, clients will have the flexibility to choose the background color including the opacity. Users will even have the ability to choose where to position the captioning. Worldnow is very proud of this release not just because our clients are and will be compliant but to have set the industry standard.

In 2010, the FCC had mandated 9 initial requirements detailing how CC should and must be customized by January 1, 2014. As of today, 3 of those 9 items are not yet standardized in the industry but Worldnow has them. Those critical three are:

- Font Style
- Window Color
- How the Caption Appears on the screen

Because this is a Worldnow solution, clients do not need to worry about any 3rd Party integrations. In the coming weeks Worldnow will be releasing support for livestream and VOD customizations across mobile devices as well. This is all part of a new mobile player platform.

In the last 3+ years, 13 of 14 RFP's for platform services sought by broadcasters have been awarded to Worldnow giving them the #1 market share serving over 450+ local broadcasters around the country. Worldnow, boasts clear features such as a CMS that easily integrates into critical broadcast systems, Rule based automation, Responsive design for mobile and a single unified workflow across the web, mobile and video. The other key feature is the Strategic and Professional services that are offered to each client. It is for these reasons as well as Worldnow's thought leadership that continue to make them the preferred choice within the marketplace.

Worldnow's Closed Captioning Solution sets the Industry Standard

Written by Australian Business

About WorldNow Inc. Worldnow provides industry leading online publishing and revenue solutions for local media. Our cost efficient publishing platforms include innovative CMS solutions for site management, video and mobile publishing. Our online revenue solutions include a national advertising network, packaged local sales programs, classifieds and comprehensive sales training and support. Our online media, technology, and marketing teams have extensive experience in helping local media companies build profitable businesses on the web. We support our technologies and services with in-depth strategic consultation incorporating market leading best practices for managing successful online businesses. Our full service solutions and support enable our clients to realize greater real-world profitability from their investment. Leverage our experience built over 15 years in partnership with more than 400 local media properties. Current Worldnow customers include: Allbritton, CBS Local Digital Media, Cox, Dispatch, Fisher, Fox TV Stations, Griffin, Landmark, Lilly Broadcasting, London Broadcasting, Meredith, New Age Media, Media General, Quincy, Raycom Media, Reiten TV, Sagamore Hill, Titan, Waterman, West Virginia Media, Young Broadcasting and Media General. For more information please visit www.Worldnow.com . Worldnow services over 57 million monthly uniques and powers over 450 local broadcasters with 81% of US households covered.

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