



Happy Birthday Adtext!

5th August 2009

Adtext, BEAM.TV's new subtitling division, is celebrating its first birthday in August.

Since its launch last year, Adtext has received enormous support from the UK's leading advertising agencies (achieving a 70% market share) and has subtitled an incredible 2945 commercials to date.

Broadcast subtitling quotas in the UK are nearly 100% as the UK recognises that the deaf and hard of hearing are a large sector of society (1 in 6 adults in the UK use subtitles to aid their viewing).

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