



## REAL-TIME SPANISH CLOSED CAPTION TRANSLATION EXPANDED IN COOKEVILLE, TN

**BOULDER, CO (March 18, 2025)** – The Public Media Venture Group (PMVG) has expanded its English-to-Spanish closed captioning translation service on W35EN-D, PMVG’s NextGen TV (ATSC 3.0) station in Cookeville, TN. Spanish captioning is now available on the main feed of PBS station WCTE, as carried in ATSC 3.0 on channel 35, as well as WCTE’s PBS KIDS, World Channel, and Create TV feeds, also as carried on channel 35.

The initiative is a collaboration among DigiCAP, XL8, PMVG, the Korea Radio Promotion Association (RAPA), and WCTE. The system—called LiveCAP—takes the English closed captions that are embedded within a television program stream and translates them into Spanish using an AI-powered translation engine operated by XL8. The translated closed captions are then added back into the program stream for channel 35, where Spanish can be selected by viewers using their remote control. The LiveCAP service offers translation to many different languages; PMVG and WCTE have chosen to make captioning available in Spanish to specifically serve the many Spanish-speaking homes in the region.

Marc Hand, CEO and founder of PVMG, commented about the expansion, “We are very happy to work with WCTE and our South Korean partners to make all of WCTE’s content available to viewers with captioning in Spanish.”

Integration of the LiveCAP system into the NextGen TV content stream is provided by DigiCAP, a supplier of equipment and services to the broadcast industry. Joonyoung Park, Senior VP at DigiCAP said, “Over the last several months we have demonstrated the reliability and usefulness of this translation on the primary PBS program stream in Cookeville. Based on this success, we are now pleased to expand the service to all of WCTE’s public service programming.”

Avery Hutchins, President and CEO of WCTE, whose programming is simulcast on PMVG’s NextGen TV transmitter with the translated captioning, added, “We have a significant number of households in the WCTE coverage area where Spanish is the first language. We are very happy that all the program streams we offer are now available in Spanish.”

To access LiveCAP, viewers tune to channel 35 (W35DZ-D) and use the accessibility settings on the receiver’s remote control to choose Spanish-language captioning for any of WCTE’s program streams. Closed captioning in English is unaffected by the new service and continues to be available to viewers.

**About PMVG:** Comprised of 32 leading public media organizations, PMVG develops scalable technology use cases to help sustain public media’s vital services in the long term. Public broadcasting is an essential part of American media, and PMVG is committed to ensuring the system’s central role in the nation’s future social ecosystem. PMVG member organizations own and operate over 100 public stations that collectively reach 250 million people.

**About XL8:** XL8's proprietary AI technology is redefining machine translation for media content, having translated over 800,000 hours of content, reaching millions of users worldwide. From delivering groundbreaking solutions like automated subtitling and real-time interpretation to top media companies, to enhancing communication across 45+ major languages, XL8 is at the forefront of language

technology. For more information about XL8, please visit [www.xl8.ai](http://www.xl8.ai).



**About DigiCAP:** DigiCAP Co., LTD is a South Korean company that provides a variety of software-based devices to support the ATSC 3.0 broadcast system. DigiCAP also products in content protection, rights management, conditional access, smart car software, and a variety of cloud-based services. For more information about DigiCAP, please visit [www.digicaps.com](http://www.digicaps.com).



**About RAPA:** RAPA, The Korea Radio Promotion Association is an organization that brings together the Korean Government and private industry in Korea to promote the success of Korean companies operating in television broadcast and production. RAPA has supported the joint initiative between PMVG and DigiCAP that has made the LiveCAP demonstration possible. For more information, visit [www.rapa.or.kr](http://www.rapa.or.kr).



**About WCTE:** WCTE is the PBS station that serves Cookeville, TN and the surrounding area. Although WCTE is one of the smaller stations in the PBS system, it is also one of the most active locally, deeply engaged with its community and offering many hours of locally produced programming about the region it serves. For more information, visit [www.wcte.org](http://www.wcte.org).



**MEDIA CONTACT:**

Marc Hand, [marc@publicmediaventure.com](mailto:marc@publicmediaventure.com); 303-907-1706

###