



# Channel 4 Champions Accessibility: All New Adverts & Sponsorship to Feature Closed Caption Subtitles

from 1st March 2026

## Fancy a chat?

For further information  
or support, please  
reach out to your  
Channel 4 contact.



Building on the legacy of the Diversity in Advertising Awards and inspired by the success of the 2024 Paralympic Games, Channel 4 is proud to announce a landmark commitment to accessibility in advertising. From 1st March 2026, every new advert and sponsorship ident delivered to Channel 4—across both linear and streaming platforms—will be required to include closed caption subtitles.

## Why Closed Caption Subtitles Matter

Closed caption subtitles significantly enhance the effectiveness of TV advertising by making content accessible to all. In the UK, **12 million** people are deaf, have hearing loss, or tinnitus—about **18%** of the population—and **1 in 3** have a disability or access need that may limit engagement with traditional ads. Subtitles not only support those with hearing impairments but are also regularly used by **6 million** people without hearing loss.

Campaigns with subtitles achieve higher brand recognition and consideration, with **7 in 10** people feeling more positive toward brands that use them. By adopting closed caption subtitles, brands promote inclusion, reach their full audience, and maximize campaign impact.

## How to Submit Closed Caption Creative to Channel 4

Channel 4 is committed to making advertising accessible for all viewers. We have updated our T&Cs to require closed caption subtitles as standard for any copy delivered to the channel from 1st March 2026.

For technical specifications please visit:

[www.channel4sales.com/advertising-technical-specsdeadlines](https://www.channel4sales.com/advertising-technical-specsdeadlines). All other T&Cs and delivery processes remain the same.

Your creative agency or production partner may well be able to include closed caption subtitles at the point of delivery. Alternatively, to ensure your advert meets our closed caption subtitle requirements, please reach out to:

### Clearcast

Clearcast can add closed caption subtitles to your advert and deliver it to Channel 4 in parallel with the clearance process. This is typically completed within an hour of ordering. For more information, contact [subtitles@clearcast.co.uk](mailto:subtitles@clearcast.co.uk) or visit [Subtitling With Clearcast - Welcome to our Help Desk](#) for a step by step run through of the process.

### Cape.io Users

Can simply add it to the delivery order. For more information speak to [shelby.akosa@cape.io](mailto:shelby.akosa@cape.io), your Account Manager or Customer Success team for support.



Once closed caption subtitles have been applied, any broadcaster with the capability to support closed caption subtitles will be able to schedule or serve your advert to viewers.

## What Are Closed Caption Subtitles?

Closed caption subtitles are text captions that transcribe on-screen dialogue, tone of voice, music, and background noises. Viewers can turn these captions on or off via their remote control or video player settings.

Closed caption subtitles should:

- ✓ Be readable in size, font, and colour
- ✓ Accurately reflect what is being said and heard
- ✓ Be synchronised with the audio
- ✓ Be positioned so as not to obscure important information

### Extreme Reach Users

Advertisers using Extreme Reach should contact [june.johnson@extimereach.com](mailto:june.johnson@extimereach.com) for assistance.