

**ITU-EBU Joint Workshop on Accessibility to  
Broadcasting and IPTV ACCESS for ALL  
(In cooperation with the EU project DTV4All)  
Geneva, 23 – 24 November 2010**

**"I am not alone"**  
**Media for people with disabilities**

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# The European Broadcasting Union



Founded in 1950  
75 Members  
in  
56 countries



43 associate  
members from  
other parts of the  
world



Main HQ in Geneva with Technical, Legal, TV and Radio  
Departments and Eurovision control.  
Public Affairs Department in Brussels



Publicly funded (e.g. Licence fee)  
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# Worldwide developments on Access Services

- A **UN Convention** on the rights of persons with disabilities. A legally binding resolution calling on us to take all reasonable measures to provide access for those with disabilities.
- The **ITU Plenipotentiary** Conference (Guadalajara, October 2010) adopted a **Resolution** that includes: 'to coordinate accessibility-related activities between ITU-T, ITU-R and ITU-D, in collaboration with other relevant organizations and entities where appropriate, in order to avoid duplication and to ensure that the needs of persons with disabilities are taken into account'
- **An idea:** "nothing about us without us"

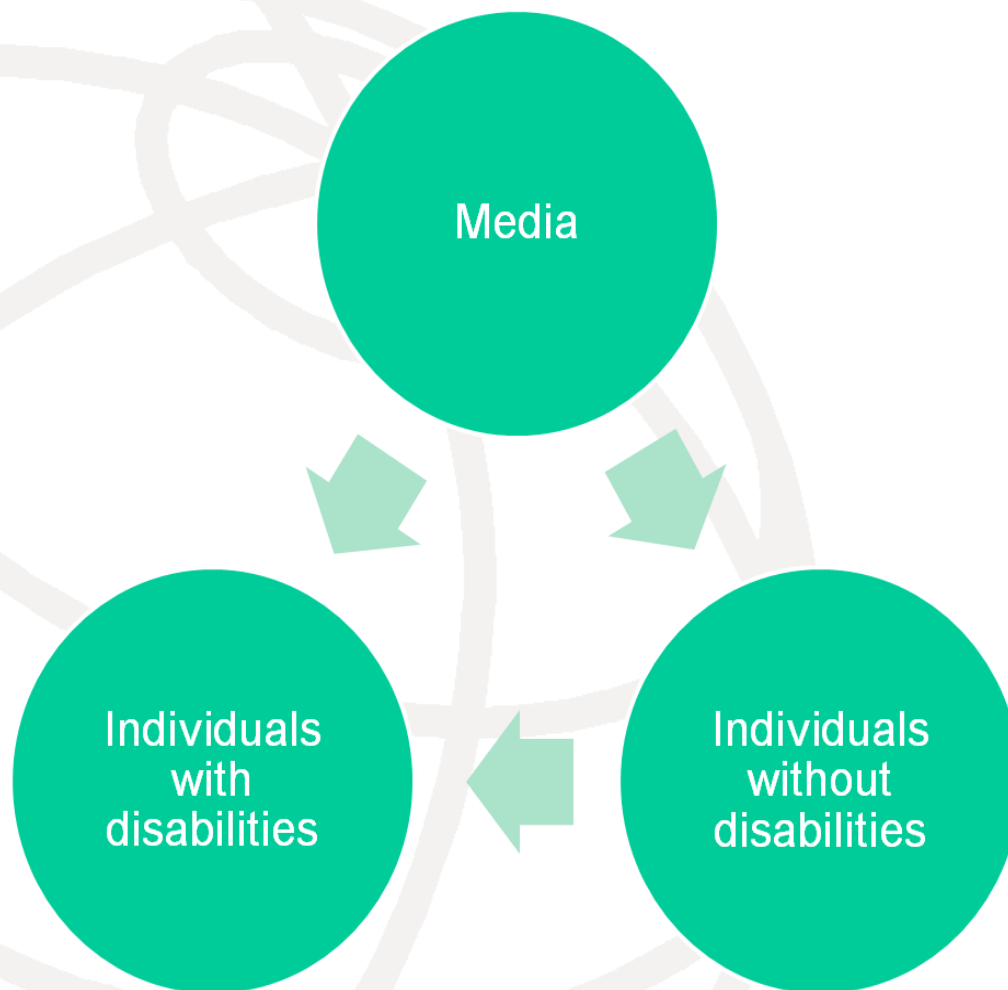
# What does “Access” mean....?

- a. People with disabilities being able to use the media – broadcasting, IPTV, Internet. The media being available and user-ready.
- b. It is more than that.
- c. The media is a fantastic tool and deserves to work for the greatest benefit to society.  
**Society needs to make the best use of the Media for people with disabilities.** It needs to be (as economists say) a ‘merit good’.
- d. When, how, and where are the tools used? What programming?
- e. Being consulted about both the ‘**tools**’ and the ‘**content**’.

# Why do we (all) watch/consume media?

- It's not the wires, buttons, or the boxes – it's the content.
- Content is not just "entertainment, education, and information". These are only the 'supply' side.
- The 'demand' side of content is principally the search for our 'identity' as individuals. Who am I? Where do I belong? What should I be doing, thinking, feeling? What is my context?
- Where am I located in 'people space'? It is finding out that **'I am not alone'**.
- People with disabilities have the same needs as everyone else. The media must help them too. (P.S: They sometimes have less contact with the outside world, and so may even need more).

# Locating yourself in people space



# Those with disabilities need...

1. To share in, and readily use, the everyday experience of the media along with everyone else.
2. Media content to locate themselves in 'people space'.
3. To be part of the development of access systems.
4. Fair treatment in employment in the media.

# What tools can help those with disabilities?

- **Hearing**
- Subtitles (US: Closed Captioning).
- Signing services.
- Script mining.
- Radio Service Captioning (ITU-R SG6 Draft Rec.)
- **Sight**
- Audio descriptions.
- Braille writers.
- **Elderly**
- Speech speed adjustment services.
- **All**
- Programmes and services designed for their contexts.
- User-friendly terminals and receivers.
- Care with multimedia (readability)

**What should be our priorities? What will be the costs?**

# Internet TV and Hybrid TV – a fantastic gateway to services ?





**Every broadcaster  
would love to provide  
them all 24/7...!**

# But it cannot be that easy...

- Many systems to help those with disabilities have been possible for many years. For example, the author gave his first demonstration of [audio descriptions](#) in 1991.
- The teletext subtitle format was agreed in 1975.
- There must be a major barriers to their use, or they would already be in more widespread use.
- We will need to identify and solve them, however good we make the technology

# The disability service 'CATCH 22'

- The 'public service mission' often calls for a 'universal service'.
- But providing the additional services costs.
- Providing the additional services does not bring extra revenue.
- Governments can be unwilling to fund the services.
- 'Money out for no money in'.
- Equipment with features for those with disabilities may cost the consumer more. Yet sometimes, those with disabilities have the lowest incomes.
- Though probably 5-10% of the population have a disability, the programme-by-programme use of the services will be modest...

# What could solutions be?

- Separate nationally funded channels for which all material has a range of access services?
- Broadband services with disability services added via a central 'cloud computer'?
- A 'tax' on 'something' to pay for the services?
- Some degree of regulatory intervention?  
Mandatory quotas that apply to everyone?
- **What do you think is the right thing to do?**

# But today let's remove one 'brick in the barrier wall'...

- However we solve the situation, our work in this workshop today is vital.
- Whatever we do, the solution will be easier if there are common, unique, technical solutions for helping those with disabilities, across broadcast, IPTV, and Internet.
- Captive technologies would be one more problem we just don't need.
- Good luck with your discussions...

# and finally...3D TV



## EBU TECHNOLOGY & DEVELOPMENT



THANK  
You!

Alone we can do so little,  
together we can do so much”  
Helen Keller.

Thank you

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