

**ITU-EBU Joint Workshop on Accessibility to
Broadcasting and IPTV ACCESS for ALL
(In cooperation with the EU project DTV4All)
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The Deaf Perspective: Audio-Visual Media without the Audio

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World Federation of the Deaf

- Worldwide:
 - > 70 Millions Deaf people
 - > 300 Millions hearing impaired people
- Above age 65:
 - 50 % probability for hearing impairment

- 1880: Silent Movies with Text :
Accessible for the Deaf !
- 1930: Movies with Sound :
Exclude Deaf People!
 - Around 1950:
Occasional Sign language interpreting on TV
- 1973: Line 21 captioning starts in the USA
- 1974: Teletext starts in UK - later in Europe

1981: UN International Year of Disabled People

Milestone in emancipation process of
People with Disabilities

Deaf community excluded from everyday
information and social interaction

Growing Acceptance of Sign Language
as natural and necessary
mode of communication for the Deaf

Growing awareness for legislative actions in
favor of People with Disabilities

2006: UN Convention on the Rights of Persons with Disabilities

Article 9: Accessibility to information, communication and other services, including electronic services and emergency services

Article 21: ...Access to Information: Encouraging the mass media, including providers of information through the Internet, to make their services accessible to persons with disabilities;

- Recognizing and promoting the use of Sign Languages

2008: Declaration from EU Parliament: Subtitling of all Public Service Television Programmes in the EU

- Equal access to information, education and culture
 - Hearing loss a growing problem
- Considers subtitling of all public TV programs in the EU to be essential
- Calls for a legislative proposal requiring public TV broadcasters in the EU to subtitle all programs

2010: 21st Century Communication and Video Accessibility Act (USA)

- Providing Americans who are deaf the ability to watch TV programs online with captions included
- Mandating that remote controls have a button or similar mechanism to easily access closed captioning on broadcast and pay TV

Audience for Audio-Visual Media without Audio

- Deaf and Hearing impaired people
- Children and migrants for language learning
- Ordinary hearing people in public places everywhere

→ Largest audience for captioning are hearing people!

Where Accessibility begins

- In the mind of producers
- In the mind of broadcast directors
- In the mind of politicians

Awareness for

- Social and political responsibility
- Chance to reach widest possible audience

Technology to Replace Audio

- Sign language interpreters
- Open and closed captioning

Problems in Practice:

- Captions get lost in transmission
- Lack of control for correct transmission
- Poor quality of captions
- Equipment of consumer unsuitable
- Video insert for interpreters too small

Solving Problems at the Root:

Including the Accessibility Tools

- Sign Language interpreter
- Open/closed captions
- Into ALL pertinent laws, standards, recommendations, manuals etc.
for audio-visual media
- With the same importance and
the same dedication
as for picture quality, color and sound!

Solving Problems for Consumers

Include simple accessibility into all AV end-user equipment:

- Automatic recognition of captions included in standard setup menu
- Button for captioning on/off in remote controller
- Free choice of several languages for captions
- Choice of caption size and color
- Recording inclusive closed captions

New AV Media – New Challenges

Including accessibility in new AV products is easier than looking for fixes afterwards:

- Include captioning in all products:
Internet, games, software, DVD/Blue Ray
- Develop standards for transfer of captions to different AV medias
- Include accessibility features into new equipment, e.g. tactile input/output

The Chain for Accessibility

Awareness: - for an invisible handicap
- for social and political responsibility

Realization: Include accessibility in all AV products and projects from start on

Transmission: Check for correct transmission at all levels

Reception: Ensure simple and continuous reception on AV equipment of consumer

The Chain for Accessibility

Wherever your position in the AV industry:

You are a part of this chain.

Thanks for ensuring again and again,
that this chain
is not interrupted at your place.