

**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**

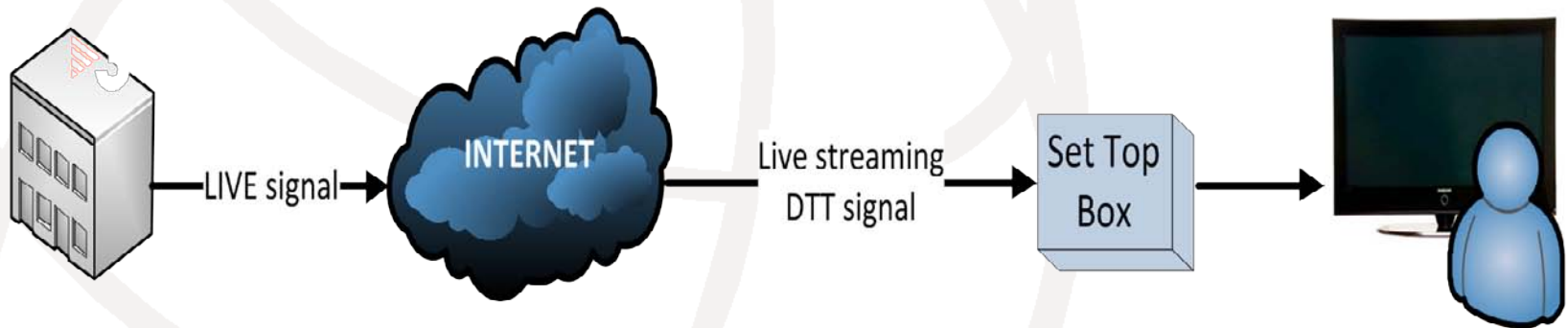
Enhanced audio description services

**Pilar Orero,
Universitat Autònoma de Barcelona**

TVC sketched five possible future scenarios for reception of an enhanced audio description service

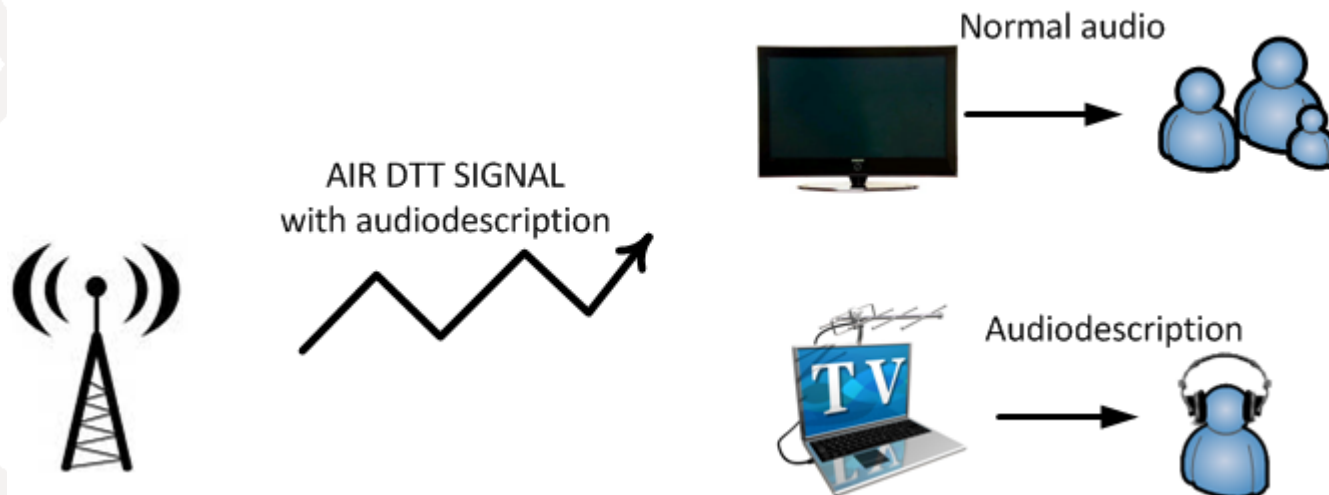
Scenario 1

Live streaming Internet TV



Scenario 2

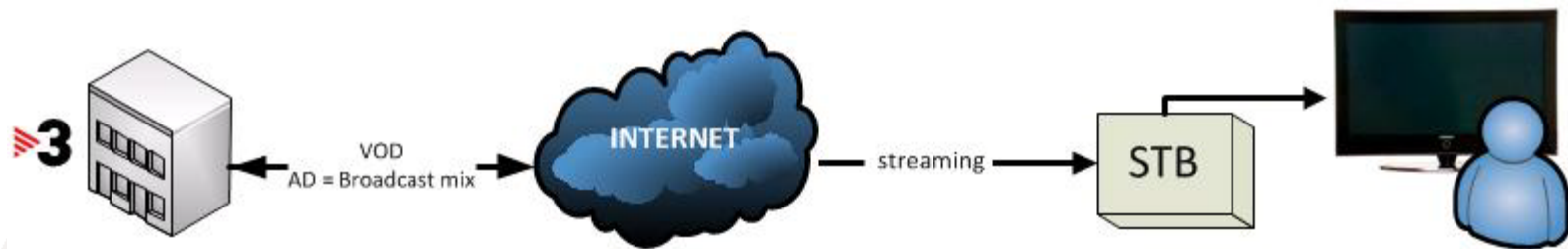
AD individual versus collective reception



Simultaneous AD / non AD content reception scenario

Scenario 3

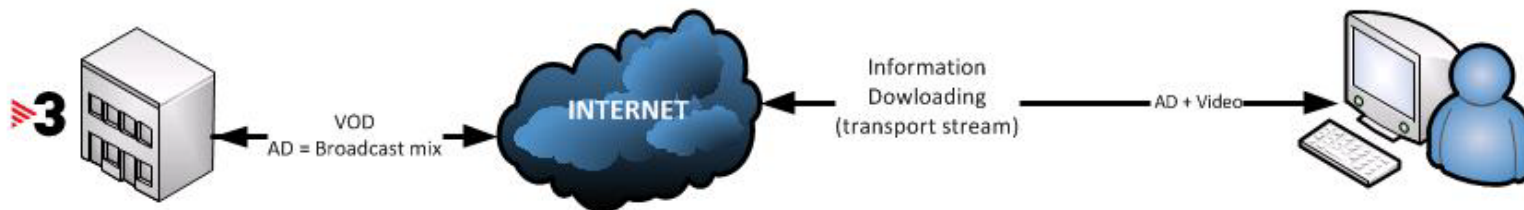
On-demand AD (received on a set-top box)



VoD with AD (broadcaster mix) distribution

Scenario 4

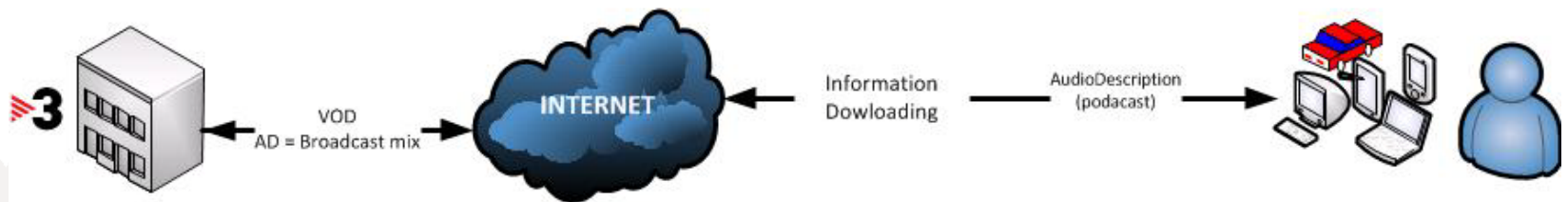
On-demand AD (received on a PC)



Distribution of AD enriched contents by downloading

Scenario 5

On-demand AD (podcast reception)



Podcast distribution

Tests

Features rated	Scenario 1	Scenario 2	Scenario 3.1	Scenario 3.2	Scenario 3.3
Usability	●	—	●	●	●
<i>Ease of use</i>	●	—	●	●	●
<i>Graphic interface</i>	●	—	●	●	●
Usefulness	●	●	●	●	●
Quality	●	●	●	●	●

Results Live streaming Internet TV

Usability and usefulness are good, while content reception quality must be improved, since the picture is sometimes affected by glitches. Despite this problem, having the same live DTT broadcast available on the Internet was seen as highly useful.

Individual versus collective

Usefulness and quality were generally satisfactory. Highly useful. This personalized option, which could suit individual preferences within the family, was rated as the most positive feature by the participants. It was suggested that a smaller device for DTT reception with audio description be used for user convenience.

On-demand AD via a set-top box

Usability and usefulness were highly rated. However, aspects of the quality of content received via streaming must be taken into account to try and eliminate picture break-ups and make reception quality as good as the DTT signal. Nevertheless, the participants also pointed out the usefulness of being able to access previously broadcast content at any time.

On-demand AD via a PC

Highly favourable both from the viewpoint of usability and usefulness. Being able to access content at any time and from any place was most appreciated. The rating of quality was affected by content download time (dependent on Internet access bandwidth). Some participants suggested adapting the content for use on mobile devices.

On-demand AD via podcast

Usefulness was rated a little lower than in the previous scenario mainly because the participants found it hard to follow the series with the audio alone (podcast), even with the help of audio description. Apart from that, both usability and quality were rated very high.

Team

- Xavier Vives, TVC
- Anna Vilaró, UAB
- Aitor Rodríguez, UAB

Thank you

pilar.orero@uab.cat