

**ITU-EBU Joint Workshop on Accessibility to
Broadcasting and IPTV ACCESS for ALL
(In cooperation with the EU project DTV4All)
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BBC experience with accessibility

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Access services

During 2009 -2010 the BBC

- *subtitled > 99.8% of programme output,
(53000 hrs - of which ~26500 hrs new content)*
- *audio described over 13 % of output
(5756 hrs - of which ~1350 hrs new content)*
- *signed over 5% of output
(2390 hrs - of which ~2200 hrs new content)*

Access services

Channels

- *18 regional variants of BBC ONE **
- *4 regional variants of BBC TWO **
- *2 day-time children's channels (CBBC & CBeebies)*
- *2 mixed-genre channels (BBC THREE & BBC FOUR)*
- *A 24hr live-news channel (BBC NEWS)*
- *Parliamentary coverage (BBC Parliament)*
- *BBC HD plus BBC ONE HD from this November*

Access services

Platforms

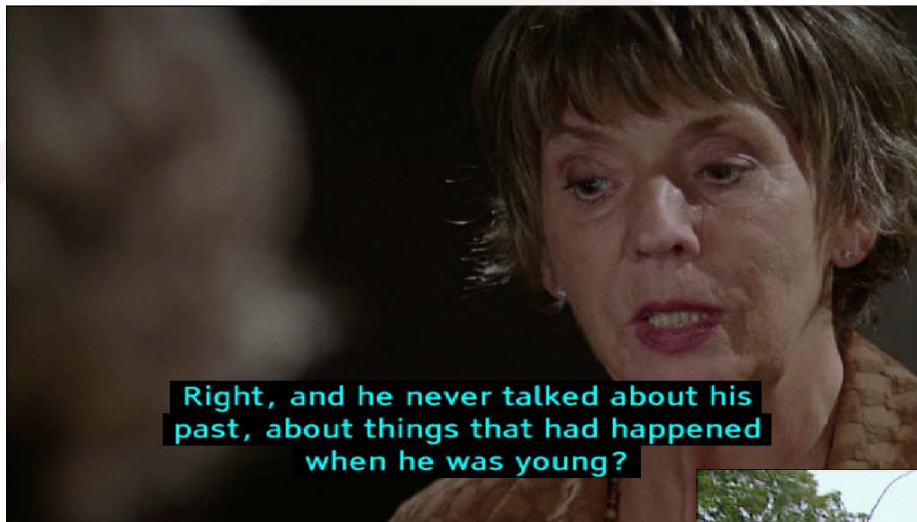
- *Analogue terrestrial TV (BBC ONE & BBC TWO)*
- *Digital Terrestrial*
- *Digital Satellite*
- *Digital Cable*
- *“Watch again” on BBC iPlayer (IP)*
- *.... and in the near future YouView*

Access services

To achieve this level of delivery BBC, RedBEE Media and Siemens have worked hard on the “end-to-end” system

- *Scheduling and workflow improvements*
- *Asset management*
- *Resilient systems for play-out and delivery*
- *Use of up-to-date technology*

Subtitling



Subtitling and Audio Description

Technologies are stable and standardised

- *Potential service quality is determined by the SP.*
- *Use existing and stable standards.*
- *Most Eu-wide receiver manufacturers know what to do.*
- *Head-end equipment is widely available.*

Switchover Help Scheme

Helping the elderly and registered disabled to switch from analogue to digital television

- *Switchover region-by-region between 2008 and 2012.*
- *Estimated 7 Million eligible for help.*
- *Provide and install appropriate receiving equipment & offers significant amount of help after installation.*
- *Over 3.4 million eligible people mailed to date.*
- *Over 393,000 installations already done.*
- *Considerable insight into the needs of those we serve.*

Lessons learned to date

- *Have a clear definition of the service requirements that is owned by all users (and providers).*
- *Keep faith with the agreed definition and don't keep asking for more "bells and whistles".*
- *Manage user expectations (live subtitles will have errors).*
- *Seek a practicable and sustainable solution - not "absolute perfection".*
- *Seek consistency of user experience across platforms.*
- *Adapt the delivery solution to the platform whilst respecting the service requirements.*

Lessons learned to date

- *Put as much technical sophistication as possible at the sending end rather than at the receiver.*
- *Ensure a compliance test regime for consumer equipment.*

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- *Ease of access to these features is crucial.*

Ease-of-use

accessibility
provision of
assistive
services

useability
ease of use &
ease of access

Useability

- *Ease-of-use is more important than branding.*
- *Provide accurate, timely & relevant information about the services available with a programme or channel.*
- *Use clear, simple and uncluttered screens.*
- *Provide appropriate user-feedback (beeps and icons).*
- *Maintain user-preferences across channel changes & power cycling (e.g. subtitles enabled).*
- *Provide user-friendly service discovery (eg. retuning, response to service changes etc.).*

Useability

- *Ergonomic controls*
(e.g. one-touch subtitles etc.)



Improving the user experience

- *Aim for a consistent user experience*
- *Resolve the tension between personalisation and guaranteeing QoS*
- *Developing alternative methods of interaction*
 - *Talking interfaces*
 - *“Universal” standardised api enabling interfaces to be tailored to particular user needs*
- *Help-line support*

Coda

Many thanks for your attention

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