

**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**

**Session 1:
What can be done today
The range of options**

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Digital Television in Europe



approximately
500 million
viewers

Телевидение Содружество



Political objective: e-inclusion

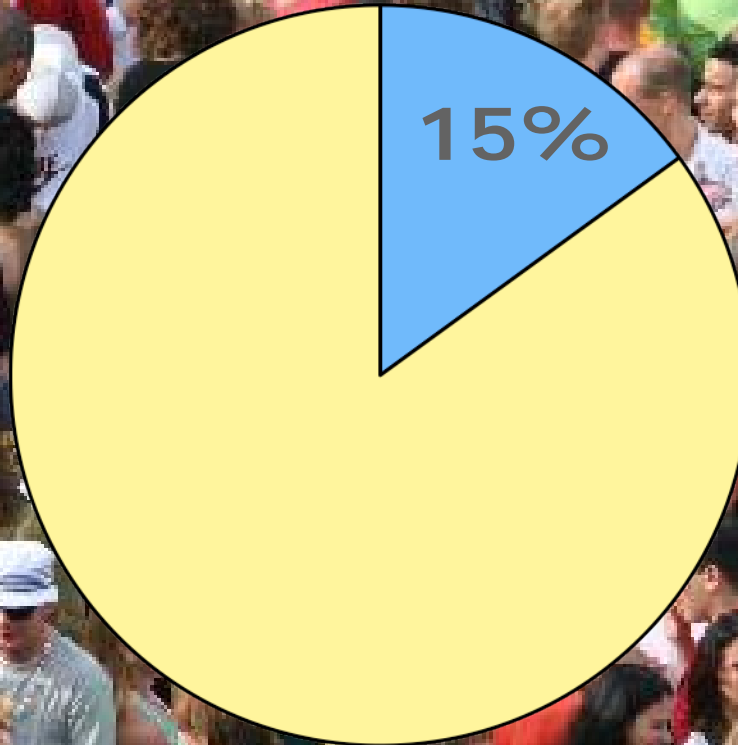
**Users getting the
full benefit from
ICT
- including TV**



Political objective: avoid exclusion



How big is the problem for TV in Europe?



Why accessible broadcasting now?



**In the European Union
free-to-air digital TV
by 2012
represents a major
window of opportunity**

**...but there
will be others**

E-inclusion

What can we do today?

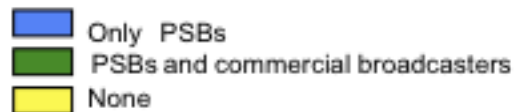
Viewers born deaf or with hearing impairment



Signing and subtitling



Signing



Evidence that signing in many countries is being used for news bulletins.

Denmark & Netherlands
use a dedicated
channel that is simulcast.



Source: European Broadcasting Union (EBU) April 2009

Subtitles (intralingual)

= Subtitles for the Deaf and Hard-of-hearing, SDH

Only PSBs

PSBs and Commercial Broadcasters

None

Wide variation in use. Live subtitling is a problem still searching for solutions in the Nordic area.

Trend towards 100% SDH coverage on main channels



What can we do today?

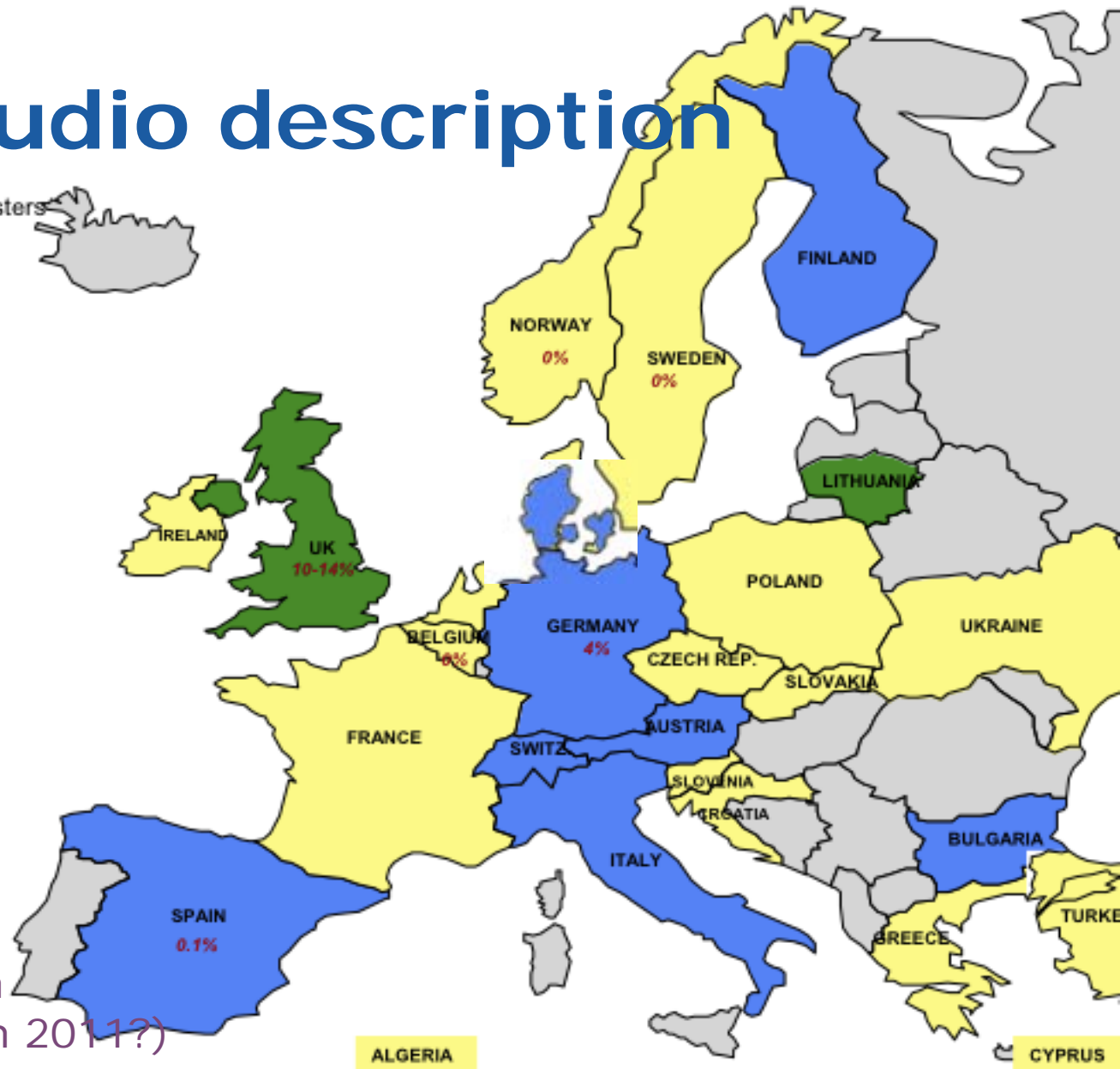
[illegible]

BLUE SKY AND
SUN SHINING ON A
FIELD OF YELLOW
FLOWERS...



Audio description

- Only PSBs
- PSBs and Commercial Broadcasters
- None



UK is some way ahead of other countries but has pursued the receiver-mix option which will pay dividends in HDTV. Spoken subtitles in Finland, the Netherlands, Norway and Sweden (trials in Denmark in 2011?)

E-inclusion

What can we do today?

Viewers of programmes in foreign languages



Dubbing or subtitling in national language(s)



E-inclusion

What can we do today?

Young viewers of foreign language programmes



**Dubbing or voice-overs
(lectoring)**



**Subtitles for young viewers
whose parents are deaf**

E-inclusion

What can we do today?

Viewers of programmes with colloquial or fast language



Same language subtitles



Subtitles for the Deaf and Hard of hearing (SDH)

E-inclusion

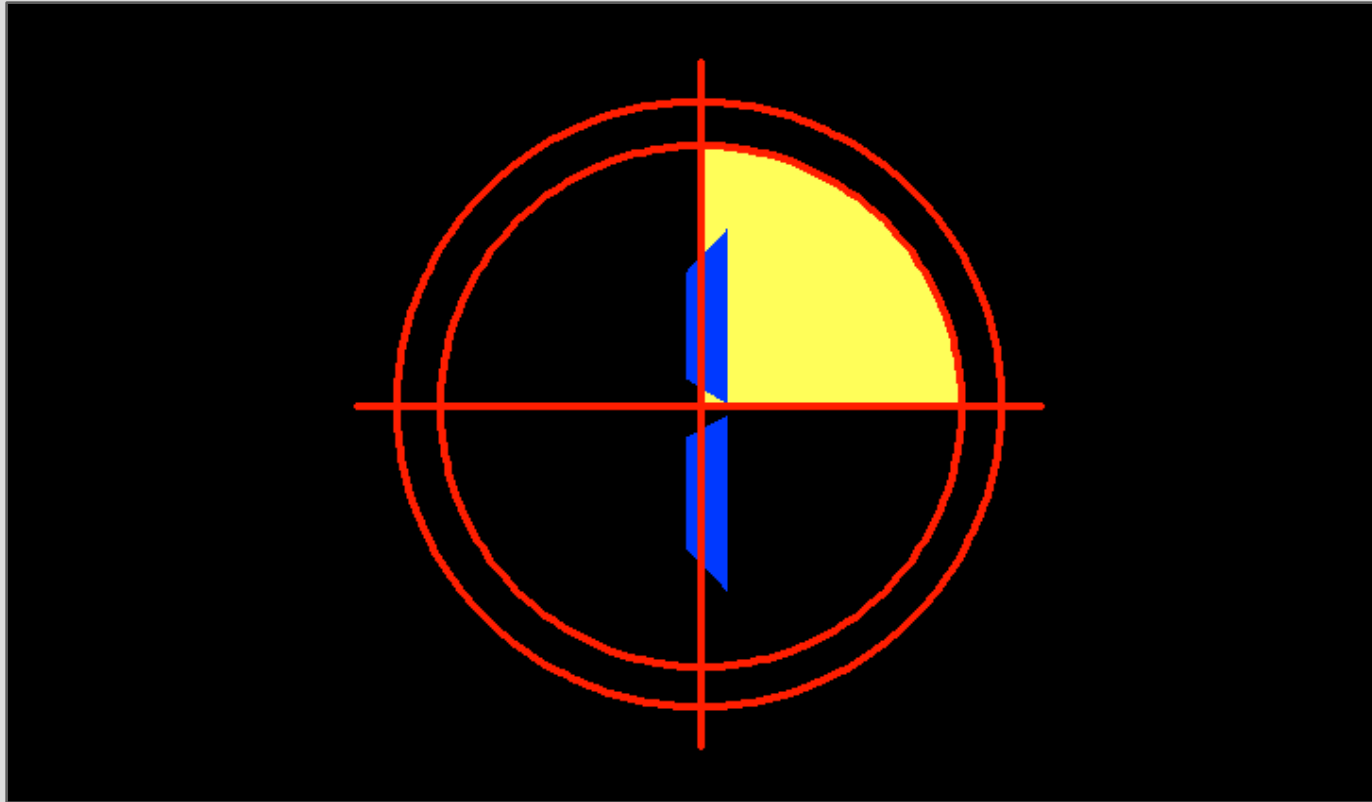
What can we do today?

Immigrants



Subtitling in major immigrant languages





What can we do now?
What can we do in the short term?
What comes after that?

E-inclusion

Current challenges

- 1. Optimise television access services already in operation**
- 2. Scale up television access service provision to final target levels**

E-inclusion

Current challenges

1. Optimise television access services already in operation



E-inclusion

Current challenges

1. Optimise television access services already in operation



E-inclusion

Current challenges

1. Optimise television access services already in operation



E-inclusion

Current challenges

1. Optimise television access services already in operation



E-inclusion

Current challenges

1. Optimise television access services already in operation

- *Optimise existing TV and access service production*
 - Specific recommendations for TV production
 - Specific recommendations for individual access services
- *Extend the metrics of access service provision*

E-inclusion

Current challenges

2. Scale up television access service provision to final target levels

- *Consult a range of national stakeholders*
 - Where possible set targets based on national circumstances and building on stakeholder consensus
- *Allow access services to move with the times*
 - A mix of supply and demand-side targets that do not dictate technical solutions

E-inclusion

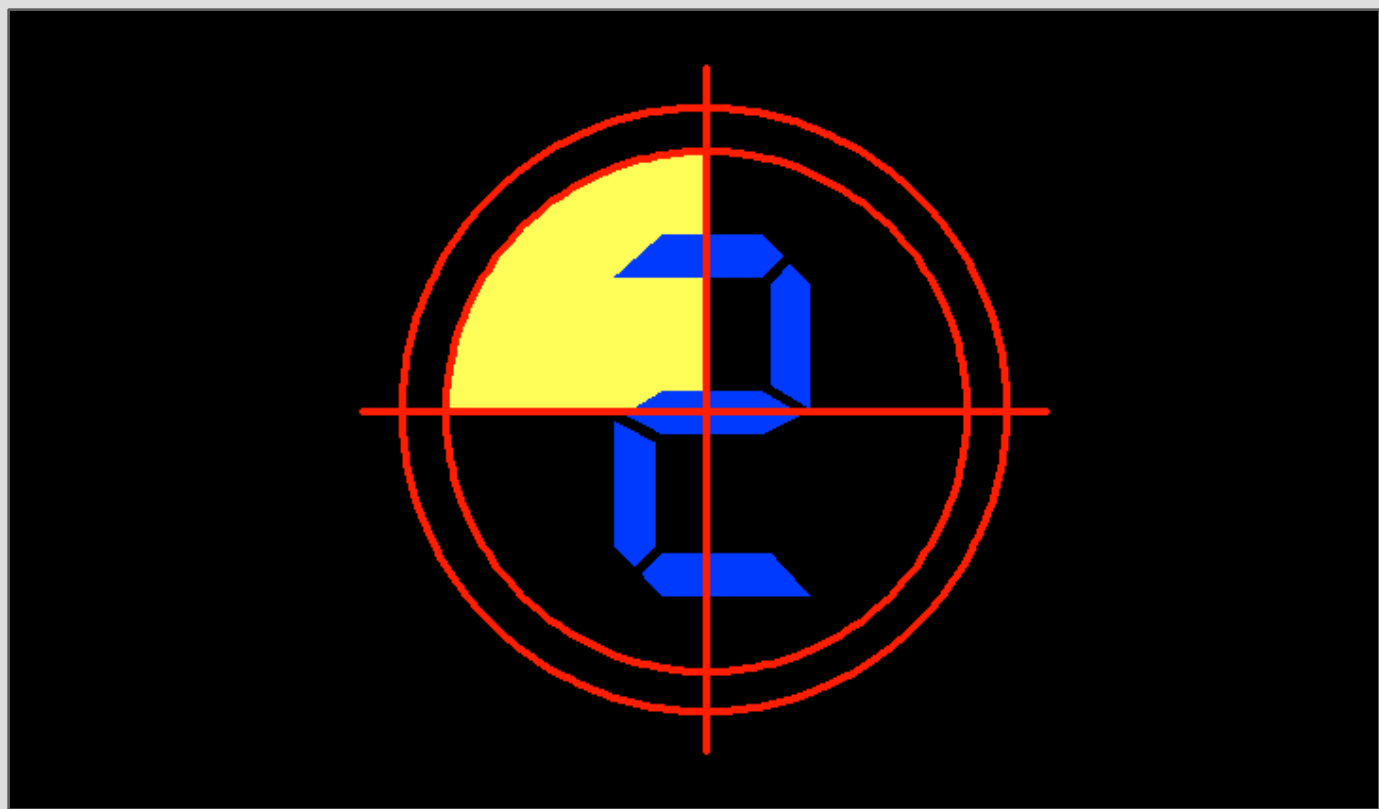
Current challenges

1. **Respect cultural and national characteristics.** e.g. subtitling countries, dubbing countries and voice-over (lectoring) as their preferred mode.
2. **Each member state needs to participate in a “technical forum” with regulator(s), broadcasters, manufacturers and user representatives that issues “implementation guidelines” and checks “compliance”.**
3. **The “digital television receiver product cycle” must be taken into account for a functionality update for access service provision.**
4. **Each member state needs to participate in a “user forum” which prioritises access services, sets “quotas” and imposes “quality control”.**
5. **Offer help to those with receptive aphasia and/or weak reading skills.**
6. **Promote the existence of opt-in same-language subtitles that are already offered but not widely used.**
7. **Support the provision of re-speaking software for the creation of live subtitles in all European languages.**
8. **Address current issues facing the production of live subtitles.**

E-inclusion

Current challenges

9. Address current issues facing the delivery and presentation of live subtitles.
10. Offer opt-in visual signing for mainstream television programming by using emerging hybrid digital broadcast/broadband television standards.
11. Promote the existence of audio description services.
12. Promote the introduction of spoken subtitles to help multiple target groups.
13. Establish demand-side metrics for each access service being offered.
14. Ensure that metadata used to provide both Electronic Programme Guides and other programming listings contains information on the access service(s) available.
15. Use an evidence-based approach to the provision of promotion of access services for television.



Look for papers on the European Broadcasting Union website

ACCESS SERVICES

The case for DTV

Access_{services}

Peter Olaf Looms
Danish Broadcasting Corporation (DR)

This is the first of three articles on television "access services" to be published in EBU Technical Review.

It looks at the current nature of the European Commission's e-inclusiveness challenge and provides an overview of the mature and emerging access services that should be considered, while taking national and regional circumstances into consideration.

Why access services?

Across Europe, television broadcasters are switching to digital transmissions and, by 2012, the analogue switch-off is expected to be completed across the continent. The move to digital production and distribution is allowing broadcasters to enhance the viewing proposition: more television channels, higher quality images and multichannel sound, as well as better ways of finding and watching television programmes. At the same time, going digital also holds the promise of making television more inclusive.

Historically, broadcasters have always taken measures to be inclusive. When offering television programming in foreign languages, the content has been localised – using dubbing, lecturing or subtitling – so that viewers could understand what was being said. By also offering access services such as **subtitles** for the deaf and hard of hearing, **visual signing** for those born deaf, or **audio description** for those with visual impairments, broadcasters have tried to ensure that viewers are not inadvertently excluded from being able to watch television.

Currently, as many as 15% of adults in Europe have some kind of functional impairment that has an impact on their ability to watch a TV programme. While progress in the medical field means that some kinds of impairment are less prevalent than in the past, the increase in life expectancy across Europe over the last decade brings with it an increase in age-related hearing and sight impairments, as well as a reduction of physical capacities such as dexterity (being able to handle a remote control).

A less commonly-reported kind of exclusion is social in nature. It relates to immigrants and political refugees for whom watching television in the country or region where they live is one of several means to promote social inclusion and integration. In countries such as Finland and Spain (Catalonia), broadcasters are using multilingual subtitles in primetime to address this social challenge.

The UN Convention on the Rights and Dignity of Persons with Disabilities, and European legislation such as Article 7 of the Audiovisual Media Services Directive, contain new rules that aim to make

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ACCESS SERVICES

The production and delivery of DTV

Access_{services}

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This installment explores some of the *whats* and *hows* – what do prepared subtitling, live subtitling, audio description, spoken subtitling and visual signing entail ... what kinds of issues emerge when offering access services ... and how can these production and delivery issues be addressed by broadcasters.

The previous article on e-inclusion discussed the *whys* – the rationale of offering access services for television. It also provided an overview of the mature and emerging access services that should be considered at regional or national level to improve the e-inclusion of digital television.

Some improvement to e-inclusion can be achieved *without* access services, simply by being careful with the design of the video, graphic overlays and audio. This point was brought home forcibly during the 2010 Football World Championship in South Africa when a solution had to be found to cope with Vuvuzela trumpets to make the commentary intelligible.

In most cases, however, the goal of e-inclusion will also require access services. This article explores some of the *whats* and *hows* – what prepared subtitling, live subtitling, audio description, spoken subtitling and visual signing entail, what kinds of issues emerge when offering access services, and how these production and delivery issues can be addressed by broadcasters.

The term "broadcasters" is used here quite deliberately, as broadcasters are at various stages in the development of their work with access services. The experience, means and regulatory circumstances of a major public-service broadcaster like the BBC are very different from, say, RAI in Italy and a small public service broadcaster in Estonia. Rather than suggest quick fixes, the article builds on experience across Europe and identifies critical issues that will need to be addressed when working on the production and delivery of digital television access services.

Frans de Jong and EBU Project Group P/AS provided an excellent review of the access services situation for television in 2004 [1][2]. Their work covered both analogue and digital access services. As many countries in Europe will complete the transition to digital delivery by 2012, this article focuses on digital television only, the aim being to highlight challenges that still remain to be

Thank you!



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E-inclusion

What can we do now? From awareness to use

