



TECHNOLOGY

OPEN STANDARD
EXCHANGE FORMAT
FOR DUBBING AND
AUDIO DESCRIPTION

EBU TIMED TEXT GROUP: AUDIO DESCRIPTION

03 MAY 2022

What would a
functional,
mature marketplace for

Audio Description & Dubbing

look like?

DESIGNING FOR THE STATE WE WANT TO BE IN

What we have now:

Clients and suppliers need to focus on the technical format of the deliverables

Tools interoperate using proprietary standards

Competition between tools vendors is limited

Production costs have to cover technical rework, conversion etc.

The audience experience does not allow for text delivery to clients, alternative renderings, and often has a single non-adjustable audio mix

Script data is not always delivered

What we might want:

Clients and suppliers can focus on the editorial content and quality of the deliverables

Tools interoperate using an open standard format

The presence of that common format allows competition between tools vendors

Production costs overall reflect the cost of production rather than the cost of technical rework, conversion etc.

The audience experience is accessible in the presence of multiple barriers to access

Production data is not discarded

REQUIREMENTS FOR AN OPEN STANDARD FORMAT

Audio Description

Used to generate an accessible experience when needed

Source information is the video image

Usually presented as audio incorporating an additional voice

Dubbing scripts

Used to generate localised version

Source information is the original language dialogue

Alternate voices replace original language voices with translations

Common to both

Text script written to reflect desired output, occupying defined times during the media

Audio rendering generated from the text script

Audio mixed with original programme audio with/without original language dialogue present

REQUIREMENTS FOR AN OPEN STANDARD FORMAT

WHY BOTH AD AND DUBBING TOGETHER?

- The requirements have a large overlap
- Both help people who can not see the video
- Having a single format covering a wider set of use cases is more likely to get critical mass of implementations and services

THE STANDARDISATION PROCESS

STANDARISATION PROCESS

Where? W3C Timed Text Working Group

Stage 1: Write a requirements document – mostly done, currently available at <https://w3c.github.io/dapt-reqs/> intended to be published as a WG Note soon.

Intent: Validate that we have the requirements right.

Stage 2: Write a technical specification document – not started, intended to be a W3C Recommendation

Plan is a profile of TTML2, which is a lightweight specification

Intent: Get this implemented

Who? Currently, **BBC** and **Netflix**, others interested – all welcome

Netflix TTAL? This will be a serialisation format for TTAL, and compatible with it.

When? Seems feasible to do this in 2022, just

ADPT? ADPT was an earlier effort only for AD – this work supersedes ADPT and incorporates it fully

STANDARDISATION

WHAT DO THE REQUIREMENTS LOOK LIKE?

A typical W3C document!

DAPT Requirements

W3C Group Draft Note 25 April 2022



▼ More details about this document

This version:

<https://www.w3.org/TR/2022/DNOTE-dapt-reqs-20220425/>

Latest published version:

<https://www.w3.org/TR/dapt-reqs/>

Latest editor's draft:

<https://w3c.github.io/dapt-reqs/>

History:

<https://www.w3.org/standards/history/dapt-reqs>

[Commit history](#)

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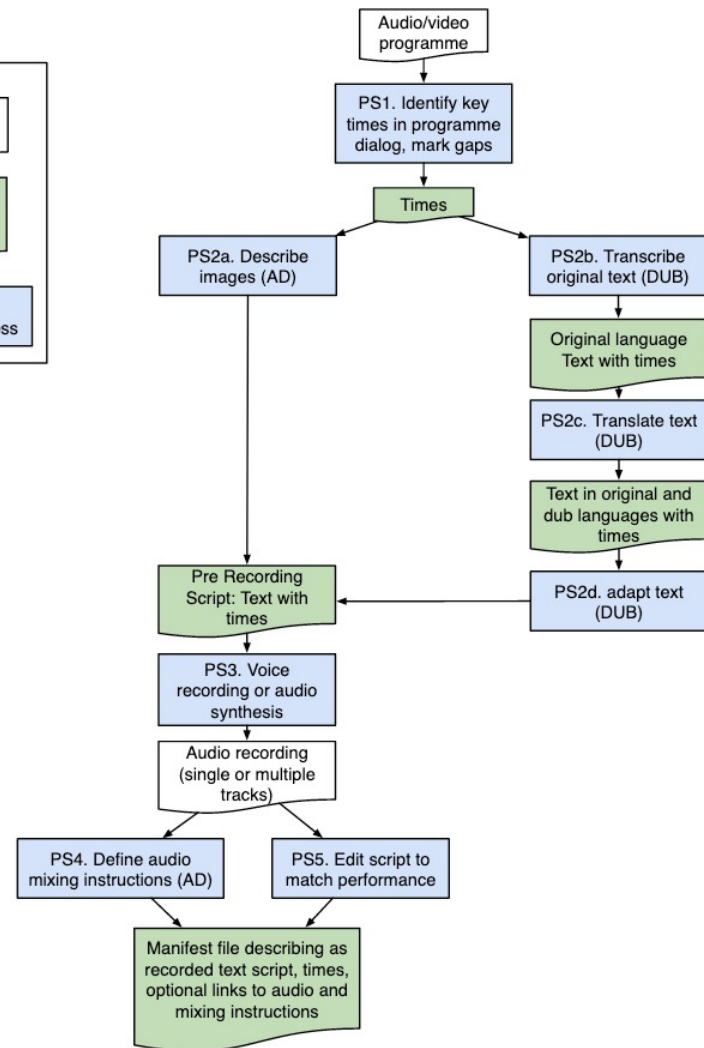
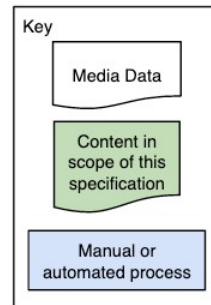
Feedback:

[GitHub w3c/dapt-reqs](#) (pull requests, new issue, open issues)

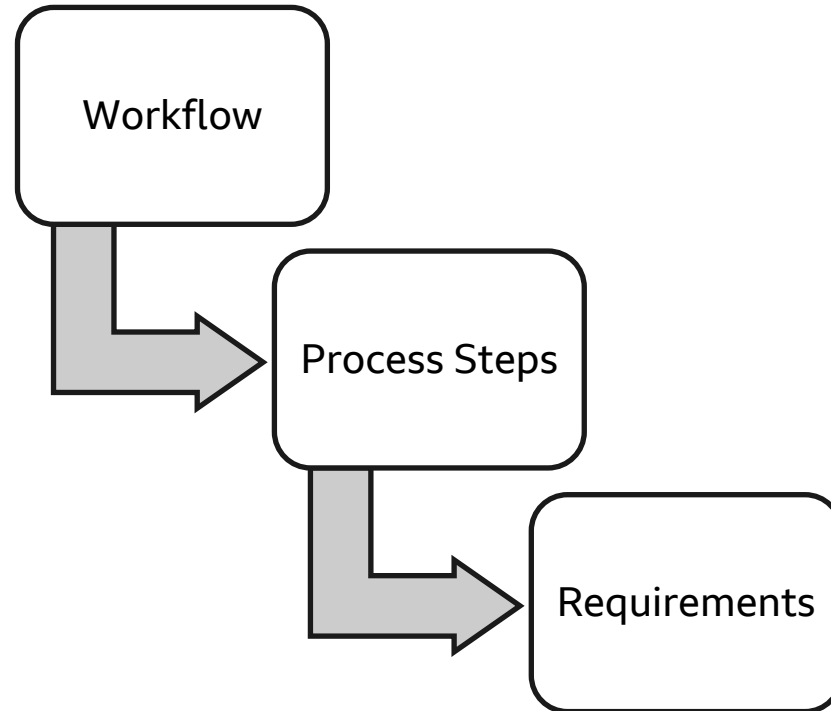
WHAT DO THE REQUIREMENTS LOOK LIKE?

WORKFLOW

There's a workflow diagram:



HOW THE REQUIREMENTS ARE DERIVED



WHAT WE NEED FROM YOU, THE COMMUNITY

Soon: Please review the requirements and tell us how to improve it.

Later: Please review the specification, implement it, and tell us how to improve it.

KEEP IN TOUCH!

THANK YOU

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