



9th NEM Summit  
NEM Initiative - European Technology Platform  
November 23–25, 2016

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# Mapping Media Accessibility across the World

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**November 24, 2016**  
**Porto, Portugal**

**Gian Maria Greco**  
**Anna Matamala**  
**Pilar Orero**  
**Pablo Romero Fresco**



# Overview

1. Media Accessibility as a research field.
2. Knowledge Management in Media Accessibility.
3. The Media Accessibility Platform.

# Media Accessibility as a Research Field

Media Accessibility is the research field dealing with the “theories, practices, services, technologies and instruments that provide access to media products, services, and environments for people that cannot, or cannot properly, access that content in its original form” (Greco 2016).

# Media Accessibility Today

MA has become a **key issue in the worldwide agenda** on social and cultural inclusion policies, practices and research.

- National/international legislation, standards, and guidelines.
- Social organisations: lobbying and raising awareness.
- Industry: procurements, new technical solutions.
- Universities: training.
- Scholars: testing access services, reception studies.

# Growth of Media Accessibility

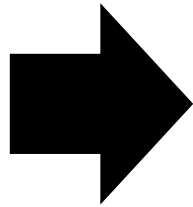
MA is a lively and wide landscape that is expanding at a very fast rate.

Results on Google Scholar (search date: October 31, 2016)

<b>Keywords</b>	<b>2000-2007</b>	<b>2008-2015</b>
"audio description" + accessibility	398	1.680
subtitling + accessibility	464	2.130
subtitles + accessibility	2.130	7.320
captioning + accessibility	1.620	4.080
"media accessibility"	265	1.070
captions + accessibility + elderly	428	1.240

# Production of MA Knowledge

- Scholarly publications
- Research projects
- Training
- Conferences and events
- Industry and Organisations



Massive amount of information on MA that is constantly increasing at a fast rate.

# Media Accessibility and Knowledge Management

Most of this information is **fragmented** in different repositories and languages.

This may give rise to problems related to a vast and expanding set of **unorganised knowledge**.

# The “Library of Babel” Problem

In a scenario where data are massively produced but not organised, there is the risk that useful knowledge is buried under piles of other unrelated knowledge.

**“Risk of generating knowledge that is too big to know”** (Burdon and Andrejevic 2014).



# The “Reinvention of the Wheel” Effect

The dispersion of knowledge and the lack of instruments for facilitating knowledge retrieval and transfer may lead to the “Reinvention of the Wheel” Effect.

# The “Reinvention of the Wheel” Effect

$$\begin{array}{ccc} \text{Happiness} & & \text{Satisfaction} \\ & \equiv & \\ \text{(Economy)} & & \text{(Psychology)} \end{array}$$

“Due to the lack of instruments for the organisation of knowledge [on that specific topic], the process of ‘reinventing the wheel’ by economists becomes inevitable” (Wang 2012).

# The “Reinvention of the Wheel” Effect in MA

Over the last year, in the field of Disability Media Studies, papers have been published on the topic of accessible TV.

Papers claiming that “the importance of accessible television is under-theorised” and that discussion about accessible television is peripheral to discussions of accessible digital media.

Ellis and Kent 2015; Ellis 2015; Kent, Ellis and Locke 2016.

# MA and Knowledge Management 2

Given the current scenario of the lively and expanding landscape of media accessibility, how to reduce the risks of incurring situations such as the Library of Babel Problem and avoiding effects such as the Reinvention of the Wheel?

# Knowledge Management Strategies

Some strategies:

- Provide accessibility to information;
- Create a central repository for information, including search functionalities;
- Structure information by indexing, categorizing and clustering;
- Establish supporting tools and supporting functions;
- Knowledge mapping.

(Ekambaram 2008; Ekambaram, Langlo and Johansen 2010; Hoffman and Boyle 2011; Schacht and Mädche 2013; Hoffman and Boyle 2016)

# Knowledge Management Strategies

Final aim: to develop a tool or a series of tools that facilitate knowledge retrieval and encourage knowledge reuse and transfer.

# Knowledge Management Strategies

“To find knowledge, it helps to have a map”  
(Hoffman 2013)

# The Media Accessibility Platform



**[www.mapaccess.org](http://www.mapaccess.org)**



# MAP: Home Page

MAP is a tool specifically designed to help to reduce problems of knowledge sharing, reuse and transfer in the field of media accessibility.

**MAP** media accessibility platform

ABOUT US + ACCESSOMETER + RESEARCH + TRAINING + MODALITIES + STAKEHOLDERS + EVENTS + NEWS

## Welcome to MAP (beta version)

Welcome to MAP, the Media Accessibility Platform, a unified atlas charting the worldwide landscape of research, policies, training and practices in this field. MAP aims to make media accessible to all, regardless of sensorial and linguistic barriers.

[Read more](#)

### PROJECTS

**Visuals Into Words**  
Project duration: 10/2015-09/2016  
Leading Institution: Autonomous University of Barcelona  
Funding bodies: Spanish Ministry of Economy and Competitiveness  
Modalities: Audio Description

### LATEST NEWS

28/10/2016 The Media Accessibility Platform at the NEM Summit 2016  
28/10/2016 First official presentation of the Media Accessibility Platform

October 2016

Su	Mo	Tu	We	Th	Fr	Sa
25	26	27	28	29	30	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	1	2	3	4	5

### PUBLICATIONS

**Hacia un estudio objetivo de la naturalidad en el español de doblaje**  
Type: Book chapter  
Year: 2008  
Author(s): Pablo Romero-Fresco  
Modalities: Dubbing

### TRAINING COURSES

**Dubbing and subtitling**  
Course Type: University Course  
Year: 2016-2017  
University: Autonomous University of Barcelona  
Modalities: Dubbing, Revoicing, Subtitling

### EVENTS

**NEM Summit 2016**  
Type: Conference  
City: Porto  
Date: 23/11/2016, 24/11/2016, 25/11/2016  
Modalities: Media Accessibility

### Accessometer

The Accessometer provides a world map of the legislation, standards and guidelines on media accessibility organised by countries.

[Read more](#)

### LEGISLATION, STANDARDS AND GUIDELINES

**Disposizioni per favorire l'accesso dei soggetti disabili agli strumenti informatici**  
Code: Legge 9 gennaio 2004, n. 4  
Type: Legislation  
Year: 2004  
Legislator: Italian Government  
Country: Italy

**Linee guida per il superamento delle barriere architettoniche nei luoghi di interesse culturale**  
Code: D.M. 28 marzo 2008  
Type: Guidelines  
Year: 2008  
Authoring: Italian Ministry of Cultural Heritage and Activities  
Country: Italy

**MAP** media accessibility platform

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# MAP: Design

MAP is based on Drupal 8.2 as CMS and uses a relational database based on MySQL 5.6.

MAP is the result of a balanced mix of modules from Drupal's own ecosystem, external libraries and custom-built code.

# MAP: Design

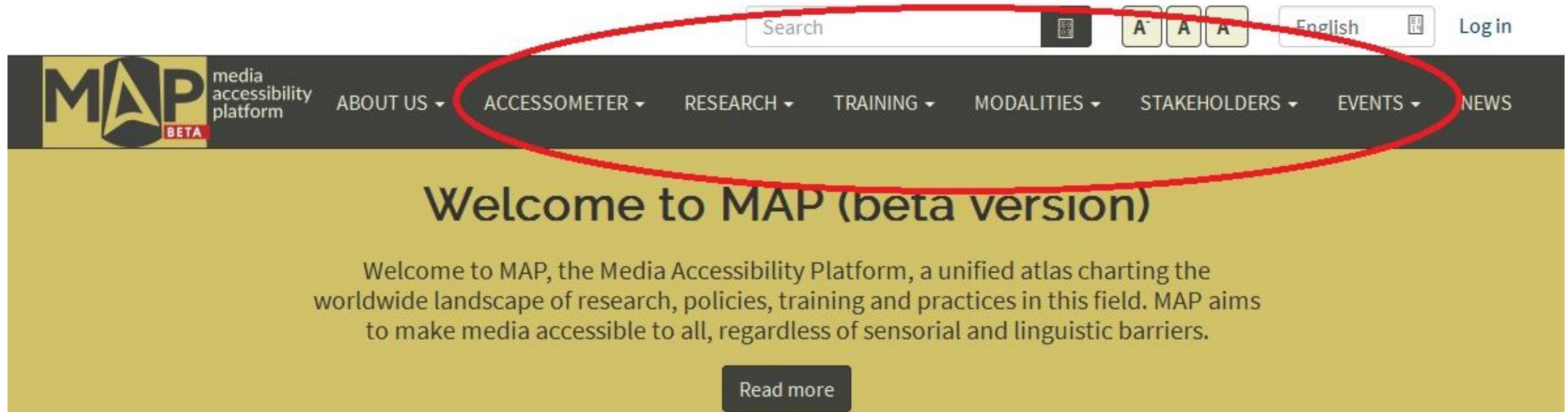
Content is organised into taxonomies.

Taxonomies = open and closed tables of data connected by different types of relationships.

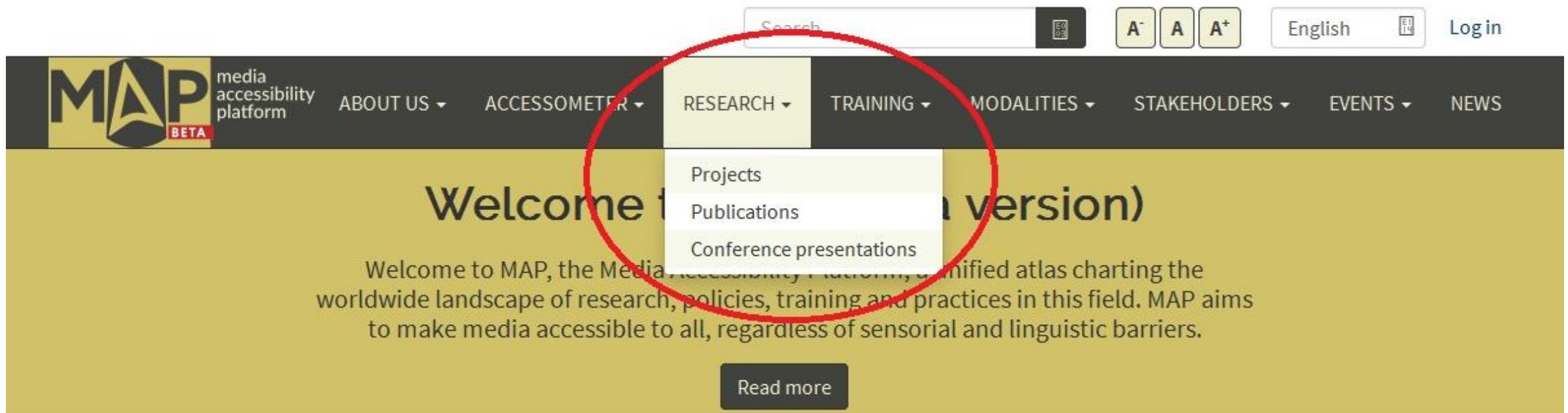
The content can be indexed, categorised and clustered.

It is easily searchable.

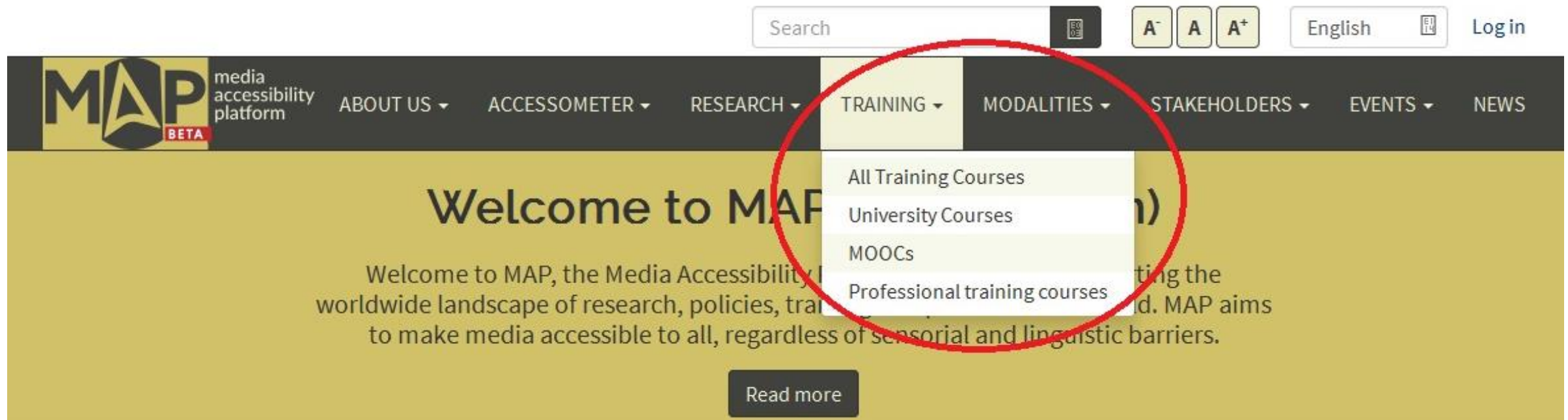
# MAP: Content Organisation



# MAP: Research



# MAP: Training





# MAP: Events

The screenshot displays the MAP (Media Accessibility Platform) website. At the top, there is a search bar, accessibility settings (A<sup>-</sup>, A, A<sup>+</sup>), a language selector set to English, and a login button. The main navigation bar includes links for ABOUT US, ACCESSOMETER, RESEARCH, TRAINING, MODALITIES, STAKEHOLDERS, EVENTS, and NEWS. The 'EVENTS' link is highlighted with a red circle, and its dropdown menu is open, showing options: All Events, Conferences, Webinars, Seminars, Workshops, Tutorials, and Other. The main content area features a large heading 'Welcome to MAP (beta version)' and a paragraph describing the platform as a unified atlas of research, policies, training, and practices in media accessibility. A 'Read more' button is located below the text.

Search

A<sup>-</sup> A A<sup>+</sup> English Log in

MAP media accessibility platform BETA

ABOUT US ▾ ACCESSOMETER ▾ RESEARCH ▾ TRAINING ▾ MODALITIES ▾ STAKEHOLDERS ▾ EVENTS ▾ NEWS

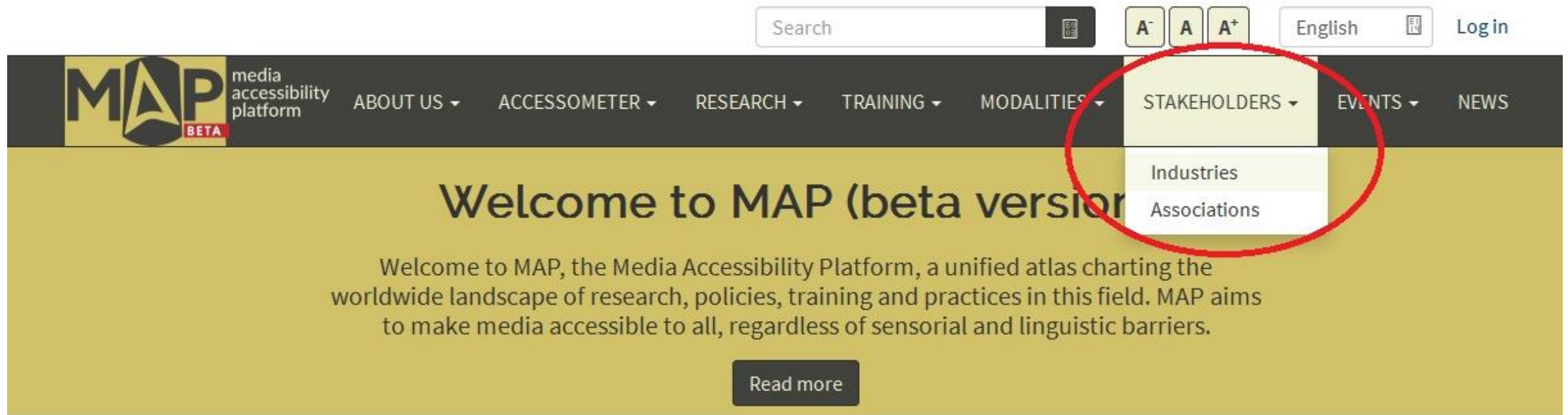
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Read more






- All Events
- Conferences
- Webinars
- Seminars
- Workshops
- Tutorials
- Other


# MAP: Stakeholders





# MAP: News

    English  [Log in](#)

 **media accessibility platform** **BETA** [ABOUT US](#) [ACCESSOMETER](#) [RESEARCH](#) [TRAINING](#) [MODALITIES](#) [STAKEHOLDERS](#) [EVENTS](#) [NEWS](#)

Home / News

## News

These are the latest news from the area of media accessibility around the world.

**News** The Media Accessibility Platform at the NEM Summit 2016

The Media Accessibility Platform will be presented at the NEM Summit 2016.

Keywords  
**Human Rights, Legislation, Media Accessibility, Multilingualism, Standards**

[Read more](#)

Submitted by gmgreco on Fri, 28/10/2016 - 18:38

**News** First official presentation of the Media Accessibility Platform

The first official presentation of the beta version of the Media Accessibility Platform will be at the 11th Languages and the Media Conference.

### Events Calendar

 October 2016 

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# MAP: Research -> Projects

MAPmedia accessibility platformBETA

ABOUT ▾ACCESSOMETER ▾RESEARCH ▾TRAINING ▾MODALITIES ▾STAKEHOLDERS ▾EVENTS ▾NEWS

Search

A<sup>-</sup>A<sup>+</sup>

English ▾

Log in

Home / Projects / Visuals words

## Visuals Into Words

Title

Visuals Into Words

Project acronym

VIW

Principal Investigator(s)

Anna Matamala

Leading Institution

Autonomous University of Barcelona

Partners

Autonomous University of Barcelona

Funding bodies

Spanish Ministry of Economy and Competitiveness

Project reference code

FFI2015-62522-ERC

Website

<http://pagines.uab.cat/viw/>

Country

Spain

Modalities

Audio Description

Keywords

Automatisation, Corpus, Technical aspects, Technology

Project duration

10/2015-09/2016

### Abstract

Audio description is an intersemiotic translation in which images are translated into words. This access service allows users to understand and enjoy audiovisual content even when the visuals are not accessible to them. However, the provision of audio description is uneven across countries and research is relatively recent. A deeper understanding of how images are transferred into words is still needed, and especially relevant is the analysis of how audio description is approached by different describers in diverging cultural environments and also how end users receive the audio described content. One of the setbacks often encountered by researchers in the field of audio description is the lack of freely available comparable materials to use in their analysis and experiments, very often due to copyright reasons.

Inspired by Wallace Chafe's Pear Stories Project, and by its application in audio description within the DTV4ALL project by Pilar Orero (see Mazur and Kruger), Visuals Into Words (VIW) has developed a multimodal and multilingual corpus of audio descriptions departing from a single stimulus, a short film created ad hoc for the project in English, and translated into other languages. The corpus allows studies to be carried out comparing the various audio descriptions produced for one specific language but also contrasting various languages.

The project is built upon two pillars: on the one hand, it has a strong open access component. All materials are freely available to the research community through this website. On the other, it aims to be a scalable and expanding project. Although limited in size in its first steps, it aims to involve external researchers and widen its scope.

◀ November 2016 ▶

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27	28	29	30	1	2	3

# MAP: Research -> Publications

Search

Q

A<sup>-</sup> A A<sup>+</sup>

English

Log in

**MAP**  
media  
accessibility  
platform  
BETA

ABOUT ▾ ACCESSOMETER ▾ RESEARCH ▾ TRAINING ▾ MODALITIES ▾ STAKEHOLDERS ▾ EVENTS ▾ NEWS

Home / Publications

## Publications

Below a list of publications dealing with media accessibility. Publications can be listed according to "Title", "Type" or "Year" by clicking on the header of each column.

Title	Type	Year ▾	Author(s)
An Introduction to Audio Description. A Practical Guide	Book	2016	Louise Fryer
Accessible opera: overcoming linguistic and sensorial barriers	Journal article	2016	Pilar Orero, Anna Matamala
On Accessibility as a Human Right, with an Application to Media Accessibility	Book chapter	2016	Gian Maria Greco
O refalado: falar coa voz, escoitar cos ollos	Book chapter	2016	Pablo Romero-Fresco
Machine translation and audio description? Comparing creation, translation and post-editing efforts	Journal article	2016	Anna Fernández-Torné, Anna Matamala
Subtitling norms for television	Book	2016	Jan Pedersen
The didactics of audiovisual translation	Edited book	2016	
Audiovisual translation in close-up. Practical and theoretical approaches	Edited book	2016	
Accessing communication: The quality of live subtitles in the UK	Journal article	2016	Pablo Romero-Fresco
Speaker diarization and speech recognition in the semi-automatization of audio description: an exploratory study on future possibilities	Journal article	2015	Héctor Delgado, Anna Matamala, Javier Serrano
Accuracy Rate in Live Subtitling: The NER Model	Book chapter	2015	Pablo Romero-Fresco, Juan Martínez

All Publications

Book

Edited book

Conference Proceedings

Book chapter

Journal article

PhD thesis

Report


Working Paper

### Events Calendar

November 2016

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# MAP: Research -> Publications



media  
accessibility  
platform

ABOUT US ▾

ACCESSOMETER ▾

RESEARCH ▾

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MODALITIES ▾

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NEWS

Home / Publications / Book chapter / Accessibility human right application media accessibility

## On Accessibility as a Human Right, with an Application to Media Accessibility

Publication Title

**On Accessibility as a Human Right, with an Application to Media Accessibility**

Publication Type

**Book chapter**

Author(s)

**Gian Maria Greco**

Editor(s)

**Anna Matamala, Pilar Orero**

Title of edited book

**Researching Audio Description. New Approaches**

Pages

**11-33**

Publisher

**Palgrave MacMillan**

City

**London**

Link

**[http://link.springer.com/chapter/10.1057%2F978-1-137-56917-2\\_2](http://link.springer.com/chapter/10.1057%2F978-1-137-56917-2_2)**

Modalities

**Media Accessibility**

Keywords

**Disability, Elderly, Legislation, Media Accessibility, Multilingualism, Theory, Web Accessibility**

Year of publication

**2016**

### Abstract

Greco makes the case that within the human rights framework there is a serious problem regarding accessibility, what he deems the 'Accessibility as a Human Right Divide' Problem (AHRD Problem). The AHRD Problem highlights the divide between accessibility as a human right per se versus accessibility as an instrument for the fulfilment of human rights. Greco critically rejects the former, skilfully arguing how accessibility is indeed a proactive principle and that access is a necessary requirement for achieving human rights. As a case in point, Greco closes with an example from South Africa, showing how full acknowledgement of the AHRD Problem, and the interpretation of accessibility as a means, and not an end, has the ability to transform the field of media accessibility.

All Publications

Book

Edited book

Conference Proceedings

Book chapter

Journal article

PhD thesis

Report

Working Paper

### Events Calendar

◀

November 2016

▶

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20	21	22	23	24	25	26
27	28	29	30	1	2	3

# MAP: Modalities

MAP interprets MA in a holistic way, including not only modalities for persons who cannot hear or see the media content but also for persons who cannot access it due to linguistic barriers.



# MAP: The Accessometer

The Accessometer provides an actual map of all the legislation, standards and guidelines on MA at both international and national levels, organised by countries.





# MAP: The Accessometer



## Specific maps

Blue = at least one  
legislation or  
standard or  
guideline.

Pink = no legislation or  
no standards or  
no guidelines.

Grey = no information.

# The Media Accessibility Index

The platform implements an algorithm that gives different weights to legislation, standards, guidelines and any of their combinations and allows to calculate the **Media Accessibility Index** of each country.





# MAP: The Accessometer



## General map

Green = at least one  
legislation or  
standard or  
guideline.

Pink = no legislation or  
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Grey = no information.

# MAP: The Accessometer



General map

Shades of green indicate the Media Accessibility Index of each country.

# MAP: Features

- MAP is accessible.
- It has a very powerful customised search engine.
- Information is uploaded, managed and checked via the threefold structure Contributor-Moderator-Editor.
- Current interface in English.

# MAP: Future

- Analyse all the data uploaded and produce a **yearly report**;
- Establish **collaborations**. Two are already in place:
  - **BITRA** - the Bibliography of Interpreting and Translation based at the University of Alicante and run by Javier Franco.
  - **NEM** - the New European Media Initiative, one of the European Technology Platforms established under the 7th Framework Programme.

# MAP: Future

- Higher accessibility.
- Advanced search engine.
- Five languages: English, Spanish, Italian, Polish, German.

# MAP: Contributors

“To find knowledge, it’s imperative to have a network”  
(Hoffman 2013)

# MAP: Contributors

The project will be successful only if there is a network of collaborators.

**Join us!**

**Thank you**





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