

# Subtitling for the deaf and hard-of-hearing and audio description

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**Audiovisual media = information,  
entertainment, culture, education**

**Human rights = access to education,  
to participate in cultural life, to  
enjoy arts, to receive information,  
etc.**

**Accessibility as an instrument for achieving human rights (Greco 2016)**

**Access for everybody (those who cannot see, hear, understand, etc.)**

**“Media Accessibility is a set of theories, practices, services, technologies and instruments providing access to audiovisual media content for people that cannot, or cannot properly, access that content in its original form. Many of these instruments, of which the two most well-known are subtitling and audio description, stem from or involve audiovisual translation (AVT), because AVT is the field where MA has been developing as a research discipline for the last decade.” (Greco 2016)**

**3 ideas & 6 projects**

**1. We need excellent professionals,  
and universities need to provide  
excellent training**



[www.actproject.eu](http://www.actproject.eu)



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[www.adlabproject.eu](http://www.adlabproject.eu)



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**2. We need to better understand access services and how users receive them and interact with them**



**[pagines.uab.cat/viw](http://pagines.uab.cat/viw)**

NEA



[pagines.uab.cat/nea](http://pagines.uab.cat/nea)

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**3. We need to share knowledge and transfer it to society**



media  
accessibility  
platform

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

**ISO/IEC 20071-25: "Information Technology — User interface component accessibility – Part 25: Guidance on the audio presentation of text in videos (including captions, subtitles and other on-screen text)**

**Editors: Eva Hedberg & Anna Matamala**

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