

Access to telecommunication and content by persons with disabilities and with specific needs

ITU-D Study Group 1 Rapporteur Group Meetings

Geneva , 4th April 2016

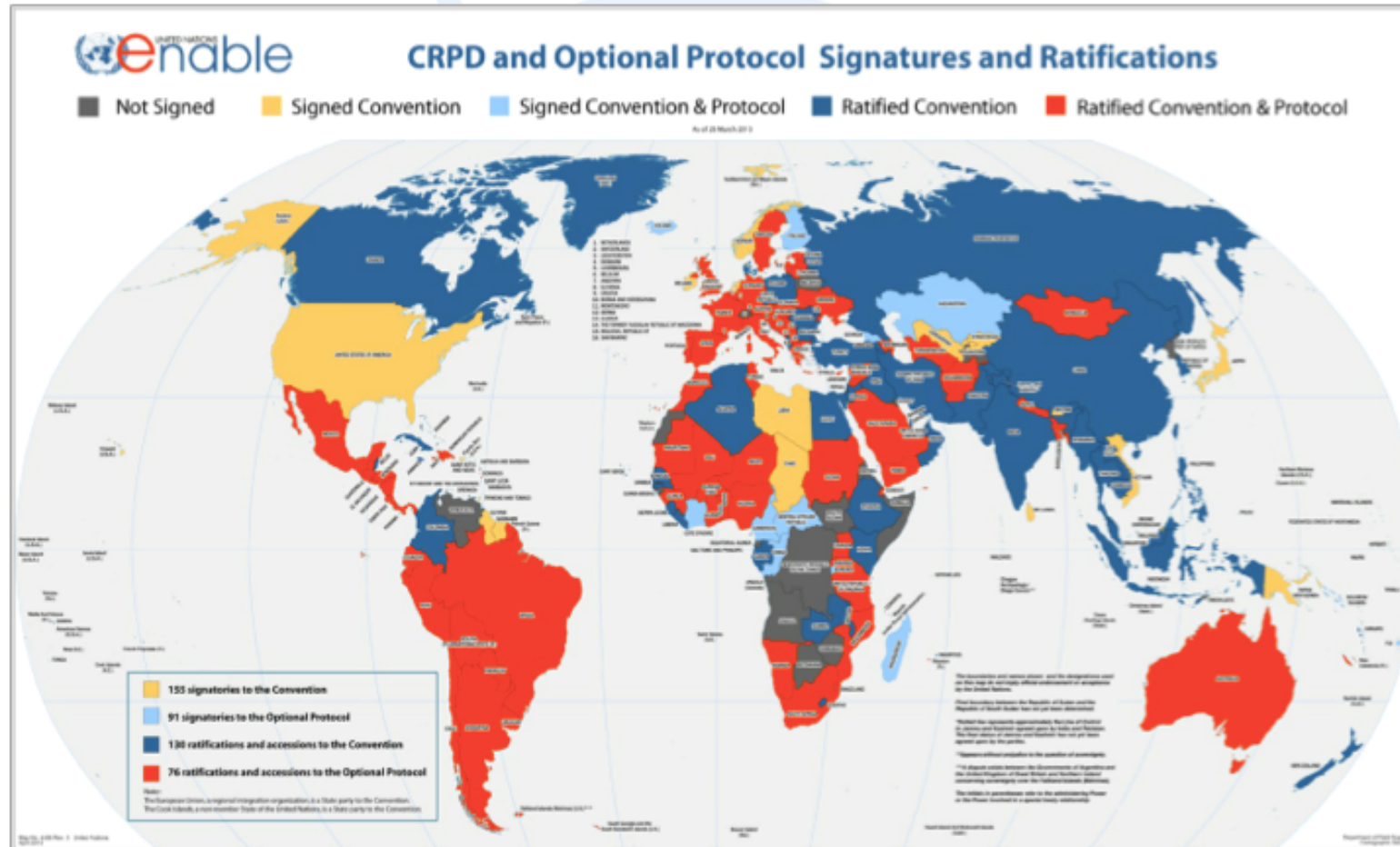
Pilar Orero, UAB, Spain



Legal framework: Global and Domestic



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Accessibility for all: who is the user?



Accessibility for Societal changes



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- People with Disabilities
- Over 65
- Different language

Access services move into:
Social/migrant integration
Education



- Which services are needed?

It depends on the language situation (monolingual, bilingual, multilingual countries)

It depends on the language (small, big)

It depends on the translation mode (dubbing, subtitling, voice-over)

Services



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Subtitling/Captioning

Audio description

Audio subtitling

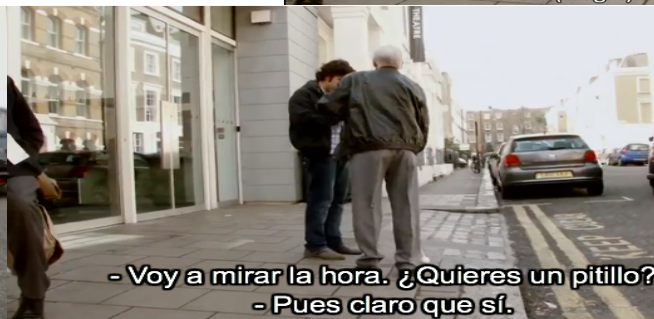
Sign Language

Subtitling/Captioning



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- Subtitling is a translation and edition of dialogues in a foreign language to the viewer to help with linguistic disability
- Captioning – subtitles for the deaf and hard of hearing are a transcription plus sound annotation.



Subtitling/Captioning



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- ❑ Considered the first access service
- ❑ Cheapest for production
- ❑ Cheapest for distribution (text file)
- ❑ Beyond accessibility: as language learning, language technologies, literacy, social inclusion, language therapy, etc.
- ❑ Big difference for live/recorded

Audio Description

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- Usually second access service
- It depends on the original version language
- It is costly since it has to be recorded and mix
- New language technology means the audio description text can be read by a text to speech programme
- Sound mix should be taken into consideration

Audio subtitling



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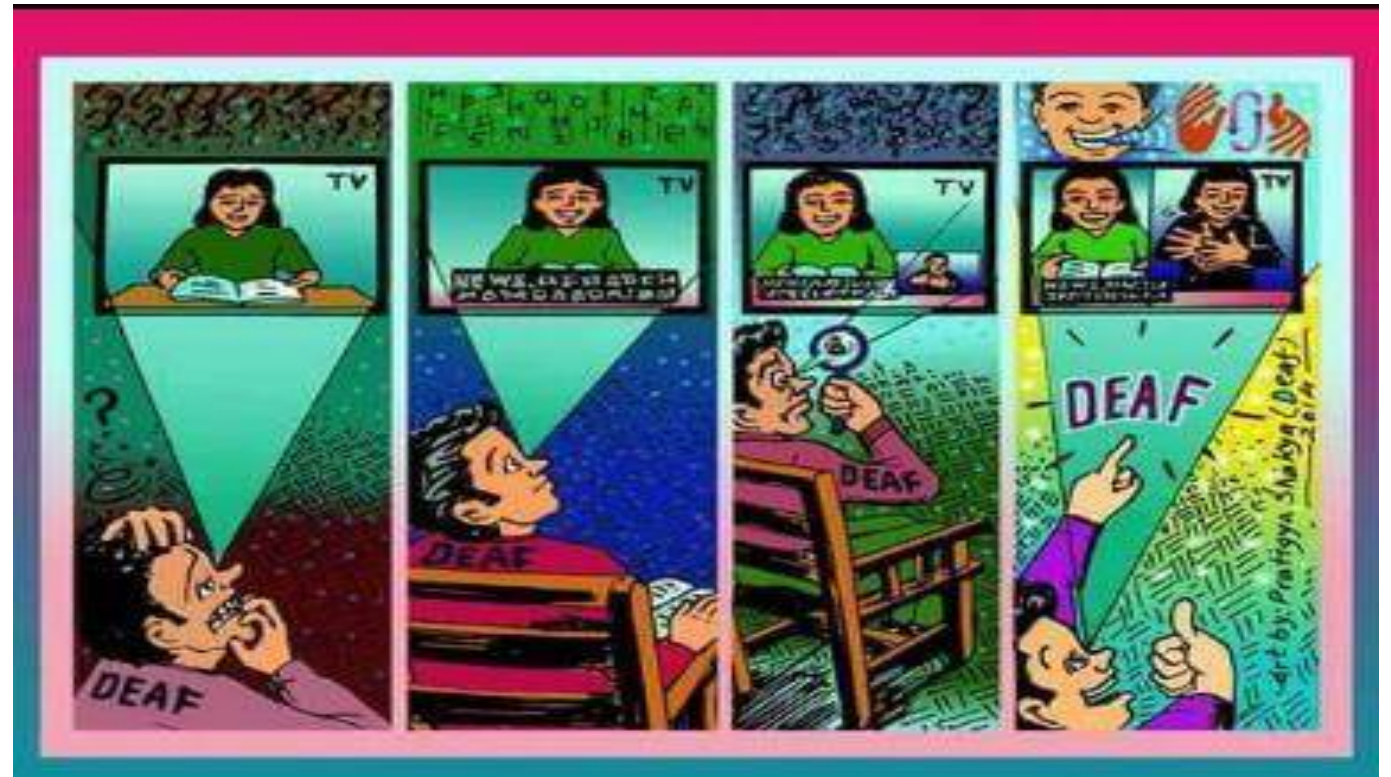
- When the original video has dialogues in a foreign language and they are subtitles, these have to be read aloud.
- Audio subtitling is text to speech, and as audio description it may be read by a human or a text to speech programme.
- Audio subtitling does not replace audio description.

Sign Language



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- Sign Language is a natural language
- It means two videos
- The most expensive



Secondary screens

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- Great help for access services.
- They allow for group enjoyment of same product. Every person can have their own access service, or their own language.
- Great for cinemas, theatres, etc.





New technology, smart distribution, convergence, and new accessibility capabilities and opportunities



Em sap greu. Qualsevol dia podeu comptar-hi, però divendres...

Lo siento. Podéis contar conmigo cualquier día, pero el viernes...

انا أسفة. تستطيعان ان تعتمدا علي في اي يوم آخر, لكن يوم الجمعة

Traditional Broadcasting



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ADDITIONAL BROADCASTING



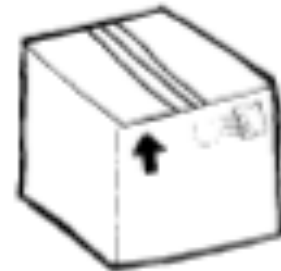
The programme is made in the traditional way.

2



The programme is turned into a piece of linear media.

3

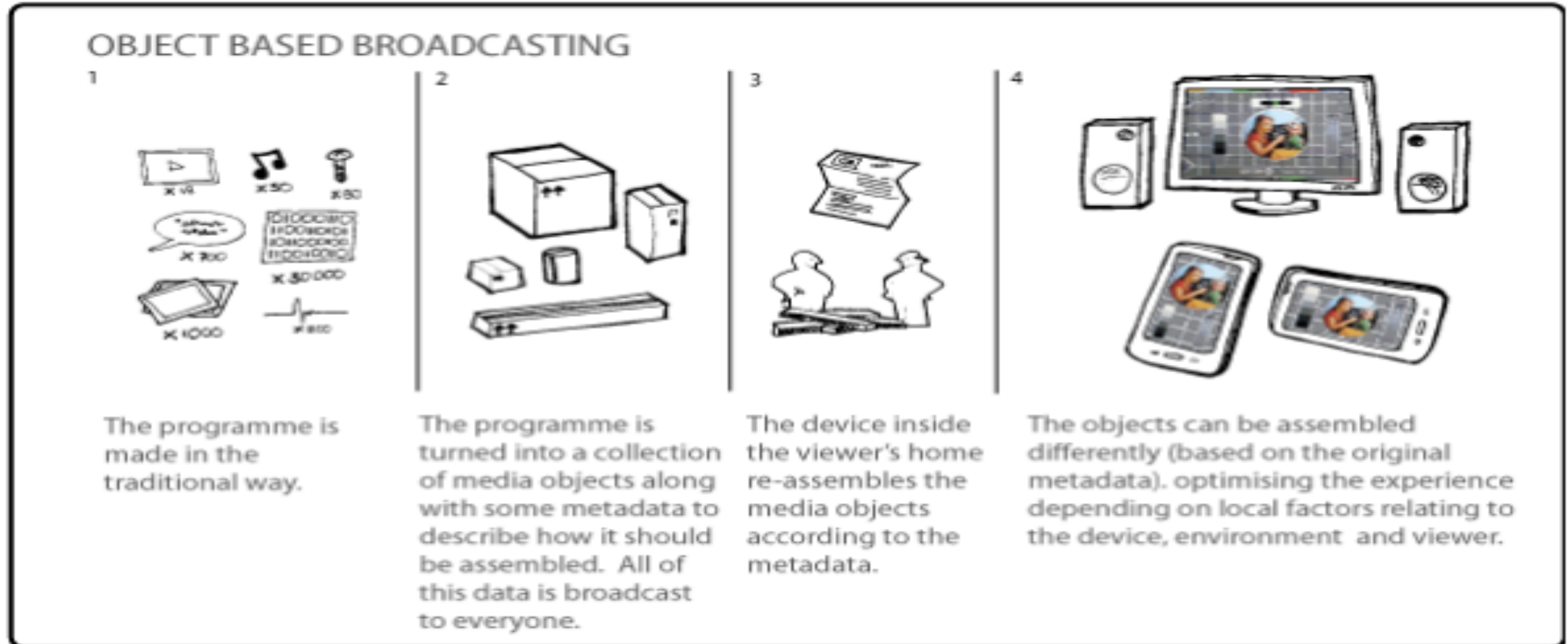


This is broadcast to everyone.

4



The same content is played back on multiple devices, resulting in compromises on some devices.



Example of smart/connected TV subtitles



The image shows a smart TV interface with a video player and a settings menu. The video player displays a scene from a TV show with the subtitle "Perdona, no volia fer-te mal." The settings menu is open, showing options for subtitle activation and customization.

3 INICI PROGRAMES ULTIMA SETMANA LES MES VISTOS EN DIRECTE

Perdona, no volia fer-te mal.

Activa subtítols

Auto Personalitzat

Mida Aa Aa Aa

Fons ■ □

Posició — —

27:10 / 34:18

La Riera
La Riera - capítol 1162

Més vídeos Sinopsi

La Riera
La Riera – capítol 1170

La Riera
La Riera – capítol 1170

La Riera
La Riera – capítol 1170

La Riera
La Riera – capítol 1170

1. Cost - Who is responsible?
 - Broadcaster -
 - Government -
 - Producer -

- 2. Policies
 - Language –promotion and literacy in you language
 - Language technologies – development once/ of good quality
 - Public procurement policy – Corporative Responsibility
 - Technologies – Connected TV standard, mobile app

ITU-G3ICT Model ICT Accessibility



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Policy Report



<http://www.itu.int/en/ITU-D/Digital-Inclusion/Pages/Reports.aspx>

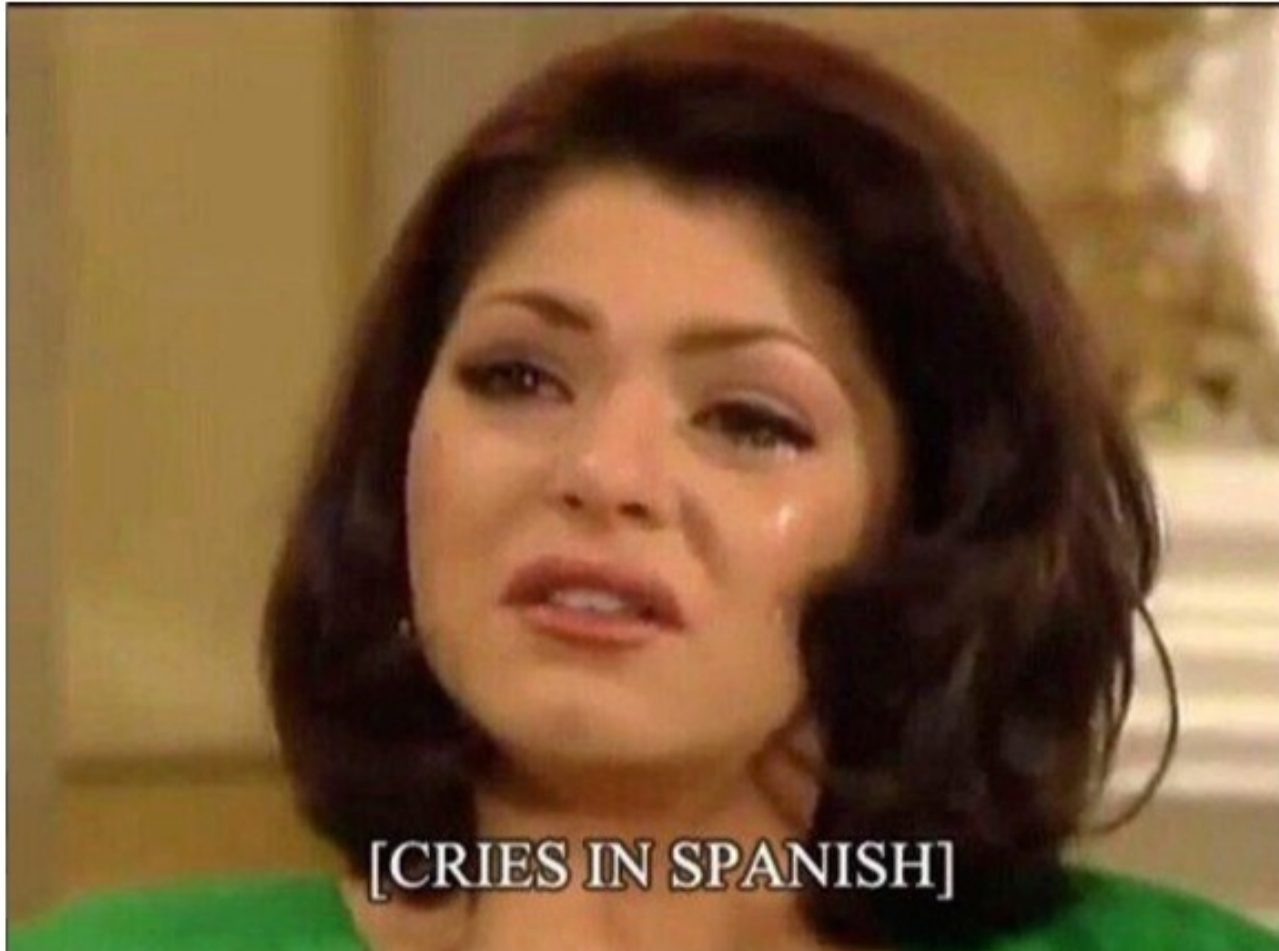
www.itu.int/ITU-D/study-groups

1. Read the ICT Model
2. Create an access group and observatory with all agents
3. Create a realistic short term/long term roadmap with all agents
4. Create common assets: technologies and distribution
5. Think of new workflows: crowdsourcing?
6. Establish qualities and quantities
7. Establish labeling for services and qualities
8. Establish a good framework policy
9. Lobby for research agenda to include accessibility
8. Learn by others mistakes
9. Making Access Services Commercially Profitable
10. Standardisation, to avoid market fragmentation
11. Create teaching courses, such as ITU/HBB4ALL MOOC
19 which is free.

THANK YOU!



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