PRACTICAL EXAMPLES, MAKING AVMS ACCESSIBLE IN THE EU

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THREE EUROPES
LANGUAGES IN EUROPE

27 official
106 unofficial

Some Public TV broadcast in unofficial languages
IP TV SYSTEMS
CONNECTED/SMART SYSTEMS
ACCESSIBILITY IN PUBLIC BROADCAST IN EUROPE

36 broadcasters in 24 markets
ACCESS SERVICES

All organizations surveyed provide access services on at least their main national channels

Number of broadcasters providing each type of access service

- Subtitling: 36
- Audio Subtitling: 8
- Audio Description: 31
- Signed Programmes: 31

(All data based on 56 broadcasters)
SERVICES IN EUROPE

**Subtitling**

All broadcasters taking part in the survey deliver subtitled programmes.

**Audio Subtitling**

8 out of 36 broadcasters taking part in the survey offer audio subtitling.

In Spain, COMA offers Audio subtitling, RTVE does not.

**Audio Description**

30 out of 36 broadcasters taking part in the survey offer audio description.

In Ireland, RTE offers Audio Subtitling, TG4 does not.

**Signed Programmes**

32 out of 36 broadcasters taking part in the survey offer signed programmes.

In Ireland, RTE offers Signed Programmes, TG4 does not.

In Germany, ARD offers Signed Programmes but not from all regional broadcasters, those not offering signed programmes are HR, SW, and KSKa.
EXAMPLE
PORTUGAL

- Portugal has 10.45M inhabitants

- Public service mission: RTP, as a public broadcaster, should provide the access to its contents in the regular broadcast to the disabled people;

- RTP should guarantee the minimum number of hours proposed by the multiannual plan released by the Portuguese regulator (ERC) in 2014 in the following accessibilities services:

  - Teletext Subtitling or Closed Captions;
  - Sign Language;
  - Audiodescription
<table>
<thead>
<tr>
<th>RTP OBLIGATIONS</th>
<th>CHANNELS</th>
<th>From 1st FEB 2015 to 31st JAN 2017</th>
<th>BROADCAST SCHEDULE</th>
<th>TV CONTENTS</th>
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</thead>
<tbody>
<tr>
<td><strong>SUBTITLING</strong></td>
<td><strong>RTP1</strong></td>
<td>16H / WEEK</td>
<td>8h00 - 02h00</td>
<td>Fictional, documentaries or cultural programs</td>
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<tr>
<td></td>
<td><strong>RTP2</strong></td>
<td>20H / WEEK</td>
<td>8h00 - 02h00</td>
<td>Fictional, documentaries or cultural programs</td>
</tr>
<tr>
<td><strong>AUDIO DESCRIPTION</strong></td>
<td><strong>RTP1</strong></td>
<td>70H / YEAR</td>
<td>8h00 - 02h00</td>
<td>Fictional, documentaries programs</td>
</tr>
<tr>
<td></td>
<td><strong>RTP2</strong></td>
<td>12H / YEAR</td>
<td>8h00 - 02h00</td>
<td>Fictional, documentaries programs</td>
</tr>
<tr>
<td><strong>SIGN LANGUAGE</strong></td>
<td><strong>RTP1</strong></td>
<td>6H / WEEK</td>
<td>8h00 - 02h00</td>
<td>News, educational, cultural, entertainment or religious programs + 1 news program / week</td>
</tr>
<tr>
<td></td>
<td><strong>RTP2</strong></td>
<td>12H / WEEK</td>
<td>8h00 - 02h00</td>
<td>News, educational, cultural, entertainment or religious programs + 1 news program / week</td>
</tr>
<tr>
<td></td>
<td><strong>RTP 3</strong></td>
<td>4H / WEEK</td>
<td>19h00 - 00h00</td>
<td>News programs + 1 news program / week</td>
</tr>
<tr>
<td></td>
<td><strong>RTP MADEIRA</strong></td>
<td>4H / WEEK</td>
<td>8h00 - 02h00</td>
<td>News, educational, cultural, entertainment or religious programs</td>
</tr>
<tr>
<td></td>
<td><strong>RTP AÇORES</strong></td>
<td>4H / WEEK</td>
<td>8h00 - 02h00</td>
<td>News, educational, cultural, entertainment or religious programs</td>
</tr>
</tbody>
</table>
• Only programs spoken in Portuguese;

• Prepared and automatic subtitles:
  
  • **Prepared subtitles:** fictional, documentaries and cultural contents
  • **Automatic subtitles:** live news contents

• So far, during the first half of 2016, RTP 2 provided 566 hours of content with Teletext Subtitles in RTP1, RTP2 and RTP International
SUBTITLES IN RTP PLAY
(VIDEO ON DEMAND)

• A recent access service in RTP website (first content available 2014);
• Available in RTP Play (multiplatform: desktop, smartphones, tablets…)
• Service without major costs for RTP: the subtitle file used for broadcasting is the same that is used online;
• Non personalized subtitles.
SIGN LANGUAGE SERVICE

• The first accessibility service provided by RTP (mid 90’s);

• Service is available in pre-recorded and live contents (magazines, entertainment and news programs)

• During the first half of 2016, RTP provided up to 6235 hours of content with SL in all RTP universe (8 channels)

• Almost 85% of the programs in RTP1 have SL in the period 9 am to 9 pm (during the week);
SIGN LANGUAGE: DOUBLE-SCREEN MODE

• Service available only in RTP website, in the accessibilities area;

• 2 independent players: both players can be used in full screen mode;

• So far, during the first half of 2016, RTP provided 1360 hours of contents with SL in the double-screen mode.
• Only Portuguese fictional and documentaries contents

• First experiences in 2003 and the regular broadcasting started in 2007

• Transmission - two different methods:

  o Through MW Antena 1 radio channel at the same time the tv program is on air (since 2004)

  o DVB–T – first experiences started in August 2013

• In 2015, RTP broadcasted audio description for the first time in RTP2.
ACCESSIBILITIES ONLINE: WWW.RTP.PT

• “Leia-me” service (read me service), using text-to-speech technology to read written news in the website;
• Video player compatible with screen readers;
• RTP Teletext available in text mode.
ACCESSIBILITIES: THE FUTURE?

- Increase the number of hours of programs with accessibility services;
- Implement the transmission mode of audiodescription;
- Implementation of new technology to increase the production of contents with accessibilities: text-to-speech technology;
- Launch new accessibility services, such as, spoken subtitles;
- Continue to cooperate with the regulator and the private broadcasters for the creation and development of metrics for accessibility services.
RTP IN EUROPEAN PROJECTS

• Over the last five years, RTP has participated in two European projects focused in media accessibility:

  o Project SAVAS – Sharing Audiovisual language resources for automatic subtitles.
    More info available: http://www.fp7-savas.eu/

  o Project HBB4ALL – a three year project started in 2013. Consortium with the collaboration of several Europeans investigators, broadcasters and technology developers.
    More info available: http://www.hbb4all.eu/
LESSONS LEARNT

• 1. Accessibility is possible with tiny budgets
• 2. Accessibility can be free → Quality
• 3. Technologies are available (Live, IPTV, HbbTV, cinema, etc)
• 4. Avoid duplication
• 5. Do not reinvent the wheel

We have very good success cases, learn from them
• 6. Mainstream accessibility → job opportunities
THANK YOU

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