

PRACTICAL EXAMPLES, MAKING AVMS ACCESSIBLE IN THE EU



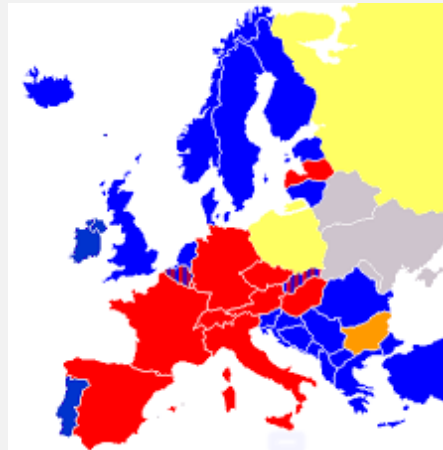
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Brussels, **Workshop Accessibility Products and Services**

2-3 February 2017

THREE EUROPE



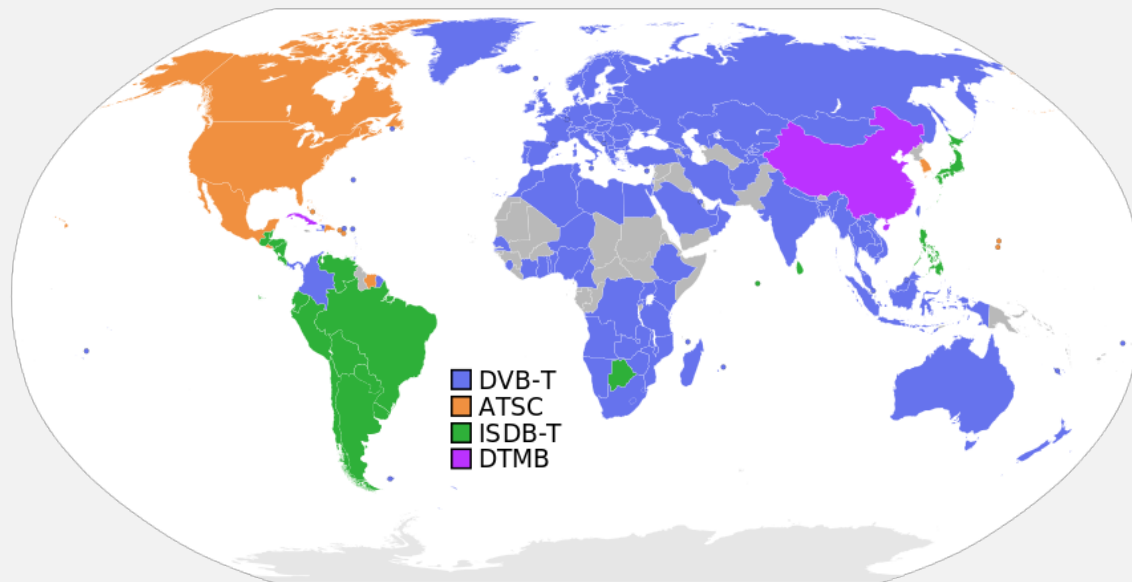
LANGUAGES IN EUROPE

27 official
106 unofficial

Some Public TV broadcast in
unofficial languages



BROADCAST SYSTEMS



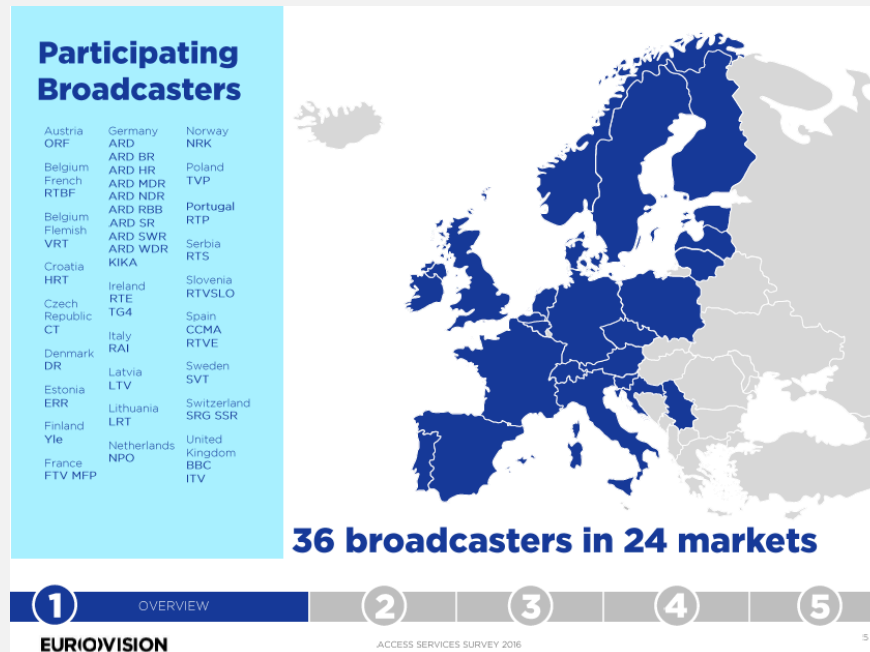
IP TV SYSTEMS



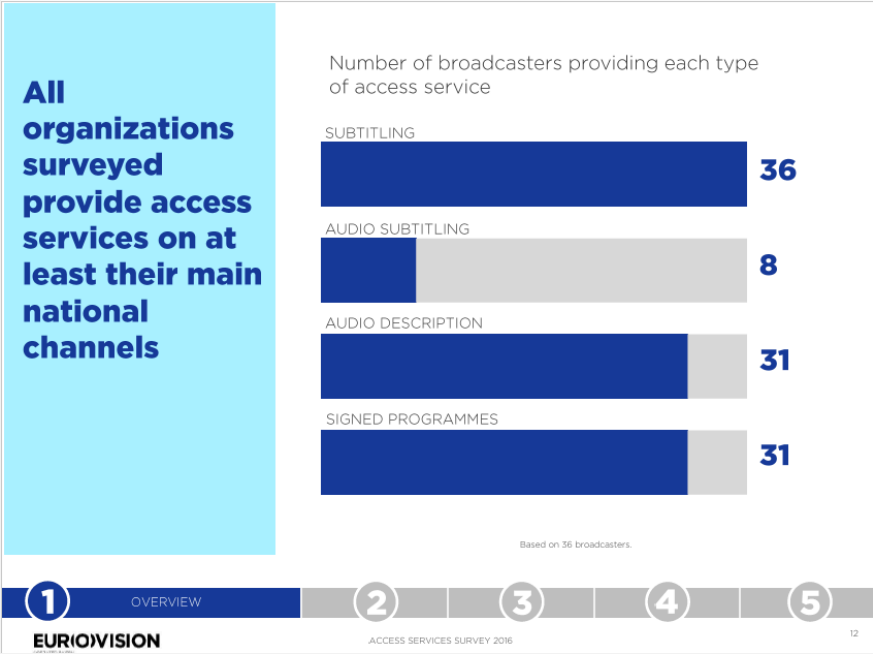
CONNECTED/SMART SYSTEMS



ACCESSIBILITY IN PUBLIC BROADCAST IN EUROPE



ACCESS SERVICES

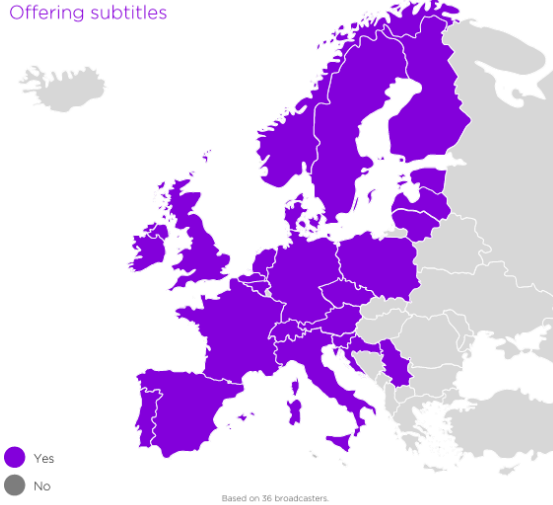


SERVICES IN EUROPE

SUBTITLING

All broadcasters taking part in the survey deliver subtitled programmes

Offering subtitles

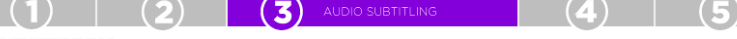
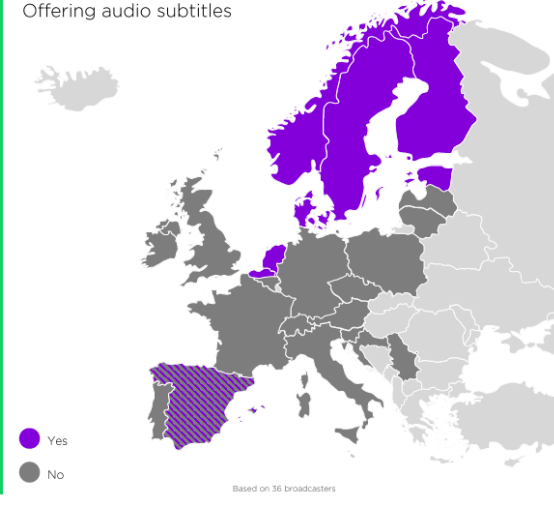


Audio subtitling

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

In Spain CCMA offers Audio subtitling, RTVE does not

Offering audio subtitles

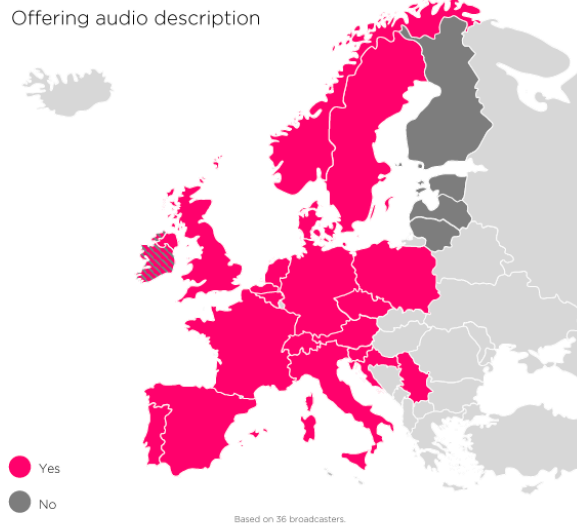


Audio description

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

In Ireland RTE offers Audio Subtitling, TG4 does not

Offering audio description



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, SR and KiKa

Offering signed programmes



EXAMPLE PORTUGAL

- Portugal has 10.45M inhabitants
- Public service mission: RTP, as a public broadcaster, should provide the access to it's 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;*
 - *Audiodescritpion*

RTP OBLIGATIONS	CHANNELS	From 1st FEB 2015 to 31st JAN 2017	BROADCAST SCHEDULE	TV CONTENTS
SUBTITLING	RTP1	16H / WEEK	8h00 - 02h00	Fictional, documentaries or cultural programs
	RTP2	20H / WEEK	8h00 - 02h00	Fictional, documentaries or cultural programs
AUDIO DESCRIPTION	RTP1	70H / YEAR	8h00 - 02h00	Fictional, documentaries programs
	RTP2	12H / YEAR	8h00 - 02h00	Fictional, documentaries programs
SIGN LANGUAGE	RTP1	6H / WEEK	8h00 - 02h00	News, educational, cultural, entertainment or religious programs + 1 news programme / week
	RTP2	12H / WEEK	8h00 - 02h00	News, educational, cultural, entertainment or religious programs + 1 news program / week
	RTP 3	4H / WEEK	19h00 - 00h00	News programs + 1 news program / week
	RTP MADEIRA	4H / WEEK	8h00 - 02h00	News, educational, cultural, entertainment or religious programs
	RTP AÇORES	4H / WEEK	8h00 - 02h00	News, educational, cultural, entertainment or religious programs



TELETEXT SUBTITLES OR CLOSED CAPTIONS

- 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

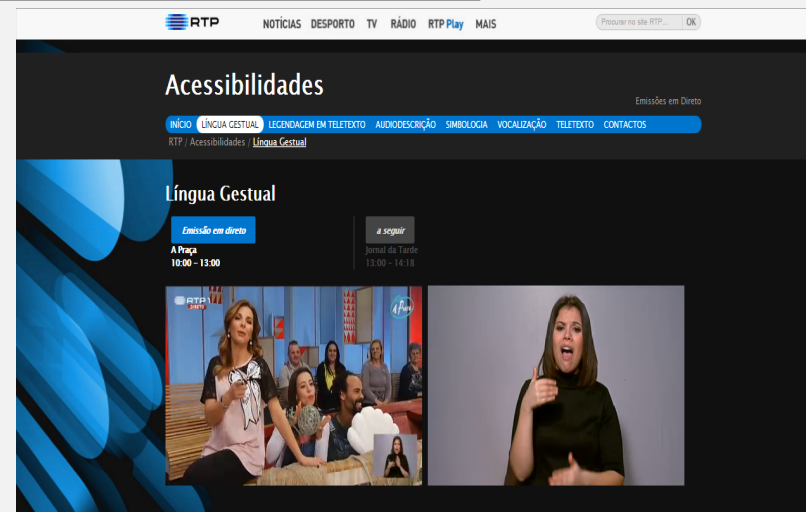
- The first accessibility service provided by RTP (mid 90's);
- Service is available in pre-recorded and live contents (magazines, entertainment and news programs)
- During the first half of 2016, RTP provided up to 6 235 hours of content with SL in all RTP universe (8 channels)
- Almost 85% of the programs in RTPI 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.





AUDIO DESCRIPTION

- Only Portuguese fictional and documentaries contents
- First experiences in 2003 and the regular broadcasting started in 2007
- Transmission - two different methods:
 - Through MW Antena 1 radio channel at the same time the tv program is on air (since 2004)
 - 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.

A screenshot of the RTP Teletext menu displayed in a text-based interface. The menu items are listed with their corresponding page numbers. The items are: 'www.rtp.pt', 'Notícias 120', 'Desporto..... 400', 'Economia..... 121', 'Televisão... 300', 'Utilidades... 500', 'Índice..... 102', 'Concursos Publicitários 130', 'SUPERA. 167', 'Sociedade Portuguesa de Engenharia de Reabilitação e Acessibilidade', 'Farmácias... 800', 'Museu RTP..... 160', 'Meteorologia 575', 'Legendagem..... 188', 'RTP ACESSIBILIDADES 190', 'Jornais Nacionais 290', and 'Notícias Desporto Televisões Utilidades'. The items are color-coded: yellow for 'Concursos Publicitários', blue for 'SUPERA.', cyan for 'Sociedade Portuguesa de Engenharia de Reabilitação e Acessibilidade', green for 'Farmácias...', red for 'RTP ACESSIBILIDADES', and red for 'Jornais Nacionais'. The last line is underlined.

anterior << 1,2,3,4 >> próxima

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

- Pilar Orero

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Audio Description:

*A Laboratory for the Development
of a New Professional Profile*

UMAQ

UNDERSTANDING
MEDIA ACCESSIBILITY
QUALITY