

Inclusive Dialogue, Moscow, 24 January 2020

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# Audiovisual content for all: what does it mean?

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# Audiovisual content

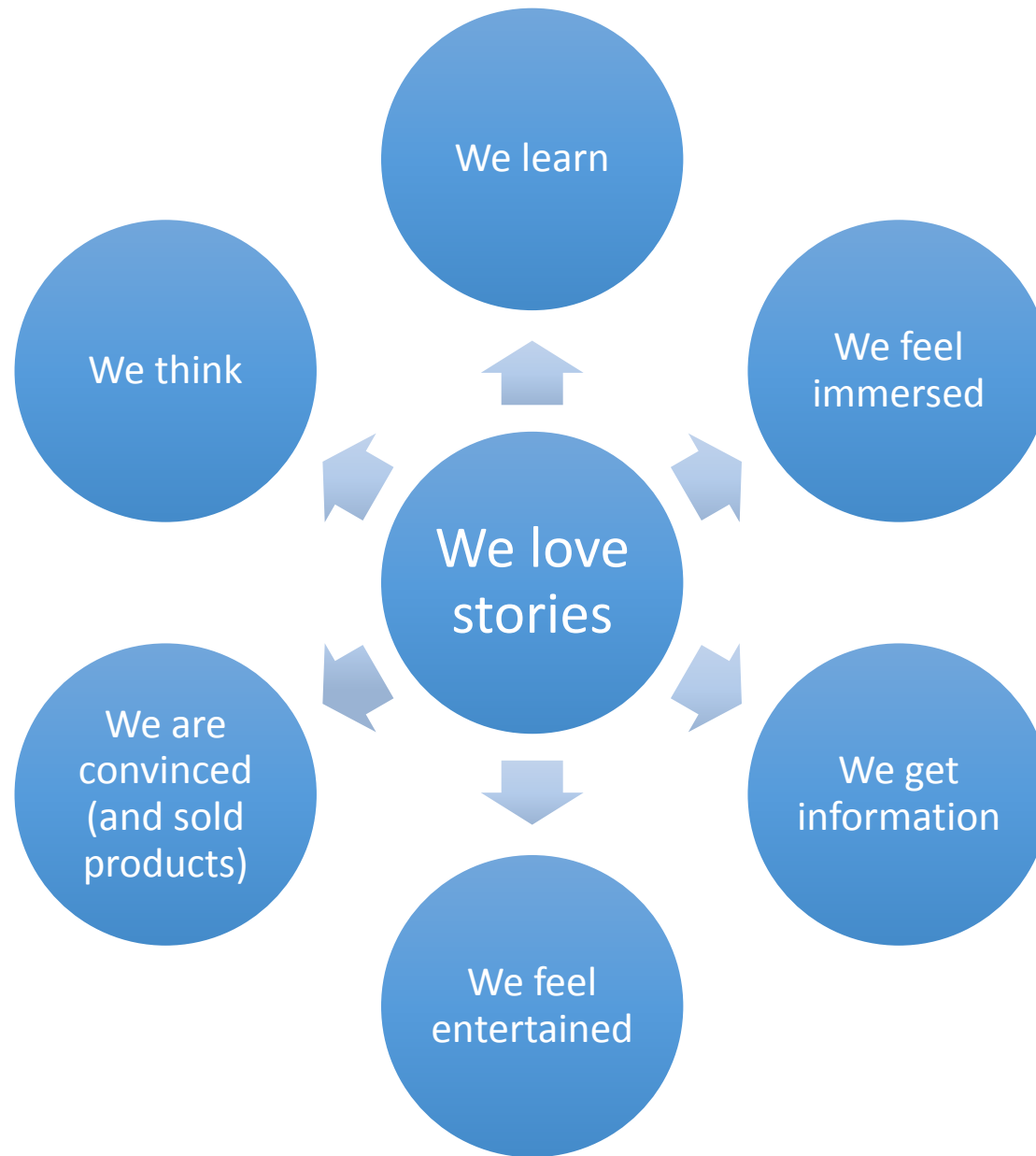
Audio

- Linguistic
- Non-linguistic

Visual

- Linguistic
- Non-linguistic

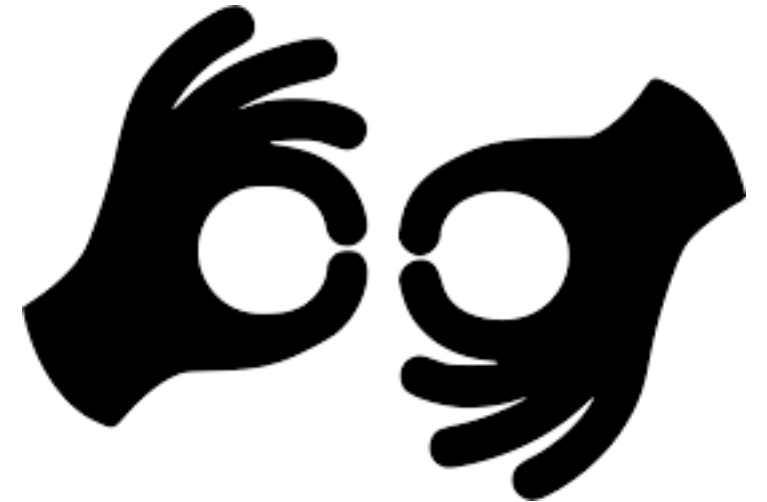
- When?
- Where?
- How?
- What?
- For whom?
  
- Multi/cross-media
- Multi-cross/platform



# Challenges

I cannot fully access the content....

# Cannot fully access the audio



# Cannot fully access the visuals: images



# Cannot fully access the visuals: text



# Cannot fully understand





# Cannot fully access...

- The devices (remote control)
- The interface (menus)
- The building

# Universal declaration of human rights

- Article 26: Everyone has the right to education.
- Article 27: Everyone has the right to freely participate in the cultural life of the community.

# UN CRPD

United Nations Convention on the Rights of Persons with Disabilities

Convention (181 ratifications, 163 signatories)

Optional Protocol (96 ratifications, 94 signatories)

Russian Federation signed the convention in 2008 (formal confirmation 2012).

# UN CRPD

- Article 9- Accessibility
  - “To enable persons with disabilities to live independently and participate fully in all aspects of life, States Parties shall take appropriate measures to ensure to persons with disabilities access, on an equal basis with others, to the physical environment, to transportation, to information and communication, including information and communication technologies and systems, and to other facilities and services open or provided to the public, both in urban and rural areas”.

# UN CRPD

- Article 24- Education
- Article 29- Participation in political and public life
- Article 30- Participation in cultural life, recreation, leisure and sport

# UN CRPD

- “Enjoy access to cultural materials in accessible formats.”
- “Enjoy access to television programmes, films, theatre and other cultural activities, in accessible formats.”
- “Enjoy access to places for cultural performances or services, such as theatres, museums, cinemas, libraries and tourism services, and, as far as possible, enjoy access to monuments and sites of national cultural importance.”

# Solutions exist

- Linguistic barriers
  - Lip-synch dubbing
  - Voice-over
  - Subtitling and surtitling
  - Live interpreting (oral languages)

# Solutions exist

- Sensorial barriers
  - Live interpreting (sign language)
  - Subtitling for the deaf and hard-of-hearing (right name?)
  - Audio description (with audio introduction, where relevant)
  - Audio subtitling
  - Touch tours



# Solutions exist

- Other
  - Easy-to-read and Plain Language (example: “audiofáciles”)
  - Social accessibility (examples: Apropa Cultura)
- And the most well-known “physical barriers”.

# Issues

- As part of the process vs. an afterthought
- Universal design approach
- Romero-Fresco's accessible filmmaking approach

# Needs

- Awareness
- Business models
- Innovation (technologies)
- Policies and regulations
- Research
- Sharing
- Standards
- Training

# Be there from the very beginning



[imac-project.eu](http://imac-project.eu)



# Innovate in education



- Easy-to-understand subtitles
- Easy-to-understand audio descriptions
- Easy-to-understand audiovisual content

**[pagines.uab.cat/easit](http://pagines.uab.cat/easit)**  
**@EASITproject**



# Go beyond

- Audio description
  - From opera to videogames
  - From production to translation
  - From Latin alphabet languages to Chinese
  - From text to prosody



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

# **Share knowledge: Media Accessibility Platform**

<http://mapaccess.org>

## 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

#### Understanding Media Accessibility Quality

Project duration **2017-2019**

Leading Institution **Autonomous University of Barcelona**

Funding bodies **European Commission**

Modalities **Media Accessibility**

### LATEST NEWS

02/10/2018 **Languages and the Media programme online**

23/04/2018 **MAP as media partner of 12th Languages and The Media conference**

23/04/2018 **12th Languages and The Media Conference - Berlin 2018**

08/03/2018 **UMAQ conference: programme online**

04/11/2017 **A new Collection of Movies with video-description**

19/10/2017 **EU one step closer to Accessibility Act**

October 2018

Su	Mo	Tu	We	Th	Fr	Sa
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

### PUBLICATIONS

#### Audiodescrição Didática

Type **PhD thesis** Year **2016**

Author(s) **Elton Luiz Vergara Nunes**

Modalities **Audio Description**

### TRAINING COURSES

#### Cursos de Audiodescrição

Course Type **Professional training course**

Institution **Azimuth e-Learning** Year **2017-2018**

Modalities **Audio Description**

### EVENTS

#### XXXVIII Semana do Tradutor

Type **Conference** City **São José do Rio Preto, SP**

Date **24/09/2018, 25/09/2018, 26/09/2018, 27/09/2018, 28/09/2018**

Modalities **Audio Description, Sign Language Interpreting, Subtitling for the Deaf and Hard of Hearing**

### 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

**Об утверждении Государственной программы о социальной защите и содействии занятости населения на 2016–2020 годы**

Type **Legislation** Year **2016**

Authoring **Government of Belarus**

Country **Belarus**

**ГОСТ Р 57891-2017. НАЦИОНАЛЬНЫЙ СТАНДАРТ РОССИЙСКОЙ ФЕДЕРАЦИИ. ТИФЛОКОММЕНТИРОВАНИЕ И ТИФЛОКОММЕНТАРИЙ. Tiflokommentirovanie and tiflokommentariy. Terms and Definitions**

Type **Standards** Year **2017**

Authoring **Pavel Obiukh, Sergey Van'shin, Federal State Unitary Enterprise "Russian Scientific-**



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