AVANCA | CINEMA 2021 PROGRAMA | 30 July 2021

Training professionals to improve media accessibility

Estella Oncins, Anna Matamala
estella.oncins, anna.matamala@uab.cat
TransMedia Catalonia
Departament de Traducció, d'Interpretació i d'Estudis de l'Àsia Oriental
Universitat Autònoma de Barcelona

UAB Universitat Autònoma de Barcelona

TRANS MEDIA CATALONIA

The importance of accessibility

Source: European Council (2019)

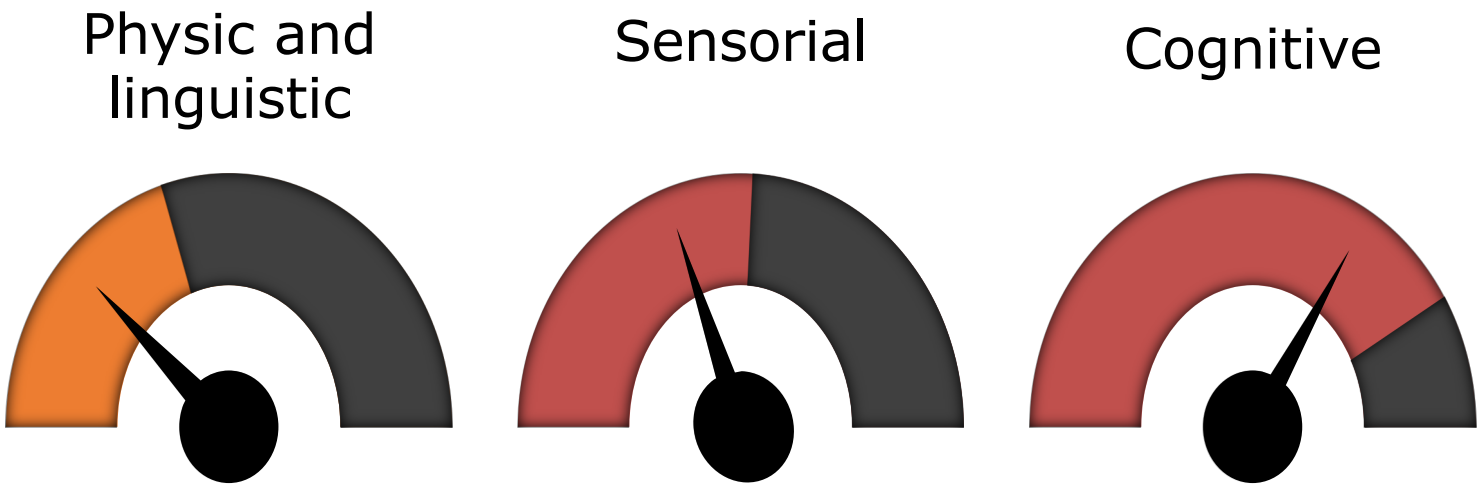
TRANS MEDIA CATALONIA

UAB Universitat Autònoma de Barcelona

Technological, Media, and Network Convergences

Source: CRS (2021)

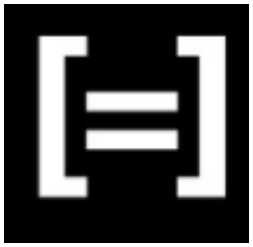
Accessibility, diversity and inclusion



Access to technology
Access to content

TRANS MEDIA CATALONIA
UAB Universitat Autònoma de Barcelona

Accessibility services



Subtitles for the Deaf and Hard of Hearing

Spoken subtitle/ Audio subtitles

Audio description

Sign Language

Under-resourced accessibility services

- What about **easy-to-understand language**?

(Including different varieties ranging from Easy Language to Plain Language?)

- What about **web accessibility?**

(Ensuring users can perceive, understand, navigate, interact with and contribute to online content?)

Legislation:
Audiovisual Media Service Directive (2018)

The main accessibility focus of the Directive is summarised in Article 7.

- ✓ 7.1. Services provided by media service providers are made continuously and progressively more accessible to persons with disabilities through proportionate measures.
- ✓ 7.2. Media service providers report on a regular basis to the national regulatory authorities or bodies on the implementation of the measures.
- ✓ 7.3. Media service providers are encouraged to develop accessibility action plans.
- ✓ 7.4. Importance of accessible point of contact and complaint point for persons with disabilities to provide feedback.
- ✓ 7.5. Provide emergency information in accessible manner.

Example of gradual transposition AVMSD

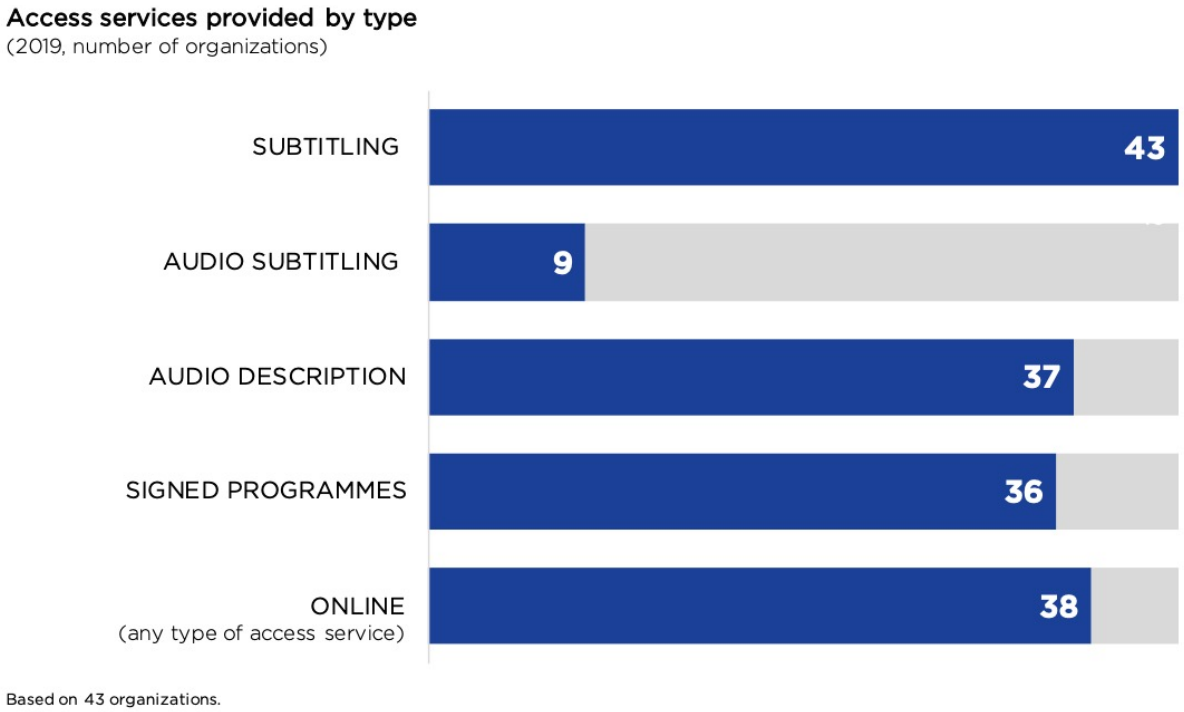
Access service/Year	2020	2021	2022	2023	2024
Subtitles for the deaf and hard of hearing	20%	40%	60%	80%	100%
Signing	7%	10%	12%	15%	18%
Audio description	7%	8%	10%	12%	15%
Spoken subtitles	20%	40%	60%	80%	100%

Source: EDF (2019)

TV Broadcast
Variety of access services provided

72%
OF ORGANIZATIONS
PROVIDE

Subtitling
Audio description
Sign Language

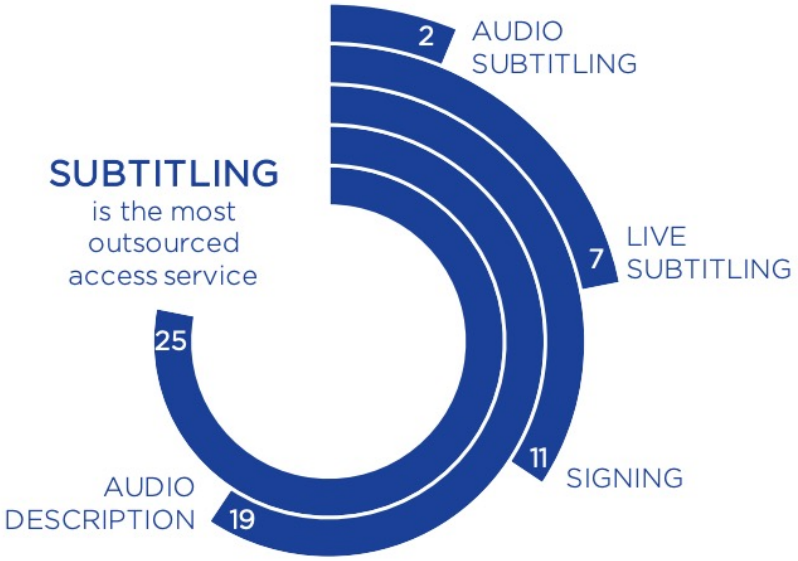


Source: EBU (2019)

TRANS MEDIA CATALONIA
UAB Universitat Autònoma de Barcelona

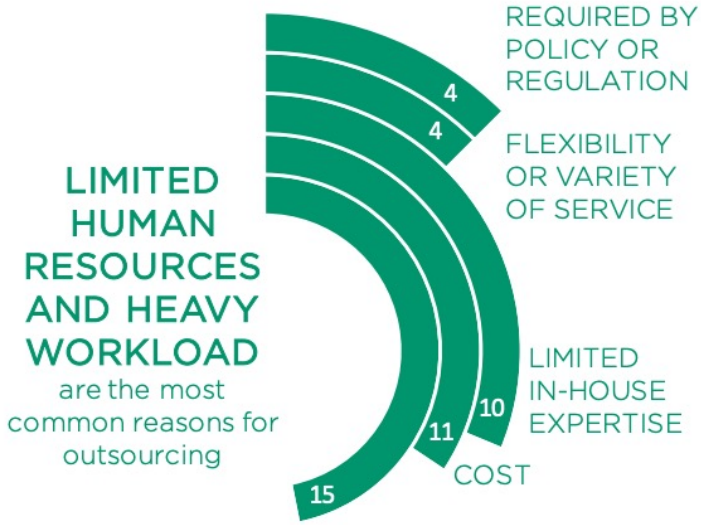
Provision of accessibility services

Types of access services outsourced
(2019, number of organizations)



Based on 32 organizations that outsource at least some part of their access services.

Main reasons for outsourcing
(2019, number of organizations)



Based on 32 organizations that outsource at least some part of their access services.

Source: EBU (2019)

Video-on-Demand
access services provided

Professionals in the accessibility field

Detected problems:

- Increasing legislation to provide accessibility services.
- Provision of in-house training with missing certification.
- Adapt to current labour market needs.
- Need to acquire digital skills.

New professional profiles in the accessibility field

Detected needs:

- Define new professional profiles.
- Define their skills.
- Develop training materials.
- Bridge the gap between vocational and academic training.

TRANS MEDIA CATALONIA

UAB Universitat Autònoma de Barcelona

Training programs in the accessibility field

Finished ERASMUS+ projects

Current ERASMUS+ projects

TRANS MEDIA CATALONIA

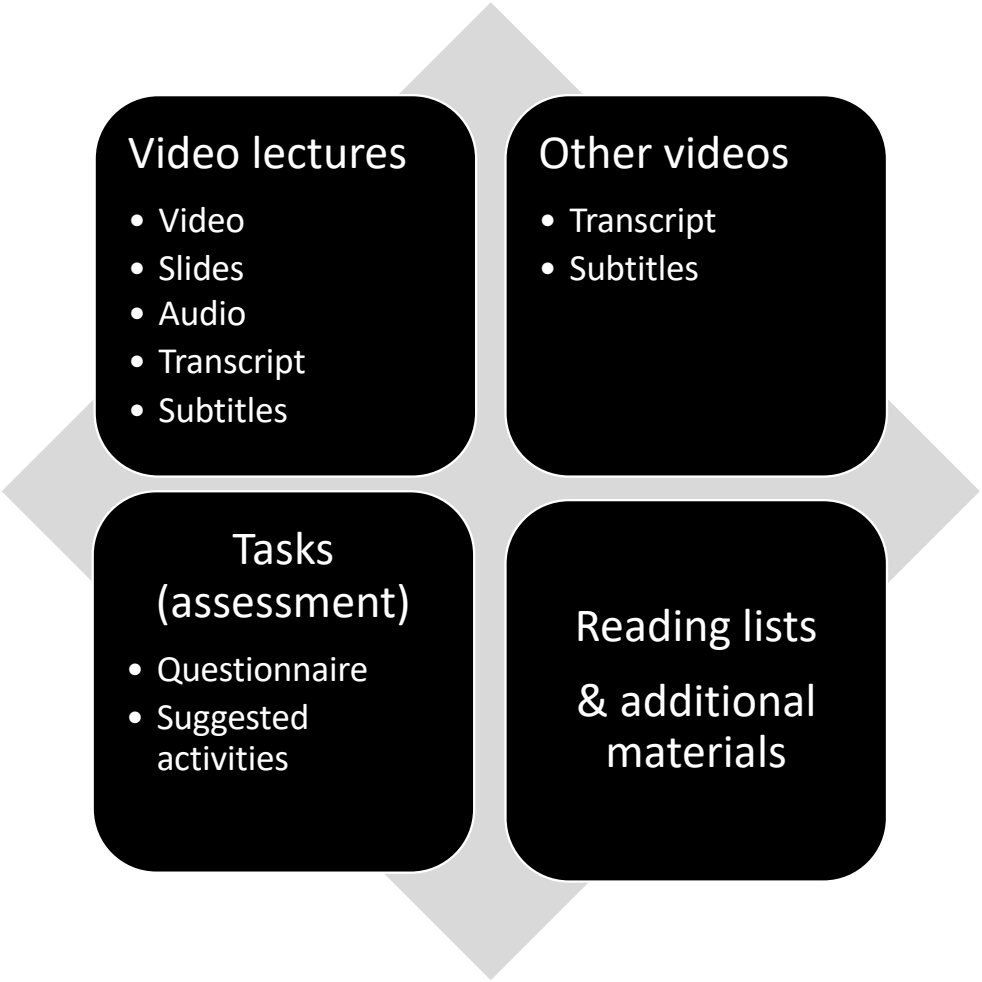
UAB Universitat Autònoma de Barcelona

Main aims: educational

Solutions provided:

- Map situation in terms of training and practice.
- Generate recommendations for audiovisual content.
- Define new professional profiles.
- Define their skills.
- Develop training materials.

Common structure in the creation of educational content



TRANS MEDIA CATALONIA

UAB Universitat Autònoma de Barcelona

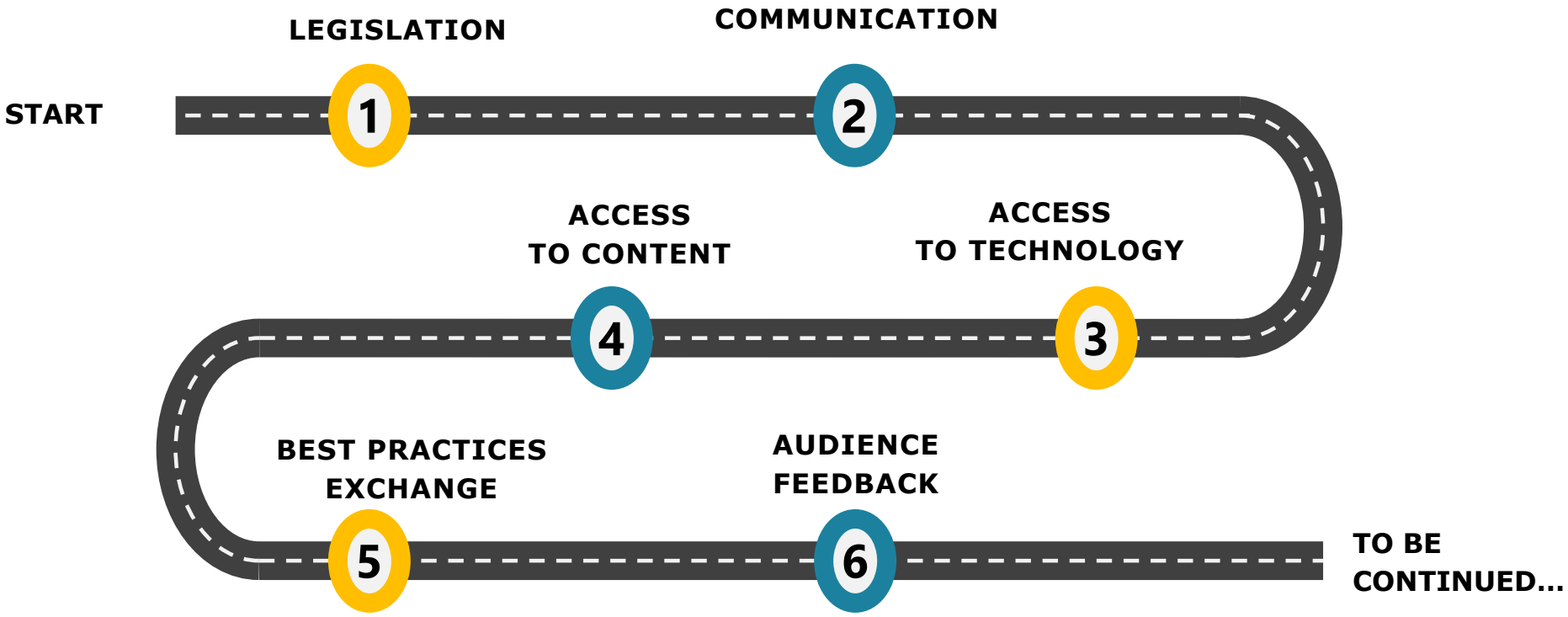
Certification

Courses and materials have been developed and created according to:

- EHEA (2015) "Standards and Guidelines for Quality Assurance in the European Higher Education Area (ESG)"
- CEDEFOP (2017) "Defining, writing and applying learning outcomes" (European Handbook)
- European Certification and Qualification Association (ECQA)

Aim: Integrate validation of non-formal and informal learning into qualifications systems and to address lifelong learning in a concrete way.

The “accessibility route”



TRANS MEDIA CATALONIA

UAB Universitat Autònoma de Barcelona

Disclaimer

TransMedia Catalonia is a research group funded by Secretaria d'Universitats i Recerca del Departament d'Empresa i Coneixement de la Generalitat de Catalunya, under the SGR funding scheme (ref. code 2017SGR113).

The project **EASIT** has received funding from the Erasmus + Programme of the EU under the call Strategic partnerships for higher education, grant agreement No 2018-1-ES01-KA203-05275. The project **LTA** has received funding from the Erasmus + Programme of the EU under the call Strategic partnerships for higher education, grant agreement No 2018-1-DE01-KA203-004218. The project **IMPACT** has received funding from the Erasmus + Programme of the EU under the call Strategic partnerships for higher education, grant agreement No 2019-1-FR01-KA204-062381. The project **ADLABPRO** has received funding from the Erasmus Erasmus + Strategic Partnerships for Higher Education, grant agreement No 2016-1-IT02-K203-024311. + Programme of the EU under the call Strategic partnerships for higher education, grant agreement No 2019-1-FR01-KA204-062381. The project **ACT** has received funding from the Erasmus + Programme of the EU under the call Strategic partnerships for higher education, grant agreement No 2015-1-ES01-KA203-015734.

Texts, marks, logos, names, graphics, images, photographs, illustrations, artwork, audio clips, video clips, and software copyrighted by their respective owners are used on these slides for personal, educational and non-commercial purposes only. Use of any copyrighted material is not authorized without the written consent of the copyright holder. Every effort has been made to respect the copyrights of other parties. If you believe that your copyright has been misused, please direct your correspondence to estella.oncins@uab.cat stating your position and we shall endeavour to correct any misuse as early as possible.

This document and its contents reflect the views only of the authors. TransMedia Catalonia and the funding organisms referred to in this presentation cannot be held responsible for any use which may be made of the information contained therein.

This work is licensed under a Creative Commons Attribution-NonCommercial-NoDerivatives 4.0 International License.

AVANCA | CINEMA 2021 PROGRAMA | 30 July 2021

Training professionals to improve media accessibility

Estella Oncins, Anna Matamala
estella.oncins, anna.matamala@uab.cat
TransMedia Catalonia
Departament de Traducció, d'Interpretació i d'Estudis de l'Àsia Oriental
Universitat Autònoma de Barcelona

UAB Universitat Autònoma de Barcelona

TRANS MEDIA CATALONIA