

8th Advanced Research Seminar on Audio Description (ARSAD)
Universitat Autònoma de Barcelona
26-27 January 2021 (online)

PANEL 3. WORLD-WIDE EXPERIENCES

“Audio description on Polish commercial television: first experiences and next steps”

Agnieszka Walczak (ViacomCBS Networks International)

Aleksandra Dobrowolska (ViacomCBS Networks International)

VIDEO PRESENTATION: -

ABSTRACT

Over the last two decades, many initiatives have been undertaken in Poland to increase access to culture for all. Audio Description (AD) made its way to television, VOD, DVDs, cinema, festivals, theatre, museums, live and sporting events (Jankowska & Walczak, 2019). Television is probably the most popular medium for AD today. Once the new provisions of the Act of 25 March 2011 amending the Polish Radio and Television Act and others (2011) came into force, not only public channels, but also commercial ones ceased to be reticent about providing AD to their programmes. Nevertheless, from the broadcasters’ point of view, the implementation of AD is still quite complex and poses a number of challenges.

In this presentation, we will shed some light on the process of introducing AD on commercial television in Poland. Our focus is kids’ content, dedicated to pre-schoolers. Firstly, we will discuss the process and its legal background. Secondly, we will provide the analysis of content and vendor selection. Then, we will present the results, showing examples of content equipped with AD, together with user feedback. Finally, we will comment on the future promotional actions aimed at raising awareness about AD and other Access Services on commercial television.

References

Act of 25 March 2011 amending the Polish Radio and Television Act and other acts (2011). Ustawa z dnia 25 marca 2011 r. o zmianie ustawy o radiofonii i telewizji oraz niektórych innych ustaw.

<http://prawo.sejm.gov.pl/isap.nsf/DocDetails.xsp?id=WDU20110850459>
(consulted 15.03.2020).

Jankowska, A., & Walczak, A. (2019). Filmic audio description in Poland – present state and future challenges. *The Journal of Specialised Translation*, 32, 236-261.