Tutorial on Audio Visual Media Accessibility

(New Delhi, India, 14-15 March 2012)

2. Introduction to media and accessibility

Peter Olaf LOOMS

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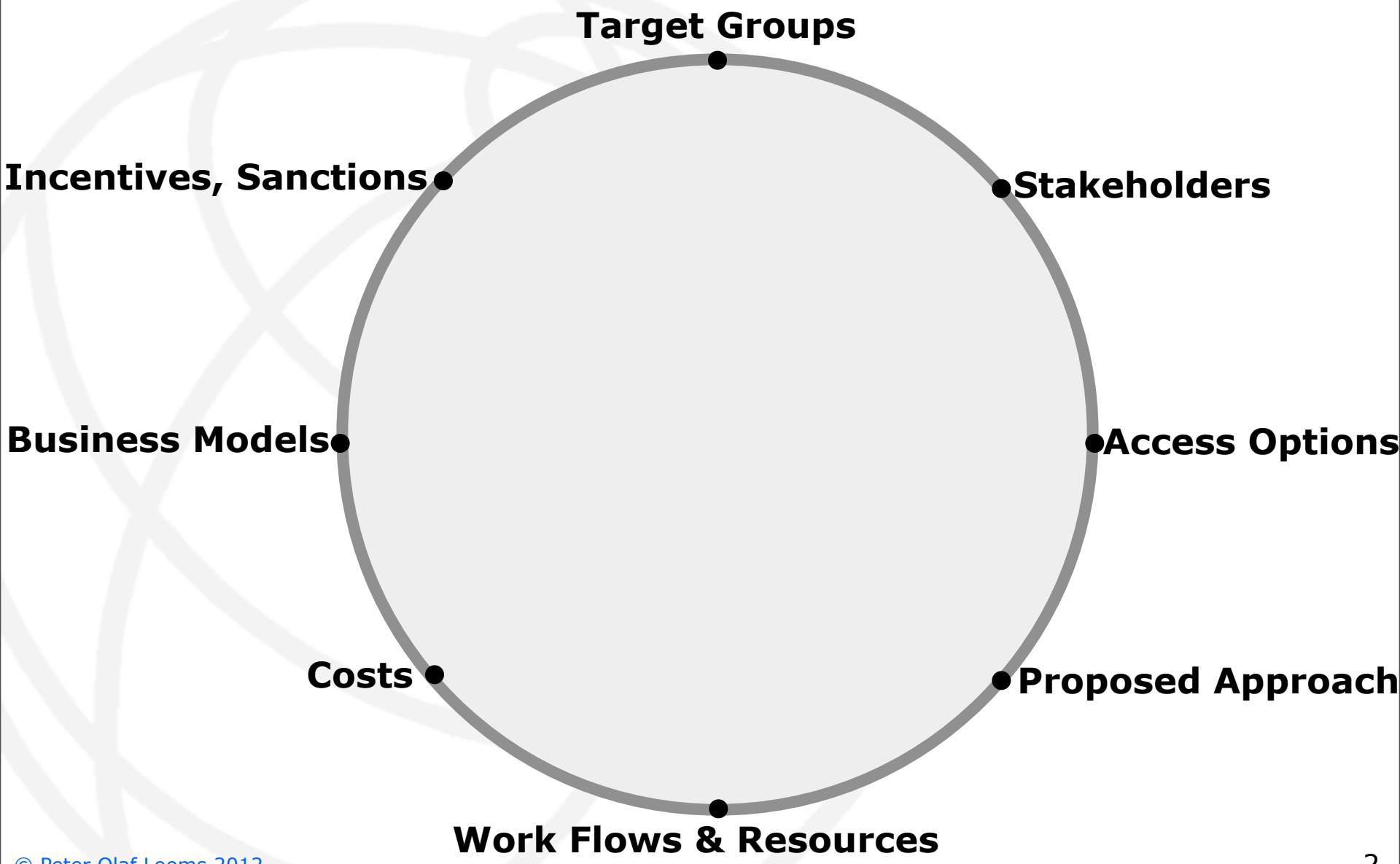
Check list



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Check list

Target Groups √

Incentives, Sanctions

Stakeholders

Business Models

Access Options

Costs

Proposed Approach

Work Flows & Resources

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Content
What does this tutorial cover?

- **Four strategic options to promote media accessibility**
  - Three strategies for content accessibility
  - One strategy for business processes

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Outcomes
What will I be able to do?

At the end of this session, you should be able to answer questions such as:

- **What can be done to improve TV accessibility?**
- **How can an understanding of the value chain and the stakeholders help optimise media accessibility?**
- **What can we do to make media other than TV accessible?**

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Accessibility actions
4 Strategies

1. **Usability**: Do something to make content as intelligible as possible
2. **Access services**: Offer captioning, audio description, sign language
3. **Intelligent devices**: Make devices truly assistive
4. **System of systems**: Address platform issues end to end (e2e) from source to user

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#1. Improve TV usability

Example 1: pictures we can't see

#1. Improve TV usability

Example 2: audio we cannot understand

#1. Improve TV usability

Example 3: emergency alerts some do not get

#2. Offer Access Services

We all have different needs

Viewers born deaf or with hearing impairment

Signing and captioning

Viewers who are blind or have visual impairments

Audio description (AD) or spoken captions/subtitles

Young viewers of foreign language programs

Dubbing or voice-overs (lectoring)

Subtitles for young viewers whose parents are deaf

Viewers of programs with people who speak fast or unclearly

Same language captions

Subtitles for persons who are deaf or hard of hearing (SDH)

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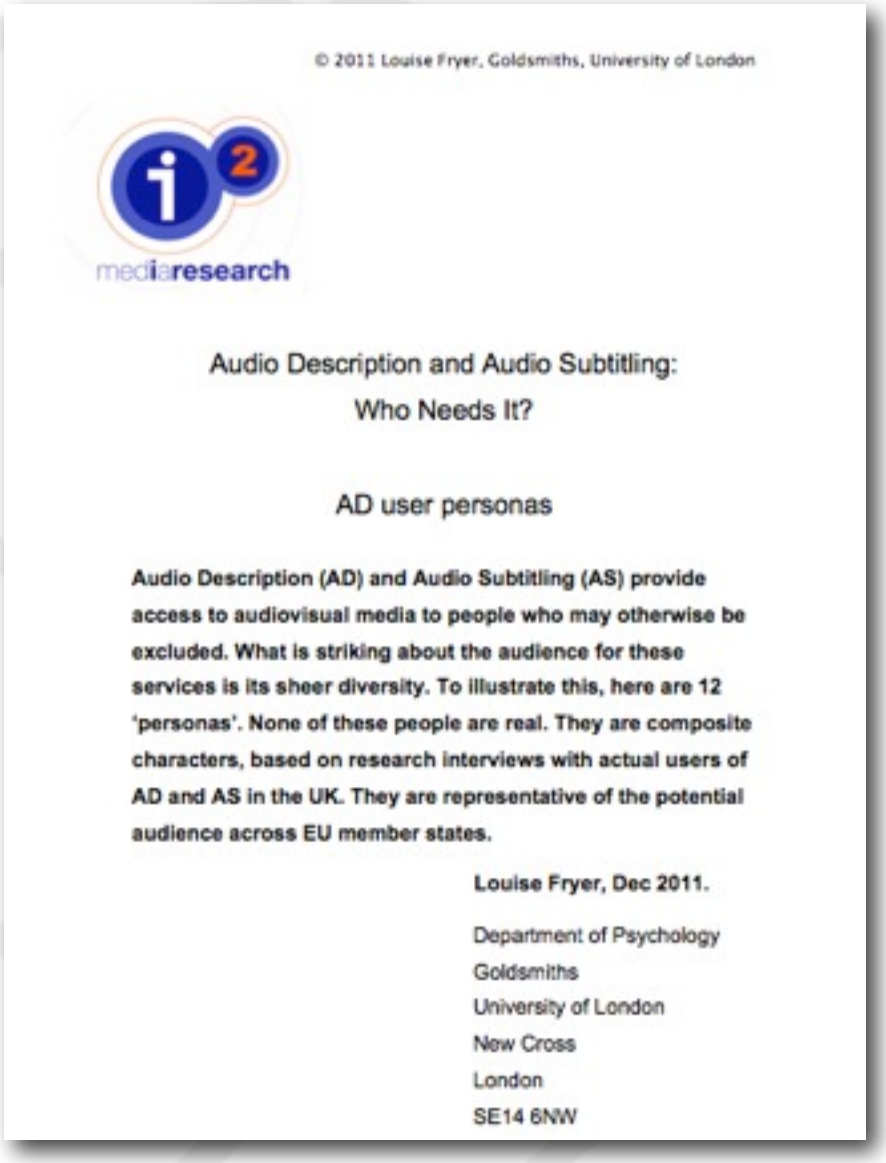
#2. Offer Access Services

Understand those different needs



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mediaresearch

Audio Description and Audio Subtitling:
Who Needs It?

AD user personas

Audio Description (AD) and Audio Subtitling (AS) provide access to audiovisual media to people who may otherwise be excluded. What is striking about the audience for these services is its sheer diversity. To illustrate this, here are 12 'personas'. None of these people are real. They are composite characters, based on research interviews with actual users of AD and AS in the UK. They are representative of the potential audience across EU member states.

Louise Fryer, Dec 2011.

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#2. Offer Access Services

Make sure people can find and use them

http://www.dr.dk/OmDR/Tilgaengelighed/Forside.htm

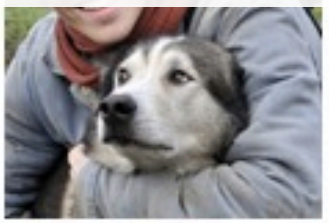
Hjælp til tv

Hjælp til tekst-tv

Hjælp til program-oversigten

Spørgsmål og svar

sætte undertekster på, når de ser fjernsyn. Synes du også, det kan være svært at se, høre eller forstå det hele? Så kan du her få flere gode råd til, hvordan du kan få det hele med på DR.



Hjælp til dr.dk

Hjælp til tv

Hjælp til tekst-tv

Hjælp til programoversigten

Spørgsmål og svar

Er der også undertekster til live-programmer?

Ja, DR simultan-tekster en række live-programmer. Det drejer sig om TV Avisen kl. 18.30 og 21.00, Jersild Live, Horisont, Kontant, 21 Søndag og Penge.

Læs flere spørgsmål og svar

Skriv til os

Har du spørgsmål eller forslag til undertekster, tegnsprog, synstolkning eller øvrige tilgængeligheds-tjenester, så skriv til os.:

Navn

E-mail

© Peter

#3. Assistive technologies

British text-to-speech will create talking TVs

Can even speak Gaelic and Welsh

By **Asavin Wattanajantra**

Wed Jun 09 2010, 16:15

LOSING A REMOTE CONTROL to change channels might soon be less of a problem with the development of British technology that enables your TV to talk to you.

Ocean Blue Software has developed low cost text-to-speech technology called 'Talk TV', which is being built into set top boxes from Korean company Arion Technology and branded by retailers from August.

Aimed particularly at blind or partially-sighted owners, it can use speech technology to tell them what's on and when it's on. The speed and verbosity of the voice can be adapted, while a different kind of remote control will be provided.

The development has already won design awards, and has been developed with the support of the Royal Institute for the Blind.

The technology has been developed with digital chip company ST Microelectronics, and the next stage of development looks to be that owners will be able to talk back to their TVs using commands such as 'channel up', 'channel down' and 'volume up', 'volume down'.

Talk TV will be available in different languages and dialects. It is slated to support Scottish Gaelic and Welsh in the UK, but it remains to be seen how the technology will cope with the notorious Geordie accent. µ

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#3. Assistive technologies

Subtitles to signing

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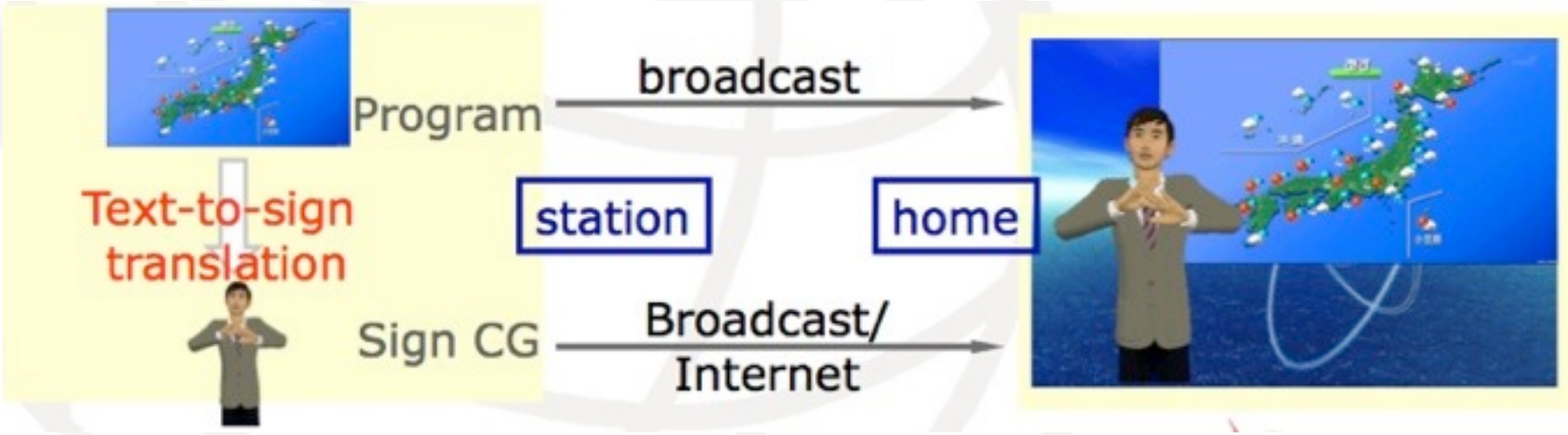
#3. Assistive technologies

Text to signing in Japan



Source: Dr. Takayuki ITO, NHK

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#3. Assistive technologies

“Clean audio” from SR in Sweden

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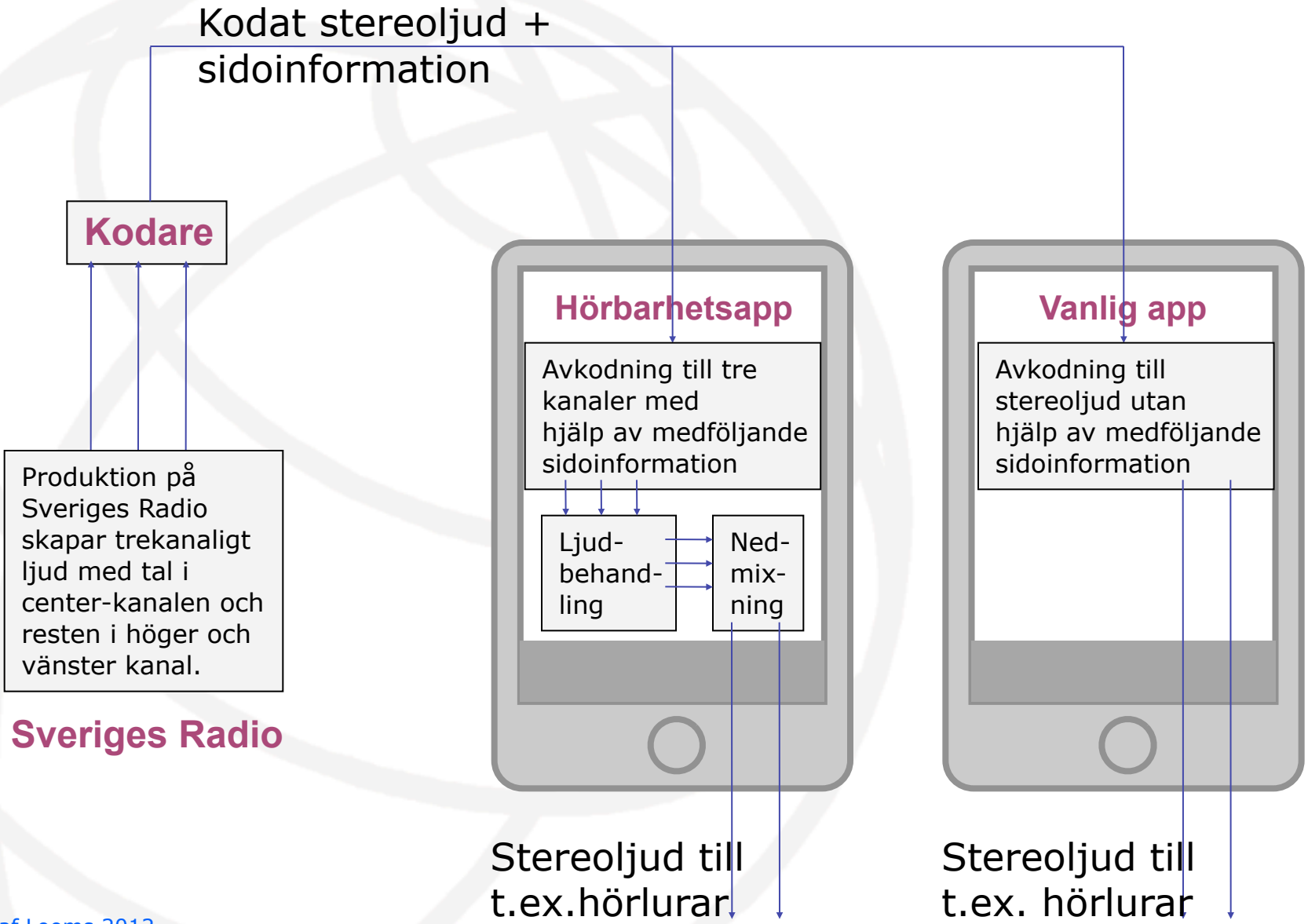
#3. Assistive technologies



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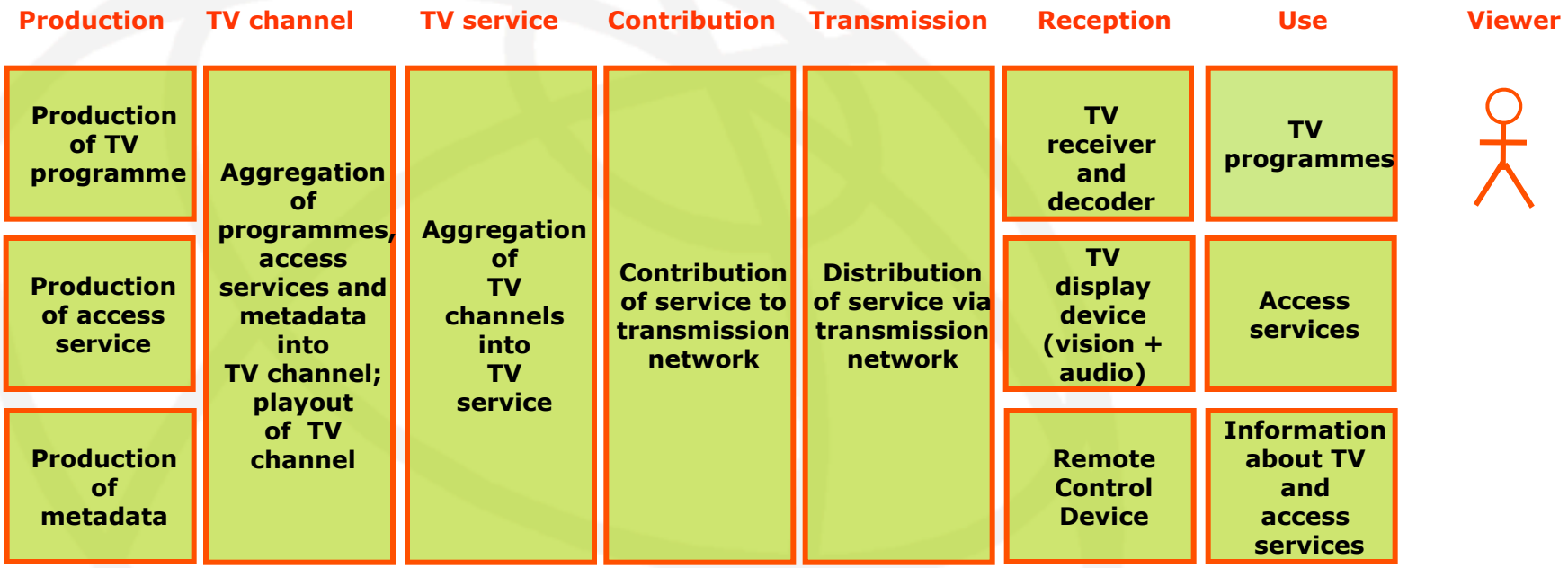
#4 System of systems
…only as strong as the weakest link

#4 System of systems
A value chain for TV



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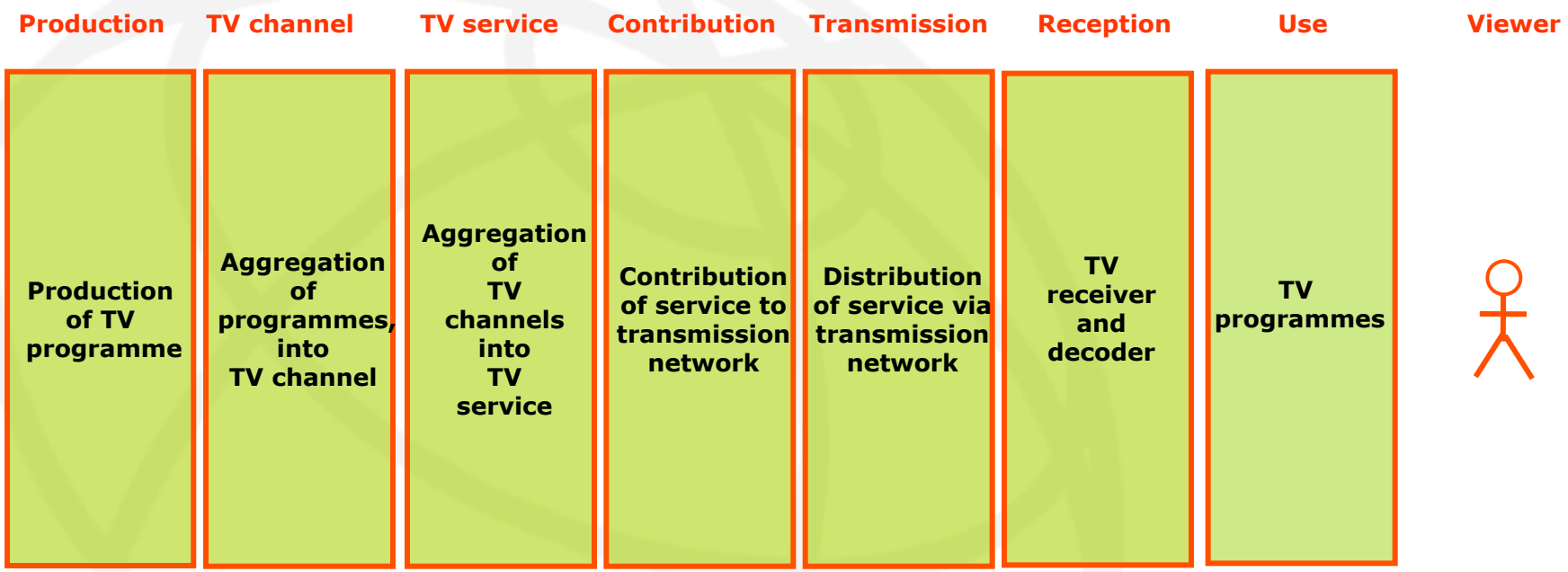
#4 System of systems
Let us work back from the viewer



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#4 System of systems
Differences between Pay and Free TV

Production	TV channel	TV service	Contribution	Transmission	Reception	Use	Viewer
Production of TV programme	Aggregation of programmes, into TV channel	Aggregation of TV channels into TV service	Contribution of service to transmission network	Distribution of service via transmission network	TV receiver and decoder	TV programmes	

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#4 System of systems
Differences for broadcasters

Production	TV channel	TV service	Contribution	Transmission	Reception	Use	Viewer
Production of TV programme	Aggregation of programmes, into TV channel	Aggregation of TV channels into TV service	Contribution of service to transmission network	Distribution of service via transmission network	TV receiver and decoder	TV programmes	

BBC

THE HISTORY CHANNEL
History.com

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#4 System of systems
e2e Platform issues

- How do vulnerable viewers living alone handle the switch from analogue to digital TV?
- Can they connect a Set Top Box to their TV set?
- Can they tune or re-tune their receiver as needed?
- What does an elderly viewer have to do in order to watch a programme with subtitles?
- How do blind people discover something they want to watch?
- Are the access services mentioned in the Electronic Programming Guide (EPG) - also for repeats?

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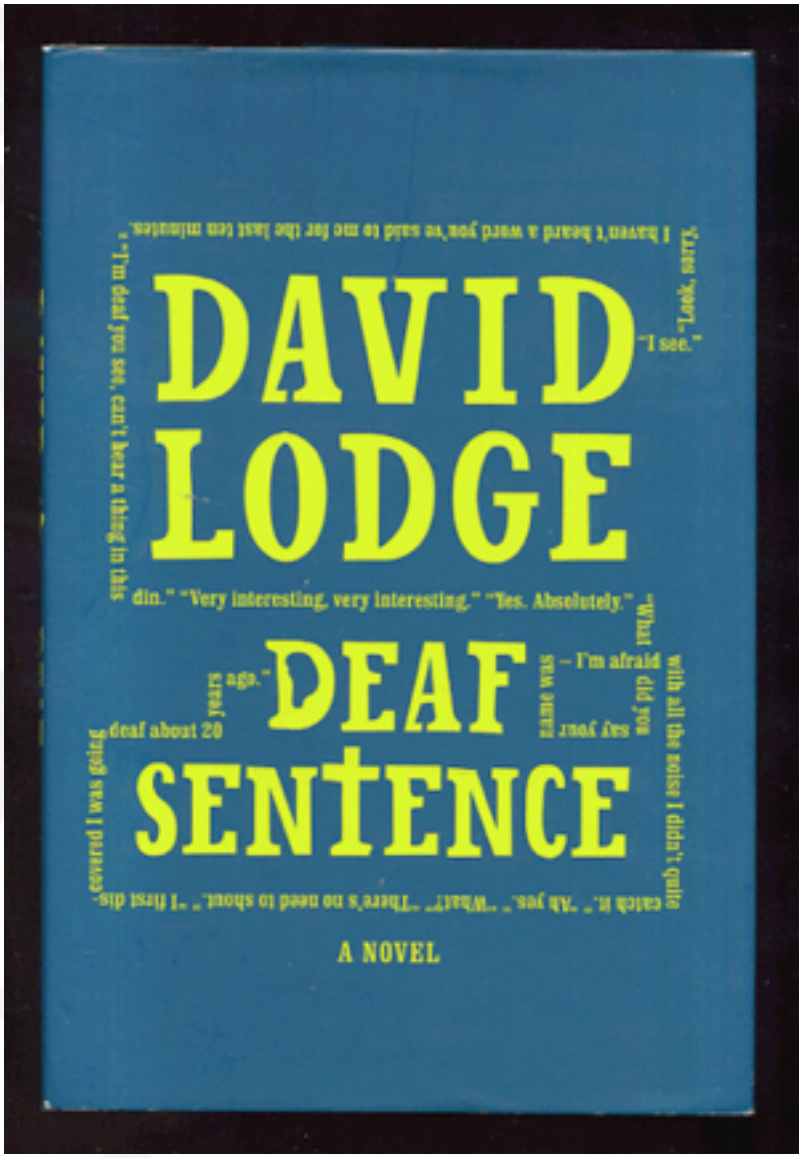
#4 System of systems
Example: Viewers with hearing aids



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#4 System of systems
Example: Viewers with hearing aids

User scenario:
What does the user do when the phone rings?

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Design Awards

Fashion Meets Technology

The design of medical instruments and health-care equipment has improved immensely in recent years. This miniature hearing aid, from Danish outfit Oticon, looks more like something out of a James Bond movie than the clunky earpieces of yesterday. Aimed at the image-conscious Baby Boomer generation, the stylish Oticon Delta

Activity 2: Strategic priorities for making media accessible

- Work in groups
- Use one of the 6 worksheets for activity 2 (on following slides)
- Discuss what the **current** strategic priorities are for the organisation selected.
- Identify possible changes to the strategic priorities for the same organisation.
  - What needs to be changed?
  - Why is change necessary?

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Activity 2: Strategic priorities

Doordarshan (DD)

Strategy	
Focus on...	
- improving usability for programmes	
- offering access services	
- adding intelligence to the device	
- e2e integration	

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Activity 2: Strategic priorities

Strategy	
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Activity 2: Strategic priorities

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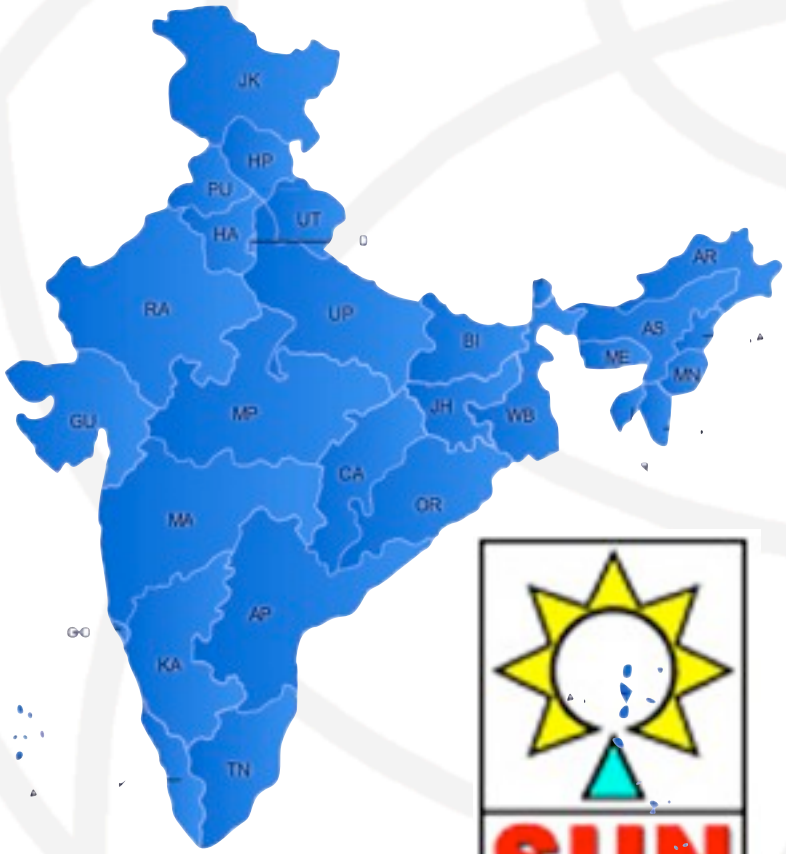
Activity 2: Strategic priorities



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Activity 2: Strategic priorities

Strategy	
Focus on...	
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Activity 2: Strategic priorities

Bharti Airtel

Strategy	
Focus on...	
- improving usability for programmes	
- offering access services	
- adding intelligence to the device	
- e2e integration	

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Activity 2: Strategic priorities

- What are your conclusions?
- What points are worth noting?

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What have we covered in this tutorial?

- **Four strategic options to promote media accessibility**
  - Three strategies for content accessibility
  - One strategy for business processes

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Outcomes
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Reading

- What is needed by the viewers? (chapter 2)
  - a) Changes to improve the usability of the content itself – mainstream scenario
  - b) Changes in the information about the content – mainstream scenario
  - c) The provision of an access service for the content – mainstream or assistive add-on

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