Tutorial on Audio Visual Media Accessibility

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5. Accessibility and business models

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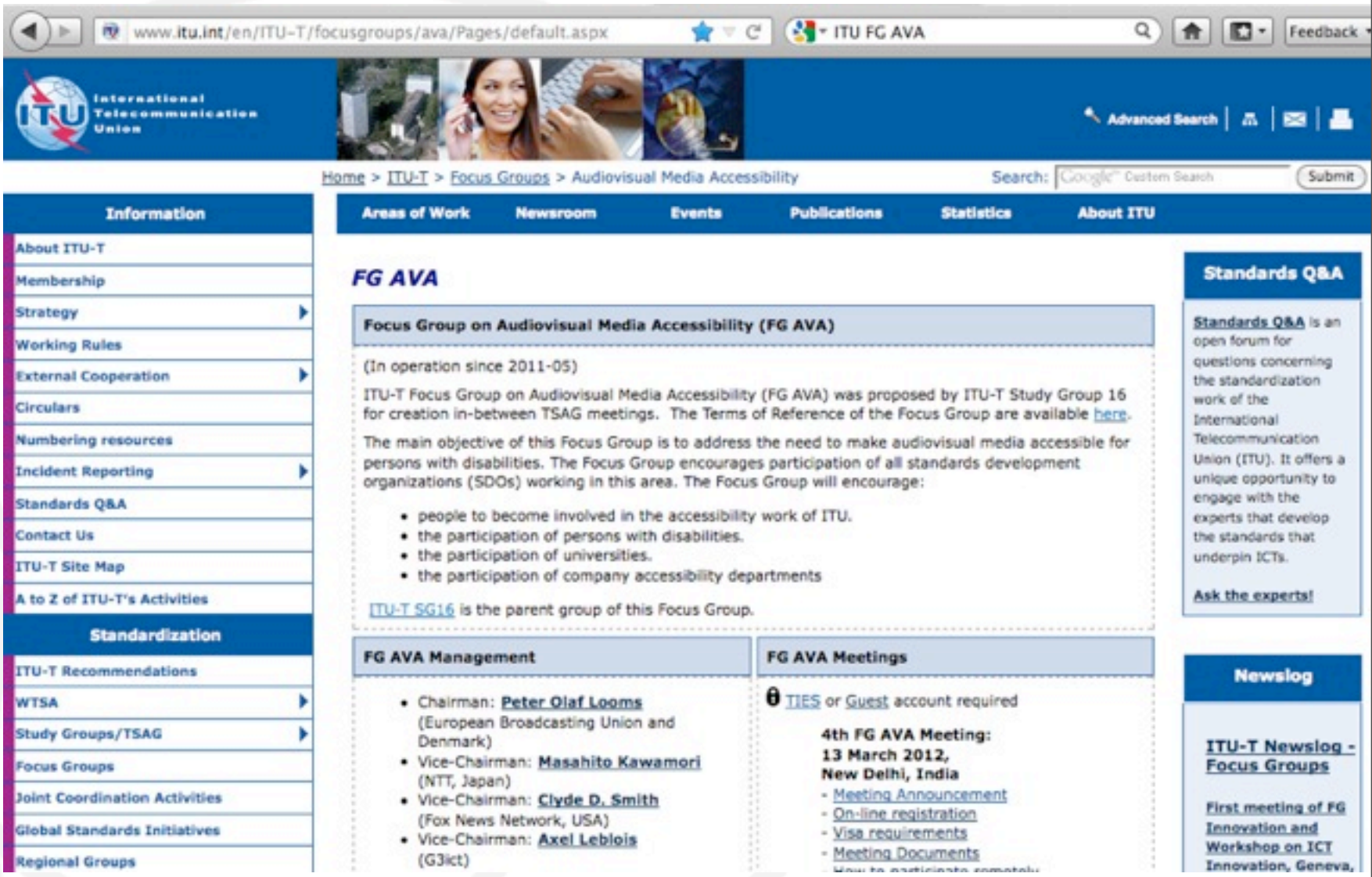
This is where you can find us!



Content
What does this tutorial cover?

- Costs and accessible TV
- Business models for TV accessbility
- Incentives and sanctions for promoting accessible TV

Outcomes
What will I be able to do?

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

- Costs – what resources are needed and what do they cost?
- What is a business model?
- Are there business models for accessible television receivers?
- What are the common business models for television access services?
- Legislation, regulation and standards – how do we turn vision into reality?

Check list

Target Groups

Incentives, Sanctions

Stakeholders

Business Models

Access Options

Costs

Proposed Approach

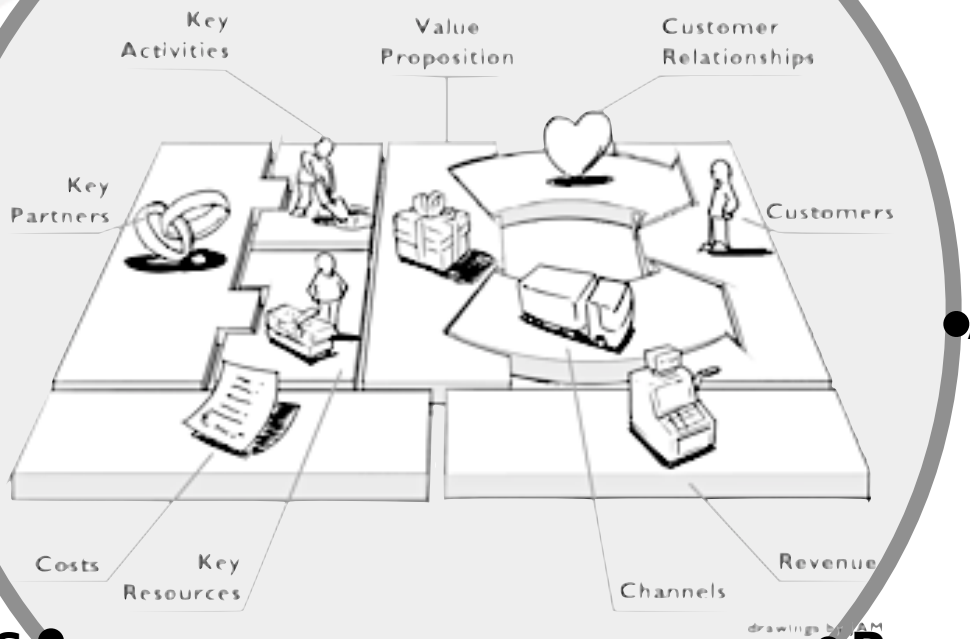
Work Flows & Resources

Check list

Target Groups

Incentives, Sanctions

Stakeholders



Business Models

Access Options

Costs

Proposed Approach

Work Flows & Resources

Check list

What does accessibility cost?

- Absolute costs
  - Capital costs of the infrastructure and bandwidth for producing and delivering
  - Variable costs of producing and delivering access services
- Accessibility costs relative to existing budgets
  - The supplier of accessible TV
  - The viewer

Pre-prepared same-language captioning

CAPTIONING INPUTS
Video copy of the production with time codes
Desirable: a copy of the dialog list/script
Desirable: a glossary of unusual words, names and special references

CAPTIONING OUTPUTS
Video copy of the production with time codes
Captioning file in internal format
Captioning file in interchange format

Pre-prepared foreign-language captioning

CAPTIONING INPUTS
Video copy of the production with time codes
Desirable: a copy of the dialog list/script in the foreign language
Desirable: a glossary of unusual words, names and special references

CAPTIONING OUTPUTS
Video copy of the production with time codes
Captioning file in internal format
Captioning file in interchange format

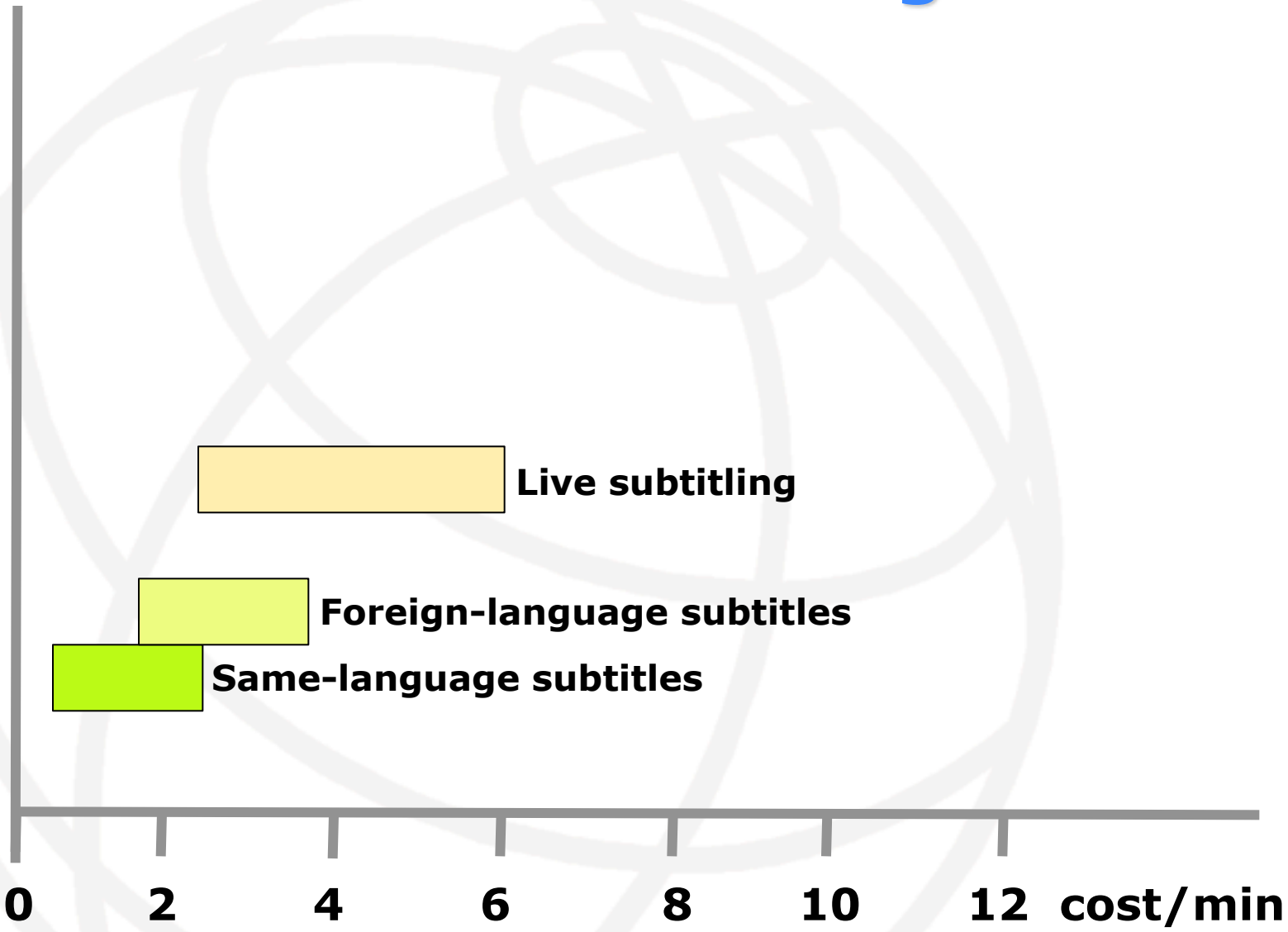
Live same-language captioning

CAPTIONING INPUTS
Live feed of the production (with time codes)
Desirable in advance of the live captioning session:
a glossary of unusual words, names and special references that can be added to the re-speaking system

CAPTIONING OUTPUTS
Live feed of the production with time codes
Captioning text and cues to play-out centre

Unit costs of selected access services

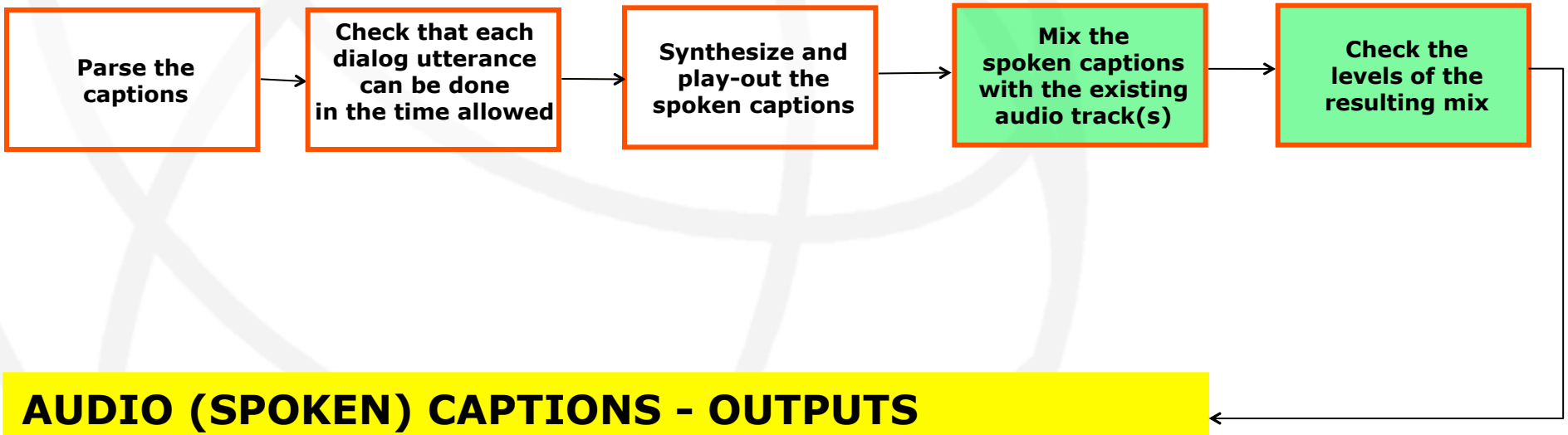
subtitling



Audio (spoken) captions - broadcaster

AUDIO (SPOKEN) CAPTIONS - INPUTS
Live feed of the production with time codes
Live feed with the captions for the production

in the receiver

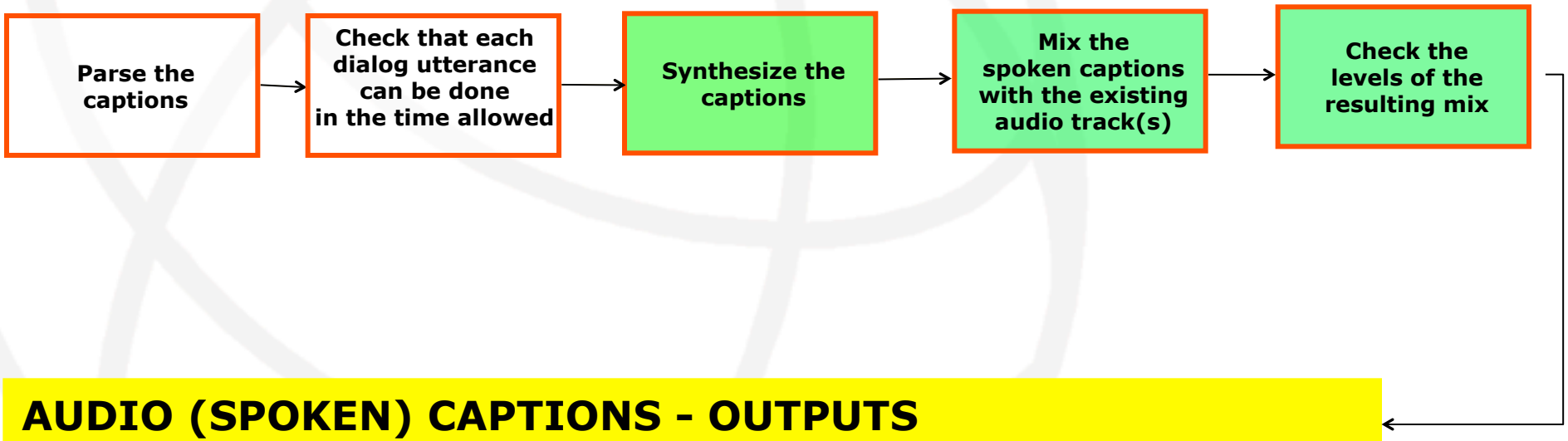


AUDIO (SPOKEN) CAPTIONS - OUTPUTS
Live feed of the production with time codes
Additional audio channel with the spoken captions

Audio (spoken) captions - in the TV

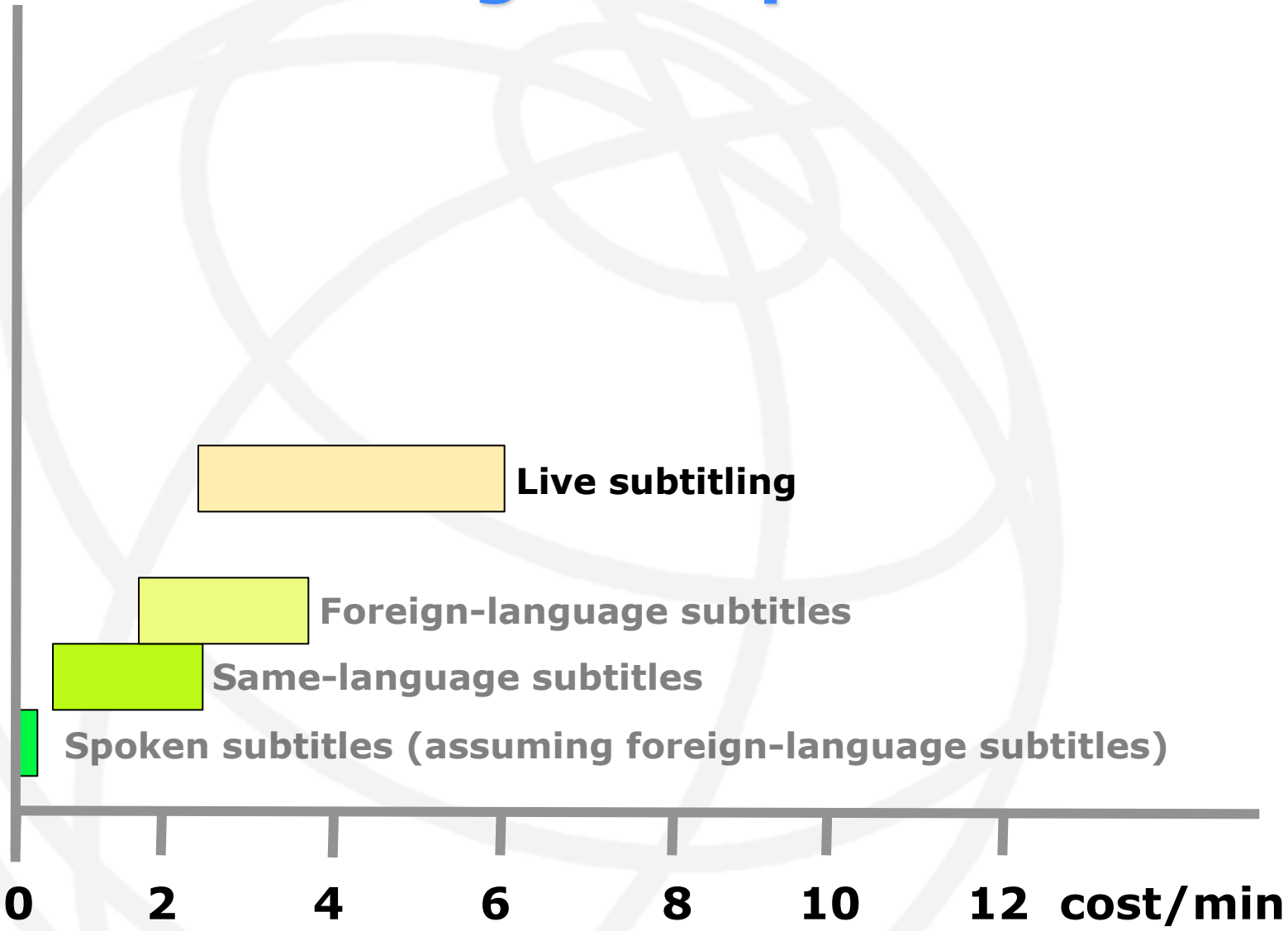
AUDIO (SPOKEN) CAPTIONS - INPUTS
Live feed of the production with time codes
Live feed with the captions for the production

in the receiver



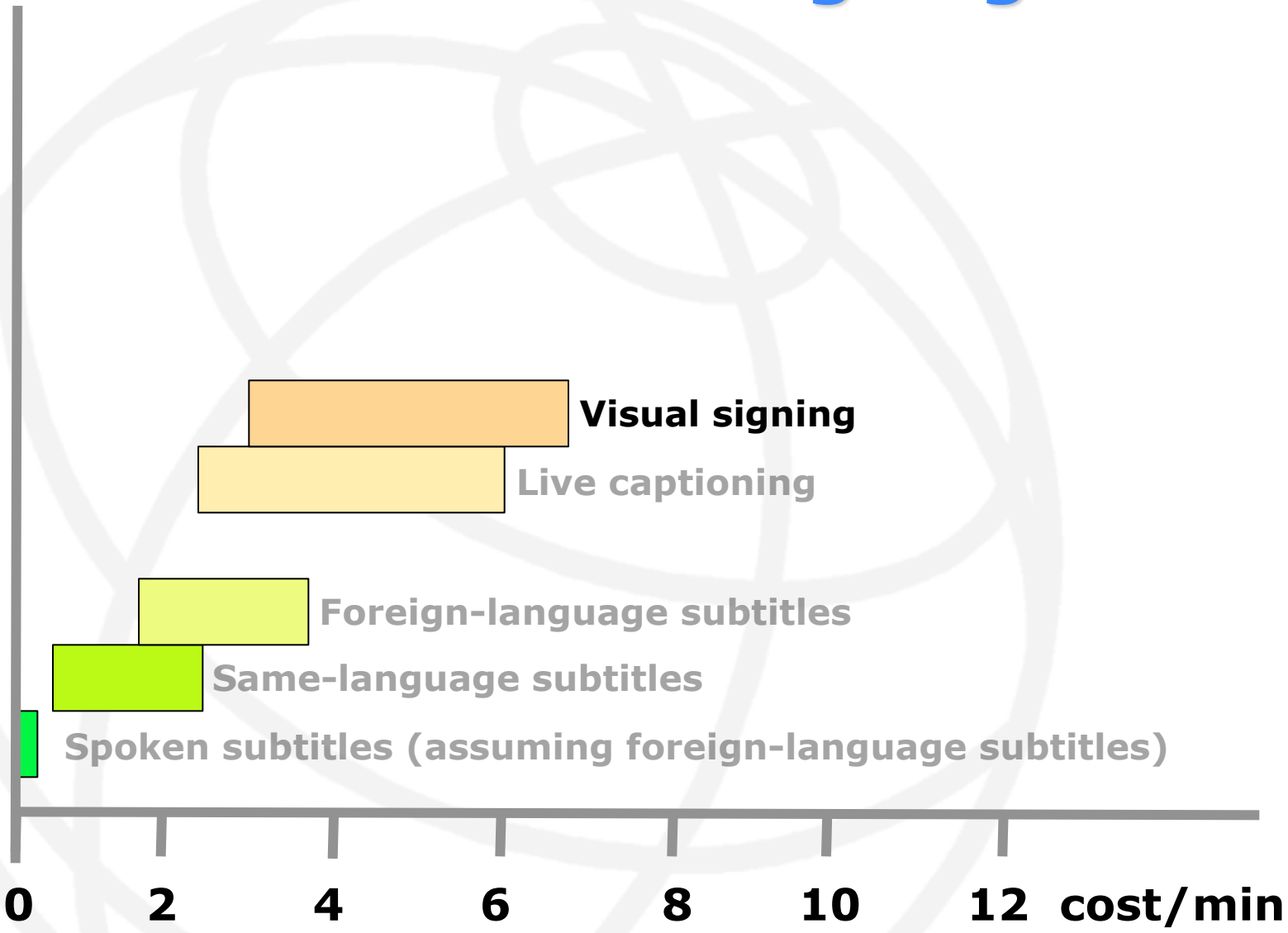
AUDIO (SPOKEN) CAPTIONS - OUTPUTS
Live feed of the production with time codes
Time codes with cue for fades for use in the receiver

Unit costs of selected access services
subtitling and spoken subtitles



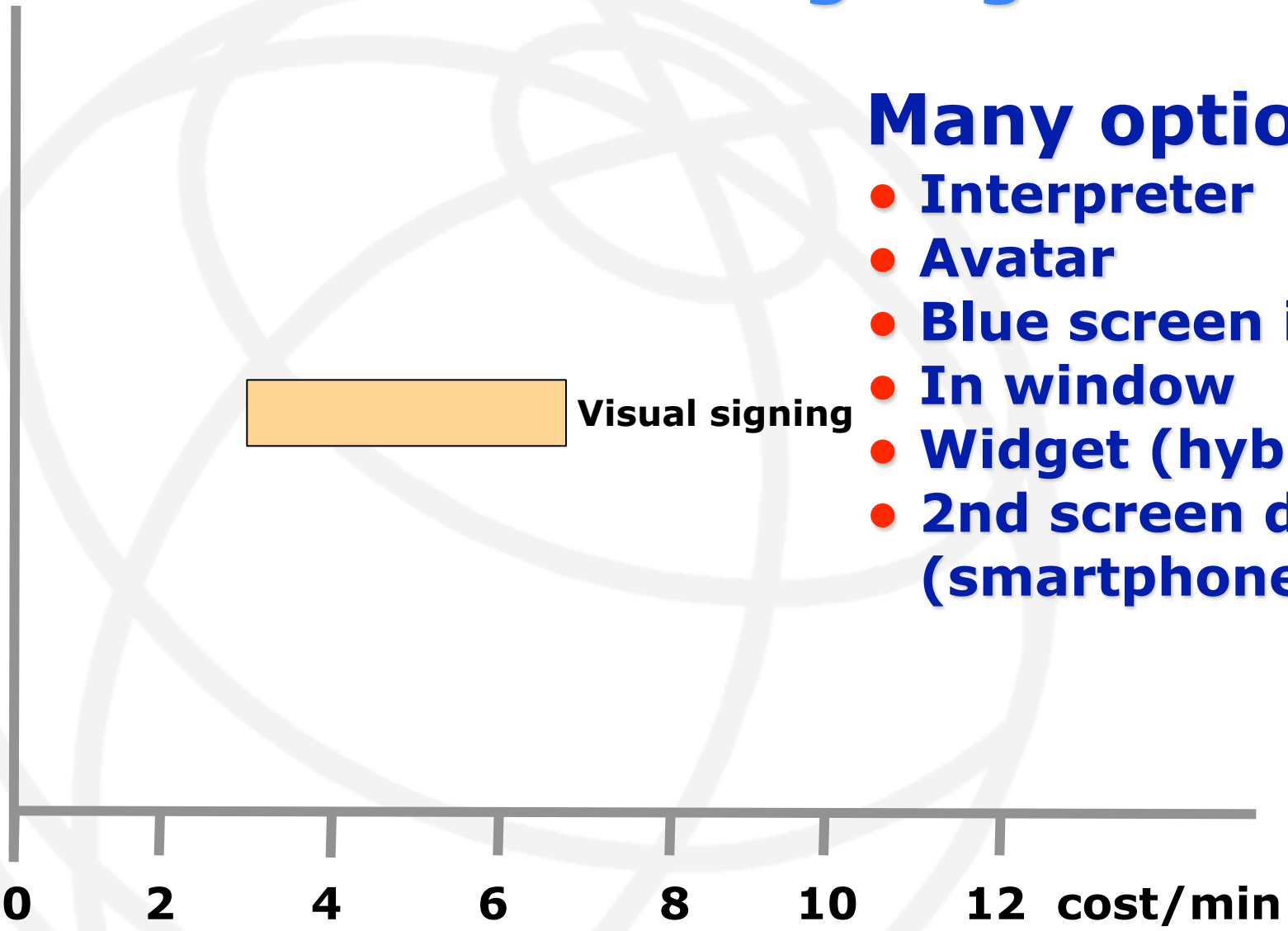
Unit costs of selected access services

visual signing



Unit costs of selected access services

visual signing

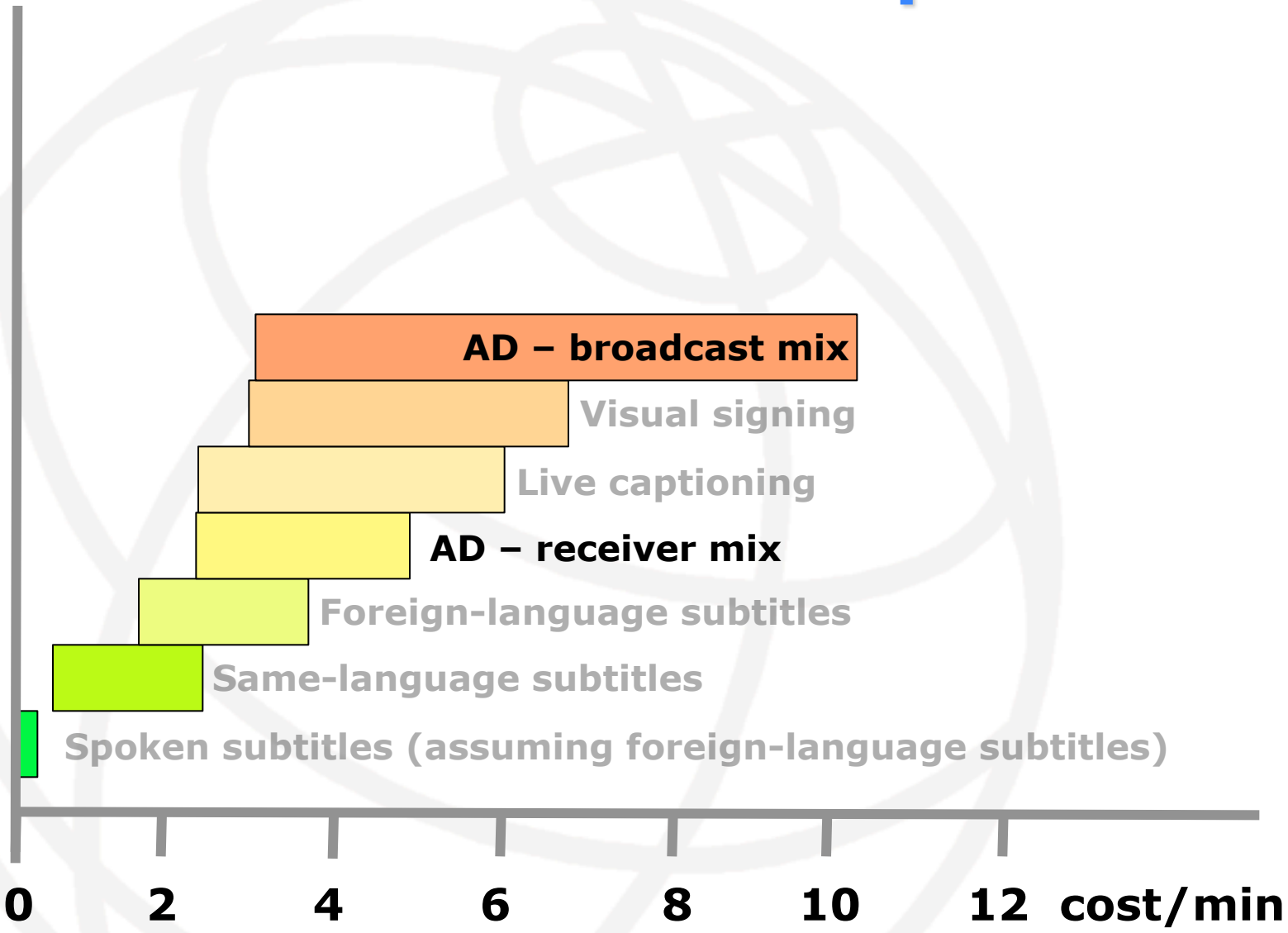


Many options:

- Interpreter
- Avatar
- Blue screen insert
- In window
- Widget (hybrid)
- 2nd screen delivery (smartphone, tablet)

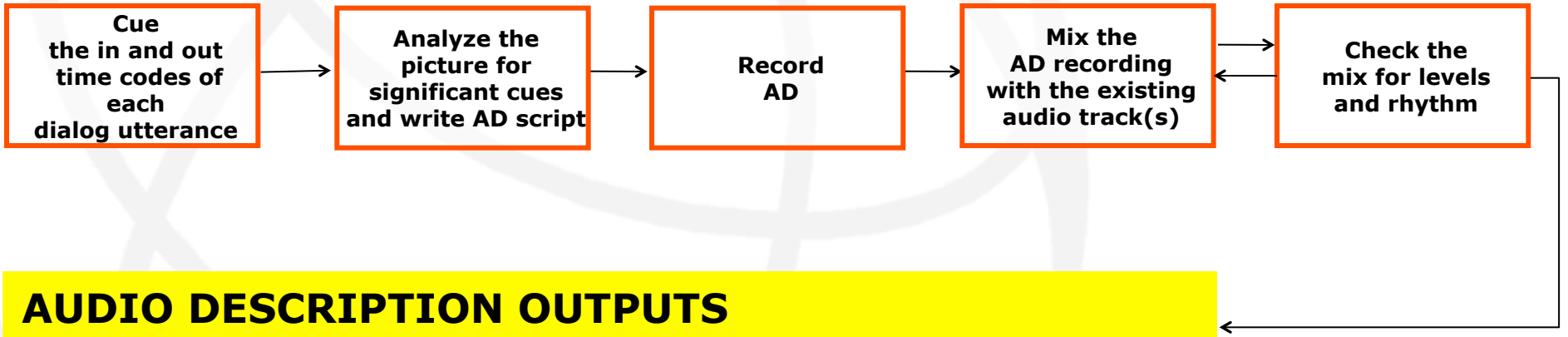
Unit costs of selected access services

audio description



Audio Description - broadcast mix

AUDIO DESCRIPTION INPUTS
Video copy of the production with time codes
Desirable: a copy of the dialog list/script in the foreign language
Desirable: a glossary of unusual words, names and special references



AUDIO DESCRIPTION OUTPUTS
Video copy of the production with time codes
Mono audio file with cue for fades OR
Stereo / multitrack audio file with final mix

Audio Description - receiver mix

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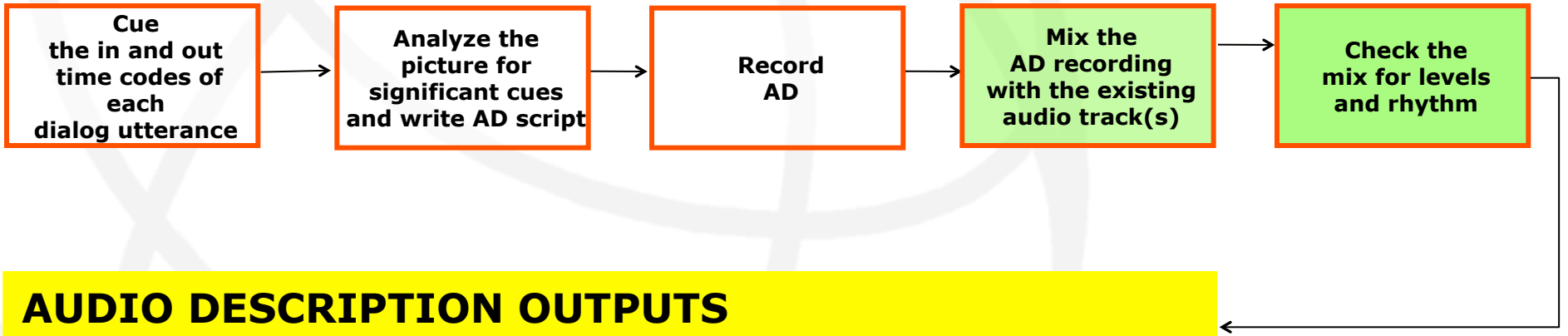
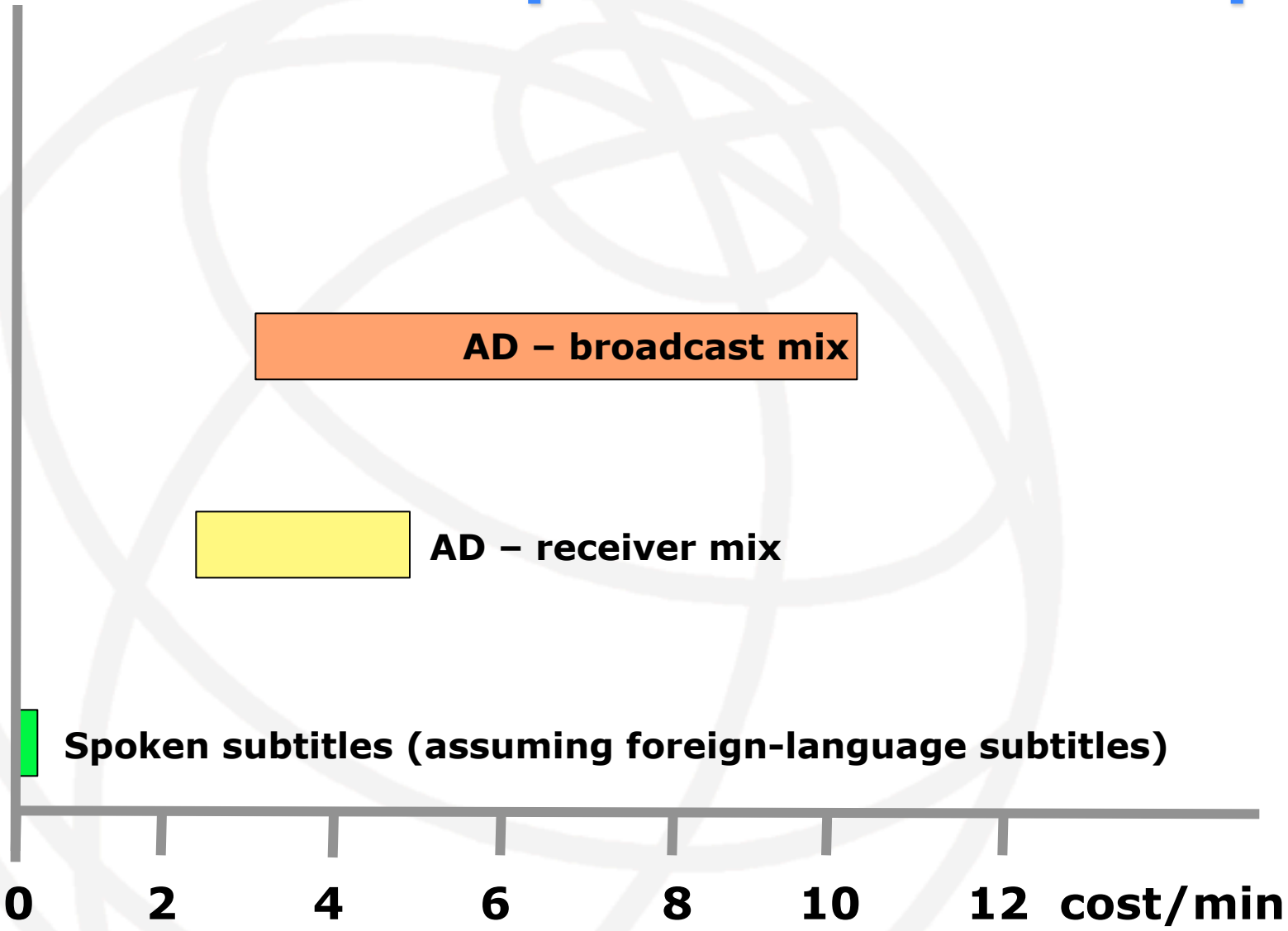


AUDIO DESCRIPTION OUTPUTS
Video copy of the production with time codes
Mono audio file with cue for fades OR
Stereo / multitrack audio file with final mix

Unit costs of selected access services
audio description - different options



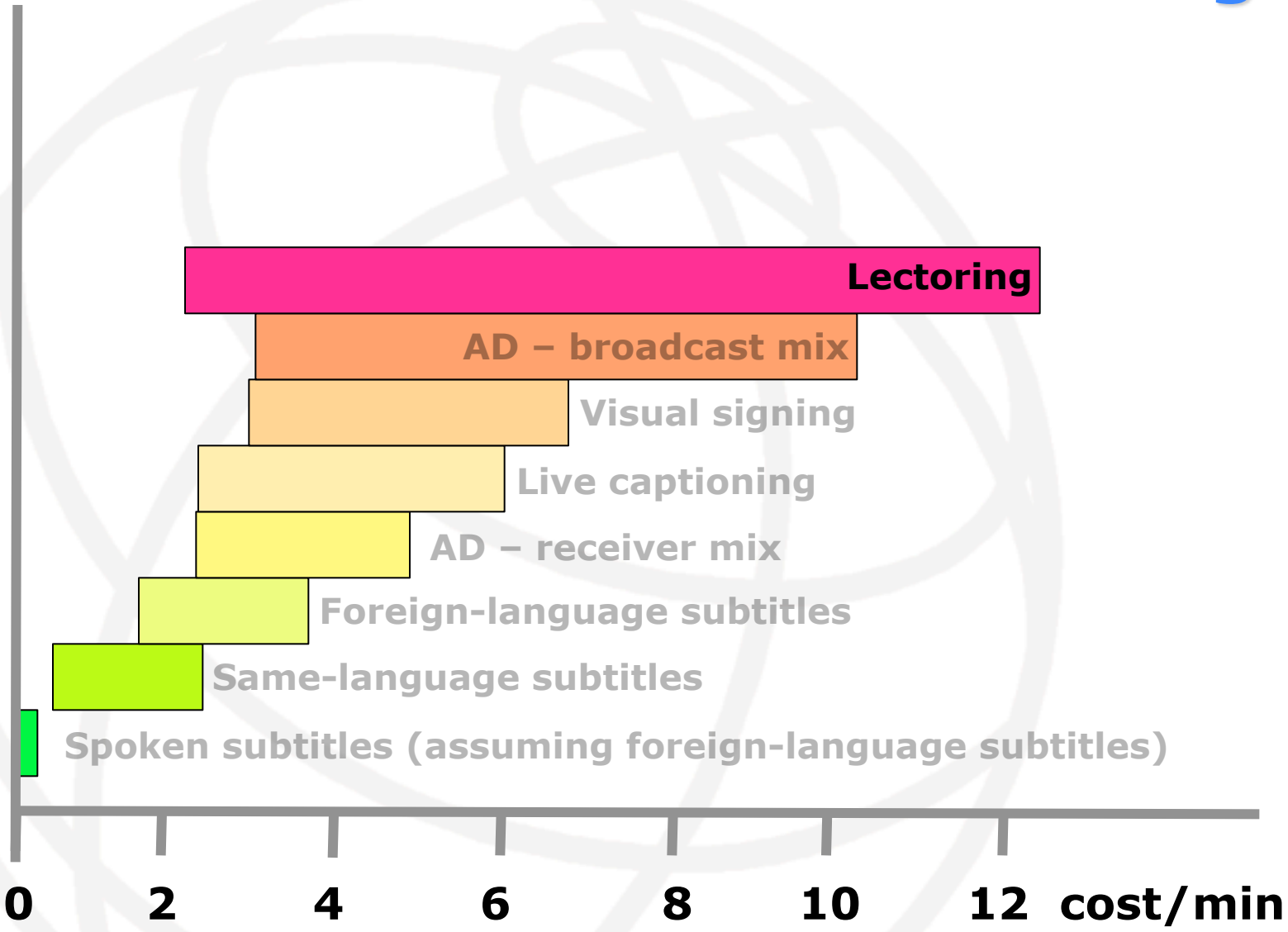
The big picture - who pays?

Broadcaster mix (€300-385k per annum)
Text To Speech-TTS (€60-63k per annum)

Production of access service and access metadata	Aggregation into DTV channel	Aggregation into DTV service	Contribution	Distribution	(Conditional Access)	DTV receiver
Audio Description (Broadcaster mix - Stereo) 100 hours per annum; 1 repeat per programme (i.e. 100 hours repeats)	€ 300,000	256 kbit/sec			DVB-T €3,000 - 85,000 Per annum DVB-T2 €2,500 - 70,000 Per annum		
Audio Description (TTS) 100 hours per annum; 1 repeat per programme	€60,000	10 kbit/sec			€120-3,000 Per annum		Receiver initially €90 more expensive, falling to a premium of €10 per set

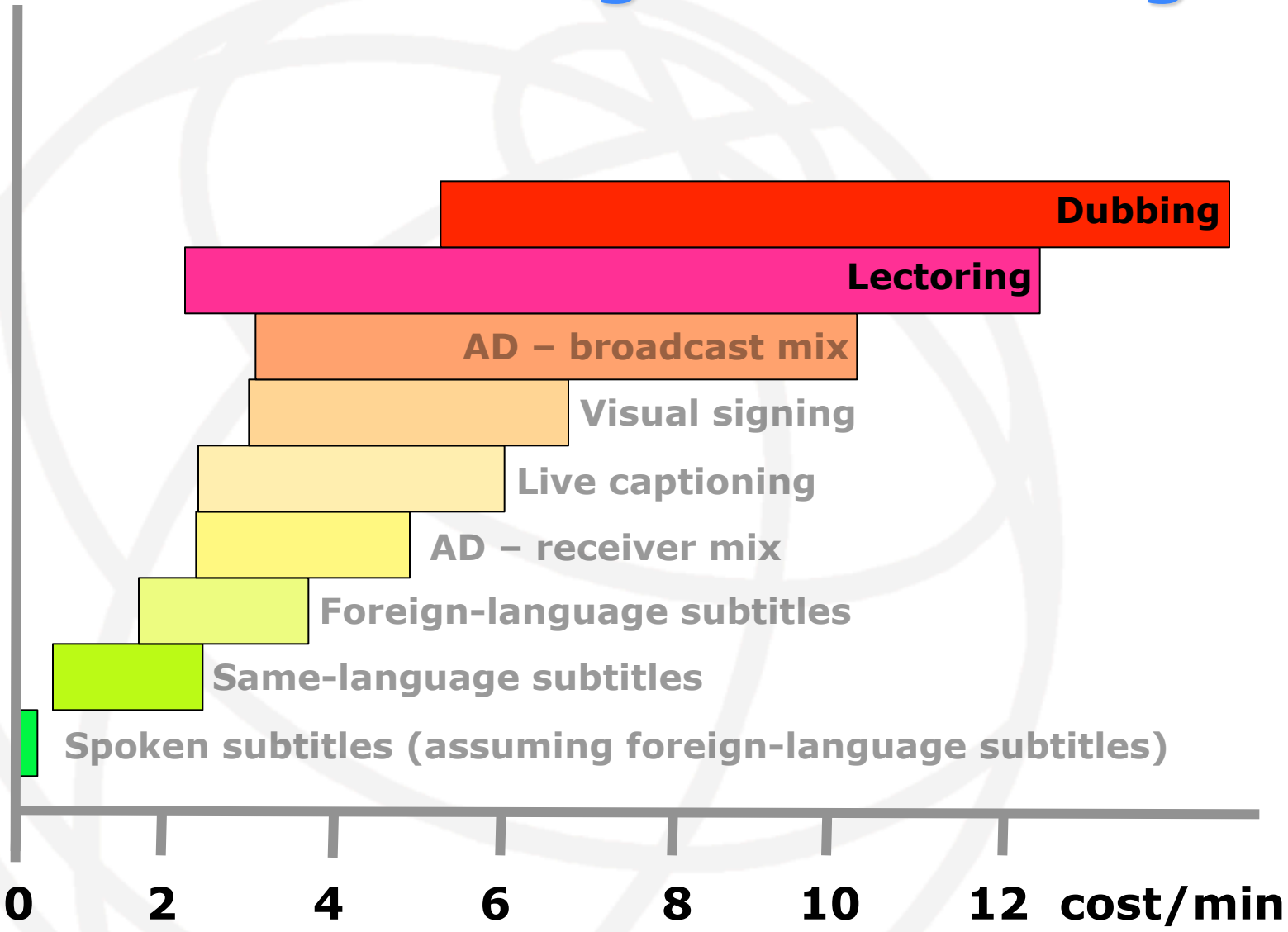
Unit costs of selected access services

voice-overs and lectoring



Unit costs of selected access services

dubbing and lectoring



Check list

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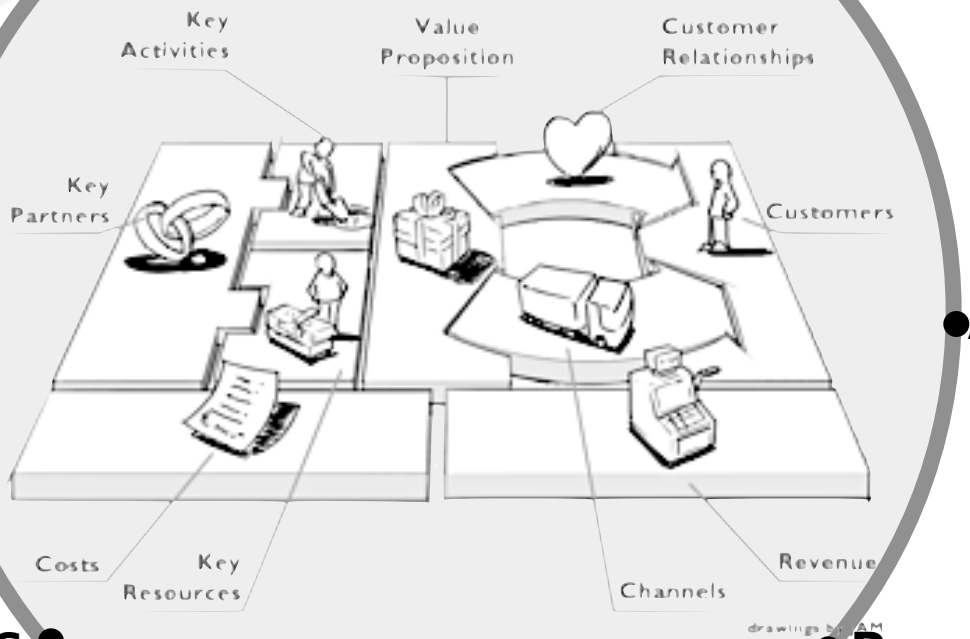
Incentives, Sanctions

Stakeholders



Business Models

Access Options

Costs

Proposed Approach

Work Flows & Resources

Business models

The Business Model Canvas

Designed for:

Designed by:

On: Day | Month | Year

Iteration: No.

Key Partners

Who are our Key Partners?
Who are our key suppliers?
Which Key Resources are we acquiring from partners?
Which Key Activities do partners perform?

MOTIVATIONS FOR PARTNERSHIPS:
Optimization and economy
Reduction of risk and uncertainty
Acquisition of particular resources and activities

Key Activities

What Key Activities do our Value Propositions require?
Our Distribution Channels?
Customer Relationships?
Revenue streams?

CATEGORIES
Production
Problem Solving
Platform/Network

Key Resources

What Key Resources do our Value Propositions require?
Our Distribution Channels? Customer Relationships?
Revenue Streams?

TYPES OF RESOURCES
Physical
Intellectual (brand patents, copyrights, data)
Human
Financial

Value Propositions

What value do we deliver to the customer?
Which one of our customer's problems are we helping to solve?
What bundles of products and services are we offering to each Customer Segment?
Which customer needs are we satisfying?

CHARACTERISTICS
Newness
Performance
Customization
"Getting the Job Done"
Design
Brand/Status
Price
Cost Reduction
Risk Reduction
Accessibility
Convenience/Usability

Customer Relationships

What type of relationship does each of our Customer Segments expect us to establish and maintain with them?
Which ones have we established?
How are they integrated with the rest of our business model?
How costly are they?

EXAMPLES
Personal assistance
Dedicated Personal Assistance
Self-Service
Automated Services
Communities
Co-creation

Channels

Through which Channels do our Customer Segments want to be reached?
How are we reaching them now?
How are our Channels integrated?
Which ones work best?
Which ones are most cost-efficient?
How are we integrating them with customer routines?

CHANNEL PHASES
1. Awareness
How do we raise awareness about our company's products and services?
2. Evaluation
How do we help customers evaluate our organization's Value Propositions?
3. Purchase
How do we allow customers to purchase specific products and services?
4. Delivery
How do we deliver a Value Proposition to customers?
5. After sales
How do we provide post-purchase customer support?

Customer Segments

For whom are we creating value?
Who are our most important customers?

Mass Market
Niche Market
Segmented
Diversified
Multi-sided Platforms

Cost Structure

Revenue Streams

Business models - access services

Cost Structure

- Costs vary greatly from one access service to another
- Relative costs depend on
  - market size
  - no. of languages to be offered
  - availability of key technologies including Text To Speech (TTS) and Voice Recognition for the languages required

Business models - access services

Revenue Streams

- Public funding (subsidies)
- Co-funding
- Sponsorship & advertising
- Own funding - out of existing production budget

Business models - TV receivers

Cost Structure

- Costs for TV receivers drop with increasing market size
- Costs rise with market fragmentation
  - DTG and NORDIG work to produce open standards for DVB
  - Use what is already in the standard
  - Work together to implement what is missing

Business models - TV receivers

Revenue Streams

- Public funding (subsidies) for prooof of concept
- Free market ("separate but equal") from companies like Sony
- Universal design (everybody benefits at some point so everyone contributes.

Business models

Television receivers

Television access services	Public funding (subsidies)	Free market "Separate but equal"	Universal design (everyone pays & benefits)
Public funding (subsidies)	1	2	3
Co-funding	4	5	6
Sponsor-ship & advertising	7	8	9
Own funding - existing production budget	10	11	12

Business models

Television receivers

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Business models

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Business models

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Business models

Television receivers

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Co-funding	4	5	6
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Own funding - existing production budget	10	11	12

Activity 10 business models for accessible TV

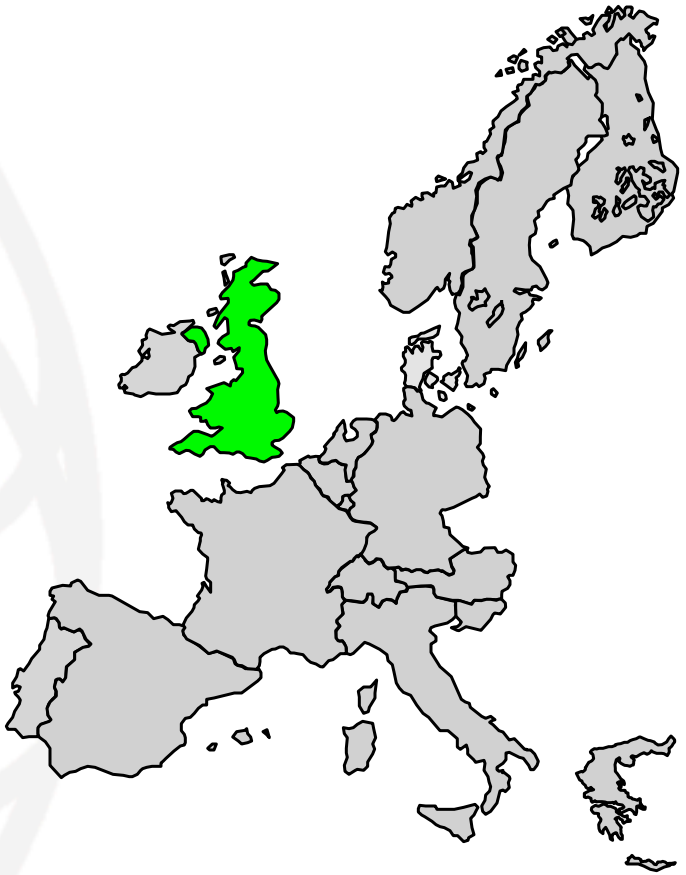
- Instructions.
- Work in groups.
- Compare DD and Star TV
  - In terms of languages, to what extent is the accessibility challenge the same or different for these two organisations?
  - What are the revenue streams for access services?
  - Where do the accessible TV receivers come from?

Legislation and regulation

Examples of national approaches

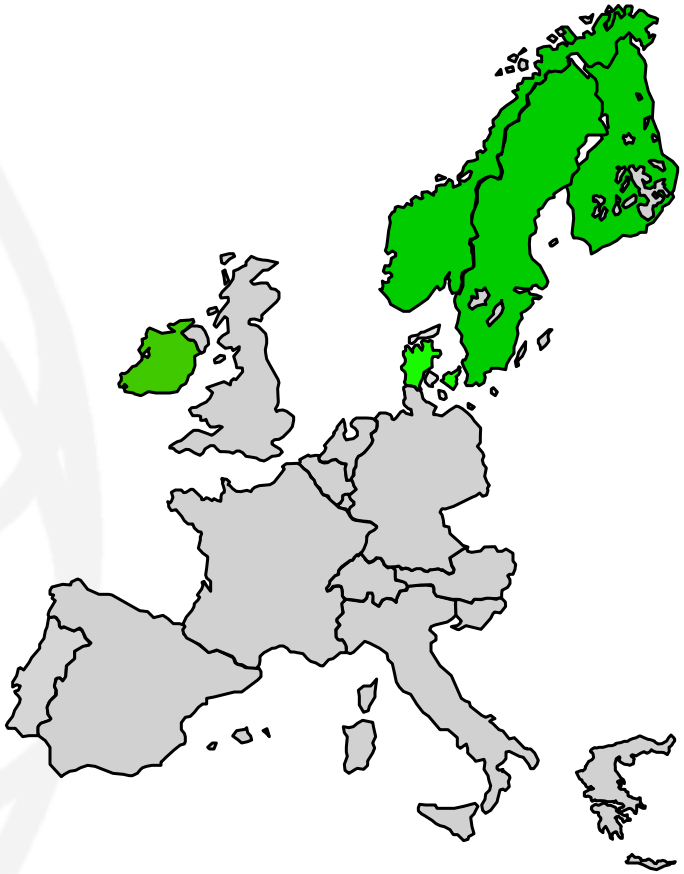
United Kingdom

- Competitive TV market
- Legislation: 2003 Communications Act
- OfCom:
  - market impact studies
  - hearings
  - consensus on targets
  - buy-in
- DTG: direct impact on Freeview and Freesat & indirect impact on Pay-TV / IPTV market



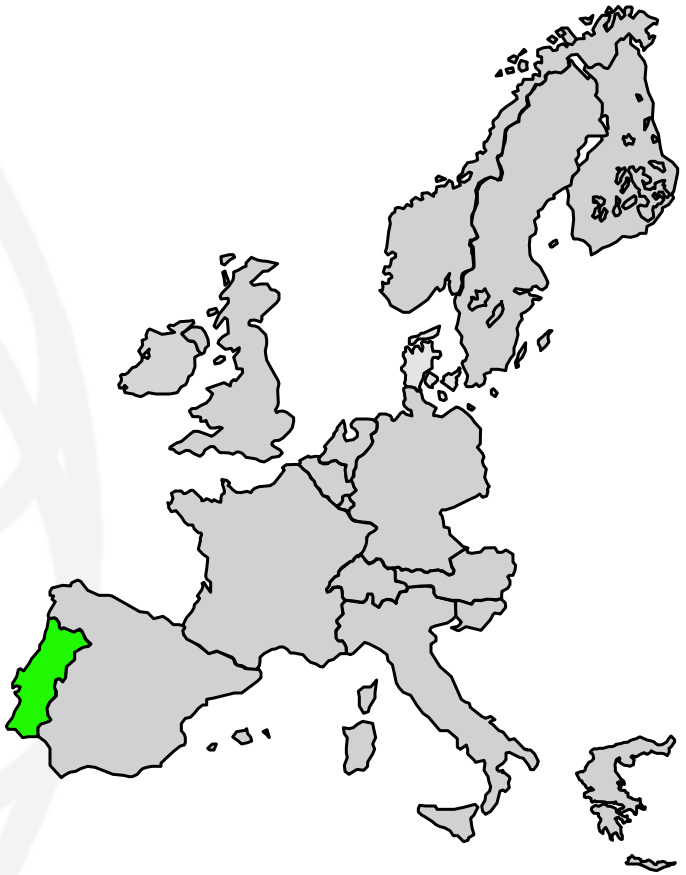
Denmark

- Competitive TV market
- Four-year media accord with accessibility targets for all with a public service remit
- Regulator:
  - consensus on targets
  - buy-in
- NORDIG: direct impact on free-to-air DTV & indirect impact on Pay-TV / IPTV market



Portugal

- TV market dominated by major player
- Long tradition from analogue TV.
- Public service broadcaster providing access services for persons who are blind (audio description and visual signing)



Activity 11 Carrots and sticks

Instructions.

- Work in groups.
- Compare DD 

and Star TV STAR
  - What are the main incentives for offering access services?
  - What mechanisms exist to ensure the provision of TV that is accessible?

Activity 11 Carrots and sticks

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

Outcomes
What will I be able to do?

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

- Costs – what resources are needed and what do they cost?
- What is a business model?
- Are there business models for accessible television receivers?
- What are the common business models for television access services?
- Legislation, regulation and standards – how do we turn vision into reality?

Reading

- What does it cost to set up and run a given access service for audiovisual content? (chapter 6)
  - a) What capital investments will be needed throughout the value network to get the accessibility action going?
  - b) What are the annual operational costs for the accessibility action for each of the stakeholders in the value network?
- Business models Is there a business model so that access services can be offered on a sustainable basis? (chapter 7)
  - a) Is there a business model for the access service provision itself and is it sustainable?
  - b) Is there a business model for the consumer hardware needed for the service and is it sustainable?

Reading (continued)

- Introducing and/or scaling up an access service (chapter 8)
  - a) What metrics and key performance indicators are proposed to ascertain whether the planned accessibility measure meets its objectives?
  - b) How is the planned access service measure going to be planned and implemented?
  - c) What plans exist to ensure an alignment of stakeholder interests?
- Incentives and sanctions What mechanisms exist to promote access service provision? (chapter 9)
  - a) What conventions and directives as well as national legislation and guidelines govern media accessibility in the territory in question?
  - b) What international and industry standards apply to media production and distribution?
  - c) Is there a commercial case for for accessibility action?