

Tutorial on Audio Visual Media Accessibility

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

Introduction to the tutorials

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Content

What does this tutorial cover?

- The structure of the two days of tutorials
 - ➔ Rationale
 - ➔ Objectives
 - ➔ Resources
 - ➔ Tutors
 - ➔ Other participants
 - ➔ Activities

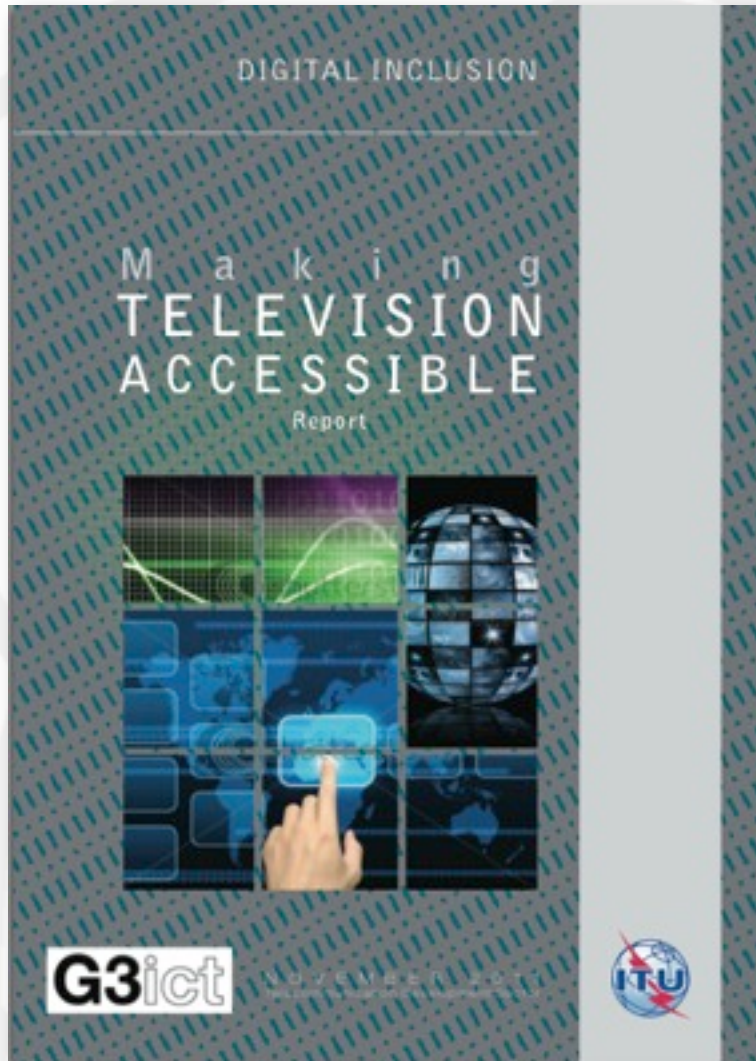
Outcomes

What will I be able to do?

At the end of this session, you should have a clear idea about

- The structure of the two days of tutorials (What we will be doing and why)
- The backgrounds of the tutors
- The backgrounds and interests of the tutorial participants
- What you can get out of the tutorials

Focus on action



Appendix (Checklist)



1. Target groups

Which viewers have difficulties accessing television? (chapter 1)

- a) Which groups of viewers have been identified for the accessibility action?
- b) Why have these viewers been prioritized?
- c) What is known about the viewers and their needs? (chapter 1.2 – 1.5)
- d) Is there a mechanism in place to engage persons with disabilities and the organizations that represent them in the accessibility action?

2. Value proposition

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
- d) A combination of (a) – (c)
- e) What is the value proposition from the viewer perspective of the planned accessibility action?
- f) What is the case for implementing the planned action now rather than at later date?

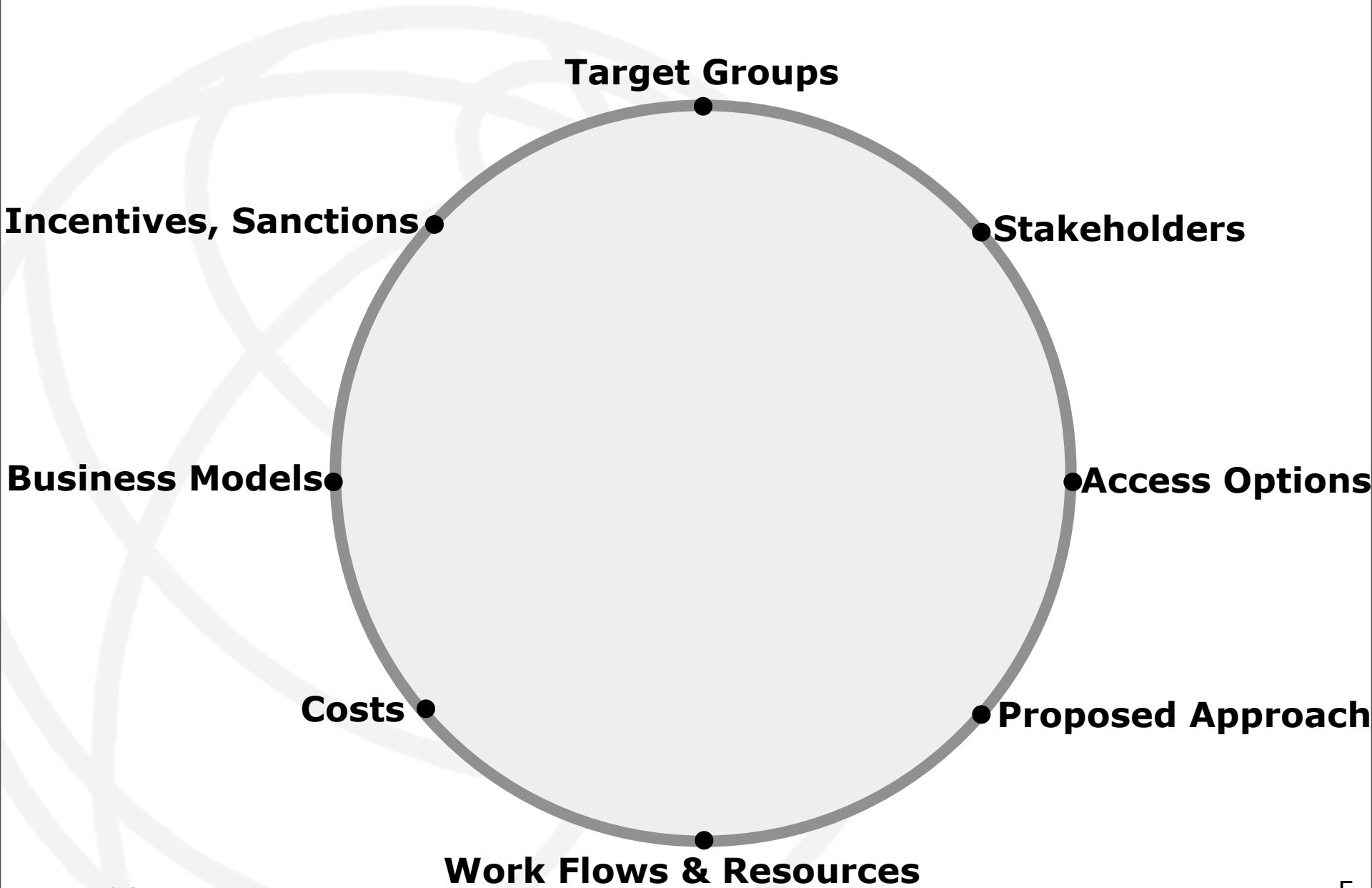
3. Current and emerging access service options

Which access services are to be offered in the time-frame contemplated for the accessibility action? (chapter 3)

- a) What are the service options taking into consideration the characteristics of the target groups and the current production and distribution infrastructure?

Source: http://www.itu.int/ITU-D/sis/PwDs/Documents/Making_TV_Accessible-E-BAT.pdf

Check list



Check list

Target Groups

Incentives, Sanctions

Stakeholders

Business Models

Access Options

Costs

Proposed Approach

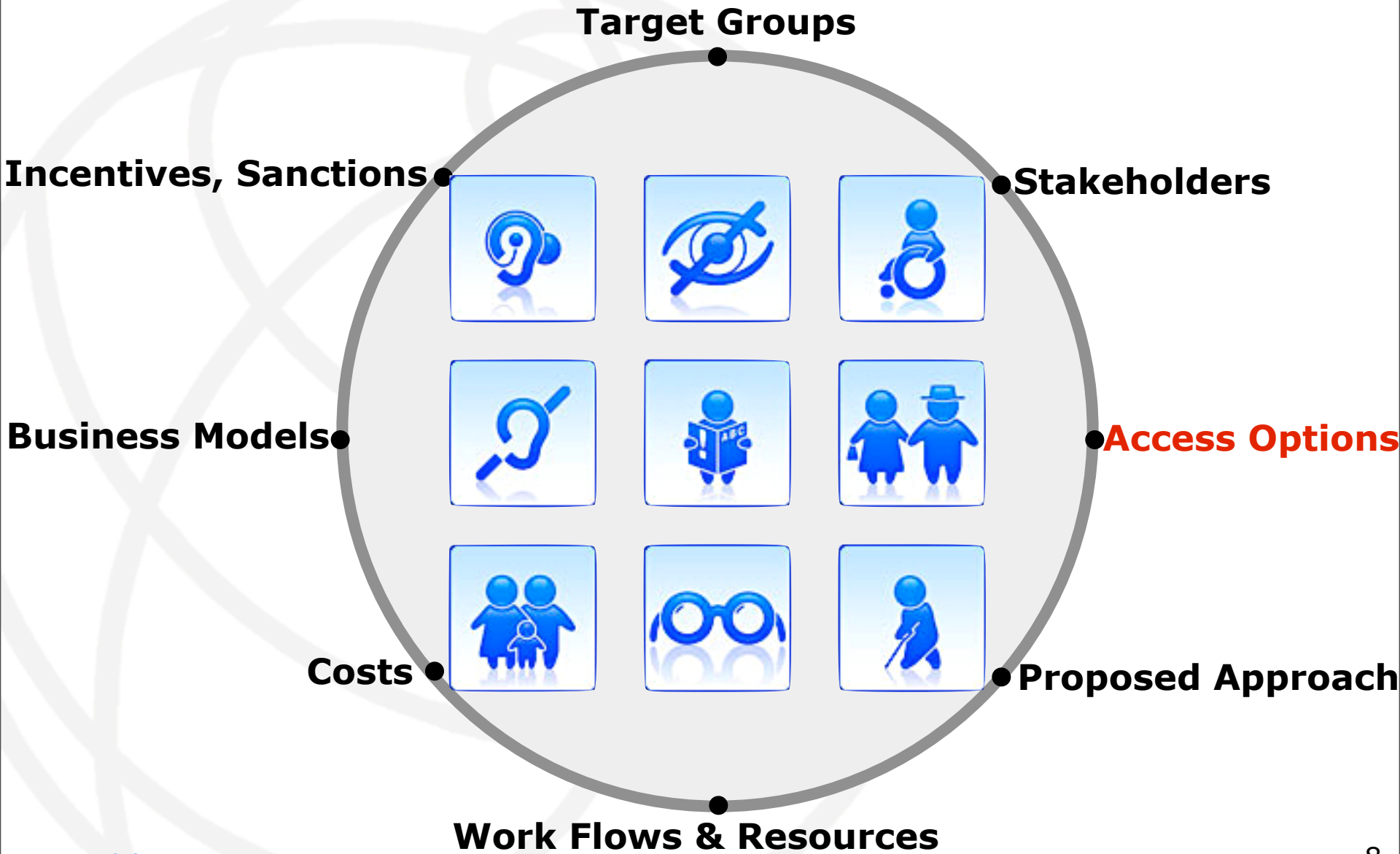
Work Flows & Resources



Check list



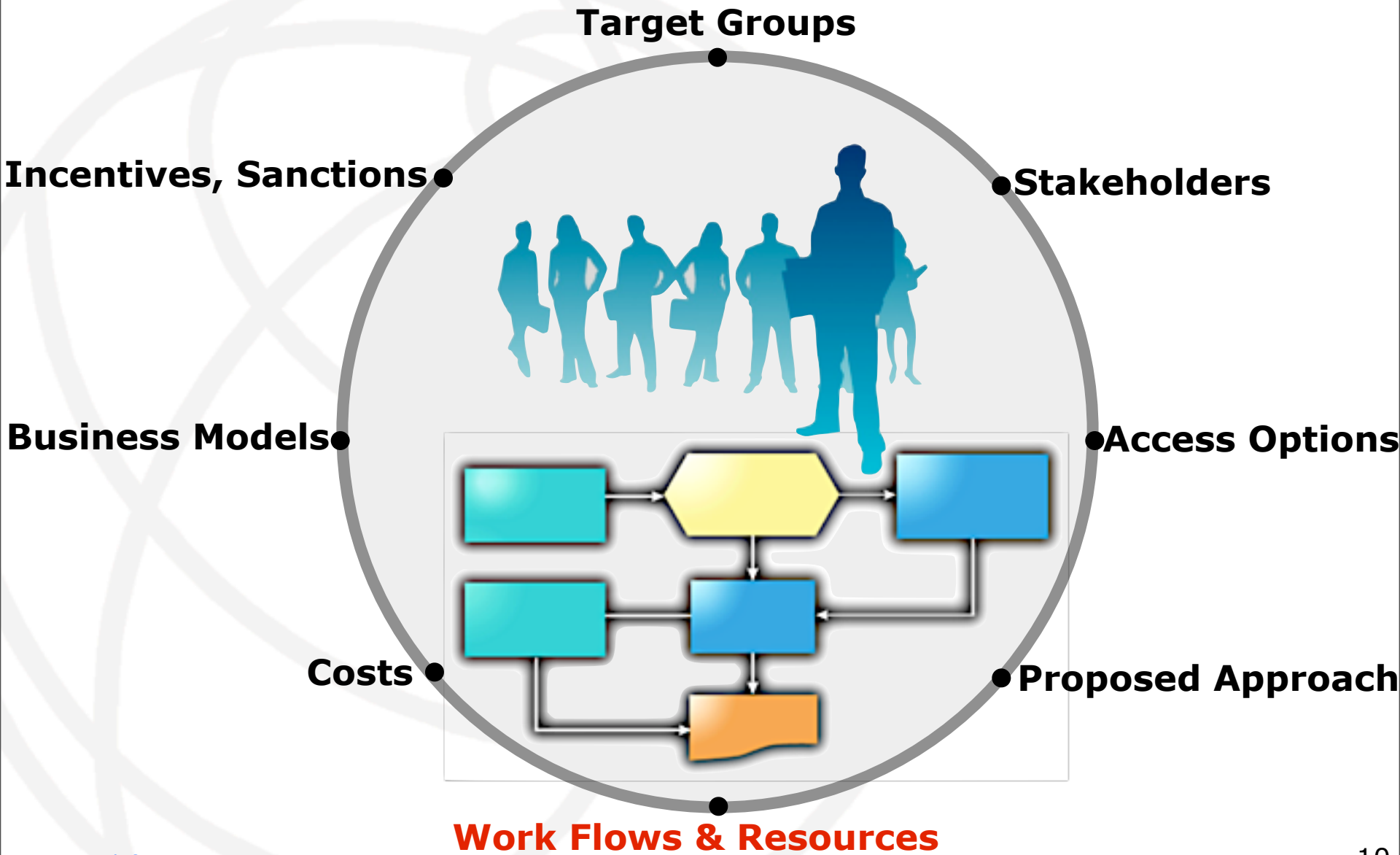
Check list



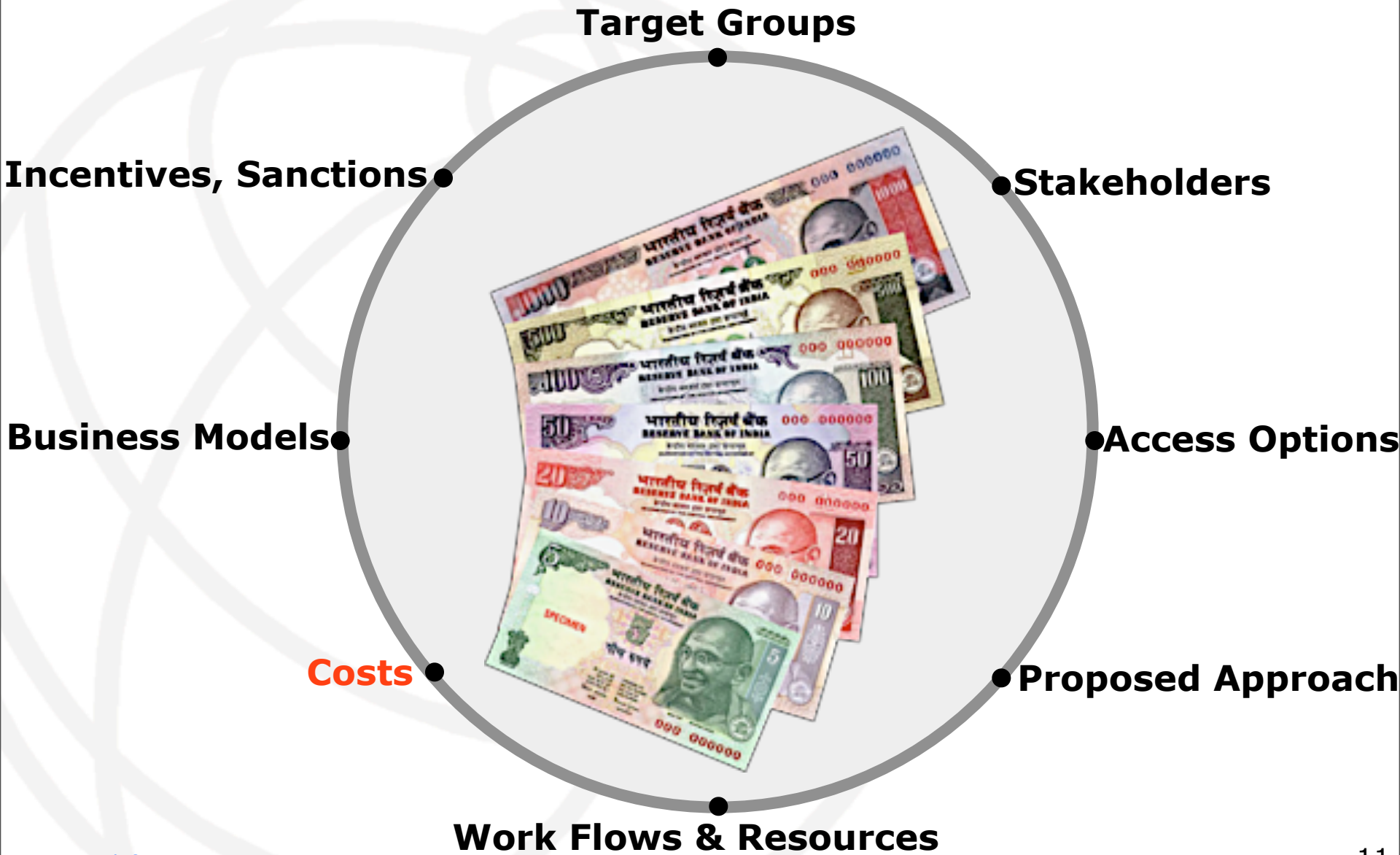
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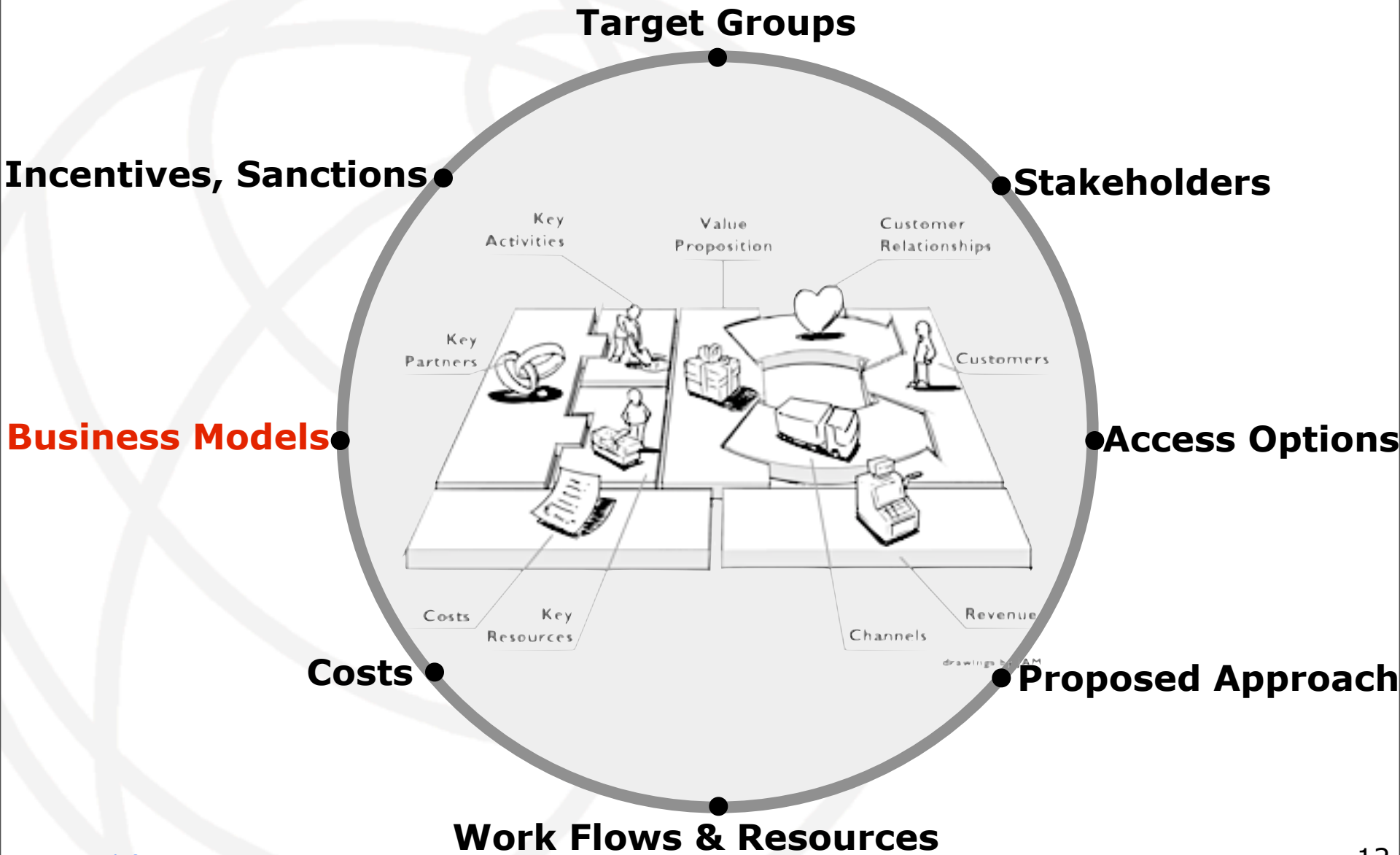
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Check list





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- ➔ Participants
- ➔ Activities

Dr. Takebumi ITAGAKI



Who I am and what I do (1)

Lecturer in Engineering in ECE, School of Engineering & Design, Brunel University, London (UK)

■ Teaching

- ➔ Computer Architecture
- ➔ Sound & Music Production for Broadcast
- ➔ Network Security and Encryption

Who I am and what I do (2)

Lecturer in Engineering in ECE, School of Engineering & Design, Brunel University, London (UK)

■ Research

- ➔ Digital Signal Processing (audio, image and video)
- ➔ Digital TV Services and Delivery

Who I am and what I do (2)

Lecturer in Engineering in ECE, School of Engineering & Design, Brunel University, London (UK)

■ Research

- ➔ Co-ordinator of EU funded projects
 - FP5 IST: SAVANT Project (Synchronised and scalable AV content Across NeTworks)
 - **CIP PSP: DTV4All Project (Digital Television for All)**
- ➔ ITU-T FG AVA WG D co-ordinator

DTV4All Project (1)



DTV4All is a project funded by the European Commission, under the CIP ICT Policy Support Programme, to facilitate the provision of access services on digital television across the European Union.

DTV4All Project (2)



Consortium

Brunel University (UK) project co-ordinator

Universidad Autonoma de Barcelona (ES)

trial co-ordinator

IRT (DE) research institute for broadcasting

Red Bee (UK) content provider

Danmarks Radio (DR) national public broadcaster

RAI (IT) national public broadcaster

RBB (DE) regional public broadcaster

TVC (ES) regional public broadcaster

DTV4All Project (3)



Main Aims of the Project (1)

- Offer and evaluate mature subtitling, audio description, audio subtitling and signing services in a minimum of four territories within the EU for at least 12 months

DTV4All Project (4)



Main Aims of the Project (2)

- Identify improvements in existing access services and ways of addressing the key technical, organisational and legal obstacles to the sustainable take-up of these services in the timeframe 2008-2010 throughout Europe.

DTV4All Project (5)



Concluded in Spring 2011

Results are on

<http://www.psp-dtv4all.org/>

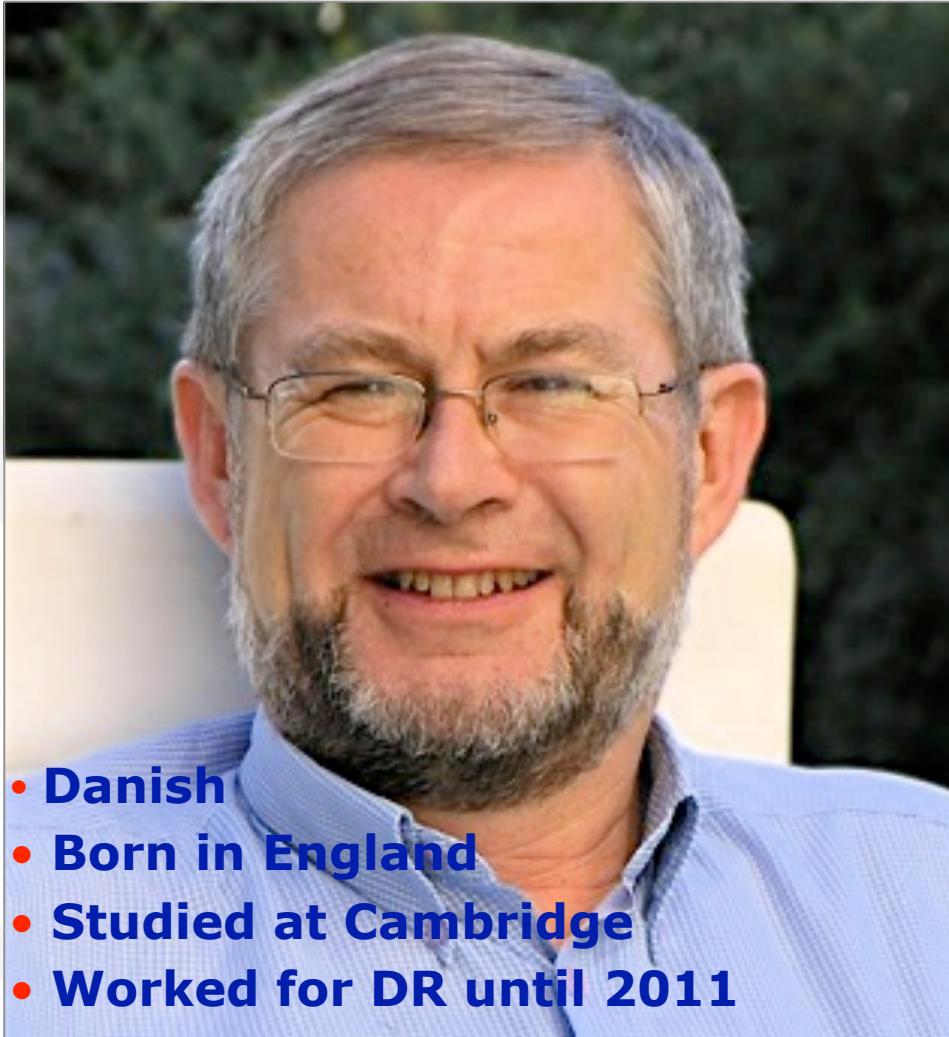
>> lessons learned from the project

Peter Olaf LOOMS

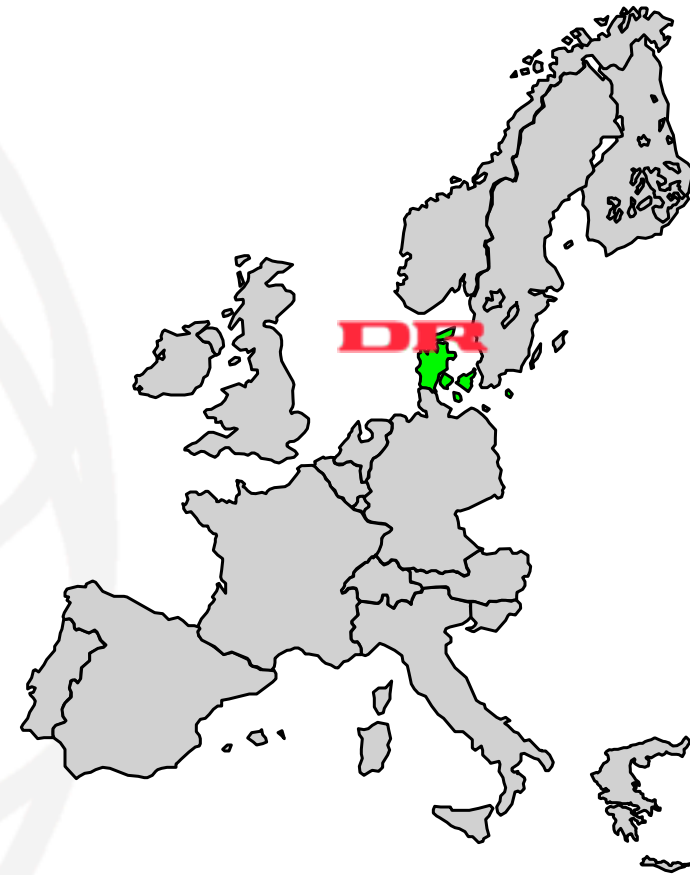


Who I am and what I do

1



- **Danish**
- **Born in England**
- **Studied at Cambridge**
- **Worked for DR until 2011**



Who I am and what I do

2

■ Independent consultant



■ The International Telecommunications Union of the United Nations (2011)

- Wrote a book on for the UN on accessibility and television
- Chairing an international working party ("Focus Group on Audiovisual Media Accessibility")



Who I am and what I do

3

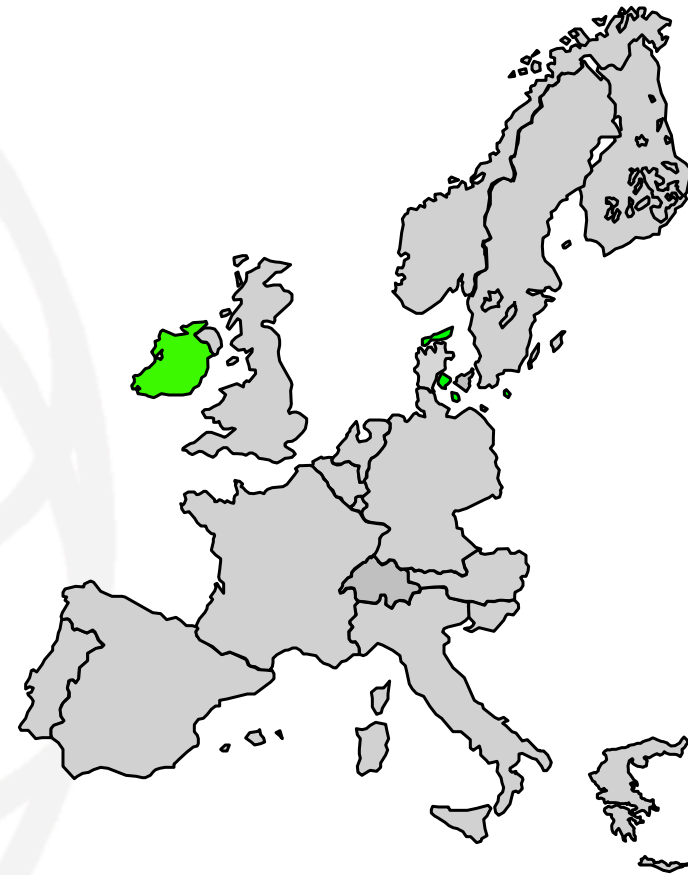
■ Independent consultant

NDA

National Disability Authority
Údarás Náisiúnta Míchumais

■ Advisor to NDA

- **Inputs to access guidelines for digital television**



Who I am and what I do

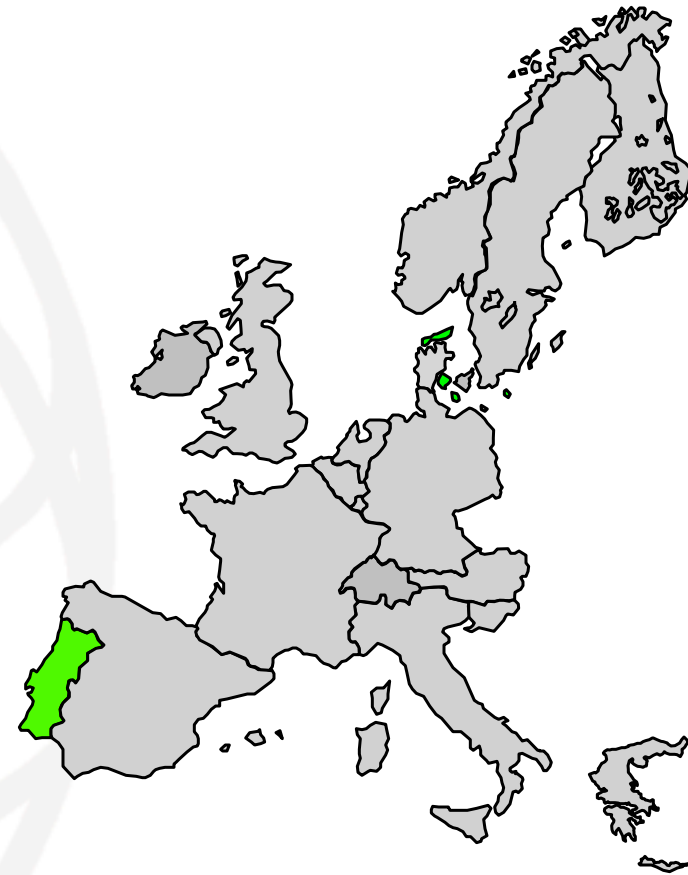
4

- **Independent consultant**



- **Advisor to ANACOM (2010-11)**

- **Strategic inputs on digital switch-over in Portugal**



Who I am and what I do

5

■ Independent consultant



Presentation November 24
for 国家通讯传播委员会
National Communications
Commission

- **digital switchover**
- **digital dividend**



Who I am and what I do

6

- Independent consultant
European Commission
- Video games development
- Video On Demand (VOD)



SIMS2



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