Tutorial on Audio Visual Media Accessibility

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

Introduction to the tutorials

Peter Olaf LOOMS
Chairman ITU-T FG AVA
polooms@gmail.com

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Content
What does this tutorial cover?

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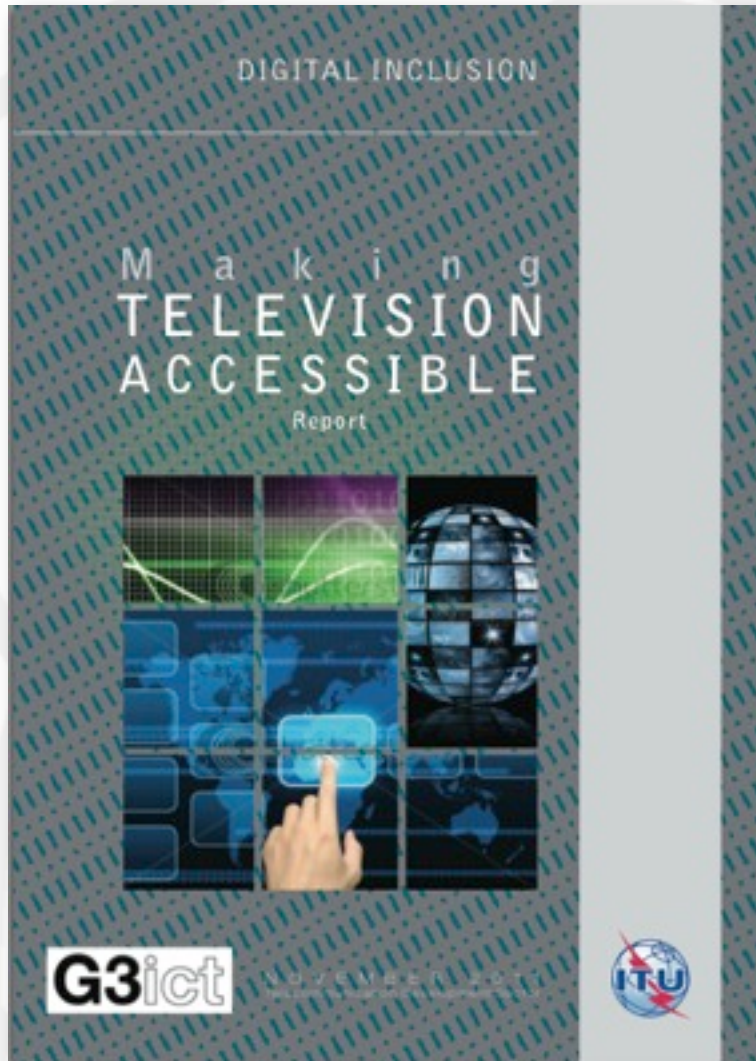 - Other participants
  - Activities

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

Check list

Target Groups

Incentives, Sanctions

Stakeholders

Business Models

Access Options

Costs

Proposed Approach

Work Flows & Resources

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Check list

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Work Flows & Resources

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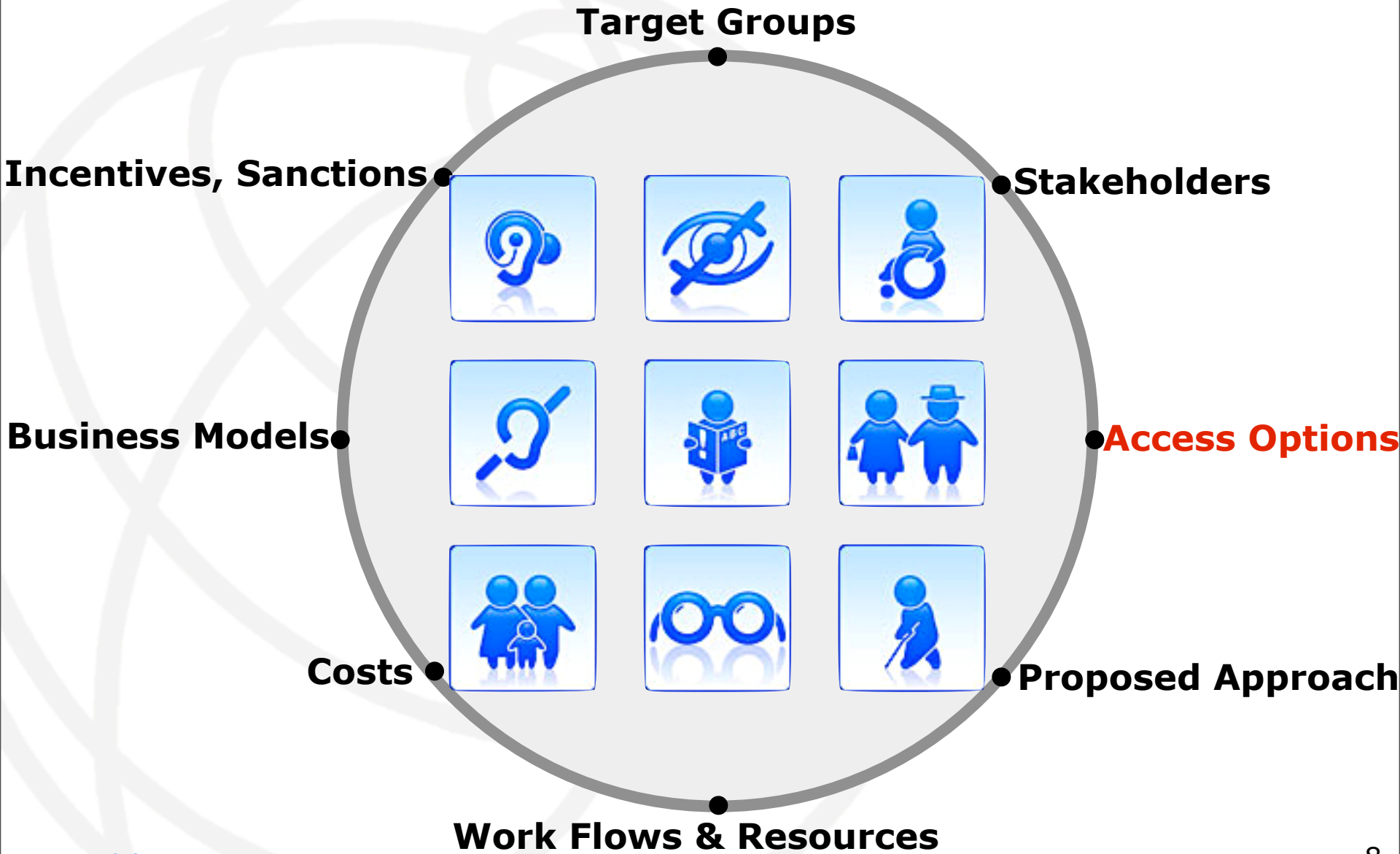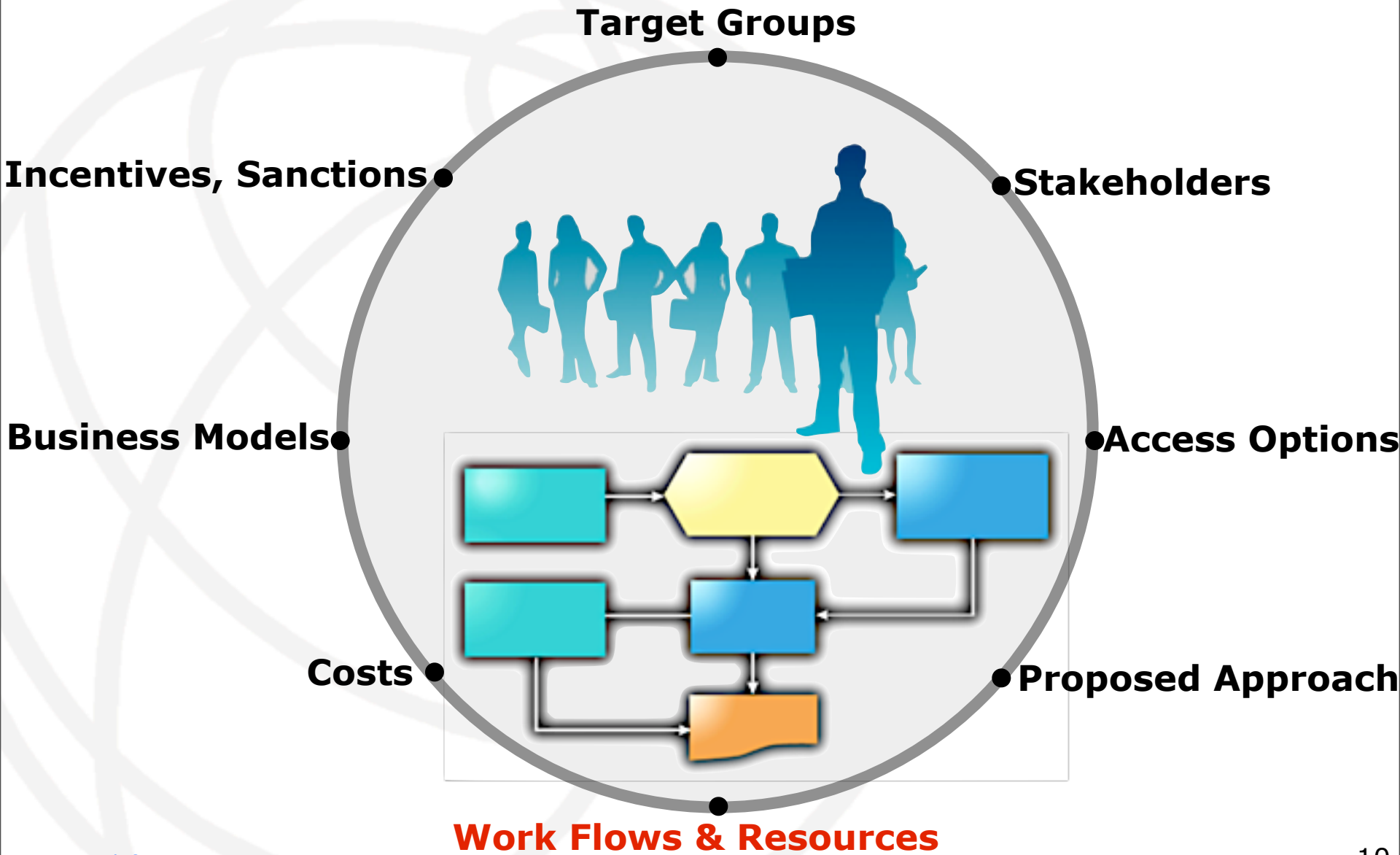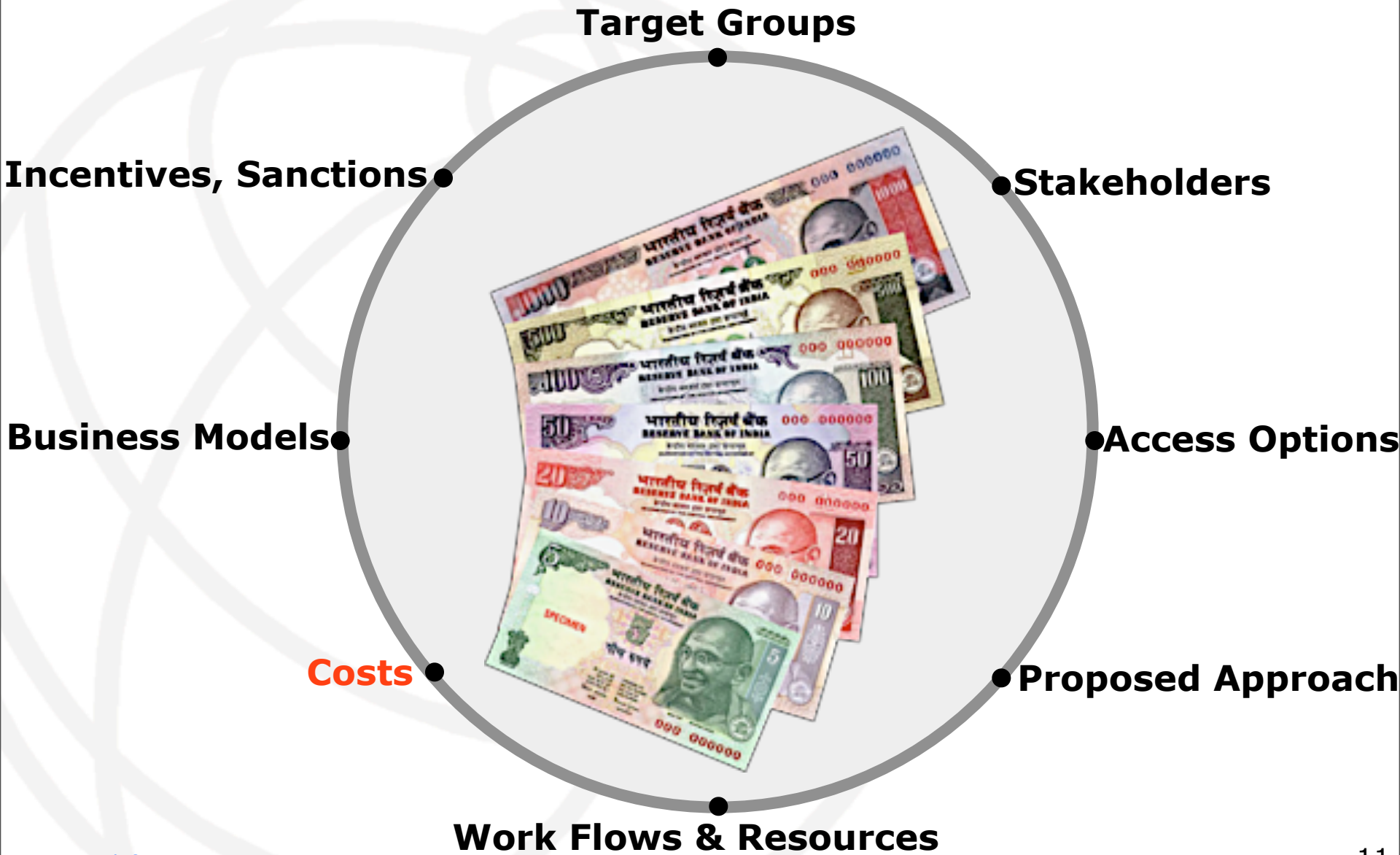
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The structure of the two days of tutorials

- → Rationale
- → Objectives
- → Resources
- → **Tutors**
- → Participants
- → Activities

Dr. Takebumi ITAGAKI

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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

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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

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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

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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

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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.

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DTV4All Project (5)
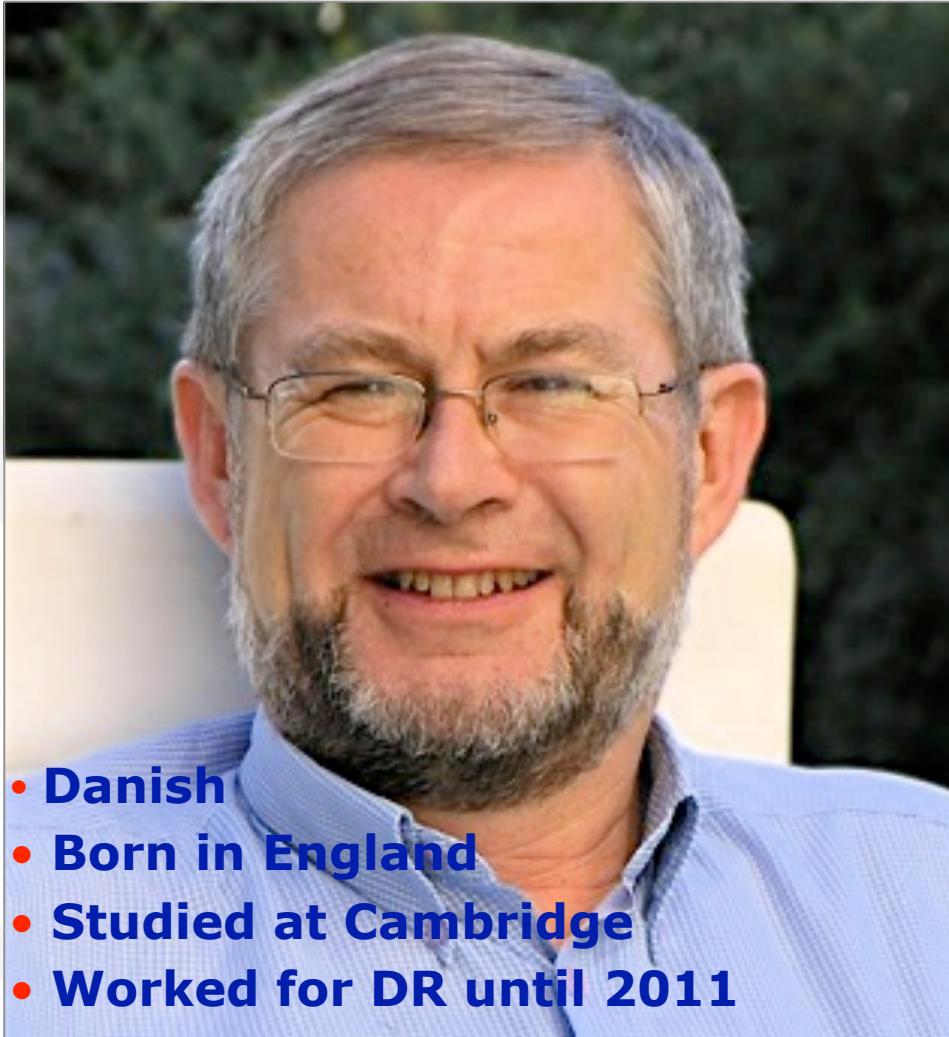
Concluded in Spring 2011

Results are on

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

>> lessons learned from the project

Peter Olaf LOOMS

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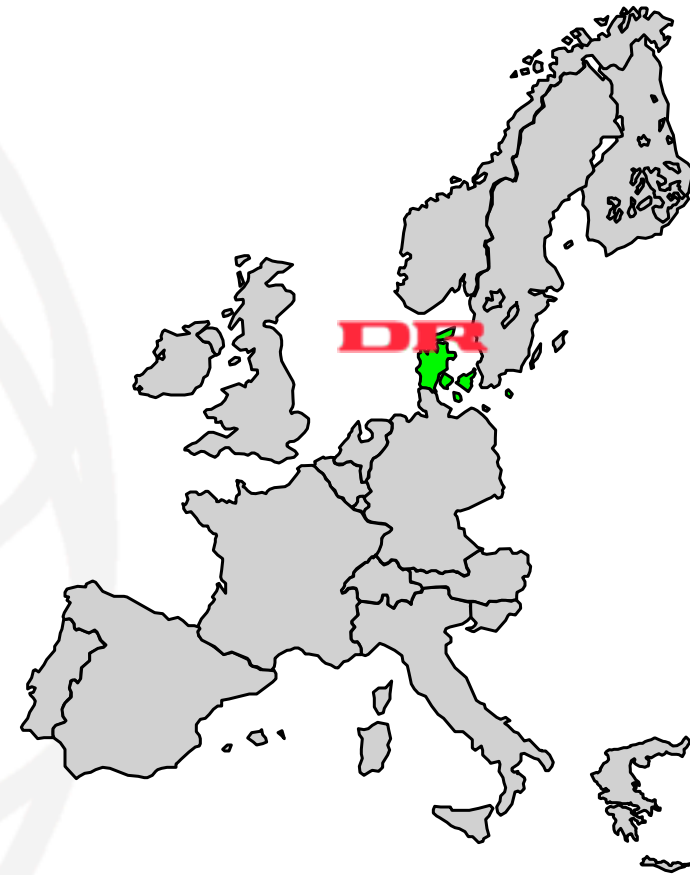
■ **Independent consultant**

■ **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")**
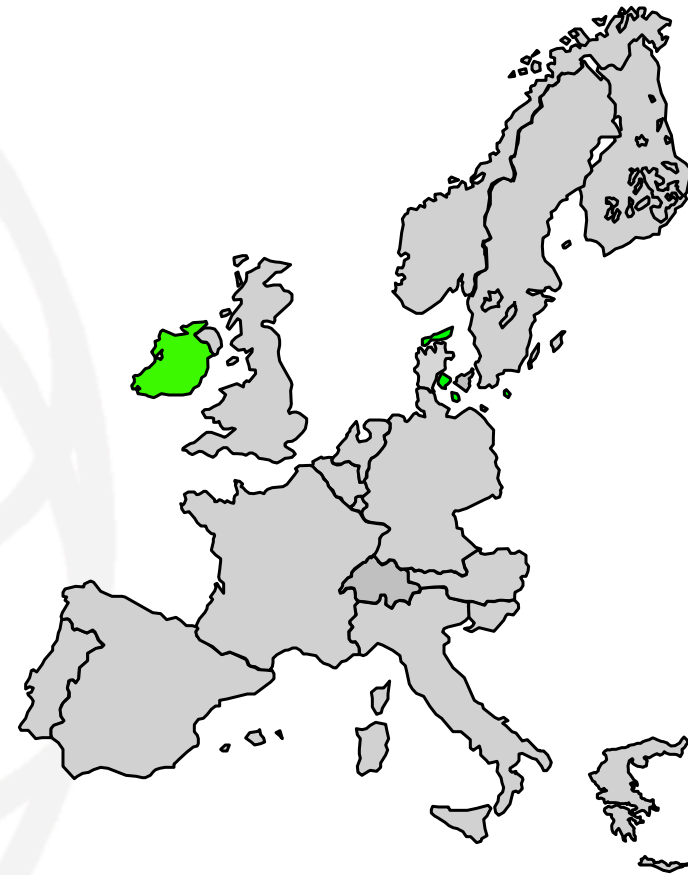
- **Independent consultant**

NDA

National Disability Authority
Údarás Náisiúnta Míchumais

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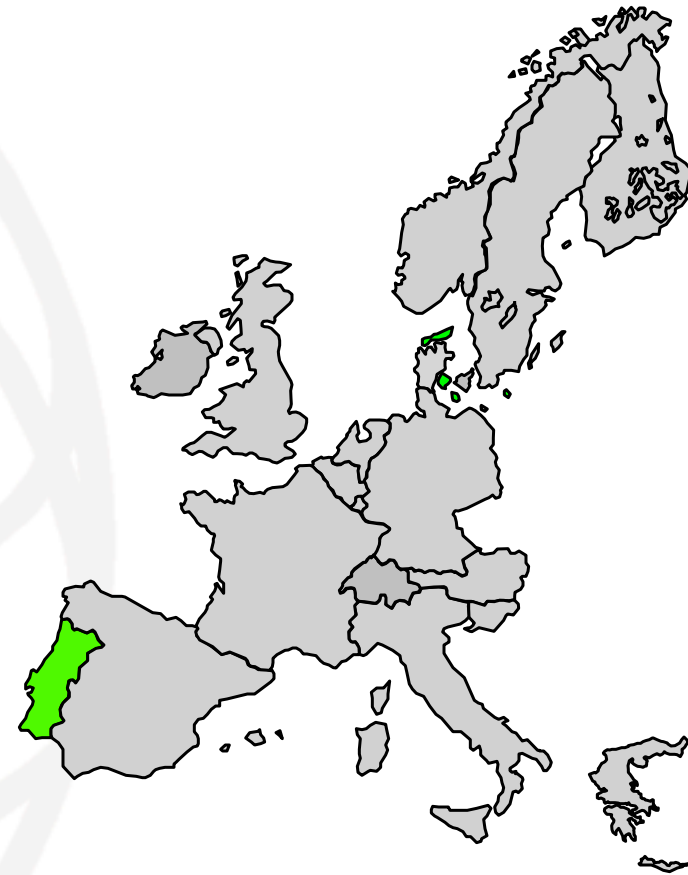- **Inputs to access guidelines for digital television**

Who I am and what I do

- **Independent consultant**

- **Advisor to ANACOM (2010-11)**
- **Strategic inputs on digital switch-over in Portugal**

Independent consultant

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

National Communications Commission
➡ **digital switchover**
➡ **digital dividend**

- **Independent consultant**
  European Commission

- **Video games development**
- **Video On Demand (VOD)**

- **The structure of the two days of tutorials**
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■ The structure of the two days of tutorials

➡ Rationale

➡ Objectives

➡ Resources

➡ Tutors

➡ **Participants**

➡ Activities

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