Tutorial on Audio Visual Media Accessibility
(New Delhi, India, 14-15 March 2012)

3b. Media Stakeholders and Interests

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

- Target Groups
- Stakeholders
- Access Options
- Proposed Approach
- Business Models
- Costs
- Incentives, Sanctions

Work Flows & Resources
Check list

- Target Groups
- Stakeholders
- Access Options
- Proposed Approach
- Business Models
- Costs
- Incentives, Sanctions
- Work Flows & Resources
Check list

Target Groups
- Stakeholders
- Access Options
- Proposed Approach

Incentives, Sanctions

Business Models

Costs

Work Flows & Resources
Check list

- Target Groups ✓
- Incentives, Sanctions
- Stakeholders
- Business Models
- Access Options
- Costs
- Proposed Approach
- Work Flows & Resources
Content
What does this tutorial cover?

- Value Chains & Stakeholders
- A multi-stakeholder approach
Outcomes
What will I be able to do?

Answer some of these questions:
- Who are the main stakeholders in TV? (free-to-air, Pay TV, IPTV)
- What interests are at stake?
- Who are the main stakeholders in social media and mobile?
Stakeholders
Creating value

Advertisers
Content Rights Holders
Content Producers (incl. metadata)
Programme/Channel Sponsors

Broadcasters (Content Aggregators)
Service Operators (Channel/Metadata Aggregators)
Transmission Providers
The Viewer

Production/transmission solution vendors
Consumer electronics vendors

Information flow
Revenue flow
Stakeholders
Where does the money come from?
Stakeholders
Where does the money come from?
Stakeholders
Where does the money come from?
Activity 7 “American Idol” – stakeholders and their interests

- Instructions
- Work in pairs
- Discuss the six stakeholders and in which of the 4 categories they go.
Stakeholders and their interests
Stakeholders and their interests
What is “quality”?

It’s ‘dancing on mice’ for deaf folk

dolomite go horribly one when you got your Blades Court in that’s
Stakeholders and their interests
Subtitles as an example
Key terms

Source

User
Key terms

Quality of service
- factors that influence the TV service end to end (e2e) from source to user’s device
Key terms

Quality of experience
- factors that influence the extent to which the user can use, benefit from and enjoy the service.
Stakeholders and their interests

Viewers and subtitles

Viewers have different needs that are not always reconcilable

Deaf viewer: I need the subtitle timing to be precise because I am trying to lipread.

Elderly viewer: I need the subtitles because they mumble!

Viewer with hearing loss: I want to know what they are saying and get the best out of my hearing aid.

Viewer after brain haemorrhage: I need the subtitles to help me understand what I hear.
Stakeholders and their interests
Disability NGOs and subtitles

RNID: 25% of potential users do not benefit from live subtitles because of the delay
Stakeholders and their interests
University research and subtitles

Universities: We use an evidence-based approach to find out what works and what doesn’t. Our findings are sometimes counter-intuitive.
Stakeholders and their interests
Consumer electronics and subtitles

Production of TV programme

Aggregation of TV programmes, into TV channel

Contribution of service to transmission network

Distribution of service via transmission network

TV receiver and decoder

Production of TV programmes

Consumer Electronics Manufacturers: We want a Win-Win situation - to be able to make money for our shareholders and contribute to TV accessibility with sets that deliver access services like subtitles.
### Stakeholders and their interests

#### Pay TV and subtitles

<table>
<thead>
<tr>
<th>Production</th>
<th>TV channel</th>
<th>TV service</th>
<th>Contribution</th>
<th>Transmission</th>
<th>Reception</th>
<th>Use</th>
<th>Viewer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Production of TV programme</td>
<td>Aggregation of programmes into TV channel</td>
<td>Aggregation of TV channels into TV service</td>
<td>Contribution of services to transmission network</td>
<td>Distribution of service via transmission network</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Pay TV operators:**

We have statutory requirements to meet. But TV accessibility in a mature market can help us reduce churn by keeping our customers happy. So investing in accessibility costs money but it also pays for itself. We can move fast because we control the value chain.
Free-to-air TV:
We have statutory requirements to meet. We do not control the value chain because viewers can buy their own receivers. We cannot move fast because we have to rely on standards and consensus with the free-to-air stakeholders.
### Stakeholders and their interests

**Public service broadcasters**

<table>
<thead>
<tr>
<th>Production of TV programme</th>
<th>Aggregation of programmes into TV channel</th>
<th>Aggregation of TV channels into TV service</th>
<th>Contribution of service to transmission network</th>
<th>Distribution of service via transmission network</th>
<th>Reception</th>
<th>Use</th>
<th>Viewer</th>
</tr>
</thead>
</table>

**Public service broadcasters:**

We have statutory requirements to provide English subtitles on all UK channels. Accessibility is part of our commitment to digital media literacy. The challenge is to deliver subtitles via broadcast and on-demand systems like i-Player (more than 50 networks and devices). Accessibility accounts for 1-2% of our production budgets.
### Stakeholders and their interests

#### Commercial broadcasters

We have an obligation to our shareholders. As a small player, we have to provide same language subtitles in English-speaking markets and foreign language subtitles in specific national markets which are paid for via the Pay TV operator. Same-language subtitles are doable if we’re given time. If not, they would account for 10% or more of our production budgets.

<table>
<thead>
<tr>
<th>Production of TV programme</th>
<th>TV channel</th>
<th>TV service</th>
<th>Contribution</th>
<th>Transmission</th>
<th>Reception</th>
<th>Use</th>
<th>Viewer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aggregation of programmes into TV channel</td>
<td>Aggregation of TV channels into TV service</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Stakeholders and their interests
TV production

- 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

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 |
Stakeholders and their interests

TV production - not just content!

Production of TV programmes
Production of access services
Production of metadata

TV channel
Aggregation of programmes, access services and metadata into TV channel; playout of TV channel

TV service
Aggregation of TV channels into TV service

Contribution of service to transmission network

Transmission
Distribution of service via transmission network

Reception
TV display device (vision + audio)

Use
Remote Control Device
Information about TV and access services

Viewer
TV programmes
Access services

Usability - end2end
Stakeholders and their interests
TV production - subtitles, too

Production
- Production of TV programme
- Production of access service
- Production of metadata

TV channel
- Aggregation of programmes, access
- Playout of TV channel

TV service
- Aggregation of service

Contribution
- Contribution to transmission

Transmission
- Distribution
- TV receiver and decoder

Reception
- Remote Control Device

Use
- Information about TV and access services

Viewer
- TV programmes
- Access services

Accessibility-end2end
Stakeholders and their interests
Also information about TV!

Production of TV programme
Aggregation of programmes, access services and metadata into TV channel; playout of TV
Production of access service
Production of metadata
Aggregation of TV channels into TV service
Contribution of service to transmission network
Distribution of service via transmission network
TV receiver and decoder
TV display device (vision + audio)
Access services
Information about TV and access services
Awareness - end2end

© Peter Olaf Looms 2012
Stakeholders and their interests
The impact of legislation

UK Communications Act
Requirements for up to 100% subtitling on major channels with public service obligations

OFCOM + ATVOD
regulators
Stakeholders and their interests
The impact of directives, conventions

Production of TV programme
- Aggregation of programmes, access services and metadata into TV channel; playout of TV channel
- Production of access service
- Production of metadata

Aggregation of TV channels into TV service
- Contribution of service to transmission network

Distribution of service via transmission network
- TV receiver and decoder
- TV display device (vision + audio)
- Remote Control Device
- Information about TV and access services

Contribution of service to transmission network

Transmission
- TV programmes
- Access services

Reception

Use

Viewer

UK Government

European Union
- AVMS directive
- CRPD

United Nations

© Peter Olaf Looms 2012
Stakeholders and their interests
The impact of standards

Production of TV programme
Aggregation of programmes, access services and metadata into TV channel; playout of 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
Remote Control Device
Information about TV and access services
TV programmes
Access services

Production of access service
Production of metadata

interoperability through DVB standards

© Peter Olaf Looms 2012
Stakeholders and their interests
The impact of standards

Production of TV programme
Aggregation of programmes, access services and metadata into TV channel; playout of 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

Production of access service
Aggregation of programmes, access services and metadata into TV channel; playout of TV channel
Aggregation of TV channels into TV service
Contribution of service to transmission network
Distribution of service via transmission network
TV display device (vision + audio)
Access services

Production of metadata
Aggregation of programmes, access services and metadata into TV channel; playout of TV channel
Aggregation of TV channels into TV service
Contribution of service to transmission network
Distribution of service via transmission network
Remote Control Device
Information about TV and access services

Production of TV channel
TV service
Contribution
Transmission
Reception
Use
Viewer

interoperability through DVB & operator requirements
Stakeholders and their interests
So what is “quality”?
Activity 8 Accessible media stakeholders in India

Instructions

- Work in groups.
- Select one of the following media
- Identify the main stakeholders in the value chain, including those who contribute to media accessibility.

Doordarshan (DD)

Bharti Airtel

Zee TV

Sun Network

Star

IPTV India Forum
Activity 8 Accessible media stakeholders in India
Activity 8 Accessible media stakeholders in India

What are your conclusions?

What points are worth noting?
Outcomes

What should I now be able to do?

Answer some of these questions:

- Who are the main stakeholders in TV? (free-to-air, Pay TV, IPTV)
- What interests are at stake?
- Who are the main stakeholders in social media and mobile?
The approach and its prerequisites (Who needs to do what so that the viewer can see television programmes with access services? (chapter 4)
- What additions or changes are required by key stakeholders in the value network?