

Tutorial on Audio Visual Media Accessibility

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

3b. Media Stakeholders and Interests

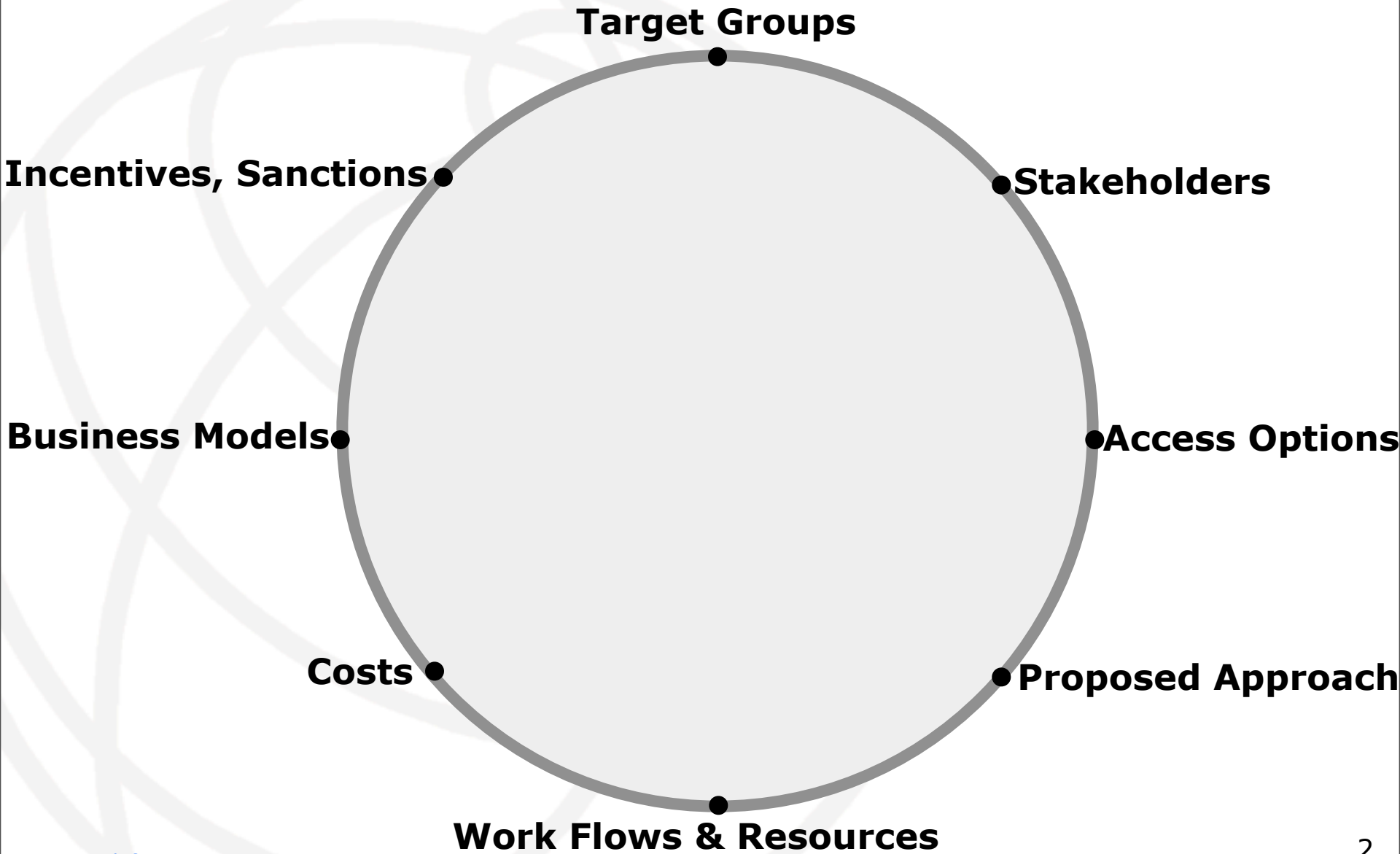
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Check list



Check list

Target Groups

Incentives, Sanctions

Stakeholders

Business Models

Access Options

Costs

Proposed Approach

Work Flows & Resources



Check list



Check list



Check list



Content

What does this tutorial cover?

- Value Chains & Stakeholders
- A multi-stakeholder approach



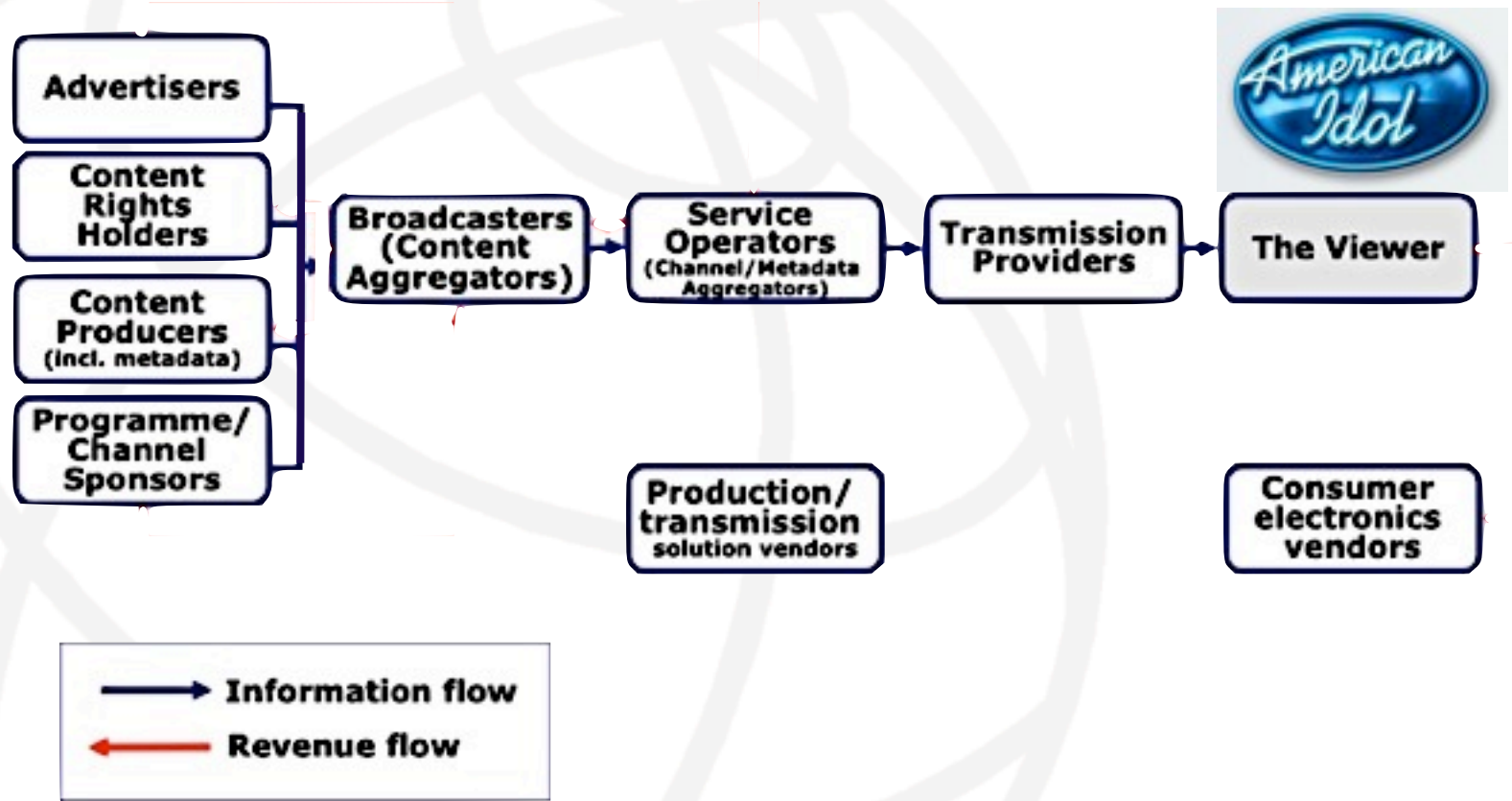
Outcomes

What will I be able to do?

Answer some of these questions:

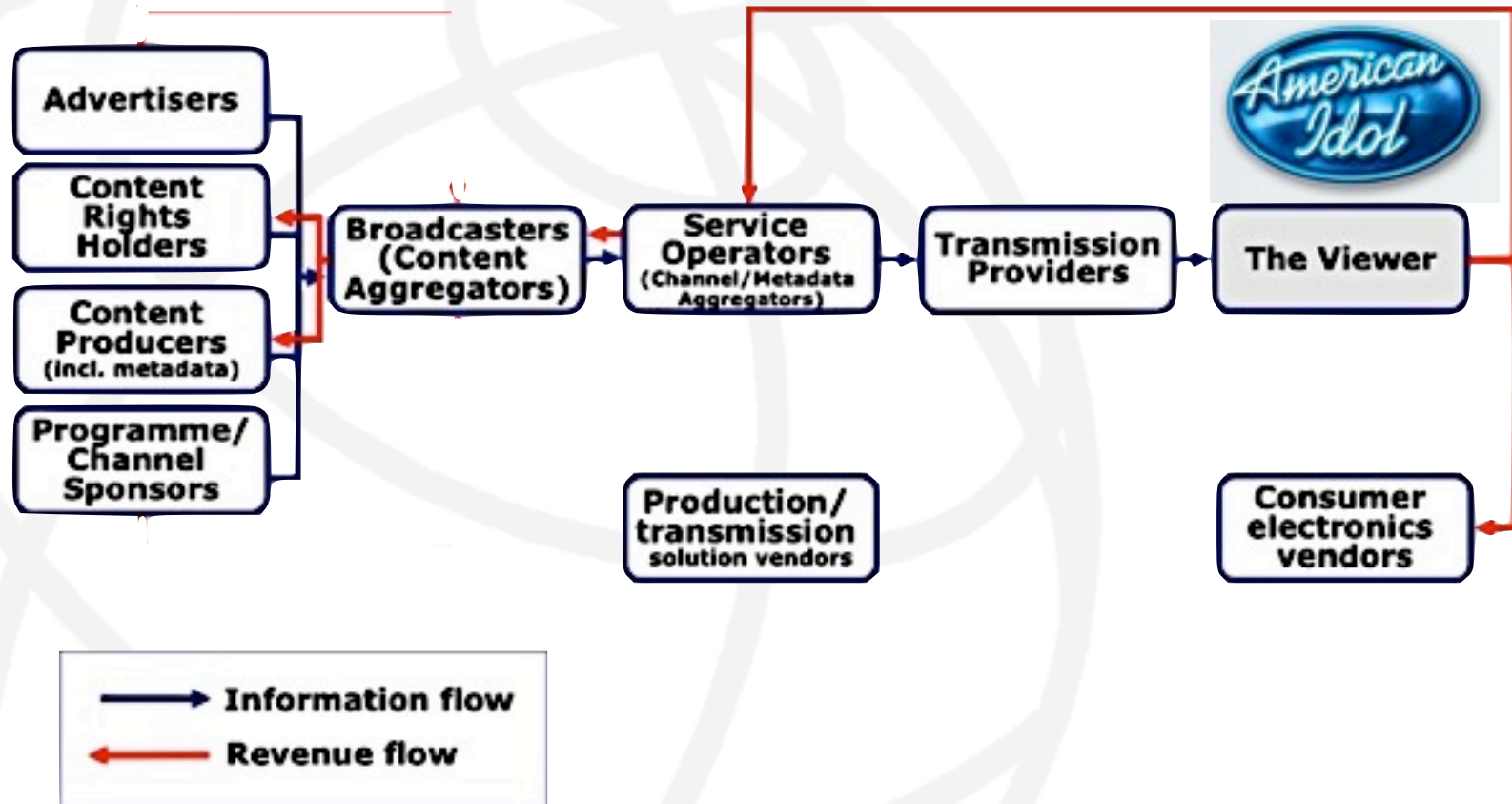
- Who are the main stakeholders in TV? (free-to-air, Pay TV, IPTV)
- What interests are at stake?
- Who are the main stakeholders in social media and mobile?

Stakeholders Creating value



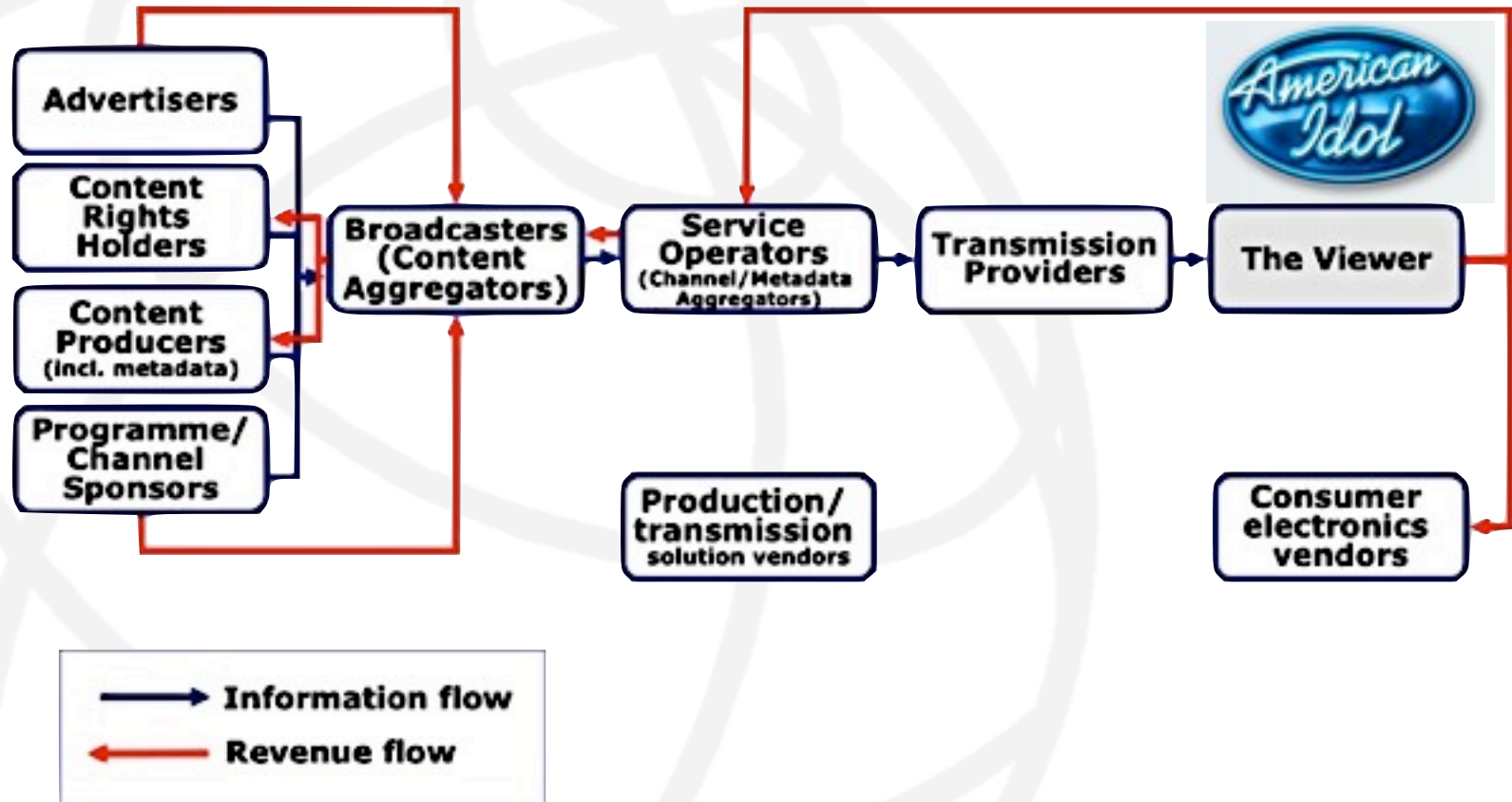
Stakeholders

Where does the money come from?



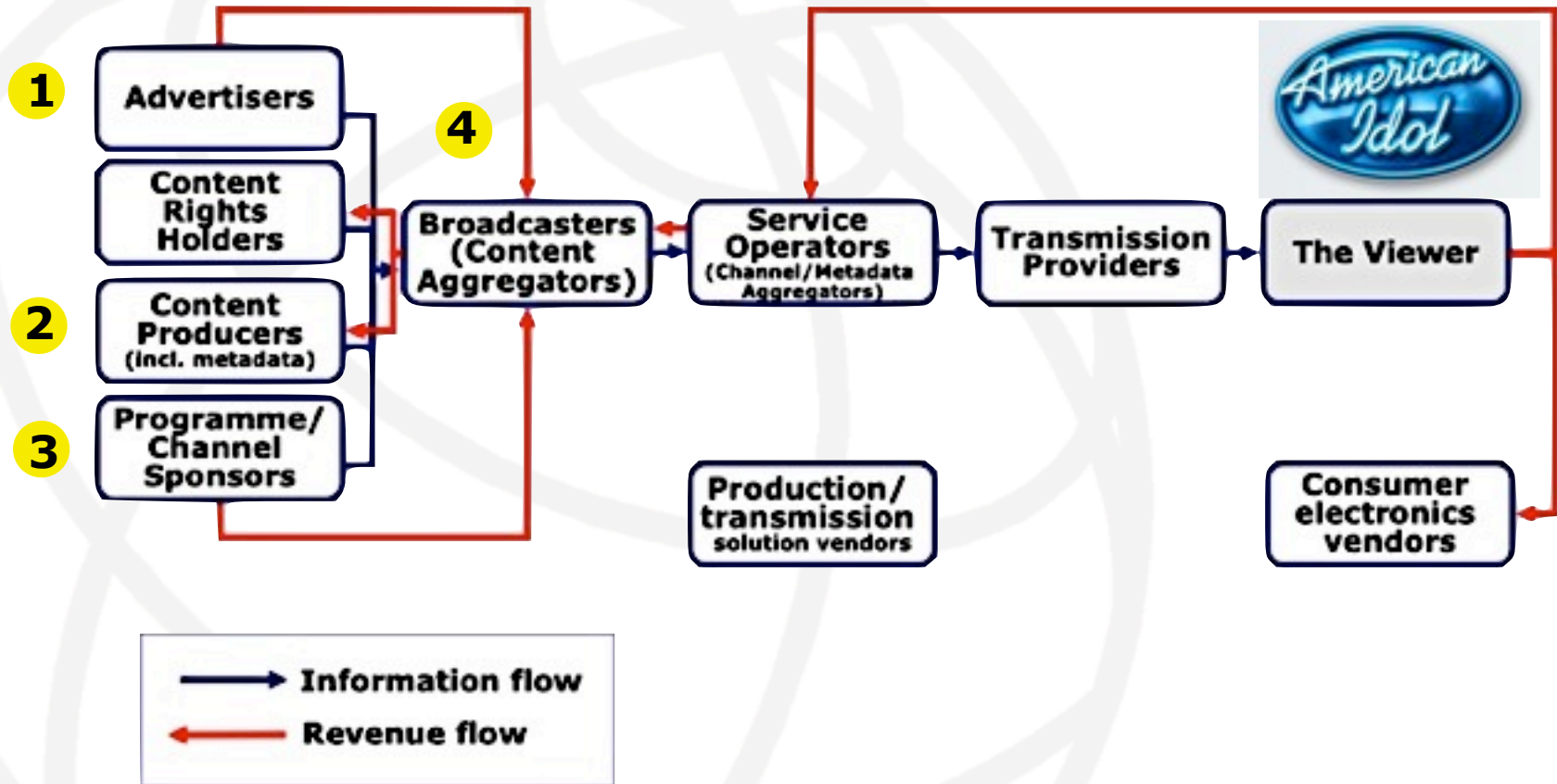
Stakeholders

Where does the money come from?



Stakeholders

Where does the money come from?

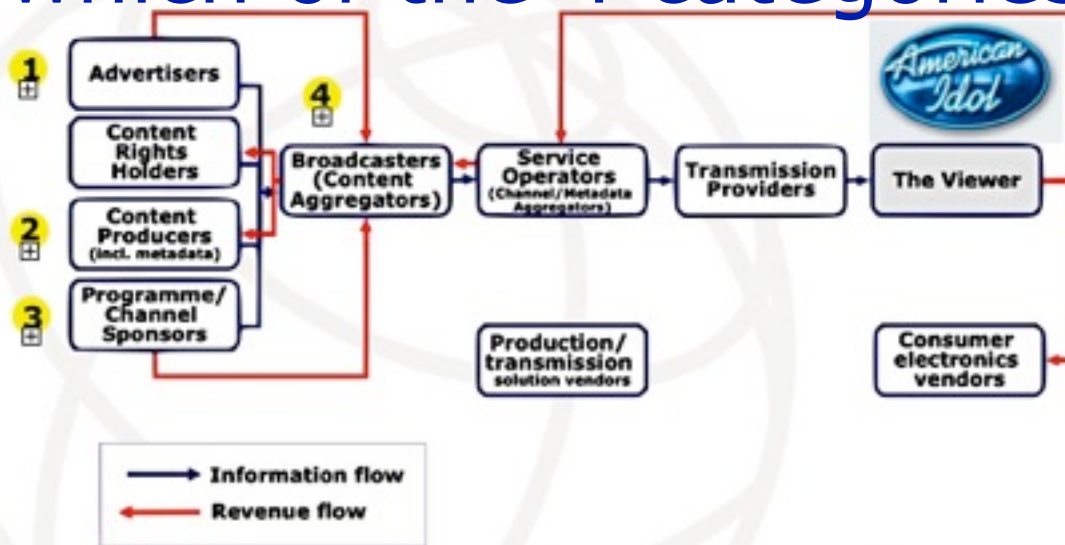


INSPIRING ENTERTAINMENT

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"?

► Login | Register

HOME

TV

- X Factor
- Soaps
- Dancing On Ice
- Britain's Got Talent
- Strictly
- I'm A Celeb
- TV Listings

VIDEO

NEWS

- Politics
- Hold Ye Front Page
- Captain Crunch
- Sun City

+

SPORT

- Football
- Dream Team
- Cricket
- F1 & Motorsport


+

SHOWBIZ

- Bizarre
- Film
- Music
- Biz Sessions

TV BIZ CALL

It's 'dancing on mice' for deaf folk



dolomite go horribly one when you got your Blades Court in that's

Bizarre ... the confusing transcript of Phillip Schofield

Published: 06th March 2012

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

Production TV channel TV service Contribution Transmission

Viewers have different needs that are not always reconcilable

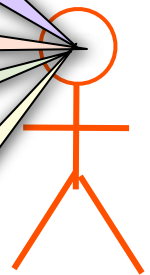
Deaf viewer:
I need the subtitle timing to be precise because I am trying to lipread.

Viewers

Elderly viewer:
I need the subtitles because they mumble!

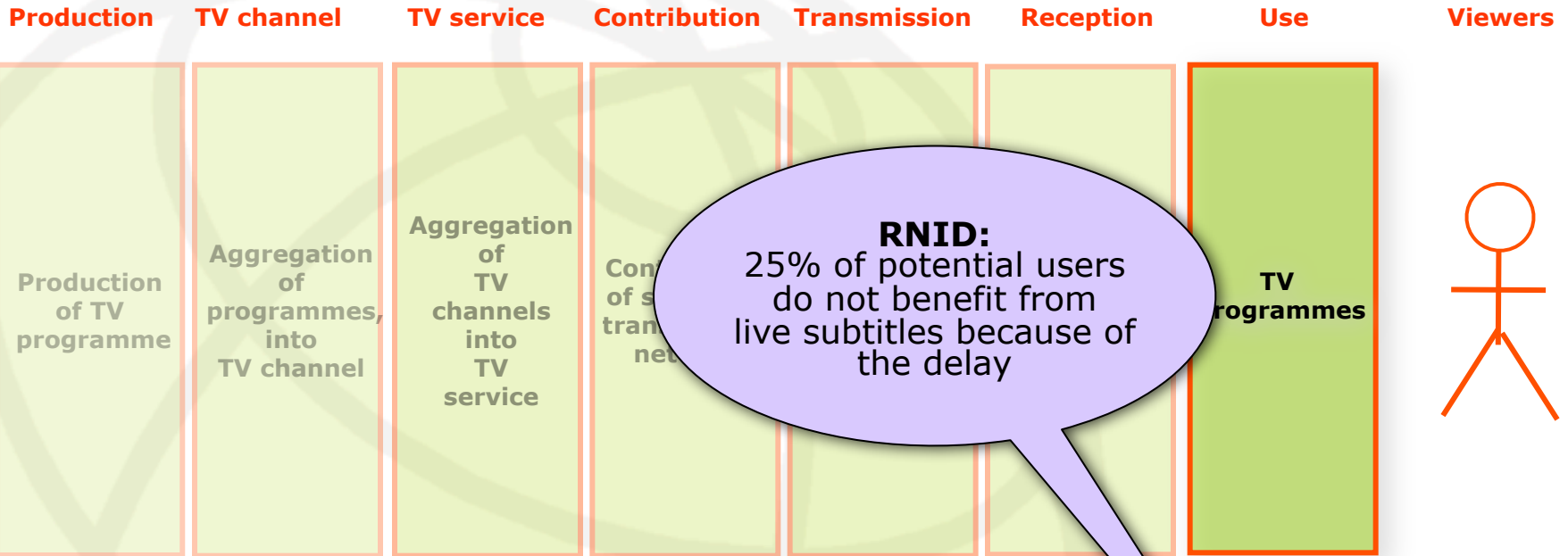
Viewer with hearing loss:
I want to know what they are saying and get the best out of my hearing aid

Viewer after brain hæmorrhage:
I need the subtitles to help me understand what I hear



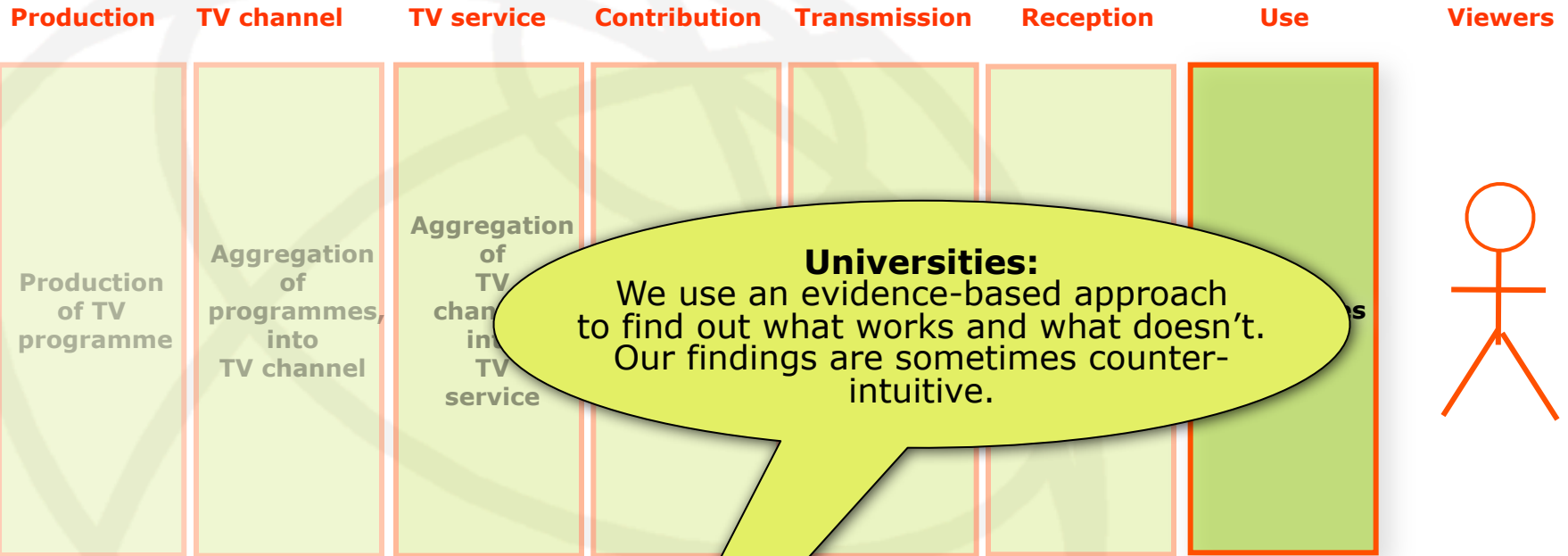
Stakeholders and their interests

Disability NGOs and subtitles



Stakeholders and their interests

University research and subtitles



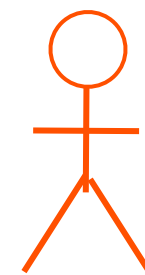
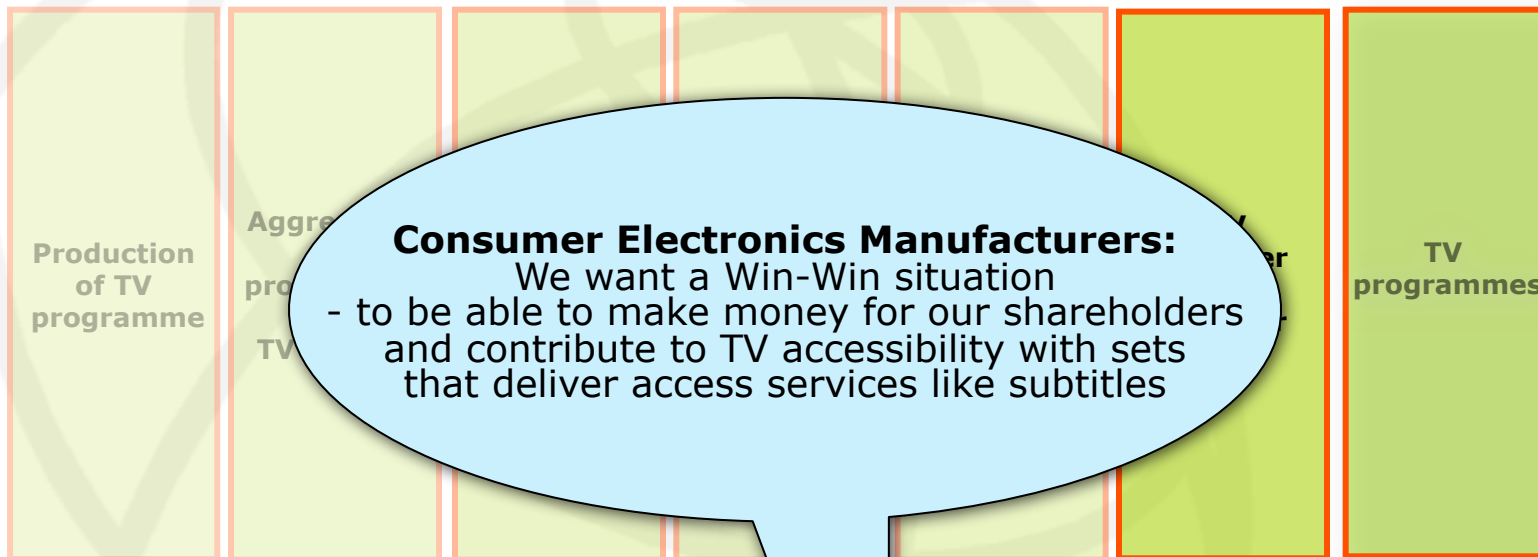
UAB
Universitat Autònoma
de Barcelona



Stakeholders and their interests

Consumer electronics and subtitles

Production TV channel TV service Contribution Transmission Reception Use Viewers



PHILIPS



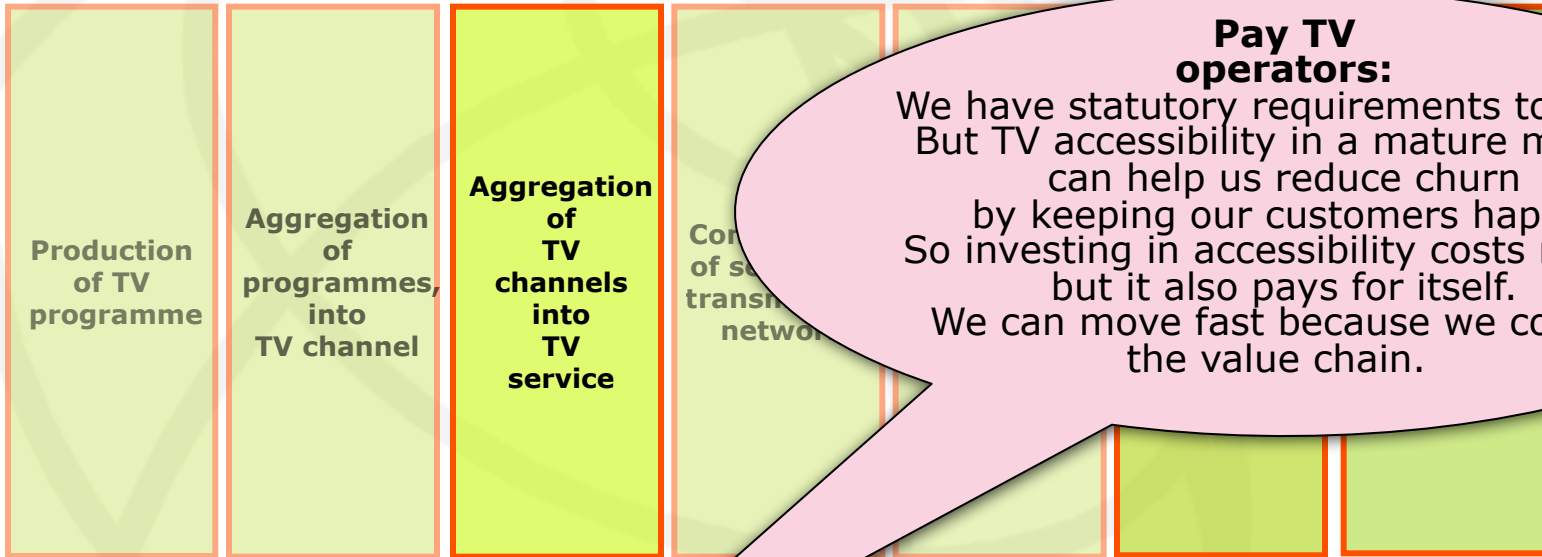
SONY

Panasonic

Stakeholders and their interests

Pay TV and subtitles

Production TV channel TV service Contribution Transmission Reception Use Viewer

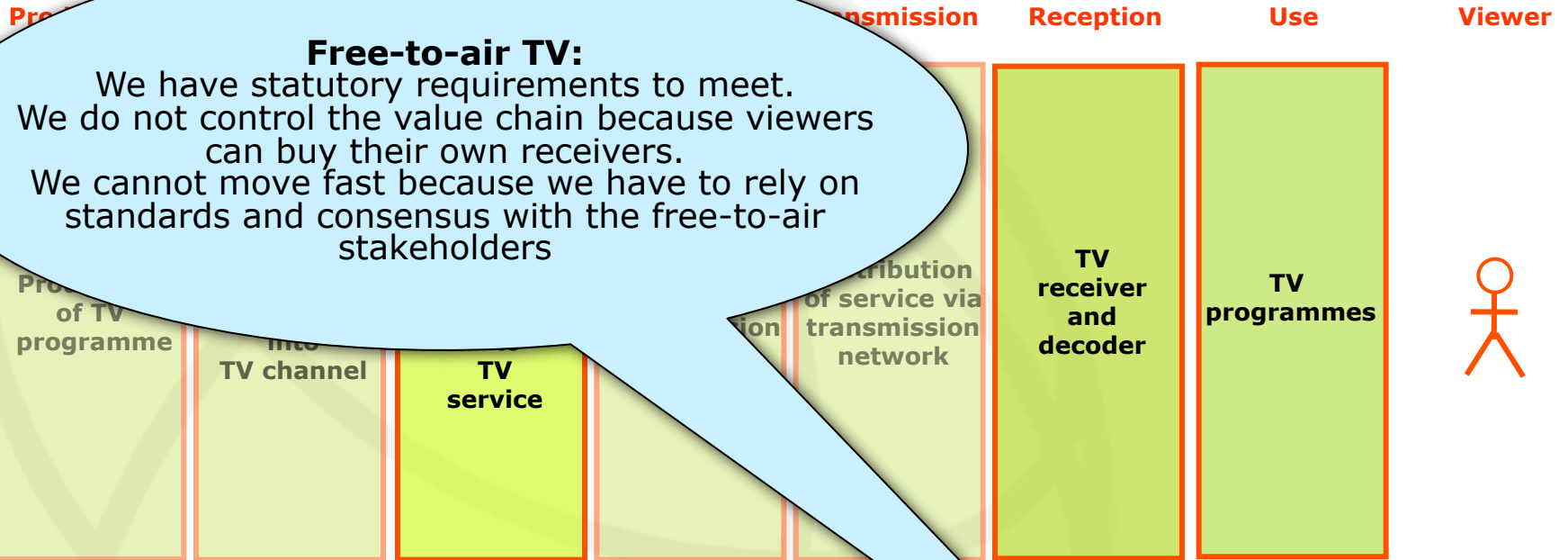


Pay TV operators:

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.

Stakeholders and their interests

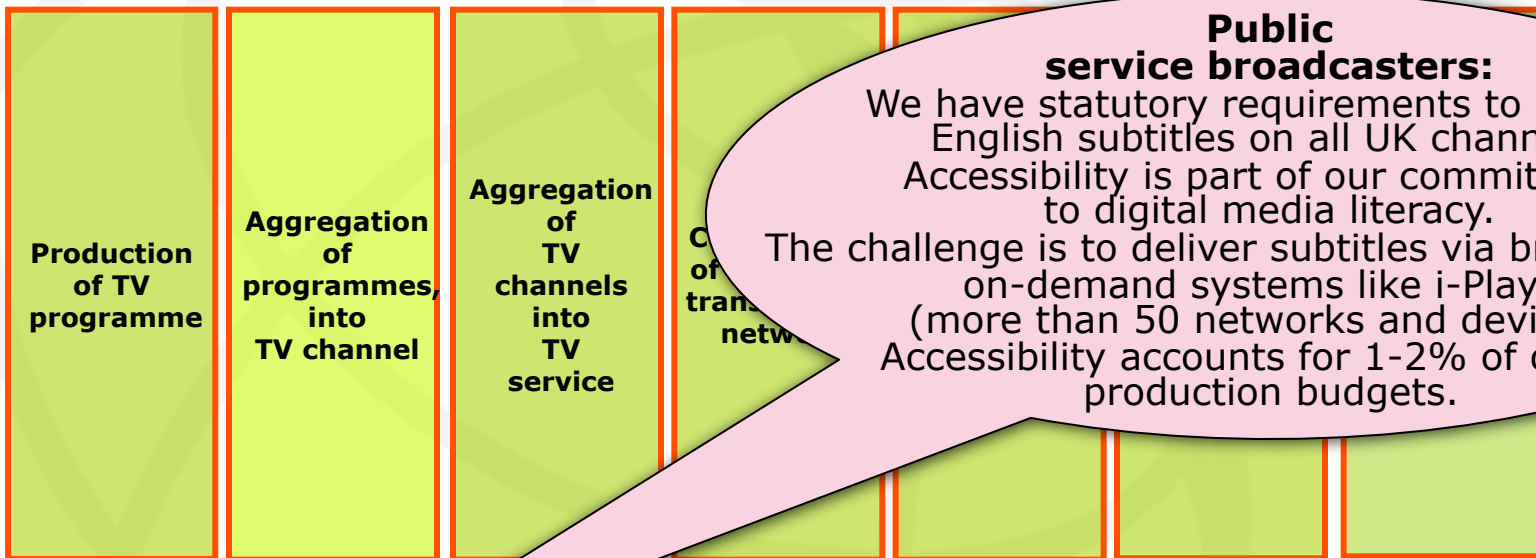
Free-to-air TV and subtitles



Stakeholders and their interests

Public service broadcasters

Production TV channel TV service Contribution Transmission Reception Use Viewer

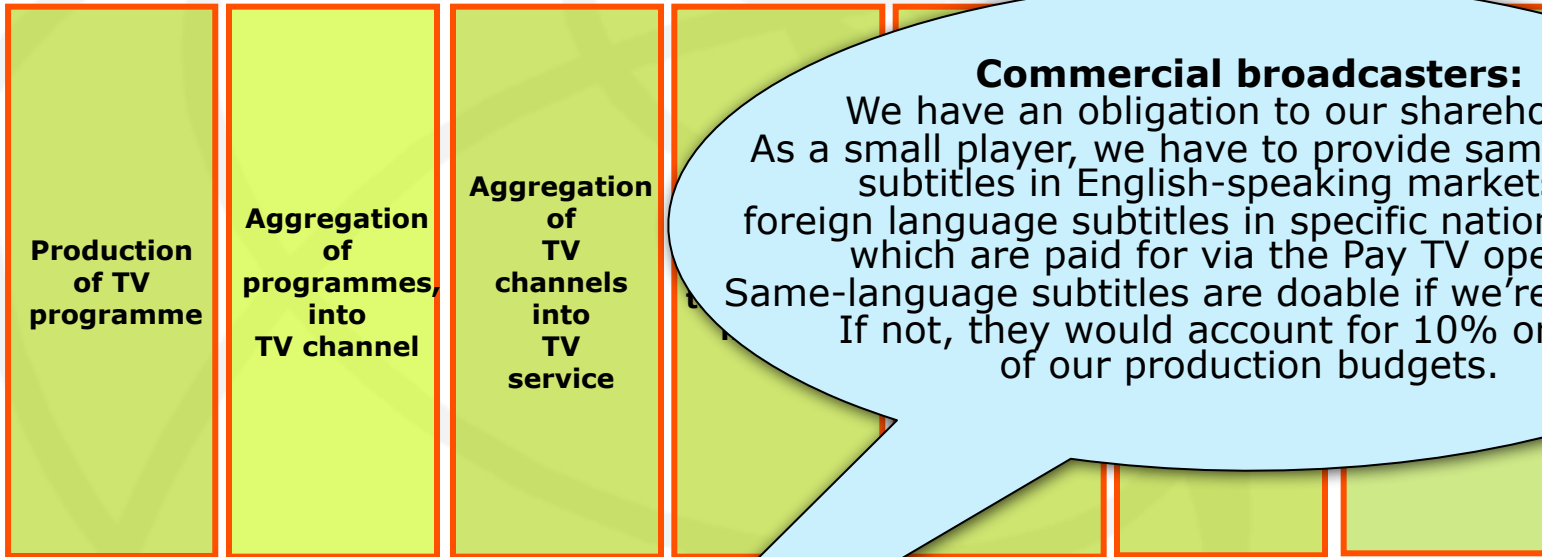


B B C

Stakeholders and their interests

Commercial broadcasters

Production TV channel TV service Contribution Transmission Reception Use Viewer



**THE
HISTORY
CHANNEL.**
History.com

Stakeholders and their interests

TV production

Production

TV channel

TV service

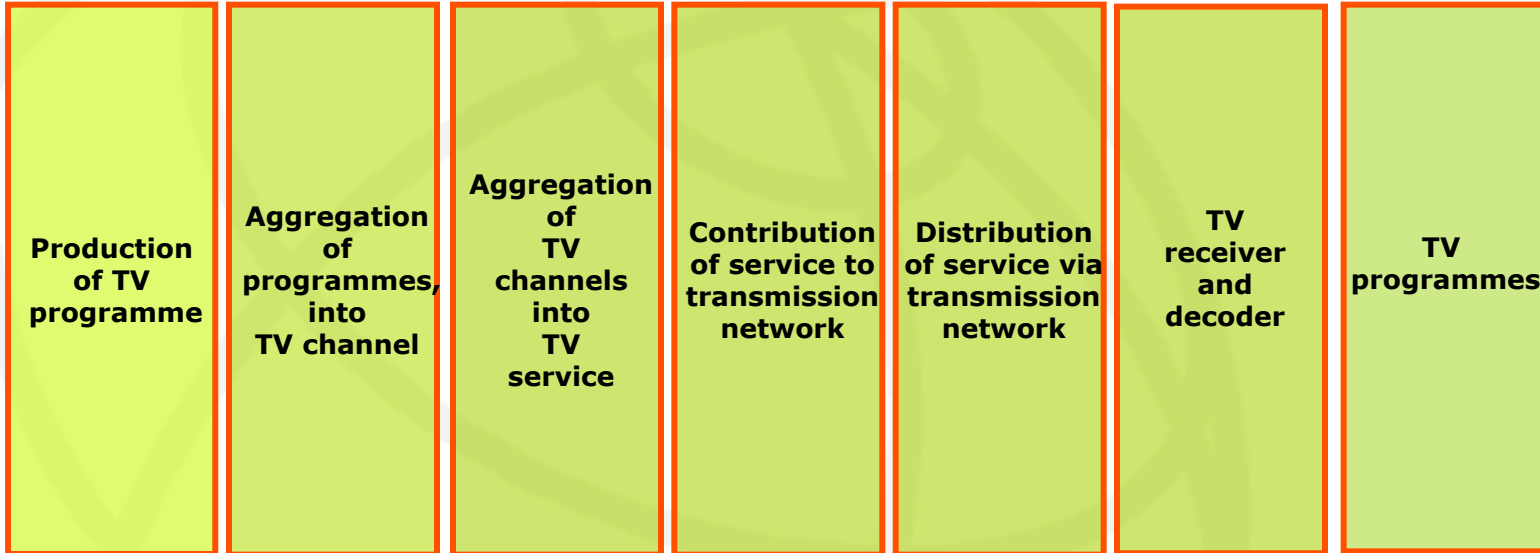
Contribution

Transmission

Reception

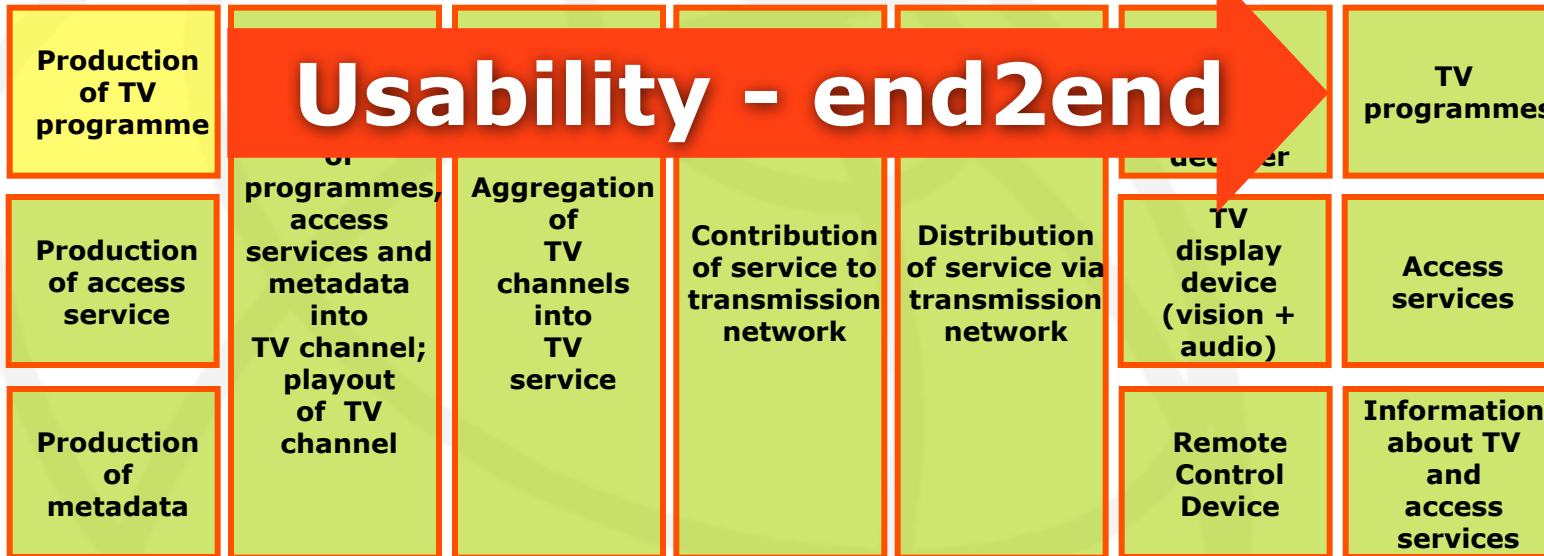
Use

Viewer



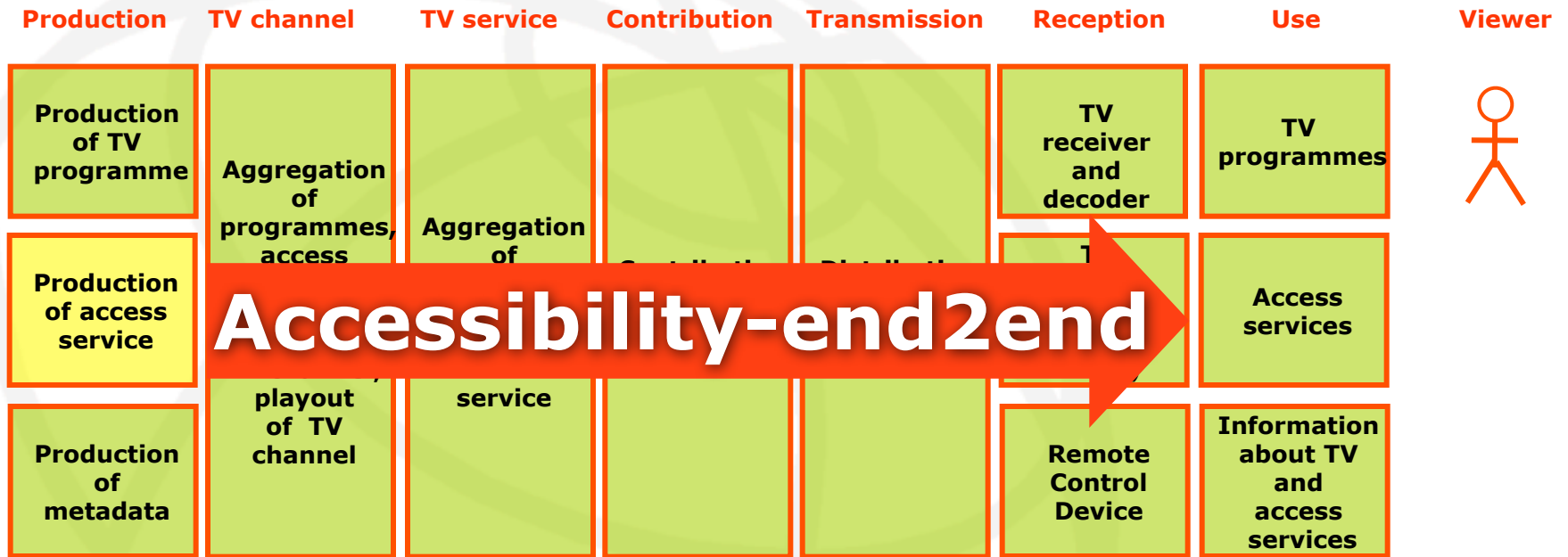
Stakeholders and their interests TV production - not just content!

Production TV channel TV service Contribution Transmission Reception Use Viewer



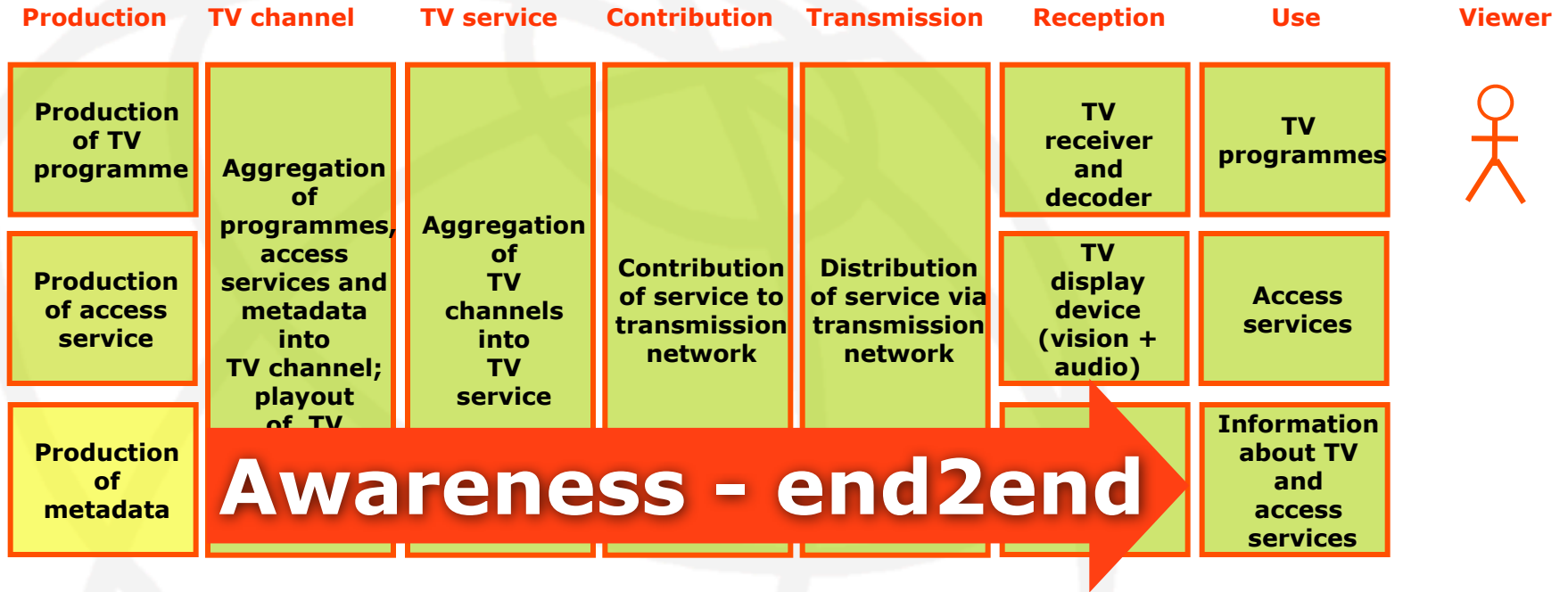
Stakeholders and their interests

TV production - subtitles, too



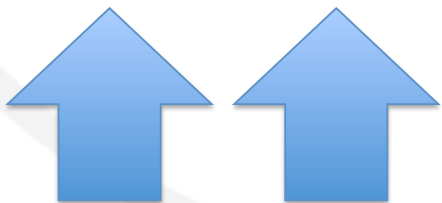
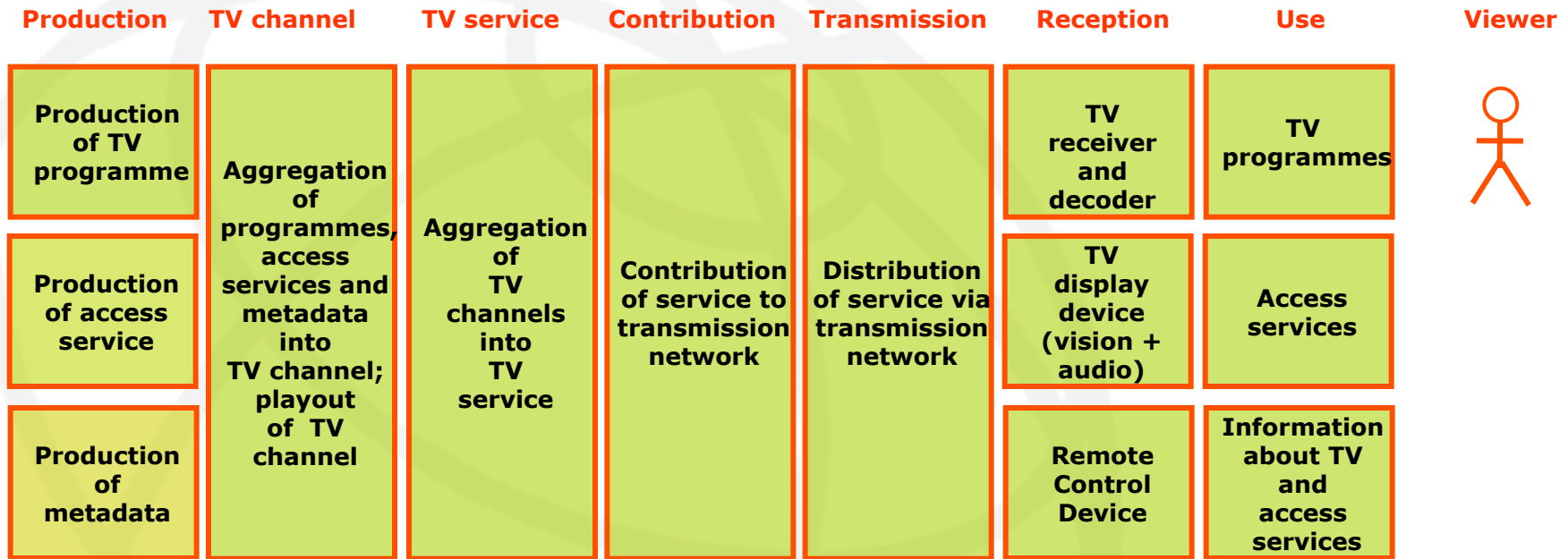
Stakeholders and their interests

Also information about TV!



Stakeholders and their interests

The impact of legislation



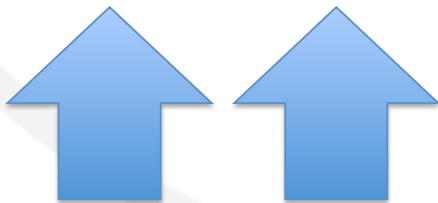
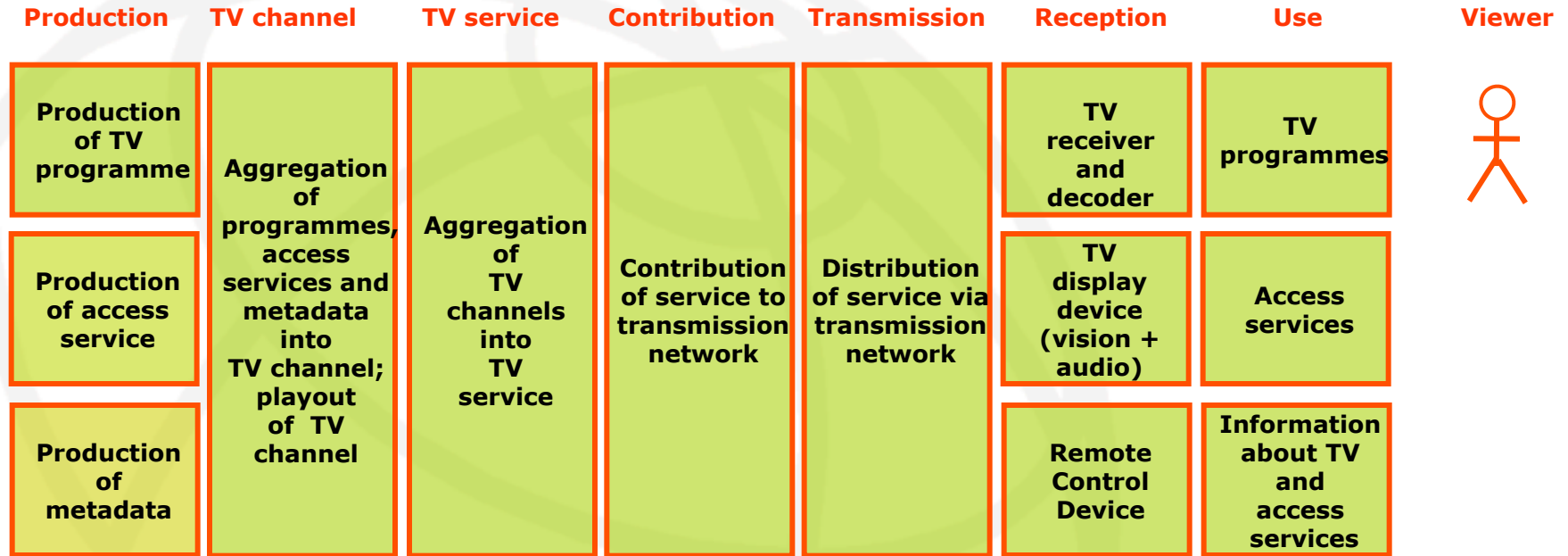
OFCOM+ATVOD
regulators

UK Communications Act

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

Stakeholders and their interests

The impact of directives, conventions



UK Government

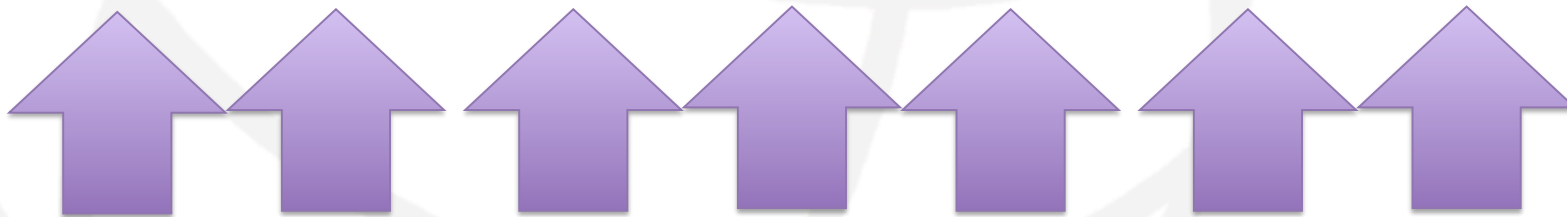
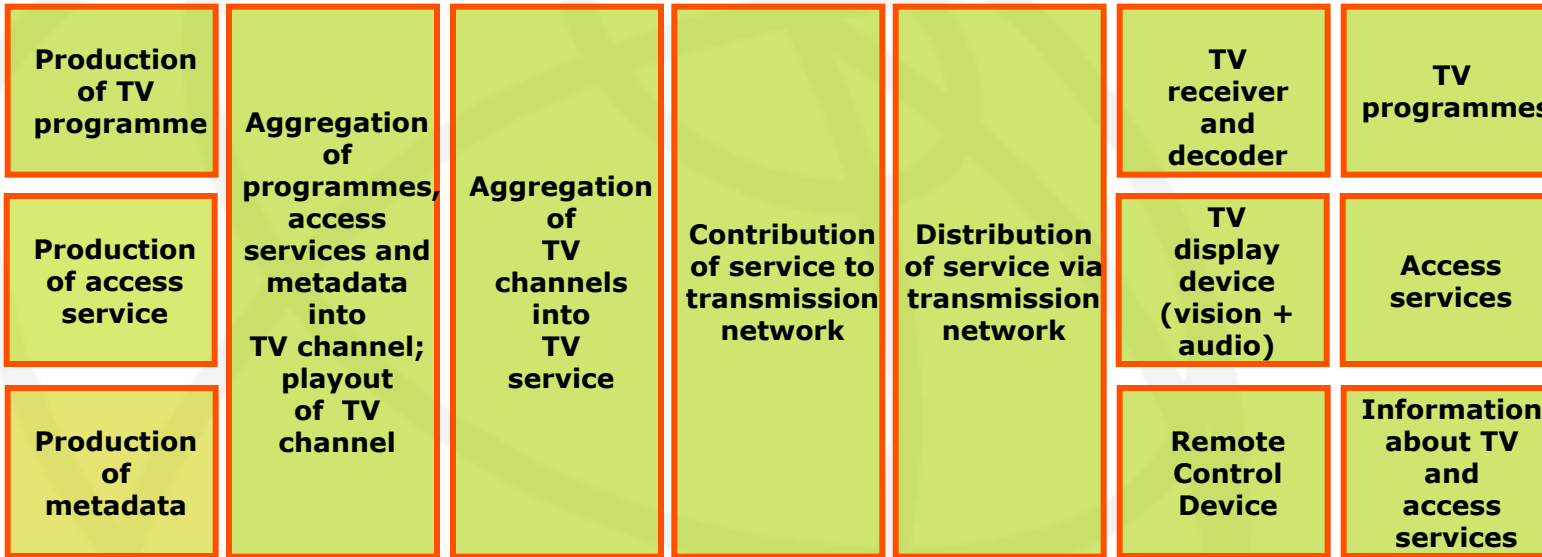
European Union
AVMS directive
United Nations
CRPD

Stakeholders and their interests

The impact of standards



Production TV channel TV service Contribution Transmission Reception Use Viewer



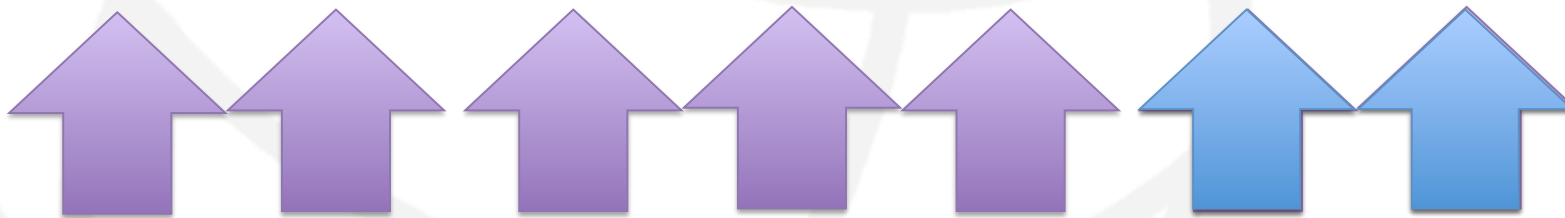
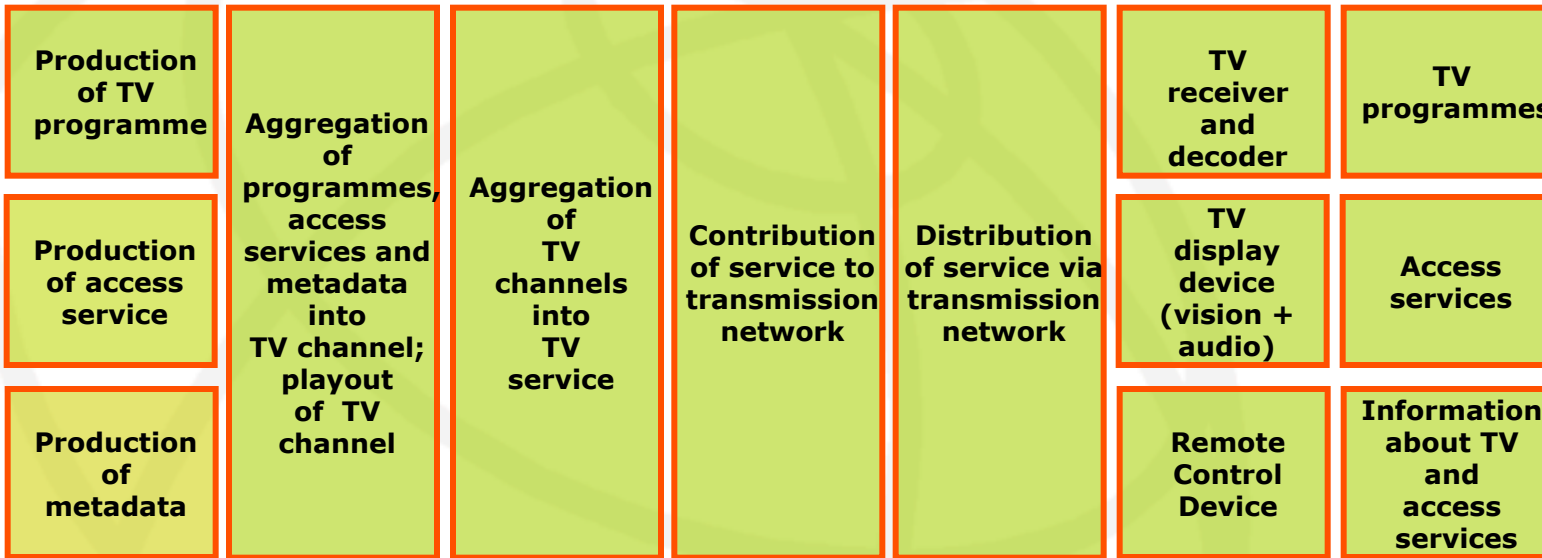
interoperability through DVB standards

Stakeholders and their interests

The impact of standards



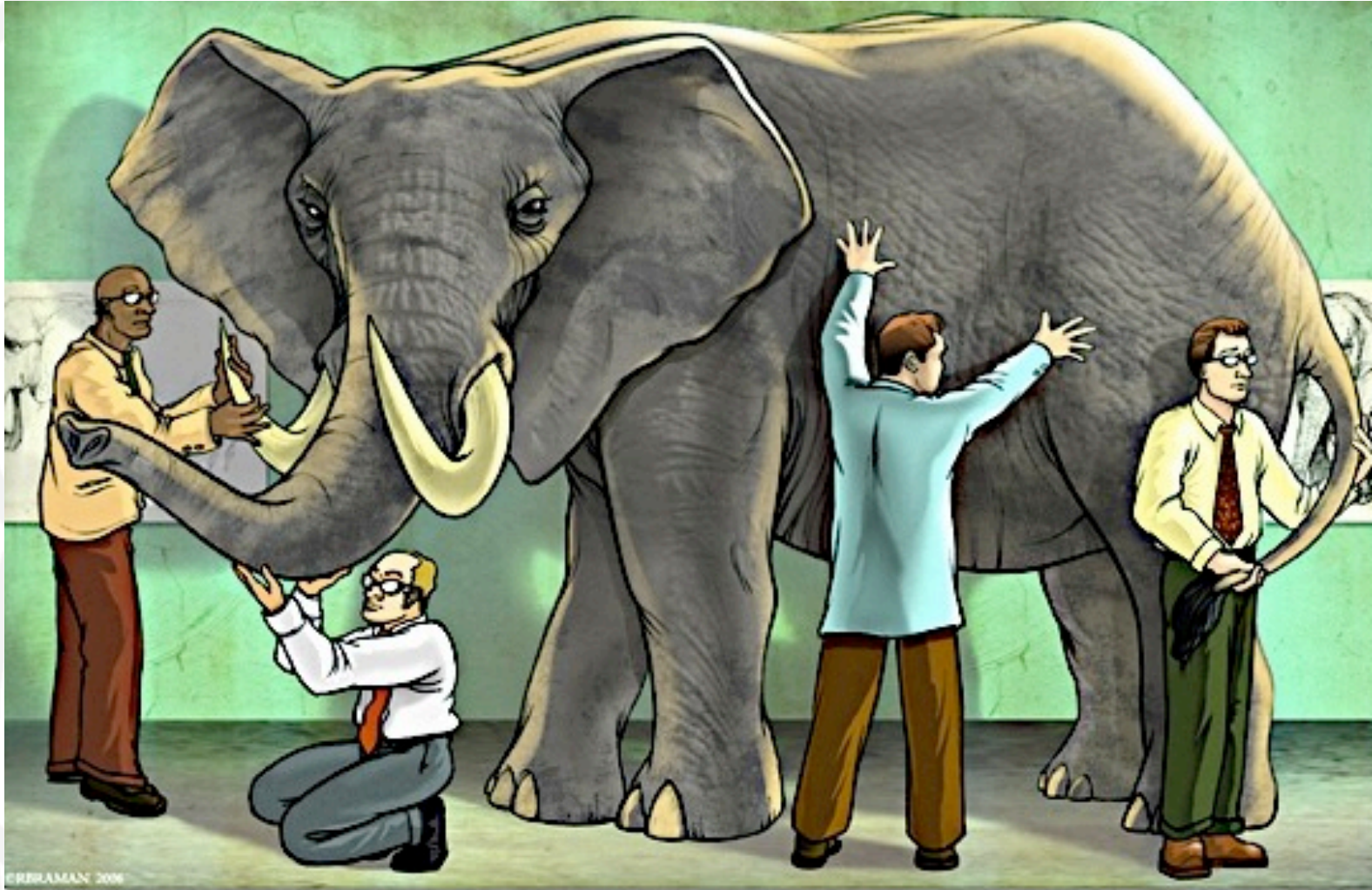
Production TV channel TV service Contribution Transmission Reception Use Viewer



**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



Activity 8 Accessible media stakeholders in India

Production

Aggregation

Distribution

Device

Use

Use

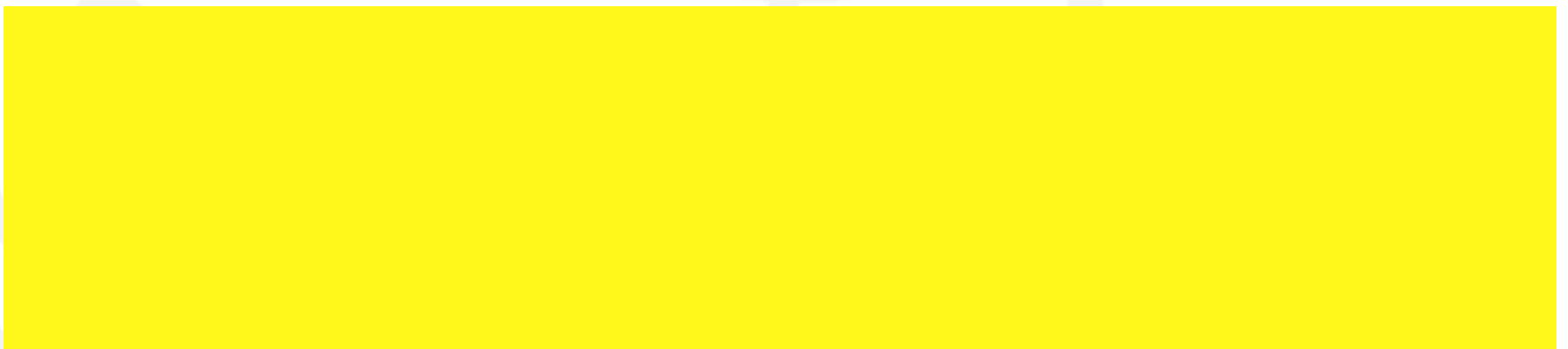


Activity 8 Accessible media stakeholders in India

- 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?

Reading

- 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?