

**ITU Workshop on Making Television Accessible –
From idea to reality” hosted and supported by
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**Audio Description
Should we have a “standard” sound?**

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Should we have a “standard” sound?



((Audio))
Description



How to advertise/announce a programme with AD?

- Key issue: reliability
- Example: Spain and “Cine de Barrio”
 - Some weeks it has AD but not all
 - It is never announced
 - After 3 years they have hardly any users

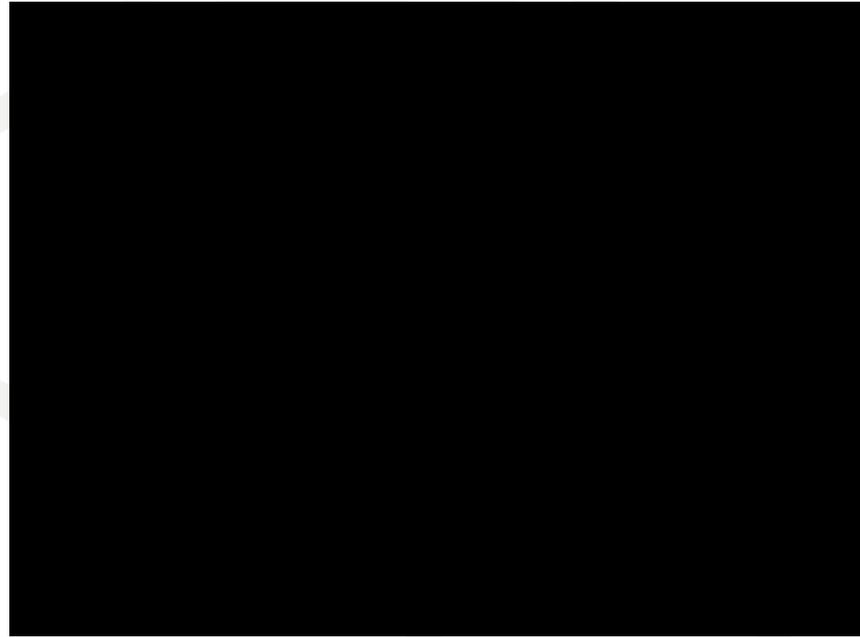
The accessibility options

- Dubbing → Audio description
- Voice-over → Audio description
- Subtitling/captioning?

- Audio subtitles/audio captioning

- Audio subtitles + Audio description

Some examples



What quality areas need standards?

- Quality for user
- Quality for broadcaster
- Quality for user (disability association)
- Production Quality
- Quality in relation to Genre
- Quality from the national regulator perspective

Quality is context-sensitive

- Genre – children programme with large number of repeats
- News – Live AD? As live subtitles?
- Use of new language technologies

Quality and expectations



Thank you!

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