

# Inclusive broadcasting

## Strategy for local broadcasting company's sustainable growth

### Our journey with sign language



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# Okayama Broadcasting (OHK)



# “Okayama Model”

- Adherence to SDGs: no one should be left behind in accessing information
- Not CSR, but business (monetizing, branding)
- Engagement of business community
- High-level commitment to inclusive broadcasting





# Adherence to SDGs

- ▶ No One Left behind: Motto of the SDGS
- ▶ Persons with disabilities: mentioned in the SDGs in five Goals
- ▶ Information and communication in nine Goals





# What makes “Okayama Model” —ICTs-based solution **only we can do**

- ***Mouth movements*** are vital for sign language
- COVID-19 compels us to ***wear a mask***



Interpreter signs from another place  
And the interpretations are **live-streamed**



**Inclusive broadcasting is not CSR, it is business!**

**Our journey with Sign Language for 30 years**

「手話が語る福」1回目の放送  
1993年2月



# Inclusive broadcasting is not CSR, it is business! :Okayama Model



① News programme with sign language interpretation by OHK for 30 years



② Special TV programme on information accessibility, particularly on sign languages



③ Special TV messages by newscasters on the International Sign Language Day



④ Speed car racing with sign language interpretation provide by Toyota

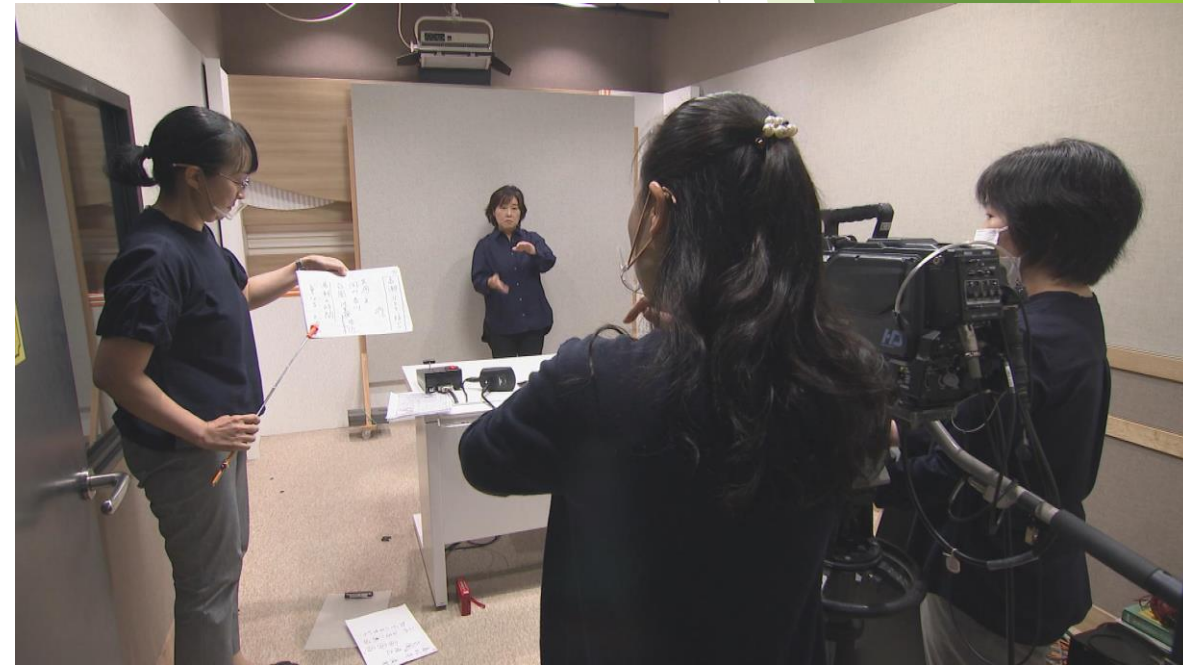
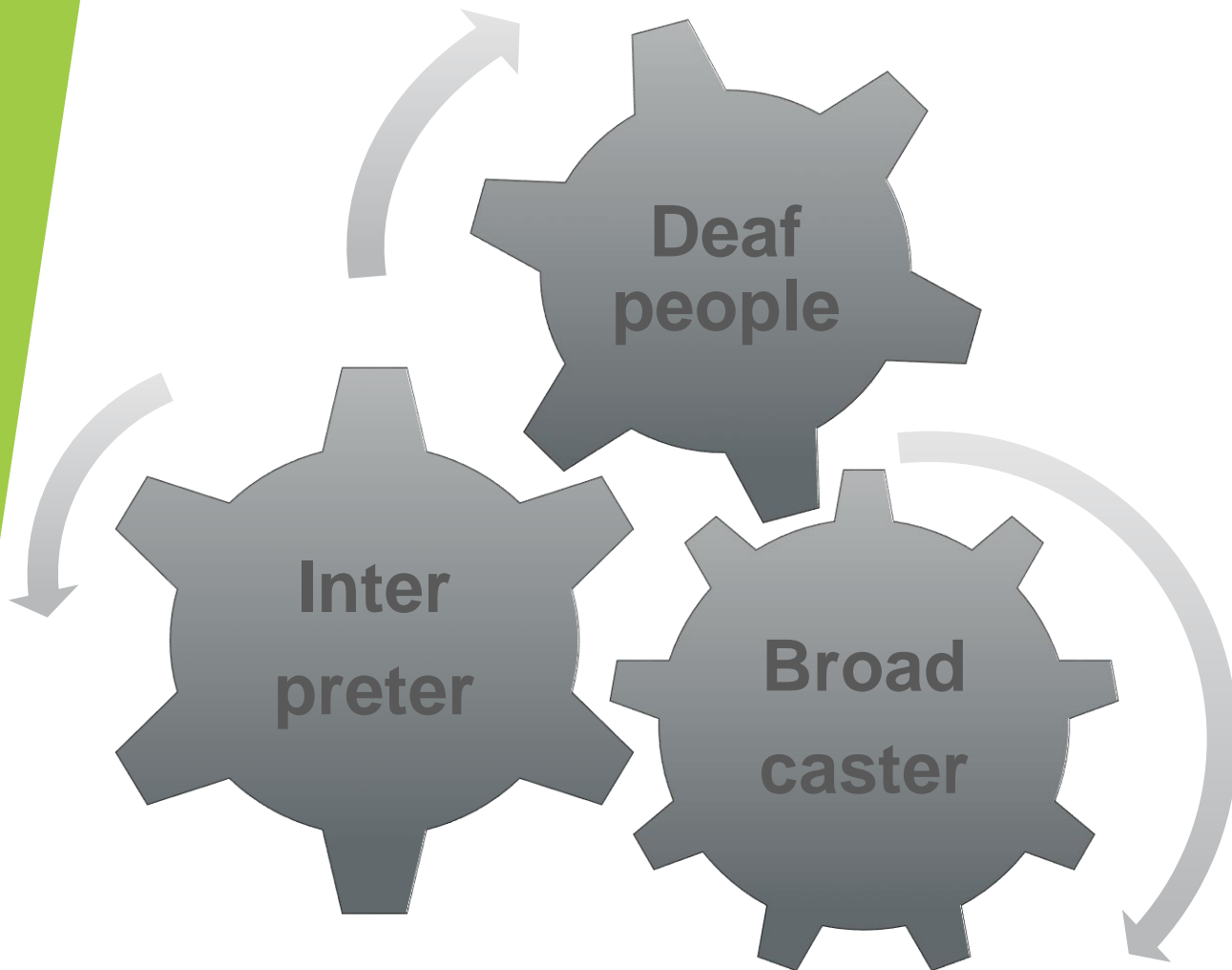
(The first trial in Japan)







# Okayama Model—Tri-partite commitment for sign language interpretation production



# Inclusive broadcasting is not CSR, it is business!



Sign Language interpretation is provided by the private sector such as Toyota, Okayama Chamber of Commerce---→

**Benefits: wider audience; branding**



# **Inclusive broadcasting is not CSR, it is business!**

- ▶ Now, companies are interested in producing a TV commercial with sign language!

Watch this!





しょうゆ

醤油の香りが漂う店に

つばめ

燕が集まってきます



# Inclusive broadcasting is not CSR, it is business!—“**SYUWA Q**” opens the door to the universal world

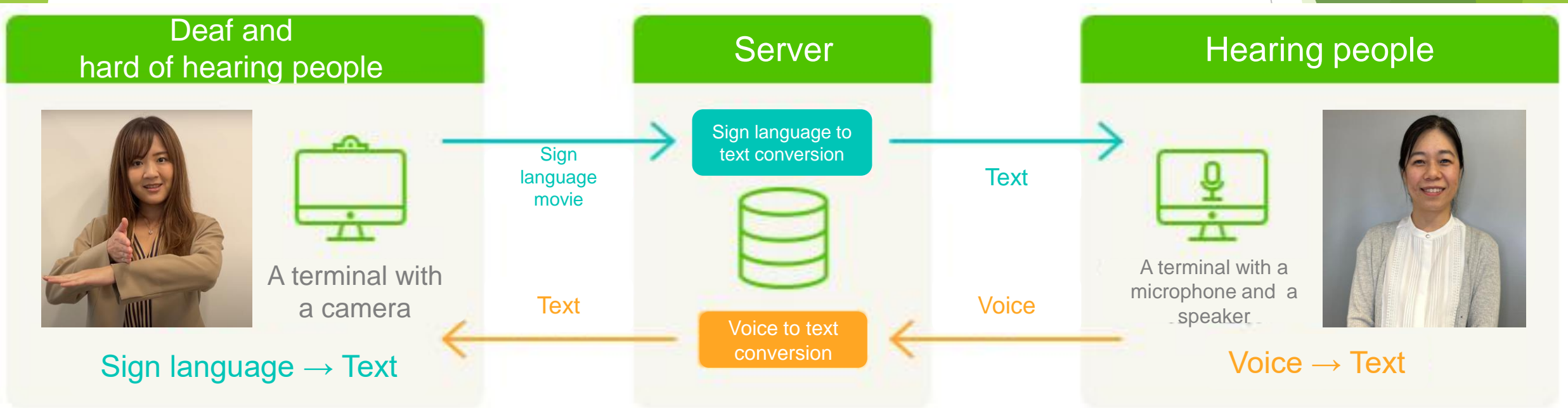
If you read the code below...



You can watch a video with subtitles, voices, and sign language.  
⇒ Accessible information for everyone (NOT only for deaf people)

# Interactive communication system between sign language and voice “SureTalk”

## System configuration



- Continuous Sign Language Word Recognition
- Translation from Signed Japanese glosses to Japanese Text



# Our next step for the future



Joint research with  
SoftBank **New step!**

# High-level and institutional commitment to inclusive broadcasting





# High-level and institutional commitment to inclusive broadcasting





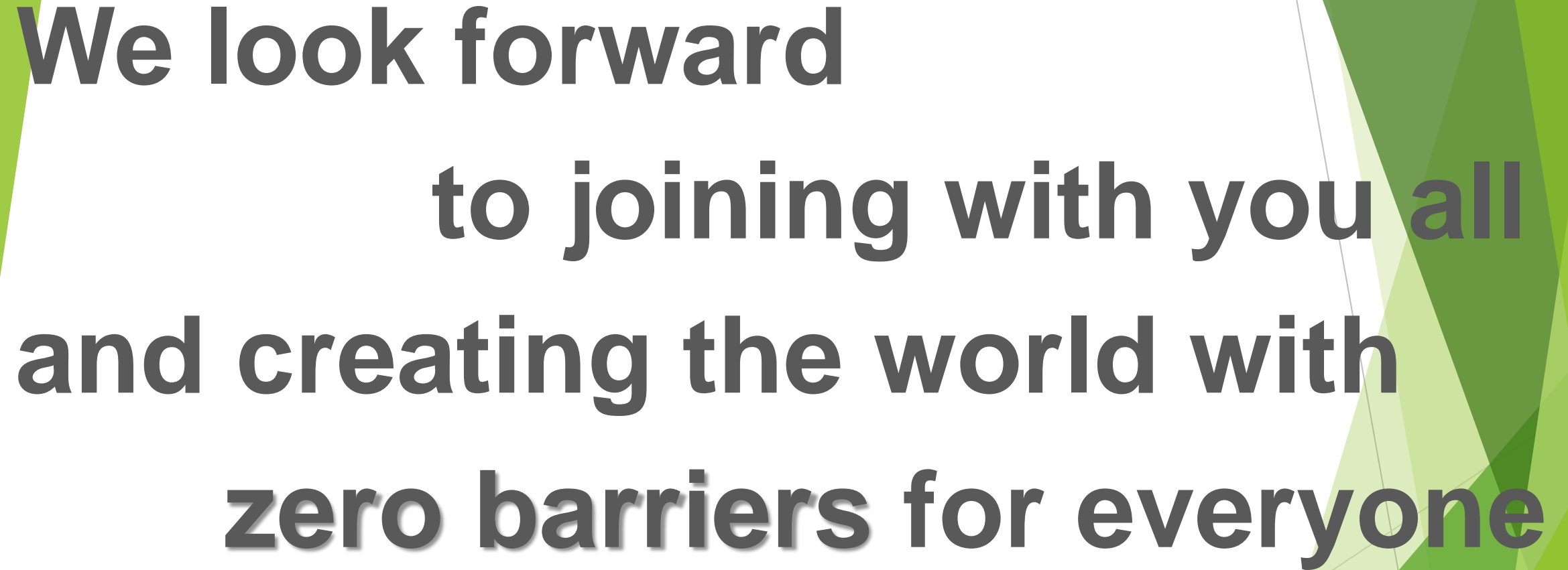
# The way forward

Inclusive  
broadcasting  
working group at  
AMS!

**from local to global**

Networking ➡ Sustainable



The background features abstract, overlapping green geometric shapes, primarily triangles and polygons, in various shades of green, creating a modern and dynamic visual effect.

**We look forward  
to joining with you all  
and creating the world with  
zero barriers for everyone**