



TV AND VIDEO PROGRAMMING ACCESSIBILITY – Serbia

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Introduction

- The current TV distribution legislation puts an obligation of producing accessible program to public services only.
- The commercial broadcasters are encouraged but not obliged to produce accessible program.
- There are no defined quotas.

Serbian Broadcasting Corporation

- Serbian Broadcasting Corporation is a public service, with a special role to serve all groups and citizens of Serbia, with a special emphasis on minorities.
- It is one of the strongest promoter of the process of inclusion of all minority groups into the society on all levels.
- Its program must be accessible as much as it can be.



Present state

- The program of Serbian Broadcasting Corporation is partly accessible, mainly in parts of the program intended specifically for people with disabilities.
- There are two dedicated TV shows about people with disabilities.
- The show “Mesto za nas” (“A place for us”) is completely produced by the distributor, aired in primetime, fully translated into Serbian Sign Language.



Present state

- The show “We are 10%” (“Nas je 10 posto”) is an independent production, aired twice a month in primetime, without subtitles or signing.
- There are continuing educational programs dedicated to learning the sign language (“Znakopis”, “Mansarda”).
- The broadcaster has regular everyday short news in sign language.



Present state

- Once a month the broadcaster airs movies with audio description.
- There is a popular domestic TV series with subtitles in Serbian.
- The official website of National Broadcasting Corporation www.rts.rs has an option “Read it to me!” (“Čitaj mi!”).
- There is a project to air the most popular and widely renowned documentary TV shows with sign language translation.

Present state

- On special occasions, parts of the program or the entire program is being translated into the sign language, live, like during major floods in May 2014 or the election campaign in 2014.



Present state – other broadcasters

- The other public service, Vojvodina Broadcasting Corporation, has regular short news in sign language and TV shows about people with disabilities.
- One commercial TV station had a project using teletext subtitles for some of their shows.
- Some local TV channel air shows dedicated to people with disabilities, occasionally signed.

Present state - summary

- Regulatory body research for part of 2013:
- Public services fulfill legal obligation to have accessible program, but the amount of that program is small – under 2%.
- Only one commercial broadcaster national frequency uses teletext subtitles. The amount is about 2,5% out of the total program.
- The amount and variety of accessible program should be higher on both public service and commercial broadcasters.

Key challenges - technical

- Technical platform is set, the content is missing.
- The importance of adequate receiving equipment.
- The importance of subtitles for domestic program accessibility and children learning language.
- Combining different media and distribution paths – convergence instead of separate platforms.
- Using old archive material in a new way.

Key challenges - personal

- Education on national and local levels of all participants about the importance of accessibility and the standards.
- Inertia – moving from old “we always did it this way” path to dynamic convergence.
- Continuity in providing accessible content.
- Better communication and advice from the target group about the content and schedule – forming specialized boards to communicate about all these aspects.