

# Access Services

## A few initial thoughts?

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# The Cases for Media Access Services

- Everyone in a society has the right to the information and culture available from the media. It is a precondition of being able to exercise other rights. We all have the right to, and need for, involvement in society
- Public service media in particular is for the common public good, and should serve and reflect the whole of society
- The presence of media access services sensitizes the public to the community of those with disabilities
- Having greater access to the media can have an economic value for society, as we improve the match between capability and tasks, and increase the productivity of society.
- Media Access services can serve others in society as well.

# At the same time...in the real world

- There can be what are thought to be larger “more urgent” social problems to solve.
- The diversity of the disabled may be not the only diversity to be served, there is, for example, linguistic diversity.
- The disabled can sometimes appear as a small minority
- Access services can sometimes be seen as being disproportionately costly to provide.

# Conditions for Access Services

- Company policies
- Funding
- Legal frameworks
- Specific technical solutions to “translate” content
- Specific delivery and reception arrangements for providing access services

# Today's major access system options

- Burnt in and/or optional text subtitling
- Burnt in and/or optional audio subtitling
- Burnt in and/or optional audio descriptions
- Burnt in and/or optional signing
  
- Clean audio at source/receiver

# Future options

- Hybrid broadcast/broadband systems.
- TTML access systems such as subtitling.
- Soundtrack simpler language systems.
- Augmented Reality and Mixed Reality systems.
- Next Generation audio systems.
- Object based broadcasting.
- Artificial intelligence systems e.g. companionship systems.

# Some questions

- What means are available, human/technical/financial, to serve those with disabilities?
- What level of access services can be regarded as “enough”?
- Should the disabled also have their own programmes specifically designed for them?

**Now, let's turn to our  
speakers/pannelist**