Is there a case for making digital media accessible?

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Making Media Accessible

Special report: Personal technology

Beyond the PC (55)
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Smartphones and tablets...

Vendors will ship 269.6 million smartphones in 2011, compared with just 194 million Notebook PCs (Microsoft and Mac). Tablets are also growing strongly.

Is the desktop PC heading for extinction?

Source: Andrew Sheehy, Generator Research, Ltd, July 2011
What is happening in the mobile market?

Facebook planning own smartphone

Agence France-Presse
in San Francisco

Facebook has allied with Taiwan’s HTC to build a customised smartphone powered by Google’s Android mobile operating system, according to technology blog All Things Digital.

The project, code named “Buffy”, is aimed at making a handset tailored for the social networking platform, owned by Dow Jones, publisher of The Wall Street Journal.

The device would “deeply integrate” Facebook, which had more than 800 million members, All Things Digital said.

A Facebook team had been working with HTC as well as trying to make deals with telecom providers for the smartphone, which it hoped to release within the next 18 months.

A Facebook spokesman declined to comment directly on the Buffy project to All Things Digital but said: “Our mobile strategy is simple: we think every mobile device is better if it is deeply social.

“We’re working across the entire mobile industry; with operators, hardware manufacturers, operating system providers and application developers to bring powerful social experiences to more people around the world,” the spokesman said.

HTC already builds phones with dedicated Facebook programs.
...to this
What is the challenge?
Do people have problems watching TV?

At least 1 in 6 have problems
What is the challenge?
Do people have problems watching TV?

Between 25 and 50% of elders have problems watching TV.
What is the challenge?
Do we use “disability” with the same meaning?

Let’s focus on capability rather than narrow medical definitions
What is the vision?
Media for all - a universal human right

Discovering  Listening to  Watching  Participating in
Sharing    Creating   Enjoying media

Enjoying media
What can we do today?
The analogy of picking cherries

Start with the low hanging fruit!
What can we do today?

Three kinds of action

1. Improve **TV usability**
2. Improve **TV accessibility** by offering access services
3. **Enhance TV accessibility** - add assistive technologies to the devices
1. Improve TV usability
Example 1: pictures we can’t see
1. Improve TV usability
Example 2: audio we cannot understand

If we can do it for football we can do it for other programs, too.
OTTAWA-GATINEAU, September 13, 2011

— Today, the Canadian Radio, television and Telecommunications Commission (CRTC) announced that broadcasters must control the loudness of TV commercials by September 1, 2012.
1. Improve TV usability
Example 4: emergency alerts some do not get
2. Offer Access Services

Different needs
2. Offer Access Services

Different needs

Viewers born deaf or with hearing impairment

Signing and subtitles
2. Offer Access Services

Different needs

Viewers who are blind or have visual impairments

Audio description (AD) or spoken subtitles

BLUE SKY AND SUN SHINING ON A FIELD OF YELLOW FLOWERS...
2. Offer Access Services

Different needs

Viewers of programs in foreign languages

Dubbing or subtitles in national language(s)

(Spoken subtitles for persons who are poor readers)
2. Offer Access Services
Different needs

Young viewers of foreign language programs

Dubbing or voice-overs(lectoring)

whose parents are deaf
2. Offer Access Services

Different needs

Viewers of programs with people who speak fast or unclearly

Same language subtitles

Subtitles for persons who are deaf or hard of hearing (SDH) (Loudness regulation)
2. Offer Access Services

Different needs

Migrants and immigrants

Subtitles in major languages
Access Services are not yet part of the specification of broadcast television for digital terrestrial TV in China and Hong Kong.

Access Services for IPTV (Now TV) are “work in progress”.

2. Offer Access Services
   Different needs
3. Assistive technologies

British text-to-speech will create talking TVs

Can even speak Gaelic and Welsh
By Asavin Wattanajantra
Wed Jun 09 2010, 16:15

LOSING A REMOTE CONTROL to change channels might soon be less of a problem with the development of British technology that enables your TV to talk to you.

Ocean Blue Software has developed low cost text-to-speech technology called 'Talk TV', which is being built into set top boxes from Korean company Arion Technology and branded by retailers from August.

Aimed particularly at blind or partially-sighted owners, it can use speech technology to tell them what's on and when it's on. The speed and verbosity of the voice can be adapted, while a different kind of remote control will be provided.

The development has already won design awards, and has been developed with the support of the Royal Institute for the Blind.

The technology has been developed with digital chip company ST Microelectronics, and the next stage of development looks to be that owners will be able to talk back to their TVs using commands such as 'channel up', 'channel down' and 'volume up', 'volume down'.

Talk TV will be available in different languages and dialects. It is slated to support Scottish Gaelic and Welsh in the UK, but it remains to be seen how the technology will cope with the notorious Geordie accent.
3. Assistive technologies
subtitles to signing?
3. Assistive technologies

Text to signing in Japan

Source: Dr. Takayuki ITO, NHK
3. Assistive technologies
“Clean audio”
http://www.youtube.com/watch?v=NAQ7mtHl9FE
How do we make TV accessible?
How do we make TV accessible? Getting the big picture

bird’s eye view
Getting the big picture of digital media accessibility

Discussing media accessibility with practitioners and users
What then?
Put the pieces together

Share a vision of media that are truly accessible
Put the pieces together

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Have a clear view of the current situation and key obstacles
Put the pieces together

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Share a vision of media that are truly accessible

Identify actions that can turn the vision into reality

Have a clear view of the current situation and key obstacles

Identify actions that can turn the vision into reality

Share a vision of media that are truly accessible

Put the pieces together
Put the pieces together

Identify actions that can turn the vision into reality
Put the pieces together

- Share a vision of media that are truly accessible
- Identify actions that can turn the vision into reality
- Propose a roadmap of actions and metrics to measure progress
- Have a clear view of the current situation and key obstacles
Put the pieces together

Propose a roadmap of actions
Put the pieces together

Propose a roadmap of actions and metrics to measure progress.
Is information enough to ensure action?

Incentives and sanctions for non-compliance
United States of America
FOR IMMEDIATE RELEASE
August 29, 2011

AAPD Commends FCC for Reinstating Television Video Description

FCC Reinstates Accessibility Rules for Blind People under New Accessible Communications Law

WASHINGTON, DC – August 29, 2011 – The American Association of People with Disabilities (AAPD) commends the Federal Communications Commission (FCC) for releasing rules reinstating video description of television. Video description makes television programs accessible to people with visual disabilities by providing narrated descriptions of a program’s key visual elements inserted into natural pauses in the TV program’s dialogue. The rules will go into effect in July of 2012.

“This is a huge victory for accessibility,” said AAPD President and CEO Mark Perriello. “The FCC’s decision will make television more accessible for millions of Americans,” he added.

The FCC’s decision reinstates rules that the FCC adopted in 2000 and that a federal court struck down in 2002. In response, the Coalition of Organizations for Accessible Technology (COAT), which AAPD co-founded in 2007 with the American Council of the Blind, American Foundation for the Blind, and other organizations, began a campaign to restore full access to television programming. In 2010, the U.S. Congress paved the way for reinstating video transcription when it enacted the Twenty-First Century Communications and Video Accessibility Act (CVAA). This new law required reinstatement of video description rules, among other accessible technology requirements.
Canada TV regulator says turn down ads
Sept. 13, 2011, 2:15 p.m. CDT
Associated Press

GATINEAU, Quebec (AP) — Canada's federal regulator has ordered broadcasters to turn down the volume on loud television commercials.

The ruling Tuesday comes after the Canadian Radio-television and Telecommunications Commission received thousands of complaints about loud ads.

It announced Tuesday that broadcasters must put a lid on the loudness of TV commercials by next Sept. 1.

CRTC chairman Konrad von Finckenstein says complaints have escalated over the years.

He says broadcasters have allowed what he calls "ear-splitting" ads to disturb viewers and have left the regulator little choice but to set out clear rules that will put an end to them.
Timeshifting Makes Up 10% Of TV Viewing In The UK

By Richard Carlton • Wednesday, 19 October 2011, 1:55 pm BST

Recently released data from BARB, the broadcasting industry’s audience measurement organisation, has revealed that timeshifting makes up 10 percent of TV viewing in the United Kingdom, setting a new record. However, this consists mainly of recording soaps and dramas, which are then watched later on that same day. The figures were based on data for the week ending the 25th of September.
Jordskælvet og tsunamien i fredags og situationen på atomkraftværmet -
Japan

Government Aims to Have Closed Captions Added to All Programs, Including Live, by 2017

Japan has approximately six million people with hearing disabilities due to aging or other impairment, which is roughly 5% of the entire population. If closed captions were made available to people who have difficulties in hearing the audio of television, they would be able to enjoy TV together with families, etc., while concerns about misunderstanding important news would be eliminated. Closed captions in all programs would also achieve barrier-free broadcasting as a socially responsible service provided by broadcasters.

The Ministry of Internal Affairs and Communications has established a target for closed captions to be added to all programs, including live broadcasts, by 2017\(^1\).

Closed captions are already being added to 100% of prerecorded programs broadcast by public broadcaster NHK and 78% of such programs by commercial stations. Live broadcasts account for nearly half of all broadcast programs, but closed captions have been added to only 43% of live programming by NHK and 33% by commercial stations.
So is there a case for making digital media accessible?

Yes!
Conclusions

- **Legislation and regulation are changing** (things like the EU Audiovisual Media Services Directive and the UN Convention on the Rights of Persons with Disabilities)

- **New solutions are emerging**
The iPhone 4S and the service called Siri is one of them.
What is the ITU doing?
**What do we aim to deliver?**

| **1. Scope the kinds of AV media to be included in the work of the FG AVA (need to have or nice to have)** | | | | | | | | | | | | | | | | | | | | | |
| **2. Produce operational definitions of AV media accessibility** | | | | | | | | | | | | | | | | | | | | | |
| **3. Identify metrics - Key Performance Indicators - for digital AV media accessibility** | | | | | | | | | | | | | | | | | | | | | |
| **4. Map the key stakeholders involved in accessible digital AV media creation, exchange, distribution, use and enjoyment** | | | | | | | | | | | | | | | | | | | | | |
| **5. Identify the mismatch between visions for accessible digital AV media and current AV media accessibility provisions** | | | | | | | | | | | | | | | | | | | | | |
| **6. Identify actions needed to promote digital AV media accessibility (not just ITU)** | | | | | | | | | | | | | | | | | | | | | |
| **7. Recommend roadmap with actions that should be followed up by the ITU to promote digital AV media accessibility** | | | | | | | | | | | | | | | | | | | | | |

**Based on AVA-I-0002 26 May 2011**

- **Work in progress**
- **Preliminary Output Document**
- **Final Output Document**
“Nothing for us without us”
A free report from the UN’s International Telecommunications Union

Source: http://www.itu.int/ITU-D/sis/PwDs/Documents/Making_TV_Accessible-E-BAT.pdf
Questions?

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