

**ECom-ICom Experts Address Series**  
**29 November 2011 7 - 8 p.m.**  
**Room 611, 6/F, United Centre, Admiralty,**  
**Hong Kong**

**Is there a case for making  
digital media accessible?**

**Peter Olaf LOOMS**  
**Chairman**  
**ITU-T Focus Group FG AVA**

# Making Media Accessible



## Special report: Personal technology

**Beyond the PC** (55)

Consumerisation

**The power of many** (11)

**Apps on tap** (11)

Personal technology at work

**IT's Arab spring** (14)

Adapting personal IT for business

**The consumer-industrial complex** (2)

**Droid wars** (55)

Ubiquitous computing

**Up close** (3)

Technology and society

**Here comes anywhere** (6)

# 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?

TECHNOLOGY

## 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, according to the blog, which is

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.

# From this...





**...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?

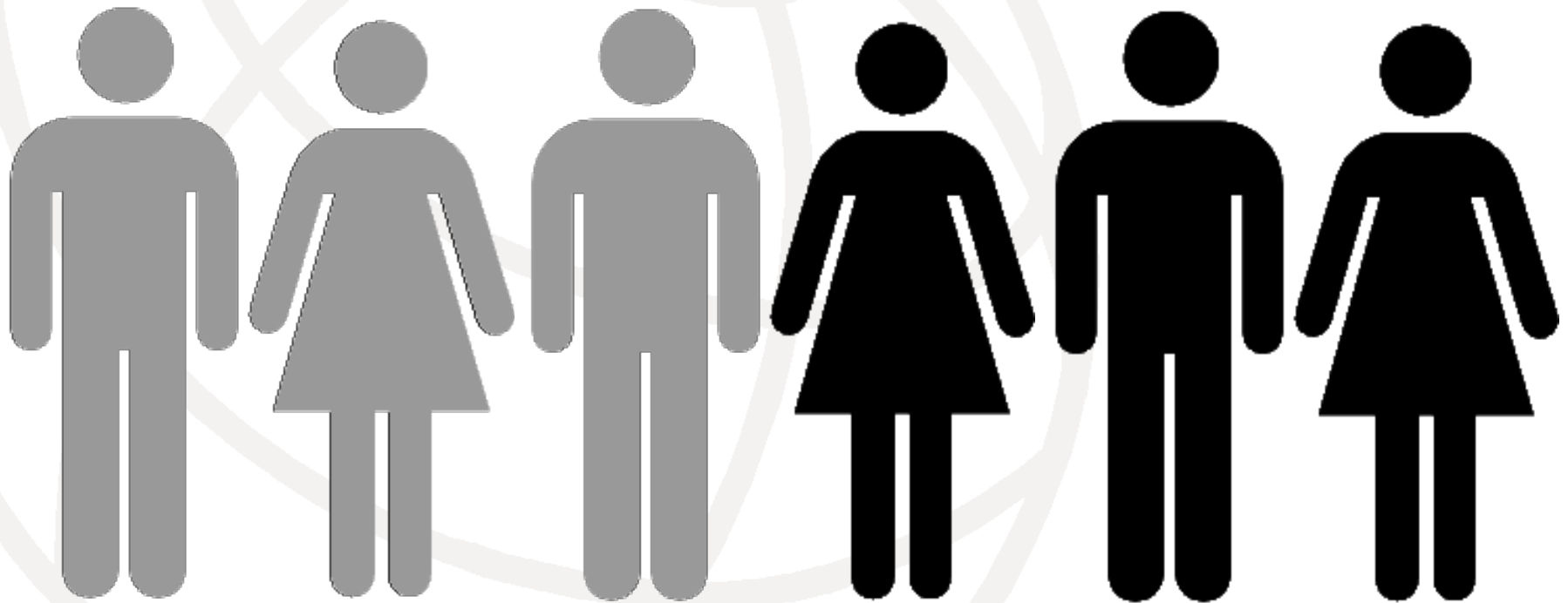


**Between 25 and 50% of elders  
have problems watching TV**



# 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**



# 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



▶ 26 ans de prison

Prêtres pédophiles

Asile

Gaz

Ben Laden

Réforme retraites

Tsunami

Coupe de Belgique

Shooto

L'image

12  
LE 12  
MINUTES



# 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.**

# 1. Improve TV usability

## Example 3: audio that creates discomfort

- **CRTC tells broadcasting industry to turn down the volume on loud television commercials**

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

**Viewers born deaf or with hearing impairment**



**Signing and captioning**



**Viewers who are blind or have visual impairments**



**Audio description (AD) or spoken captions/subtitles**



**Young viewers of foreign language programs**



**Dubbing or voice-overs (lectoring)**



**Subtitles for young viewers whose parents are deaf**

**Viewers of programs with people who speak fast or unclearly**



**Same language captions**



**Subtitles for persons who are deaf or hard of hearing (SDH)**

## 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**



## 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





## 2. Offer Access Services

### Different needs

Migrants and immigrants



Captioning in major languages



Viewers of programs in foreign languages



Dubbing or captioning in national language(s)



**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”.**

# 3. Assistive technologies

## British text-to-speech will create talking TVs

Can even speak Gaelic and Welsh

By **Asavin Wattanajutra**

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'.

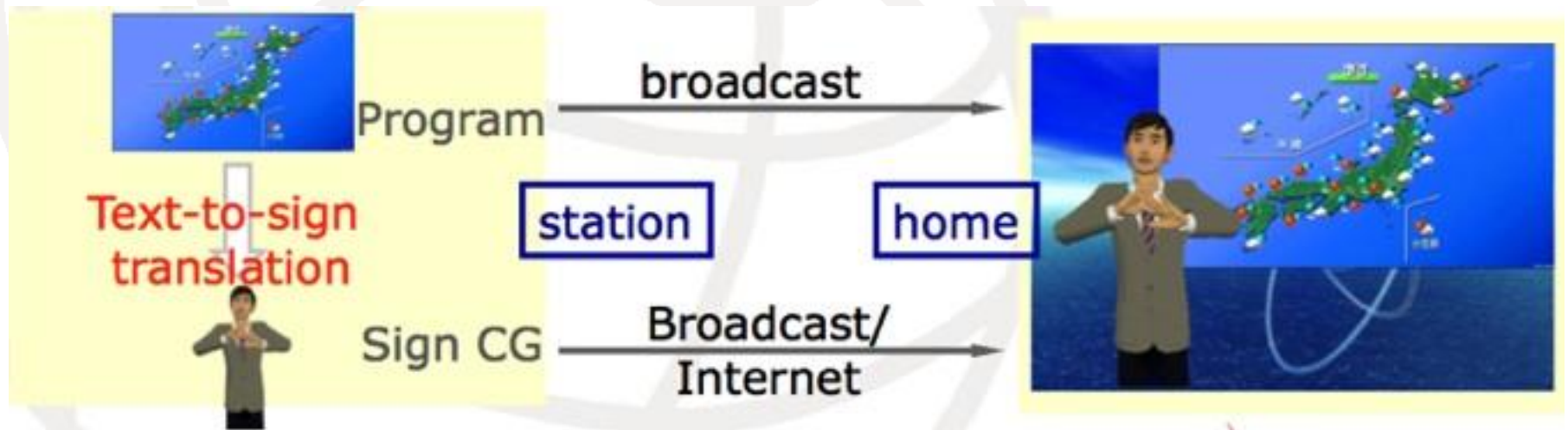
Talk TV will be available in different languages and dialects. It is slated to support Scottish Gaelic and Welsh in the UK, but it remains to be seen how the technology will cope with the notorious Geordie accent. μ

### 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=NAQ7mtHI9FE>



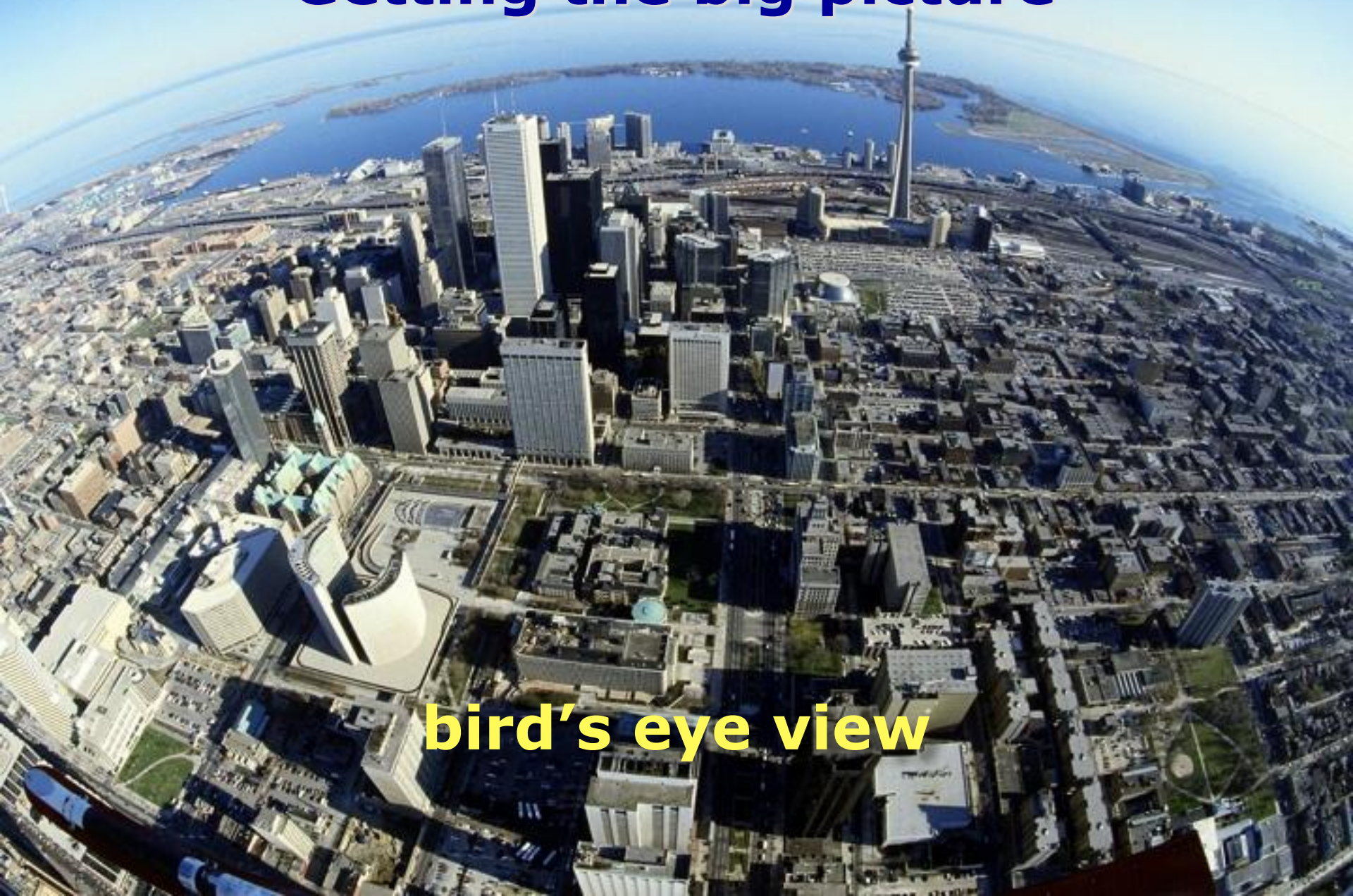


# How do we make TV accessible?





# 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

**Share a vision  
of media that  
are truly accessible**



# Put the pieces together



**Share a vision  
of media that  
are truly accessible**

**Have a clear view of  
the current situation  
and key obstacles**



# Put the pieces together

Have a clear view of  
the current situation  
and key obstacles



# Put the pieces together



**Share a vision  
of media that  
are truly accessible**

**Have a clear view of  
the current situation  
and key obstacles**

**Identify  
actions that can  
turn the vision  
into reality**



# Put the pieces together



**Identify  
actions that can  
turn the vision  
into reality**



# Put the pieces together



# Put the pieces together

A photograph of a two-lane asphalt road with a yellow dashed center line and white solid edge lines. The road curves gently through rolling green hills under a bright blue sky filled with fluffy white clouds. In the distance, a line of dark evergreen trees marks the horizon. A faint, light gray steering wheel graphic is visible in the upper left corner of the image.

**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



# United States of America



## NEWS

**FOR IMMEDIATE RELEASE**

August 29, 2011

Media contact: Lara Schwartz

202-521-4309, [lschwartz@aapd.com](mailto:lschwartz@aapd.com)

## **AAPD Commends FCC for Reinstating Television Video Description**

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

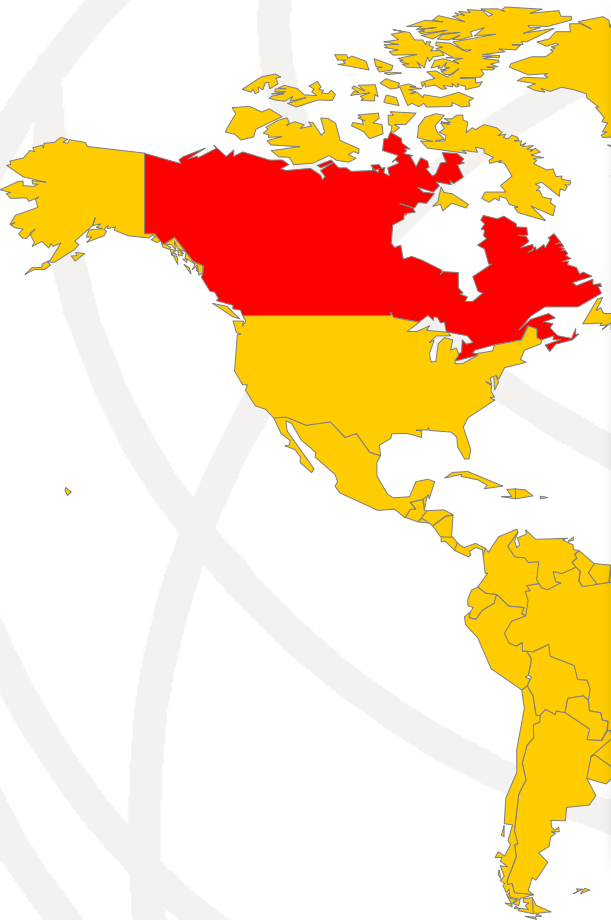
WASHINGTON, DC – August 29, 2011 – The American Association of People with Disabilities (AAPD) commends the Federal Communications Commission (FCC) for releasing rules reinstating video description of television. Video description makes television programs accessible to people with visual disabilities 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 (CVA). 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.



*Timeshifting makes up 10% of TV viewing in the UK*





# Japan

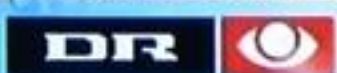


東北関東大震災  
HD NHK WORLD  
菅首相が会見

LIVE 中継  
首相官邸



Jordskælv og tsunamien i fredags og  
situationen på atomkraftværmet -



NAOTO KAN  
PREMIERMINISTER, JAPAN

# 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<sup>1</sup>.

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?



International  
Telecommunication  
Union



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About ITU

**FG AVA**

**Focus Group on Audiovisual Media Accessibility (FG AVA)**

(In operation since 2011-05)

ITU-T Focus Group on Audiovisual Media Accessibility (FG AVA) was proposed by ITU-T Study Group 16 for creation in-between TSAG meetings. The Terms of Reference of the Focus Group are available [here](#).

The main objective of this Focus Group is to address the need to make audiovisual media accessible for persons with disabilities. The Focus Group encourages participation of all standards development organizations (SDOs) working in this area. The Focus Group will encourage:


- people to become involved in the accessibility work of ITU.
- the participation of persons with disabilities.
- the participation of universities.
- the participation of company accessibility departments

[ITU-T SG16](#) is the parent group of this Focus Group.

**FG AVA Management**

- Chairman: [Peter Olaf Looms](#)  
(European Broadcasting Union and Denmark)
- Vice-Chairman: [Masahito Kawamori](#)  
(NTT, Japan)
- Vice-Chairman: [Clyde D. Smith](#)  
(Turner Broadcasting System, USA)

**FG AVA Meetings**

 [TIES](#) or [Guest](#) account required

**3) FG AVA Meeting *NEW!***  
17 November 2011 (Barcelona, Spain)

- [Meeting Announcement](#) *NEW!*

**4) FG AVA Meeting *NEW!***

**Standards Q&A**

[Standards Q&A](#) is an open forum for questions concerning the standardization work of the International Telecommunication Union (ITU). It offers a unique opportunity to engage with the experts that develop the standards that underpin ICTs.

[Ask the experts!](#)

**Newslog**

**[ITU-T Newslog - Focus Groups](#)**

[Group to focus on accessibility for all](#)

6th meeting of the

# What do we aim to deliver?

Based on AVA-I-0002 26 May 2011  
Suggested objectives and procedures for the first Focus  
Group meeting

Work in progress	
Preliminary Output Document	
Final Output Document	

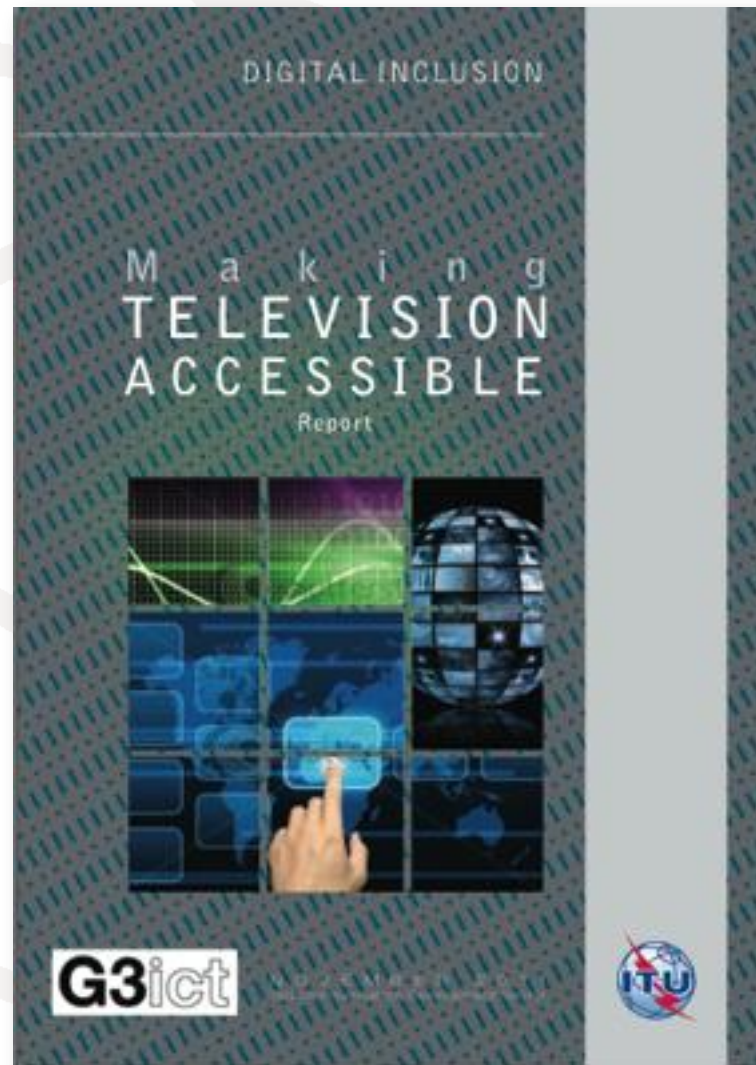
[illegible]

# **“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](http://www.itu.int/ITU-D/sis/PwDs/Documents/Making_TV_Accessible-E-BAT.pdf)



# Questions?

## Contact particulars

### FG AVA website:

<http://www.itu.int/en/ITU-T/focusgroups/ava/Pages/default.aspx>

### FG AVA secretariat:

**Alexandra Gaspari**

[tsbfgava@itu.int](mailto:tsbfgava@itu.int)

### Chairman:

Peter Olaf Looms

Ellesvinget 25

DK-2950 Vedbæk

DENMARK

E: [polooms@gmail.com](mailto:polooms@gmail.com)

M: +45 51 56 75 46

