

European Federation of Hard of Hearing People

# **Workshop on Accessibility to Television Programmes for Hearing-Impaired People**

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# About us:

- The European Federation of Hard of Hearing People exists to represent the people who have a hearing loss in Europe.
- We campaign for equal rights for people with hearing loss at a European level.
- EFHOH has a vision of full inclusion for people with a hearing loss in society, and this includes access to media via subtitling.

# Membership :

Our membership consists of many groups including their friends and families.

- Hard of Hearing
- Deafened
- People with hearing implants (CI)
- Meniere's sufferers
- Tinnitus sufferers

All use speech, lipreading and written language as their main form of communication.

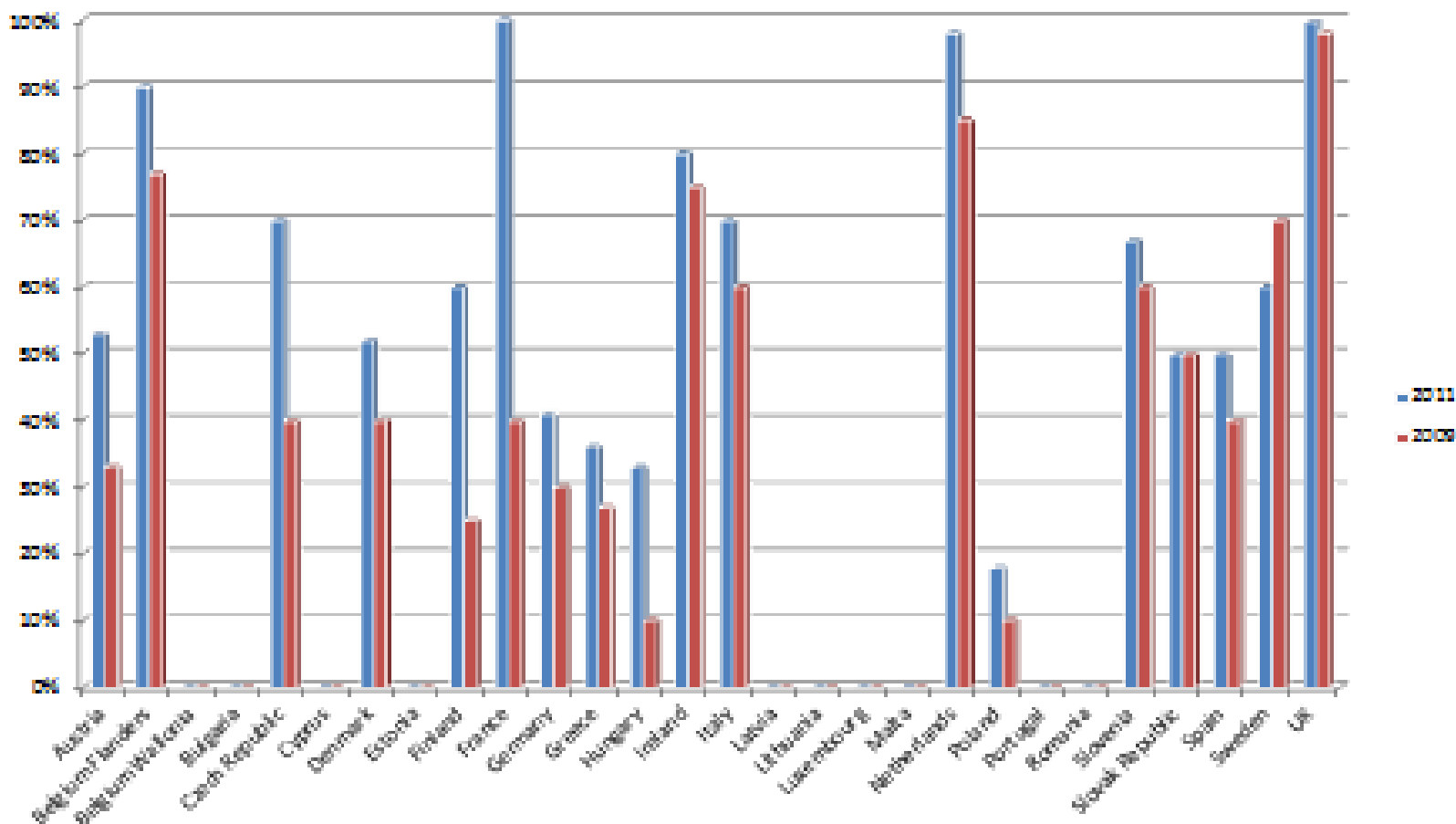
# Our working strategy

- 100% Access to TV by 2020
- E-accessibility
- Theatre, Cinema and DVD subtitling
- Supporting awareness rising

# Practical steps

- EU Audio-visual Media Services Directive (AVMSD)
- United Nation Convention on the Right of People with Disabilities (UNCRPD) [Articles 9 and 30](#)
- State of Subtitling in EU 2011 - REPORT (published by EFHOH in April 2011)
- European Disability Strategy 2010 - 2020

# European Comparison 2009- 2011



# UNCRPD Article 30

## Participation in cultural life, recreation, leisure and sport

- a) Enjoy access to cultural materials in accessible formats;
- b) Enjoy access to television programmes, films, theatre and other cultural activities, in accessible formats;
- c) Enjoy access to places for cultural performances or services, such as theatres, museums, cinemas, libraries and tourism services, and, as far as possible, enjoy access to monuments and sites of national cultural importance.

# EU Disability Strategy 2010- 2020

- **Accessibility** – goods and services
- **Participation** – public life and leisure
- Equality
- Employment
- Education and training
- Social protection
- Health
- External action



# Benefits of subtitling

- Visual information for all
- Improves language understanding for speakers of foreign languages
- Benefits people with hearing loss
- Supports children starting to read
- **Removes social barriers**



# SOAP (NL) report 2012

- Population 17 million
- Registered deaf /hard of hearing people 1.6 million
- 5.4 million viewers rely on subtitling

67% of the people change channels when there is no subtitling.

# What is subtitling

- Subtitling is the process of displaying text on a television, video screen or other visual display to provide additional or interpretive information to individuals who wish to access it. Closed captions typically show a transcription of the audio portion of a program as it occurs (either verbatim or in edited form), sometimes including non-speech elements.

# Barriers

- Legal
- Restricted time
- Dubbing
- Lack of subtitlers
- Lack of software
- Ignorance
- Lack of clear and specified guidelines on percentages
- Broadcasters do not use 24 hour broadcast time when calculating percentages
- Presents additional barrier to understanding speech
- Quality of subtitling
- Economic recession – cut backs on accessibility
- Subtitles – “an after thought mentality”

# OFCOM and UK example

- Based on 24 hour broadcast (or the actual broadcast time)
- Audience share over 0.05% is regulated
- Affordability based on 1% cost of annual turnover
- Raising subtitling targets to achieve 80% (Already achieved)
- [http://stakeholders.ofcom.org.uk/broadcasting/guidance/other-guidance/tv\\_access\\_serv/channels-access-services-2015/](http://stakeholders.ofcom.org.uk/broadcasting/guidance/other-guidance/tv_access_serv/channels-access-services-2015/)

# Clear guidelines in UK



- 80% subtitles
- 20% audio description
- 5% sign language
- Dedicated sign language broadcasting channel
- Clear guidance on what to count and how

# Dutch example



- 95% subtitling on public channels
- 50% subtitling on private channels
- Based on 24 hour broadcasting time
- Clear guidance

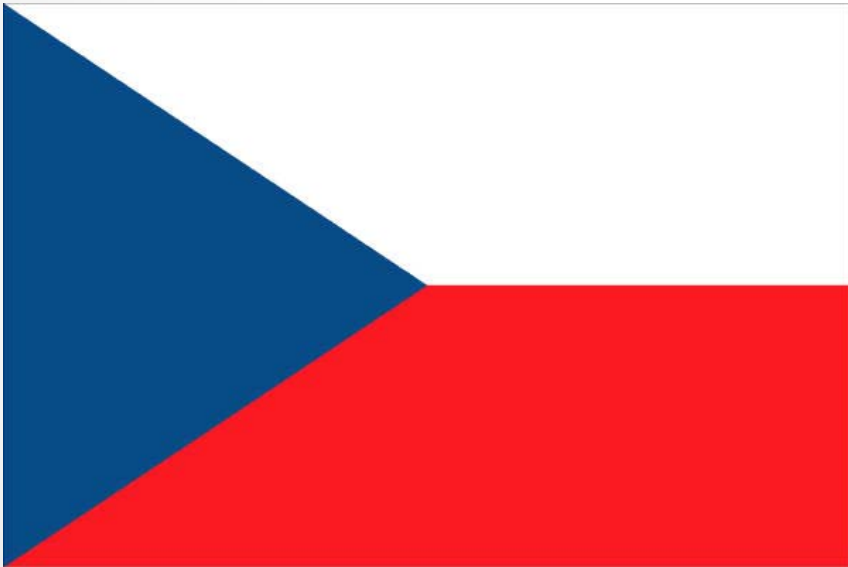
# Poland example



- New Media Directive from July 2011 requires minimum 10% accessibility for sign language, audio description and subtitles
- No clear separation of the requirements
- No clear guidance on what to count and how



# Czech example



- 70% subtitling
- 2 % sign language
- 10% audio description

- No clear guidance on what to count and how

# Spot the difference!

1st EU Member State

2<sup>nd</sup> EU Member State



# Score and time is counted!



X sometimes including non-speech elements

# Environmental sounds



- ✓ sometimes including non-speech elements

# London 2012 and subtitles



- Sweden, Finland, Czech and many others reported lack of live subtitling and even short reports were not subtitled.
- Lack of subtitling online, YouTube Paralympic channels have not subtitled their content

# Live political debates



- US Presidential Debate was NOT subtitled in Sweden, Finland, Poland, Czech and many other countries.
- It was live subtitled in UK and Holland on TV

# OFCOM consultations

1. Proposals to require TV channels licensed by Ofcom and made available to other Member States of the European Union to provide access services such as subtitling, signing and audio description.
2. Quality of subtitling provision of both live and pre-recorded programs.

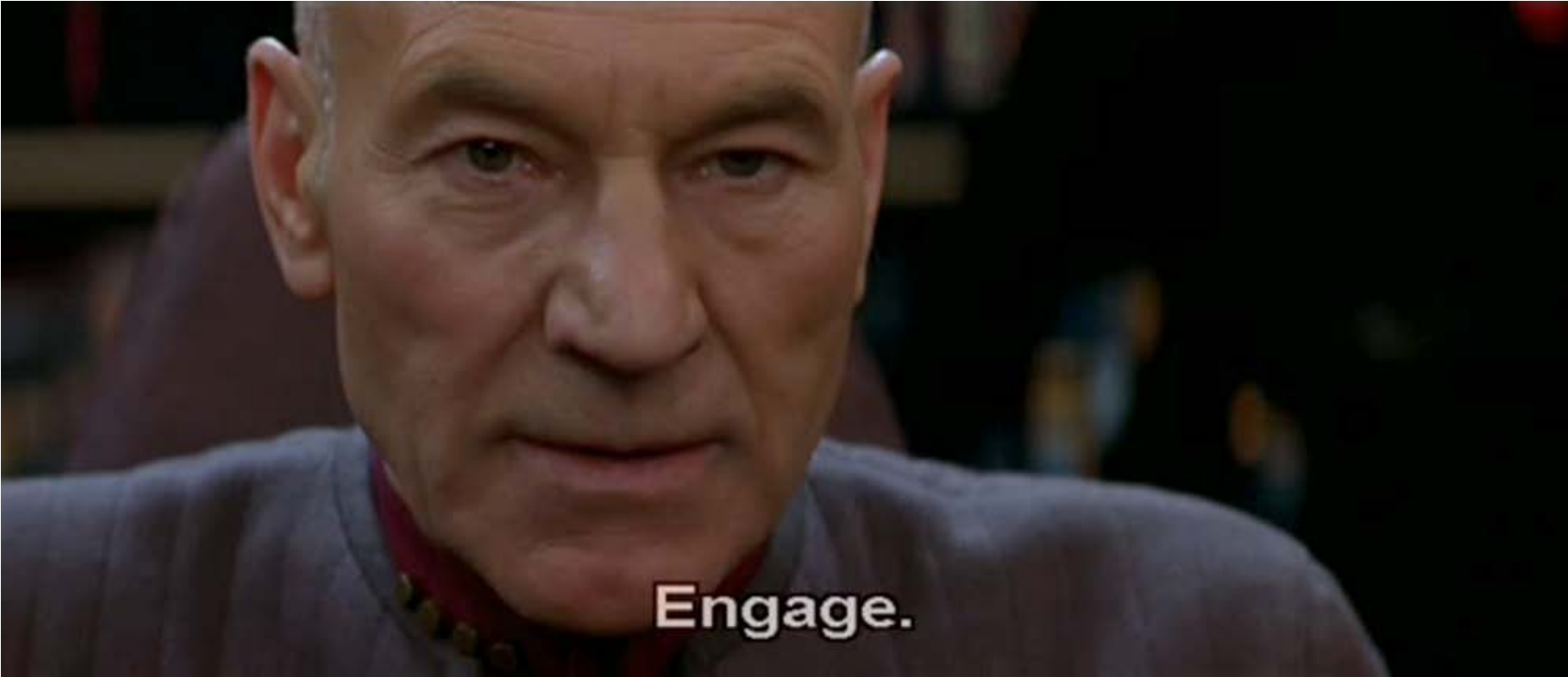
# OFCOM decision

- Implementation from 1 January 2014, if channels meet the same tests of audience benefit and affordability as domestic services broadcasting to the UK.
- Full list of broadcasters
- [http://stakeholders.ofcom.org.uk/broadcasting/guidance/other-guidance/tv\\_access\\_serv/channels-access-services-14/](http://stakeholders.ofcom.org.uk/broadcasting/guidance/other-guidance/tv_access_serv/channels-access-services-14/)
- **DISCOVERY CHANNEL in Hungary needs to provide level 1 of access**



# Conclusions

- Strengthen existing law including online content
- Clear guidelines regarding access provision
- Quality of subtitling
- Clear definitions what is counting as subtitling
- Consult with stakeholders including users ( roundtable)

A close-up, cinematic shot of Captain James T. Kirk (played by William Shatner) from the Star Trek franchise. He is looking directly at the camera with a serious, determined expression. The lighting is dramatic, highlighting his facial features. The background is dark and out of focus, suggesting a ship's interior.

**Engage.**

Thank you for your attention

Any questions?



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