

ACCESS TO TELEVISION FOR DEAF AND HARD OF HEARING PEOPLE

PRESENTATION TO
eACCESSIBILITY BY VOICE
CONFERENCE

25th NOVEMBER 2003



for deaf and hard of hearing people

DIMENSIONS TO THE CAMPAIGN

- Television Without Frontiers
 - national action plans on levels of assistive services

- TV for All
 - technical requirements for comprehensive, easy access to assistive services

THE IMPORTANCE OF TELEVISION

“Information, democratic dialogue and cultural and social values. These words reveal the important role of broadcasting in our societies. It is not simply an industry like any other.”

VIVIANE REDING



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Comments from UK Research

“If the programme is not subtitled – I switch channels”
Comment from deaf viewer

“They’ve helped her enormously with her spelling and reading” - Parent

“If no subtitles – I’d rather read a book” 16 year old girl

“Can you buy them, where do you get them from?” A seven year old with no subtitles at home



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ASSISTIVE SERVICES

It is vital that Television is accessible to everyone in society. For deaf & hard of hearing people this means:

- Subtitling
- Sign language presentation & interpretation



THE AUDIENCE

- By 2005 over 81.5 million people will have a hearing loss in Europe
- 174,000 children in Europe with severe hearing loss & further 600,000 with mild hearing loss
- 70 million people aged 60 and above in the EU- 1 in 5 of the population. Next 15 years- population aged 65 and over will increase by 22%, people aged 80 and over will rise by almost 50%
- In the UK alone, 55.5% of people aged over 60 have hearing problems and 93% of those aged over 80 have hearing loss



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BENEFITS FOR WIDER PUBLIC

LANGUAGE LEARNING- NEW EC
STRATEGY

CHILDREN LEARNING TO READ

DOMESTIC ENVIRONMENT

LEARNING DIFFICULTIES

ASSISTIVE SERVICES BENEFIT **ALL**



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PROVISION

- Programmes can cost 50,000 to 500,000 Euros – subtitling is a very small proportion < 1%
- New technology (voice recognition), home working
- Cost of teletext receivers is now low
- Digital TV- better quality subtitling
- Growing industry but there is a shortage of subtitlers- EU support - media plus?

RELEVANCE TO TVWF

‘Cornerstone of European broadcasting policy’

Art 3a- access to events of major import

Cultural & linguistic diversity and access to heritage

Report on application of the directive:

Section 1.2- development of the market

Section 3.7- co-ordination between NRAs

An issue for the work programme



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EP REPORT ON TVWF

“Notes that levels of subtitling and sign language interpretation and presentation of programmes in sign language for those with hearing difficulties, and of audiovisual description for the visually impaired, vary quite widely from Member State to Member State; recalls the Commission's commitment given to Parliament in June 2002 to raise this issue in the present report; notes that the Commission has not done so; calls once again on the Commission to address the problem of improving access to the broadcast media for those suffering from sensory impairment; calls on the Commission, in its work programme, to include an annual benchmarking report on the progress in all EU Member States on making digital TV accessible for people with disabilities; believes that this report should be based on National Action Plans on 'Improving disabled people's access to digital TV' submitted to the Commission by each of the EU Member States”

European Parliament report on Television without Frontiers (2003/2033(INI))



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ROLE OF NATIONAL ACTION PLANS

LEVELS OF SUBTITLING AND SIGN LANGUAGE ON TELEVISION - BEST PRACTICE

TECHNICAL STANDARDS- COMPREHENSIVE,
EASY ACCESS TO ASSISTIVE SERVICES-
CENELEC 'TV FOR ALL' REPORT

AWARENESS RAISING & INFORMATION

ESTABLISH FORMAL CHANNELS OF
COMMUNICATION WITH DISABILITY GROUPS



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TV FOR ALL- USER NEEDS

Assistive Services must have comprehensive access, be easy to use and have standards for techniques, production & delivery as follows:

- Easy access through teletext and Electronic Programme Guides
- Visibility and simplicity of use of “on-screen” menus
- Simplify receiver controls – especially for sensory impaired
- Labelling - clear and logical positioning
- Simple connectivity between devices



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TV FOR ALL- USER NEEDS

- Remote controls- button size and shape
- Single Access button
- Common use of symbols
- Understandable terminology
- Consumer information
- **Interim Report from helpdesk@cenelec.org**
- **Final Report out soon**



WHAT NEXT?

- CENELEC- TV FOR ALL
 - Need for legislation and standards
 - Draw up commercial requirements
- TV WITHOUT FRONTIERS
 - EC's view- outside the scope of directive
 - Need for national campaigns

CONCLUSION

- TV IS A VITAL WINDOW ON THE WORLD FOR DEAF AND HARD OF HEARING PEOPLE
- ASSISTIVE SERVICES BENEFIT EVERYONE
- TVWF REVIEW IS AN IDEAL OPPORTUNITY TO TAKE ACTION DURING EYDP BUT NOT LIKELY
- NATIONAL ACTION PLANS SHOULD COVER QUANTITY, TECHNICAL STANDARDS PROMOTION, DIALOGUE WITH DISABILITY GROUPS
- CO-ORDINATED NATIONAL CAMPAIGNS ARE NECESSARY
- TV FOR ALL **MUST** NOT 'SIT ON THE SHELF'



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FOR FURTHER INFORMATION

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