

How the European Broadcasting Union supports its members in rolling out Access Services

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European Broadcasting Union



EBU TECHNICAL
MEDIA TECHNOLOGY & INNOVATION

The European Broadcasting Union



Founded in 1950

**75 Members
in
56 countries**



**43 associate members
from other parts of the
world**



Main HQ in Geneva with Technical, Legal, TV and Radio Departments and Eurovision control.

Public Affairs Department at Brussels Office



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Working for Broadcasters



Publicly (e.g. Licence fee) funded
and Commercially funded with Public Service obligations

Access Services Development

- Access Services began with in-vision subtitling for foreign language programmes.
- With the invention of Teletext in 1974, by EBU Members the BBC and IBA laboratories, came the opportunity for on-demand subtitles for the hard of hearing.
- Broadcasting of Teletext Subtitling began around 1976, but it wasn't until the 1980s that Teletext decoders were fitted in mass-market TV sets all over Europe.
- The EBU Technical Committee has always embraced information sharing, and around 1990 negotiated to publish the European Teletext Specification, and took it to ETSI for Standardisation.

Access Services - Ongoing

- The EBU TC has also encouraged areas of research and development, and in 1991 the EBU specified TECH. 3264, the industry standard for Subtitling data exchange format (.STL files).
- In 1992-3, an EBU Member, the UK Independent Television Commission, led the AUDETEL Project (Audio Description of Television for the Visually Disabled and Elderly).
- The Final Reports of this EU supported Project (N° 169) provided a thorough reference for Audio Description - although at that time set against the background of Analogue TV broadcasting.

Access Services - In Operation

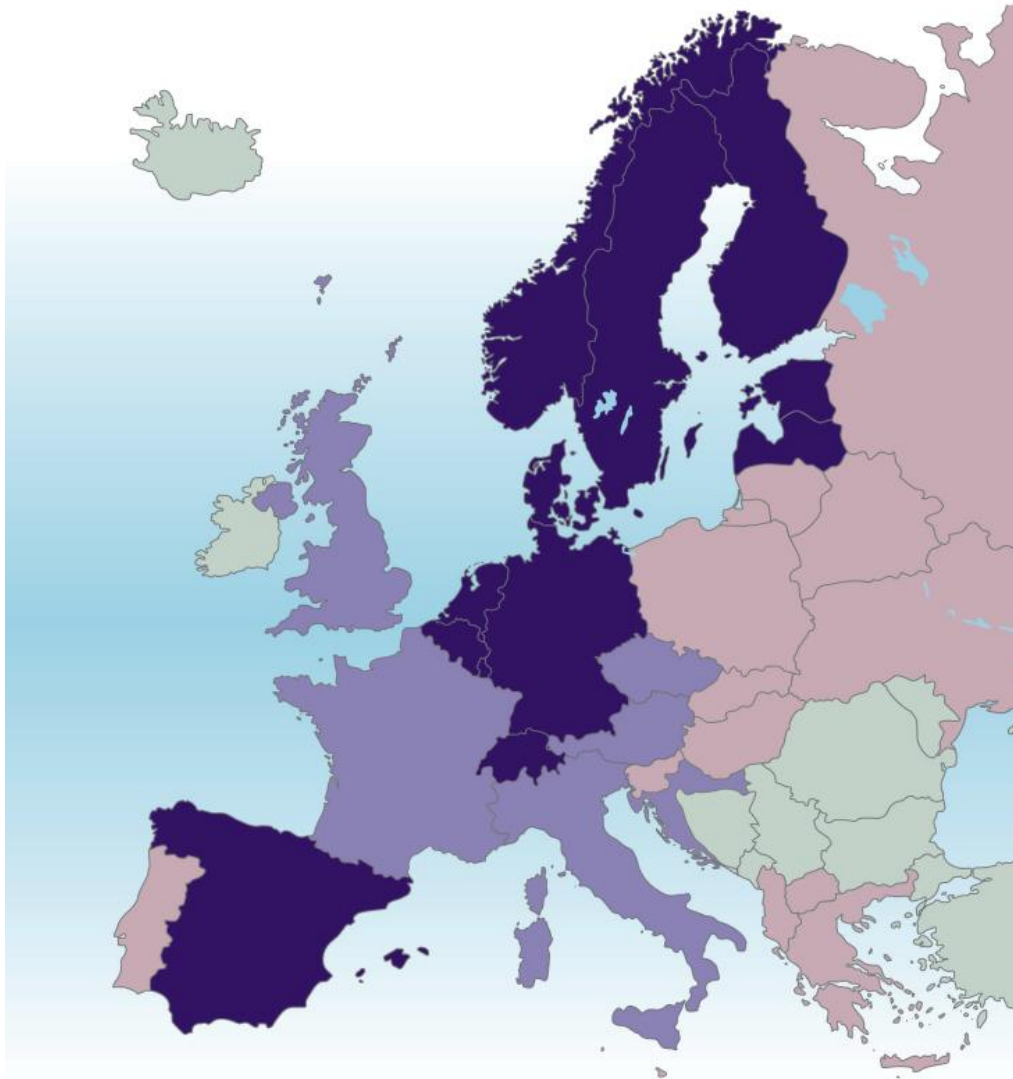
- The responsibility for implementing services by broadcasters has been at their own initiative.
- The coordination of the editorial/programme-making side of subtitles is handled by the EBU TV Committee's Teletext and Subtitling group.
- EBU Members are encouraged, at events such as the annual Eurovision TV Summit, to share information about their own plans for providing Access Services and for increasing the quality and quantities produced.

Access Services - Surveys

- The EBU carries out regular surveys of the Access Services in operation by our members, and makes the results widely available.
- EBU Members are in general gradually increasing the number of programmes which have associated Access Services, but against a background of great financial difficulties and restructuring.
- We believe that by sharing knowledge and particularly ‘best practice’ experiences, there is a growing awareness of Access Services amongst EBU Members who are highly motivated to seek budget funding for services.

- The advent of digital TV distribution technology, widely contributed to by EBU Members, has brought the flexibility and capacity to make Access Services potentially more available and more user-friendly.
- But the adoption of digital technology is very diverse due to the great variations in the broadcasting marketplace around Europe, and financial issues are often critical.

Digital TV Switchover Status in Europe



-  Countries not yet formally launched
-  Countries with some DTT services launched
-  Countries with analogue switch off (ASO) process underway
-  Countries with ASO completed

Source: DigiTAG

October 2010



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Access Services - new ideas

- Hybrid Broadcast Broadband systems may offer cost efficient ways of providing some Access Services which have extremely small numbers of potential users.
- The Access Service is delivered via the Internet and synchronised at the receiver with the broadcast service.



- EBU Members and Associated Members are involved in many other Access Services developments such as those demonstrated by DTV4All and the Broadcast Technologies Futures group at IBC 2010.



Conference Sessions

60
1950-2010

EBU-UEA

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3D-TV

EBU TECHNICAL

HYBRID BROADCAST BROADBAND

HbbTV

HYBRID BROADCAST BROADBAND

MEMBERS ZONE

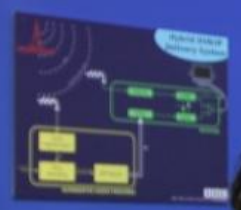
EisStream Software

EBU-UEA

BARRIER-FREE TV

THE BROADCAST TECHNOLOGY FUTURES GROUP
BBC IRT

BARRIER-FREE TV



ALPHA BROADCAST SYSTEM

ALPHA BROADCAST SYSTEM

ALPHA BROADCAST SYSTEM

ALPHA BROADCAST SYSTEM





TV4All
DIGITAL TELEVISION FOR ALL

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Services for Improved Accessibility

Reducing Playback Speed of TV Content
For content providers, reducing playback speed of TV content can improve accessibility for users with hearing impairments. This service allows users to slow down the playback speed of TV content, making it easier to hear and understand the content.

Audio Captioning
Audio captioning is a service that provides a text-based representation of the audio content of TV programs. This service is useful for users who are deaf or hard of hearing, as it allows them to read the audio content instead of hearing it.

Subtitles
Subtitles are a service that provides a text-based representation of the dialogue and other audio content of TV programs. This service is useful for users who are deaf or hard of hearing, as it allows them to read the dialogue and other audio content instead of hearing it.

Sign Language
Sign language is a service that provides a visual representation of the audio content of TV programs. This service is useful for users who are deaf or hard of hearing, as it allows them to see the sign language instead of hearing the audio content.

TV4All
DIGITAL TELEVISION FOR ALL
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and finally.....3D TV



The EBU chairs the DVB CM 3DTV sub-group and EBU Members are contributing to the developments for 3D TV Subtitling