

AGENCY FOR AUDIO AND
AUDIOVISUAL MEDIA SERVICES

How to Provide Access to Programmes for Persons with Disabilities

ACCESS, SERVICES, PROGRAMMES,
MATERIALS AND ALTERNATIVE
FORMATS

TYPES OF DISABILITY



Vision

Lack of ability to see or process visual information



Hearing

Lack of ability to hear or process auditory information



Motor /
Physical

Lack of ability to use machines and devices with ease, accuracy and precision



Mental

Lack of ability to perform mentally challenging activities, read, memorize, maintain attention

TYPES OF PERMANENT DISABILITY



Vision

Blindness
Low vision
Colour blindness



Hearing

Deafness
Hearing loss
Permanent hearing loss



Motor /
Physical

Dyspraxia
Arthritis
Repetitive strain injury (RSI)
Cerebral palsy



Mental

Down Syndrome
Dyslexia
Learning difficulties,
etc.

TYPES OF TEMPORARY OR OCCASIONAL DISABILITY



Vision

Unavailability of glasses
Reflection from the screen when using a device in bright sunlight



Hearing

Reception in a noisy environment



Motor /
Physical











Temporary injury (for example, a fracture)
Busy hands (carrying a child, bags, etc.)















Mental

Use of medicines
Fatigue
Stress
Hangover

ACCORDING TO THE TYPE OF DISABILITY, COMMUNICATION CAN BE FACILITATED THROUGH THE USE OF

| Tools Type of disability | Capital letters | Tape/DAISY CD/DVD | The Braille alphabet | Website | Video with subtitles and/or sign language | Text messages | Simplified reading text |
|--|---|---|---|---|---|---|---|
|  Vision |  |  |  |  | | | |
|  Hearing | | | |  |  |  |  |

| Tools Type of disability | Capital letters | Tape/ DAISY CD/DVD | The Braille alphabet | Website | Video with subtitles and/or sign language | Text messages | Simplified reading text |
|--|-----------------|---|----------------------------|---|--|------------------|---|
|  Motor / Physical | |  | |  | | | |
|  Mental | |  | |  | | |  |

| Tools Type of disability | Capital letters | Tape/DAISY CD/DVD | The Braille alphabet | Website | Video with subtitles and/or sign language | Text messages | Simplified reading text |
|---|---|---|----------------------|---|---|---------------|---|
|  Dyslexia |  |  | |  | | |  |

CAPTIONING AND SUBTITLING

WHAT IS CAPTIONING?



- The audio/speech is converted into text,
- The speaker is identified,
- The sound effects and the music are described,
- The dialogue is conveyed in a text form.

OPEN CAPTIONS



- These are most often written in white or yellow letters with black borders, or combined,
- Cannot be turned-off, i.e. they are part of the original video.

TECHNICAL STANDARDS

- Not more than 32 letters per line,
- Stay on the screen for at least 2 seconds,
- “Sans Serif”, “medium bold” fonts are used.

CLOSED CAPTIONS

In addition to conveying the dialogue, they also describe other relevant sound parts - background sounds, music, bell or phone ringing and other audio signs that need to be described. The use of closed captions presupposes an audience that cannot hear sound and need textual description of what they would hear, if they could.



- These are most often written in white letters within black frames,
- Marked as “CC”, can be turned on or off,
- Contain a description,
- Include a description and dialogue intended primarily for viewers who cannot hear sound.

SUBTITLES

Provide textual alternative to dialogue in the video footage - the words spoken by the characters, narrators and other participants. Translation delivered through subtitling presupposes an audience that can hear sound, but it is necessary to convey the dialogue in a textual form.



- Include only narration or dialogue,
- Do not provide information about the sound effects or the music,
- Do not identify the speakers,
- Translate what is being spoken in a foreign language.

SUBTITLES VS. CLOSED CAPTIONS

SUBTITLES

1

00:00:02,000-->00:00:05,620

Today, we are going to learn how to make subtitles.

2

00:00:05,670-->00:00:17,750

Does anyone know the difference between subtitles and closed captions?

3

00:00:17,790-->00:00:20,710

Will anyone answer?

CLOSED CAPTIONS

1

00:00:02,000-->00:00:05,620

Today, we are going to learn how to make subtitles.

2

00:00:05,670-->00:00:17,750

Does anyone know the difference between subtitles and closed captions?

3

00:00:17,790-->00:00:20,710

[The teacher clapped her hands] Will anyone answer?

| ADVANTAGES | |
|---|--|
| SUBTITLES | CAPTIONS |
| Visible to a broader audience. | Help when hearing. |
| Help when learning another language. | Easier delivery of information. |
| The original formatting of the programme is retained. | Make it possible to follow a video content amidst noise. |

SIMPLIFYING READING TEXTS

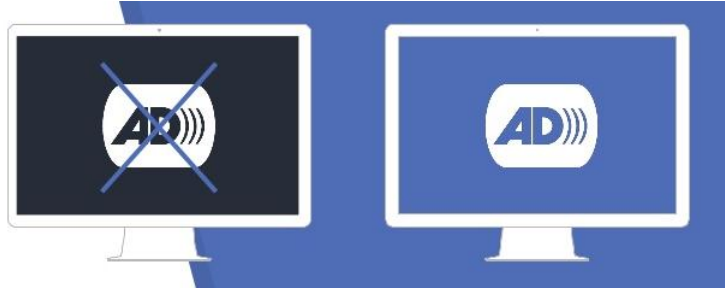
- When checking the comprehensiveness of a text it is a good practice to give it to children aged 10 - 11.

ENSURING READABILITY

- Visually clear and easy to read,
- 10-15 words per line,
- Non-flickering background,
- Proper line height 100 -120%.

AUDIO DESCRIPTION

Audio description is used to narrate relevant visual information.



BENEFITS

Availability: It is estimated that 10% of the population has vision problems.

Autism: Helps to better understand the emotional and social signs.

Flexibility: Viewing videos without actually watching them.

NEEDS, IDEAS AND PERCEPTIONS OF THE BLIND AND VISUALLY IMPAIRED PERSONS IN THE REPUBLIC OF MACEDONIA¹

- The programmes should emphasize the possibilities, and not the limitations,
- The activities of the blind and visually impaired persons should be followed regularly,
- Specialised programming intended for people with sensory impairments does not solve the problem of accessibility or inclusion - an access to more versatile types of programmes is needed,
- **TV stations** should avoid broadcasting certain programmes only as graphics, as this makes important information become unavailable (this applies to weather forecasts in particular),
- **The radio** should restore its sound images,
- **Operators of public electronic communication networks** should ensure fixed order of the channels in their offers.

¹ Findings of the AAVMS research "Access to Broadcasters' Programmes for Persons with Vision and Hearing Impairments - Offer and Needs,"
<https://bit.ly/2qNbE5i>

NEEDS, IDEAS AND PERCEPTIONS OF THE DEAF AND PERSONS WITH HEARING LOSS IN THE REPUBLIC OF MACEDONIA

- **TV stations** that air programmes in sign language should enlarge the framed section showing the interpreter,



- **MRT1** should broadcast the news in sign language during prime time (after 17:00 hrs),
- **TV stations** should simultaneously use sign language and subtitles in their programmes,
- **TV stations** should adapt as many programmes as possible into sign language (news, informative programmes, documentaries, educational programmes, weather forecasts, sports programmes, service information and other),

- **TV stations** should air programmes that are accessible to the deaf during the evening hours,
- **TV stations** should make efforts to provide more programmes accessible for children.

More detailed information:

Agency for Audio and Audiovisual Media Services (AVMU) Program for Providing Access for People with Sensory Impairment (2015)

<https://bit.ly/2zUS5vO>

AVMU Research “Access to the Broadcasters’ Programmes for Persons with Vision and Hearing Loss. Needs and Offer (2016)

<https://bit.ly/2qNbE5i>

The European Disability Forum (EDF) statement on the Proposal for a Directive of the European Parliament and the Council amending Directive 2010/13/EU <https://bit.ly/2RRxb8k>

EDF response to the public consultation on the Audiovisual Media Services Directive

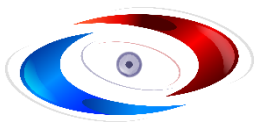
<https://bit.ly/2QH0yKp>

European Union Agency for Fundamental Rights (FRA) “Accessibility standards for audio-visual media” (2014) <https://bit.ly/2FICIT4>

European Platform of Regulatory Authorities (EPRA) Comparative background document on Access to Audiovisual Media Services for persons with disabilities (2013) <https://bit.ly/2PtEpm8>

US Federal Communications Commission “Twenty-First Century Communications and Video Accessibility Act” <https://bit.ly/2Pw0Aln>

International Telecommunication Union (ITU) “Making TV Accessible” <https://bit.ly/2Ejap1Z>



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