ACCESS SERVICES EXPERTS MEETING 2019
17 – 18 OCTOBER

Venue: RTÉ Radio Centre, Stillorgan Rd, Donnybrook, Dublin 4 (map)
Rooms: Studio 1 & Outreach
EBU contact: rossignol@ebu.ch

AGENDA

DAY 1
THURSDAY 17 OCTOBER: PRE-EVENT

15:00   **REGISTRATION OF PARTICIPANTS**
RTÉ Radio Centre, Stillorgan Rd, Donnybrook, Dublin 4

The pre event and plenary meeting will take place in RTÉ Radio Centre, located at the north-western end of the RTÉ Donnybrook campus. Participants will need to enter via the entrance on Stillorgan Road.

15:30   **GUIDED TOUR**
Meeting point in Studio 1 / Visit of RTÉ studios & services / EBU Members-only

16:30   **PRESENTATION OF RTÉ ACCESS SERVICES**
Studio 1 / EBU Members-only

RTÉ Director General, Dee Forbes will welcome the delegates with a short speech. This will be followed by a showcase of the broadcaster's innovations in accessibility over the past year introduced by RTÉ's Head of Access, Kevin Burns.

RTÉ's presentation will showcase a number of the broadcaster's initiatives over the past year including the introduction of the new RTÉ Player, the video on-demand service for RTÉ, the creation of audio description for Children and Young People's Programmes and the production of Irish Sign Language in-house (with green screen) for simulcasting major events:

The video product team, including Channel and Products Manager Online Maeve Bray, will give an overview of the design, build and run of the service with a focus on accessibility. They will discuss challenges and plans to continue to improve the user-experience for everyone that accesses the service across each platform.

Óran O'Neill, Supervisor of Sound Quality in RTÉ, will describe creating audio description for Children and Young People's Programmes.

Head of Access, Kevin Burns, will give an overview of the in-house creation of Irish Sign Language simulcasts.

17:30   **"NETWORK & LEARN" - PARALLEL PRE-TALKS**
Studios 1 & Outreach / EBU Members-only

TECHNICAL PRE-TALK / Studio 1

- **CompAsS – Computer-Assisted Subtitling**
  CompAsS is an innovative way of combining human competences and automation in the subtitling process. The centrepiece of CompAsS is the development of a cloud-based subtitling tool comprising automatic speech recognition (ASR) and machine translation (MT). This enables the subtitler to focus on relevant parts of subtitling. In addition, CompAsS enables a range of further application possibilities in multilingual media environments. The project is an EU-funded joint project managed by ZDF Digital and the Johannes Gutenberg University Mainz.

  Volker Denkel, Head of R&D and Access Services, ZDF Digital

- **Eurovox**
  Eurovox is a PSM toolbox for transcription and language services, enabling EBU Members to more easily and more cost-effectively access machine-based transcription, translation and voice synthesis technologies.

  Benjamin Poor, Project Manager, Digital Radio, EBU

- **Accessibility with Object-Based Audio – Improving Speech Intelligibility and Audio Description with MPEG-H Audio**
  Object-Based Audio (OBA) and particularly MPEG-H Audio offers new features for broadcast accessibility. OBA enables extensive personalization features such as adjusting the dialog level to personal preference. With actual dialog separation algorithms, this is also possible for conventional film material, where the single audio components are non-existent. Automatic audio mixing may be an important step towards making audio descriptions affordable, even for low budget productions, and is a big time-saver for short-term productions. At the same time, the advanced MPEG-H Audio metadata gives broadcasters the ability to carefully control each feature offered to their viewers.

  Christian Simon, Tonmeister, Fraunhofer Institute for Integrated Circuits IIS

PRODUCTION ENVIRONMENT & WORKFLOW PRE-TALK / Outreach room

- **ARTE in six languages**
  As linguistic diversity is one of Europe's strengths, ARTE strives to offer a wider choice of TV programmes to people in Europe and beyond. In addition to broadcasting all its programmes in French and German, ARTE offers an online selection of programmes subtitled in English, Spanish, Polish and Italian. It also offers audio descriptions and subtitles for the deaf and hard of hearing. ARTE's working methods, production processes and tools for managing the different linguistic versions will be presented.

  Chloé Roux, Head of the Multilingual Department, ARTE

- **Daxx - SVT´s project for developing data driven accessibility services**
  The development of Tiebreak is aimed at replacing current tools with a new system that includes a high degree of automation (transcription, sound analysis and integration).
  Daxx also aims to improve production methods and workflows at SVT Language & Accessibility, for instance subtitling with automation support including exposure times and compliance, audience dialogue via focus groups – questionnaires - and more.

  Anna Zettersten, Head of Department of Languages & Accessibility, SVT
  Per A Johansson, Product owner and system developer, SVT
  Elisabeth Dulle Essén, Business Analyst, SVT

- **LiveTextAccess (LTA) - open-source materials for in-house training in respeaking and velotyping**
  LTA, an EU co-funded project, aims to create training materials for the vocational and academic training of respeakers and velotypists. LTA partners will present the modular structure of the curriculum and explain how to use the LTA materials for in-house training purposes.

  Rocío Bernabé Caro, SDI, Deputy Head of the Professional College of Translation and Interpreting, SDI München

19:00   **NETWORKING COCKTAIL**
AR4 (RTÉ TV Building) / Open to all participants

DAY 2

FRIDAY 18 OCTOBER: PLENARY MEETING

08:30   **REGISTRATION OF PARTICIPANTS**
RTÉ Radio Centre, Stillorgan Rd, Donnybrook, Dublin 4

09:00   **WELCOME & OPENING REMARKS**
EBU Access Services Experts Bureau
Vanessa O'Connor, Director of Member Relations and Communications, EBU

09:20   **SESSION 1: LEGAL FRAMEWORK, EU PROJECTS & INITIATIVES**
Moderated by Frauke Langguth, Head of ARD Text and vice-chair of the EBU Access Services Experts Bureau

Access Services in Europe: Presentation of the 2019 survey results

It's been almost 3 years since the EBU launched its first-ever EBU Pan-European Access Services Survey. The results of this survey have been presented to various organizations on several occasions and have always received extremely positive feedback.

Many things have happened in the media accessibility landscape since then, so we thought it would be a good time to run the exercise again. The goal of the 2019 questionnaire was to provide a pan-European overview covering the five key areas come under Access Services. We also wanted to benchmark EBU Members' current situations and highlight the issues faced in terms of processes and implementation.

The 2019 survey was conducted by Amélie Rossignol-Farjon in partnership with Francesca Cimino, an analyst at the EBU Media Intelligence Service (MIS). Responses were collected between May and September.

Gion Linder, Head of Access Services SWISS TXT and chair of the EBU Access Services Experts Bureau

New legal framework for accessibility in the EU and next steps

After more than three and half years of negotiations, the European Union adopted the European Accessibility Act (EUAA) in April 2019. This outcome is certainly positive in view of the EBU's lobbying position, in particular the clear separation of accessibility requirements for media service providers, regulated by the revised Audiovisual Media Services Directive, and services providing access to audiovisual media services, which fall under the new EUAA. Public service media may also benefit from the EUAA's rules, especially those relating to interoperability. In addition, the act establishes accessibility requirements for websites as well as online and mobile applications.

Julie Lenoir, Junior EU Policy Adviser, EBU

Content4All: AI-supported Realatar generating sign language for broadcasters

Content4All project aims to make more content accessible to the deaf community through an AI-supported Avatar called REALATAR. To understand sign language, several factors play a role: the signs themselves are important, but also the upper body movements and facial expressions are needed. Even small facial movements can make a difference. For a successful AI-driven sign-interpreting service, the AI engine must be trained by human sign-language interpreters. First, interpreters are recorded in a special studio and a digital image of them is created. Afterwards only a camera and motion sensors in a remote studio are needed to transfer the gestures to the Realatar. Robin will present the results of the first phase, called Live Remote Avatar Puppeteering. In this phase, the collection of movement and facial expression data for the Realatar also takes place.

Robin Ribback, Head of Innovation Management & EU Projects, SWISS TXT AG

10:20   **MEMBER FOCUS: ZDF'S ACCESS SERVICES AND THE CHALLENGES OF A FRAGMENTED MARKET**
Moderated by Gion Linder, Head of Access Services SWISS TXT and chair of the EBU Access Services Experts Bureau

The presentation will report on the performance of ZDF's access services in general (numbers and development) in recent years. One major question is how can PSB meet the needs of a more and more fragmented TV-market that is shifting from linear to on-demand and third-party platform-usage. It represents a huge challenge for work routines, staff and production facilities.

Nicola Foltys, Head of Access Services, ZDF

10:45   *Networking break*

11:05   **SESSION 2: R&D / INNOVATION**
Moderated by Erik de Snerck, Head of Access Services, VRT, and member of the EBU Access Services Experts Bureau

Recent developments in AI for language processing and potential impact on accessibility
Walter will give an overview of the impressive increases in accuracy in speech and language processing made possible by deep neural networks. This progress paves the way for near-human speech to text, text to speech, subtitling and translation as well as sketching out the prospect for the automation of even more challenging accessibility services, such as audio description and personalization (e.g. text simplification). Walter will also go over a number of reasons why we may be too optimistic about the possibilities offered by this 'new' AI.

Walter Daelemans, Professor of Computational Linguistics, University of Antwerp

Beyond Tellerrand – testing accessibility strategies
All too often our time is taken up with daily chores. In our efforts to maintain the quality of our access services we lose space to think outside the box. But we need to peer over the edge if we want to progress in the field of accessibility. Andrea's presentation will review current research looking into that challenge.

Andreas Tai, Co-Chair of the EBU Timed Text Group, Project Lead – Accessibility, IRT

RAI Stretch TV for improved accessibility – TV adapted to your understanding
The Stretch TV project improves the usability of radio and television programmes, slowing them down to an optimum speed for the elderly and those suffering from sensory and cognitive disabilities. Slow motion is nothing new in the world of TV as the technology is used to review fast sequences and rapid speech at a slower rate. With this project, viewers can slow down television or radio content via a specific control button that activates the function on a smart TV. Slowing down the sequences ensures intelligibility of speech in a high-quality format while maintaining synchronization with the video signal of the television programme. Because everyone is different, viewers can choose the precise rate at which they wish to slow programmes down.

Mauro Rossini, Senior Researcher, RAI Research Centre

12:10   *Lunch*

13:50   **SESSION 3: BEST PRACTICES**
Moderated by Gion Linder, Head of Access Services SWISS TXT and chair of the EBU Access Services Experts Bureau

Eurovision Song Contest for everyone
Einav will talk about how KAN, the Israeli Public Broadcaster, turned this year the popular song contest into an accessibility-focused event. This project included the first-ever Hackathon and three accessible broadcasts for people with hearing, vision and cognitive impairments.

Einav Yaacobi, Senior Product Manager, KAN

Design and distribute online graphics for the blind and visually impaired people

Tony will focus on approaches that have been used for conveying graphical information to blind and visually impaired (BVI) people.

How can broadcasters help them better consume video & graphic content from a cognitive perspective? What are the production and distribution tips & tricks to make these videos or graphics more accessible and what do broadcasters have to consider to find the proper tool with the wide array of video-creation tools available on the market? These questions cover just a few of the issues facing broadcasters when it comes to the creation or enrichment of online visual content for BVI people. Tony will liven up his presentation with concrete examples that include:
- The individual differences between consumers
- The roles and characteristics of haptics and audio representations of graphics
- The presentation of a collaborative diagramming case study
- Some tools for audio graph creation

Prof. Tony Stockman, Senior Lecturer and Researcher, Queen Mary University of London

Panel discussion: The problem of the last 10%

As the number of subtitles created increases, the cost per time unit usually drops. However, if the quota rises above 90%, it becomes increasingly difficult and more expensive to subtitle the remaining content. During this panel discussion, we will try to find out why.

Panellists:
Laura Feyto, Head of Access Services, RTVE
Vincent Patrick Reilly, Editorial Manager, NRK
Matt Simpson, Head of Technology & Strategic Product Management, Red Bee Media

14:50   RAISING AWARENESS OF AUDIO DESCRIPTION

Moderated by Frauke Langguth, Head of ARD Text and vice-chair of the EBU Access Services Experts Bureau

This presentation will look at how UK broadcasters came together to run a television and radio campaign to raise awareness of audio description as a service, with support from the RNIB and Ofcom. Why was the campaign needed, what were its results and what can we learn for future campaigns?

Cathy Taylor, Principal, Standards and Audience Protection team, Ofcom UK
Jane Laurance, Head of Specialist Broadcast Services, ITV

15:15   Coffee break

15:35   INVOLVMENT MATTERS!

Moderated by Siri Antonsen, Strategic Head of Access Services, NRK, and member of the EBU Access Services Experts Bureau

DR has over the last years increased their user involvement when shaping and building accessible digital products. Marie will focus on how to implement and succeed with user involvement on different levels in the developing process.

Placing actual needs and usage before imagined needs and usage combined with a more systematic collaboration between the Commissioning Department and the Web/App Development Teams has changed the way DR perceive building accessible digital products.

The work keeps improving user experience across DR's portfolio of digital products and at the same time increases knowledge within the organization of how to build products for overseen and unfamiliar user groups.

Marie Junge Ernst, Project Manager Diversity & Accessibility, DR

16:00   SESSION 4: KIDS

Moderated by Siri Antonsen, Strategic Head of Access Services, NRK, and member of the EBU Access Services Experts Bureau

Subtitling guidelines for children who are deaf or hard of hearing

Maria's presentation will discuss suggestions for subtitling standards for a deaf and hard-of-hearing audience between the ages 8 and 12, focusing on the comprehensibility and acceptance of the subtitles. She will also give a short overview of the target audience.

The presentation is based on results of an ERDF-funded research project at Hildesheim University led by Prof. Nathalie Mälzer (2017-2019).

Maria Wünsche, Researcher and Teacher, Hildesheim University

Panel discussion: Specificities of making TV programmes accessible for sensory disabled children
Kids audiences are known to be hard to please, especially in an ever-changing media landscape. Panellists will start by presenting what is currently provided in their organization in terms of services for children with special needs. They will then swap experiences relating to their current challenges in addressing the needs of these children as well as next steps and potential opportunities in the future.

Panellists:
Richard Kurzik, Senior Service Manager for Access Services, BBC
Vincent Patrick Reilly, Editorial Manager, NRK
Andrej Tomažin, Editor & Scriptwriter, Department for Accessibility, RTVSLO

16:35   END OF THE EVENT