

PSM & ACCESSIBILITY IN EUROPE

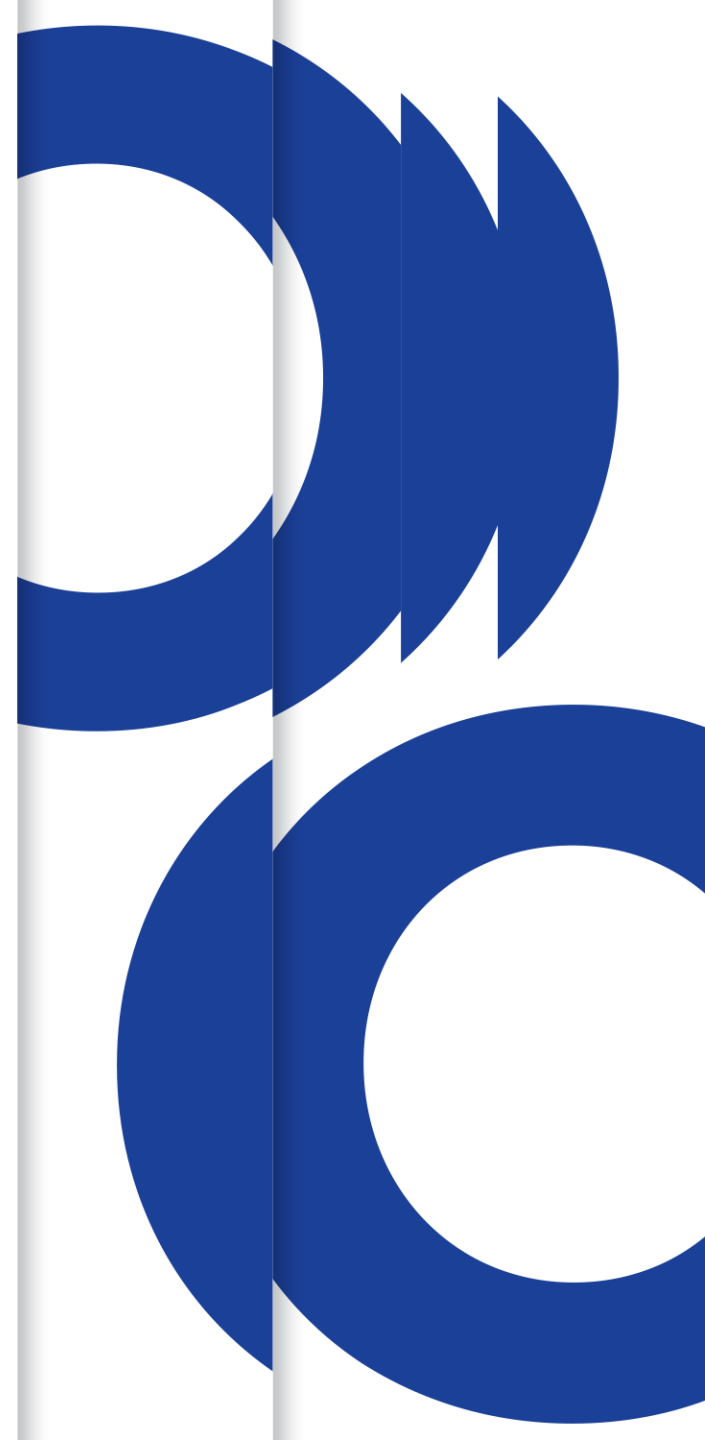
MAKE TV CONTENT ACCESSIBLE FOR ALL AUDIENCES

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OPEN FORUM, ANTWERPEN
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AGENDA

- EBU & Access Services Experts Group
- 2016 pan-European survey
- Complete EU legal framework
- Future policies at EU level



EBU & ACCESS SERVICES EXPERTS INTRODUCTION



THE EBU COMMUNITY IN NUMBERS

The European Broadcasting Union
is the world's leading alliance
of Public Service Media



COMPOSED OF



117
MEMBER
ORGANIZATIONS

IN **56**
COUNTRIES



OPERATING

467



TV CHANNELS

721



RADIO STATIONS

544



LOCAL WINDOWS



ONLINE SIMULCAST
CHANNELS AND STATIONS

1144



EXCLUSIVE ONLINE
LINEAR SERVICES

240

PROVIDING CONTENT IN

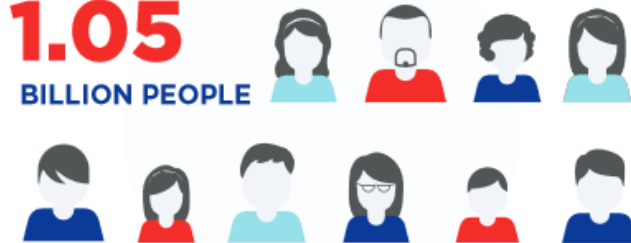


162
LANGUAGES

TO A POTENTIAL AUDIENCE OF

1.05

BILLION PEOPLE



EBU

OPERATING EUROVISION AND EURORADIO



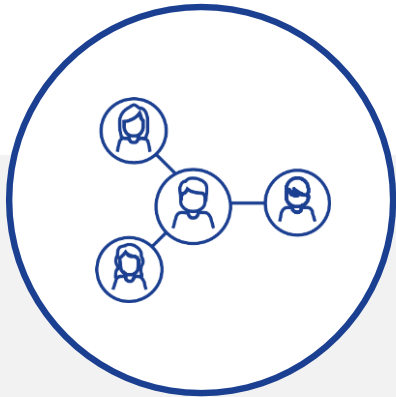
Learn more about the EBU:
www.ebu.ch/about

EBU Media Intelligence Service 2018

Source: EBU based on Members' data

EBU ACCESS SERVICES EXPERTS GROUP

OBJECTIVES & ACTIVITIES



**A platform for exchange
& networking**



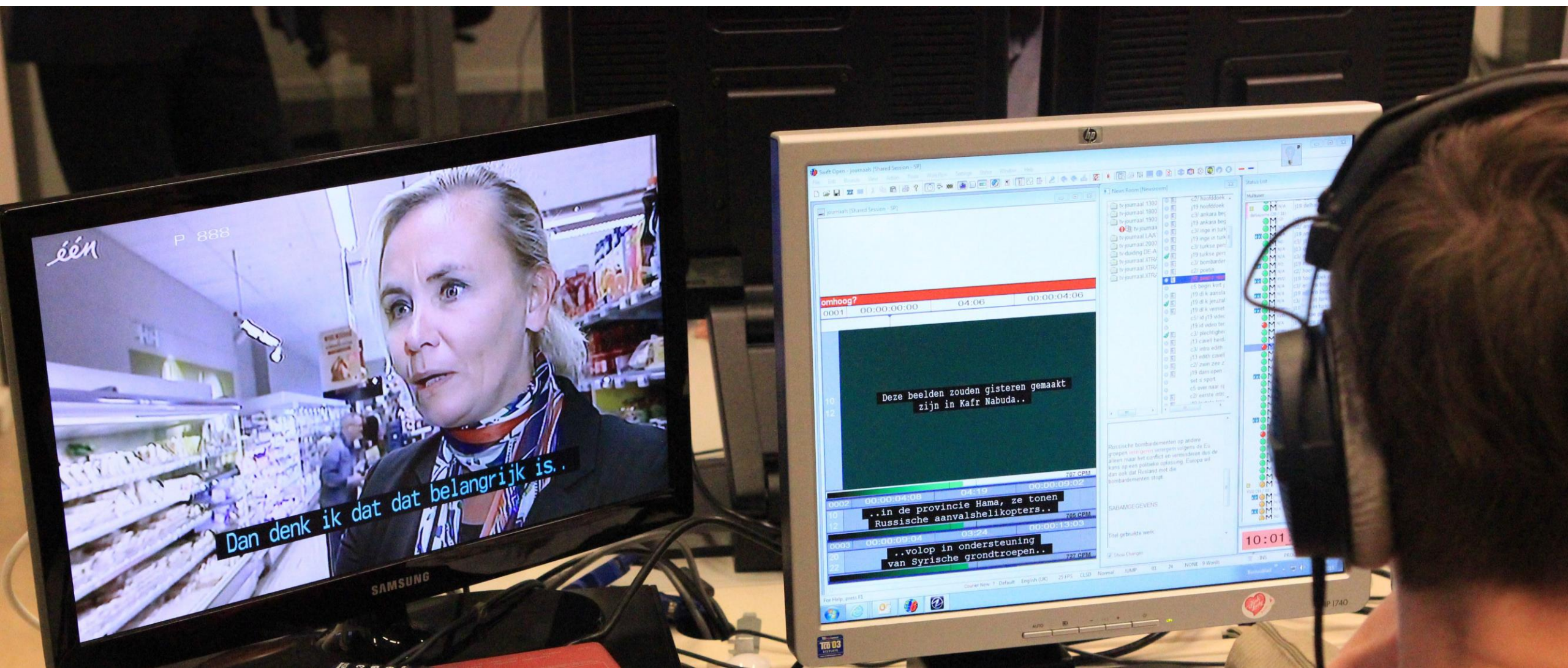
**A point of contact for
PSM accessibility**



**A trustworthy
observer for data
insights**

2016 PAN EUROPEAN SURVEY

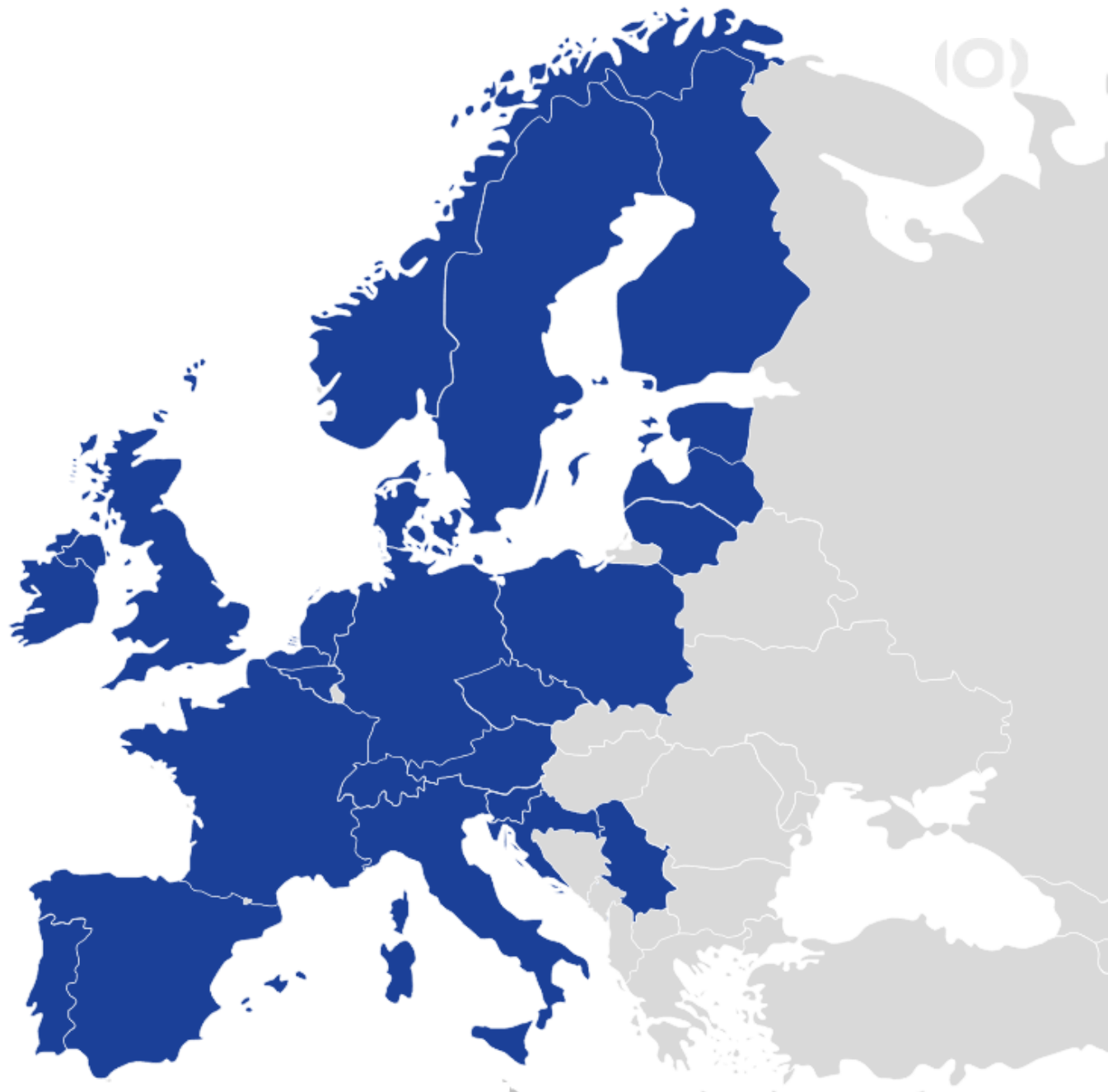
A GLIMPSE OF THE RESULTS



36 BROADCASTERS IN 24 MARKETS

Participating Broadcasters

Austria ORF	Germany ARD ARD BR ARD HR ARD MDR ARD NDR ARD RBB ARD SR ARD SWR ARD WDR KIKa	Norway NRK
Belgium French RTBF		Poland TVP
Belgium Flemish VRT		Portugal RTP
Croatia HRT	Ireland RTE TG4	Serbia RTS
Czech Republic CT	Italy RAI	Slovenia RTVSLO
Denmark DR	Latvia LTV	Spain CCMA RTVE
Estonia ERR	Lithuania LRT	Sweden SVT
Finland Yle	Netherlands NPO	Switzerland SRG SSR
France FTV MFP		United Kingdom BBC ITV

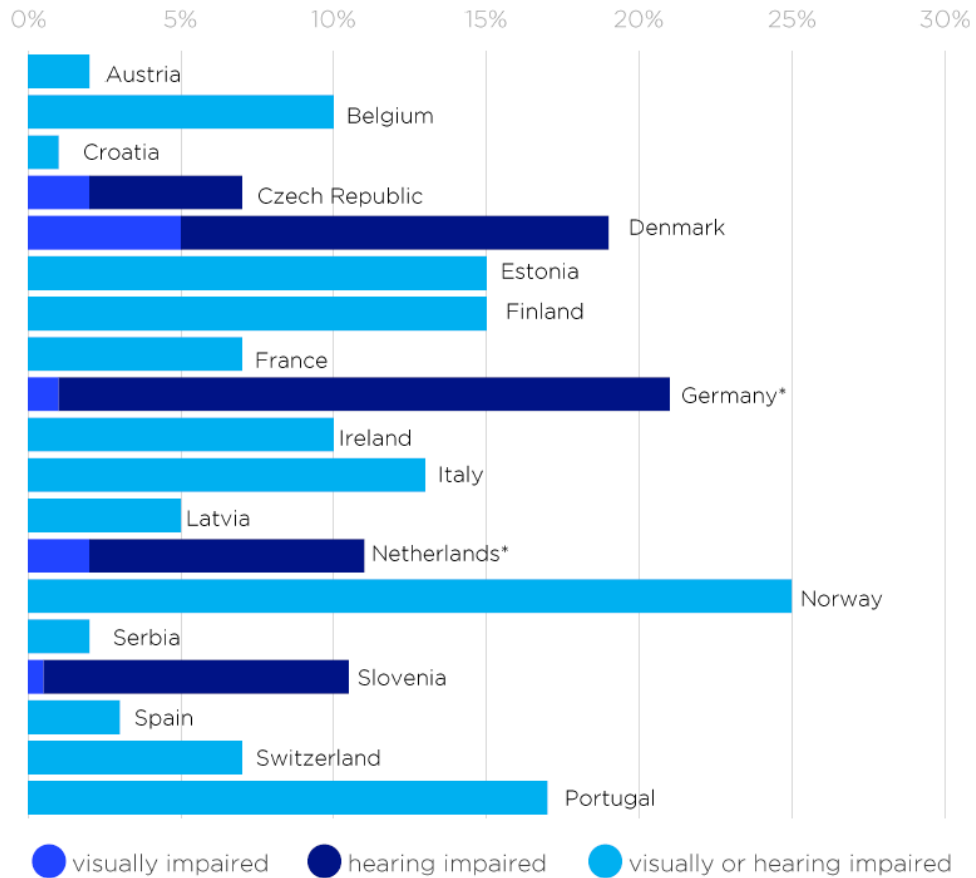


2016 ACCESS SERVICES SURVEY

TARGET GROUPS



Percentage of people with sensorial disabilities by market



Based on 19 countries with available data.

*Germany and Netherlands % calculated by EBU based on data provided in number of people with sensorial disabilities.

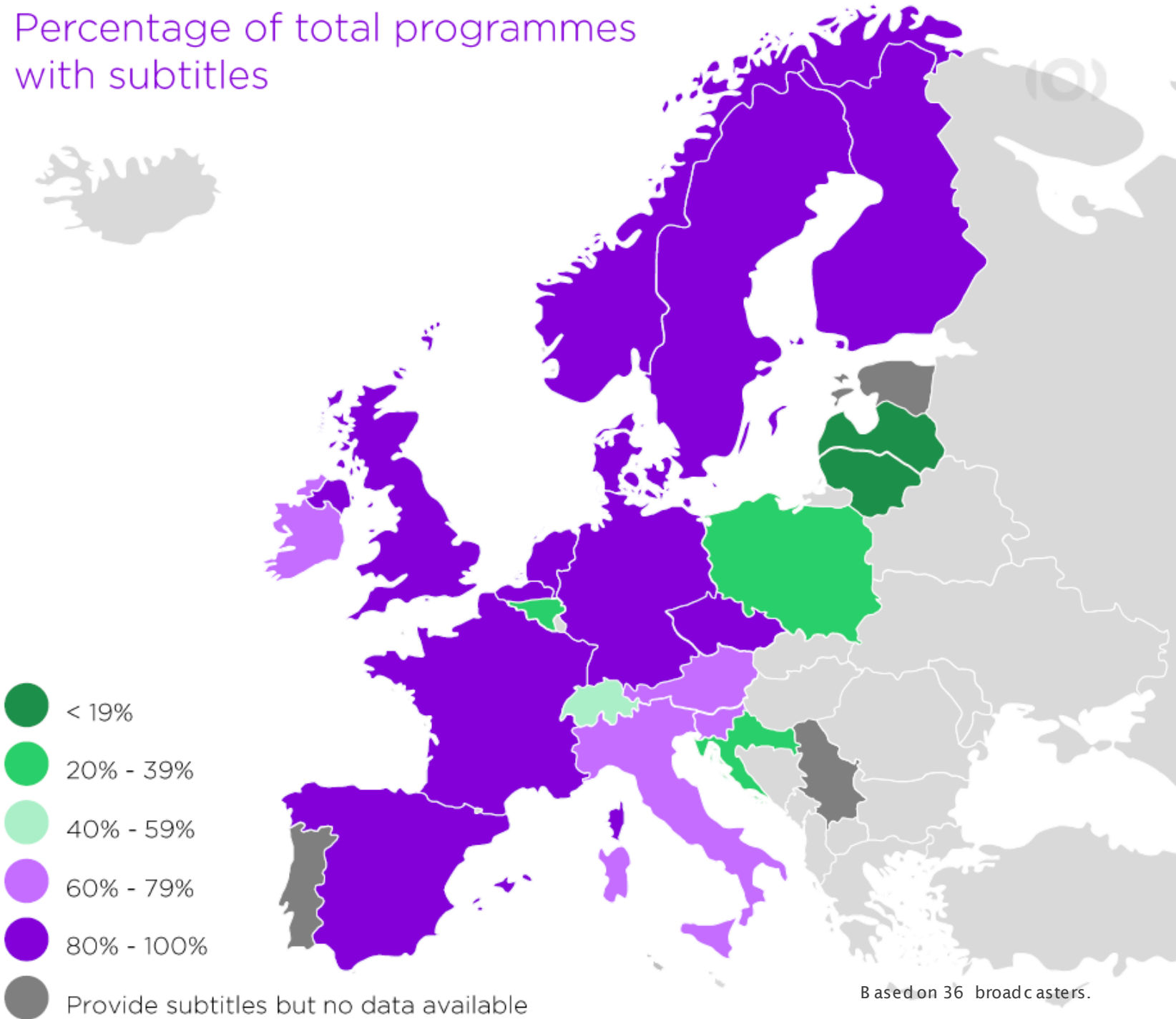
10% of people per country have sensorial disabilities

+ Linguistic minorities 14 broadcasters have minority target audiences

+ Language disorders (e.g. dyslexia – no data available)

2016 ACCESS SERVICES SURVEY SUBTITLING

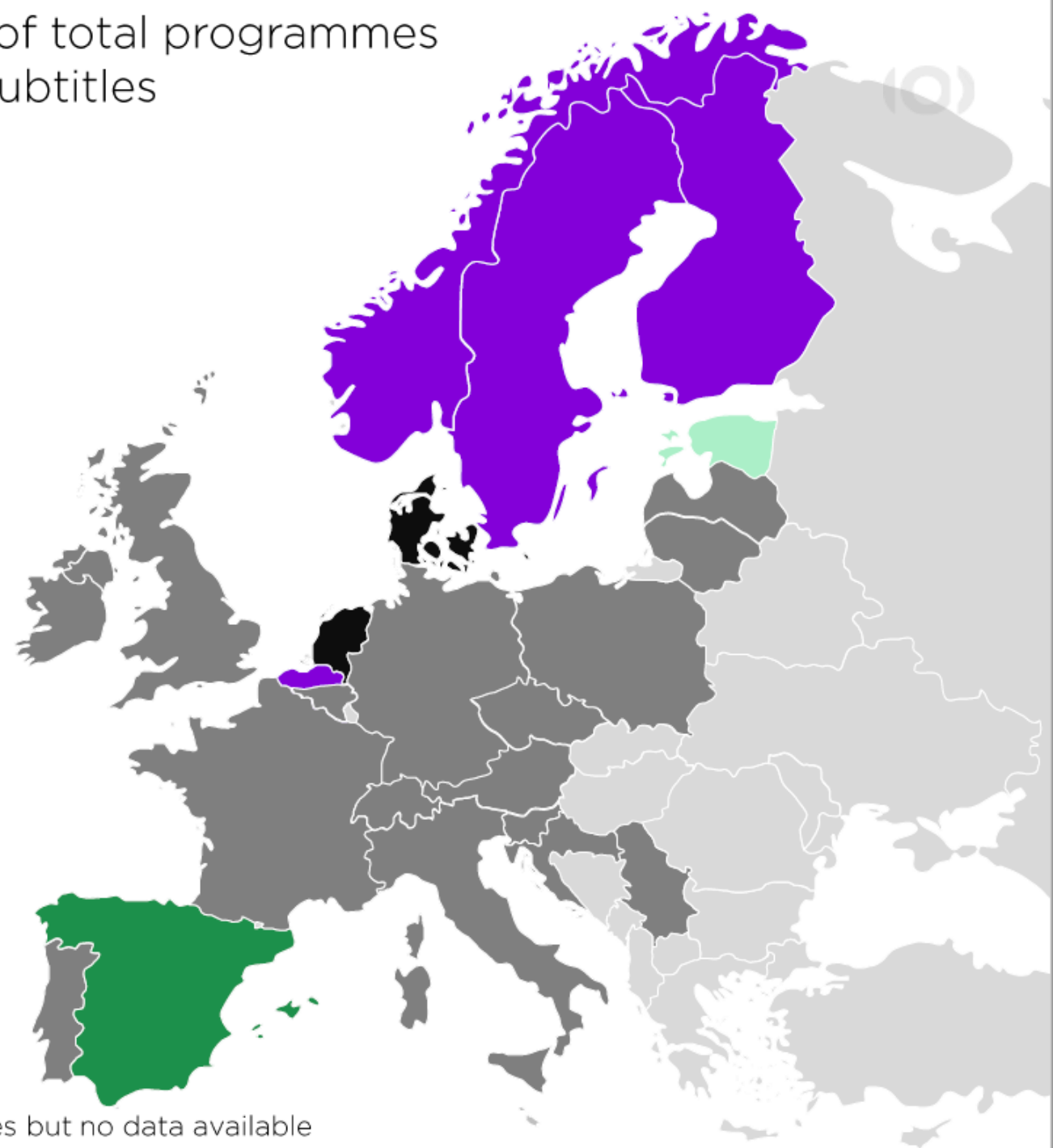
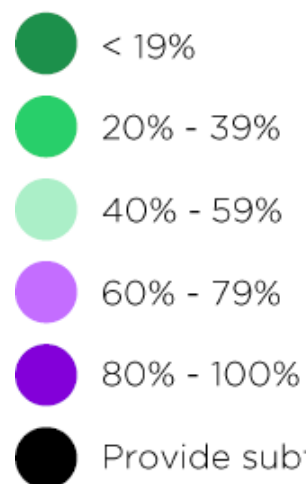
100% of the
broadcasters taking
part in the survey
deliver subtitles



2016 ACCESS SERVICES SURVEY AUDIO SUBTITLING

8 out of **36**
broadcasters taking
part in the survey
offer audio subtitling

Percentage of total programmes
with audio subtitles



31 out of **36**
broadcasters taking
part in the survey
offer audio description

- < 2.5%
- 2.5% - 4.9%
- 5.0% - 9.9%
- 10.0% - 14.9%
- > 15%

● Provide audio description but no data available

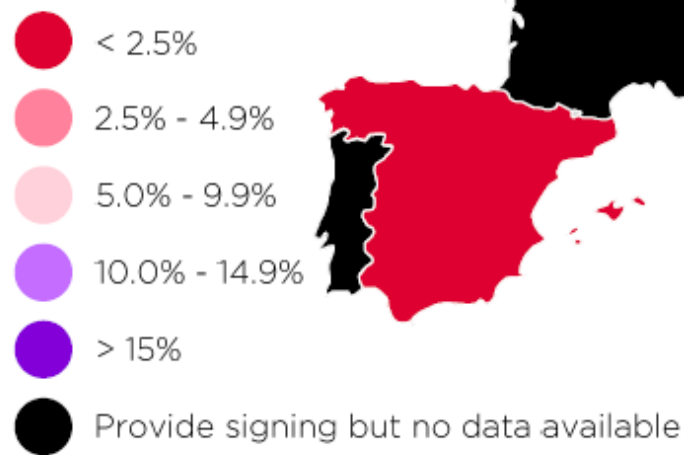
● No audio description

Based on 31 broadcasters.

2016 ACCESS SERVICES SURVEY SIGNED PROGRAMMES

32 out of **36**
broadcasters taking
part in the survey
offer signed programmes

Percentage of total programmes
with signing



Based on 36 broadcasters.

COMPLETE EU LEGAL FRAMEWORK

EU LEGAL INSTRUMENTS



EBU POSITION ON ACCESSIBILITY OF AUDIOVISUAL MEDIA SERVICES



Transmissions

European Electronic Communications Code

- Sets the framework for '**must-carry**' rules to include 'complementary services' provided by broadcasters, which includes accessibility services



AV services

Audiovisual Media Services Directive

- New rules will ask Member States to require AV providers to **make their programmes continuously and progressively more accessible**
- Covers access services for content: sub-titling, audio-description, spoken sub-titles and sign-language interpretation



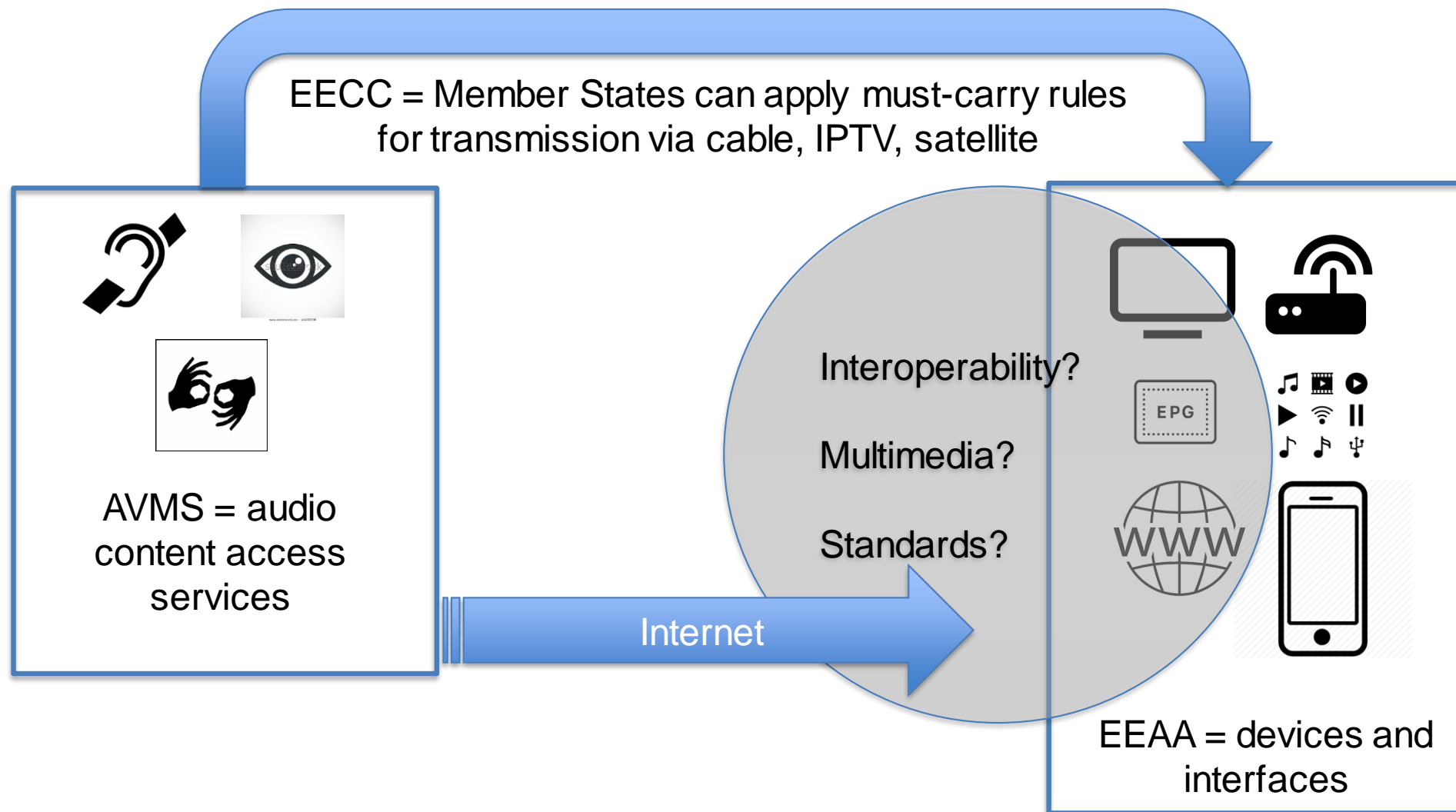
Display and interfaces

EU Accessibility Act

- New rules will **cover audiovisual equipment and services providing access to programmes**
- Websites, online applications, set-top boxes based application, downloadable applications, mobile device-based services including apps, EPGs and related media players



MAKING SENSE OF THE LEGAL FRAMEWORK



FUTURE POLICIES AT EU LEVEL

RECOMMENDATIONS



FUTURE POLICIES AT EU LEVEL

- Give incentives and support
 - **Project funding** to support innovation, experiments and training as well as market deployment
 - Quality benchmarking and **exchange of best practices**
 - Facilitate **sharing and circulation of scripts** to develop access services
- **Be cautious with standardization and labelling**
 - Overall this would be helpful in the long term BUT
 - One-size-fits-all EU approach may disrupt well-functioning systems at national level and ignore cultural differences



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