

Tutorial on Audio Visual Media Accessibility

(New Delhi, India, 14-15 March 2012)

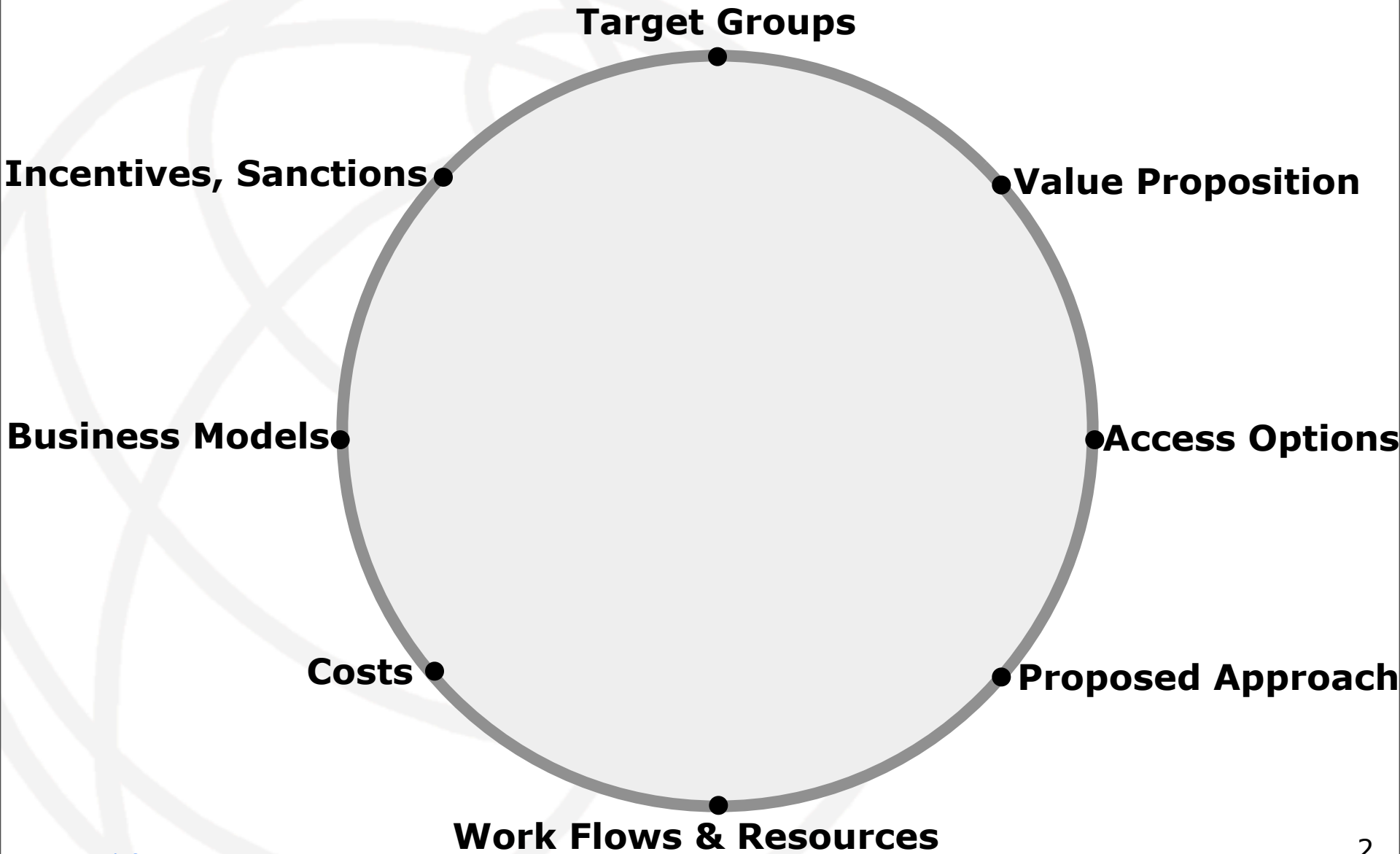
3a. Making television accessible – what is in scope and out of scope?

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Check list



Check list

Target Groups

Incentives, Sanctions

Stakeholders

Business Models

Access Options

Costs

Proposed Approach

Work Flows & Resources



Content

What does this tutorial cover?

- Media
- Approaches for TV usability
- Approaches for TV Access services



Outcomes

What will I be able to do?

Answer some of these questions:

- What does the term “media” mean?
- What can we do to improve TV usability?
- How can we improve accessibility by offering access services?

What do we mean by media?

It depends on who we ask...



What do we mean by media?



Media = STORAGE media



What do we mean by media?

**Media = RECEIVERS or
DEVICES**



What do we mean by media?



**Media = DISTRIBUTION
NETWORK**

What do we mean by media?

**Media = RECORDED
WORKS**



What do we mean by media?

Media = Content



Media

content
("work")

production
& exchange

distribution
(transmission)

reception
(decoding)

use

Activity 3: The need for accessible TV content

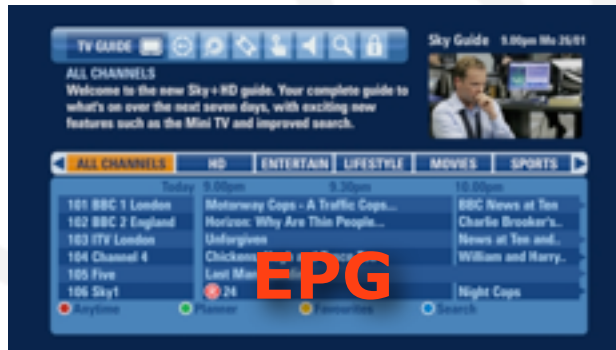
- Work in pairs.
- Discuss the accessibility of the following 5 examples.

In each case is accessibility...

- ...Need to Have?
- ...Nice to Have?

What does "TV content" mean?

content
("work")



What about accessibility here?

- Need to have?
- Nice to have?

Activity 3: The need for accessible TV content

Content category	Need to have	Nice to have
TV series		
Electronic Programme Guide		
Parental guidance screen		
Emergency alert		
TV advertisement		

Activity 3: The need for accessible TV content

- What are your conclusions?



- What points are worth noting?



What does "TV" mean?

content
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What does "TV" mean?

content
("work")

production
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use

TV set
Computer
Lap-top
Smartphone
Computer tablet

Main screen/second screen

Remote control
Keyboard
Touch interface
Speech recognition
Eye tracking

What does "TV" mean?

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What does "TV" mean?

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use

Digital TV

Terrestrial

Cable

Satellite

Hybrid Broadcast/Internet

Internet

Fixed line

Wireless

Mobile

2.5 G

3 G

4 G

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use

Discovering
Selecting
Watching
Enjoying
being...
...aware
... informed
...educated
...entertained
Sharing
Critiquing
Mashing up
Creating

TV: the metaphor of a fruit machine

content
("work")

production
& exchange

distribution
(transmission)

reception
(decoding)

use



#1. Focus on tv usability



▶ 26 ans de prison

Prêtres pédophiles

Asile

Gaz

Ben Laden

Réforme retraites

Tsunami

Coupe de Belgique

Shooto

L'image

Get editorial and production teams
to review their current practices
with a specialist

la deux
EDITION
22h30

12
LE
MINUTES

#1. Focus on tv usability



► Retour de Cannes

Rail perturbé

Hissel condamné

Gangs de motards

Organisations juives

Nuit d'ivresse

International

Volcan islandais

Sport

L'image

**The programme was given
a make-over in 2011**

#1. Focus on tv usability



Foto: TV 2

**TV drama aims to be more natural
Discuss intelligibility**

Såvel kritikerne som seerne har generelt været enige om, at det er svært at høre.

#1. Focus on tv usability



Get editorial and production teams to review their current practices with a usability specialist

#1. Focus on tv usability

■ CRTC tells broadcasting industry to turn down the volume on loud television commercials

OTTAWA-GATINEAU, September 13, 2011

— Today, the Canadian Radio, television and Telecommunications Commission (CRTC) announced that broadcasters must control the loudness of TV commercials by September 1, 2012.

If action is possible in countries like Canada and Belgium we can do it elsewhere.

#1. Focus on tv usability


Massive destruction after factory explodes

Torsdag d. 4. nov. 2004 kl. 18:38 af kace (opd. d. 4/11 2004; 18:57)


 Recommend

 Be the first of your friends to recommend this.



 PRINT ARTIKEL

 SEND TIL EN VEN

 DEL PÅ FACEBOOK

 DEL PÅ TWITTER

SE OGSÅ

 Fotos: Katastrofe i Kolding

 Luftfotos Kolding

 Fotos: Fyrværkeribrand i Kolding

 Kolding-katastrofe skal under lup

Is radio the key pillar of disaster management?
What about TV and mobiles when there is a natural disaster?

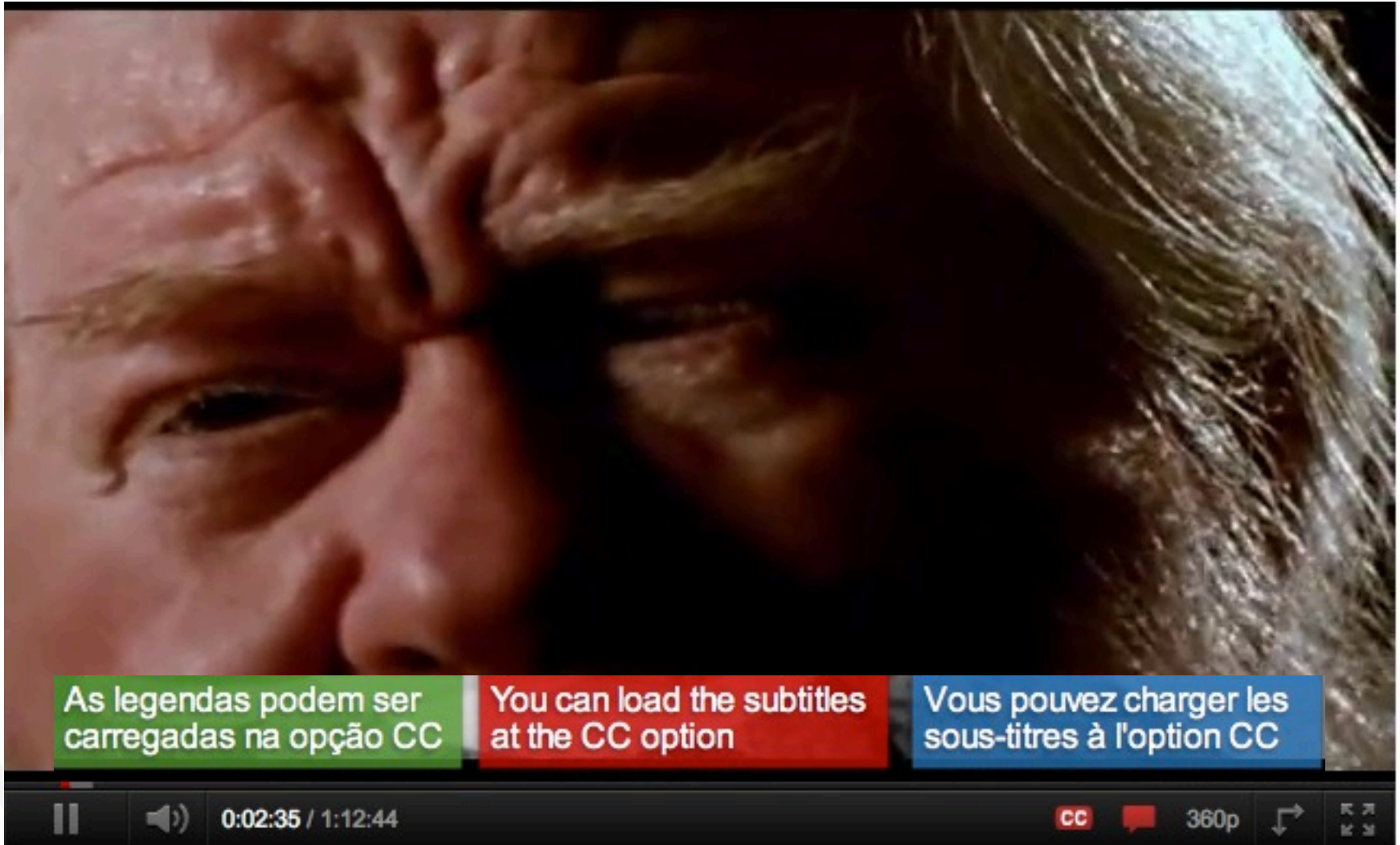
Discuss the way in which disabilities are portrayed in the media



A programme for children about a boy who could live more or less like his sighted friends

A Janela da Alma/Window of the Soul

A brazilian doc also on the Internet



Usability checklists for TV programmes

— No significant benefits ○ Minor benefits + Major benefits	User Groups				
	Visual	Hearing	Physical	Cognitive	Ageing
Text on TV screens					
The typeface is optimised to reduce confusion between letter shapes.	+	—	—	+	○
The font is clear and legible	+	—	—	+	○
Mixed case is used	+	—	—	+	○
Italic, underlined, oblique, condensed or fancy fonts should not be used	+	—	—	+	○
Flashing and scrolling text should not be used	+	—	—	+	○
Text size should be a minimum of 24 lines high on a capital 'V'	+	—	—	+	○
There is extra spacing between letters, words and lines	+	—	—	+	○
There is generous inter-line spacing to minimise problems of visual tracking	+	—	—	+	○

Usability checklists for TV programmes

— No significant benefits ○ Minor benefits + Major benefits	User Groups				
	Visual	Hearing	Physical	Cognitive	Ageing
Colours					
Ensure that text on the screen is displayed using good colour contrast	+	—	—	—	○
Ensure that the selected menu option is indicated on screen in different colour highlight, offering good contrast, but never rely solely on colour to convey information about e.g. selected options	+	—	—	—	○
Avoid combinations of red and green	+	—	—	—	○
Avoid pure red or white colours	+	—	—	—	○

Usability checklists for TV programmes

— No significant benefits ○ Minor benefits + Major benefits	User Groups				
	Visual	Hearing	Physical	Cognitive	Ageing
Subtitling					
Subtitling are in a clear legible typeface	—	+	—	—	○
The recommended colours of white, yellow, cyan or green against a solid black background are used	—	+	—	—	○
The rate of subtitling is as close as possible to the rate of the spoken text whilst allowing for adequate reading time	—	+	—	—	○
Subtitles comprise a single sentence occupying no more than two lines	—	+	—	—	○
Subtitles are used to describe relevant non-speech information	—	+	—	—	○
Where the source of speech is not immediately apparent, the first subtitle has a caption to label the source	—	+	—	—	○
Different colours are used to denote different speakers	—	+	—	—	○
The speed of subtitles should not normally exceed 160 to 180 words per minutes for pre-recorded programmes	—	+	—	—	○
The word 'Subtitles' should be displayed legibly on the screen at the start of the programme	—	+	—	—	○

Usability checklists for TV programmes

— No significant benefits ○ Minor benefits + Major benefits	User Groups				
	Visual	Hearing	Physical	Cognitive	Ageing
Signing					
BSL is the default language used - ISL in India	—	+	—	—	○
Interpretation and voice-overs of signed programmes are synchronised with the original speech / sign language	—	+	—	—	○
Signed programmes are also subtitled	—	+	—	—	○

Usability checklists for TV programmes

<ul style="list-style-type: none"> — No significant benefits ○ Minor benefits + Major benefits 	User Groups				
	Visual	Hearing	Physical	Cognitive	Ageing
Audio description					
Audio description describes characters, locations, time and circumstances, any sounds that are not readily identifiable, on-screen action, and on-screen information	+	—	—	—	○
Key features of characters are identified as soon as practicable, to help identify the person in the listener's mind's eye.	+	—	—	—	○
Use names (rather than 'he' or 'she') more often than in normal speech	+	—	—	—	○
Describe at the same time as the action occurs	+	—	—	—	○
Audio description does not encroach on dialogue, or sound effects unless really necessary	+	—	—	—	○
Audio description provides a real-time commentary, so is in the present tense	+	—	—	—	○
Periodic announcements should be made about programmes with audio description	+	—	—	—	○

Activity 4: TV usability

- Work in groups.
- After each example, use the relevant checklist from Tiresia to discuss what can be done to improve TV usability
- Report back to plenum on your findings

Activity 4: Examples

Use the checklists to analyse the usability of the images in the Indian version of "Who Wants to be a Millionaire?"



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Use the checklists to analyse the usability of the images in the Indian version of "Who Wants to be a Millionaire?"



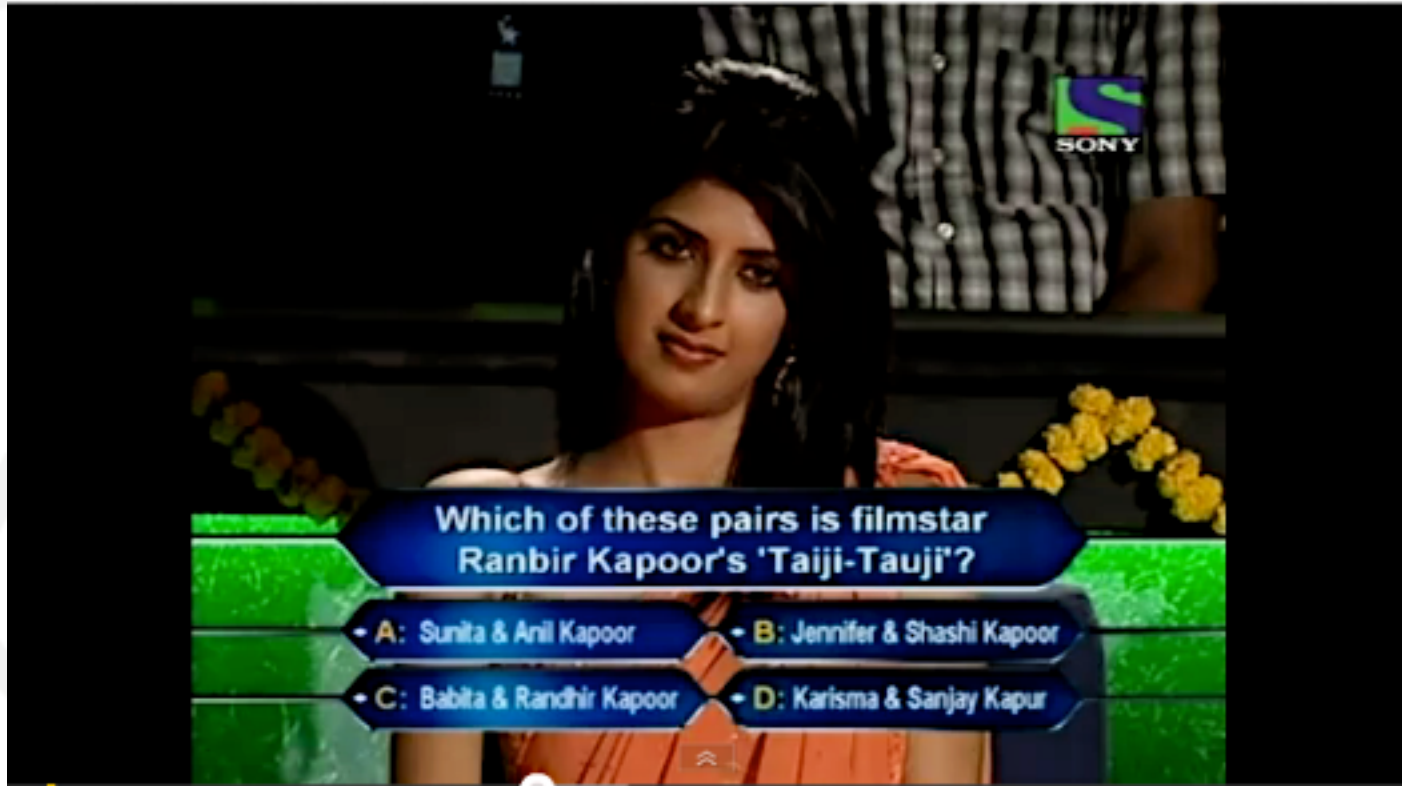
Activity 4: Examples

Use the checklists to analyse the usability of the images in the Indian version of "Who Wants to be a Millionaire?"



Activity 4: Examples

Use the checklists to analyse the usability of the images in the Indian version of "Who Wants to be a Millionaire?"



Activity 4: Examples

You can then check the intelligibility of the audio by using the sample of this programme on YouTube!



Activity 4: TV usability postscript

- We can use “the Exclusion Calculator”
- We can use eye-tracking to see how different viewers cope with a given TV programme
- We will soon be able to simulate different kinds of viewers and identify where they have difficulty when watching TV (Dr. Pradipta Biswas, University of Cambridge).

Original web page

Indian Railways Passenger Reservation Enquiry

The screenshot shows the Indian Railways Passenger Reservation Enquiry website. The browser address bar displays www.indianrail.gov.in/fare_Enq.html. The page features a navigation menu with options: PNR Status, Train Between Stations, Seat Availability, Fare Enquiry, and Internet Reservation. The main content area is titled "Enter Following Details to View Fare Details" and contains a form with the following fields:

- Train Number :
- Day and Month : -
- Source Station Code :
- Destination Station Code :
- Class :
- Age :
- Concession :

Buttons for "Get Fare" and "Clear" are located below the form. A note states: "Note: New Train numbering scheme is to be effective from 20/12/2010 for all types of trains. For New Train Number, Please [Click here](#)".

On the left side, there are two sections: "Services" and "Information".

Services:

- Availability at Major Stations
- Train Schedule
- Tatkal Scheme
- Upgraded Passenger Scheme
- SMS Service
- Train Berth Availability
- New Train Number **NM** (w.e.f. 20/12/2010)

Information:

- Train Running Information
- Train Type Information
- View Codes
- Trains at a Glance
- Rules
- International Tourists
- Other Railway Websites

At the bottom, there is an advertisement for ICICI Bank Money2India, stating "Benefit from our Online tracking service".

On the right side, there is a vertical banner for a promotion: "UP TO 80% off ON LUXURY ON HIGH FASHION BRANDS FOR SMART INDIANS".

The footer of the browser shows the system tray with the date 09/03/2012 and time 14:58.

Motor Impairment Simulation

(Movement time prediction for elderly user)

The screenshot shows the Indian Railways Passenger Reservation Enquiry website. The main content area is titled "Enter Following Details to View Fare Details" and contains a form with the following fields:

- Train Number :
- Day and Month : -
- Source Station Code :
- Destination Station Code :
- Class :
- Age :
- Concession :

Below the form are two buttons: "Get Fa" and "Clea.". A small popup window titled "pgjMobilityImp" is overlaid on the form, displaying the text "Approximate Movement Time: 3838 msec." and an "OK" button.

On the left side of the page, there are two sections: "Services" and "Information". The "Services" section contains links to "Availability at Major Stations", "Train Schedule", "Jr. and Passenger Scheme", "SMS Service", "Train Berth Availability", and "New Train Number NDM (w.e.f. 20/12/2010)". The "Information" section contains links to "Train Running Information", "Train Type Information", "View Codes", "Trains at a Glance", "Rules", "International Tourists", and "Other Railway Websites".

On the right side of the page, there is a red banner with the text "UP TO 80% off ON LUXURY ON HIGH FASHION BRANDS FOR SMART INDIANS" and an image of a woman wearing sunglasses.

At the bottom of the page, there is a Windows taskbar with various icons and a system tray showing the time "15:11" and date "09/03/2012".

**Problem: links are too close
Users may click the wrong one.**

Design Optimization

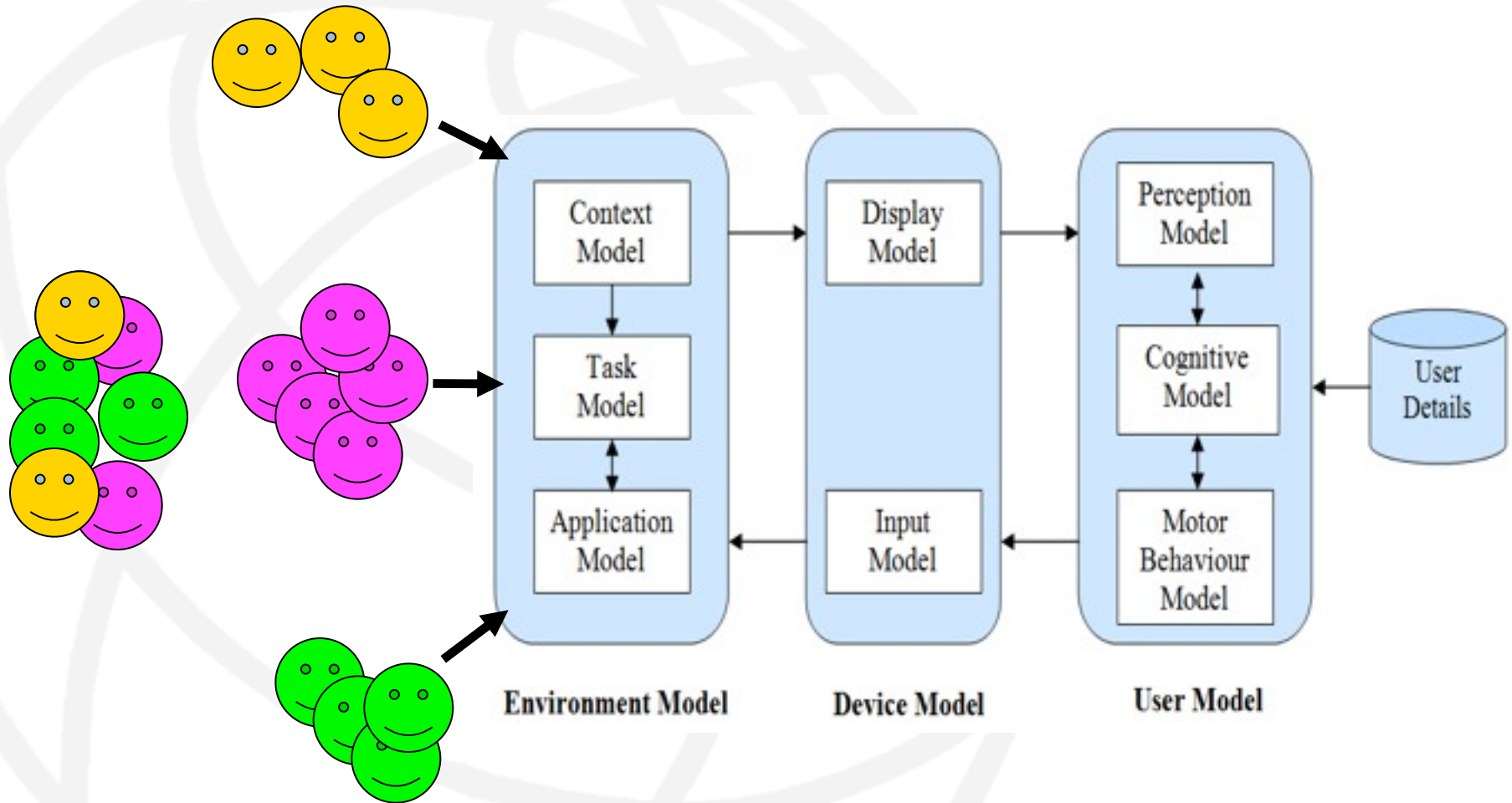


Original



Optimized

Simulation to develop better interfaces



Users

Clusters

Simulation



Cambridge Simulator

Dr. Pradipta Biswas
University of Cambridge
pb400@cam.ac.uk

Activity 4: TV usability

- What are your conclusions?



- What points are worth noting?

