

rtve

HBB4ALL Workshop 2015

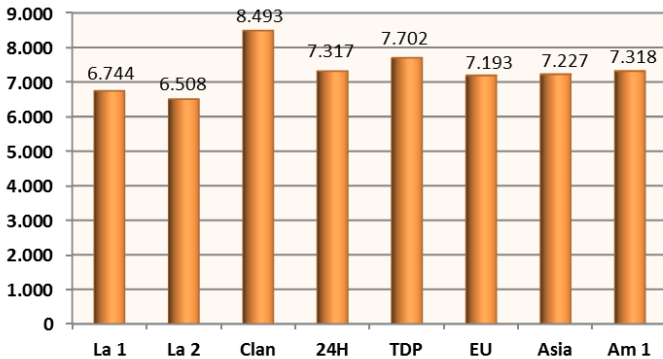
Smart Accessibility on Connected TV

Approaches to connected TV

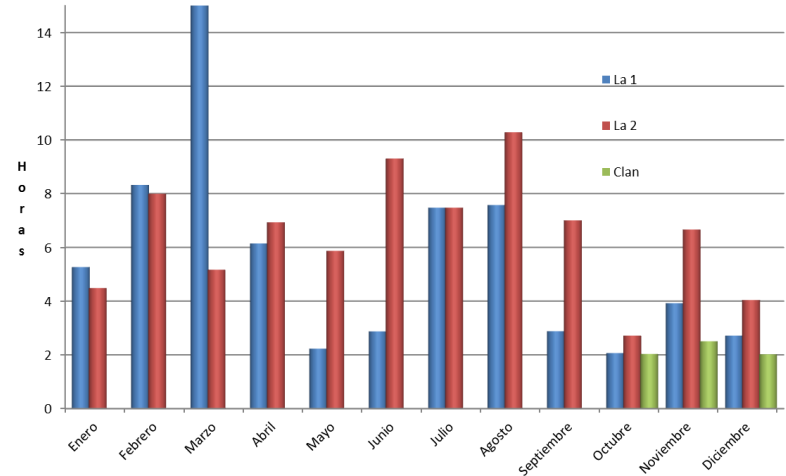
We, at RTVE, are committed with the accessibility.:

- In number of hours of subtitling
- In number of hours of audio description

Horas subtituladas 2014 por cadena

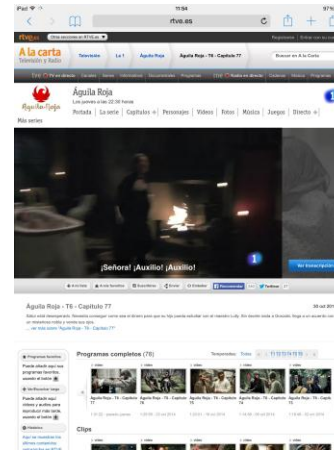


Audiodescripción 2014 por meses y cadenas



We developed an important activity in this topic:

- Offering accessibility across different devices



-¡Miradlo, está dormido!

We developed an important activity in this topic:

- Incorporation of audio description as a flow in the DV signal:
 - As an additional audio channel
- Operating now in:
 - La1, La2 y Clan (coded in MPEG-1, Layer 2, mono, a 96 Kbs)
 - La 1 HD (coded in Dolby Digital +)



Technical developments to support accessibility

We developed an important activity in this topic:

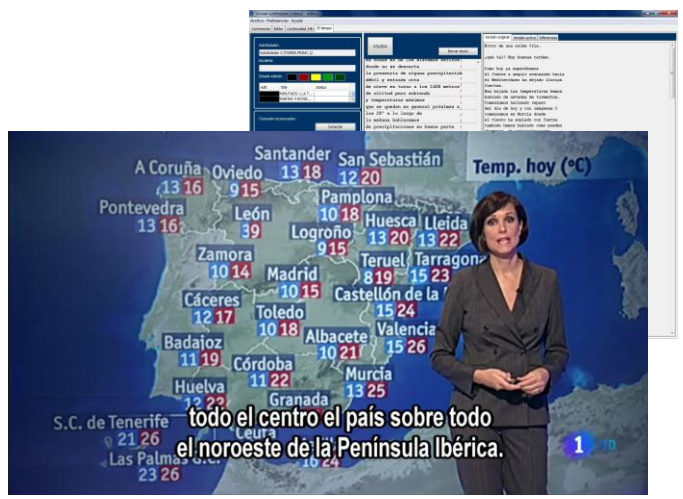
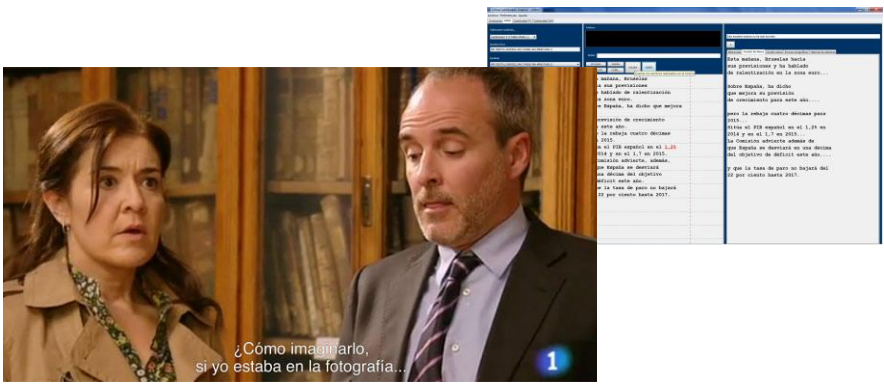
- In technical developments to support this activity: Tools for voice to text conversion.



Technical developments to support accessibility

We developed an important activity in this topic:

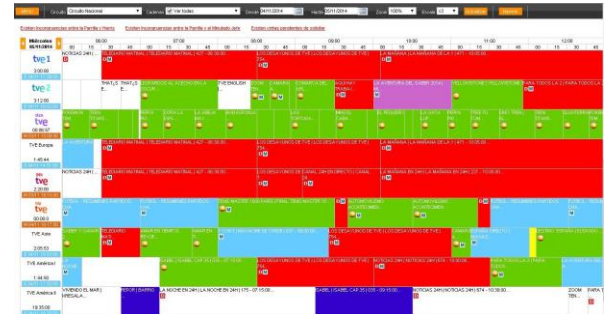
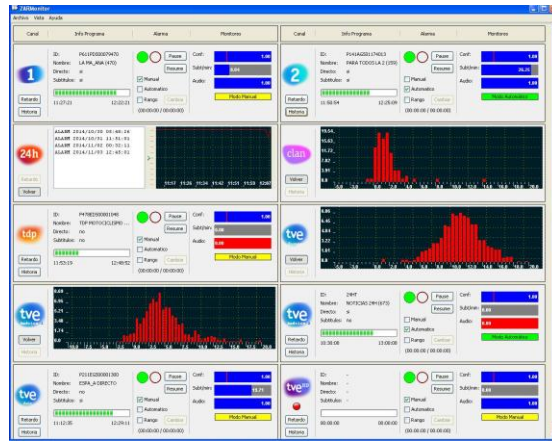
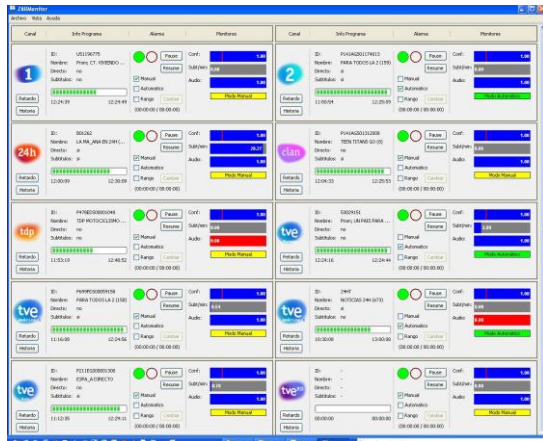
- In technical developments to support this activity: voice to text conversion and synchronization tools



Technical developments to support accessibility

We developed an important activity in this topic:

- In technical developments to support this activity: supervision and QA tools



We are also very active in HbbTV

- We have a RTVE's brand: "BOTON ROJO"
- With a wide service
- Currently are accessing this service in the order of half a million unique users



We are also very active in HbbTV

- We have a RTVE's brand: "BOTON ROJO"
- Two different portals: one generic



We are also very active in HbbTV

- We have a RTVE's brand: "BOTON ROJO"
- Two different portals: one specific for the children channel



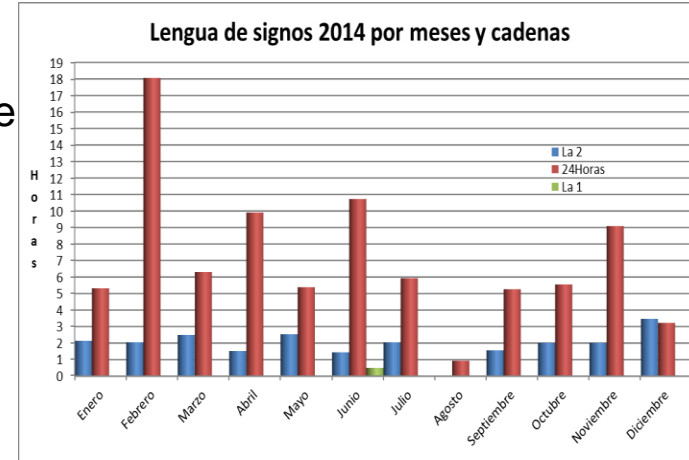
A screenshot of the Clan A la Carta website interface. The top navigation bar includes the 'clan' logo, 'A la Carta', 'Series', 'Inglés', and 'rtve.es'. The main content area features a video player for the episode '¡Un sibarita pescador en un concurso'. The video player shows a scene with a building and a video progress bar at 21:18. Below the video player, there is a banner for 'Peppa Pig' that says '¡¡ En septiembre Peppa vuelve a Clan !!'. At the bottom, there is a recommendation from 'rtve.es' for educational series.

Smart Accessibility on Connected TV

New open possibilities in sign language

We have had many difficulties in developing adaptation in sign language within the traditional broadcast environment

- It is difficult to embed additional content permanently
- There are problems of bandwidth to send sign language in different channels TDT
- There are problems that TVs can't show appropriately picture in picture
- We have made several attempts, which have unfortunately been unsuccessful



Smart Accessibility on Connected TV

New open possibilities in sign language

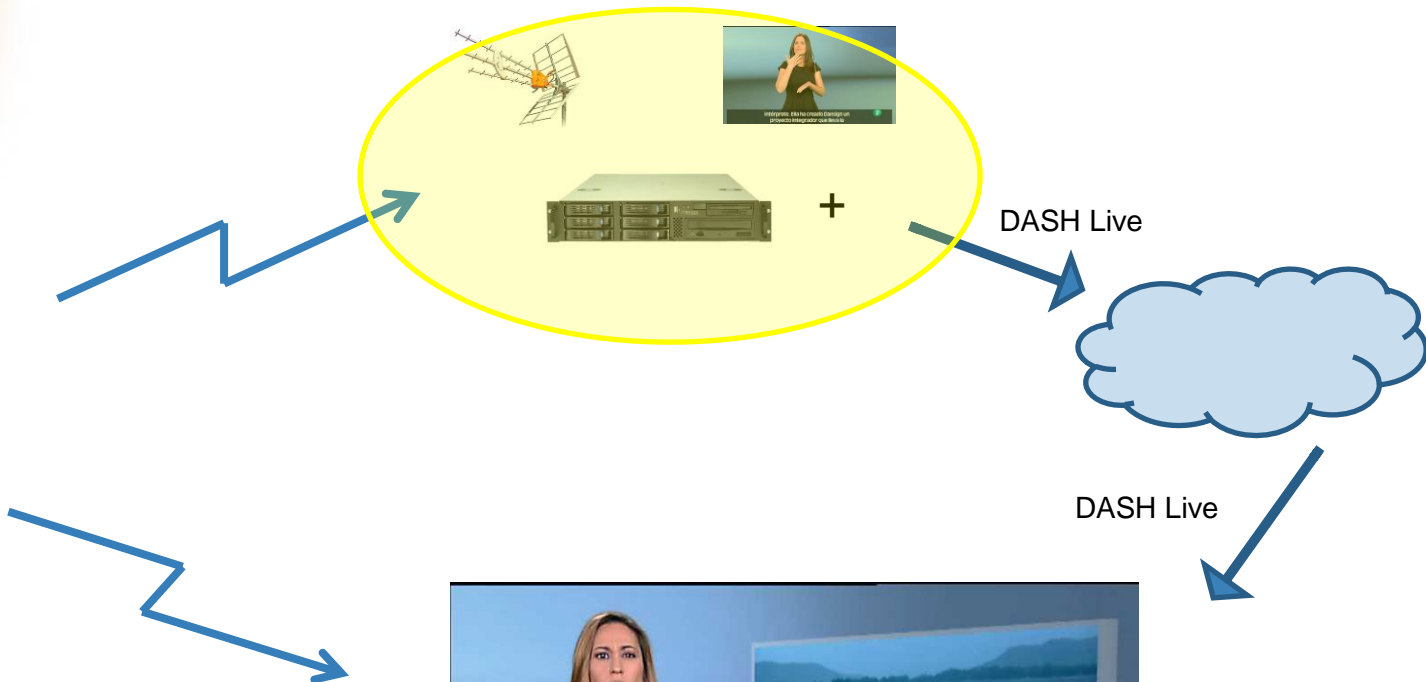
We think the combination of DTT and HbbTV will solve these problems and will facilitate the implementation of sign language on TV

- Although some problems remain unresolved.
 - Synchronization
 - Implementation of DASH format (to allow streaming in broadband to the receiver)

The logo for HbbTV, featuring the text "HbbTV" in a bold, grey, sans-serif font. Above the letters "b" and "b" are four small colored circles: a red one above the first "b", a green one above the second "b", a yellow one above the "T", and a blue one above the "V".

HbbTV

Smart Accessibility on Connected TV New open possibilities in sign language



norte de la isla. Santiago de Cuba ha sido una de las provincias más 2

Smart Accessibility on Connected TV

New open possibilities in sign language

We (with UAB and ANGLATECNIC) try to show in this forum:

- Some results. Live sign language, in Hbb TV, DASH (If we can)
- Our support and our commitment to continue developing this line to adequately address this problem.



Our goal here is collaborate to "normalize" the presence of sign language in our regular broadcasts.

thank you

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