

EUR(O)VISION

OPERATED BY EBU



ACCESS SERVICES PAN EUROPEAN SURVEY 2016

Presented by:

Gion Linder

Head of SWISS TEXT

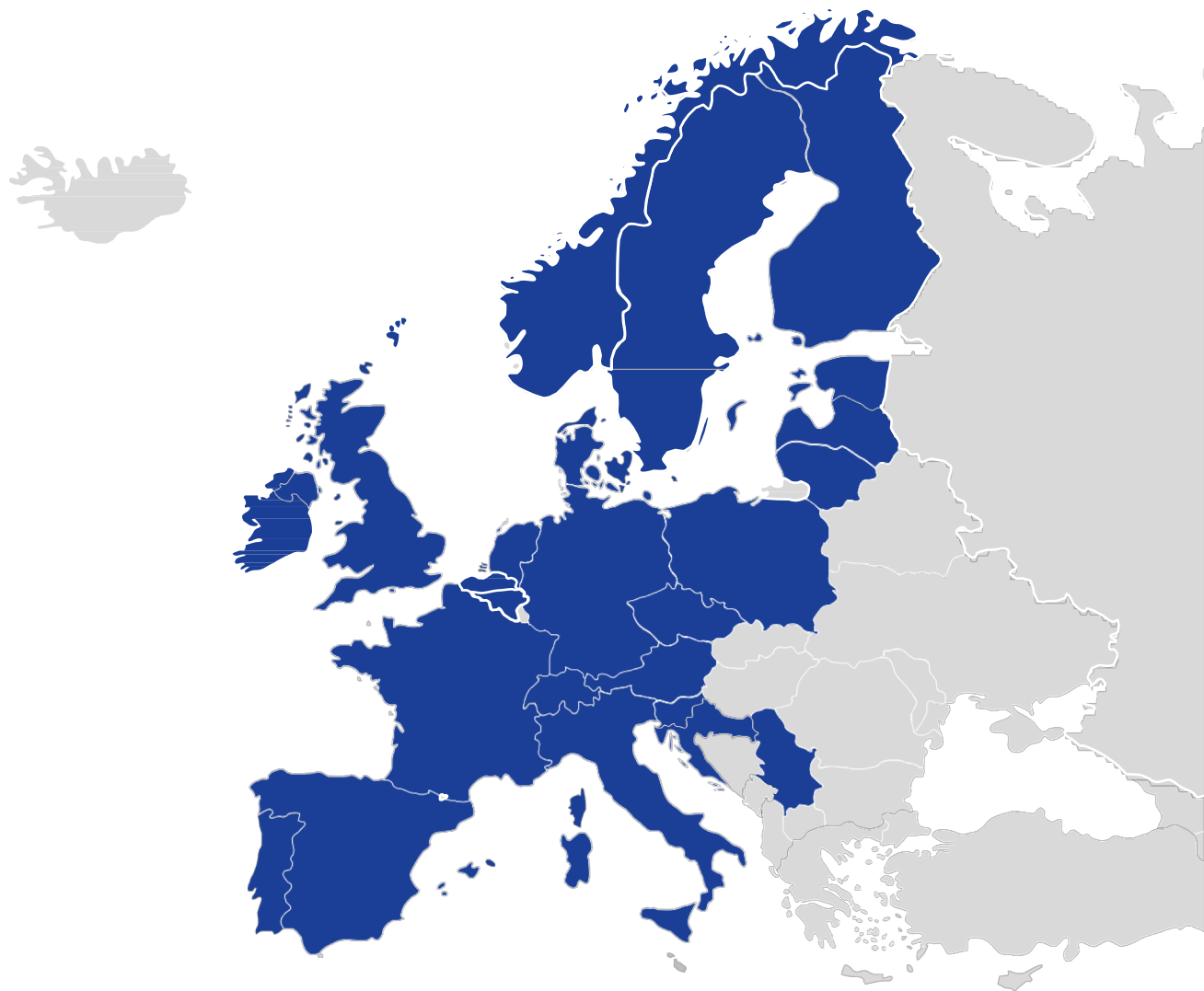
Chairman of the Eurovision Access
Services Experts group

Survey conducted by:

Amélie Rossignol-Farjon, Media Department, EBU
Francesca Cimino, Media Intelligence Service, EBU

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 RTE
Croatia HRT		Serbia RTS
Czech Republic CT	Ireland RTE TG4	Slovenia RTVSLO
Denmark DR	Italy RAI	Spain CCMA RTVE
Estonia ERR	Latvia LTV	Sweden SVT
Finland Yle	Lithuania LRT	Switzerland SRG SSR
France FTV MFP	Netherlands NPO	United Kingdom BBC ITV



36 broadcasters in 24 markets

1

OVERVIEW

2

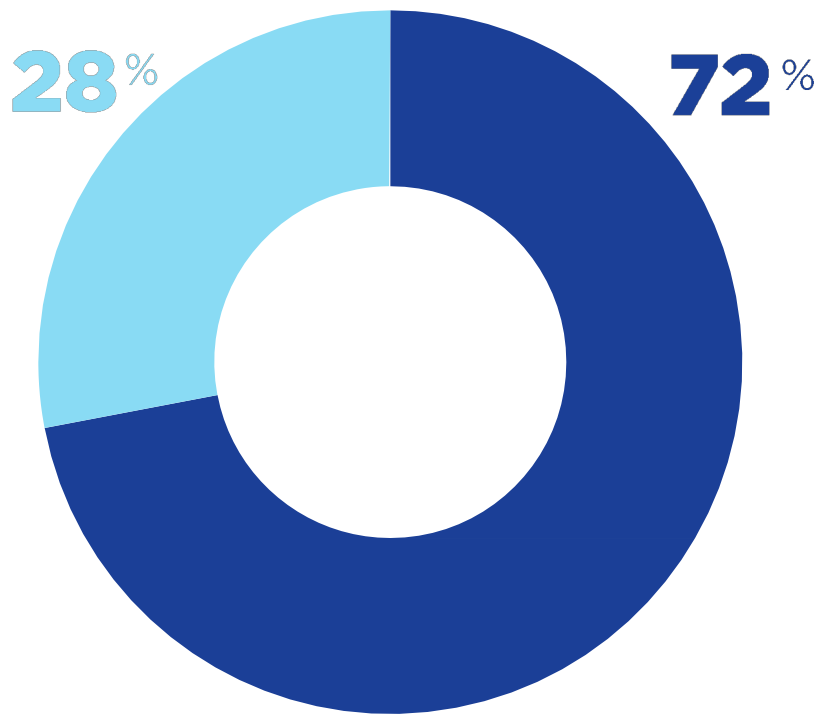
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Do you outsource your access services?

% of broadcasters outsourcing access services

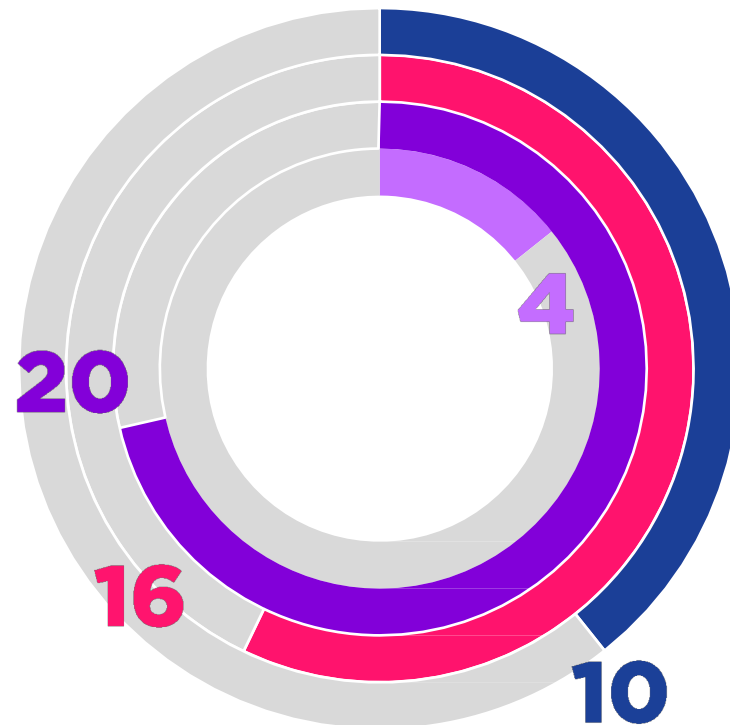


● Yes

● No, everything is produced in-house

Based on 36 broadcasters.

Most outsourced services
Number of broadcasters



● Subtitling

● Signing

● Live Subtitling

● Audio Description

Based on 26 broadcasters.

1

OVERVIEW

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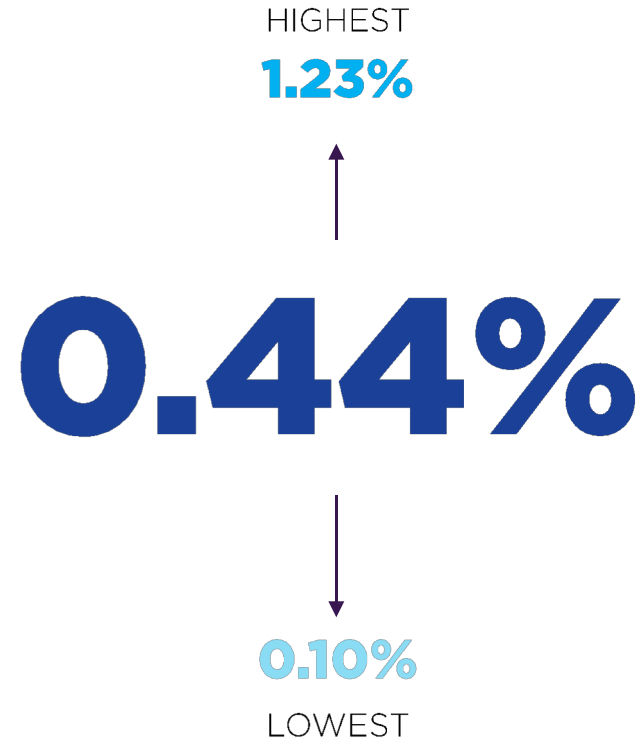
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On average almost half a percent of PSM organizations annual budget goes to fund access services

Annual budget for access services as a % of organizations total annual budget



Based on 24 broadcasters with available data.

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OVERVIEW

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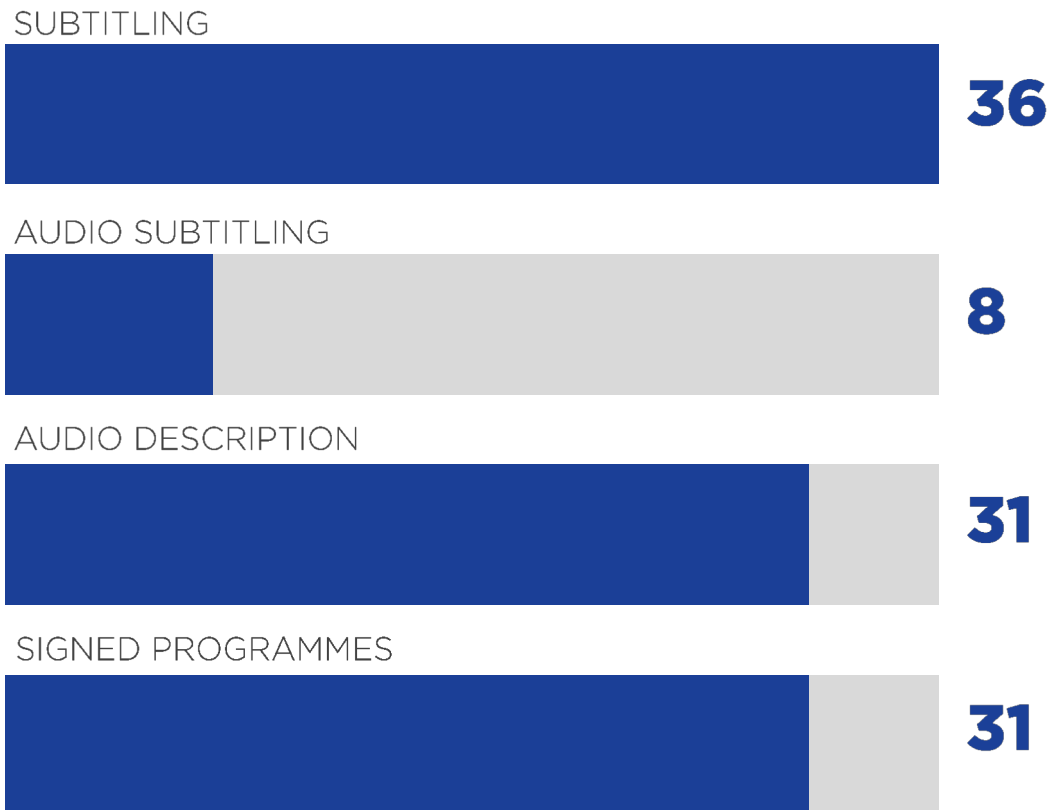
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All organizations surveyed provide access services on at least their main national channels

Number of broadcasters providing each type of access service



Based on 36 broadcasters.

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OVERVIEW

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SUBTITLING

1

2

SUBTITLING

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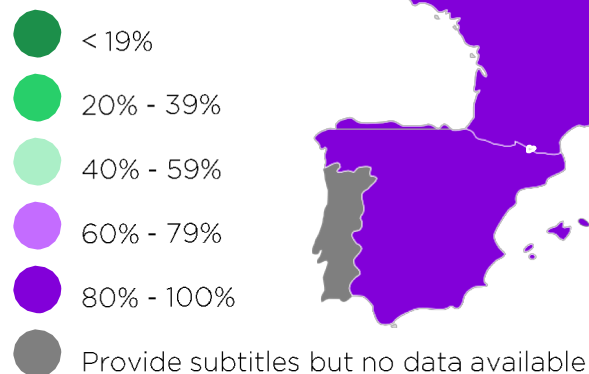
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On average public broadcasters deliver subtitles on over 66% of programmes

Half the broadcasters deliver over 80% of programmes with subtitles.

With some committed to subtitling 100% of all content, while other broadcasters have more limited resources.

Percentage of total programmes with subtitles



Based on 26 broadcasters.

1

2

SUBTITLING

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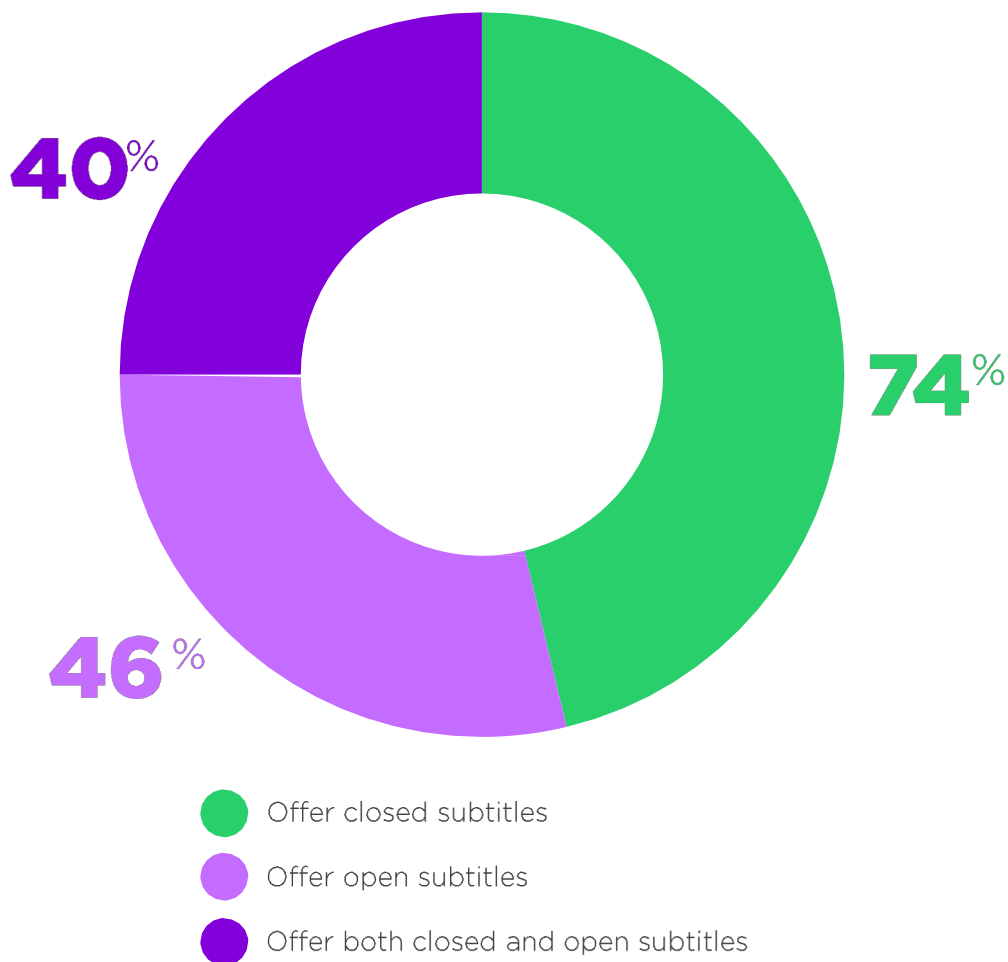
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26
broadcasters
offer closed
subtitles

16
broadcasters
offer open
subtitles on
television

In addition 13 broadcasters offer closed and open captions on some online delivery platforms

Type of subtitling services on television



Based on 26 broadcasters.

1

2

SUBTITLING

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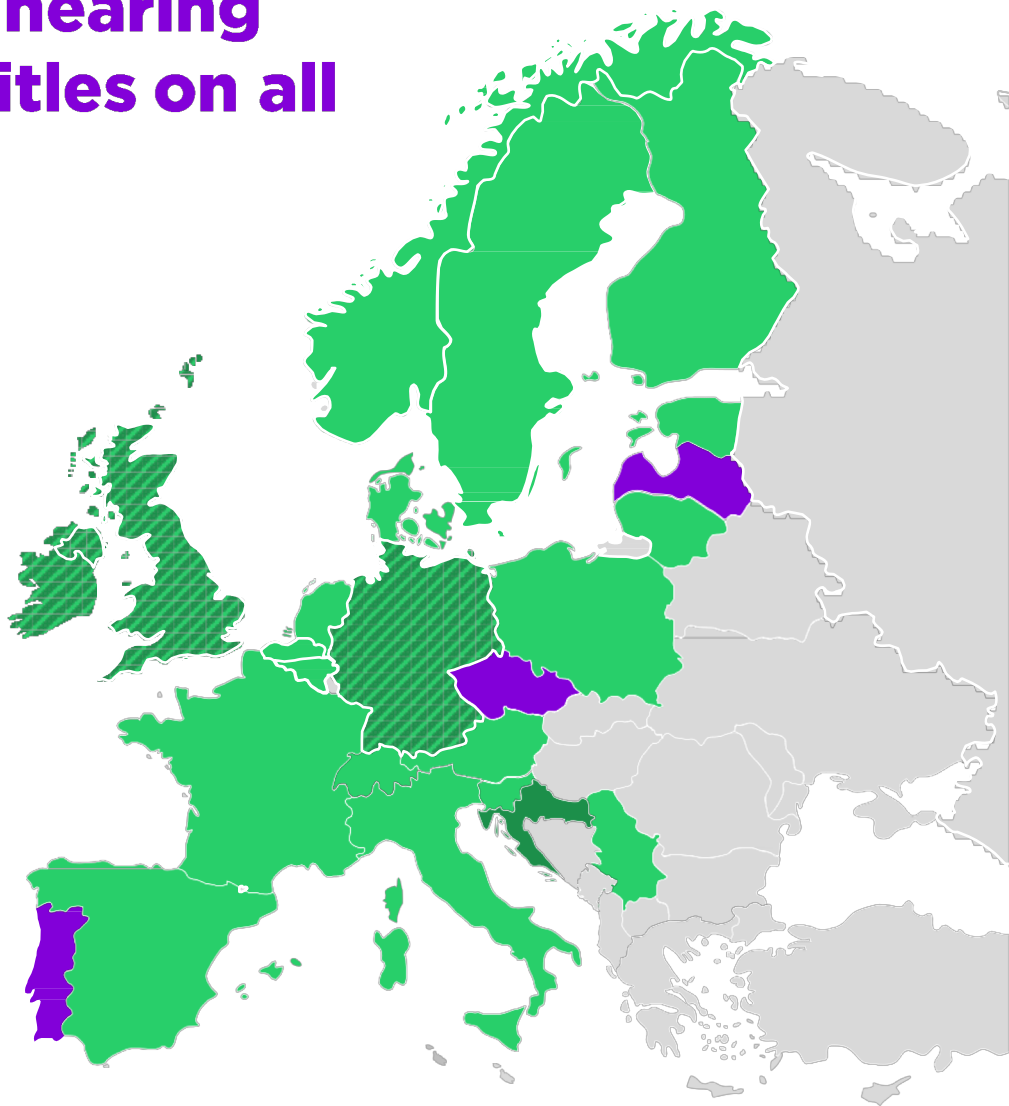
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Have associations of the hearing impaired requested subtitles on all devices?

In 87% of countries surveyed associations of the hearing impaired have requested or demanded subtitles on all devices

- Yes
- No
- Only individual deaf and hard-of-hearing viewers



Based on 24 countries

1

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SUBTITLING

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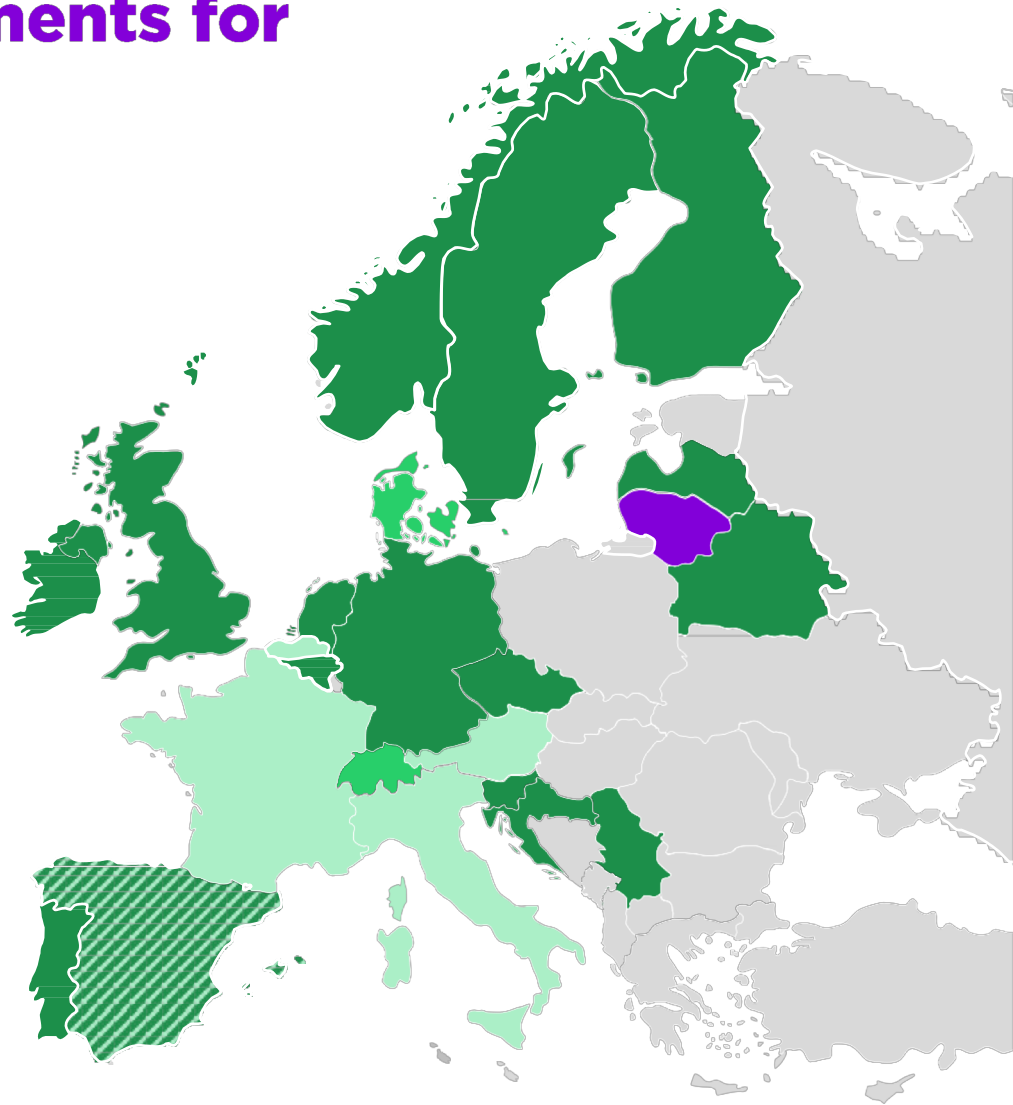
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Media authority requirements for subtitling online content

71% of surveyed public broadcasters subtitle online content even though there is no official requirement

- Required to subtitle on all devices
- Voluntary agreement to subtitle on all devices
- No requirement but subtitles offered
- No requirement and non offered



Based on 23 countries

1

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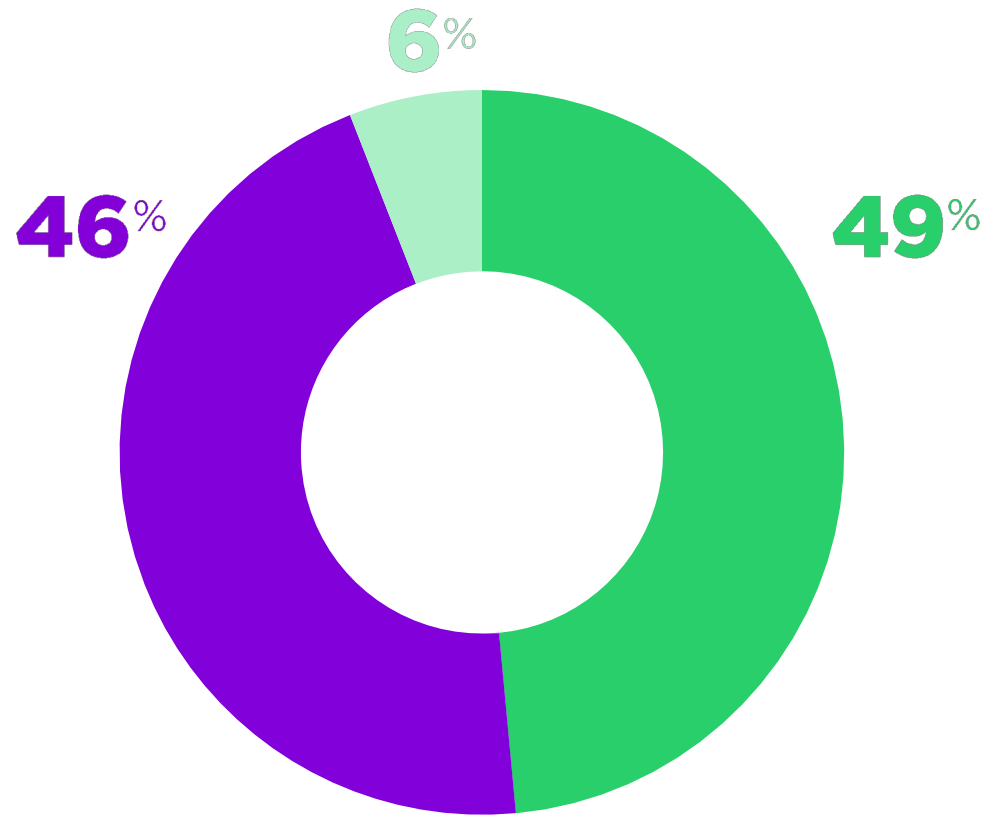
SUBTITLING

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Do you perform additional editing of subtitles to prepare content for online delivery?



- Yes, we sometimes correct them before putting them online
- Yes, we sometimes subtitle online content that is not broadcast
- No, we put them online as they were broadcast

Based on 36 broadcasters.

1

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SUBTITLING

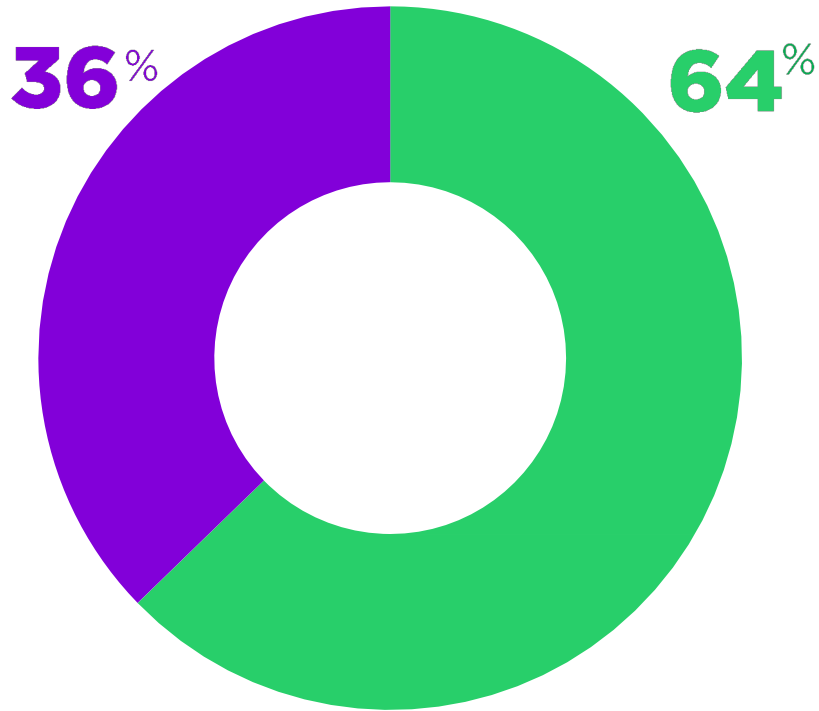
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Is your organization facing obstacles to subtitling?

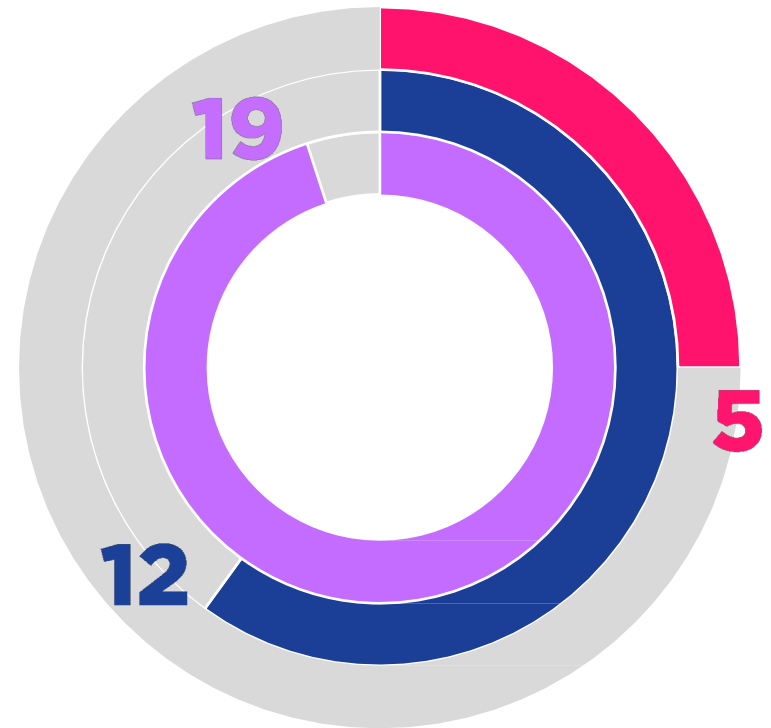
% of broadcasters facing obstacles



- Yes
- Not particularly

Based on 33 broadcasters.

Most mentioned issues
Number of broadcasters



- Cost
- Technical
- Quality

Based on 21 broadcasters.