



POLITÉCNICA



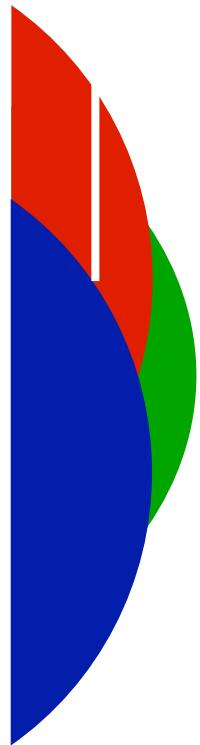
Broadcasting and interactivity – Access for all

Chair of Accessibility in Polytechnical University of Madrid

Carlos Alberto Martín Edo

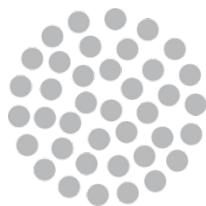
media4D
La Plaine Saint-Denis, 29 March 2013





Chair of Accessibility in Polytechnical University of Madrid

- **What is a Chair of company?** Agreement between the University and a company to carry out activities such as R&D projects and disseminations actions.
- The Chair of Accessibility we are managing is funded by Indra and Fundación Adecco.



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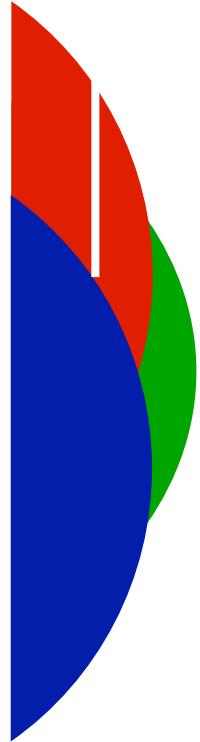
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G@TV

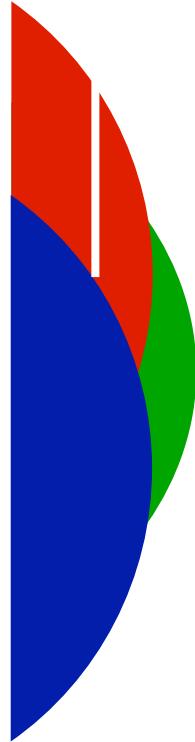


Chair of Accessibility in Polytechnical University of Madrid

- Main objective of the Chair:

promoting the accessibility of the audiovisual technologies for people with disabilities and making easier their social and work integration





Revolution in the media

- Fast evolution in ICT / broadcasting / media technologies:
 - Connected TV / HbbTV
 - Second screen
 - HD and beyond: 4K (UHDTV)
 - 3D
 - Immersivity
 - Future Internet
 - Mobility and ubiquity

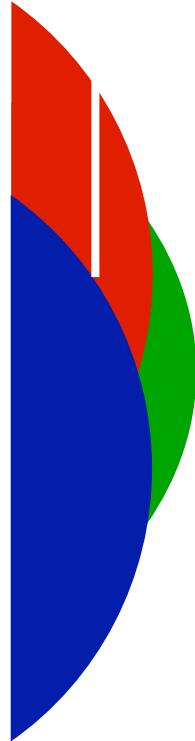


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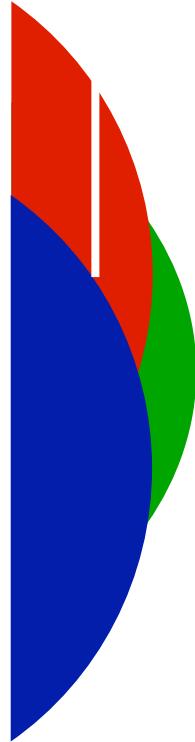




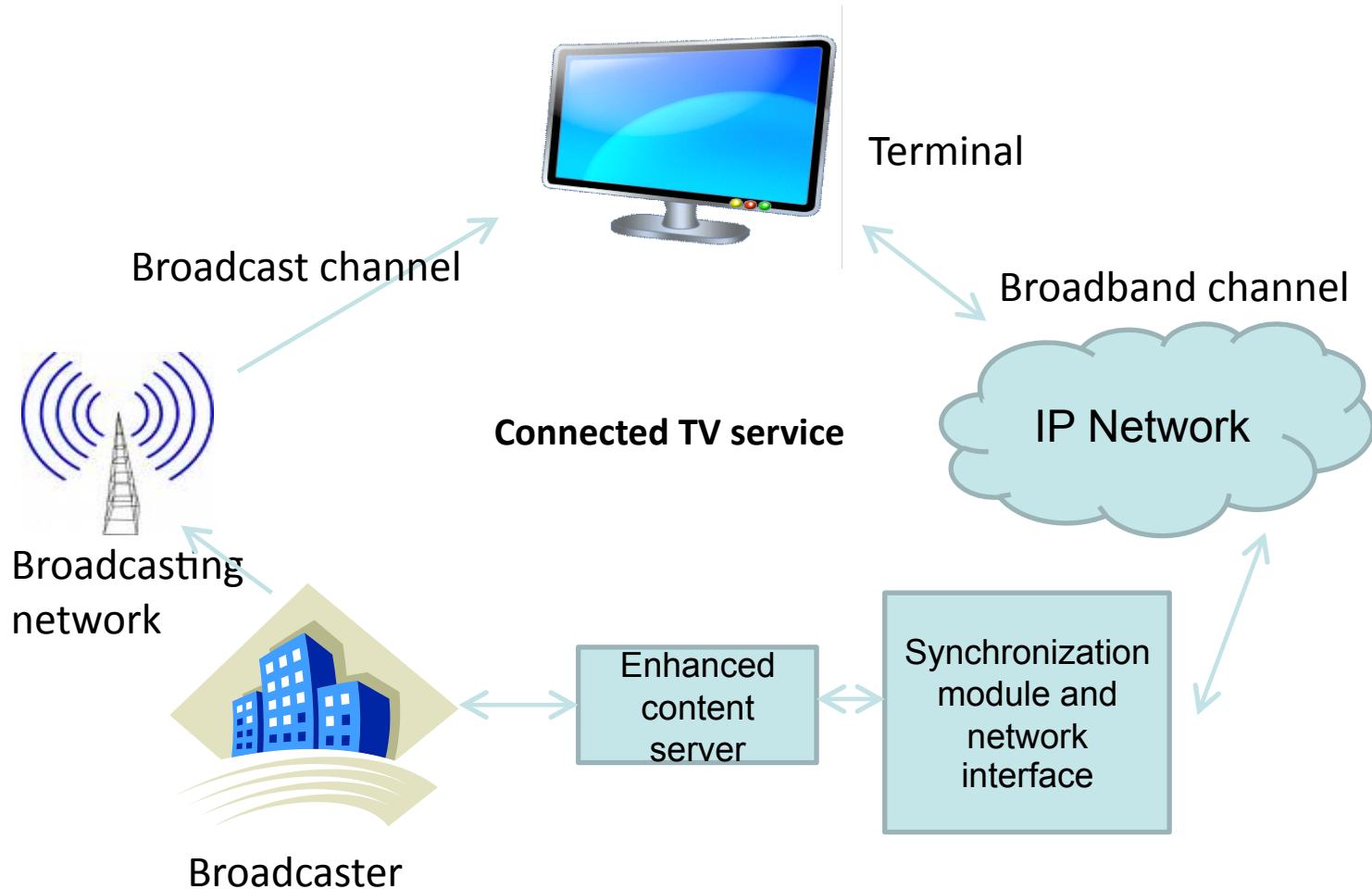
Revolution in the media

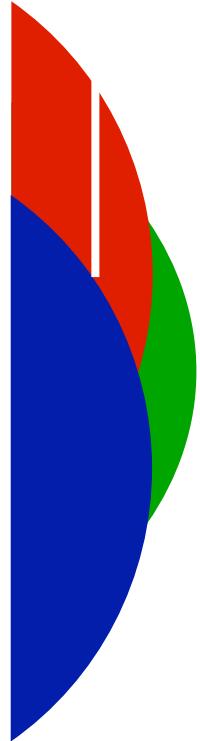
- How must we face the challenges of this new technological paradigms for the accessibility?
- How can we take advantage of these new opportunities to have more accessible and inclusive media?





Connected TV





Connected TV

- The availability of the broadband channel is a great opportunity to provide access services and other new services for people with disabilities
- We are working on HbbTV – standard technology
- We are optimistic about the future of this standard.



HbbTV

Das Erste® Mediathek

HOME

SENDUNG VERPASST?

SENDUNG A - Z

SUCHE

HILFE

IMPRESSUM



0 Startleiste

Ausblenden

Programm

Mediathek auswählen

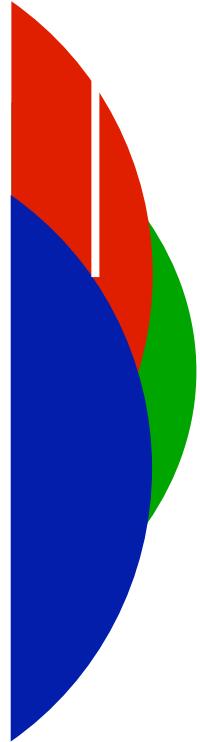
Videotext



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INLADIS project

- How can we get advantage of this technology to provide services for people with disabilities?
- INLADIS project: project carried out by the Chair to provide work integration services on the TV screen.
- Based on the HbbTV standard.
- Four services:
 - Multimedia courses
 - Actual employment offers for people with disabilities
 - Forum
 - Information for employers and employees.

INLADIS project

Bienvenidos al portal de INLADIS



Teleformación



Accede a cursos online.

Ofertas de empleo



Encuentra empleo.

Foro

Acceso a candidatos.

Información



¿Cómo buscar empleo?

CURSOS 1

OFERTAS 2

FORO 3

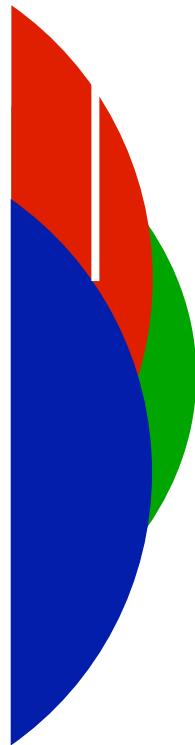
INFORMACIÓN 4



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INLADIS project

OFERTAS

Fecha	Oferta	Categoría	Localidad
09-10-2012	Cajero/a-Atención al cliente	Atención al cliente	Zaragoza
09-10-2012	Jardinero/a	Construcción, Instalación y Mantenimiento	Isla de Canelá
08-10-2012	Responsable de reprografía	Otros	Madrid
08-10-2012	COMERCIAL FRANCES BILINGÜE RESIDENTE BARCELONA	Comercial / Ventas / Telemarketing	Barcelona
03-10-2012	Técnico/a de Laboratorio	Química y Farmacia	Madrid
03-10-2012	Recepcionista con inglés bilingüe	Atención al cliente	Madrid
03-10-2012	Ayuda capacitación administrativos/as con di	Atención al cliente	Madrid
02-10-2012	Envasador/a	Agricultura, Silvicultura y Pesca	Valencia
01-10-2012	Mozo/a Almacén	Transporte / Logística	Alcalá de Guadaíra

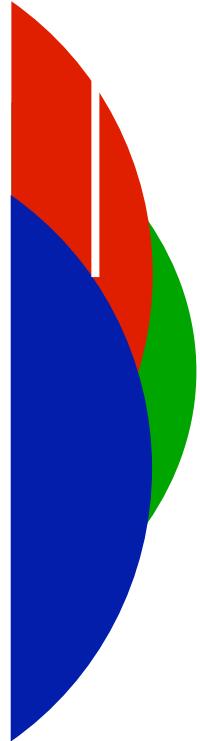
INICIO

1

VOLVER

2





INLADIS project

- And, of course, these services are accessible
 - Audio clips for audiodescription and audionavegation
 - Video play features can be used for sign language
 - Accessible graphical interface
 - WCAG. Guidelines for web content
- Our prototype is working
- Broadcasters really interested but they have asked us for a more audiovisual interface.

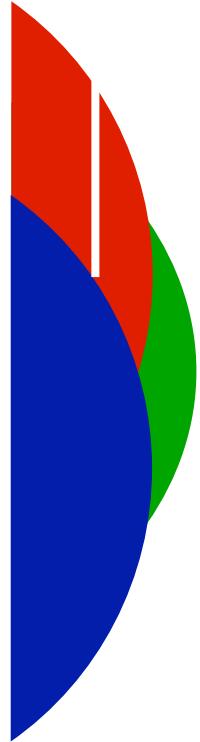


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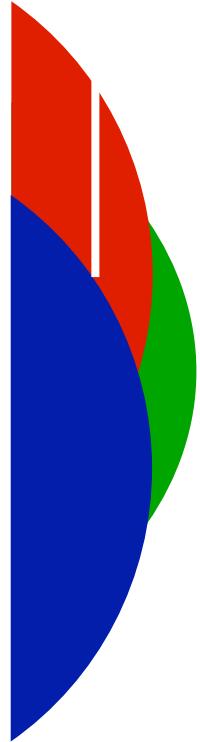




More ideas...

- There are thousands of previous programmes in the multimedia libraries of TV broadcasters
- But they are not accessible
- **How can we provide subtitles and audio description to these programmes?**
- People consume TV programmes meanwhile using another screen...
- How can we use this second screen to provide accessibility? For example, sign language!

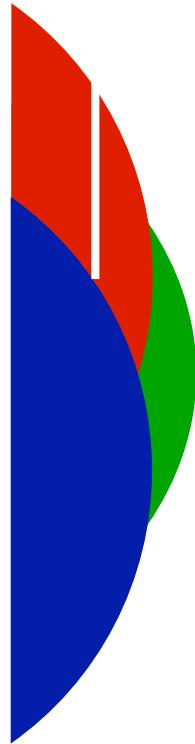




More ideas...

- A lot of technologies...
- In deployment phase...
- We can fulfil the *design for all principle*...
- Will all of us (companies, broadcasters, researchers) be able to take the opportunities?





Merci beaucoup de
votre attention!



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