

09 Juillet 2014



media4D

meeting place for social innovation



Visual Content Meets Technological Innovation: from social innovation to market opportunities



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Round Table 1

Input, Generated Synergies, Return on user experiences, exploration tracks

Keynote Introduction

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Accessibility of the audiovisual content
Implementation of the AVMS Directive.



Accessibility of the audiovisual content – implementation of the Audiovisual Media Services Directive

**Media 4D
Conference
9 July 2014**

Audiovisual Media Services Directive 2010/13/EU

- Sector specific Directive: **audiovisual media services:**
 - **traditional TV and on-demand services**
 - **audiovisual commercial communications**
- Rules aimed at protection of general interest, e.g. protection of consumers, minors and vulnerable groups (e.g. people with disabilities)

Promotion of accessibility services (Article 7 AVMSD)

- *EU Member States obliged to:*
 - ➔ ***encourage media service providers under their jurisdiction to ensure that their services are gradually made accessible to people with a visual or hearing disability.***
- *Means to achieve accessibility:*
 - ➔ **Sign language, subtitling, audio description and easily understandable menu navigation**

Transposition by the Member States

Entry into
force of the
Directive –
December
2009

1st Application
Report – May
2012

Transposition
by most MSs –
after that date

2nd Application
Report – May
2015

Monitoring tools

- **Application Reports** every 3 years
- **Studies**
 - **SMART 2011/0070, Study on assessing and promoting e-accessibility, May 2013**
- **Consultations:**
 - **Green paper: Preparing for a fully converged Audiovisual World: Growth, Creation and Values; closed Sept. 2013**

Conclusions of the 1st Application Report

- All MSs have introduced rules to that effect
- However, the implementation of these rules differs a lot among MSs:
 - **Some MS detailed statutory rules**
 - **Others self-and co-regulation**
 - **or only very general provisions**
 - **Limit the accessibility obligation to PSBs**

State of play – overview of transposing measures

- AVMSD – an incentive to introduce the accessibility requirements in 12 MSs or reinforce the existing ones (15 MS)
- Accessibility requirements – mostly for news and current affairs programmes
 - **Subtitling the most common tool (in all MS)**
 - **Predominance of accessibility requirements on PSB (in some countries including on-line services)**
 - **Commercial broadcasters: accessibility requirement constitutes licencing obligation or condition for DTT authorization**
 - **On-demand-providers – regulated only in few MSs but the number is increasing**

Other measures fulfilling accessibility requirement

- **Financial incentives** for film productions (e.g. increased rate of support where accessibility versions are made)
- **State aid measures** (e.g. for subtitling of evening news or in the field of production and broadcasting for hearing impaired people)

Conclusions of the Study on assessing and promoting e-accessibility

State of play – subtitling

- **All MSs provide for subtitling services- what differs : not just volumes of programmes but also quality of subtitling!**
- **Examples of good practice: UK and NL(almost 100% subtitling) FR, BE, IE, SE and FI**

State of play – sign language

- In comparison with subtitling much lower volumes of signed programmes (on average well below 5% of overall programme)
 - **some countries do not provide for sign language at all**
 - **PT, BE, UK, SK : higher shares of programmes signed (10- 16%)**

State of play - audio description

- Programmes with audio description broadcast in 13 MSs
- Share of overall programming quite low (average volumes range between 4% and 11% of overall programming)

Link to the study: <https://ec.europa.eu/digital-agenda/news-redirect/12306>

Green Paper consultation

<http://ec.europa.eu/digital-agenda/en/public-consultations-media-issues>

- *Question 26:*
 - **Do you think additional standardisation efforts are needed in this field?**
- *Question 27:*
 - **What incentives could be offered to encourage investment in innovative services for people with disabilities?**

Standardisation

- **Additional standardisation efforts are not needed as standards already exist;**
- **the problem is not so much one of gaps in standardisation, but one of fragmentation and lack of focus in terms of the technologies used;**
- **need for standardisation with respect to connectivity and APIs.**



Incentives

- **Mostly financial incentives but also**
- **Harmonisation of legislation**
- **Accessibility services included in must-carry obligations**
- **Public-private partnerships**
- **Involvement of all the stakeholders in the value chain**



Thank you for your attention!

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