



Traction
Opera co-creation
for a social
transformation



UAB
Universitat Autònoma
de Barcelona



Engaging Immersive Accessibility

Pilar Orero



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HORIZON 2020 RESEARCH AND INNOVATION PROGRAMME UNDER GRANT
AGREEMENT NO 82215, 825585, 870939, 870616, 957252

Users —> Common User Profile —> Personalisation



Accessibility Services

Translation

Subtitles, live subtitles, etc.

Audio description

Sign language interpreting

Easy to X

Clean Audio

Slow reproduction

Colour blind

Platforms

Social Media

YouTube, Vimeo, Tik, Tok

Theatres

Opera

Videogames



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2020-21

CORE MEMBERS

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AFFILIATE MEMBERS

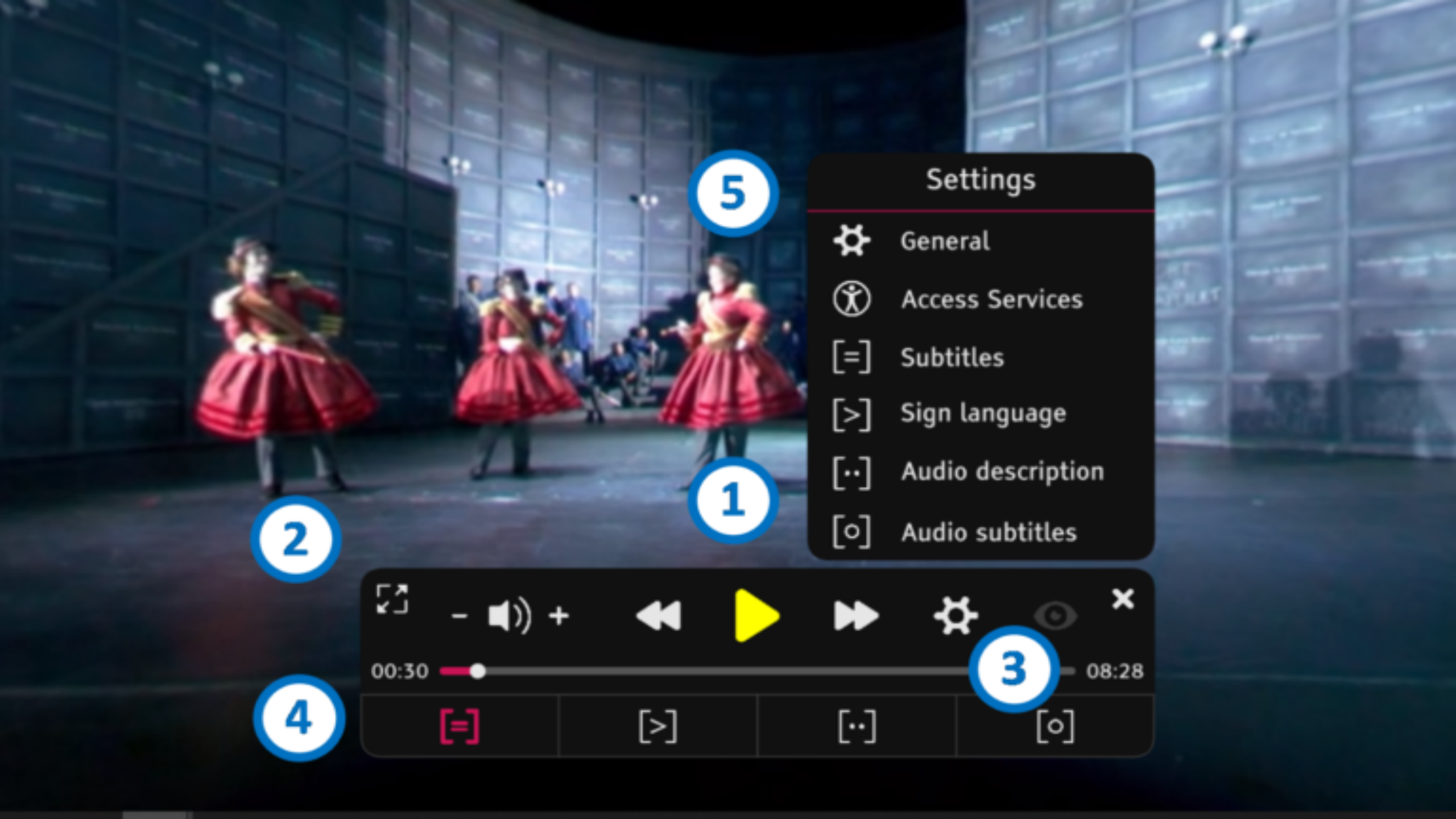
pickbox now

ASSOCIATE MEMBERS

AUDIOVISIVA bitMAX The Candy Shop GBBM KINOW Propelling content







PREMIERE DIGITAL realez India Film Network

CONSULTATIVE MEMBERS



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Settings

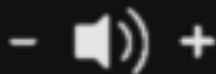
-  General
-  Access Services
-  Subtitles
-  Sign language
-  Audio description
-  Audio subtitles

1

2

3

4



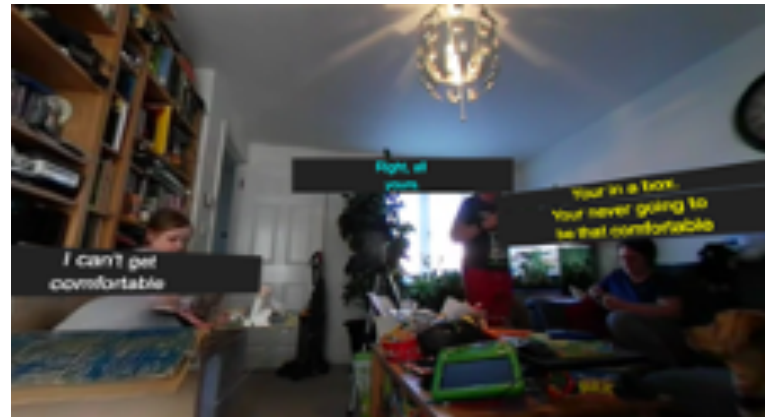
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Formats



Formats



Devices





Thank you

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