



IAMCR NAIROBI2021



Traction
Opera co-creation
for a social
transformation

Audio Description and Audio Subtitling/Captioning
Two complementary but very different accessibility services



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New Human Right - CRPD (2006)



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Council of Europe - signs + ratifies (2012)



EU Legislative framework

EU



**Web accessibility 2016
Audiovisual Media Directive
European Accessibility Act 2019**

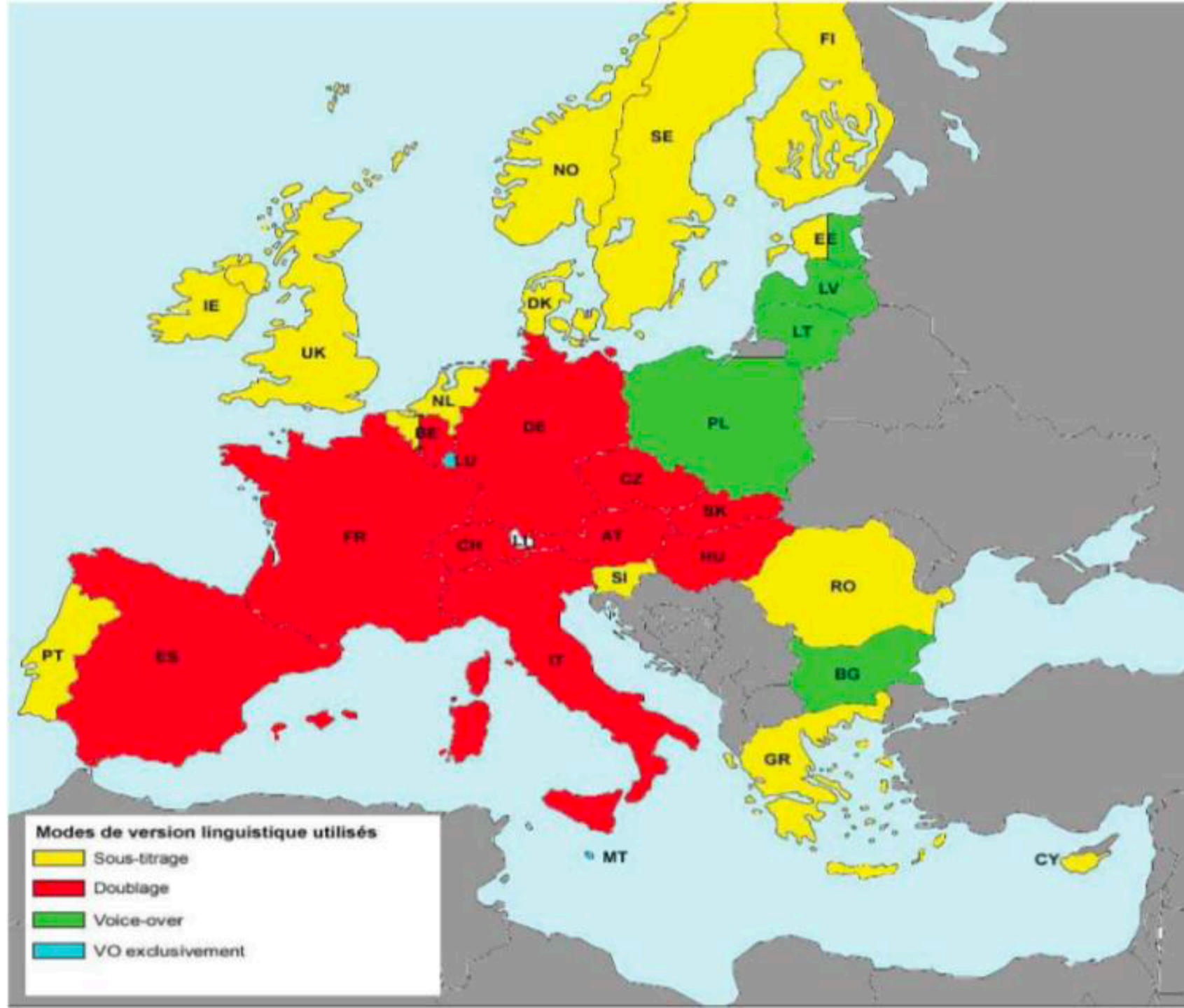


Transposition June 2025



**European Standardisation
EN301549**

LEGAL CONTEXT





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19% OF ORGANIZATIONS PROVIDE AUDIO SUBTITLES

8 PSM ORGANIZATIONS PROVIDE AUDIO SUBTITLING, LEVEL WITH THE NUMBER OF ORGANIZATIONS IN 2016

- Yes, audio subtitling is provided
- Intend to provide audio subtitling soon
- No, no plans to provide audio subtitling

Chart 26.
Organizations by availability of audio subtitling
(2019, % of organizations)



Based on 42 organizations.

Map 5.
Audio subtitling provided
(2019)



Based on 28 markets.

100% OF ORGANIZATIONS PROVIDE SUBTITLES

ALTHOUGH ONLY 72% OF MARKETS ARE REQUIRED BY LAW TO PROVIDE SUBTITLES

- All broadcasters are required by law to provide subtitles
- Only public service media organizations are required by law to provide subtitles
- There is no national regulation to provide subtitles

Chart 13.
Markets by type of national and regional regulations on subtitling
(2019, % of markets)



Based on 28 markets.

Map 1.
National and regional regulations on subtitling
(2019)



Based on 29 markets.

AUDIO DESCRIPTION

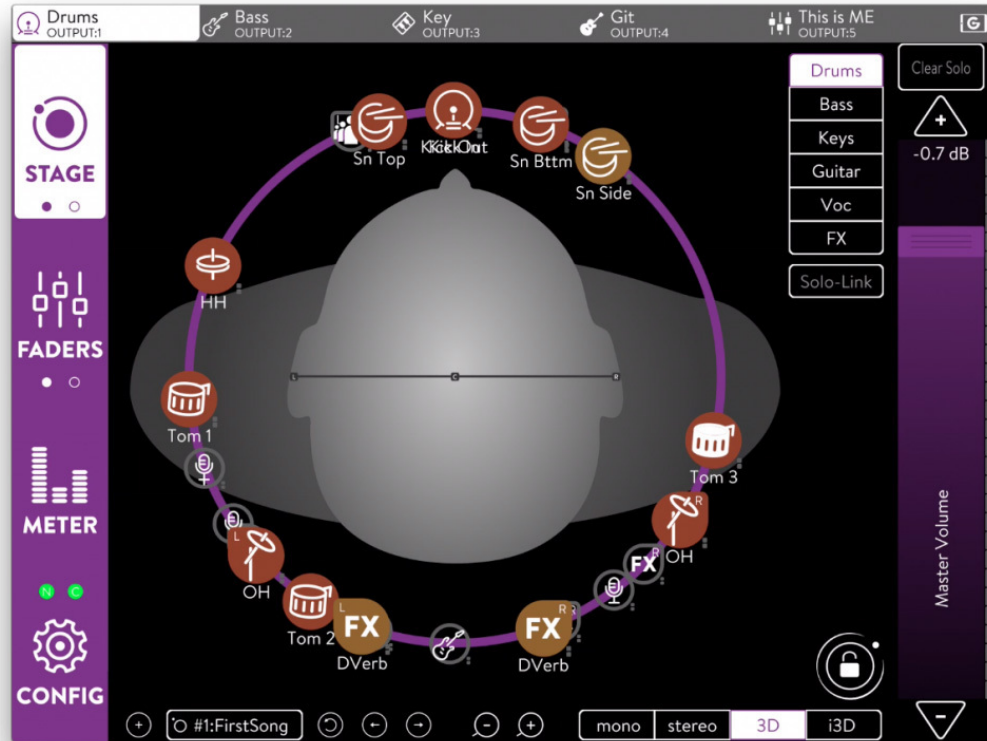
AUDIO SUBTITLES



SOUND Immersiveness



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MediaVerse

A universe of media assets
and co-creation opportunities

THANK YOU



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