

**SRG SSR**

EPRA Meeting

# **Future of Access Services on TV and on demand audiovisual services**

Martin Spycher | Swiss Broadcasting Corporation

24th October 2019

# SRG SSR at a glance

- Must provide equal programme services in 3 languages
- Enterprise units with own studios in every language region
- 17 radio stations and 7 television channels
- Including websites and teletext in all national languages, plus a website aimed at an international audience in 10 languages

**SRG SSR**

RSI Radiotelevisione svizzera **RSI**

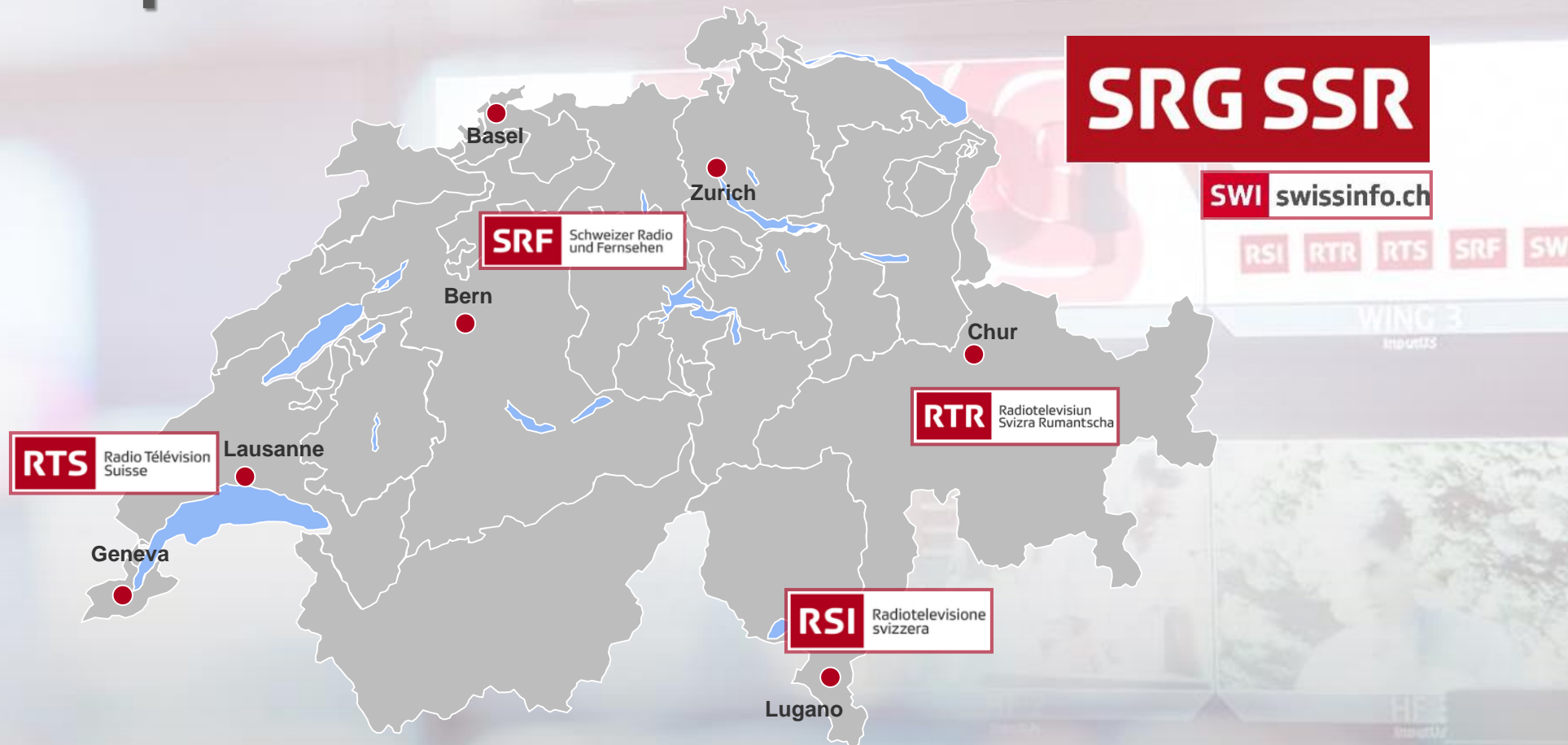
RTR Radiotelevision Svizera Rumantscha **RTR**

RTS Radio Télévision Suisse **RTS**

SRF Schweizer Radio und Fernsehen **SRF**

SWI swissinfo.ch **SWI**

# The Swiss Broadcasting Corporation and its Enterprise Units



# SRG SSR Access Services Offering 2018



**511 Hours of  
Sign Language**



**822 Hours of  
Audio Description**



**50+% of SRG Program is Subtitled**

# Our Challenges



LOADING...

**More Content Expected**



**More Platforms**



**Declining ad revenues**



**Budget Capped**



# Our Approach



**Ideas & Prototypes**



**Latest Technology**



**Optimize Existing**



**Partnerships**

# Understanding our Audiences Needs Is Key

**Armchair  
TV-experience  
in Usability  
Lab**

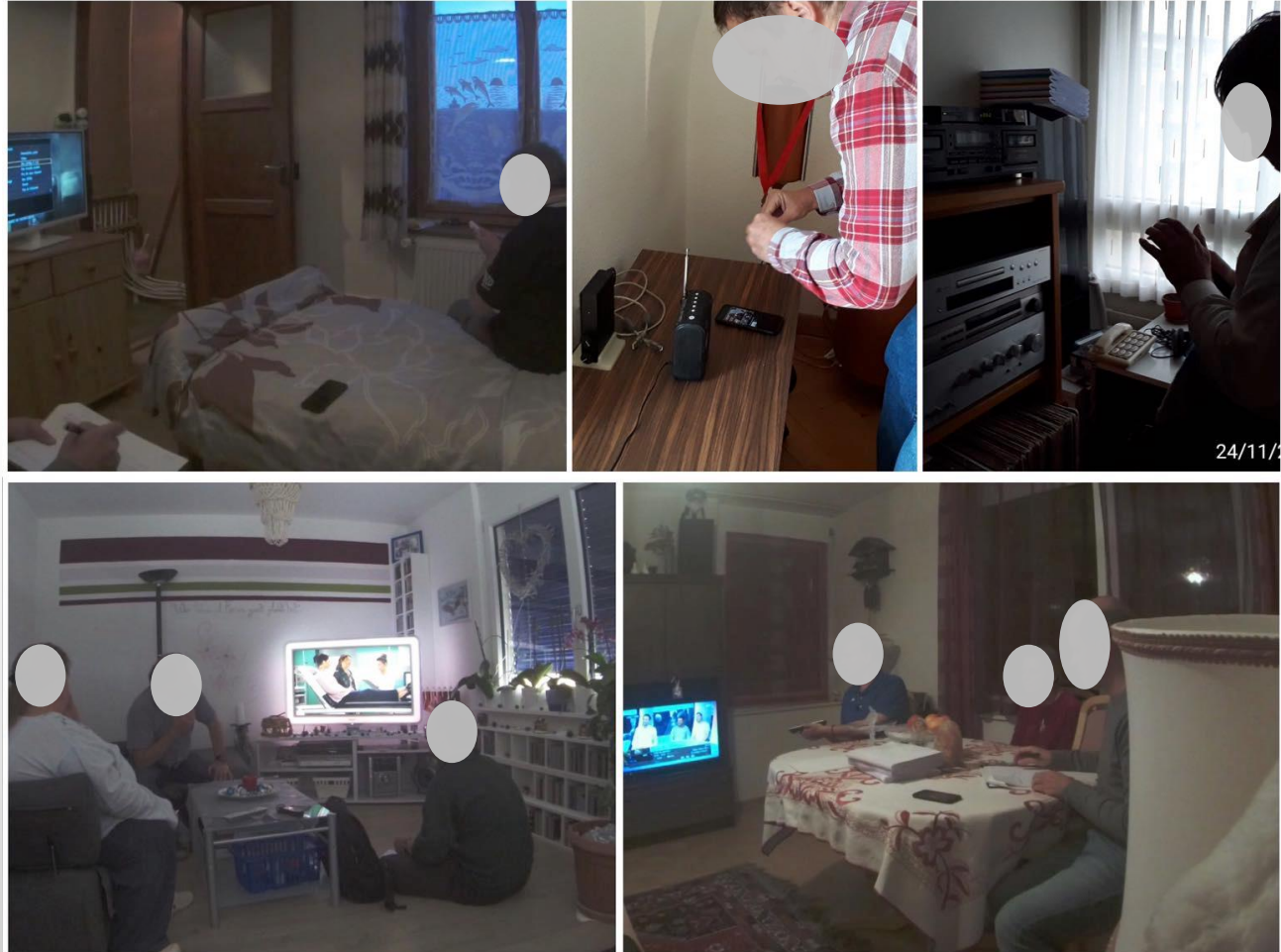




# Understanding our Audiences Needs Is Key

How is TV consumed by blind audience?

Visit audience at home!





# UX tests for access services

## Iterative approach at different levels



Existing offering  
Paper Prototype

Benchmark Studies  
Expert interviews

Interactive prototypes for subtitle service

Usability Tests  
15 users (German/French) at lab

Report and optimized prototype

Agile development and launch of optimized service



Borowski und das Haus der Geister

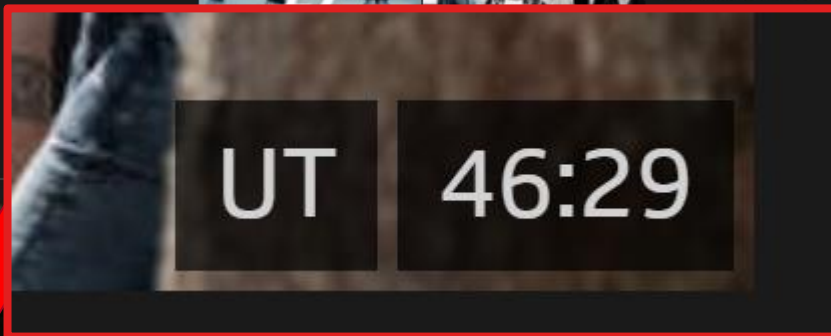
Sonntag, 20:06 Uhr



Nr. 47 - Teil 4

13.06.2018, 21:31 Uhr

Empfehlungen



UT 46:29

SRF-TIPP

Das Generationen-Duell: Episode 1

SwissSkills 2018  
gestern, 20:56 Uhr

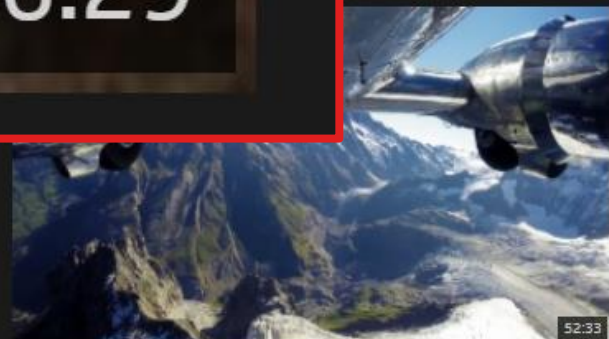


UT 03:49

SRF-TIPP

Kinos kämpfen ums Überleben

Schweiz aktuell  
gestern, 19:00 Uhr



52:33

SRF-TIPP

Die DC-3-Story - Das Flugzeug, das die Welt verändert hat

DOK  
Sonntag, 16:16 Uhr



# More Efficient Production – Respeaking



**Respeaker listens to the program and dictates to the microphone.**



**Speech recognition software generates text**

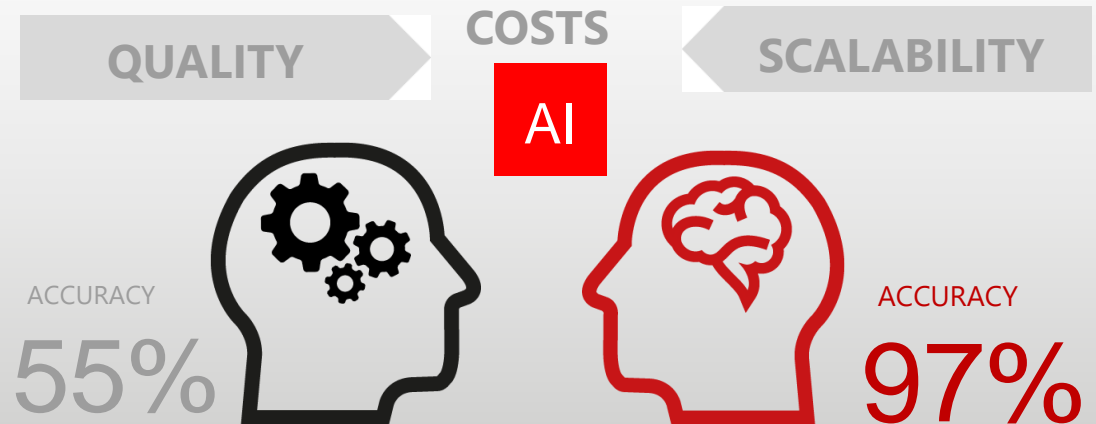


**Proofreading done simultaneously by respeaker  
Text is**

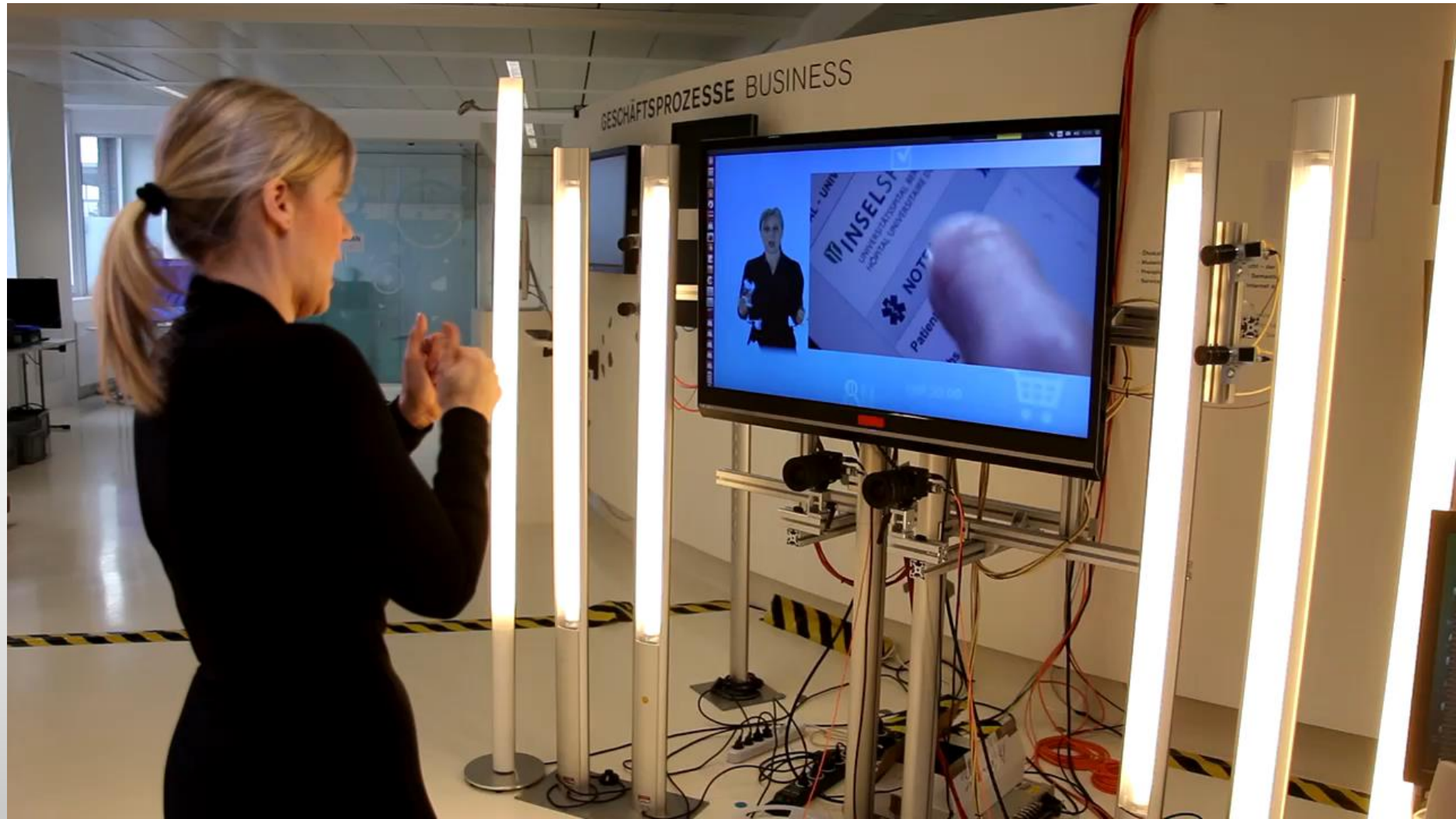


# Strategy: Adopt the Mechanisms of Re-Speaking to Sign Language

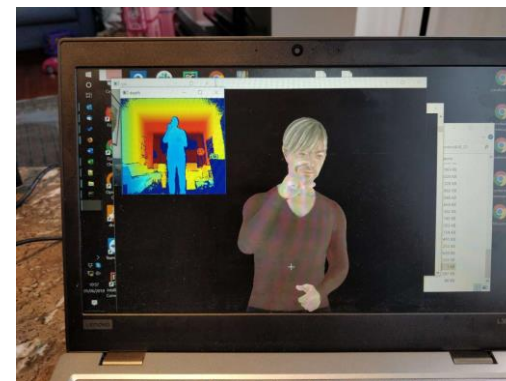
- **Cooperation** Human with Machine
  - **Remote**: Interpreter can work from anywhere via Internet
  - **Live**: System is optimized to be used in a live workflow
  - **Transparent Change** of Interpreter
  - **Open Distribution** to TV, HbbTV, Web , App
- 
- Reusable for **VOD**
  - **Collect Data** to Improve



# First Pilot of Avatar – Based on «Action TV»



# Remote Live Puppeteering

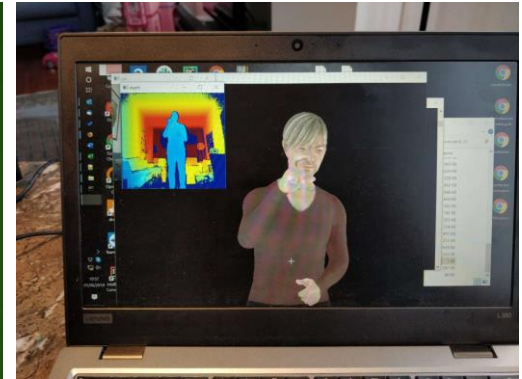
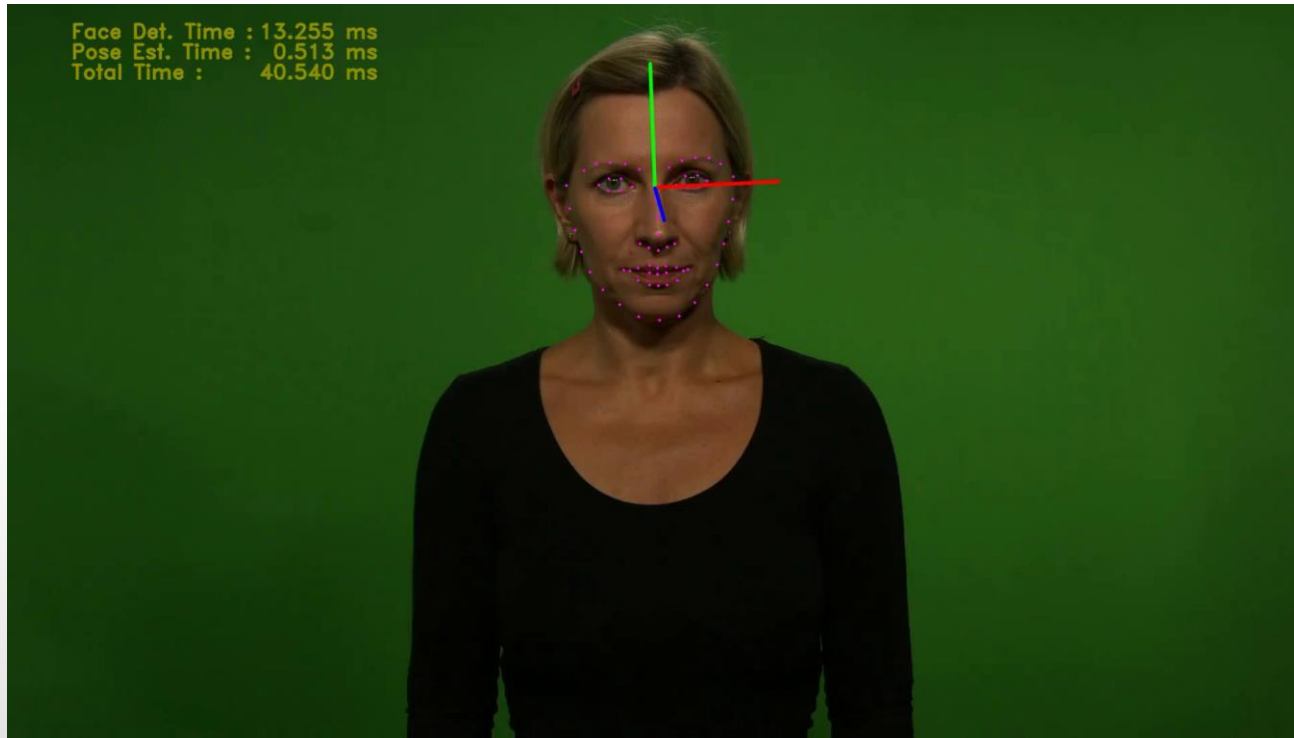


Live





# Face



Live



# Live Signing with avatar – broadcast mix

Avatar



signed kids news (VRT)

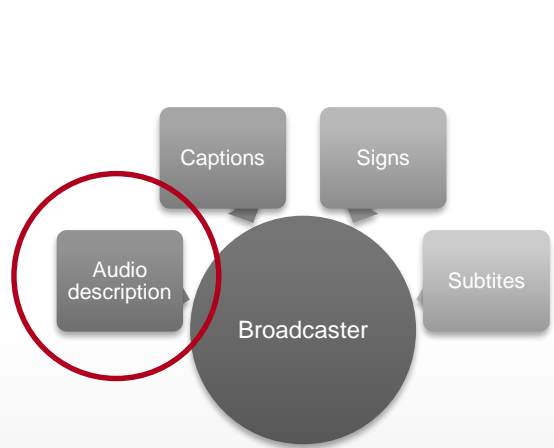
VRT



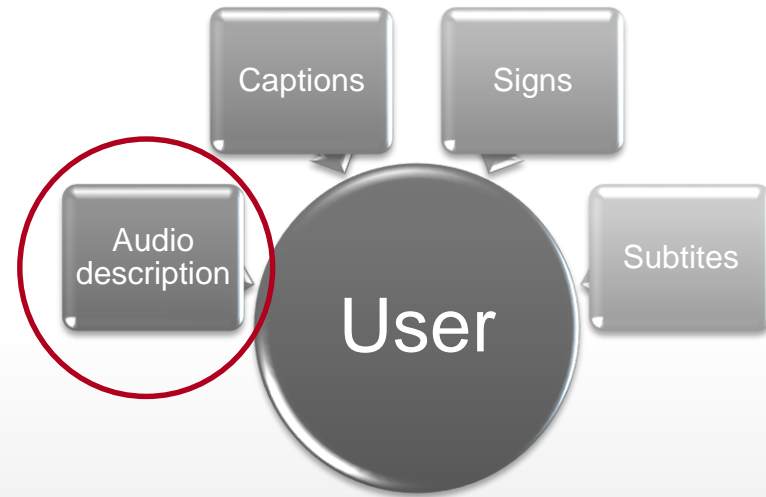
signed Tagesschau (SRF)

SWISS TXT

# HBBTV Broadcast Mix vs. Receiver Side Mix



Phase 1: Original Video  
plus Signer ( Avatar /  
Human ) mixed before  
playout  
HbbTV 1.4 +



Phase 2: Original Video  
plus Signer ( Avatar /  
Human ) are delivered  
as clean Feed  
HbbTV 2.x +



# Partnerships: Content4All

- European funded Horizon 2020 project
- September 2017 and August 2020
- Aim: make more content accessible for the sign language community by implementing a sign-translation workflow with a photorealistic 3D human avatar.



# Audio Description in a single Workspace



Advantage Viewer - Licensed with full QC option (No Auto-Correct)

File Search Tools Settings Help

Silent Partner 25F.ESF

- A graphic logo shows three points
- Fade : 36 Pan : 1 Duration : 2
- Fade : 0 Pan : 1 Duration : 3
- Against a stark white sky - a storm
- an AUDIO DESCRIPTION demon
- Kelly and cute little Amy head off
- A distinguished looking, square jawed man
- Looking anxious the man arrives inside the building - he makes his way to the machine room
- Frank sits nervously beside the boss
- In a machine room the boss pushes a button
- The two men cross an expansive landscape
- Frank takes out his blackberry phone
- Frank presses ignore. With a solid black background
- White captions on a black background
- Assistant director HELEN HADLEY
- music by MATTHEW AVERY
- Cast

Properties

### ESEF Audio Description Block Properties

Description Text

A graphic logo shows three points of an orange star rising above a rolling blue wave. Beneath the wave STARFISH TECHNOLOGIES.

Overall Start Time	Audio Start Time	Audio End Time	Overall End Time	Audio Duration
00:00:01:22	00:00:02:00	00:00:10:17	00:00:10:20	00:00:08:17

Audio Access Data

Overall Duration: 00:00:08:22

Wav File

{22F-497F-3DE1-4249-951C-B6143680663A}.wav

WAV Format: Format: Uncompressed 16 Bit 2 Channels 48000 Hz

BWAV Data: NOT Present View... WAV Duration: 00:00:09:00

Play Stop

Thread Validity: All threads

Description 1 of 17 Silent Partner 25F.ESF



# Audio Description from a single Workspace



Kanal 1 deutsche Fassung  
Kanal 2 Hörfilm

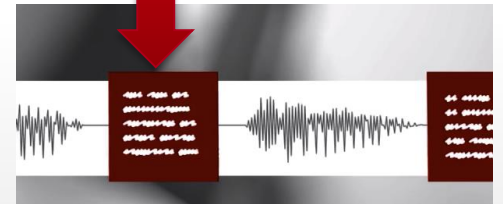


# Scene Description & TTS

a man in a suit and tie standing in front of a building



TTS



# Take Away

**Efficient Production = More Content Available on More Platforms**

**Full Automation Not Yet Possible → Tech Supports Efficiency**

**Full Automation Will Take Years Due to High Quality Level**

**Cooperation is Key for Funding**

**SRG SSR**

**Thank you**

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