

# Intro to Audio Description

 Elisa Lewis, Content Marketing Manager at 3Play Media

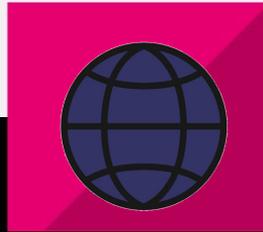
 [www.3playmedia.com](http://www.3playmedia.com)

 @3playmedia

# Who is 3Play Media?



**Captioning &  
Transcription**



**Subtitles & Translation**



**Audio Description**

# Presentation Overview

- What Is Audio Description?
- How to Create Descriptions
- The Benefits
- The Legal Landscape
- Integrations
- Publishing Audio Description

# **What is Audio Description?**



*Source: Walt Disney Pictures, Disney UK*

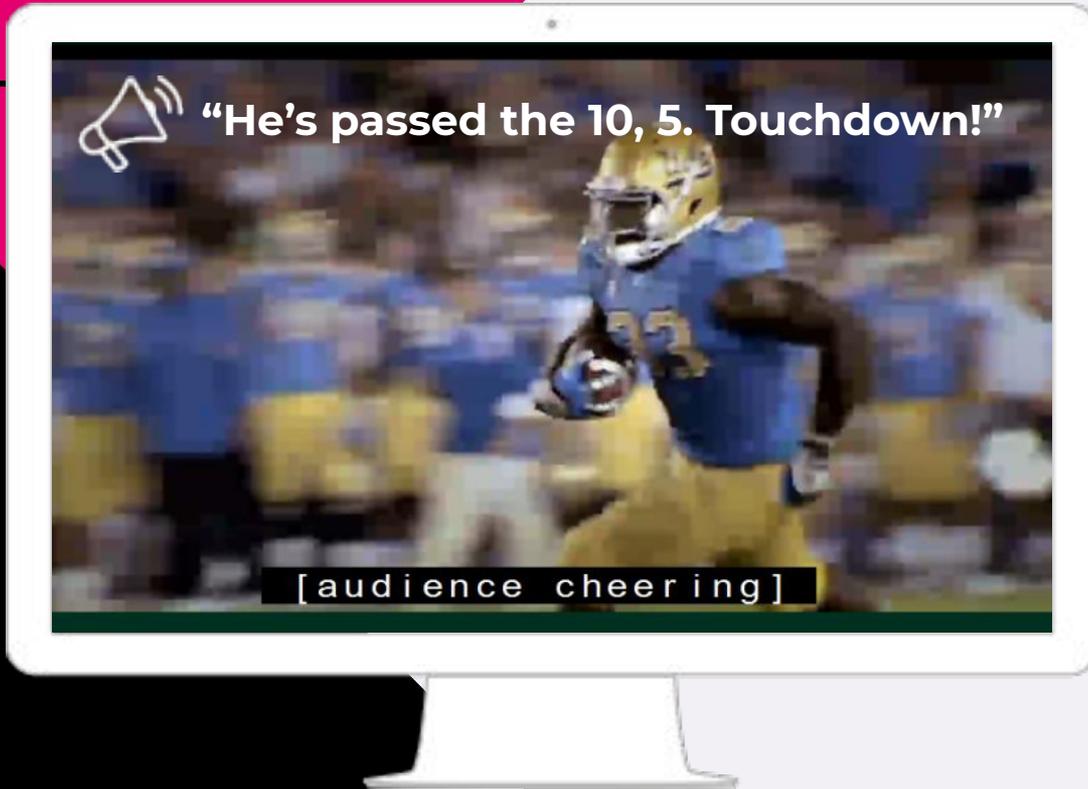
# Undescribed Video



# Described Video

*Source: Walt Disney Pictures, IMSTVUK*

**Audio description narrates the relevant visual information.**



Think of audio description like a sports broadcast.

# Standard vs. Extended AD





# How to Create Audio Description

- 1.** Narrate the visuals at the time of the recording
- 2.** Record voiced description and merge with source audio
- 3.** Outsource for professional description

# **Audio Description Quality Standards**

**Let's talk about the  
DCMP.**



# **Described and Captioned Media Program**

Funded by the U.S. Department of Education

Administered by the National Association of the Deaf

Description key provides standards for audio description

# A Quality Description Must Be...

- **Accurate:** No errors in pronunciation, word selection, and diction
- **Prioritized:** Content is essential to intended learning
- **Equal:** The intended meaning of the program is conveyed
- **Appropriate:** Consider intended audience, seek simplicity
- **Consistent:** Matches the style, tone, and pace of the program



# Described Video

*Source: Walt Disney Pictures, Jane Doe*

**What to Describe.  
When to Describe.  
How to Describe.**

[www.descriptionkey.org/quality\\_description.html](http://www.descriptionkey.org/quality_description.html)

# **Why Should You Describe Video Content?**

# **The Benefits of Audio Description**

# Benefits of Audio Description



## Accessibility

An estimated 23.7 million Americans (10%) have trouble seeing.

## Flexibility

View videos in eyes-free environments

# Benefits of Audio Description

## Auditory Learners

20-30% of students retain information best through sound.

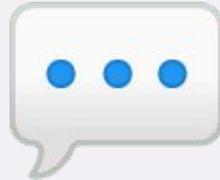
## Inattentional Blindness

Phenomena where you fail to recognize visuals “in plain sight.”



# Benefits of Audio Description

## Language Development



Listening is a key step in learning language.

## Legal Compliance

May be required by law

# **The Legal Landscape of Audio Description**



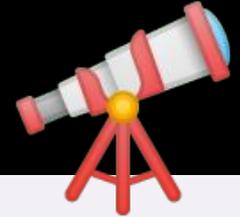
# The Rehabilitation Act (1973)

**Section 504:** Broad anti-discrimination law; **Applies** to federal and federally-funded programs; Requires equal access

**Section 508:** Accessible electronic and information technology; **Applies** to federal programs and states via “little 508s”

**Section 508 Refresh:** WCAG 2.0 requires AD for online videos

# Web Content Accessibility Guidelines (WCAG)



**Three levels** of accessibility standards: A, AA, and AAA

**Level AA** requires AD for all pre-recorded, synchronized media

**Success criteria** for how to meet requirements

**WCAG 2.1** is the most recent update

# 21<sup>st</sup> Century Communications & Video Accessibility Act (CVAA)

**AD requirements** for prime-time viewing & children's programming

**Phasing in** audio description gradually

**Goal:** To expand described TV programming



# The Americans with Disabilities Act (1990)

**Title II:** Covers public entities; requires effective communication

**Title III:** Covers places of public accommodation

**More action** for AD in online video under the ADA; **No** regulations

# Lawsuits & Settlements

## NETFLIX

### ACB vs. Netflix

Settlement: Netflix agreed to provide AD for many streaming titles by EOY 2016



### Hamilton the Musical

Sued for violating Title III of the ADA by failing to provide AD

# **Why Audio Description?**



**To provide equal access  
for all people.**



# **Audio Description Guide**

# The 3Play Process



1. Time-coded Transcript
2. Human Describers
3. Synthesized Speech

# The Short List

## Players that support AD:

- Able Player
- OzPlayer
- Brightcove
- JW Player
- Ooyala
- Kaltura
- Wistia



# How to Publish Audio Description

- 1.** Upload audio-described .mp4's to your hosted video platform
- 2.** Publish a second video with the audio track
- 3.** Download .mp4 files & share directly

# The 3Play Plugin

# 3Play Plugin 101

Creates a fully interactive and accessible video experience for viewers

Compatible with most video players and publishing platforms

Enables you to add audio description to videos more easily

# Questions?



**Find us:** [www.3playmedia.com](http://www.3playmedia.com)

[@3PlayMedia](#)

[info@3playmedia.com](mailto:info@3playmedia.com)