



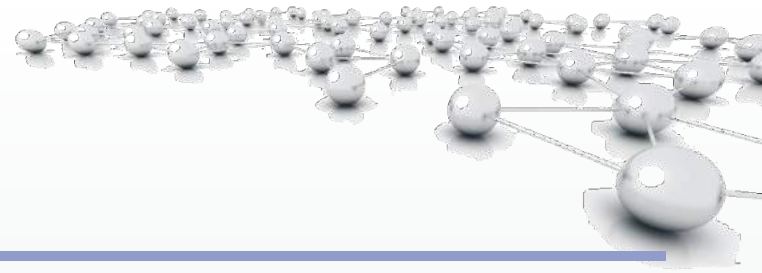
Understanding User Responses to Live Closed Captioning in Canada

Project Kickoff Meeting
November 16, 2016
Presented by Christie Christelis



Overview

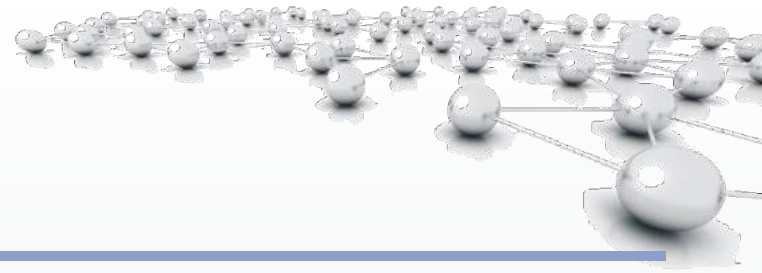
- ▶ Project Charter Highlights
 - ▶ Project Rationale
 - ▶ Project Objectives and Scope
 - ▶ Budget
 - ▶ Schedule
 - ▶ Key Deliverables
- ▶ Introduction of the Project Team
- ▶ Project Management and Organizational Structure



Project Rationale

- ▶ To date there has been no reliable research conducted on consumers' subjective reactions to, and preference for, different forms of live captioning in Canada, and this is limiting the ability to achieve progress on improving accessibility to broadcasting.
- ▶ The mutual aim of broadcasters, caption providers, and the Captioning Consumer Advocacy Alliance (CCAA) organizations is to provide the best captioning possible; progress toward that goal will be aided greatly by a better understanding of how consumers evaluate captioning



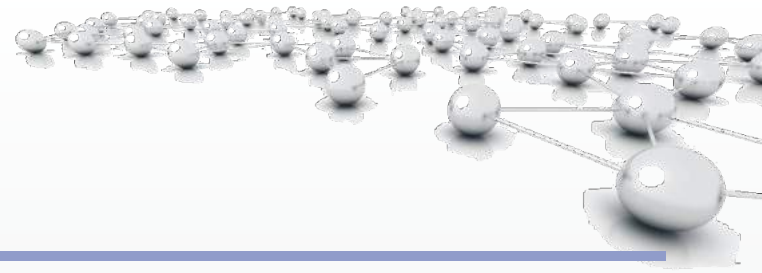


Project Objectives

▶ Primary Objective:

- ▶ to better understand subjective live captioning preferences across demographic profiles for cross-sector (i.e. different closed captioning user classes), in Canadian content to inform the development of products and services, thereby improving accessibility in broadcasting

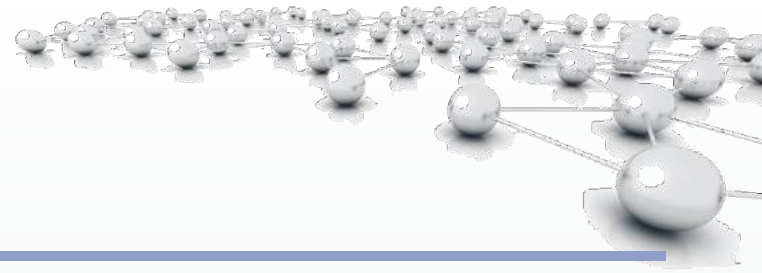




Project Scope

- ▶ Project Scope:
 - ▶ The research will focus on consumers' subjective reactions to live captioning
 - ▶ A broad study of consumer reactions and expectations, with an adequate sample, randomly selected, but covering the "cross sector" range of different types of captioning consumers.





Project Approach

▶ **Phase 1: Qualitative Research**

- ▶ Literature Review
- ▶ Research design and Terms of Reference for Research Supplier

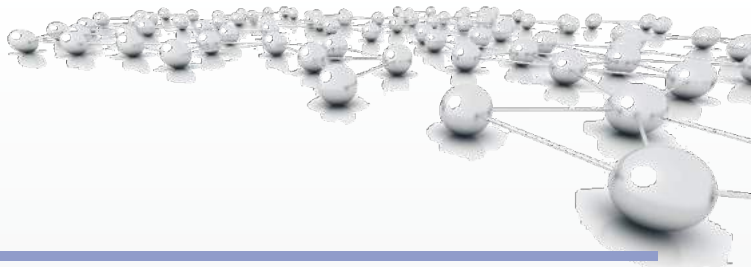
▶ **Phase 2: Quantitative Research**

- ▶ Quantitative Research
- ▶ Report of Research Findings

▶ **Phase 3: Final Report Preparation and Dissemination**

- ▶ Final Report Preparation
- ▶ Presentation and Dissemination

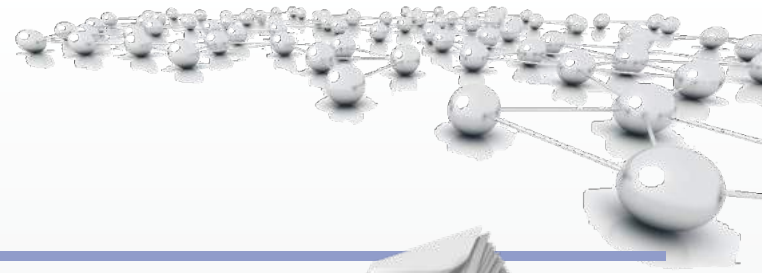




Project Schedule

Understanding User Responses to Live Closed Captioning in Canada Project Schedule

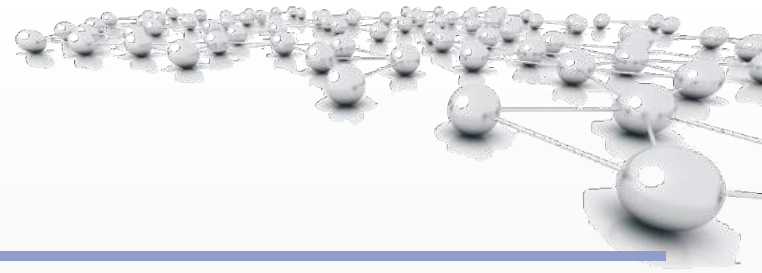
	2016		2017					
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Phase 1: Qualitative Research	[Orange bar]							
Phase 2: Quantitative Research			[Orange bar]					
Phase 3: Final Report						[Orange bar]		



Key Project Deliverables

1. A final report, based on the in-depth quantitative end-user research, providing detailed insights into user preferences for live closed captioning in Canada
2. A presentation of findings to the Steering Committee and other key stakeholders



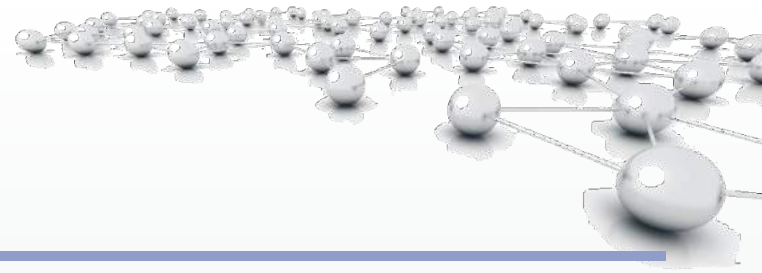


Project Benefits and Impact

The Project will:

1. Provide detailed insights into user preferences for live closed captioning, by user segment, an essential input to the development of a Canadian live closed captioning quality management system
2. Solidify stakeholder support by involving a cross-section of key stakeholders in the management and execution of the project

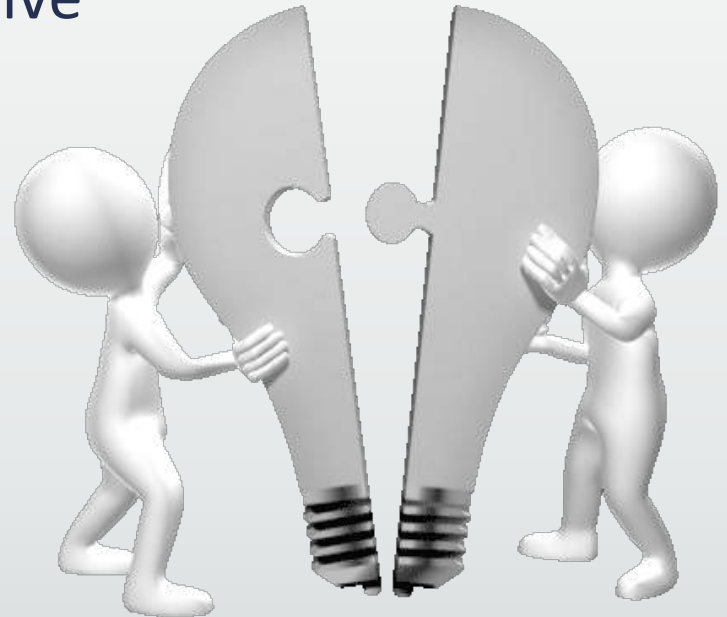




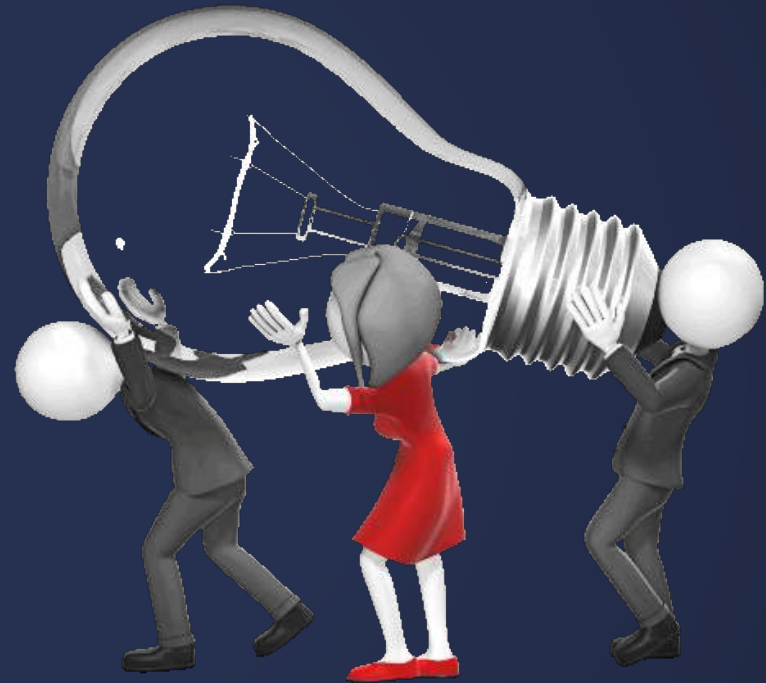
Project Benefits and Impact

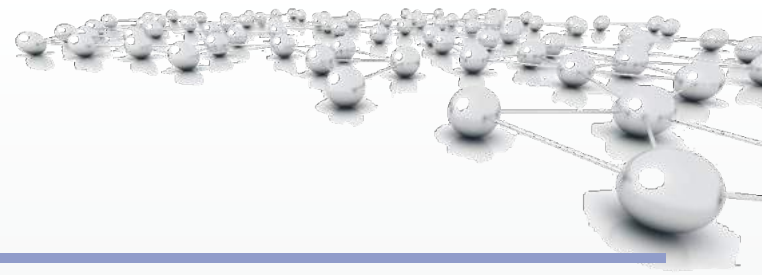
The Project will:

3. Provide the basis for eliminating regulatory uncertainty around live closed captioning quality standards
4. Allow Canada to pursue excellence in live closed captioning, and entrench its position as an innovator and world leader in the field



Project Team

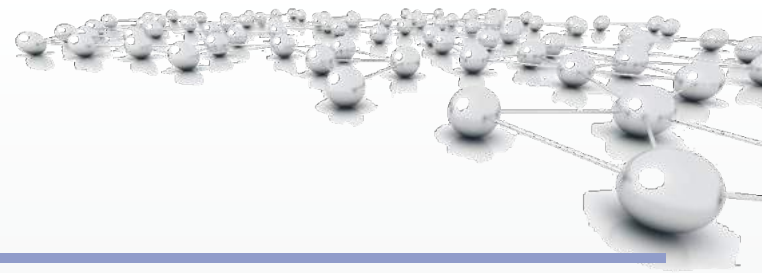




Dr. Deborah Fels

- PhD in Human Factors in Industrial Engineering – UofT
- Professor in the Ted Rogers School of Information Technology Management and Director of the Inclusive Media and Design Centre at Ryerson University.
- Research interests:
 - inclusive design
 - access to media and technology for people with disabilities and older adults
 - inclusive video game design and inclusive business.

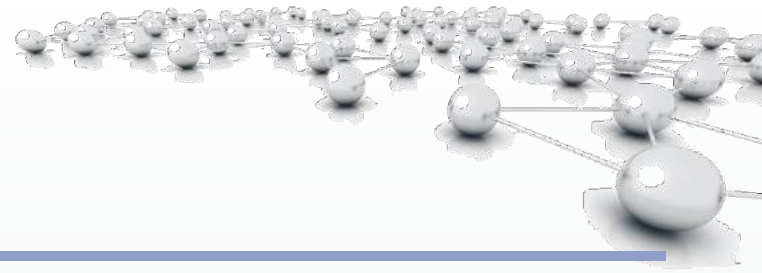




Dr. Pablo Romero-Fresco

- Creator of the NER system of closed captioning quality evaluation and improvement.
- Reader in Translation and Filmmaking at the University of Roehampton
- Author of the book *Subtitling through Speech Recognition: Respeaking* (Routledge) and editor of *The Reception of Subtitles for the Deaf and Hard of Hearing in Europe* (Peter Lang).
- Ofcom's external reviewer to assess the quality of live subtitles in the UK
- Collaborated with organizations in the UK, Australia, Switzerland and South Africa to introduce and improve respeaking-based access to TV and live events in museums, galleries and classrooms for people with hearing loss





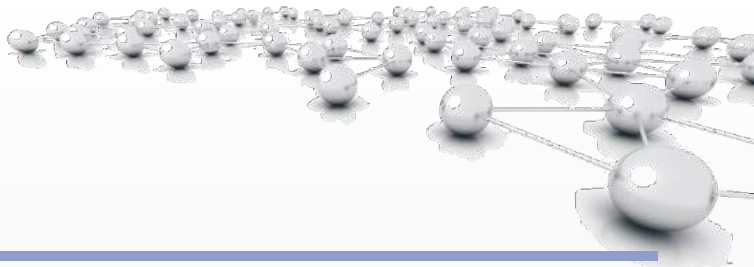
Dr. Pilar Orero

- Internationally recognized expert in media accessibility
- PhD (from UMIST) and teaches at Universitat Autònoma de Barcelona (Spain) – director of the European MA in AV Translation at UAB
- Leader of numerous research projects funded by the Spanish and Catalan Governments)
- Participated in the working group at UN agency ITU 2011-2013 on Media accessibility
- Currently participating in the IRG-AVA - Intersector Rapporteur Group Audiovisual Media Accessibility and ITU-D creating MOOC course on Media Accessibility.



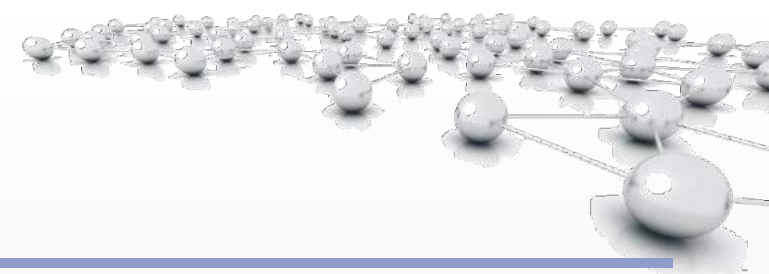
Project Management and Organizational Structure



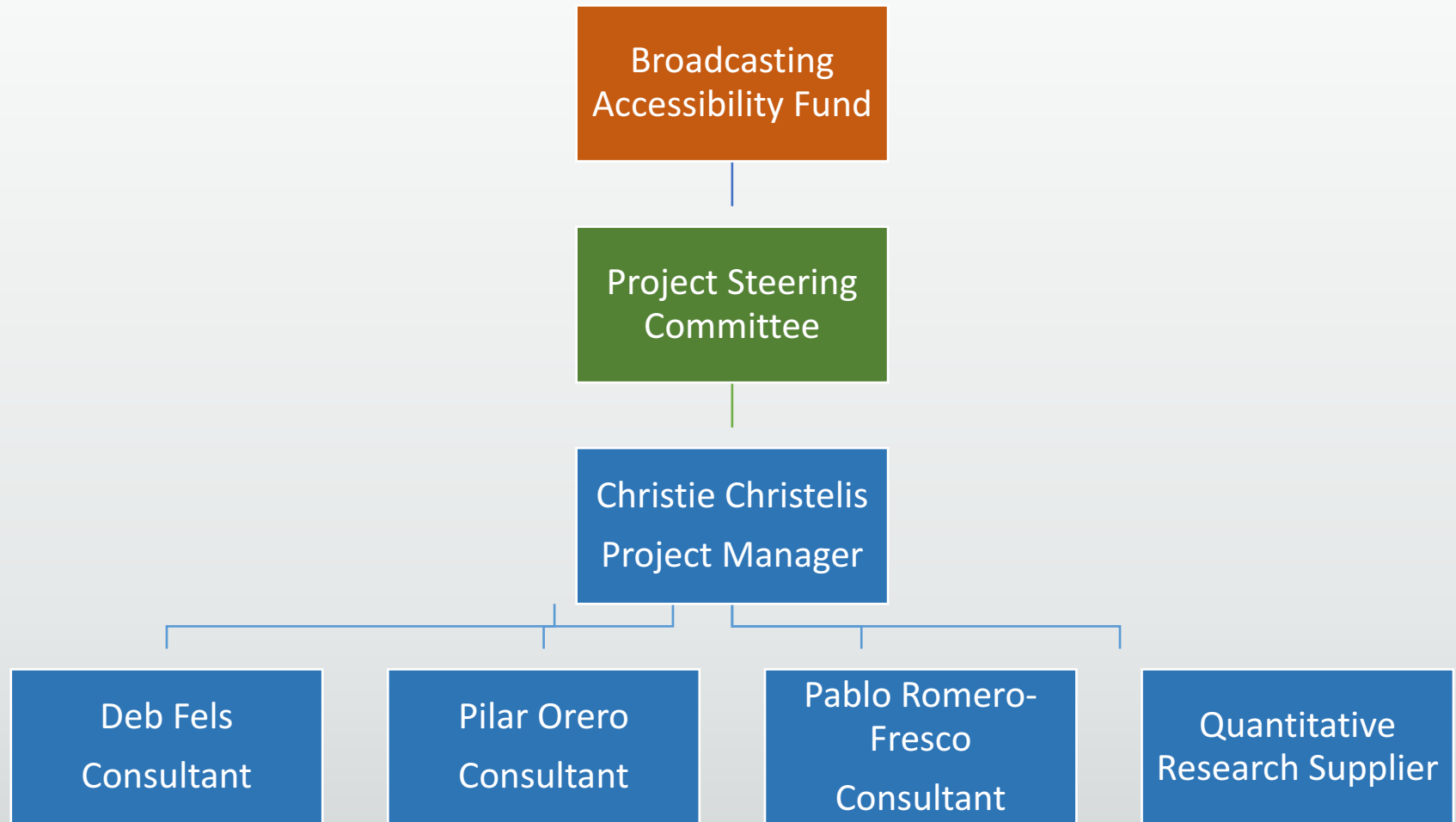


Project Steering Committee





Project Organization



THANK
YOU

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