



**AudioMovie**

# READING SPEED IN AUDIO DESCRIPTION

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**ARSAD**, Barcelona, 2017

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# PARTNERS



**DUBBING**

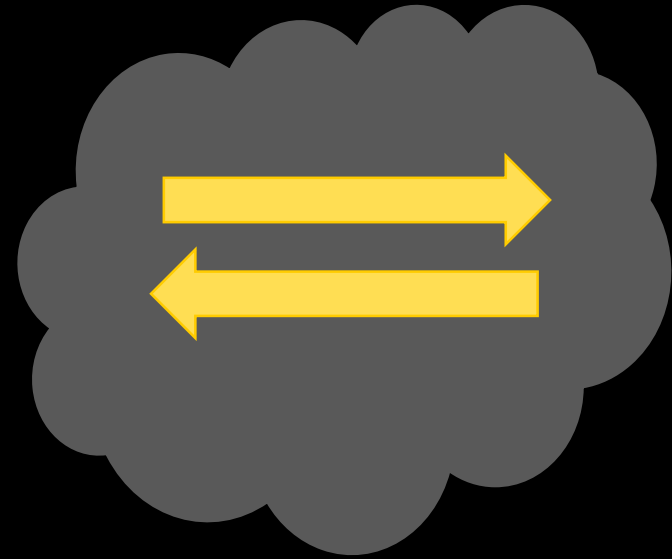
**VOICE-OVER**

**ORIGINAL VERSION**

**AUDIOSUBTITLES**

**AUDIO DESCRIPTION**

**SUBTITLES**



**APP &  
CLOUD SYSTEM**

**LEGAL  
SOLUTIONS**

**SOFTWARE**

**APP &  
CLOUD SYSTEM**

**LEGAL  
SOLUTIONS**

**SOFTWARE**



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# AD READING SPEED



**RESEARC  
H**

**GERT VERCAUTEREN (2016)  
LOUISE FRYER (2016)**



**PROFESSION  
AL PRACTICE**

**160 WPM  
NETFLIX  
SNYDER  
SOME GUIDELINES**

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# AD READING SPEED TESTS



**4X**

**DRAMA**



**4X**

**COMEDY**



**4X**

**ACTION**



**SARMATA**



**DIARIZATION OF FILMS  
BASED ON TRANSCRIPTIONS  
THROUGH AUTOMATIC SPEECH  
RECOGNITION SYSTEM  
SARMATA 2.0.**

	A	B	C	D
1	układa	2120	2720	
2	gazetę	2720	3230	
3	przy	3230	3420	
4	łożku	3420	3850	
5	adam	15960	16350	
6	w	16350	16400	
7	łożku	16400	16810	
8	patrzy	16810	17190	
9	w	17190	17230	
10	sufit	17230	17670	
11	wybiega	30640	31290	
12	z	31290	31350	
13	mieszkania	31350	31840	
14	na	31840	31950	
15	górze	31950	32270	
16	zapłakana	47400	48080	
17	brunetka	48080	48580	
18	spod	48580	48860	
19	szesnastki	48860	49510	
20	w	49510	49560	
21	policyjnym	49560	50100	

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# DATA PREPARATION



**WORD  
DURATION**



**PAUSE  
DURATION**

**SILENT PAUSES**

**FILLED PAUSES**

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# PAUSES

END OF INSERTION FULL STOP PAUSES

INNER INSERTION FULL STOP PAUSES

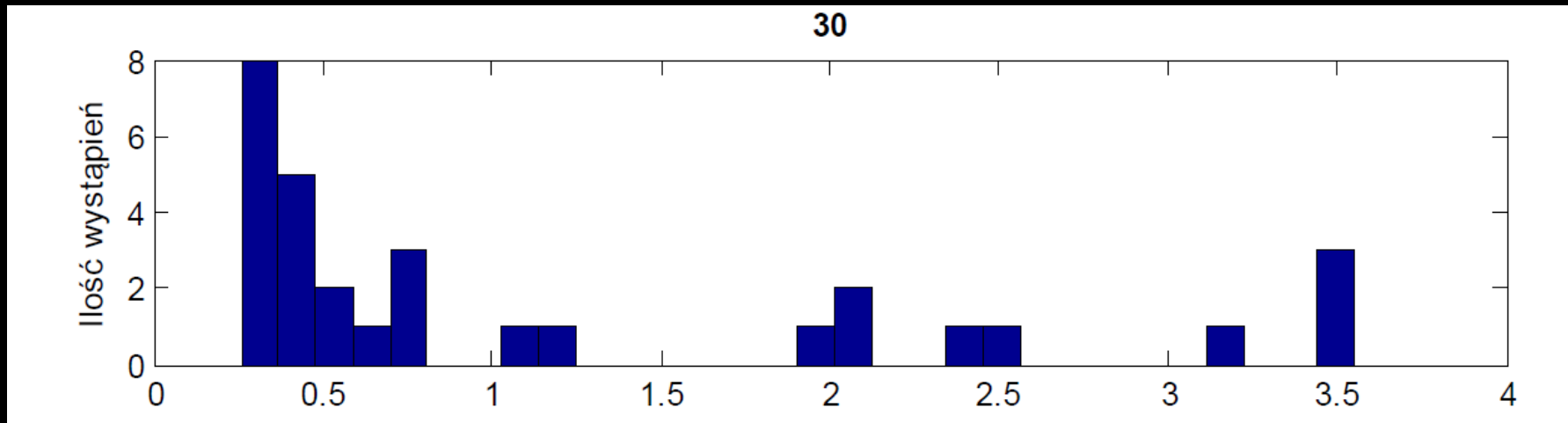
COMAS

OTHER PAUSES

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# INNER INSERTION PAUSES

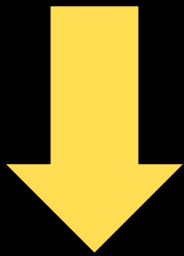
## 0.03 – 4.5 SECONDS



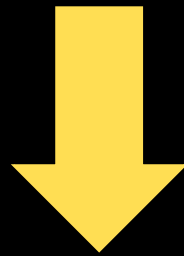
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# INNER INSERTION PAUSES

0.03 – 4.5 SECONDS



FILM 1  
0,25



FILM 2  
0,20



FILM 3  
0,14

	A	B	C	D	E	F	G	H	I	J	K	L
1	Text	Characters	Start	Stop	Duration ms	Duration s	Full stop pause <0,25	Full stop pause	Coma pause	Other pause	End of the line pause	Reading duration
98	welon	5	449700	452500	2800	3,42						0,28
99		197					0	1,25	0,3	0	0	12,34
100	cztery	7	486700	490400	3700	0						0,37
101	nowicjuszk	12	490400	496400	6000	0						0,6
102	przechodzą	11	496400	501100	4700	0						0,47
103	przez	6	501100	503400	2300	0						0,23
104	kurnik	7	503400	510600	7200	0,07	0,07	0,07				0,72
105	niosą	6	511300	516300	5000	0						0,5
106	rzeźbę	7	516300	520300	4000	0						0,4
107	chrystusa	9	520300	527800	7500	2,98						0,75
108		65					0,07	0,07	0	0	0	4,04
109	nowicjuszk	12	557600	565300	7700	0						0,77
110	wychodzą	9	565300	569100	3800	0						0,38
111	na	3	569100	570400	1300	0						0,13
112	zewnątrz	8	570400	576700	6300	4,65						0,63
113		32					0	0	0	0	0	1,91
114	w	2	623200	623600	400	0						0,04
115	powietrzu	10	623600	630200	6600	0						0,66
116	wirują	7	630200	634800	4600	0						0,46
117	płatki	7	634800	638600	3800	0						0,38
118	śniegu	7	638600	644000	5400	0,5					0,5	0,54
119	nowicjuszk	12	649000	658000	9000	0						0,9
120	przemierzają	13	658000	663900	5900	0						0,59
121	zaśnieżony	11	663900	670600	6700	0						0,67
122	przyklasztorny	15	670600	678300	7700	0						0,77
123	dziedziniec	12	678300	685300	7000	0,28		0,28				0,7
124	na	3	688100	690400	2300	0						0,23
125	barkach	8	690400	694300	3900	0						0,39
126	niosą	6	694300	697900	3600	0						0,36
127	figurę	7	697900	701800	3900	0						0,39
128	chrystusa	9	701800	708300	6500	1,68						0,65
129		129					0	0,28	0	0	0,5	7,73
130	przechodzą	11	725100	730600	5500	0						0,55
131	przez	6	730600	733500	2900	0						0,29
132	pokryty	8	733500	738000	4500	0						0,45
133	śniegiem	9	738000	742200	4200	0						0,42
134	taras	5	742200	747800	5600	4,89						0,56
135		39					0	0	0	0	0	2,27
136	docierają	10	796700	803500	6800	0						0,68
137	na	3	803500	805500	2000	0						0,2
138	plac	5	805500	809300	3800	0						0,38
139	przed	6	809300	812000	2700	0						0,27

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# AVERAGE READING SPEED CPS

**13.95**

**FILM 1**

**15.17**

**FILM 2**

**15.75**

**FILM 3**



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# AVERAGE READING SPEED WPM

**167**

**FILM 1**

**182**

**FILM 2**

**189**

**FILM 3**

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# MAXIMUM READING SPEED

**18**

**18**

**22**

**221**

**221**

**264**



# MINIMUM READING SPEED

5	8	4
55	97	44

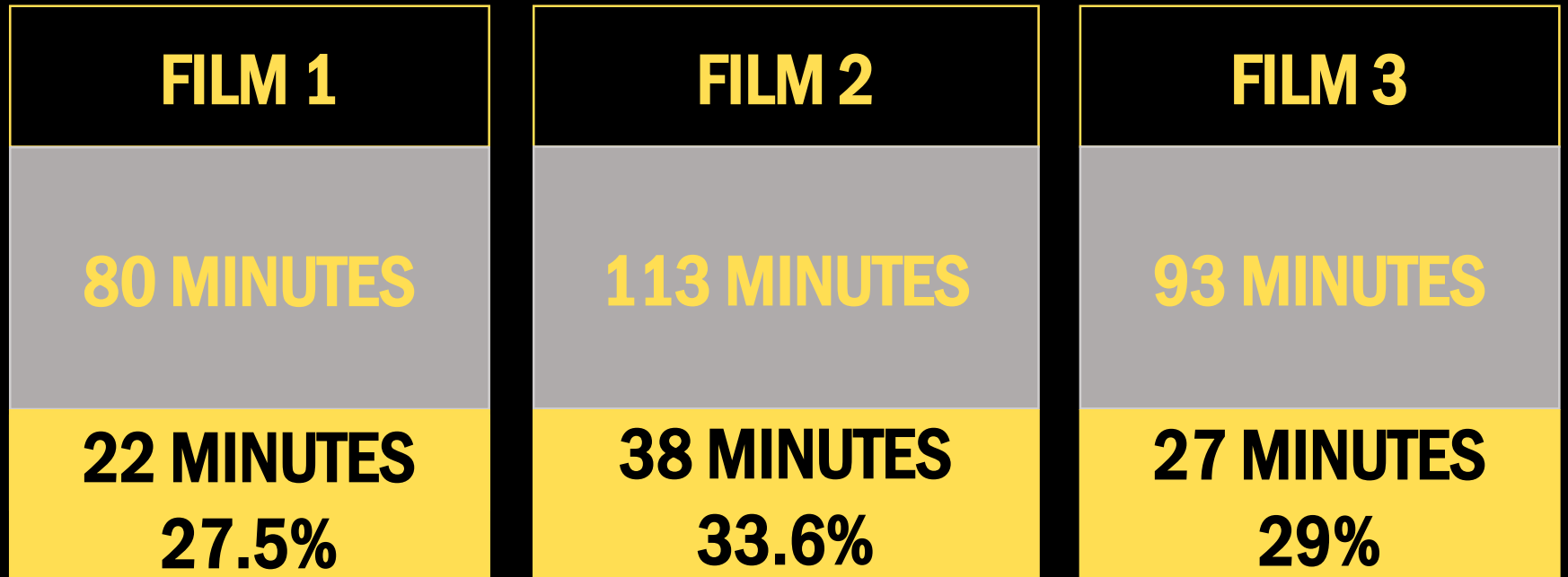
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# FULL STOP READING RATE

58%

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# HOW MUCH AD?



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# **PRIMARY CONCLUSIONS**

**WPM CPSC  
are not a reliable AD measure**

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# FURTHER RESEARCH

## FURTHER CORPUS RESEARCH

MORE RELIABLE STATYSTICAL  
DATA  
MULTILINGUAL  
GENRE/SPEED CORRELATION  
AD DELIVERY FEATURES

## USER EXPERIENCE

680 WPM

250 WPM

COMPREHENSION  
EMOTIONAL RESPONSE  
COGNITIVE LOAD  
SPEED VS. DELIVERY

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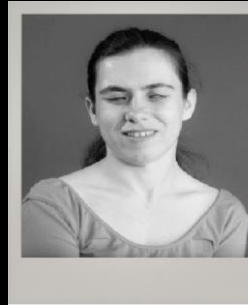
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Narodowe Centrum  
Badań i Rozwoju



# THE TEAM



# ANY QUESTIONS?

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