

Audio description on streaming platforms

A snapshot of the present
language offer

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General background

- During the last decade, platforms have grown rapidly, with subscriptions expanding across Europe significantly.
- The expansion of streaming platforms transforms media, impacting language diversity and accessibility.
- Since the 1980s, the EU has developed directives to regulate the audiovisual field, recognising its potential to promote European identity and cultural diversity.
- SVOD platforms expand AVT services, but language data remain unclear and evolve fast.
- Previous relevant initiatives lack language information, e.g. Directory of European works (Lumière VOD).

Monitoring **language diversity and accessibility of streaming platforms** in the EU.



**A REPORT FOR THE GREENS/EFA GROUP
IN THE EUROPEAN PARLIAMENT**

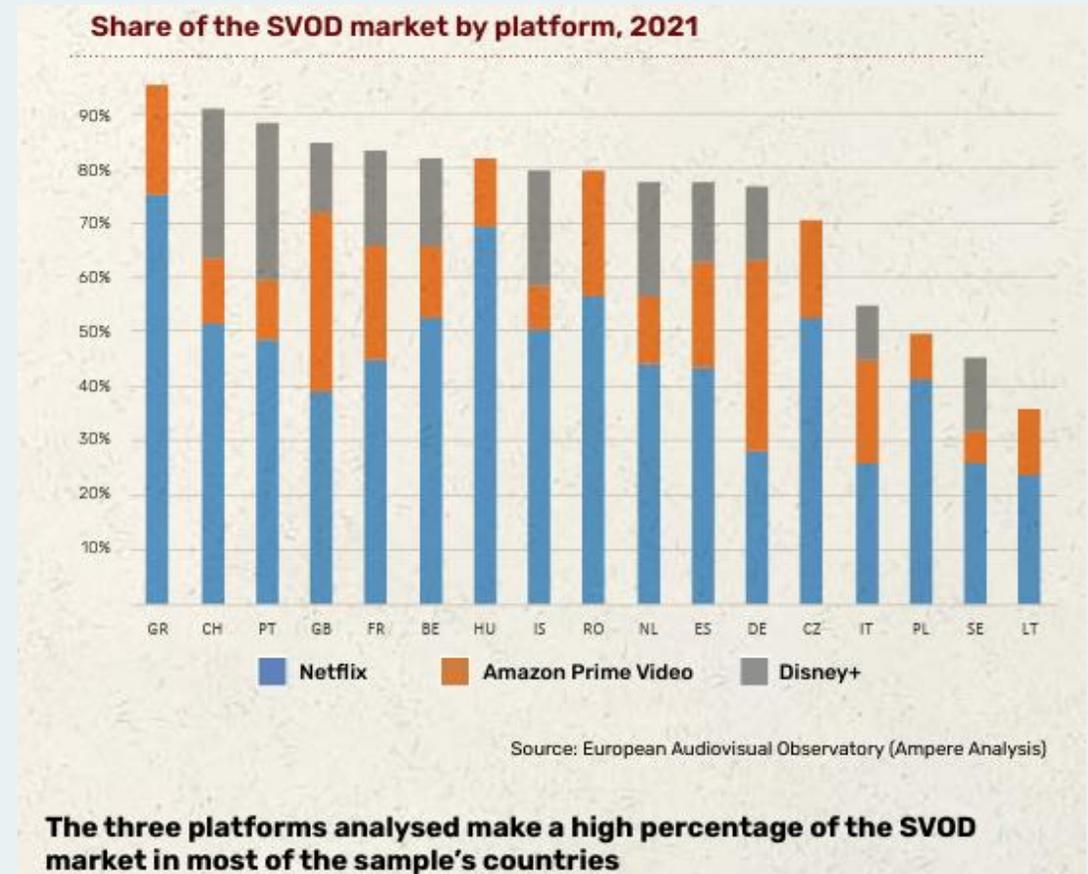
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Aspects covered in the report

- EU policy on languages and accessibility
- Presence of minoritised languages
- Subtitling offer by language
- Audio description offer by language
- Hegemony of the English language
- Presence of languages with no EU recognition
- Trends comparing older and newer content

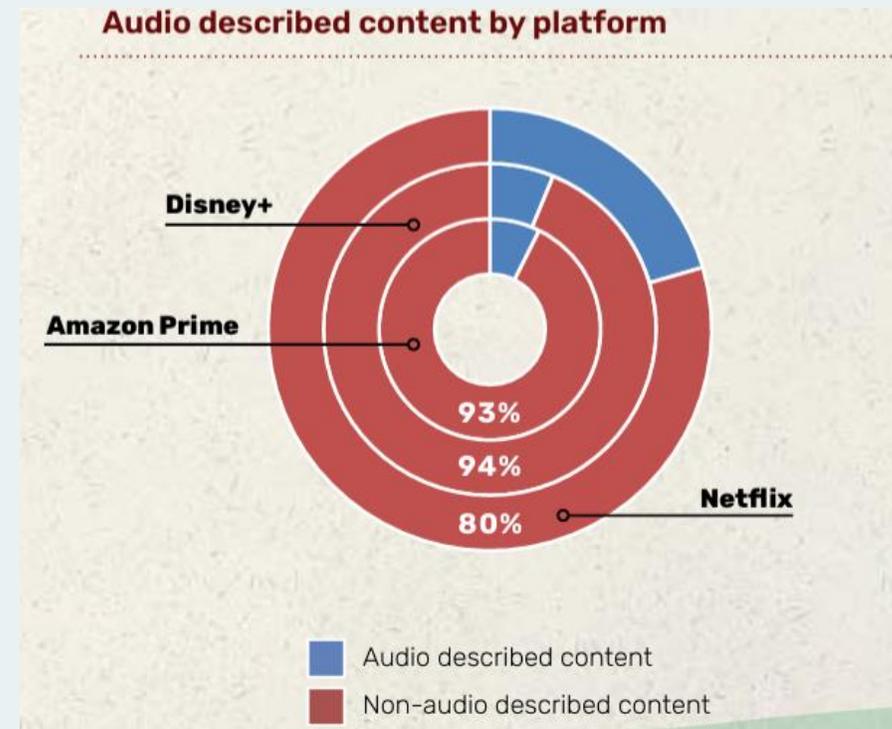
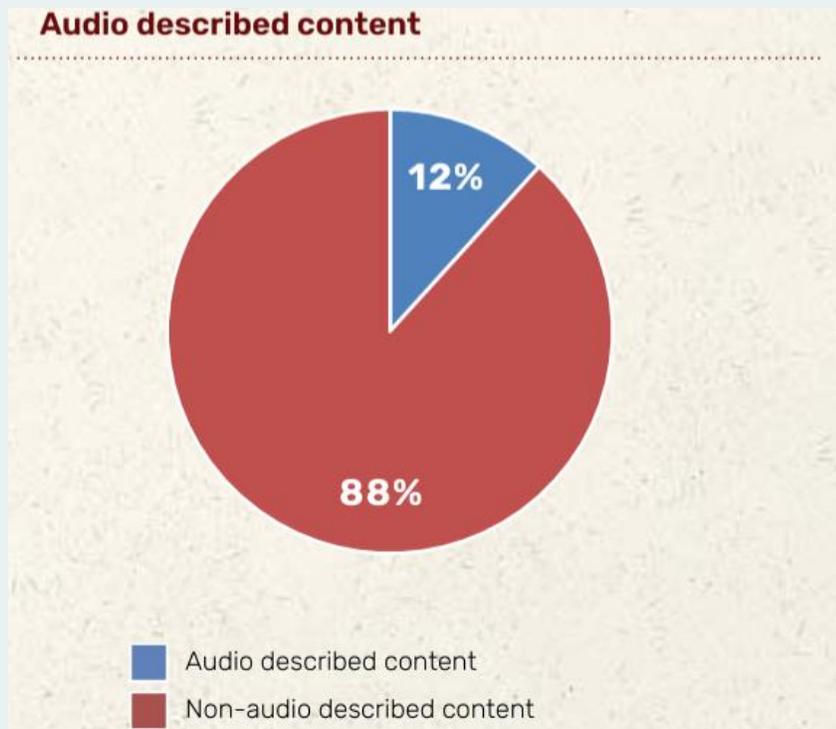
Methodology

- **Platforms** analysed: Netflix, Amazon Prime and Disney+.
- **Countries:** Austria, Belgium, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Poland, Portugal, Romania, Slovak Republic, Slovenia, Spain, Sweden, United kingdom.
- **Source** for data collection: for Netflix and Disney+, UNOGS platform (UNOGS n.d.). For Amazon Prime, own collection from the online catalogues.
- Focus on language offer on **TV devices**.
- Language **varieties** grouped under the categories established in the Ethnologue database, unless otherwise indicated in the report.
- **Date** of collection: October 2023.

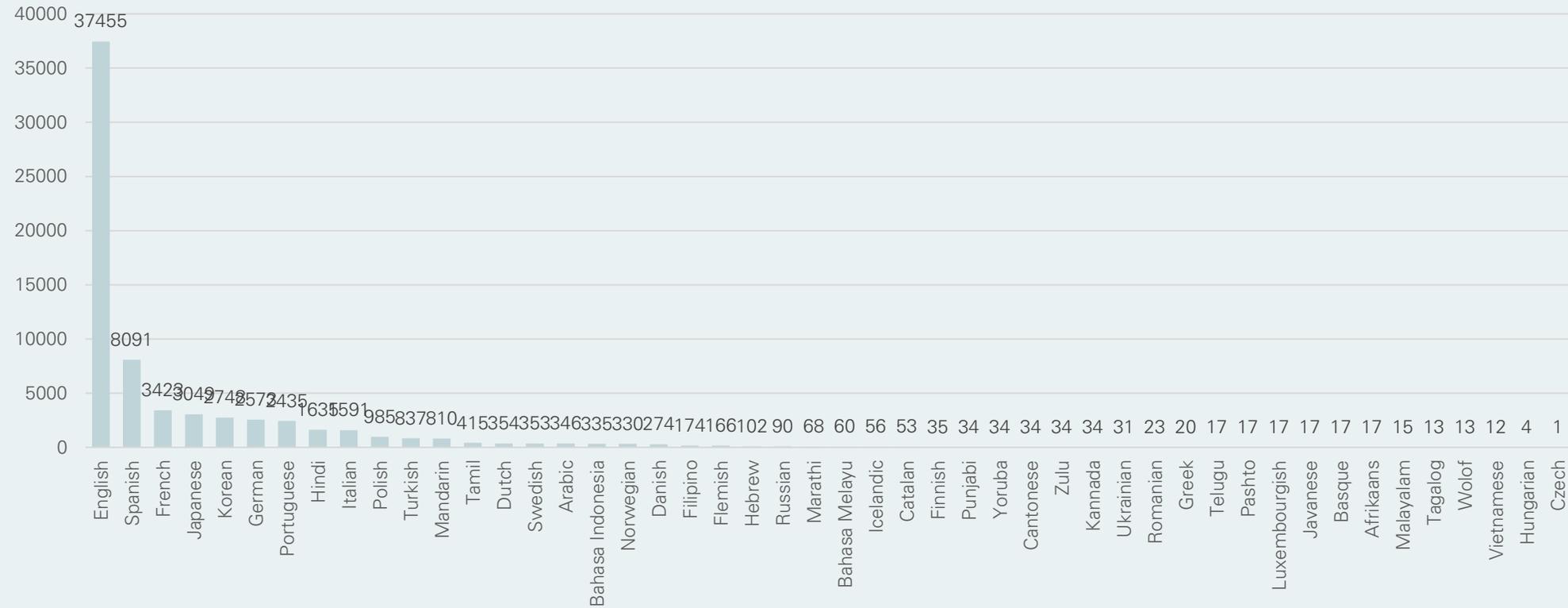


Audio description offer

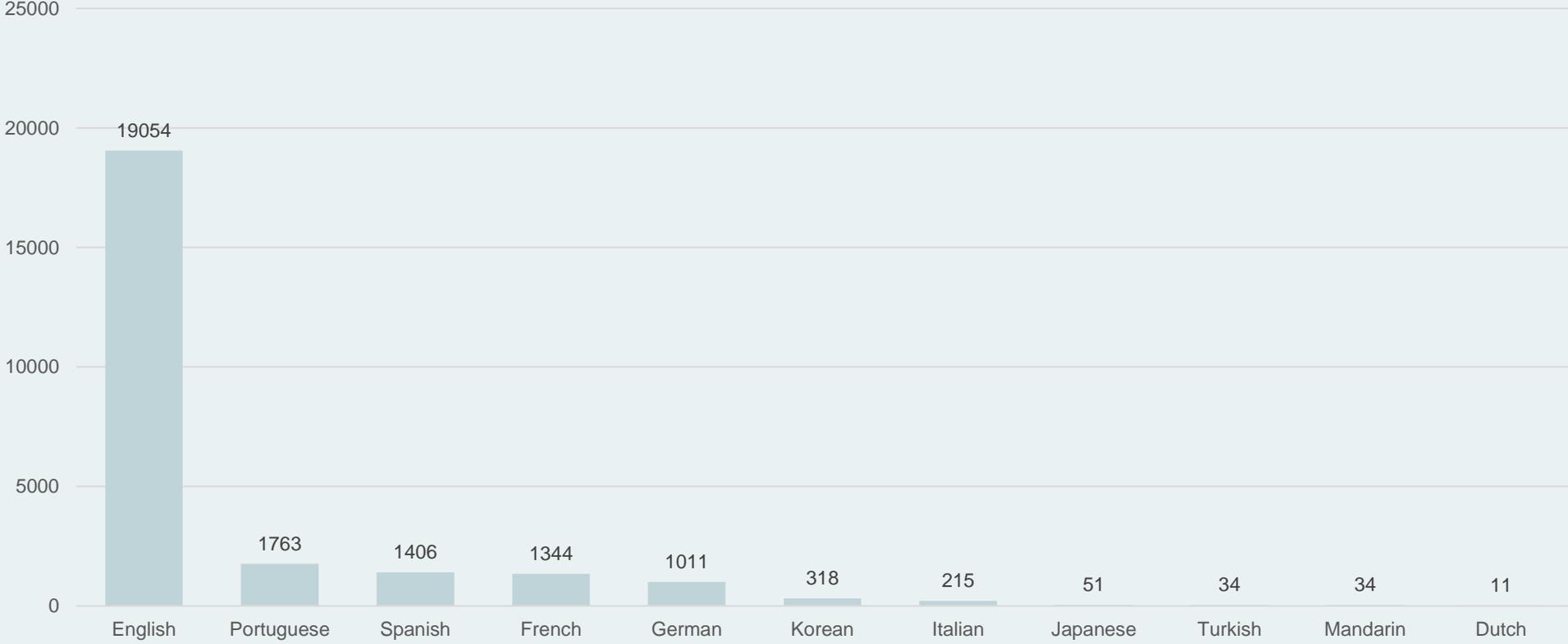
	Netflix	Amazon Prime	Disney+	Total
AD tracks	69,247	12,759	25,241	107,247



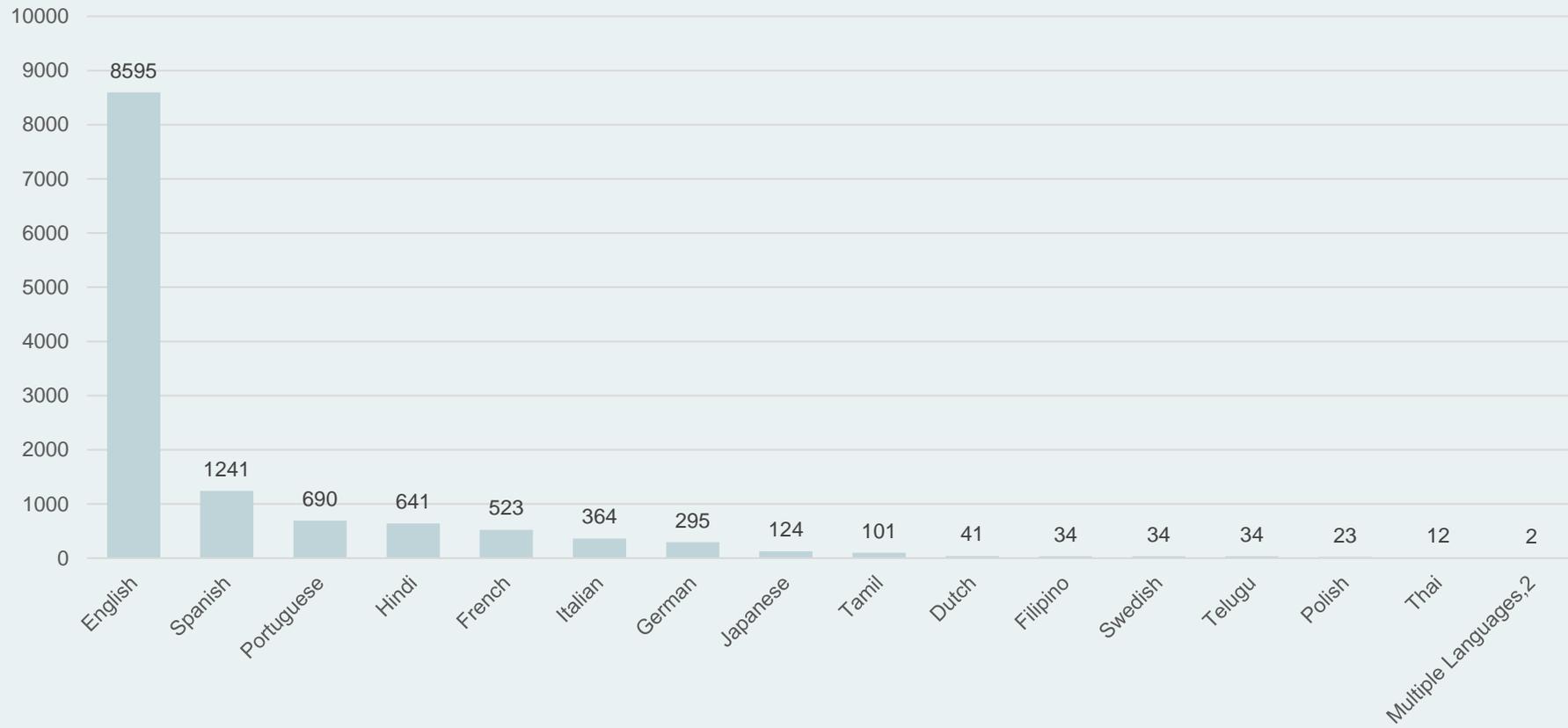
Netflix: Audio description offer by language



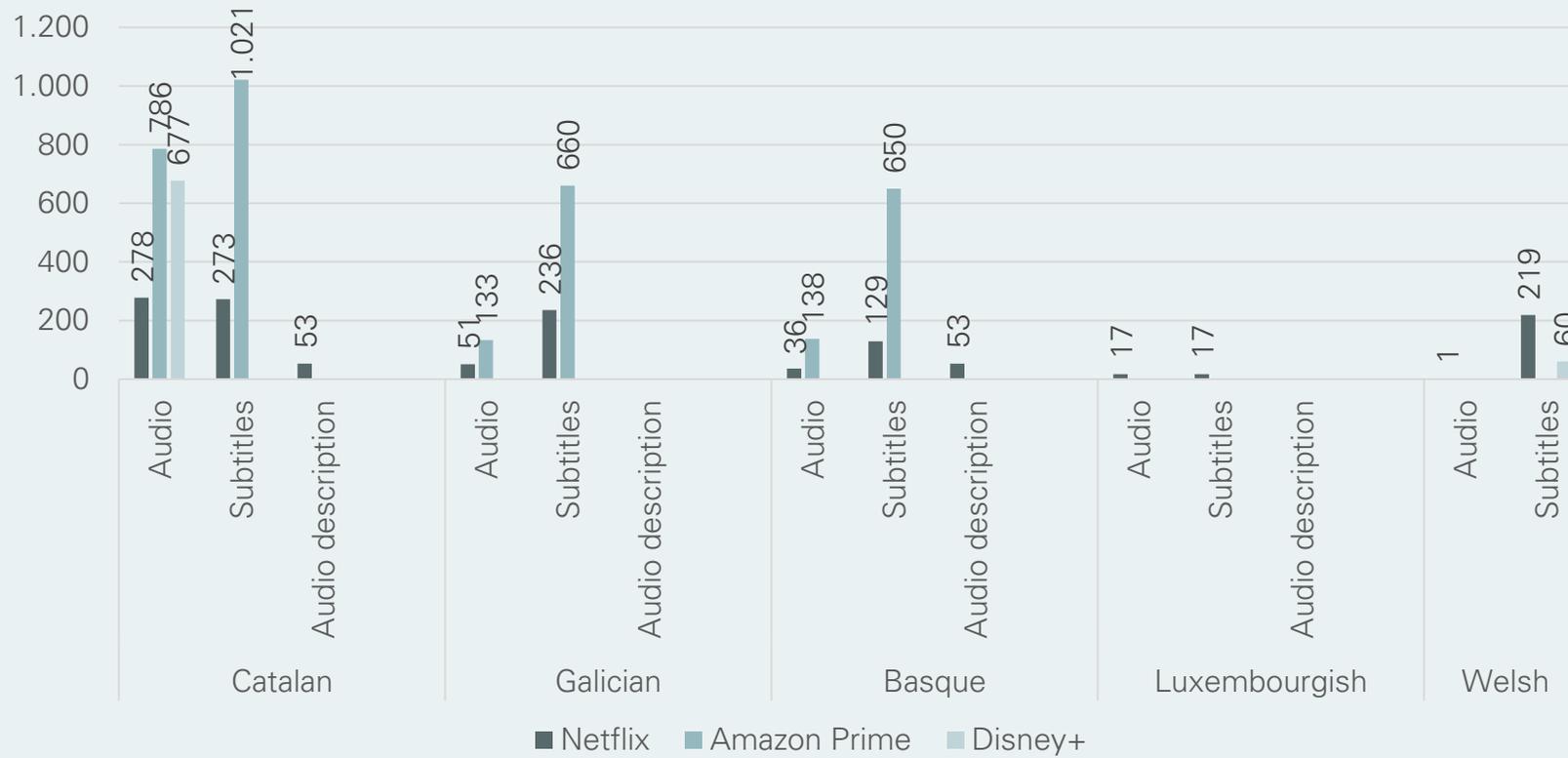
Disney+: Audio description offer by language



Amazon Prime: Audio description offer by language



Minoritised languages & AD



Final remarks

- Providing multi-language audio descriptions allows people from different linguistic groups to experience media in their native language, making it easier for them to understand and engage with the content.
- By making audio descriptions available in a variety of languages, platforms can bridge communication gaps and help people with disabilities feel more connected to society, improving their overall quality of life and access to cultural experiences.



Acknowledgements

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Thank you