

A study on the availability and reception of audio description in Iran

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Aim: Providing a snapshot of the current situation of Persian AD

Methodology

Literature Review

Desk Research

Three Online Questionnaires Based on the ADLAB Pro Project Targeting Persian AD Users, Audio Describers, and Service Providers

Interviews with Seven Key Stakeholders in the AD Provision Chain in Iran

Context: Media Accessibility in Iran

Legal Framework: Iran's national policies on Accessibility

- **Iran's Constitution (1979)**
- **United Nations' Convention on the Rights of Persons with Disabilities (2008)**
“it does not consider itself bound by any provisions of the Convention which may be incompatible with its applicable rules.”
- **Local Convention on the Rights of Persons with Disabilities (2008)**
- **Law to Protect the Rights of the Disabled (2018)**

Development of AD in Iran

Local Terms



Pardeh Khani (Literally,
“Reading the Scenes”)

Tozih dar kardan (Literally,
“Providing Explanations”)

Radio Programs

Ahmad Shishegarn, Radio Cinema

2005–2007

2011–2015

Farshad Azarnia, Radio Namayesh

Grassroot Initiatives

**Blind Section
of Ershad
Library**

Just Audio

Mp3 Movies

Cinematic Audio Description

- Sevina (Cinema specially for the Blind)
- Charsoo Cinema, July 19, 2019
- Live, open channel, *The Warden*
- 300 Blind Individuals







MEHR NEWSAGENCY

Photo: Ali Khara



MEHR NEWSAGENCY

Photo: Ali Khara



- Filimo (Iranian video-on-demand streaming service)

Audio Description on TV



2024



NAMAYESH CHANNEL



THURSDAY AT 11 P.M. FRIDAY
AT 9 A.M. AND 5 P.M.



43rd Fajr International Film Festival

Two audio-described movies



Academic Sector

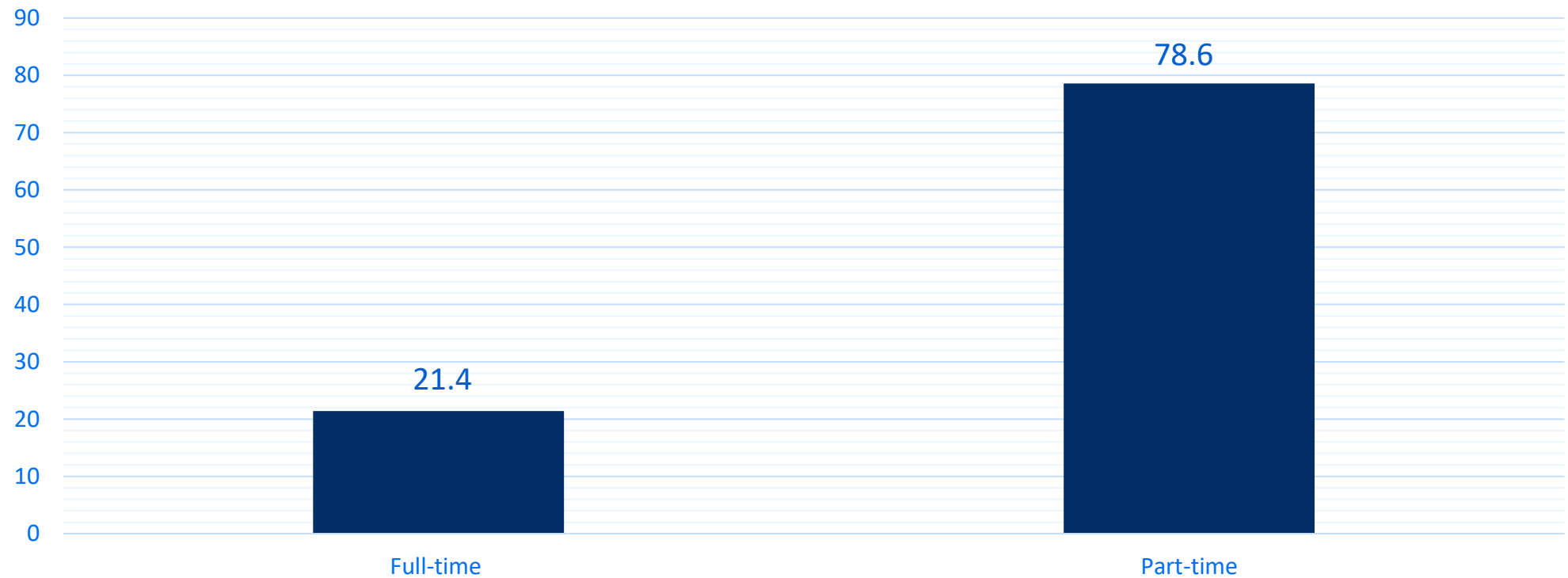
Low Engagement in media accessibility

No guidelines

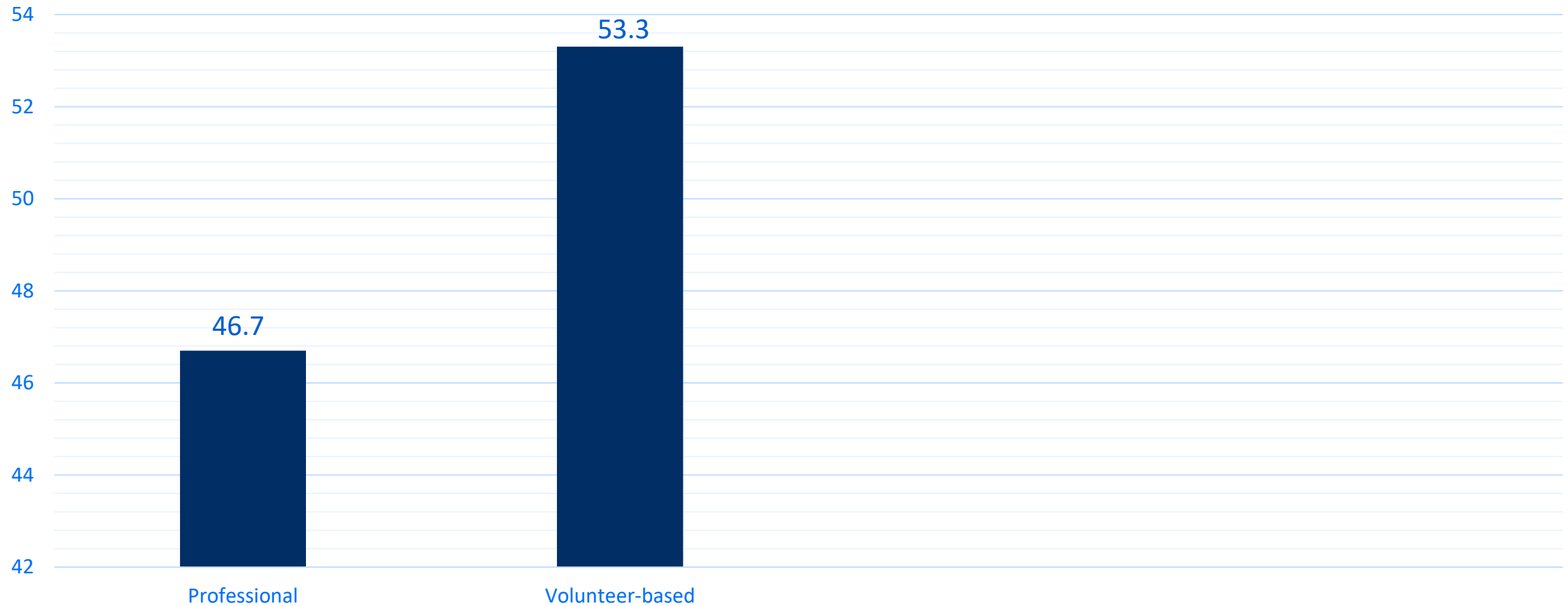
No dedicated courses

No Persian translation of AD materials

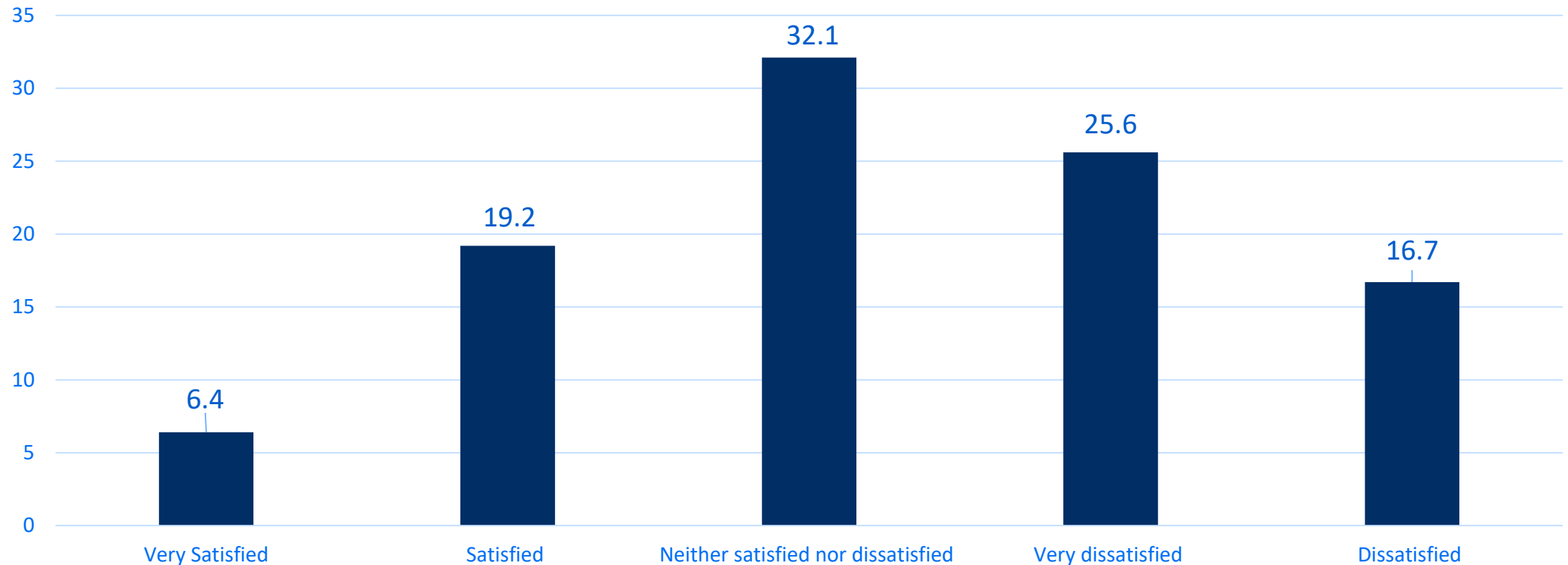
Employment Status of 35 Audio Describers: Full-Time vs. Part-Time



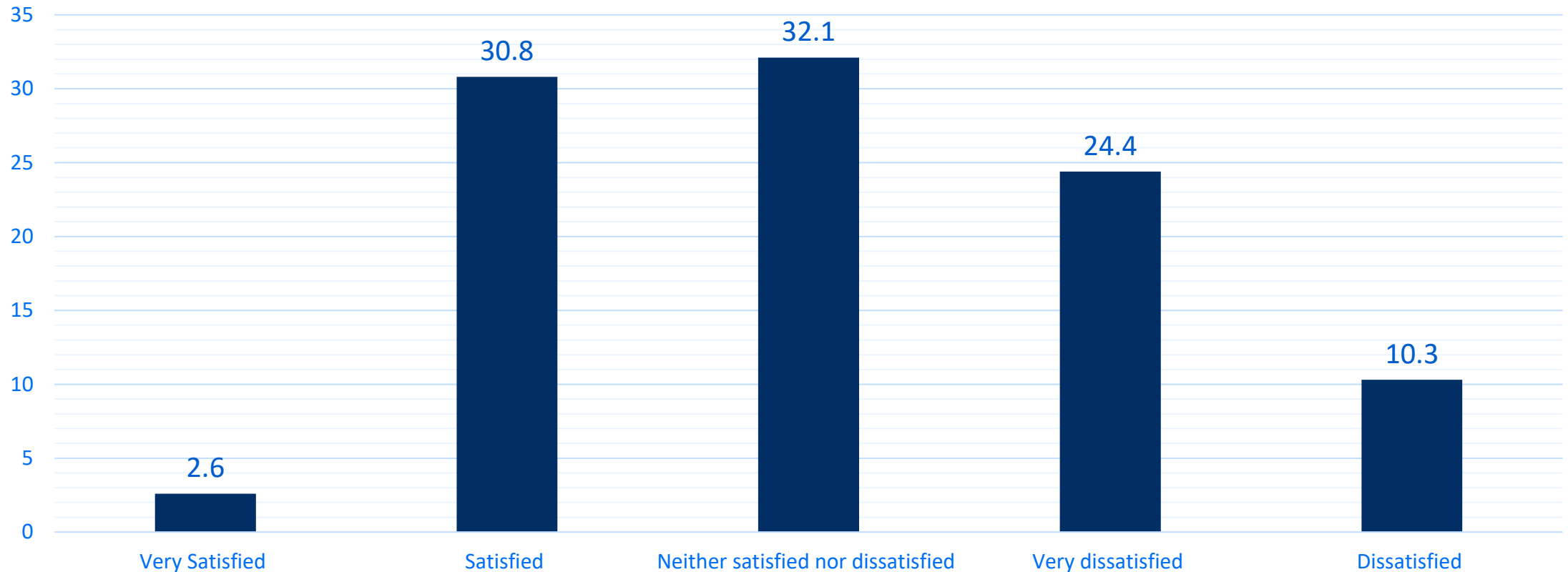
Volunteer vs. Professional Work among 35 Audio Describers



Users' Satisfaction with the Quantity of AD Services: Survey of 172 Participants



Users' Satisfaction with the Quality of AD Services: Survey of 172 Participants



Current situation: An overview

Accessibility is not extensively codified in Iran's law and regulations

Scarcity of research

NGOs: Social Awareness

AD: Pioneering Stage, volunteer-based

Feature films

Scattered Information on AD availability

Cinematic AD in one cinema in Tehran

Multilingual Country, AD is only available in Persian

Limited nationwide access

No Prospect of Change

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Thank You!

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