Hello everyone, my name is Han Dongxue. I have worked in the field of media accessibility for 13 years. In 2019, I founded Shanghai Yi'er Information Technology Company. Yi'er is China's first entertainment platform to comply with the WCAG 2.2 international accessibility standard. We are continuously refining its accessibility features. We provide AD, SDH, and sign language translation for individuals with visual or hearing impairments.

In 2020, we launched the Entertainment Accessibility Project to research industry standards and train professionals in accessible entertainment. We have also been exploring various forms of accessibility optimization that can be applied to different entertainment scenarios. Our goal is to promote the sustainable development of accessible entertainment through commercial means.

Next, my colleague Yuchen will present a study we are collaborating on based on Yi'er's previous research and practice.

The Commercialisation of Audio Description in China: Present and Future Prospects through the Case Study of the Yi'er Company

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20 March 2025, Barcelona, ARSAD

AD in China at a turning point

- AD officially started in Shanghai in 2009

- An adequate legal framework enforcing AD provision is absent:

  ➢ Amended version of the Copyright Law of the PCR in 2021

  ➢ Ratification of the Marrakesh VIP treaty in 2021

  ➢ The Accessible Environment Construction Law of the PCR in 2023

- AD is shifting from a **volunteer-dependent stage** to a **professionalisation and standardisation stage** (Liu, Casas-Tost, & Rovira-Esteva, 2023)

- Calls for vibrant collaboration between the industry and the academia in AVT and MA (Díaz-Cintas, 2020; Tuominen & Silvester, 2021a, 2021b)

The commercialisation of MA services for audiovisual products in China
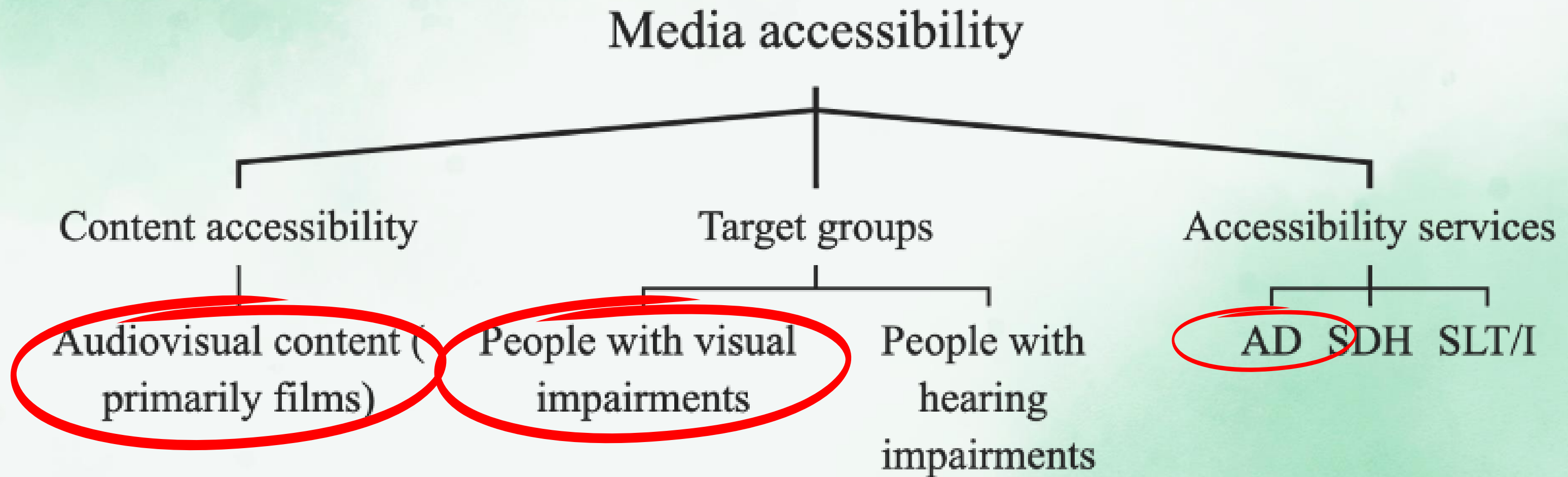
Questionnaires with users (2019, 2020, 2025)

Interviews with accessibility service providers (2025)

Interviews with users (2025)

Methodology

Case study of Yi'er

Community-based participant observation (Roque et al., 2024)

First questionnaire (2019):

- **Objective:** to identify participants' needs, consumption habits, and preferences for **entertainment content** (audio and **audiovisual**)

- **Participants:** 503 users with sight loss

- **Diverse consumption habits** and **content preferences**

- **Barriers** exist at all access levels

- **Content quality** and **accessibility** in different dimensions significantly influence **users' app choice and paid subscriptions**.

- The need for commercialisation to ensure sustainable, high-quality and industry-standard accessible content

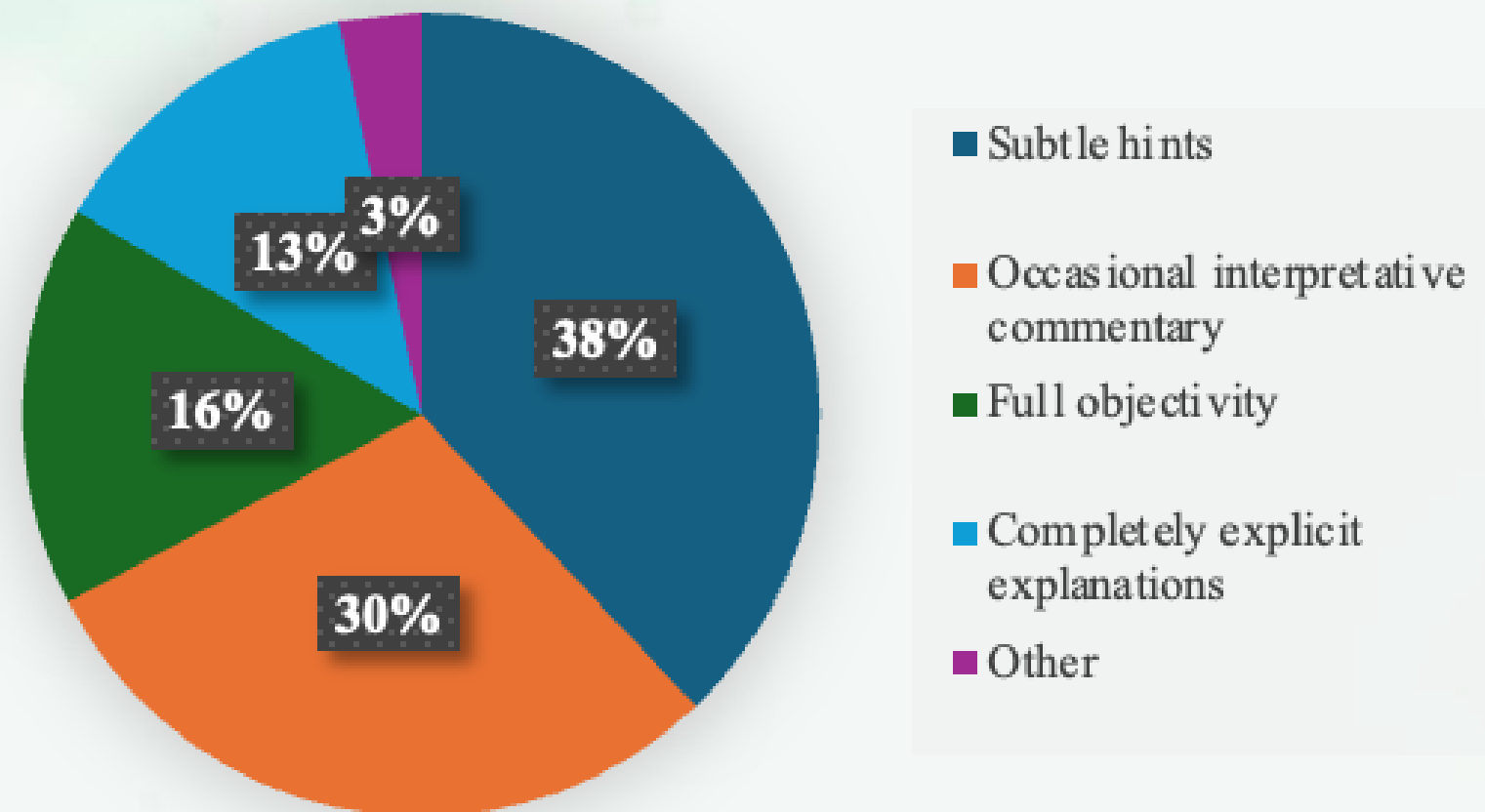# Second questionnaire (2020): methodology

- **Objective:** To assess the needs and preferences of individuals with sight loss regarding AD for audiovisual content to develop AD standards.

- **Participants:** 211 with sight loss

- **Questionnaire (15):** gender (1), AD experience (3), AD delivery methods (2), silence gap (1), content selection (4), AD strategies (2), technical issues (2)
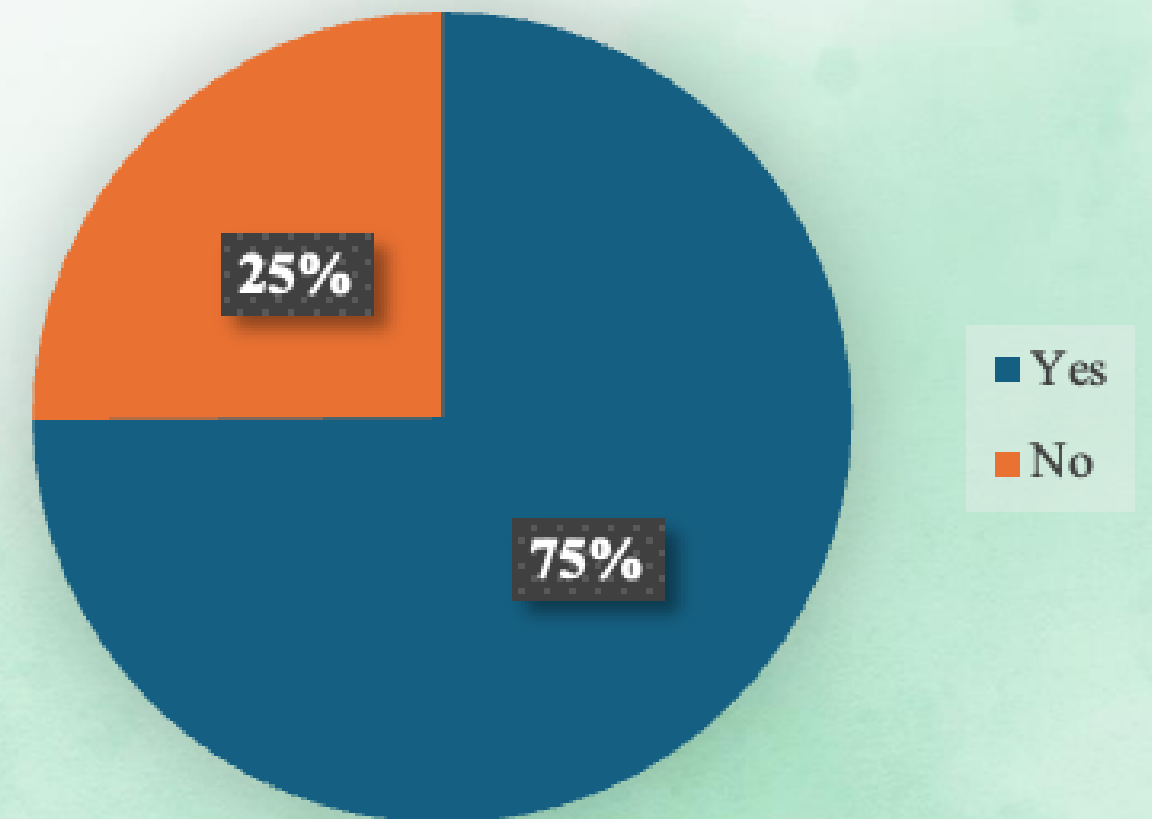
Second questionnaire (2020): key findings 1

- **AD delivery:**
  - ➤ 45% favoured a style that aligns with the work's overall tone.
  - ➤ 14.2% prioritised an objective, neutral delivery.
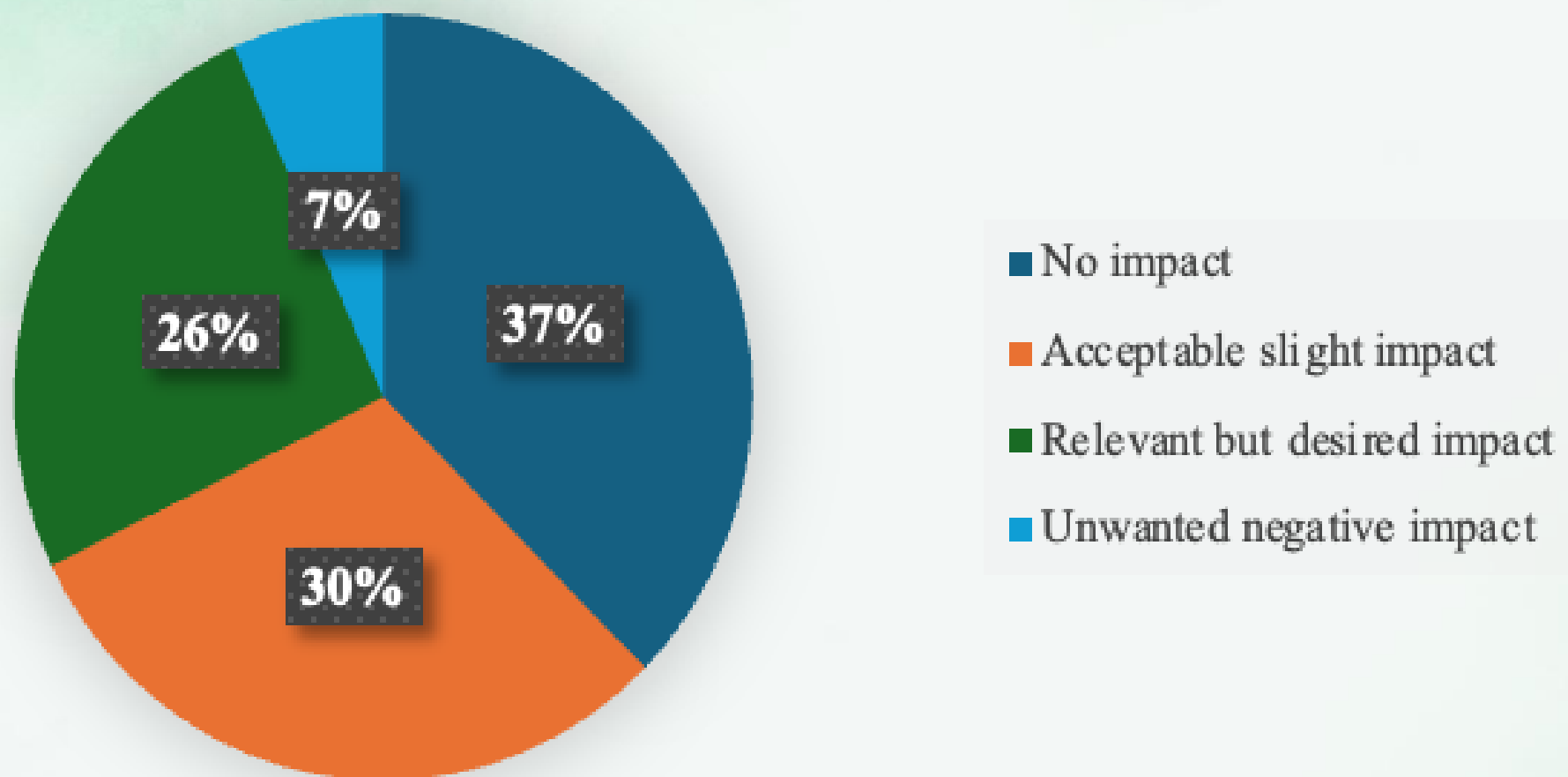
- **AD strategies:**

Subtle hints
Occasional interpretative commentary
Full objectivity
Completely explicit explanations
Other

38%
30%
16%
13%
3%

AD for implicit information

Yes
No

25%
75%

Introductory or closing subjective comments

Second questionnaire (2020): key findings 2

- **Technical considerations:** ≈59% accepted slightly extending a film's duration to accommodate detailed AD.

No impact 37%
Acceptable slight impact 30%
Relevant but desired impact 26%
**Unwanted negative impact** 7%

Extended and slowed down key scenes

Most users favoured information-rich descriptions and leaned towards a more subjective approach in the subjectivity-objectivity AD debate.

Standards for Accessible Audiovisual Content Production (2023 updated)
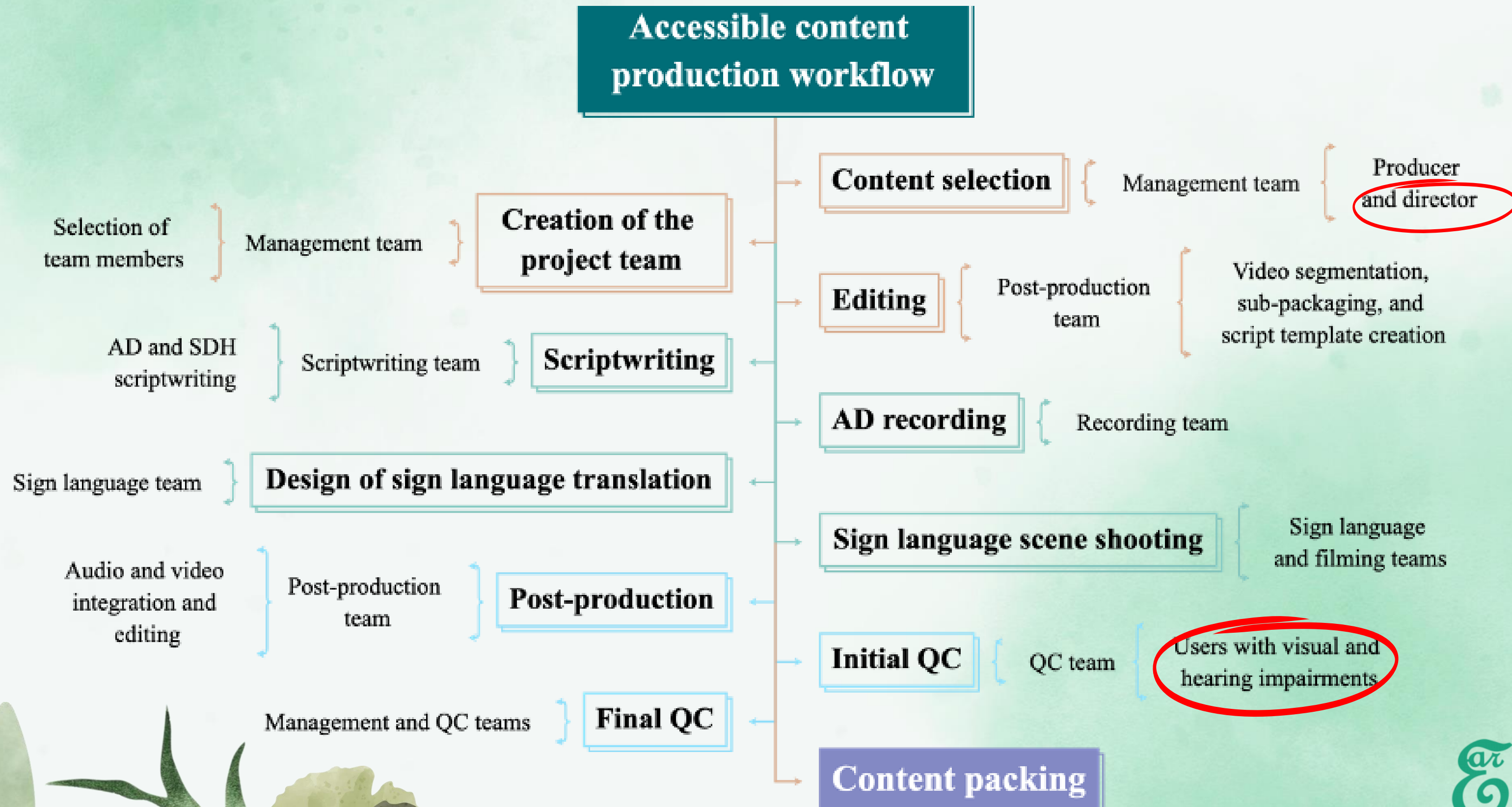
Excerpt from the accessible version (AD, SDH & SLT) of the movie *Mountains May Depart* by Jia Zhangke
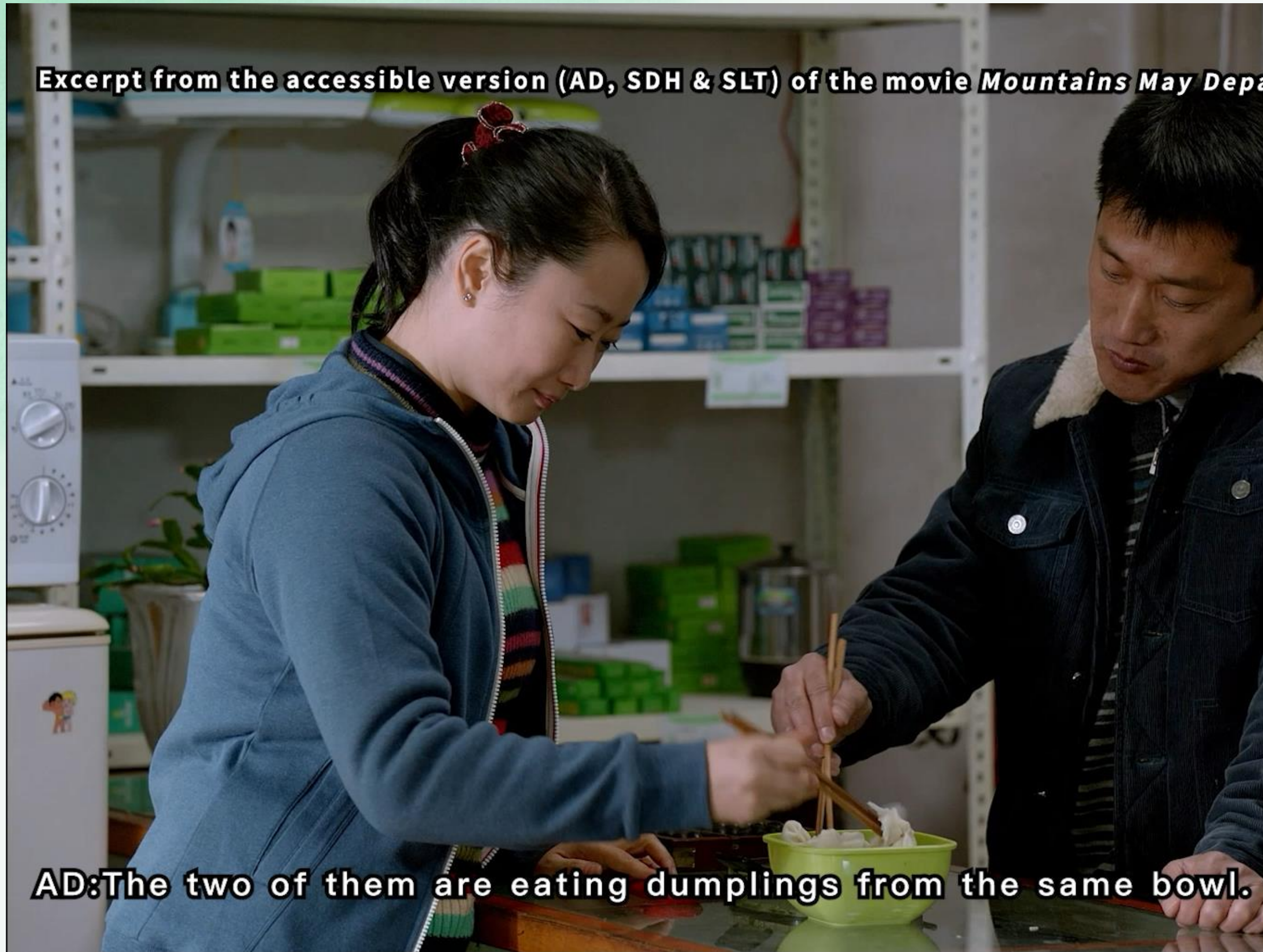
AD:The two of them are eating dumplings from the same bowl.

(Translation of the AD and SDH has been introduced for clarity at the conference, although they are absent from the original accessible version. The original accessible version can be accessed by scanning the above QC code.)
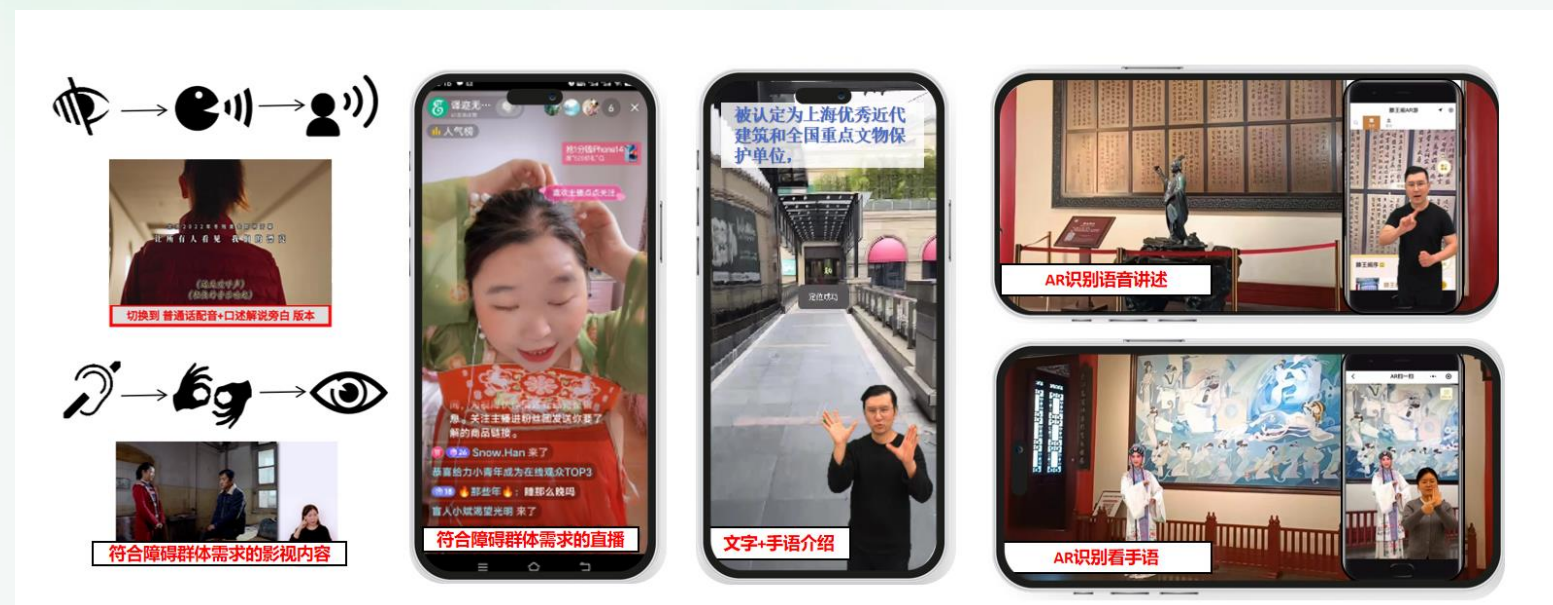
Service scenes

Partners of the Entertainment
Accessibility Project

Yi'er accessible film and TV
content platform

Online accessible entertainment services for
movies, live broadcasts, and tourist guides

Offline accessibility service for tourism, art
exhibitions, performances, movies, and
accessible film forums and roundtable events

Challenges of AD commercialisation in China

- **Copyright restrictions**

- **Lack of accessibility awareness** among people working in the audiovisual industry

- Predominant **social welfare model** of disability

- **Need for global collaboration:** More engagement with international stakeholders is needed.

Prospectives of AD commercialisation in China

- Expanding user base

- Legislative progress

- Technological innovation

- Global market influence

- International partnerships

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Thank you!

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