



SANCB - Umbrella Body Representing & Advocating For 100 Organisations Within Blindness Sector

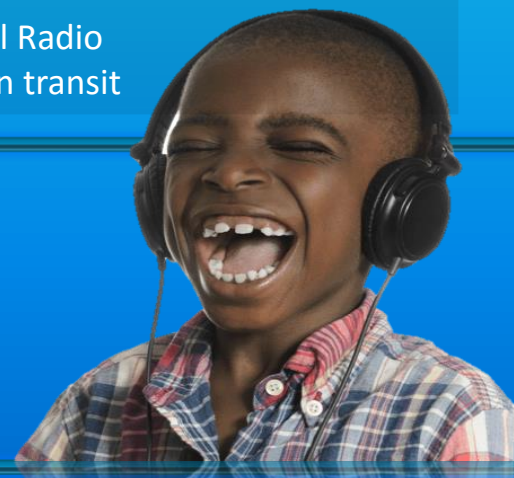
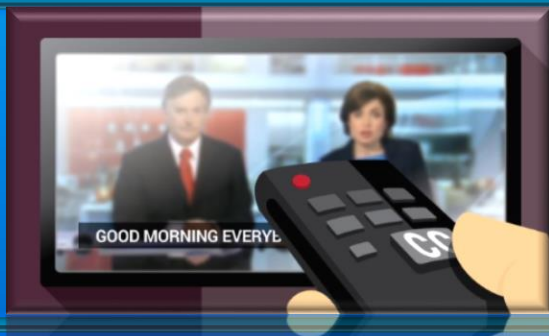


**DTPS & DEPARTMENT OF COMMUNICATIONS - ICT CHAMBER FOR PERSONS WITH DISABILITIES
ACCESSIBLE & AFFORDABLE WORKING GROUP - ACCESSIBLE BROADCASTING SUB-COMMITTEE
SOLE STAKEHOLDER ENGAGEMENT PLATFORM FOR ICTS IN BROADCASTING & BROADBAND (2015)**

AUDIO DESCRIPTION

Accessible Broadcasting Sub-Committee Primarily Established to Address A.D. Complaints:

- SABC - Unregulated 'Sticks & Stones' Hybrid Audio Description TV Programme;
- SANCB – Not Mandated By Council Nor By Any of Its Member Organisations
- ICASA's 50% A.D. Quota Year 1 (NAB Deemed Unworkable; Incapable of Implementation & Financially Unfeasible) – Reduced to 2% (Still deemed unattainable – Request no Quotas)
- RIA (Regulatory Impact Assessment) - Affordability SABC R600 Per Min / DSTV R1500 per Min
- Accessibility – Digital TV Transmission Coverage Not National; Majority Audience Rural Areas; DSTV A.D. Programming Not Favoured for Family Group Viewing;
- Alternative Independent Viewing (Headphones) Simultaneous Digital Radio Broadcasting / Mobile Phone Accessibility to view A.D. soundtracks in transit



Accessible Broadcasting Sub-Committee - Paying it Forward

ICT CHAMBER

ACCESSIBLE BROADCASTING SUB-COMMITTEE



SABS STANDARDS ICT SABS TECHNICAL SUB- COMMITTEE

Basic Standards for Accessible Services Licensees to Adhere to - ISO Standards Audio Description Best Practice from International Perspective
Broadcasting SA Sign Language & Interpreters (overcome Madiba Funeral Debacle) & SABS Standards For SA Captioning Channel
SABS – Standards Consumer Devices - Remote Controls (Larger & Simplified Buttons / Toggle Wheels; Talking Devices; TTS Programme Menu's); Speech enabled Landline Phones (RNIB)
Standards Flashing Images for Persons with Photosensitive Epilepsy (TV & Websites)
Standards for Digital Radio Channel to Broadcast Audio Described Soundtracks

RAPPORTEUR

Broadcasters - Special Rapporteur ; oversight & external collaboration authorized national bodies; implementation; access services; internal HR employees with Disabilities

SPORTS VIEWING

Audio Described Versus Radio Commentary. Commentators to be sensitized
Stadium Licensing / Broadcasting From Stadium (SANCB Mothballed A.D. OB Equipment From 2010 FIFA World Cup (for Broadcasting A.D. Feed from Stadiums



Accessibility – Networking Whole New Worlds



USSASA FUNDING

Universal Access Fund – Currently Used for Under-Served Communities. Potentially Applicable for Any Access Media to Underserved Disability Communities (i.e. Radio Station for the Blind; Audio Description Sound Tracks; Closed Captioning; Mother Tongue Language Sub-Titling; Digital Radio

DTPS

Postal Services - Free Post – Literature For The Blind. Tape Aids’ Library Processes 5000 audio Books per day. Non-delivery & Theft Audio Books Puts Reliance on Accessible Websites “tapeaids.com” and ‘tapeaids.DSTV.com” for Audio Book Downloading by Members. Cost of Data Unaffordable. Solutions: Report Postal Issues to ICASA; Free WI-FI Hotspots in Libraries & Community Centres; Digital Radio Broadcasting Voice & Data (Text & Images for Deaf Listeners)

COPYRIGHT AMENDMENT ACT

Copyright Amendment Act - New Section 19D Accommodates Persons with Disabilities. Makes Provision for Conversion into Accessible Formats. Will Enable SA to Ratify Marrakesh Treaty & Permit Cross-Border Sharing of Literature and Media For Blind, Visually Impaired & Print Disabled (10% SA Population Dyslexic; 70% HIV-AIDS Suffer Eye Disorders; Potentially 15.5 Million South African’s Have Difficulty Reading and Comprehending

BLUE TOOTH

Blue Tooth Beacons - Transport Hubs; City Maps; Shopping Isles; Museums & Art Galleries with Audio Description & Augmented Reality



MULTI-LANGUAGE BROADCASTS

Simultaneous Radio Broadcasts of Audio Described Soundtracks Frees Up Audio Channels for Multiple Mother Tongue Language Transmissions

EDUCATION OUTREACH

Education Broadcasting for Persons with Disabilities (ICT Accessible Transport Sub-Committee); Schools of the Air (Rural Schools White Boards – Hear-to-Read & Talking e-Books); Interactive Farm Radio & Craft Radio (Food Security; Emerging Farmers; SMME Development) Revolutionizing How our Scholars With Difficulty Reading Learn & Comprehend

ACCESSIBLE & AFFORDABLE SIMULTANEOUS ANALOGUE & DIGITAL TRANSMISSION

Digital Radio Channels for Audio Described Soundtracks; Radio Station For Blind Broadcasting A.D. Soundtracks; Cooking in the Dark; Audio Book Readings. SABC Currently has Many Blind Radio Presenters

COLLABORATIVE PARTNERSHIPS

Stakeholder Forums (6 – 8 Year Incubation, Standards Collaboration & Infrastructure; Transmission Piloting Prior to Regulatory Mandates



Affordable & Accessible Collaborative Stakeholder Partnerships