

Subtitling in Europe



Marcel Bobeldijk

President of EFHOH

Brussels 25-02-2004



Deaf and Hard of Hearing People

- 2005: *81,5 million*
- 2015: *90 million*
- European Union *22 million*
- One of seven



Why is subtitling lacking in EU

- No legislation on national level and European level
- Belief that subtitles are expensive
- Few people would use them
- They would irritate other viewers
- Difficult to produce



Changes through legislation

- No requirements
- 04 September 2003 EP say YES to television Without Frontiers
- Two EC directives



The Good News

- Subtitling costs +/- 1%
- Adverts works!
- Costs of teletext receivers is now low!
- Hearing people use subtitles



Digital Subtitles

- Has vastly improved text
- Better colours and icons possible
- Can have graphics
- Size altered by broadcaster
- The e-European 2005 action plan
- Wireless connections between devices such as Blue Tooth



Current difficulties are

- Little or no subtitling
- No audio description and signing
- On screen message
- Remote control
- Complex symbols and terminology
- Navigation of menus confusing



The Future?

- Dual standard subtitles?
- User choose for text height, colour etc.
- Down loading film with subtitles?
- Video streaming on the “net”?
- Interactive television with subtitles?
- Voices driven commands?
- Web cams with subtitles using instant speech to text?



Why Subtitling

- For our democracy
- News
- Sport
- Entertainment
- Education
- Social integration



For Who?

- People learning a second language
- People with learning disabilities
- Children starting to read
- Elderly people



ONE GOAL:

- EUD, EFHOH, FEPEDA, IFHOHYP
AND RNID HAVE ONE GOAL:

- ***100% SUBTITLING
2010***