

IBM Accessibility Facebook Expert Hour on Accessible Media & Captioning with WGBH/NCAM Transcript 09/14/2011

[IBM Accessibility](#) Good morning, good afternoon, and good evening, everyone. Welcome to the September IBM Accessibility Expert Hour. Our topic today is Accessible Media & Captioning. There's a lot of interest and media attention on this topic, so I think we're going to have a great and informative session.

[IBM Accessibility](#) We have five experts joining us today from WGBH/NCAM and IBM to answer your questions.

[IBM Accessibility](#) From WGBH/NCAM, please welcome:

- * Larry Goldberg, Director, WGBH National Center for Accessible Media (NCAM)
- * Donna Danielewski, Manager, Strategic Partnerships, NCAM
- * Brad Botkin, Director of Technology, NCAM

[Media Access Group at WGBH](#) Brad: Hi everyone!

[Seth Bravin](#) Hi everyone too!

[Media Access Group at WGBH](#) and hello from me (Larry Goldberg), you'll see my comments preceded by LARRY:

[IBM Accessibility](#) From the IBM Human Ability and Accessibility Center, we have joining us:

- * Seth Bravin, IBM Solution Manager
- * Peter Fay, IBM Advocacy & Outreach Program Manager

[T.m. Weissenberger](#) likes this.

[T.m. Weissenberger](#) Is there other AV material associated with this?

[Peter Fay](#) Hi T.m. Thanks for joining

[IBM Accessibility](#) Hi T.m. No, there's not any additional materials -- everything takes place on this wall. There may be some links as answers. :-)

[IBM Accessibility](#) Larry, Brad and Donna will all be responding via the "Media Access Group at WGBH" profile, but will preface their answers/comments with their names, so that you know which of them is responding. :-)

[IBM Accessibility](#) So a few housekeeping items to cover before we get started. :-)

- * To ask a question or make a comment on the wall, you need to "Like" IBM Accessibility first.
- * To ask a question, type it into the box on your screen that says, "Write something..." and press Enter. Our experts will answer your question as a Comment, and it will show up underneath your question.

[IBM Accessibility](#) Okay, let's open the floor for questions. :-)

[Frances W West](#) Larry, are you seeing any impact of the 21st Century Telecom Act?

[Media Access Group at WGBH](#) LARRY: Yes indeed.

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[Media Access Group at WGBH](#) first off was the new FCC video description rules issued a couple of weeks ago

[Media Access Group at WGBH](#) coming next July, the FCC will be reinstating the video description requirements of 2002:

as of next July, 4 hours/week of video description on ABC, CBS, Fox and NBC and USA, the Disney Channel, TNT, Nickelodeon, and TBS

[Media Access Group at WGBH](#) LARRY: coming next - the FCC

[Frances W West](#) What do you think will be the driver to get private industry attention on this?

[Media Access Group at WGBH](#) FCC's proposed rules on Internet captioning - maybe by the end of the month.

[Media Access Group at WGBH](#) otherwise, 3 committees are meeting regularly at the FCC under the Video Programming Accessibility Advisory Committee to work on set-top box access and access to emergency info.

[Media Access Group at WGBH](#) whew

[Frances W West](#) Do you know if FCC, etc will be proactively outreaching to the private sector? Any communication planned?

[Andi Snow-Weaver](#) Larry, could you clarify the scope of the Internet caption rules in terms of what video programming they apply to? For example, do they apply to YouTube or to marketing or training videos that companies have on their websites?

[Media Access Group at WGBH](#) LARRY: I can answer both Frances and Andi here...

[Media Access Group at WGBH](#) The FCC has established the Video Programming Accessibility Advisory Committee to include industry in the recommendations

[Media Access Group at WGBH](#) lots of company input every day

[Media Access Group at WGBH](#) The Internet captioning rules will require that programs that were captioned on TV maintain their captions when streamed on the web. FCC call for comments (NPRM) on deadlines, technology due out soon. Rules required by Jan. 2012.

[Media Access Group at WGBH](#) No user generated content or anything that wasn't originally captioned for TV.

[M-I Hayward](#) Would the FCC rules envisioned cover some of the Over the Top programming like Netflix?

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[Media Access Group at WGBH](#) LARRY: Absolutely - if they show programs that have been shown and captioned on TV

[Media Access Group at WGBH](#) iTunes just added a bunch of captioned TV shows getting ready for the new rules

[Media Access Group at WGBH](#) Hulu and Netflix and all of the networks have begun adding captions.

[Media Access Group at WGBH](#) If you access those services via a set-top box, they will have to support captions.

[IBM Accessibility](#) Here is a question from Nancy Kate Grayson: How can I / we encourage / educate media producers to think ahead at pre-production and production to plan for accessible films, etc. Our begging at post production and after release has many faults: budgets etc. [Fran Hayden](#) likes this.

[Seth Bravin](#) If we can explain that captioning can benefit a larger audience - not just deaf, HoH and people with hearing loss - but also aging and people who speak in a different language, producers may realize that it makes business sense to include captioning during the pre-production cycle.

[T.m. Weissenberger](#) I'm here at the University of Iowa. What sort of captioning options are out there, that could be scaled for a large institution like us? [Fran Hayden](#) likes this.

[Media Access Group at WGBH](#) Brad: For educational institutions, it all depends on the venue.

[Media Access Group at WGBH](#) Brad: For direct presentation, there are a number of technologies, mostly centered around live-steno into web-streams.

[Media Access Group at WGBH](#) Brad: For "Blackboard"-like applications, those providers are consistently adding features to their products that incorporate closed captioning and video descriptions. And we're involved in a project to encapsulate end-user preferences which can travel on the web so that users are identified as needing certain accommodations.

[T.m. Weissenberger](#) That's true--we're facing a variety of needs, from educational video produced and presented by college faculty to promotional materials that can use the full weight of the U's production facilities. One specific issue we face is transcription. As a first step to captioning, what options might a small department explore, particularly on a limited budget?

[Seth Bravin](#) IBM Research has developed a solution - Media Captioner & Editor (MCE)- which uses advanced automatic speech recognition to create captioning of digital video or audio files. This can be another option for colleges and universities.

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[Peter Fay](#) We're doing some research here at IBM in the area of real-time automated transcription :

[Peter Fay](#) We have developed a solution--Voice Transcription Manager (VTM)--that transcribes a conversation using an automatic speech recognition application, Dragon or Windows 7.

[Frances W West](#) Liberated Learning Consortium is a group of universities working on education institution captioning. You may want to check it out.

[1 person](#) likes this.

[Peter Fay](#) Users can view the transcript from a web browser in real-time as the conversation progresses. When the conversation is complete, the user can save the transcript and access it later.

[Peter Fay](#) VTM can also be used to transcribe voice conversations using VoIP applications such as Skype™ or IBM® Sametime™. For more information, go to: <https://vtm.researchlabs.ibm.com/>

[T.m. Weissenberger](#) This is good info. Thanks very much. We've been experimenting with MAGPie and a couple of video editors, but have yet to find something that's fast, simple, and searchable.

[Media Access Group at WGBH](#) LARRY: There are many services that can help with that, like <http://www.3playmedia.com/>, but user tools... not so sure.

[Media Access Group at WGBH](#) LARRY: Our Media Access Group at WGBH also provides such services: access.wgbh.org

[T.m. Weissenberger](#) I'll definitely be looking into the LLC--Iowa and Purdue already cooperate in a number of AT/IT areas.

Will the contents of this expert hour be available afterward?

[IBM Accessibility](#) Yes, T.m, please send an email to acweb@us.ibm.com for a transcript copy. :-)

[T.m. Weissenberger](#) Great info. So long!

[Peter Fay](#) The Liberated Learning website is: <http://liberatedlearning.com/>

[Andi Snow-Weaver](#) Larry, is there a standard for interoperability of caption feeds? If not, is anyone talking about the need for one?

[Media Access Group at WGBH](#) LARRY: By "feeds" I suppose you mean some sort of caption data format.

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[Media Access Group at WGBH](#) Yes, like many wonderful standards - there are many :-)

[Media Access Group at WGBH](#) there are the W3C's TTML

[Media Access Group at WGBH](#) the SMPTE adapted that to create SMPTE-TT

[Media Access Group at WGBH](#) and then there is the latest one circulating: WebVTT - a sort of subtitling format.

[Media Access Group at WGBH](#) Does that answer your question?

[Media Access Group at WGBH](#) The FCC NPRM will address much of this.

[Andi Snow-Weaver](#) And do the various captioning services (Caption First, etc.) use these standards such that live meeting transcriptions could be fed into video conferencing software for example?

[Media Access Group at WGBH](#) LARRY: Live video conferencing tools aren't pleasantly using these standards are mentioned - they don't need to as they are mostly just using live text "squirted onto the screen."

[Media Access Group at WGBH](#) But I think those technologies and standards will come together eventually, once the FCC issues its rules.

[MovieCaptioner](#) i hope that if they decide on a standard that it's at least human-readable, unlike the SCC format.

[1 person](#) likes this.

[Media Access Group at WGBH](#) Brad: All of the existing standards efforts around this revolve around some sort of human-readable format, whether TTML, WebVTT, etc.

[Dan Shire](#) I did an ad hoc 'test' of a couple videos - news reports by professional newsreaders or presenters (e.g. David Attenborough) and the captions were quite accurate (perhaps 1 word every couple sentences was mangled). Do we have any statistics on automatic captioning accuracy for voices that aren't professionally trained, or with ambient background noise such as echo in a classroom?

[Fran Hayden](#) likes this.

[Media Access Group at WGBH](#) LARRY: Yes Dan - we have just completed research on caption accuracy

[Media Access Group at WGBH](#) LARRY: NCAM and the Nuance Corporation have developed a way to measure exactly how accurate captions are, to help with QA (quality assurance.). see our research results at:

http://ncam.wgbh.org/invent_build/analog/caption-accuracy-metrics

[1 person](#) likes this.

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[Shannon Jones](#) What transcription tools work best for pre-recorded media where the content is coming from an existing recording that we would like to transcribe after the fact?

[Fran Hayden](#) likes this.

[Rob Harvie](#) NCAM's own MAGpie

http://ncam.wgbh.org/invent_build/web_multimedia/tools-guidelines/magpie

[Media Access Group at WGBH](#) Brad: You could start with MAGpie, which we offered as free software many years ago. And there are any number of other solutions, some online, others offline.

[Emanuel Lin](#) Which specifically?

[Seth Bravin](#) Another option is a solution that IBM Research is developing - Media Captioner which uses advanced automatic speech recognition to create captioning of digital video or audio files. For more information, go to: <https://www-03.ibm.com/able/projects/captioneditor.html>

[1 person](#) likes this.

[Media Access Group at WGBH](#) LARRY: Take a look at DotSub and the Participatory Culture Foundation - they have some interesting tools.

[Fran Hayden](#) I have used the tool Seth describes and find it usable and fascinating. Really, all of this technology is amazing!

[Shannon Jones](#) @Seth I am an IBMer, is there a contact internally I could start with for the Media Captioner?

[Seth Bravin](#) Hi Shannon - feel free to ping me and I'd be glad to share contact information.}

[IBM Accessibility](#) Please remember to refresh occasionally -- sometimes Facebook has trouble keeping up with the pace of our Expert Hours.

[Frances W West](#) Are there NCAM equivalent organization in other countries?

[Media Access Group at WGBH](#) LARRY: Pieces of what we do are done elsewhere.

[Accessible MediaInc](#) Hello. We are Accessible Media Inc. and we play a similar role in Canada. Visit: <http://www.ami.ca/>

[Media Access Group at WGBH](#) Many countries would like to set up something similar.

[Media Access Group at WGBH](#) Maybe if we band together, we could form iCAM.
[1 person](#) likes this.

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[Media Access Group at WGBH](#) Media Access Australia is a good info and advocacy group there.

[Media Access Group at WGBH](#) and the RNIB in the UK has some excellent R&D projects.

[Frances W West](#) Since Nuance is a strategic partner of IBM, both from Research and from a go to market standpoint, we should explore an international strategy.

[1 person](#) likes this.

[Media Access Group at WGBH](#) That would be of interest - in those countries that have live captioning: UK, Canada, Japan?

[IBM Accessibility](#) So we did promise to answer this trivia question today -- anyone want to take one last shot at an answer?

In 1998, which CBS show began to provide captions in both English and Spanish?

[5 people](#) like this.

[IBM Accessibility](#) The answer: 60 Minutes

[Media Access Group at WGBH](#) Brad: And those captions, both English and Spanish, emanated from here at WGBH / Media Access Group!

[1 person](#) likes this.

[Fran Hayden](#) How cool! THANKS for the answer!

[IBM Accessibility](#) Let's keep those questions coming. :-) Please remember to refresh occasionally -- sometimes Facebook has trouble keeping up with the pace of our Expert Hours.

[Guy A Johnson](#) Who is the point of contact to receive accessibility equipment? Docking stations for laptop and such, even ergonomic chairs.

[Emanuel Lin](#) likes this.

[IBM Accessibility](#) Hi Guy. Is this an internal IBM question? Please contact acweb@us.ibm.com for the contact information. Thanks.

[Guy A Johnson](#) Yes, for internal use.

[Emanuel Lin](#) There is an internal group that can help if you place a request.

[Guy A Johnson](#) Thank you for the help!

[Emanuel Lin](#) Is there an internal accessibility group in Southern California?

[IBM Accessibility](#) Hi Emanuel. Please refer all internal IBM questions to acweb@us.ibm.com, and we'll get you some answers. :-)

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[Maureen Kraft](#) For folks in the Boston area just a reminder for the 2nd annual Boston Accessibility Unconference this Saturday, 9/17, <http://a11y-bos.org/> Larry Goldberg, Director at WGBH National Center for Accessible Media, will be giving the keynote address.

[Boston Accessibility Unconference](#) a11y-bos.org Join passionate developers, media specialists, designers, usability professionals, and accessibility experts to share knowledge and learn at the second Boston Accessibility Unconference.

[Accessible MediaInc](#) We look forward to seeing everyone there.

[Frances W West](#) A separate question...do you know if the US will ratify the UN human rights convention on disability?

[Media Access Group at WGBH](#) @Frances, regarding the UN Convention, here is what I said: LARRY: Officially, I hear yes, soon, eventually. That there are no conflicts or problems, but also no timeline either.

[MovieCaptioner](#) Is anyone doing any type of institution-wide use of speech-to-text? i envision a faculty member logging in to their tech podium and the server automatically matching their userid with their voice profile so that their recorded lecture can be auto-captioned.

[Peter Fay](#) Both Nuance and IBM are working closely with the Liberated Learning Consortium on solutions targeted at higher-ed lecture transcription

[Peter Fay](#) Check out the consortium at: www.liberatedlearning.com/

[MovieCaptioner](#) excellent! Thanks.

[Alice Tenjiwe Kabwe](#) Hi MAG :) This is a great discussion! I would love some information on accessible educational software or products specifically for children under 5. I know Bookshare offers accessible textbooks for a variety of ages, are there others in the area of early-childhood education?

[Media Access Group at WGBH](#) @Alice - WGBH's Teacher's Domain has some excellent resources for accessible online media.

[Media Access Group at WGBH](#) see: www.teachersdomain.org

[Media Access Group at WGBH](#) So, be sure to check out IBM THINK Exhibit @ Lincoln Center: <http://www.ibm.com/ibm100/us/en/thinkexhibit/>

[Media Access Group at WGBH](#) LARRY: If you missed anything we talked about today, find us at ncam.wgbh.org NCAM@wgbh.org

[IBM Accessibility](#) All right. Our hour is up. That was a great session -- thanks for joining us today.

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[IBM Accessibility](#) The session will remain on the Facebook wall, but if you'd like a transcript, please send an email to acweb@us.ibm.com, and we'll send you a copy.

[IBM Accessibility](#) Have a wonderful day/evening! :-)
[6 people](#) like this.

[MovieCaptioner](#) thanks for all your insight and resource links!