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Information technology — User interface component accessibility

Part 25: Guidance on the audio presentation of text in videos, including captions, subtitles and other on-screen text

bsi.

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Partie 25: Lignes directrices sur la présentation audio de texte dans des vidéos, y compris les légendes, sous-titres et autres textes à l'écran

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Foreword

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The procedures used to develop this document and those intended for its further maintenance are described in the ISO/IEC Directives, Part 1. In particular the different approval criteria needed for the different types of ISO documents should be noted. This document was drafted in accordance with the editorial rules of the ISO/IEC Directives, Part 2 (see www.iso.org/directives).

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This document was prepared by ISO/JTC1, *Information technology*, Subcommittee SC 35, *User interfaces*.

A list of all parts in the ISO/IEC/TS 20071 series can be found in the ISO website.

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Introduction

Videos are omnipresent in our digital society and are used to inform, educate and entertain audiences. Videos often contain text, which cannot be easily accessed by a wide section of the audience. This text includes captions/subtitles and other on-screen text that is part of the visual content.

Captions/subtitles provide text alternatives to audio elements. Other on-screen text may have various functions. It can be part of the story, as a message written on a piece of paper by one of the characters. It can also provide additional information, such as graphs, emergency alerts or superimposed titles.

Persons who, for different reasons, cannot access on-screen text will benefit from an audio presentation. This oral rendering is often part of audio description (see ISO/IEC/TS 20071-21), an access service providing a description of audiovisual content auditorily, including captions/subtitles and other on-screen text if present. However, some users may only require captions/subtitles and other on-screen text to be made accessible because they already have access to other visual content such as the images.

This document provides guidance for video producers, distributors and exhibitors on the audio presentation of captions/subtitles and other on-screen text. It acknowledges the relationship with existing access services such as audio description. While considering current implementations, as well as future possibilities suggested by research, and bearing in mind possible trade-offs between quantity and quality, this document positions itself for situations in which various access services coexist and users are given the choice to select those best suited to their needs.

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Information technology — User interface component accessibility —

Part 25: Guidance on the audio presentation of text in videos, including captions, subtitles and other on-screen text

1 Scope

This document provides recommendations on the audio presentation of captions/subtitles and other on-screen text for use in all type of videos regardless of the language and technology being used to transmit and present the recorded or live video.

This document applies to making captions/subtitles and other on-screen text accessible to users with various needs, including but not limited to people with learning and reading disabilities, people with cognitive disabilities, people who are blind or have low vision, older people, and non-native language speakers. It does not apply to captions/subtitles or other on-screen text whose content is already provided in the soundtrack in a language and a way users can access.

This document provides guidance on spoken captions/subtitles as a stand-alone access service but it also provides guidance on how to integrate spoken captions/subtitles, other spoken on-screen text and audio description, if needed, in different types of videos.

NOTE 1 Extensive guidance on audio description is provided in ISO/IEC/TS 20071-21.

This document does not consider the devices or transmission mechanisms used to deliver and play the content or the audio presentation of text in videos. These devices include, but are not limited to televisions, computers, wireless devices, projection equipment, DVD and home cinema equipment, cinema equipment and other forms of user interfaces technology. Therefore, this document does not consider transcoding files for the various video and audio outputs.

NOTE 2 Technical matters of transmission and distribution are covered by other documents (e.g. MPEG standards and other technical standards such as IEC 62731:2013).

This document acknowledges the various needs and preferences of users, as well as the different approaches to the audio presentation of text in videos.

It applies to audio presentations intended to be heard simultaneously along with the original video.

2 Normative references

There are no normative references in this document.

3 Terms and definitions

For the purposes of this document, the following terms and definitions apply.

ISO and IEC maintain terminological databases for use in standardization at the following addresses:

— IEC Electropedia: available at http://www.electropedia.org/

— ISO Online browsing platform: available at http://www.iso.org/obp

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