



## Eurovision Teletext & Subtitling Experts



The digital transformation of the TV landscape is in full progress. New players are trying to get a part of the market or more precisely of the TV screen. New social media tools like twitter are very similar to the Teletext short news. What can we learn from each other? Many new TV sets have already today internet access. How shall public broadcasters cope with these new platforms and services? We will show you different solutions from EBU Members and discuss the impact on the future of Teletext. These new services have also a direct impact on production processes. What kind of solutions for a convergent editorial production for Teletext and the new media already exist? Digitalization shall also bring new benefits for the hard-of-hearing persons in EBU countries. We will show the results from different research projects in Europe (EBU, DTV4all). We will also present you with solutions for the re-use of TV-subtitles for the internet and other new media.

### 19 April 2010

20:00 *Joint Dinner at the Pickwick Pub, Rathausquai 6*

### 20 April 2010

Morning **TELETEXT SESSION**

**Producer & Moderator:** Beat Schneider, CEO of SWISS TXT

09:00 – 09:15 **OPENING & INTRODUCTORY REMARKS**

Beat Schneider, Chairman of the Eurovision Teletext & Subtitling Experts Group

09:15 – 10:00 **TWITTER FOR TELETEXT - TELETEXT ON TWITTER**

Keynote Speech  
Q & A session

10:00 – 11:00 **TELETEXT 2.0**

**New HBBTV-Services and the integration of the Teletext content**  
**New Services for Internet-based services of TV set manufacturers (Vieracast, Sony, Philips)**

EBU Members' case studies

11:00 – 11:30 *Coffee Break*

11:30 – 12:15 **CONVERGENT PRODUCTION OF MULTIMEDIA CONTENT**

**Showcases for an integrated new media content production (Teletext, online, mobile, new media)**

EBU Members' case studies

12:15 – 13:00 **THE FUTURE OF TELETEXT**

Interactive Work based on predefined questions -> Definition of a common vision for the future of Teletext

13:00 – 14:00 *Lunch*

Afternoon **SUBTITLING SESSION**

**Producer & Moderator:** Frauke Langguth, Head of ARD Text

14:00 – 14:15 **OPENING & INTRODUCTORY REMARKS**

Frauke Langguth, Vice-Chairman of the Eurovision Teletext & Subtitling Experts Group

14:15 – 15:00 **BARRIER FREE DIGITAL TELEVISION: FIRST TEST RESULTS OF THE EUROPEAN PROJECT DTV4ALL**

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1. What users would like their DVB-subtitles to look like and: How to make an HbbTV-Text service barrier free  
Bettina Heidkamp, RBB

2. Live subtitles and hearing impairments: Making a Difference  
Peter Looms, Danmarks Radio

3. Optimising subtitle reception: Subtitles for all - Large scale user evaluation of subtitles in seven European countries  
Dr. Pilar Orero, Universitat Autònoma de Barcelona

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15:00 – 15:15 *Coffee Break*

15:15 – 16:00 **THE LONGTAIL USE OF SUBTITLES**

**Re-use of TV subtitles for internet and new media services (technical, editorial and legal aspects)**

Roadmap of the subtitling service provided by some European Public Broadcasters (RAI, BBC, France Television, RTVE, SRG SSR idée suisse and ARD) focusing on the main features of the subtitling service provided and subtitling techniques used.

Raffaella Cocco and Annarita Lattanzi, RAI

EBU Members' case studies

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16:00 – 16:15 **WRAP-UP & CONCLUSION**

16:30 **CLOSING**

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