move ahead

Blue

powered by RMB




In a world where advertising
can often be seen as
part of the problem ...
AMERICAN EAGLE
The Best
YANKEES.COM
FOR TICKETS
NY. GIFTS I ♥ NY.
OLD NAVY
GAP
Larry Fleet
THE LION KING
ENTRANCE ON 45TH STREET
SKECHERS
TISSOT
SWISS WATCHES SINCE 1853

… advertising can be part of the solution



Motivating **changes**
in consumer behaviour

Increasing
awareness
on responsible consumption

Blue Story

Support
credible & impactful
messaging



AGENDA

I. How we got started?

II. What we needed to do?

III. How we are leading the change?

IV. How to make ad spots accessible?

V. What comes next?

I. How we got started?

A dedicated screen before the News

In which all spots were audio-described and subtitled

With a dedicated message to inform the audiences



"The spots broadcast in this break are audio-described and subtitled in order to raise awareness about the importance of making all content accessible to all audiences."

Impact?

- We have raised **interest** among several advertisers
- We decided to **drive change** in the market by making it technically possible **at our own expense**



« Proximus is part of a 'Content Accessibility' working group whose aim is to align accessibility services and make them easier for the public to use. With that same objective in mind, we joined this initiative on La Une and Tipik to show that making advertising accessible is not only possible, but essential.»

EMMANUELLE PUTTEMANS, COMMUNICATION & PRODUCTION EXPERT PROXIMUS

proximus



« For Red Bull, inclusion isn't a slogan, it is a concrete value.

By making its advertising spots accessible through audio description, the brand ensures equal access to information, media, and culture for everyone. This effort supports diversity—an essential source of new ideas and creativity—while strengthening its connection with a wider audience and demonstrating a true commitment to equal opportunity.

We therefore wish to take part in this major step forward led by RMB and RTBF.»

JONATHAN TASSIN, ADVERTISING MARKETING MANAGER JET IMPORT

JETIMPORT

II. What we needed to do?

At Publisher level

- Adapt the broadcast system: traffic system, metadata management (audio/subtitles), subtitle storage and naming, and automation updates
- Enable activation of audio description and subtitles via the TV remote during ad breaks, using the same functionality as for films and series

At Saleshouse level

- Update our ad material conversion tools.
- Manage technical monitoring

At Advertiser and Creative Agency level

- Promote the industry standards for accessible ad spots
- Encourage them to include audio description and subtitling in their creatives

List of tasks at Publisher level

- Traffic system adjustments
- Adaptation of playout automation
- Integration of standard and urgent on-air procedures
- Integration of metadata on ad assets (audio tracks and subtitle availability)
- Management of subtitle files for advertising content in the broadcast chain (storage and naming)

The RTBF use case

ANALYSIS PHASE	6 days/man
SPECIFICATIONS DOCUMENT	1 day/man
AUTOMATION DEVELOPMENTS	≈5.000€ (depending on the automation provider)
TESTING	3 days/man
PRODUCTION LAUNCH	1 day/man
TOTAL COST	11 days/man + ≈ 5000€

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List of tasks at Salehouse level

- Development of the ad material conversion tool
- Integration of metadata on advertising assets (audio tracks, video data, and subtitle availability)
- Management of subtitle files for advertising content in the broadcast chain (storage and naming)

The RMB use case

ANALYSIS PHASE	1 day/man
SPECIFICATIONS DOCUMENT	1 day/man
METADATA/FILE DEVELOPMENTS	10 days/man
CONVERSION TOOL DEVELOPMENT	≈5.000€
TESTING	6 days/man
PRODUCTION LAUNCH	1 day/man
TOTAL COST	19 days/man + ≈ 5000€)

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Pre-requisite at Industry level

- In Belgium, studios deliver compliant files via VIA's D-Mat standard, embedding these accessibility tracks.





- Audio description : 1 WAV audio file – stereo – 48 kHz – 16-bit – audio level at -23 dB LUFS (R128)
- Subtitles : 1 subtitle file in EBU-STL format
- Both files are added to the Dmat by a post-production house equipped for this purpose

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Impact?

- **Procter & Gamble** trusted us for their first accessible campaign in Belgium





- We have decided to extend it to other channels

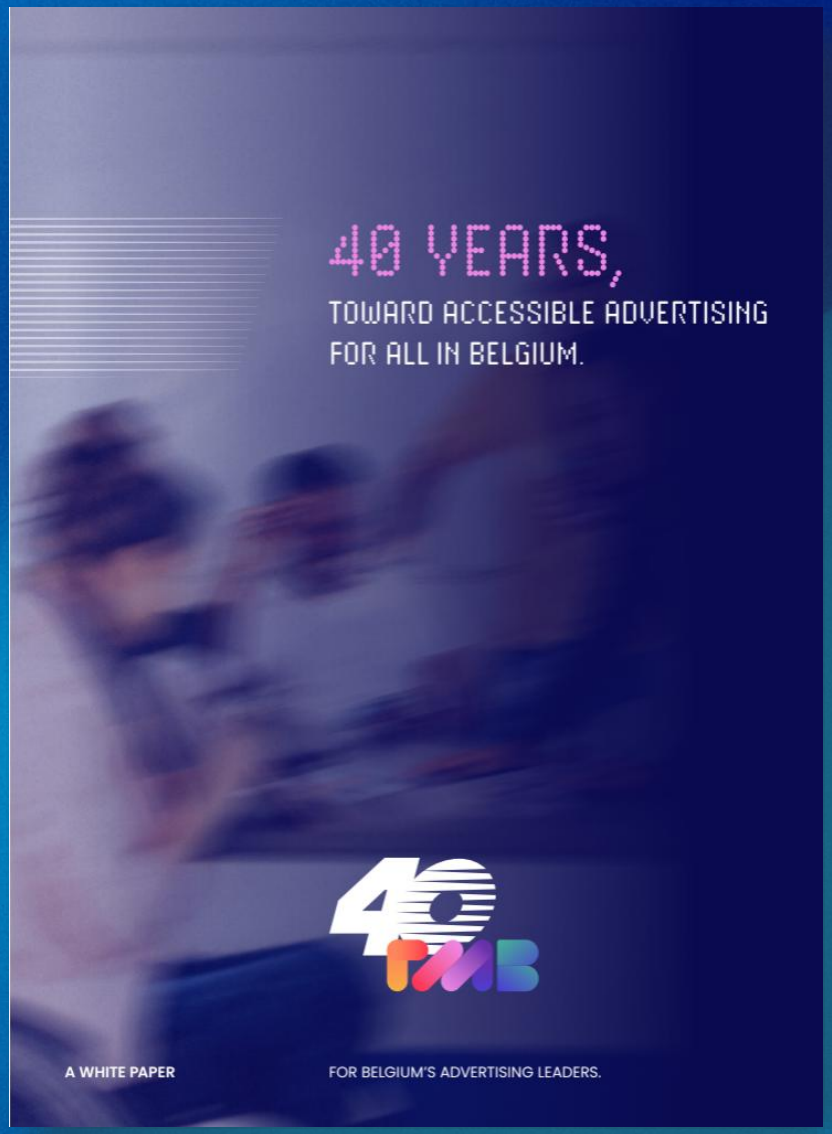
available on: la une TIPIK la trois

soon available on: 2 3 5

III. How we led the change?

FR/NL/EN versions

Accessible for free to all interested parties



Impact?

- We have raised interest of other Belgian Saleshouses

- We have entered into an exclusive partnership with Dreamwall to accelerate audio description and subtitling for all ad spots

IV. How to make ad spots accessible?











1. Service overview
2. Clients and partnerships
3. SDH Subtitling
4. Audio Description

ACCESS Team - Service Overview

Accessibility brings people together

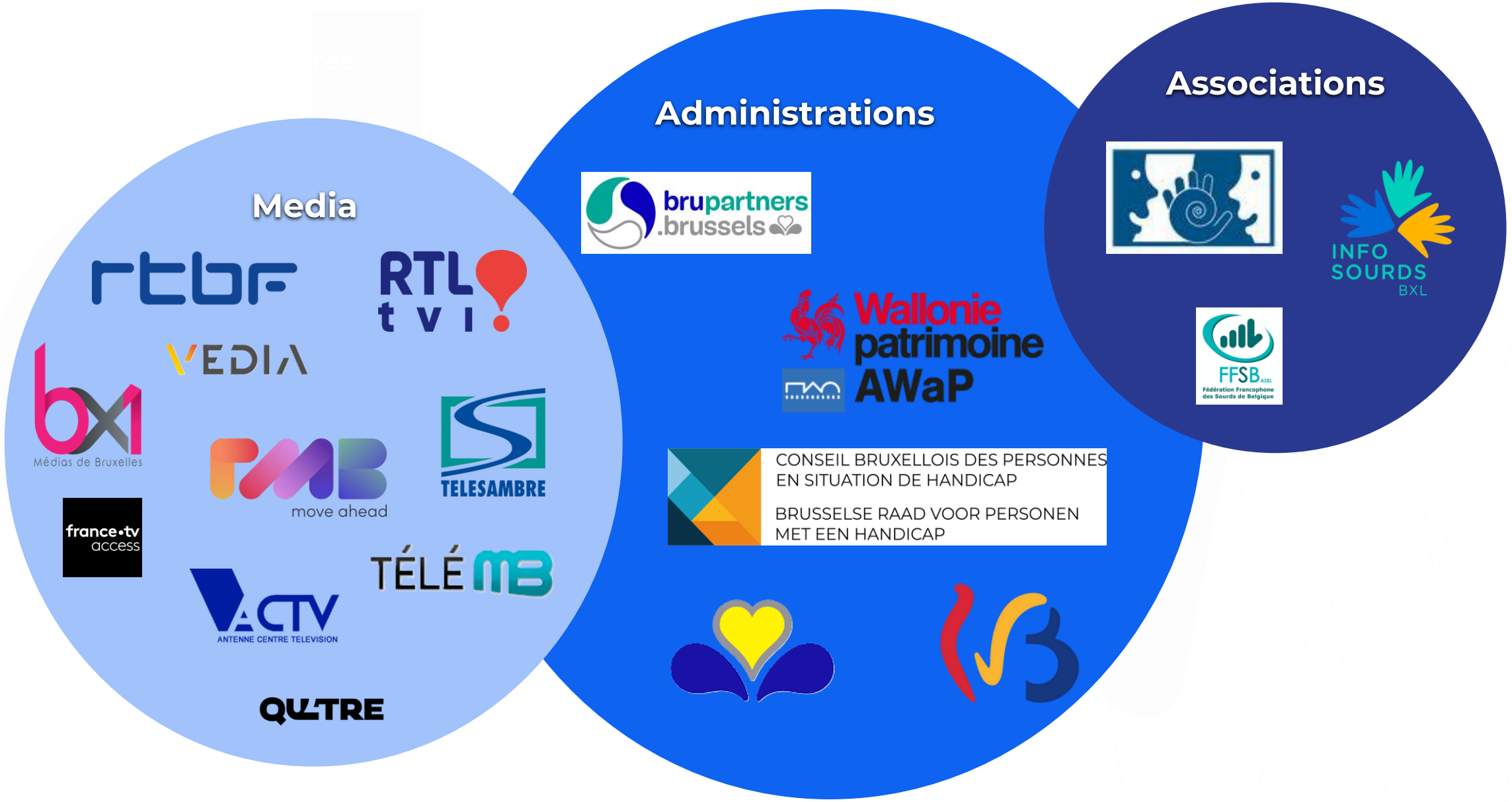
The Access Team, it’s :

- **20 years of experience** in SDH (Subtitles for the Deaf and Hard of Hearing).
- **A team of 30 subtitling experts**, including specialists also trained in Audio Description.
- **3,500 hours** of subtitled programs per year.
- Subtitling for the **major Belgian French-language media** as well as local TV stations.
- **Transcription services** for conferences and events, and **surtitling** for theater plays and live performances.
- **Recognized expertise** by the CSA (the Belgian audiovisual regulator).
- Active collaboration and **partnerships with European peers** within the **EBU** (European Broadcasting Union).





Our clients, our partnerships



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SDH Subtitling : 4 categories

- **Stock (Pre-recorded):** Video provided at least **48 hours prior** to program broadcast.
- **Semi-Live:** Video provided between **48 and 8 hours prior** to program broadcast.
- **Live:**
  - Team of 2 or 3 specialists for **Live SDH**, depending on the duration and complexity of the program.
  - **15-minute rotations** per person.
  - **Program Preparation:** vocabulary lists, thematic research, etc.
  - **Speech Recognition Profile Enhancement:** integration of specific vocabulary lists.
- **Live+:** Standard Live methodology, plus the following features to ensure **Premium Quality (+++)**:
  - **3-person team.**
  - Topic preparation **prior to and simultaneously** with the live broadcast (e.g., RTBF Info 7.30 PM News).

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The 30-second challenge, when accessibility meets marketing



- The race against time
  - Information density
  - The reading speed trap
  - The art of condensing

- Visual Real Estate & "The Legal Trap"
  - Legal Disclaimers
  - On-Screen Text (Packshots)
  - Safe Areas
  - Keep spaces on screen for subtitles



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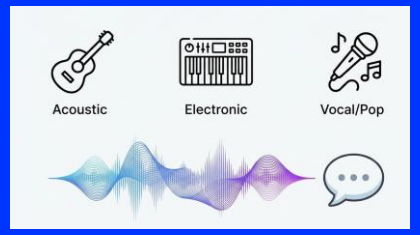
The 30-second challenge, when accessibility meets marketing



- Sonic Branding & Atmosphere
  - Beyond Dialogue: Capturing the "vibe"
  - Brand Jingles (the Intel "bong" or the Netflix "ta-dum")
  - Sound Effects
- Speaker Identification & Rapid Cutting
  - Fast-Paced Editing
  - Color Coding
  - Speaker Placement
- The Creative Challenge
  - Wordplay
  - Emotional Resonance
  - Consistency





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Audio Description

How many people work on one single video ?

- One **project manager**
- A **second AD professional**





- One **professional voice actor**
- One **editor**

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Our process

- Receiving the final version of a video (movie, TV show, documentary, ad, etc.)
- Analysis & Preparation
- Spotting
- Scripting
- Review & Quality control
- Recording the voice actor reading the script
- Mixing
- Final quality control & Delivery



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Our three biggest challenges



- Short production deadlines



- Lack of space on the soundtrack



- Adapting our script to the tone of the video content

V. What comes next?

1. Make advertising accessibility the norm
2. Consider less valid people as a valuable consumer segment
3. Move together and simultaneously
4. Champion accessibility beyond advertising
5. Educate the people around us

Share our podcast!

Production of a podcast dedicated to accessibility & advertising

Featuring a visually impaired Paralympic athlete who will ski with his guide at Milan Cortina Games in March

Who share his perspective on non audio-described vs. non-audiodescribed ads.







Thank you !