PD ISO/IEC TS 20071-25:2017

BSI Standards Publication

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

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National foreword

This British Standard is the UK implementation of ISO/IEC TS 20071-25:2017.

The UK participation in its preparation was entrusted to Technical Committee ICT/-/6, Accessibility.

A list of organizations represented on this committee can be obtained on request to its secretary.

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© The British Standards Institution 2017.
Published by BSI Standards Limited 2017

ISBN 978 0 580 94128 3

ICS 35.240.20

Compliance with a British Standard cannot confer immunity from legal obligations.

This British Standard was published under the authority of the Standards Policy and Strategy Committee on 31 March 2017.

Amendments/corrigenda issued since publication

Date	Text affected

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TECHNICAL SPECIFICATION

ISO/IEC TS 20071-25

First edition
2017-02

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

Technologies de l'information — Accessibilité du composant interface utilisateur —

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

Reference number
ISO/IEC TS 20071-25:2017(E)

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ISO copyright office
Ch. de Blandonnet 8 • CP 401
CH-1214 Vernier, Geneva, Switzerland
Tel. +41 22 749 01 11
Fax +41 22 749 09 47
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Foreword

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

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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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