

Subtitle and closed caption formats

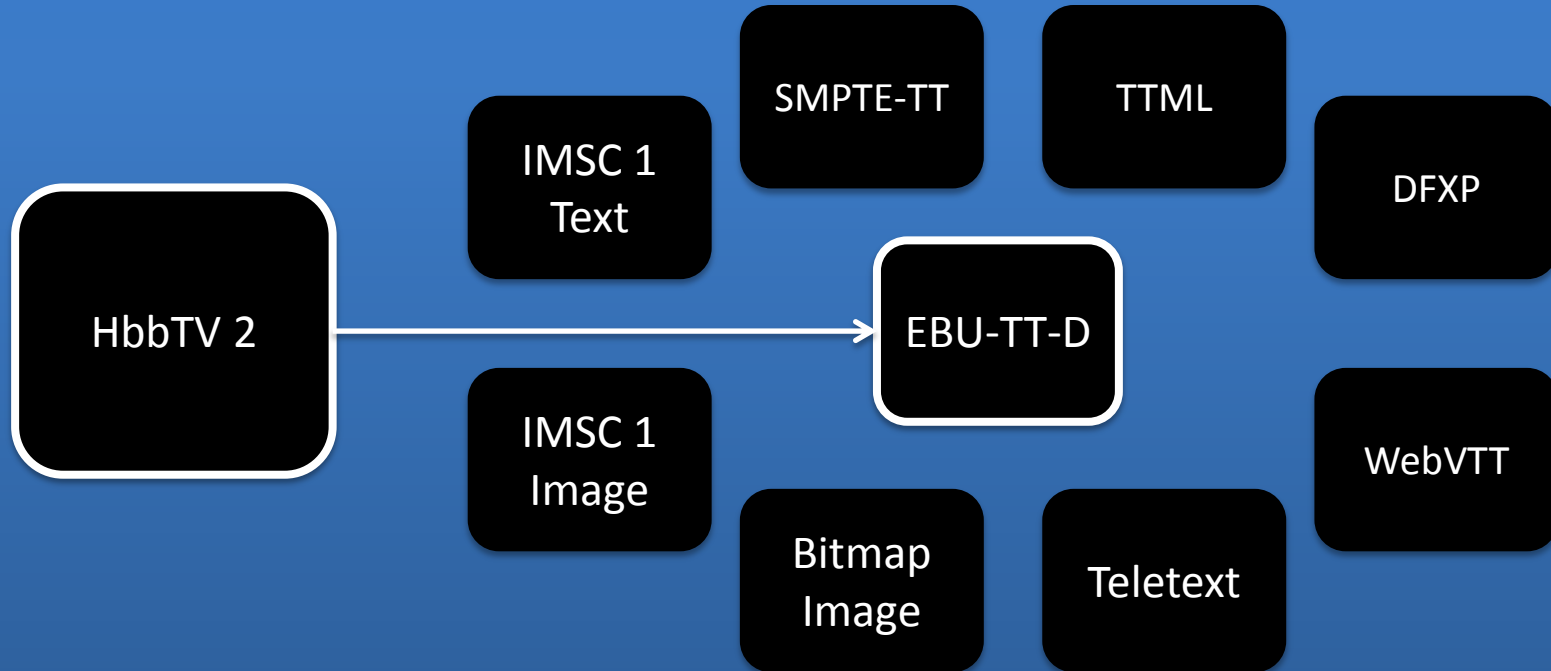
EBU-TT-D, IMSC and the rest

Nigel Megitt, 18th October 2017

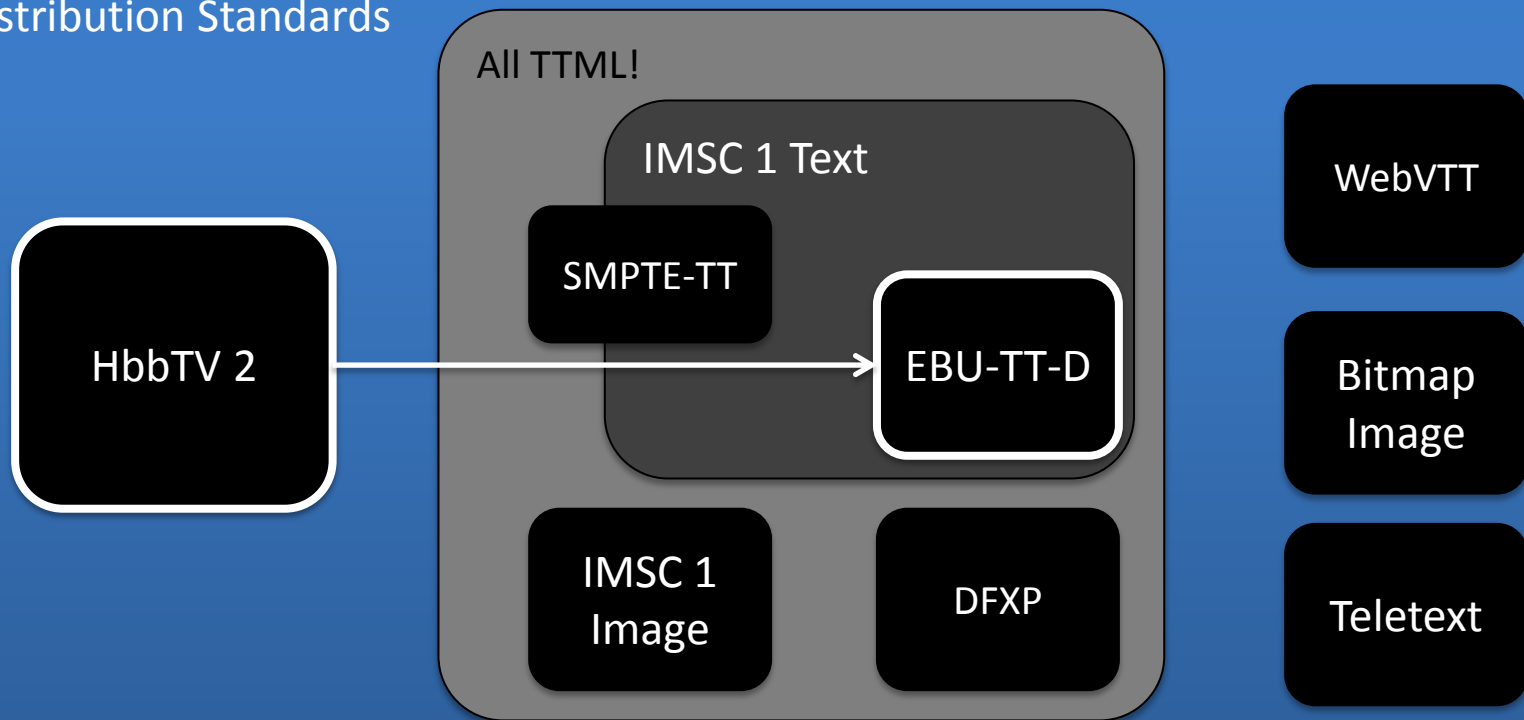
Accessibility – why?

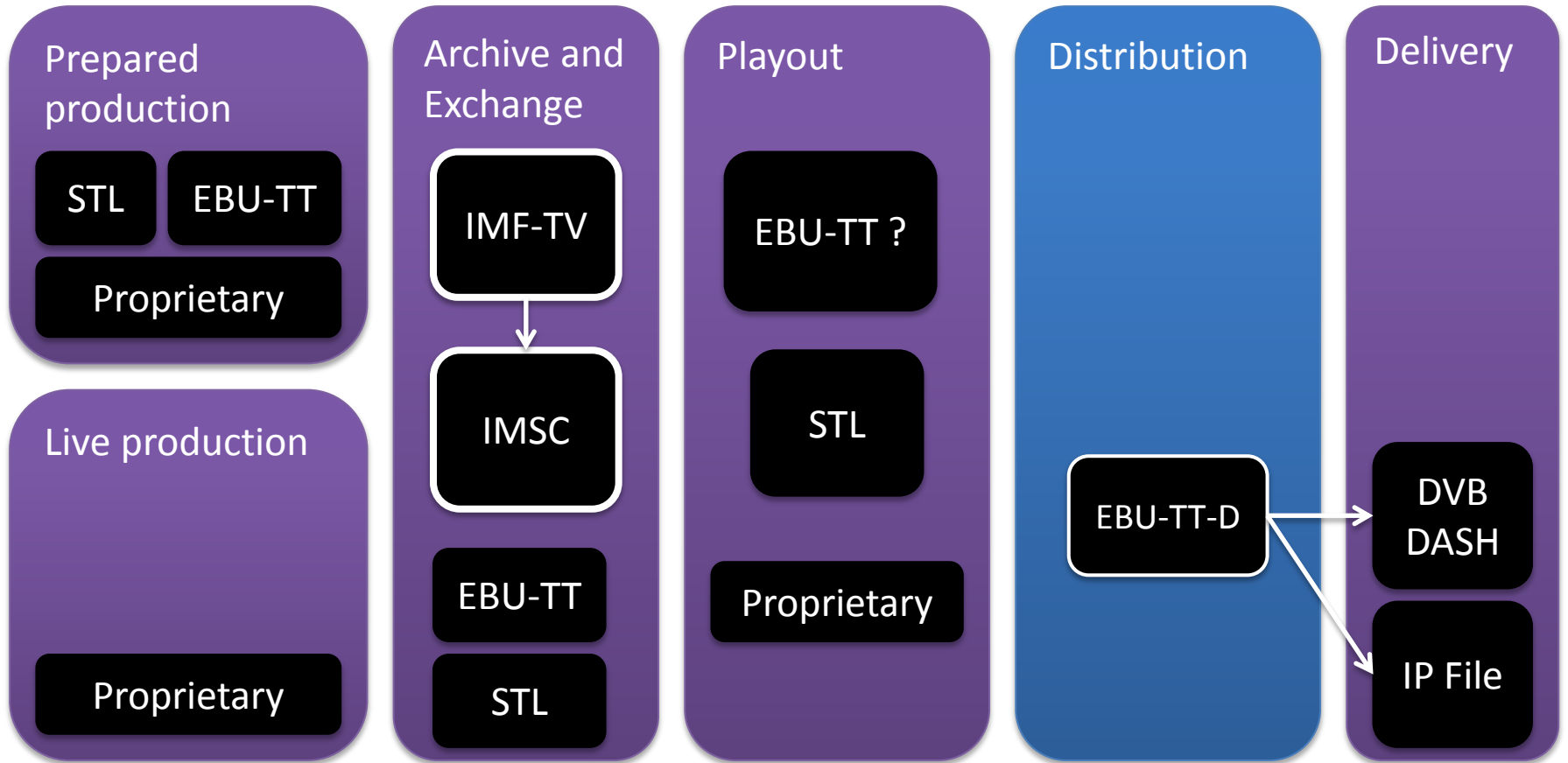
- Increase reach
 - The audience is bigger if you don't exclude the hard-of-hearing 10%
 - Online content much more likely to be viewed if it has subtitles (~ 50% more!)
- Regulation
 - Increasingly regulators are requiring it

Distribution Standards

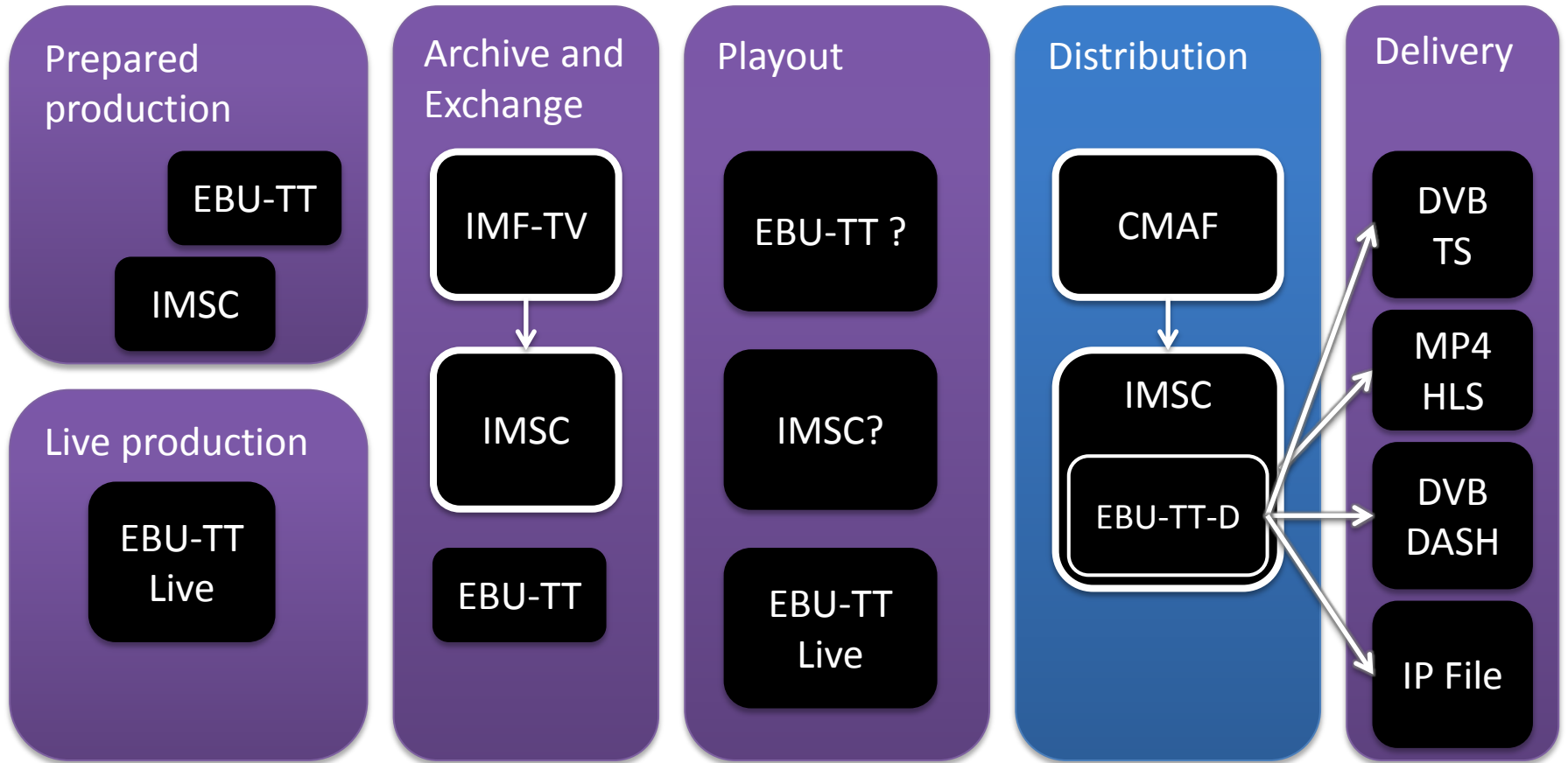


Distribution Standards



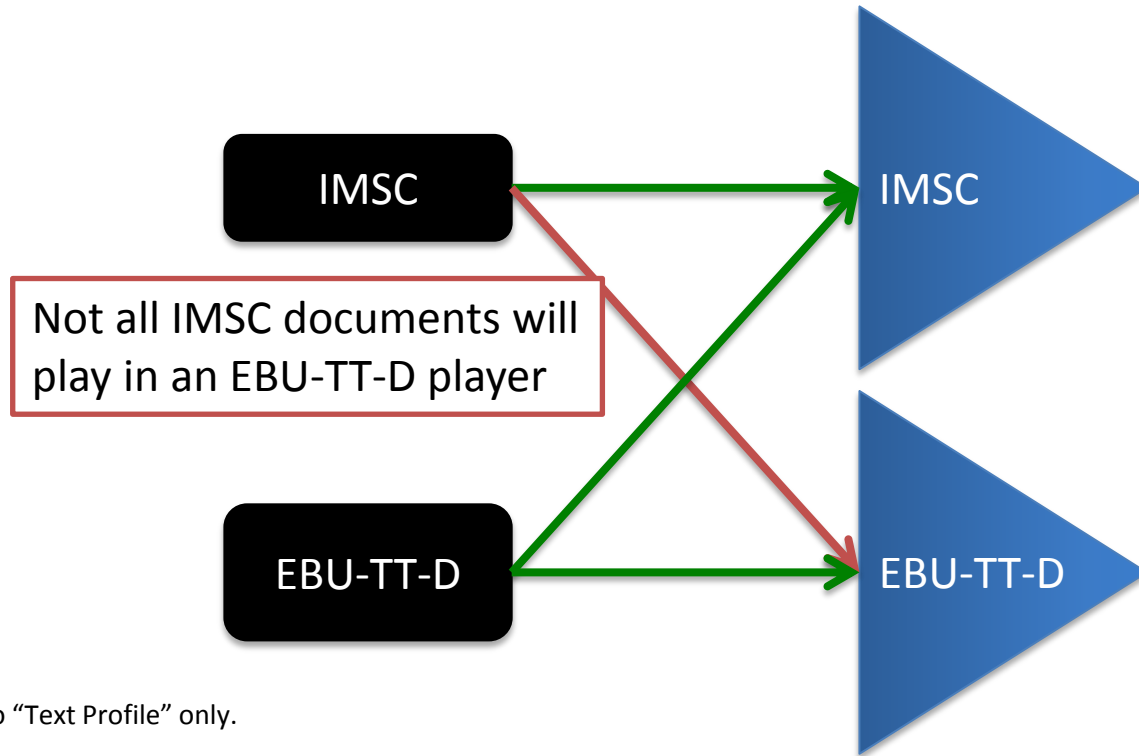


IMSC refers to “Text Profile” only.



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Player compatibility



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Converging standards

TTML-based formats are being actively worked on and adopted across the chain via the IMSC/EBU-TT profiles

What's next?

- For TTML (in TTML2):
 - Extend script support for Japanese etc
 - A few more features
- For IMSC (next version):
 - Currently gathering requirements – input welcome!
 - Expected to include TTML2 script support as a minimum

What's next?

- For HbbTV (v3?):
 - Align with CMAF and support IMSC Text Profile?

Why?

Meets accessibility requirements.

Increase global applicability, retain compatibility with existing subtitle documents.

Compatibility with other platforms and devices.