Freeview Play Accessible TV Guide:
A successful accessibility solution with HbbTV

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Digital UK in the UK TV Market

FACTS AND FIGURES

Number 1
TV platform across the UK

13 million
Freeview Play devices sold

30,000 hours
of TV on demand

19 of the top 20 TV brands
offer Freeview Play
More than two million people in the UK have sight loss, and 11 million have hearing loss...
Experiencing a TV screen with visual impairments

- Cataracts
- Glaucoma
- Macular Degeneration
What was the background to finding a solution?

- **DIGITAL UK LED DEVELOPMENT**
- **STRONG HBBTV ADOPTION**
- **SCALE ACROSS HORIZONTAL MARKET**

**Regulator Impetus** deployed at

![Accessible TV Guide](image_url)
Freeview Play Accessible TV Guide

- Available from channel 555 as an HbbTV broadcast-related app
- Available on 95% of the FVP connected base (potential up to c.12M)
- Key features:
  - Simplified navigation
  - Filtering for Subtitles, Audio Description, Signing
  - Permanently zoomed to increase legibility
  - High contrast display
  - Optional “Text to Speech” technology to help blind and partially sighted people navigate it
Key Customer Benefits of the Accessible TV Guide

• Through HbbTV, delivering an easier and consistent experience across all new & older internet-connected Freeview Play devices

• **Free** service on the UK’s largest DTT platform

• **Ready to go**, with no need to install software or set up additional equipment

• **Customisable** to viewers specific accessibility needs, streamlining browse journeys and enabling easier content consumption
Technical Overview

• Freeview Play’s Accessible TV Guide is a broadcast-related app, available on internet-connected Freeview Play devices - HbbTV 2.0 (V1.3.1)

• The app reads the channel list from the device and then uses DUK MDS to deliver all enhanced metadata such as access service flags and images

• Text-To-Speech:
  • Cloud-based, using Google TTS to create the audio files
  • Mapped to each navigation element or text string
  • Implemented a caching solution to keep latency to a minimum
  • Options for use: Male / Female, Fast vs Slow
What next for the Accessible TV Guide?
Please help us spread the word....
Contact: olivia.may@digitaluk.co.uk