

## Pre-task booklet for audio description and subtitles users

Name: \_\_\_\_\_



If you prefer to complete an online version of this booklet and you have a smart phone, please scan the QR code below.

### QR Code



Alternatively, you can phone us on 020 7427 2459 and we can arrange to talk to you over the phone or offer a way to record your answers suitable to your needs.

Before we meet for the interview, we have a few tasks we would like you to complete.

Please carefully read this booklet and record your thoughts under each question in the space provided.

We are interested in your opinions of the access services that you use. There are no right or wrong answers.

By access service we mean:

Audio description



Subtitling



Sign- interpretation

**SL**



This is when the programme is translated into sign-language (BSL) by a signer, usually in the corner of the screen.

There are two tasks we would like you to do:

Task 1. Watch a programme on a TV channel, broadcaster catch up service or video on demand service you **use a lot**.

Task 2. Watch a programme on a TV channel, broadcaster catch-up service or video on demand service you **use less often**.

By TV channel, we mean programmes on broadcast television such as BBC One, ITV1 or Channel 4.

By broadcaster catch-up service, we mean programmes that can be found on services such as BBC iPlayer or ITVX.

By Video on demand service, we mean programmes found on services such as Netflix or Amazon Prime.

We would like you to watch this with the access services you would normally use enabled.

We have a few questions for you to think about as you are watching. Please turn the page to start Task 1.

## TASK 1

Watching a programme on a TV channel, broadcaster catch up service or video on demand **service you use a lot**.

Please choose a programme on a TV channel, broadcaster catch up service or video on demand service you **use a lot** and make sure the access services you normally use are switched on. Please try to watch at least 15 minutes of the programme.

On the next page, we have a few questions for you to think about. Please record your thoughts underneath each question.

These answers can be made by using bullet points or writing a short paragraph or even drawing something.

## TASK 1

Watching a programme on a TV channel, broadcaster catch up service or video on demand **service you use a lot.**

### Subtitles



**Question:** What channel or service did you use?

**Question:** What programme did you watch?

**Question:** How did you find out the programme had subtitles?

**Question:** How easy was it to switch them on?

**Question:** Overall, what did you think about the quality of subtitles in the programme you watched? Things to consider in your answer might be:

- How easy the subtitles are to follow
- Speed of the subtitles
- Accuracy of the subtitles
- Presentation of the subtitles (e.g., size/ font/ positioning)

Watching a programme on a TV channel, broadcaster catch up service, or video on demand **service you use a lot**.

## Audio Description



**Question:** What channel or service did you use?

**Question:** What programme did you watch?

**Question:** How did you find out the programme had audio description?

**Question:** How easy was it to switch it on?

**Question:** Overall, what did you think about the quality of audio description in the programme you watched? Things to consider in your answer might be:

- How easy the audio description is to follow
- Level of detail
- Style / tone

Thank you for giving your thoughts on Task 1. This will be useful to us when discussing access services with you during our interview.

When you are ready, turn to the next page to do Task 2: Watching a programme with access services on a TV channel, broadcaster catch up service or video on demand that **you use less frequently**.

## TASK 2

TV channel, broadcaster catch up service or video on demand **service you use less frequently**.

Please choose a programme on a TV channel, broadcaster catch up service or video on demand service you **use less frequently** and enable the access service. Please try to watch at least 15 minutes of the programme.

On the next page, we have a few questions for you to think about. Please record your thoughts underneath each question.

These answers can be made by using bullet points or writing a short paragraph or even drawing something.

## TASK 2

Watching a programme on a TV channel, broadcaster catch up service or video on demand **service you use less frequently**.

### Subtitles



**Question:** What channel or service did you use?

**Question:** What programme did you watch?

**Question:** How did you find out the programme had subtitles?

**Question:** How easy was it to switch them on?

**Question:** Overall, what did you think about the quality of subtitles in the programme you watched? Things to consider in your answer might be:

- How easy the subtitles are to follow
- Speed of the subtitles
- Accuracy of the subtitles
- Presentation of the subtitles (e.g., size/ font/ positioning)

Watching a programme on a TV channel, broadcaster catch up service or video on demand **service you use less frequently**.

## Audio Description



**Question:** What channel or service did you use?

**Question:** What programme did you watch?

**Question:** How did you find out the programme had audio description?

**Question:** How easy was it to switch it on?

**Question:** Overall, what did you think about the quality of audio description in the programme you watched? Things to consider in your answer might be:

- How easy the audio description is to follow
- Level of detail
- Style / tone

You have now completed both tasks in preparation for our interview.

**THANK YOU!**

Please place this booklet into the **stamped addressed envelope provided to you and post it back to us at RiDC**. We are looking forward to meeting you and reading your thoughts on access services.

## Pre-task booklet for subtitles and signing users

Name: \_\_\_\_\_



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We are interested in your opinions of the access services that you use. There are no right or wrong answers.

By access service we mean:

Audio description



Subtitling



Sign- interpretation

**SL**



This is when the programme is translated into sign-language (BSL) by a signer, usually in the corner of the screen.

There are two tasks we would like you to do:

Task 3. Watch a programme on a TV channel, broadcaster catch up service or video on demand service you **use a lot**.

Task 4. Watch a programme on a TV channel, broadcaster catch-up service or video on demand service you **use less often**.

By TV channel, we mean programmes on broadcast television such as BBC One, ITV1 or Channel 4.

By broadcaster catch-up service, we mean programmes that can be found on services such as BBC iPlayer or ITVX.

By Video on demand service, we mean programmes found on services such as Netflix or Amazon Prime.

We would like you to watch this with the access services you would normally use enabled.

We have a few questions for you to think about as you are watching. Please turn the page to start Task 1.

## TASK 1

Watching a programme on a TV channel, broadcaster catch up service or video on demand **service you use a lot**.

Please choose a programme on a TV channel, broadcaster catch up service or video on demand service you **use a lot** and make sure the access services you normally use are switched on. Please try to watch at least 15 minutes of the programme.

On the next page, we have a few questions for you to think about. Please record your thoughts underneath each question.

These answers can be made by using bullet points or writing a short paragraph or even drawing something.

## TASK 1

Watching a programme on a TV channel, broadcaster catch up service or video on demand **service you use a lot.**

### Subtitles



**Question:** What channel or service did you use?

**Question:** What programme did you watch?

**Question:** How did you find out the programme had subtitles?

**Question:** How easy was it to switch them on?

**Question:** Overall, what did you think about the quality of subtitles in the programme you watched? Things to consider in your answer might be:

- How easy the subtitles are to follow
- Speed of the subtitles
- Accuracy of the subtitles
- Presentation of the subtitles (e.g., size/ font/ positioning)

Watching a programme on a TV channel, broadcaster catch up service or video on demand **service you use a lot.**

## **Sign-interpretation**

**SL**



This is when the programme is translated into sign-language (BSL) by a signer, usually in the corner of the screen.

**Question:** What channel or service did you use?

**Question:** What programme did you watch?

**Question:** How did you find out the programme had signing?

**Question:** How easy was it to turn on the signed version?

**Question:** Overall, what did you think about the quality of signing in the programme you watched? Things to consider in your answer might be:

- How easy the signer is to follow
- Size of the signer
- Positioning of the signer on the screen

Thank you for giving your thoughts on Task 1. This will be useful to us when discussing access services with you during our interview.

When you are ready, turn to the next page to do Task 2: Watching a programme with access services on a TV channel, broadcaster catch up service or video on demand that **you use less frequently.**

## TASK 2

TV channel, broadcaster catch up service or video on demand **service you use less frequently**.

Please choose a programme on a TV channel, broadcaster catch up service or video on demand service you **use less frequently** and enable the access service. Please try to watch at least 15 minutes of the programme.

On the next page, we have a few questions for you to think about. Please record your thoughts underneath each question.

These answers can be made by using bullet points or writing a short paragraph or even drawing something.

## TASK 2

Watching a programme on a TV channel, broadcaster catch up service or video on demand **service you use less frequently**.

### Subtitles



**Question:** What channel or service did you use?

**Question:** What programme did you watch?

**Question:** How did you find out the programme had subtitles?

**Question:** How easy was it to switch them on?

**Question:** Overall, what did you think about the quality of subtitles in the programme you watched? Things to consider in your answer might be:

- How easy the subtitles are to follow
- Speed of the subtitles
- Accuracy of the subtitles
- Presentation of the subtitles (e.g., size/ font/ positioning)

Watching a programme on a TV channel, broadcaster catch up service or video on demand **service you use less frequently**.

### **Sign-interpretation**

**SL**



This is when the programme is translated into sign-language (BSL) by a signer, usually in the corner of the screen.

**Question:** What channel or service did you use?

**Question:** What programme did you watch?

**Question:** How did you find out the programme had signing?

**Question:** How easy was it to turn on the signed version?

**Question:** Overall, what did you think about the quality of signing in the programme you watched? Things to consider in your answer might be:

- How easy the signer is to follow
- Size of the signer
- Positioning of the signer on the screen

You have now completed both tasks in preparation for our interview.

**THANK YOU!**

Please place this booklet into the **stamped addressed envelope provided to you and post it back to us at RiDC**. We are looking forward to meeting you and reading your thoughts on access services.

# Topic Guide - Audio description

## Introduction and practicalities

### Introduction

Introduce participant to self and RiDC.

*“Firstly, I would like to thank you for completing the recruitment questionnaire, short tasks and agreeing to take part in this interview about your experience of accessing and watching programmes or films on broadcast and video-on-demand services.*

*The aim of this interview is to further explore your experience and preferences of using access services. The findings from this research will be used to help improve broadcast and video-on-demand access services for users with different access needs. This interview should take up to an hour to complete. You can pause or stop at any time and resume later if you wish.*

*We will be asking you some background questions about your general broadcast or video-on-demand viewing and experiences of searching for, finding, and watching content with access services.*

*The data we collect throughout this interview will be kept anonymous and confidential and your personal details will not be shared with any other parties. All data will be kept securely as outlined in the Market Research Society Code of Conduct and in accordance with General Data Protection Regulations (GDPR).”*

### Practicalities

Before we begin there are a few practicalities to go through...

- Ask for permission to audio and video record for the purposes of this research only.
- Ask if they are happy to continue and for you to **start recording** now...

## Participant introduction

- Before we begin, can you tell me a bit about yourself?
  - Prompt about impairment to give context to the use of access services later – Can you please tell me a little about your impairment(s) or disability?

## General discussion about TV, the role of television in their lives, what they watch, how they watch

- You told us in the screener that you watch the following broadcast TV channels [list channels] and/or video on demand services [list services], is that correct?
  - Are there any other TV channels and/or video on demand services not mentioned that you use?
- What are your favourite TV channels/on-demand services you use regularly? What do you like about them?
- What sort of genre of TV programme do you like?
  - Do you watch any live programmes? (By this we mean programmes broadcast in real time like the news, morning chat shows, sports etc..)
  - What role does TV have in your life? Do you use it for entertainment, company, or to have something on in the background?
- How does your impairment impact how you watch television?
  - Can you tell me a bit about the access service(s) you use when watching TV? [Tailor as per impairment]
  - Why do you use [access service(s)]? [Cognitive group only]
  - When and how do you use [access service]?
  - How do(es) [access service(s)] allow you to enjoy television? [Cognitive group only]
  - Are there particular aspects of the programme that the [access service(s)] helps you understand or enjoy more? [Cognitive group]
- Do you watch TV with a family member or friend?
  - (If yes) How do you find watching TV with a family member or friend?
- You told us in the screener that you use the following devices or platforms to watch broadcast or video on demand services [TV, tablet, mobile phone, computer/laptop] and platforms [Sky]
  - What devices or platforms do you prefer using to watch broadcast or video on demand services and why? (E.g. TV, Sky, smart TV, mobile, tablet, laptop)
- [If applicable] We will ask questions about assistive tools later, but just to check you said you DIDN'T use assistive tools when using TV channels / catch-up streaming services. Is that correct?

## Pre-task discussion

Thank you for completing your pre-tasks and for reflecting on how you found the process of finding programmes with access services and the quality of the access services.

- In terms of the service you use a lot, you said you watched [list programme] on [list channel or service] with [list access service(s)].
  - What device or platform did you use to watch [list programme] on? (E.g. Freeview, Sky, smart TV, mobile, tablet, laptop etc.)
- And in terms of the service you use less often, you said you watched [list programme] on [list channel or service] with [list access service(s)].
  - What device or platform did you use to watch [list programme]? (E.g. Freeview, Sky, smart TV, mobile, tablet, laptop etc.)
- Can you tell us a bit about the tasks you completed? How did you find the tasks?
  - What did you like about the [access service(s) used]?
  - What did you dislike about the [access service(s) used]?
  - How did your experience compare across the TV or catch-up services you watched?

## Discussion on navigation

### General experience of finding content with access services

- We would like to understand your general experience of finding programmes or films with access services.
  - How do you find navigating to content with access services across the different services and devices you use? [Only ask the relevant prompt(s) for the participant]
    - Across broadcast TV (e.g. live channels such as BBC One, ITV, Channel 4)?
    - Across broadcaster catch-up services like BBC iPlayer or All4?
    - Across subscription video-on-demand services like Amazon Prime?
    - Across different devices and platforms? E.g. Sky, smart TV, website, mobile or tablet apps.
  - [If uses more than one access service] You said you use multiple access services, how easy is it to navigate to programmes to use [access services] together?

### Signposting to content with access services

- How do you find programmes or films with access services available? What do you think about the signposting to content with access services?

- How do you know a programme or film has access services available? Is it helpful? Is it clear?
- Does it differ across different devices or platforms you use (e.g., Sky, computer, tablet, TV)? Between different services you use (e.g. Sky 1, Amazon Prime , ITVX)? Between finding broadcast and on-demand programmes?
  - Is there a service you use that does this well? And why?
  - Is there one that does this less well? And why?
  - When you use a new service, device or platform, do you find it easy to find content with access services? (Explore specific examples)
  - Do any tools help you find content with access services? (e.g. screen-reader, filter categories, magnification, high contrast displays) [Tailor as per impairment]
  - Do you ever specify your access service preferences anywhere (to alter the programmes/films displayed to you?) E.g. Via account settings.

Stimulus materials: Different broadcast and video-on demand services allow users to find accessible programmes in different ways.

I'm going to show/briefly describe and explain to you some examples [Tailor as per impairment] [show/briefly describe or explain screenshots 6a, 6b, 6d and point out what has been searched or filtered].

- [Ask all] Does it matter to you that different service providers signpost content with access services in different ways?

### **Enabling access services**

- Once you have found content with access services available across different TV channels/services and devices you use...
  - Where would you expect the settings to turn on/off access services to be positioned on the screen? What works best for you?
    - [If appropriate] What symbols/labels would you expect it to have? [Tailor as per impairment]

Stimulus materials: I'm going to show/briefly describe and explain different ways settings to turn on/off access services are positioned on screen [Tailor as per impairment] [Show/briefly describe and explain screenshots 7b, 7c and 7e and point out where the setting to turn on/off access services is positioned on screen].

- Can you give some examples of services where the access services have been easy to turn on or off? What makes them easy to turn/off?
  - Would it make a difference if service providers took the same approach to this? (E.g. With the same symbols/labels [Tailor as per impairment] / positioning on the screen)

- [If uses more than one access service] Do you ever turn on or watch programmes with [access services] at the same time?

→ [If not] Why not?

→ [If not] Would it help if you were able to?

[If yes] Are there any challenges with using both at the same time? How easy is it to follow them together?

## Discussion on specific access service(s) (Audio description)

### Audio description use and general opinion

We're now going to move on to how you use **audio description**, about the quality of it and your preferences, moving on from talking about how you find and navigate to content on different services/platforms.

- Overall, what do you think about the availability of audio description across different broadcast channels / video-on-demand services?
- What sorts of programmes/genres do you use audio description for?
  - Are there certain genres of programmes you watch without audio description? Which ones? And why? [Tailor as per impairment]
  - Which genres are the most important to you to have audio description for?

### Audio description quality

- What do you think about the quality of audio description in general? Are you generally satisfied with the quality of audio description? Does the quality of audio description meet your expectations?
- Do you have...?
  - Good examples
  - Bad examples
- Do you experience any challenges when listening to audio described programmes? (Participants may mention: Audibility of the AD, speed, inaccuracies, whether the AD masks dialogue, sounds, or music)
- In general, how easy or difficult do you find it to follow audio description? And why?
  - What makes it easy/difficult for you to follow audio described programmes?

- [Cognitive group] Is there anything you feel audio description doesn't currently cover that you would like to see covered?

### **Audio description preferences (voices/tone, level of detail, diversity)**

Voices and tone: In general, what do you think about the voices used in audio description?

- Do you have any thoughts about the audio describer matching or contrasting with the programme's content? (i.e. Do you prefer if their voice stands out or sounds like it's linked to the programme?) [If not sure, mention accents as something that might link/contrast]
- Does it matter to you whether the same audio describer is used across all episodes in a series?
- Do you think the tone of voice should be very neutral or more creative/expressive?
  - Does this depend on the genre of programme? If so, what types of programmes might you expect the tone to be more neutral and what types would you expect to be more creative/expressive?

Level of detail: Some audio descriptions are more detailed than others.

- What are your thoughts on the level of detail in the audio descriptions that you have heard before?
  - Are there specific areas you would like to see more detailed audio description? (E.g. colours, locations, character appearances, emotions, facial expressions, or any other on-screen information etc...) [Tailor as per impairment]
  - Are there any genres where you would like to have more or less detailed descriptions?

Stimulus materials: I'm going to play two clips with different audio descriptions. Again, these clips don't contain any violence, but they do come from police procedurals, which some participants may feel uncomfortable watching.

Here's the first one [Use interviewer's laptop to play more detailed description from **clip 1**]

- What did you think about the level of detail in the audio description? (Explore preferences and reasoning)
  - Was there enough detail to follow what was going on?
  - Would you have liked any more/less detail in particular areas?

Stimulus materials: I'm going to play the next clip. [Play less detailed description from **clip 2**]

- What did you think about the level of detail in the audio description? (Explore preferences and reasoning)

- Was there enough detail to follow what was going on?
- Did you prefer the level of detail in either of the clips we played?

Diversity: When we refer to diversity in audio description, we mean personal characteristics such as race, age, body shape, gender and disability.

- Is the language used to describe people something you generally notice when watching TV? Have you noticed any good examples in other content you have watched?
- Did you notice the language used to describe people in the clips we played? What were your thoughts on this?

Audio introductions: An audio introduction is a short narration given before a piece of content to describe the most important visual elements.

- Have you used audio introductions before?
  - If so, what have you thought of these? Are they helpful?

[Play clip 3 ]

- When thinking about this audio introduction, did you find this additional detail helpful?
  - What types of programmes would you like to have audio introductions on?

Some audio descriptions use computer generated, synthetic voices and others use human voices. Most broadcasters in the UK do not use synthetic voices but there have been developments in technology over recent years.

- Have you knowingly come across synthetic voices before? If so, what do you think of them?

I'm going to play a short clip of a synthetic voice [play synthetic AD from clip 4]

- What are your thoughts on this audio description? (Explore likes, dislikes, reasoning, allow for comparison with human voice AD – as heard in the more detailed and less detailed clips).
- How would you feel if broadcasters were to use synthetic audio description on their programmes?
  - Would you support the use of synthetic AD if it allowed broadcasters to provide more programmes with AD?
  - Do you think this would depend on the length of the programme?

Overall

- Are there any improvements you would like to be made to audio described programmes?

→ Is there anything that would make it easier to follow audio described programmes?

## Close

- To round off, what are the key messages you'd like us to take back to Ofcom?
- Is there anything else you would like to tell us about your experience of accessing and watching content with access services that we have not covered in this interview?
- Thank participant for taking part in the interview and remind them of confidentiality.
- Stop recording.

# Topic Guide – Signing

## Introduction and practicalities

### Introduction

Introduce participant to self and RiDC.

*“Firstly, I would like to thank you for completing the recruitment questionnaire, short tasks and agreeing to take part in this interview about your experience of accessing and watching programmes or films on broadcast and video-on-demand services.*

*The aim of this interview is to further explore your experience and preferences of using access services. The findings from this research will be used to help improve broadcast and video-on-demand access services for users with different access needs. This interview should take up to an hour to complete. You can pause or stop at any time and resume later if you wish.*

*We will be asking you some background questions about your general broadcast or video-on-demand viewing and experiences of searching for, finding, and watching content with access services.*

*The data we collect throughout this interview will be kept anonymous and confidential and your personal details will not be shared with any other parties. All data will be kept securely as outlined in the Market Research Society Code of Conduct and in accordance with General Data Protection Regulations (GDPR).”*

### Practicalities

Before we begin there are a few practicalities to go through...

- Ask for permission to audio and video record for the purposes of this research only.
- Ask if they are happy to continue and for you to **start recording** now...

## Participant introduction

- Before we begin, can you tell me a bit about yourself?
  - Prompt about deafness (or other impairment(s)) to give context to the use of access services later – Can you please tell me a little about your deafness or impairment(s) or disability? [Tailor as appropriate]

## General discussion about TV, the role of television in their lives, what they watch, how they watch

- You told us in the screener, that you watch the following broadcast TV channels [list TV channels] and/or video on demand services [list], is that correct?
  - Are there any other TV channels and/or services not mentioned that you watch? (E.g. BSL zone)
- What are your favourite TV channels/on-demand services you use regularly? What do you like about them?
- What sort of genre of TV programme do you like?
- How does your Deafness or impairment [tailor as per impairment] impact how you watch television?
  - Can you tell me a bit about the access service(s) you use when watching TV? [Tailor as per impairment]
  - When and how do you use [access service(s)]?
  - How do(es) [access service(s)] allow you to enjoy television?
- Do you watch TV with a family member or friend?
  - (If yes) How do you find watching TV with a family member or friend?
- You told us in the screener that you use the following devices or platforms to watch broadcast or video on demand services [list devices] (e.g. TV set, smartphone, tablet etc..) and platforms (e.g. Freeview, Sky, Amazon fire stick)
  - What devices or platforms do you prefer using to watch broadcast or video on demand services and why? (E.g. Freeview, Sky, smart TV, mobile, tablet, laptop etc..)
- [If applicable] We will ask questions about assistive tools later, but just to check you said you use the following assistive tools when using TV channels / catch-up streaming services [insert tools e.g. screen reader, speech-to text software, screen magnifier]. Is that correct?

## Pre-task discussion

Thank you for completing your pre-tasks and for reflecting on how you found the process of finding programmes with access services and the quality of the access services.

- In terms of the service you use a lot, you said you watched [list programme] on [list channel or service] with [list access service].
  - What device or platform did you use to watch [list programme]? (E.g. Freeview, Sky, smart TV, mobile, tablet, laptop etc..)

- And in terms of the service you use less often, you said you watched [list programme] on [list channel or service] with [list access service].
  - What device or platform did you use to watch [list programme]? (E.g. Freeview, Sky, smart TV, mobile, tablet, laptop etc..)
- Can you tell us a bit about the tasks you completed? How did you find the tasks?
  - What did you like about the [access service(s) used]?
  - What did you dislike about the [access service(s) used]?
  - How did your experience compare across the TV or catch-up services you watched?

## Discussion on navigation

### General experience of finding content with access services

- We would like to understand your experience of finding programmes or films with access services.
  - How do you find navigating to content with access services across the different services and platforms you use? [Only ask relevant prompts for participant]
    - Across broadcast TV (e.g. live channels such as BBC One, ITV, Channel 4)?
    - Across broadcaster catch-up services like BBC iPlayer or All4?
    - Across subscription video-on-demand services like Netflix or Amazon Prime?
    - Across different devices and platforms? E.g. Freeview, Sky, smart TV, website, mobile or tablet apps
  - [If uses more than one access service] You said you use multiple access services, how easy is it to navigate to programmes to use [access services] together?

### Signposting to content with access services

- How do you generally find programmes or films with access services available? What do you think about the signposting to content with access services?
  - How do you know a programme or film has access services available? Is it helpful? Is it clear?
  - Does it differ across different devices you use (e.g. computer, tablet, TV)? Between different services you use?
    - Is there a service you use that does this well? And why?
    - Is there one that does this less well? And why?

- When you use a new device, do you find it easy to find content with access services?
- Do any tools help you find content with access services? (e.g. text-to-speech, filter categories, magnification) [Tailor as per impairment]
- Do you ever specify your access service preferences anywhere (to alter the programmes/films displayed to you?) E.g. Via account settings.

Stimulus materials: Different broadcast and video-on-demand services allow users to find accessible programmes in different ways.

[Tailor as per impairment] I'm going to show you some examples of how different broadcast or video-on-demand services allow users to find accessible programmes [show and describe screenshots 6a and 6c and point out the search/categories].

- Does it matter to you that different service providers signpost content with different access services in different ways?

### **Enabling access services**

Typically, you are able to turn on/off subtitles and audio description on programmes across broadcast and video on demand services. However, signed programmes are usually separate versions of the programme.

The following questions refer to sign-interpreted programmes, which show a signer usually in the corner of the screen, who interprets what is said in the main soundtrack.

Stimulus materials: Here are some examples of the different ways you can turn on or access programmes with signing. [Show or describe screenshots 7b and 7d]. BBC iPlayer allow you to turn on/off signing, whereas All 4 provide a separate signed version of the programme.

- Does it matter to you if you can turn signing on/off (like on BBC iPlayer) or have a separate version of the programme (like on Channel 4)
- [If uses more than one access service] Do you ever turn on or watch programmes with [access services] at the same time?
  - [If not] Why not?
  - [If not] Would it help if you were able to?
  - [If yes] Are there challenges with using both at the same time? How easy is it to follow them together?

## **Discussion on specific access service(s) (Signing)**

### **Signing use and general opinion**

We're now going to move on to how you use **signing**, about the quality of it and your preferences, moving on from talking about how you find and navigate to content on different services/platforms.

Before we start on this section, you may already be aware that there are two types of signing on TV: Sign-interpreted programmes show a signer usually in the corner of the screen, who interprets what is said in the main soundtrack. Sign-presented programmes are presented in sign language and can be dubbed into English and/or subtitled – a well-known example is BBC's See Hear programme or the BSL Zone. We'll talk about both today but when we look at the quality of signing on TV we'll be focussing on sign-interpretation.

- What do you think about the availability of signing across different broadcast channels / video-on-demand services?
- Overall, do you prefer sign-presented or sign-interpreted programmes? Why?
  - Do you prefer sign-presented or sign-interpreted for specific genres of programmes?
  - Would you prefer to see more sign-presented or sign-interpreted programmes on on-demand services? Why?
- Are there certain genres of programmes you are happy to watch without signing (and with subtitles) instead? Which ones? And why? [Tailor as per impairment]

#### **Sign-presented quality**

- Do you watch sign-presented programmes? Which ones?
- [If people do watch them] What do you think of the quality of sign-presented programmes? (Including BSL Zone programmes)
- [If people don't watch them] Why do you not watch them? (Explore potential lack of awareness and likes/dislikes)

#### **Sign-interpretation quality**

We would like to understand your views about **sign-interpreted** programmes.

- What do you think about the quality of sign-interpreted programmes in general? Do you have...?
  - Good examples
  - Bad examples
- Are you generally satisfied with the quality of sign-interpreted programmes? Does the quality of signing meet your expectations?
- Thinking about all the services you can use, can you give examples of which ones have good sign-interpretation? What makes the quality of their sign-interpretation good?
- In general, how easy or difficult do you find it to follow sign-interpreted programmes?

- What can make it difficult to follow sign-interpreted programmes?
- Do you experience any challenges when following sign-interpreted programmes?
- Does the identity of the signer matter to you for specific programmes or genres?

### **Sign-interpretation preferences**

#### Size/visibility:

- What are your thoughts on the size and visibility of the signer? (Explore whether the size is suitable)
- What are your thoughts on the positioning of the signer?

Stimulus materials: Here are some examples of the different ways signers appear on screen. [Show or describe screenshots 5a and 5b]. The first one shows the signer separate to the programme, the second one shows the signer inside the programme picture.

- Do you have a preference? Why?

#### Presentation:

- In general, do you have views on other aspects of signers' appearance, such as style of clothing or contrast with the background?
  - Explore physical clarity, contrast with background, etc.
  - Does the type of programme (genre) make a difference to how you prefer the signer to present themselves?
- Does it matter to you that the same signer is used across all episodes of a series?

Speed: When watching content with sign language, we need to watch the signer and the programme.

- Generally, do you feel as though you have enough time to watch the signer and watch actions on screen?
  - Do you feel that you have enough time to understand and enjoy other actions or images on-screen?
  - Does the type of programme / genre make the signer easy or difficult to follow?

#### Overall

- Are there any improvement would you like to see to sign-interpreted programmes?

**Close**

- To round off, what are the key messages you would like us to take back to Ofcom?
- Is there anything else you would like to tell us about your experience of accessing and watching content with access services that we have not covered in this interview?
- Thank participant for taking part in the interview and remind them of confidentiality.
- Stop recording.

## Topic Guide – Subtitles

### Introduction and practicalities

#### Introduction

Introduce participant to self and RiDC.

*“Firstly, I would like to thank you for completing the recruitment questionnaire, short pre-tasks and agreeing to take part in this interview about your experience of accessing and watching programmes or films on broadcast and video-on-demand services.*

*The aim of this interview is to further explore your experience and preferences of using access services. The findings from this research will be used to help improve broadcast and video-on-demand access services for users with different access needs. This interview should take up to an hour to complete. You can pause or stop at any time and resume later if you wish.*

*We will be asking you some background questions about your general broadcast or video-on-demand viewing and experiences of searching for, finding, and watching content with access services.*

*The data we collect throughout this interview will be kept anonymous and confidential and your personal details will not be shared with any other parties. All data will be kept securely as outlined in the Market Research Society Code of Conduct and in accordance with General Data Protection Regulations (GDPR).”*

#### Practicalities

Before we begin there are a few practicalities to go through...

- Ask for permission to audio and video record for the purposes of this research only.
- Ask if they are happy to continue and for you to **start recording** now...

### Participant introduction

- Before we begin, can you tell me a bit about yourself?
  - Prompt about impairment to give context to the use of access services later – Can you please tell me a little about your impairment(s) or disability?

### General discussion about TV, the role of television in their lives, what they watch, how they watch

- You told us in the screener, that you watch the following broadcast TV channels [list TV channels] and/or video on demand services [list], is that correct?

- Are there any other TV channels and/or video on demand services not mentioned that you use?
- What are your favourite TV channels/on-demand services you use regularly? What do you like about them?
- What sort of genre of TV programme do you like?
  - Do you watch any live programmes? (By this we mean programmes broadcast in real time like the news, morning chat shows, sports etc..)
  - What role does TV have in your life? Do you use it for entertainment, company, or to have something on in the background?
- How does your impairment impact how you watch television?
  - Can you tell me a bit about the access service(s) you use when watching TV? [Tailor as per impairment]
  - Why do you use [access service(s)]? [Cognitive group only]
  - When and how do you use [access service(s)]?
  - How do(es) [access service(s)] allow you to enjoy television? [Cognitive group only]
  - Are there particular aspects of the programme that the access service helps you understand or enjoy more? [Cognitive group]
- Do you watch TV with a family member or friend?
  - (If yes) How do you find watching TV with a family member or friend?
- You told us in the screener that you use the following devices or platforms to watch broadcast or video on-demand services [list devices (e.g. TV set, smartphone, tablet etc..) and platforms (e.g. Freeview, Sky, Amazon fire stick)]...
  - What devices or platforms do you prefer using to watch broadcast or video-on-demand services and why? (E.g. Freeview, Sky, Smart TV, mobile, tablet, laptop etc.)
- [If applicable] We will ask questions about assistive tools later, but just to check you said you use the following assistive tools when using TV channels / catch-up streaming services [insert tools e.g. screen reader, speech-to text software, screen magnifier] Is that correct?

## Pre-task discussion

Thank you for completing the pre-tasks and for reflecting on how you found the process of finding programmes with access services and the quality of the access services.

- In terms of the service you use a lot, you said you watched [list programme] on [list channel or service] with [list access service(s)].
  - What device or platform did you use to watch [list programme]? (E.g. Freeview, Sky, smart TV, mobile, tablet, laptop etc..)
- And in terms of the service you use less often, you said you watched [list programme] on [list channel or service] with [list access service(s)].
  - What device or platform did you use to watch [list programme]? (E.g. Freeview, Sky, smart TV, mobile, tablet, laptop etc..)
- Can you tell us a bit about the tasks you completed? How did you find the tasks?
  - What did you like about the [access service(s) used]?
  - What did you dislike about the [access service(s) used]?
  - How did your experience compare across the TV or catch-up services you watched?

## Discussion on navigation

### General experience of finding content with access services

- We would like to understand your general experience of finding programmes or films with access services.
  - How do you find navigating to content with access services across the different services and devices you use?
    - Across broadcast TV (e.g. live channels such as BBC One, ITV, Channel 4)?
    - Across broadcaster catch-up services like BBC iPlayer or All4?
    - Across subscription video-on-demand services like Netflix or Amazon Prime?
    - Across different devices and platforms? E.g. Freeview, Sky, smart TV, website, mobile or tablet apps.
  - [If uses more than one access service] You said you use multiple access services, how easy is it to navigate to programmes to use [access services] together?

### Enabling access services

- Once you have found content with access services available across different TV channels/services, devices and platforms you use...

- Where would you expect the settings to turn on/off access services to be positioned on the screen? What works best for you?

→ What symbols would you expect to see? [Tailor as per impairment]

Stimulus materials: Here are some examples of the different ways access services are positioned on screen. [Show screenshots 7a, 7b and 7c and point out ways to turn on/off access services are positioned on screen].

- Can you give some examples of services where the access services have been easy to turn on or off? What makes them easy to turn on/off?
  - Would it make a difference if service providers took the same approach to turning access services on or off? (E.g. With the same symbols / positioning on the screen)
- [If uses more than one access service] Do you ever turn on or watch programmes with [access services] at the same time?
  - [If not] Why not?
  - [If not] Would it help if you were able to?
  - [If yes] Are there any challenges with using both at the same time? How easy is it to follow them together?

## Discussion on specific access service(s) (Subtitling)

We're now going to move on to talk about how you use **subtitles**, about the quality of them and your preferences, moving on from talking about how you find and navigate to content on different services/platforms.

Before we start on this section, you may already be aware there are two types of subtitles: live subtitling, for **live** content like the news, weather, live events (live subtitles are not always in sync with the sound and often appear as scrolling text), and subtitles on other types of content such as dramas, documentaries, and soaps (which are normally prepared in advance and do appear in sync with the sound). Live subtitles and pre-recorded subtitles can be quite different, so we want to talk about both types today.

### Subtitle quality

- What do you think about the quality of subtitles in general? Do you have...?
  - Good examples
  - Bad examples
  - Are there any particular services that you think offer good subtitles?

- Are you generally satisfied with the provision and quality of subtitles? Does the quality of subtitles meet your expectations?
  - Explore the quality of live and pre-recorded separately (if necessary)
- In general, how easy or difficult do you find it to follow subtitles? And why?
  - What can make it difficult to follow subtitled programmes?
  - Do you experience any challenges when watching subtitled programmes? (Participants may mention: Syncing, understanding who is speaking etc.)

### **Subtitle preferences (presentation, speed, speaker ID, sounds)**

Presentation: Subtitles can be presented in different sizes, fonts, and positions depending on where you watch them.

- What are your thoughts on the way subtitles are presented?
- How easy or difficult do you find subtitles to read?
  - What can make subtitles difficult to read?
  - What do you think of the size?
  - What do you think of the font?
  - Explore presentation of live and pre-recorded separately (Note for us: live subtitles are presented with a delay of 3-6 seconds, pre-recorded are in sync with the dialogue)
- Were you aware on some services you can customise the subtitles? [Where appropriate, screenshots 4a and 4b can be used here if participants are not sure what we mean] Do you use the customisation options for subtitles (e.g. on Netflix / BBC iPlayer)? If so...
  - On which services do you use these?
  - What do you think of them?
  - [If not used or not aware] Would you like to be able to alter things like size, font, colour?

Speed: As you know, when watching content with subtitles, we need to read the subtitles and watch the images on screen.

- Generally, do you feel as though you have enough time to read the subtitles and watch the images?

Speaker ID: Subtitles usually show you who is speaking. This can be done in different ways: name tags, colours, hyphens [Tailor speaker ID questions as per impairment]

- What are your thoughts on the way speakers are identified? Do you have any preferences?
- When you are watching content with subtitles, is it usually clear to you who is speaking and when?

- [If no] Can you give an example? What would make it clearer?
- Does this differ across services? (E.g. BBC vs. Netflix) Or on your TV vs computer?
- Explore live subtitles and pre-recorded separately (if necessary) (Note for us: live subtitles may show previous speaker and the screen shows current speaker)

Stimulus materials: Here are some examples of the different ways speakers are shown. [Show screenshots 1a, 1b and 1c]. The first one indicates speakers with hyphens, the second one with name tags and the third one with colours. [Screenshots can be brought in earlier if participant struggles to articulate what they mean].

- Does it matter to you if speakers are shown in different ways? Do you think speakers need to be indicated in the same way across different services?
- Explore importance of consistency

Sounds: Subtitles also show sound labels to indicate music, the way someone says something (e.g. whispering, shouting) or action sounds (e.g. gun fires, phone ringing). [Tailor sound label questions as per impairment]

- Can you tell me a bit about your thoughts and experiences on the way sounds and music are presented?

Stimulus materials: Here are some examples of the different ways sounds are shown. [Show screenshots 3a, 3b, and 3c in one group and 3d and 3e in another group]. Each example shows a more detailed or a less detailed sound description either of music [first group] or the sound coming from a person [second group].

- How do you prefer sounds to be shown? Why?
  - Generally, what do you think of the description of sounds?
- Do you think sounds are described effectively?
- Do you prefer more detailed or less detailed descriptions of sounds?

Stimulus materials: Here are some examples of how music is identified. [Show screenshots 2a and 2b]. The first example uses musical notes and the second example uses hashtags.

- Sometimes sounds are shown in different ways depending on where you're watching content. Does it matter to you if sounds are shown in different ways?
- Explore importance of consistency

Overall

- Are there any improvements you would like to see made to subtitled programmes?
  - Is there anything that would make it easier to follow subtitled programmes?
  - Explore improvements to live and pre-recorded separately (if necessary)

## Close

- To round off, what are the key messages you'd like us to take back to Ofcom?
- Is there anything else you would like to tell us about your experience of accessing and watching content with access services that we have not covered in this interview?
- Thank participant for taking part in the interview and remind them of confidentiality.
- Stop recording.