

November 2018  
FINAL REPORT

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World Blind Union / American Council of the Blind-Audio Description Project



# Survey of Worldwide Audio Description Activity

11 Questions – see Appendix A

List of Countries Represented in Responses – Appendix B

Summary Analysis (all values expressed as percentages of all respondents)—

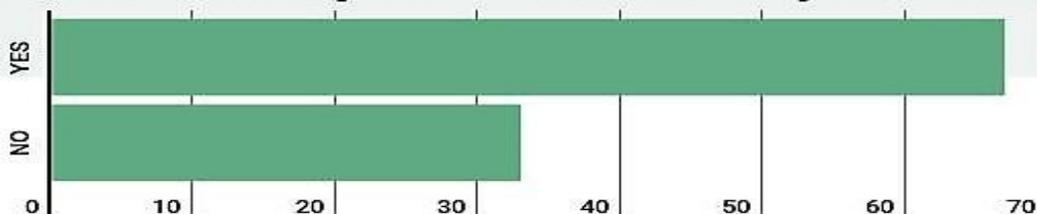


American Council of the Blind/Audio Description Project  
World Blind Union  
September 2018

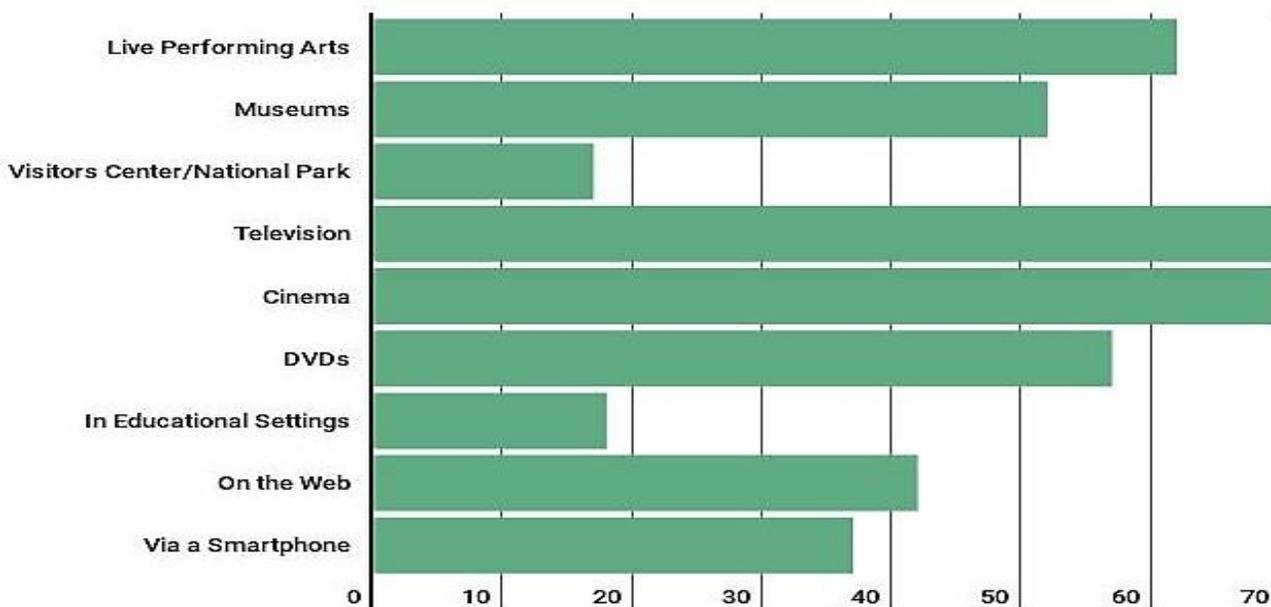
## AUDIO DESCRIPTION WORLDWIDE



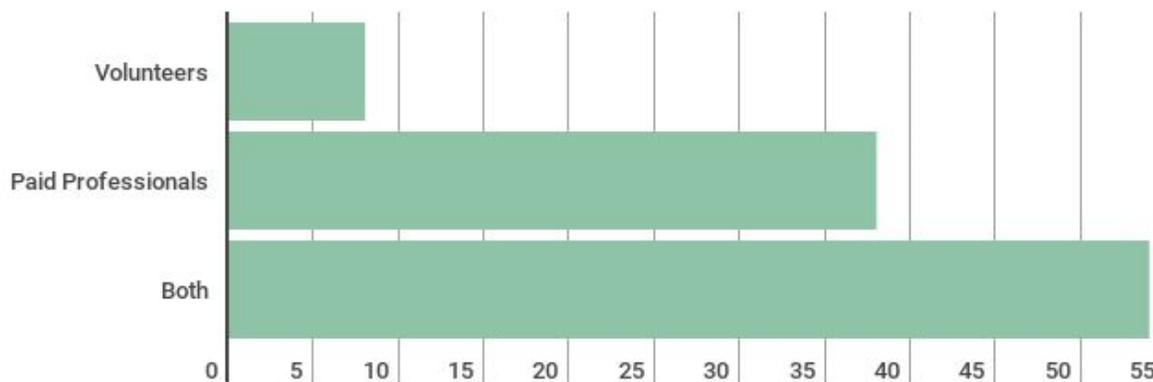
### 1. Is audio description available in your country?



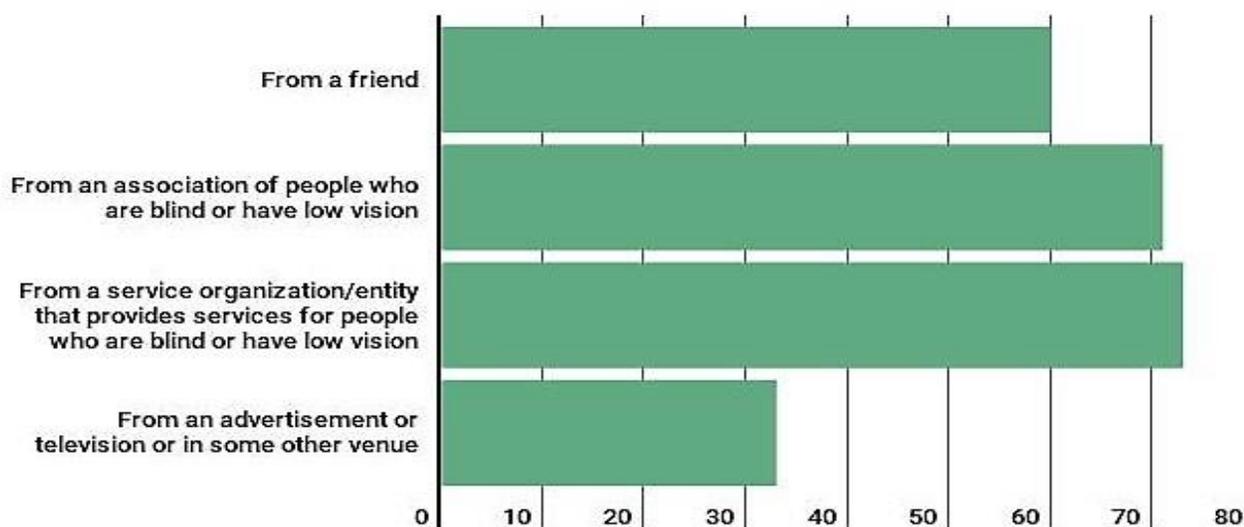
## 2. If yes, please check the types of audio description experiences available in your country.



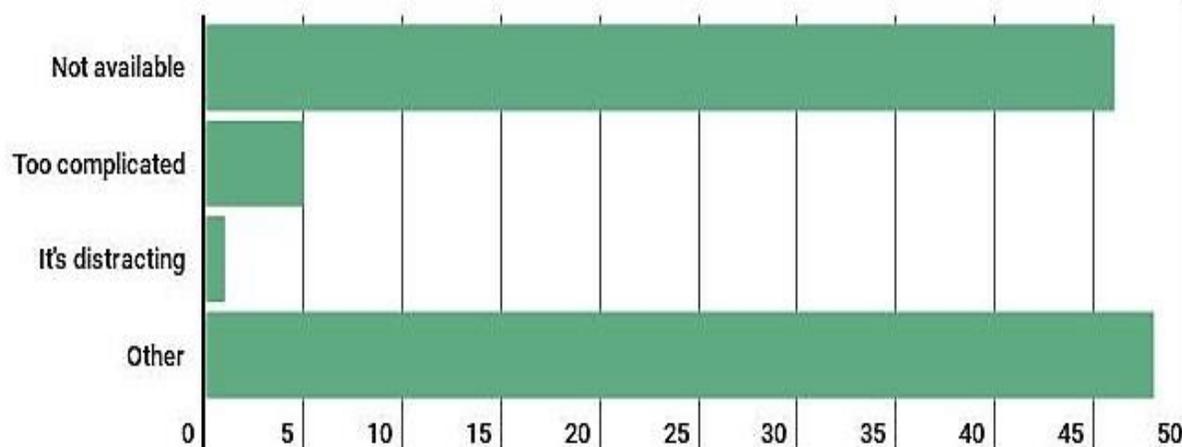
## 3. Are audio description services being provided by volunteers or paid professionals, or both?



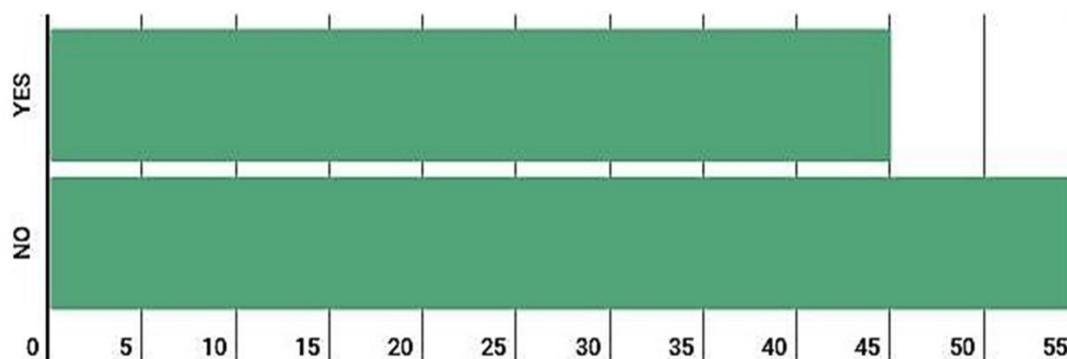
#### 4. How do audio description consumers in your country learn about the availability of audio description?



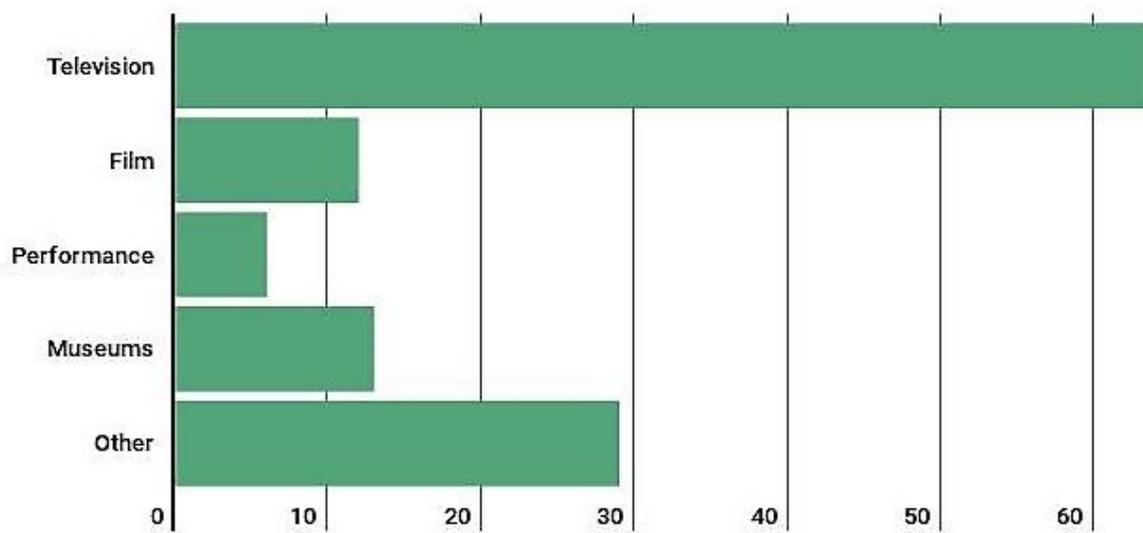
#### 5. Please share with us the reasons why audio description is not used in the space below.



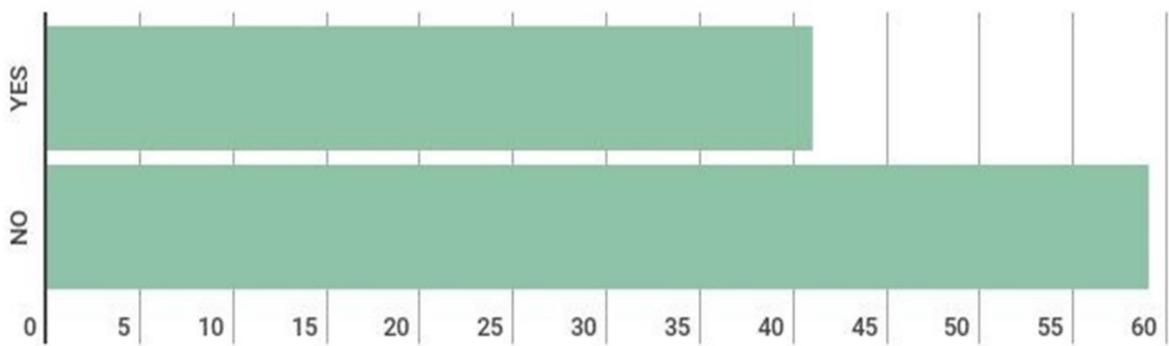
## 6. To your knowledge, is audio description required by law in your country?



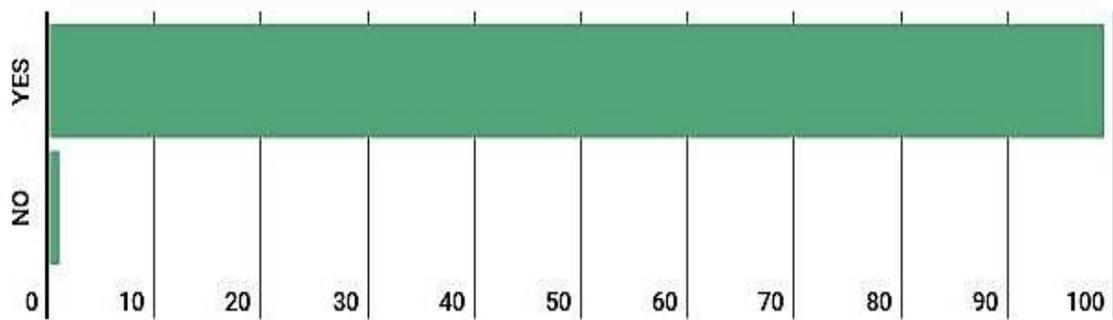
## 7. For which venues is it required?



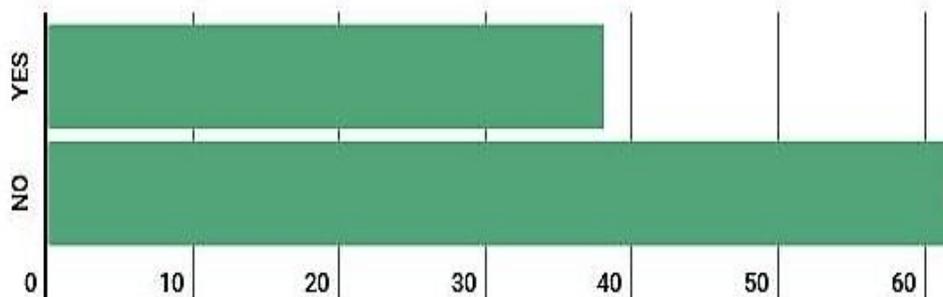
**8. Is financial assistance (private or public) available for equipment or other costs involved in establishing audio description?**



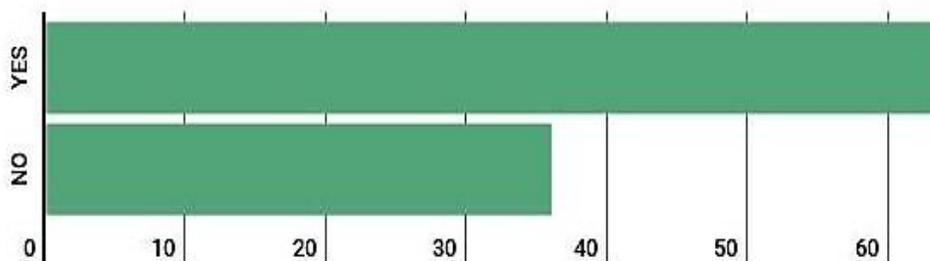
**9. Do you believe that audio description or more audio description should be available in your country?**



**10. Does your organization provide audio description services directly?**



**11. Does your organization promote the availability of audio description services to your members?**



## **OVERALL – 11 Questions (see appendix)**

In the respondent's country:

- 67% of respondents said that AD is available in the respondent's country
- Cinema, television, live performing arts, and DVDs lead the list of the type of AD experiences available, followed by museums, on the web, smartphones, in educational settings and in visitors' centers
- 54% of respondents said AD is provided by a combination of paid professional and volunteers—38% reported paid professionals and 8% said volunteers provide AD services
- people learn about AD most often from service organizations and associations of people who are blind, followed by a friend and from advertisements
- 48% respondents said that reasons for non-use of AD is due to "other"; 46% said because of its lack of availability—followed by 5% at "too complicated." No respondents reported that AD was distracting.
- 55% reported that AD is not required by law, almost 45% said that AD is required by law (64% of those respondents reported that it was required for broadcast television), 29% reported "other" with 13% for museums, 12% in films and 6% in performing arts
- financial assistance is not available (private or public) for equipment or other costs in establishing AD according to 59% of respondents; 41% said financial assistance is not available
- 99% of respondents said that they believe AD or more AD should be available
- Most respondents' affiliated organizations (62%) do not provide AD directly—38% said that their organizations do provide AD; 64% of the organizations promote AD while 36% do not

**English** (refers to all responses in that language, not any particular country) –

In the respondent's country:

- 78% of respondents said that AD is available in the respondent's country
- Cinema, television, DVDs and live performing arts lead the list of the type of AD experiences available, followed by museums, smartphones, on the web, in educational settings and in visitors' centers
- 55% of respondents said AD is provided by a combination of paid professional and volunteers—34% reported paid professionals and 11% said volunteers provide AD services
- people learn about AD most often from an association of people who are blind, followed by a friend, service organizations and from advertisements
- Overwhelmingly (66%) respondents said that reasons for non-use of AD is due to its lack of availability—"other" was at 29%, followed by 4% at "too complicated." No respondents reported that AD was distracting.
- 68% reported that AD is not required by law, almost 33% said that AD is required by law (42% of those respondents reported that it was required for broadcast television), 26% reported "other" with 16% for film, 13% in museums and 3% in performing arts
- financial assistance is not available (private or public) for equipment or other costs in establishing AD according to 56% of respondents; 44% said financial assistance is not available
- 99% of respondents said that they believe AD or more AD should be available
- Most respondents' affiliated organizations (66%) do not provide AD directly—34% said that their organizations do provide AD; 76% of the organizations promote AD while 24% do not

**Spanish** (refers to all responses in that language, not any particular country) –

In the respondent's country:

- 24% of respondents said that AD is available in the respondent's country
- Cinema, television, and smartphones lead the list of the type of AD experiences available, followed by DVDs, on the web, museums, in visitors' centers and in educational settings
- 53% of respondents said AD is provided by a paid professional—38% reported a combination of paid professional and volunteers and 10% said volunteers provide AD services
- people learn about AD most often from service organizations, an association of people who are blind, followed by a friend, and from advertisements (tied)
- 50% of respondents said that reasons for non-use of AD is due to its lack of availability—"other" was at 44%, followed by 6% at "too complicated." No respondents reported that AD was distracting.
- 71% reported that AD is not required by law, almost 29% said that AD is required by law (67% of those respondents reported that it was required for broadcast television), 22% reported "other" with 11% for film—no respondents reported that AD was required in museums or in performing arts
- financial assistance is not available (private or public) for equipment or other costs in establishing AD according to 66% of respondents; 34% said financial assistance is not available
- 100% of respondents said that they believe AD or more AD should be available
- Most respondents' affiliated organizations (68%) do not provide AD directly—32% said that their organizations do provide AD; 66% of the organizations promote AD while 34% do not

**French** (refers to all responses in that language, not any particular country) –

In the respondent's country:

- 59% of respondents said that AD is available in the respondent's country
- Television leads the list of the type of AD experiences available, followed by cinema, DVDs, live performing arts, museums, smartphones, and visitors centers. No respondents reported AD on the web or in educational settings
- 75% of respondents said AD is provided by a combination of paid professional and volunteers—25% reported paid professionals and no respondents said volunteers provide AD services
- people learn about AD most often from an association of people who are blind or from service organizations followed by friends and from advertisements
- 43% respondents said that reasons for non-use of AD is due to its lack of availability or "other", followed by 14% of respondents reporting that AD was distracting—no respondents reported that the use of AD was too complicated
- 62% reported that AD is not required by law, almost 38% said that AD is required by law (100% of those respondents reported that it was required for broadcast television)
- financial assistance is not available (private or public) for equipment or other costs in establishing AD according to 53% of respondents; 47% said financial assistance is not available
- 100% of respondents said that they believe AD or more AD should be available
- Most respondents' affiliated organizations (64%) do not provide AD directly—36% said that their organizations do provide AD; 50% of the organizations promote AD while 50% do not

**Portuguese** (refers to all responses in that language, not any particular country) –

In the respondent's country:

- 74% of respondents said that AD is available in the respondent's country
- Television, live performing arts, cinema, DVDs and the web lead the list of the type of AD experiences available, followed by museums, smartphones, on the web, in educational settings and in visitors' centers (tied)
- 62% of respondents said AD is provided by a combination of paid professional and volunteers—32% reported paid professionals and no respondents said that volunteers provide AD services
- Overwhelmingly (75%) respondents said that reasons for non-use of AD is due to its lack of availability—"other" was at 25%. No respondents reported that AD was distracting or too complicated
- 81% reported that AD is not required by law, almost 19% said that AD is required by law (46% of those respondents reported that it was required for broadcast television), 38% reported "other" with 8% for both film and in performing arts—no respondents said the AD is required in museums
- financial assistance is not available (private or public) for equipment or other costs in establishing AD according to 63% of respondents; 37% said financial assistance is not available
- 100% of respondents said that they believe AD or more AD should be available
- Respondents' affiliated organizations (50%) do not provide AD directly while 50% said that their organizations do provide AD; 64% of the organizations promote AD while 36% do not

**Organizations/Individuals Responding to any Question:**

**104 responses**

**English- 21; Spanish- 44; French- 20; Portuguese- 19**

**List of Organizations/Individuals Responding and Summaries by Language:**

**<https://www.dropbox.com/sh/a21h6firr966gmz/AABdl3jltHSZFY7aSCdq-0mja?dl=0>**

## APPENDIX A

### SURVEY QUESTIONS (English)

October 2017 - Audio Description Survey  
World Blind Union / American Council of the Blind

The World Blind Union is eager to learn more about the use of audio description by people who are blind or have low vision in its member nations, including some of the barriers to its use.

Audio description makes visual information of media and the visual or performing arts, in particular, more accessible to persons who are blind or visually impaired. For media and in the performing arts, language, carefully crafted and timed, is voiced usually during the natural pauses in a program's original soundtrack. For purposes of this survey, we are addressing audio description as it is provided in a formal context, i.e., by an individual who is not necessarily a friend or relative of the audio description consumer.

The survey should take about 5 minutes.

Surveys can be completed on-line at <https://jsnyder42.wufoo.com/forms/audio-description-survey/> or you may complete the form below and return it to: [jsnyder@audiodescribe.com](mailto:jsnyder@audiodescribe.com)

Organization responding / country represented:

\_\_\_ \_\_\_

1) Is audio description available in your country?

\_\_\_ Yes \_\_\_ No

2) Please check the types of audio description experiences available in your country:

\_\_\_ live performing arts

\_\_\_ museums

\_\_\_ visitors center / national park

\_\_\_ television

\_\_\_ cinema

\_\_\_ DVDs

\_\_\_ in educational settings

\_\_\_ on the web

\_\_\_ via a smartphone

3) Are audio description services being provided by volunteers or paid professionals, or both?

\_\_\_ Volunteers

\_\_\_ Paid Professionals

4) How do audio description consumers learn about the availability of audio description?

\_\_\_ from a friend

\_\_\_ from an association of people who are blind or have low vision

\_\_\_ from a service organization/entity that provides service for people who are blind or have low vision

\_\_\_ from an advertisement on television or in some other venue

5) Please share with us the reasons why audio description is not used:

\_\_\_ not available in a given region or in my country

\_\_\_ too complicated to access

it's distracting / unhelpful

other - please explain:

6) To your knowledge, is audio description required by law in your country?

Yes  No

7) For which venues (e.g., television, film, performance, museums, etc.) is it required?

television

film

performance

museums

other – please explain:

8) Is financial assistance (private or public) available for equipment or other costs involved in establishing audio description?

Yes  No

9) Do you believe that audio description or more audio description should be available in your country?

Yes  No

10) Does your organization provide audio description services directly? or promote the availability of audio description in your country?

Yes  No

11) 10) Does your organization promote the availability of audio description in your country?

\_\_\_ Yes \_\_\_ No

Thank you for participating in this survey. If you have any questions or comments about this survey or about audio description or additional information to share with us regarding audio description, please feel free to share them with us. You may contact Joel Snyder at [jsnyder@audiodescribe.com](mailto:jsnyder@audiodescribe.com), at 01 301 920-0218 or on skype at jsnyder42.

If you are interested in finding out more about description, please visit the American Council of the Blind's Audio Description Project website at:

[www.acb.org/adp](http://www.acb.org/adp)

## APPENDIX B

### List of Countries Represented in Responses

70 entities represented (69 countries + Pacific Disability Forum), followed by the number of responses from each country (no indication signifies only one response)

Argentina	
Australia	seven
Austria	
Belgium	
Benin	
Bhutan	two
Brazil	fifteen
Bulgaria	
Burkina Faso	two
Canada	five
Colombia	eleven
Costa Rica	
Croatia	
Cuba	two
Czech Republic	two
Denmark	
Dominican Republic	
Ecuador	
Eritrea	
Estonia	two
Fiji	two
France	nine

Germany	five
Haiti	
Honduras	two
Hong Kong	five
Iceland	two
India	three
Indonesia	
Israel	two
Italy	two
Japan	
Kazakhstan	
Kenya	three
Mauritania	
Mexico	five
Moldova	
Mongolia	
Montenegro	
Morocco	
Mozambique	
Nepal	two
Netherlands	five
New Guinea	
New Zealand	eight
Paraguay	three
Peru	
Republic of Central Africa	two
Russia	two

Rwanda	
San Salvador	
São Tomé and Príncipe	
Slovakia	
Slovenia	
South Africa	six
South Sudan	
Spain	six
Sri Lanka	
Sweden	two
Switzerland	
Tanzania	
Thailand	
The Philippines	two
Togo	
Uganda	
UK	four
Uruguay	three
USA	nine
Zanzibar	
Other – Pacific Disability Forum	

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