



Connected TV Accessibility

Online Survey on Television Subtitling Preferences in Poland and in Spain

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- Survey “What do you think subtitles should be like?”
- Countries: Poland and Spain
- Goals:
 - to test preferences of end-users
 - ✓ Hearing
 - ✓ Hearing-impaired
 - to benchmark quality in subtitling

Participants

- Poland

- 815 people took part (partial responses)

- 427 people completed the entire survey

- ✓ 325 female/102 male

- Spain (work-in-progress)

- 90 people took part (partial responses)

- 41 people completed the entire survey

- ✓ 24 female/17 male

Participants by hearing status

	Poland	Spain
Hearing	189 / 44%	22 / 53.65%
Hard of hearing	78 / 18%	4 / 9.75%
Deaf	160 / 38%	15 / 36.58%
TOTAL	427 / 100%	41 / 100%



Preferred AVT mode

	Poland	Spain
Subtitling	86.42%	51.21 %
Voiceover	4.22%	-
Dubbing	-	9.75 %
I don't mind	3.28%	2.43 %
It depends	6.09%	12.19 %

Hearing people for subtitles in Poland: 77%

Subtitling or Sign Language Interpreting?



- Deaf

Answer	Age group						TOTAL
	≤20	20-25	26-30	31-40	41-55	55+	
I don't mind	12.5%	6.52%	4.88%	0%	0%	16.67%	4.38%
Subtitling	87.5%	93.48%	95.13%	100%	100%	83.33%	95.63%
Sign language interpreter	0%	0%	0%	0%	0%	0%	0%

- Hard of hearing

Answer	Age group						TOTAL
	≤20	20-25	26-30	31-40	41-55	55+	
I don't mind	0%	11.76%	4.17%	4.76%	12.5%	0%	6.41%
Subtitling	66.67%	88.24%	95.24%	95.24%	87.5%	80%	91.03%
Sign language interpreter	33.33%	0%	0%	0%	0%	20%	2.56%

Subtitling or Sign Language Interpreting?



- Deaf

Answer	Age group						TOTAL
	≤20	20-25	26-30	31-40	41-55	55+	
I don't mind	0%	0%	0%	75%	0%	0%	25%
Subtitling	0%	0%	0%	0%	100%	0%	50%
Sign language interpreter	0%	0%	0%	25%	0%	0%	25%

- Hard of hearing

Answer	Age group						TOTAL
	≤20	20-25	26-30	31-40	41-55	55+	
I don't mind	0%	0%	0%	7.69%	0%	0%	6.66%
Subtitling	100%	0%	0%	84.61%	100%	100%	86.66%
Sign language interpreter	0%	0%	0%	7.69%	0%	0%	6.66%

Foreign programmes for children

	Poland	Spain
Subtitling	49.41%	46.34%
Dubbing	21.55%	4.87%
Voiceover	6.32%	0%
It depends	17.80%	17.07%
I don't mind	4.92%	0%

Domestic programmes for (deaf) children

	Poland	Spain
Subtitling	33.96%	58.53%
Sign language interpreting	37.24%	9.75%
I don't mind	19.20%	2.43%
It depends	9.60%	4.87%

Preferred font



5. Trebuchet



To pytanie jest obligatoryjne. Prosimy udzielić odpowiedzi na wszystkie części.

	1	2	3	4	5
1. Arial	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. Verdana	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. Tahoma	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. Lucida Console	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. Trebuchet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Preferred font



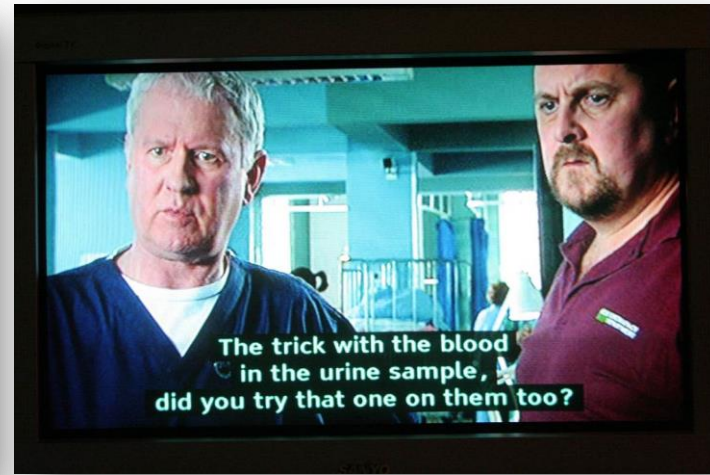
	1 (no good for subtitling)	2	3	4	5 (perfect for subtitling)
Arial	7.96%	11.48%	18.03%	33.49%	29.04%
Verdana	3.75%	3.98%	11.24%	17.8%	63.23%
Tahoma	5.15%	8.90%	28.81%	33.02%	24.12%
Lucida Console	46.60%	18.74%	15.93%	10.77%	7.96%
Trebuchet	10.54%	14.75%	25.06%	25.29%	24.36%

Preferred font



	1 (no good for subtitling)	2	3	4	5 (perfect for subtitling)
Arial	9.67%	6.45%	16.12%	41.93%	25.80%
Verdana	0%	0%	12.90%	29.03%	48.38%
Tahoma	19.35%	35.48%	16.12%	9.67%	3.22%
Lucida Console	16.12%	12.90%	32.25%	16.12%	6.45%
Trebuchet	9.67%	22.58%	0%	6.45%	9.67%

Number of lines



Number of lines

	Poland	Spain
Max. 2	58.78%	73.17%
Max. 3	34.19%	-
Max. 4	7.03%	2.43%

Are three-liners OK?

	Poland	Spain
Yes	39.81%	14.63%
No	35.36%	53.65%
It depends	17.56%	-
I don't mind	7.26%	7.31%

Number of lines

Are four-liners OK?

	Poland	Spain
4 lines are OK	9.37%	-
4 lines is too much	81.26%	73.17%
It depends	6.32%	2.43%
I don't mind	3.04%	-

Verbatim or edited?

	Poland	Spain
Edited	37.94%	19.51%
Verbatim	42.39%	24.39%
It depends	14.52%	29.26%
I don't mind	5.15%	(24.39%)



Deaf participants:
59.38% for verbatim

Hard of hearing
participants:
53.56% for verbatim



Deaf participants:
25% for verbatim

Hard of hearing
participants:
46.66% for edited
33.33% for verbatim

Music in SDH



	Poland	Spain
Word [MUSIC]	33.02%	36.58%
Music note 🎵	51.29%	24.39%
Hash (#)	9.60%	7.31%
I don't mind	6.09%	-

Music description



	1 (worst)	2	3	4	5 (best)
Ambience [SAD MUSIC]	7.26%	3.28%	11.71%	19.44%	58.31%
Type of music [GUITAR MUSIC]	7.73%	7.49%	20.61%	27.63%	36.53%
[MUSIC]	35.36%	17.10%	18.27%	12.65%	16.63%

Music description



	1 (worst)	2	3	4	5 (best)
Ambience [SAD MUSIC]	7.31%	2.43%	9.75%	17.07%	29.26%
Type of music [PIANO MUSIC]	9.75%	2.43%	12.19%	0%	14.63%
Title + Author [Beatles – Help]	17.07%	12.19%	12.19%	9.75%	17.07%
Only the word [MUSIC]	14.63%	7.31%	17.07%	7.31%	7.31%

Character identification in SDH



	1 (worst)	2	3	4	5 (best)
Colours for main characters	5.85%	4.92%	12.41%	16.39%	60.42%
Labels	14.52%	11.71%	23.89%	25.06%	24.82%
Speaker-dependent placement	39.58%	16.16%	17.10%	12.88%	14.29%

Character identification in SDH



	1 (worst)	2	3	4	5 (best)
Colours for main characters	10%	0%	0%	10%	80%
Labels	20%	16.66%	16.66%	20%	13.33%
Speaker-dependent placement	46.66%	16.66%	13.33%	3.33%	6.66%

How many colours in SDH?



	Deaf	Hard of hearing	Hearing
1 colour	6.25%	6.41%	7.94%
2 colours	12.50%	25.64%	19.58%
3 colours	30.00%	21.79%	31.75%
4 colours	10.63%	10.26%	17.46%
5 colours	11.25%	8.97%	6.88%
I don't mind.	29.38%	26.92%	16.40%

How many colours in SDH?



	Deaf	Hard of hearing	Hearing
1 colour	0%	0%	0%
2 colours	0%	0%	0%
3 colours	0%	13.33%	9.09%
4 colours	25%	20%	22.72%
5 colours	25%	33.33%	31.81%
I don't mind.	50%	13.33%	9.09%



Should one colour be allocated to one character for the whole film?

	Deaf	Hard of hearing	Hearing
A character should have the same colour in the entire film.	65.00%	70.51%	78.84%
Colours can change with each scene.	18.75%	14.10%	8.47%
I don't mind.	16.25%	15.38%	12.70%



Should one colour be allocated to one character for the whole film?

	Deaf	Hard of hearing	Hearing
A character should have the same colour in the entire film.	25%	66.66%	68.18%
Colours can change with each scene.	25%	13.33%	4.54%
I don't mind.	50%	6.66%	0%

Which colours?



Colours in SDH



	1 (unsuitable for subtitling)	2	3	4	5 (perfect for subtitling)
Yellow	6.56%	3.28%	6.56%	14.29%	69.32%
Blue/cyan	6.32%	7.49%	13.11%	23.89%	49.18%
Green	5.85%	6.09%	14.99%	23.42%	49.65%
Magenta	30.21%	16.16%	19.20%	16.86%	17.56%
Red	35.36%	21.55%	15.22%	11.01%	16.86%

Colours in SDH



	1 (unsuitable for subtitling)	2	3	4	5 (perfect for subtitling)
Yellow	9.67%	0%	3.22%	9.67%	74.19%
Blue/cyan	9.67%	3.22%	6.45%	12.90%	58.06%
Green	9.67%	0%	9.67%	12.90%	64.51%
Magenta	3.22%	9.67%	19.35%	12.90%	45.16%
Red	32.22%	6.45%	16.12%	3.22%	12.90%

No. of speakers per line



No. of speakers per line

	Poland	Spain
Only one person per line	78.45%	77.41%
More than one person per line	14.05%	16.12%
I don't mind	7.49%	6.45%

- The importance of testing and implementing end-users preferences
- Recommendations:
 - ➔ More subtitling on TV, esp. in children's programmes
 - ➔ Enable REAL choice between AVT modes
 - ➔ Avoid using red in subtitles
 - ➔ One person per line
- Subtitling quality?
- Full version of the Polish report:

[http://avt.ils.uw.edu.pl/files/2014/09/Wyniki-ankiety-o-napisach Polska FINAL.pdf](http://avt.ils.uw.edu.pl/files/2014/09/Wyniki-ankiety-o-napisach_Polska_FINAL.pdf)