

Welcome

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Audiodescription
Austria



Audiodescription in Austria

or:

How can You watch football
just with your ears?



More than 600.000 people in Austria are partially sighted or blind
How can we deliver a service directly where the action takes place?



Austrian supporters in the stadium



Broadcasting on a FM Frequency

Portable unit which can be easily used by the commentators

Every place in and around the stadium can be reached



When did we start?

- 2006 First football match with the target audience
- 2007 Austrian Footballleague
- 2008 Euro Austria Switzerland
- 2009 Starting Wintersports Ski
- 2010 Austrian starts to broadcast AD
- 2011 Society events on TV AD
- 2012 Euro Poland and Ukraine
- 2013 Starting Theater AD
- 2014 FiFA WC Brasil AD
- 2015 F1 Race AD
- 2016 Red Bull Air Race, MOTO GP



psycho-social facts

- Upgrading of self-worth feeling and self confidence
- Integration in our community
- Teambuilding
- Emotional fact –
 I am part of it, I'll be back
- Pulse triggering –
 i can practise sports actively



The commentators



Special needs for commentating

2 commentators = one team

- Ability to talk permanently for a longer period
- We describe geographically, describe emotions,
- Describe faces, describe the area, the surroundings
- We deliver a permanent full service – every blind or partially sighted supporter is informed at any time of
- the event



AD-Commentatortraining is done together with the target audience.

- Permanent feedback
- We create a new language
- We have to be always on time with our commentary.
- We have to inform about time played, standings etc.
- We deliver service information –
where is the next rest room, where is the next bar,
when does the bus leave the stadium etc



The most important thing:
Total access to all areas
The possibility to join events
with your family, your friends



Thank You

