December 15, 2008

Mr. Robert A. Morin
Secretary General
Canadian Radio-television and
  Telecommunications Commission
Ottawa, Ontario
K1A 0N2

Dear Mr. Morin:

Re: CRTC Public Notice 2007-54 – A New Policy with Respect to Closed Captioning

As requested by the Commission, the Canadian Association of Broadcasters (CAB) is pleased to submit the enclosed report on the validation exercises held in Montreal on December 8th, 2008 and in Toronto on December 9th, 2008 that measured user reactions to the proposed standards and protocols for closed captioning in French and in English developed by the two working groups on closed captioning. Also attached are copies of the detailed results obtained for each validation session. A translated version of the report will be forwarded to the CRTC shortly.

Sincerely,

Original signed by:

Pierre-Louis Smith
Vice-President, Policy & Chief Regulatory Officer

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Closed Captioning Validation Sessions – Findings and Analysis

Final Report

Submitted to the Canadian Association of Broadcasters

December 12, 2008

CONNECTUS Consulting Inc.

Closed Captioning Validation Sessions – Findings and Analysis

Final Report

CONNECTUS Consulting Inc. (CONNECTUS) is pleased to present the Canadian Association of Broadcasters (CAB) with its Final Report on *Closed Captioning Validation Sessions – Findings and Analysis* (the Study).

Following a brief summary of the methodologies applied to the Study, we present a *Summary of Key Findings*. This is followed by our *Detailed Analysis* of questionnaire responses that were completed by 23 participants in the French-language validation session and 24 participants in the English-language validation session.

The Appendix to the Study presents the English- and French-language questionnaires.

Study Methodology

The CAB recruited participants for both the French- and English-language sessions closed captioning validation sessions. The French-language session was held on Monday, December 8, 2008 at Synesis/Versalys in Montréal. The English-language session was held on Tuesday, December 9, 2008 at Training Centres of Canada in Toronto.

The objective of the sessions was to identify the reaction of Deaf and hard of hearing consumers to two styles of closed captioning: roll up (or scrolling) captioning and pop-on (or block) captioning. To measure consumer reactions to these two different styles of captioning, participants in the English-language validation session were shown a DVD comprised of programming segments that alternated between captioning styles. Participants in the French-language validation session were shown programming segments captioned in accordance with the proposed standards for closed captioning in French developed by the French-language working group on closed captioning.

In both cases, the DVD presentation was made possible by the collaboration of representatives of the broadcasters sitting on the two working group on closed captioning. Specifically, representatives of broadcasters on the French-language

working group on closed captioning provided the programming segments for the French-language DVD, and broadcasters from the English-language working group developed the English-language DVD. Their contribution was much appreciated.

The French-language DVD was 50 minutes in length. The English-language DVD was 30 minutes in length. For each session, the DVD was presented to consumers via computer monitors in two classrooms; each classroom had a moderator/ facilitator present to assist with technology and answer any questions. Following the viewing of the DVD, participants were requested to complete a questionnaire designed to capture their reactions to and perspectives on the two types of captioning styles. The questionnaire was designed by CONNECTUS with input from the CAB.

Twenty-four participants completed the questionnaire at the Montréal session, and 23 participants completed a questionnaire at the Toronto session. The questionnaire provided an opportunity to quantitatively and qualitatively measure consumer reaction to the two captioning styles. Results were tabulated and averaged, and all commentary provided by participants was analyzed for common themes, reactions and perspectives.

Differences among the reactions of French- and English-language participants are noted in our analysis.

Both settings were lively and relatively informal, allowing for discussion to take place. Sign language interpretation was provided for both sessions. The overall reaction of consumers attending the session was very positive.

As a final note, although the size of the consumer groups was relatively small, our anecdotal observation of participants indicates that the cross-section of participants was excellent with respect to gender, age and level of hearing disability. We believe that a very similar range of findings would emerge if the study were to be repeated on one or more occasions.

Summary of Key Findings

➢ Over one-half of English-language participants and fully two-thirds of French-language participants are aware of increases to captioned programming over the past two years.

➢ Roll up or scrolling captions tend to be preferred by both groups for live programming, and are favoured for News and Sports programming by one-half of French-language participants. One-third of English-language participants

would prefer that roll up captioning be avoided for all programming, indicating a two-thirds level of tolerance for this captioning style.

➢ Over one-half of English-language participants would prefer pop on or block captions for all programming, compared with less than 17 percent of French-language participants – one-half of whom prefer block captioning for movies.

➢ Almost 96 percent of English-language participants and 88 percent of French-language participants believe that the readability of captions is very important, while 87 percent of the English-language group and 79 percent of the French-language group also view caption/image synchronicity as very important.

➢ Virtually all participants indicated that captioning error rates should be less than 20 percent, with the majority favouring an error rate of less than 10 percent. French-language participants appear somewhat more forgiving in terms of acceptable error rates – further evidence of this group's desire for more captioned programming overall.

➢ Comments provided by session participants indicate that, overall, these two groups of consumers prefer block captions to scrolling captions for two key reasons: (i) they are perceived as easier to read, especially emphasized by English-language participants and (ii) on screen speakers are more easily identified, a feature noted by a number of French-language participants.

➢ In general, roll up captions are viewed as more difficult to read and more distracting overall, which can cause stress and fatigue in Deaf and hard of hearing viewers. It was noted by both groups that very light or transparent backgrounds make captions extremely difficult to read.

➢ One-third of French-language participants noted that captions provided for hockey telecasts tend to obscure or block out on screen statistical information and/or game scores.

➢ Overall, participants expressed their appreciation for the CAB's efforts in holding the sessions, which were viewed as very well organized.

Detailed Analysis

In the following section of our Report, we present a comparative tabulation of the English- and French-language questionnaire results, on a question by question basis, with associated commentary and analysis.

Question 1

Canada's private broadcasters have been working to increase the amount of programming that is available in closed captioning for users.

Have you noticed that there has been an increase in the amount of captioned programming over the past two years?

Recognition of Increases in Program Captioning

	English-language	French-language
☐ **Yes**	**13 (56.6%)**	**16 (66.6%)**
☐ No	9 (39.1%)	6 (25.0%)
☐ No opinion	1 (4.3%)	2 (8.4%)
Total Responses	23	24

A majority of consumers in both sessions – over one-half of English-language participants and fully two-thirds of French-language participants – were aware that the amount of closed captioned programming has increased over the past two years. It is notable that consumers at both sessions were aware of differences between Canadian-produced programming and foreign programming, and recognized that foreign programming is usually acquired by Canadian broadcasters with the captioning already completed.

Question 2 (a)

There are two types of closed captioning, both of which you have viewed on the DVD of programming clips: roll-up or scrolling captions and pop-on or block captions.

In general, I prefer roll-up/scrolling captions for… (Please check the appropriate boxes)

Preferences for Roll up/Scrolling Captioning

(Note: Multiple responses provided by most participants)

		English-language		*French-language*	
☐	**All programming**	2	(8.7%)	**8**	**(33.3%)**
☐	**News/Information**	9	(39.1%)	**12**	**(50%)**
☐	**Sports**	7	(30.4%)	**12**	**(50%)**
☐	Drama/Comedy	0	(0%)	4	(16.7%)
☐	**Live programs**	**10**	**(43.5%)**	**10**	**(41.7%)**
☐	Movies	1	(4.3%)	6	(25%)
☐	Children's	2	(8.7%)	1	(4.2%)
☐	Documentaries	3	(13%)	5	(20.1%)
☐	**No programming**	**8**	**(34.8%)**	3	(12.5%)

☐ My favourite program (please specify)

No responses

6 responses (Simpsons; Occasion Double; tous les sports; Ramdam; Le Cercle; La Balancoire)

☐ Other programming (please specify)

1 Response (CPAC)

7 responses (Top Model; MétéoMédia (2); Virginie (2); RDS 'full sous-titres'; 'humour')

Total Number of Responses

English-language   43
French-language   85

The results of this question reveal two key findings. First, virtually twice as many French-language participants than English-language participants provided multiple answers to this question, revealing a very high interest in captioned programming and a desire for more captioning availability overall.

Second, one-third of French-language participants prefer roll up captioning for all programming, while one-third of English-language participants would prefer to

have no scroll up captioning at all – which implies that two-thirds do not have an issue with scroll up captioning for at least some programming.

It is also notable that both groups appear to recognize the suitability of roll up captioning for live programming, but French-language participants further show a marked preference for this type of captioning for both news and sports programming.

Question 2 (b)

In general, I prefer roll-up/scrolling captions for… (Please check the appropriate boxes)

Preferences Pop on/Block Captioning

(Note: Multiple responses provided by most participants)

	English-language		*French-language*	
☐ **All programming**	**12**	**(52%)**	4	(16.7%)
☐ News/Information	1	(4.3%)	3	(12.5%)
☐ Sports	1	(4.3%)	1	(4.2%)
☐ **Drama/Comedy**	**9**	**(39.1%)**	**8**	**(33.3%)**
☐ Live programs	0	(0%)	3	(12.5%)
☐ **Movies**	8	(34.8)	**12**	**(50.0%)**
☐ Children's	6	(26.1%)	8	(33.3%
☐ Documentaries	5	(21.7%)	7	(29.2%)
☐ No programming	1	(4.3%)	3	(12.5%)

☐ My favourite program (please specify)

3 responses (Movies, Grey's Anatomy, Street Legal/Murder She Wrote)	2 responses (Sophie Paquin, Banquier)

☐ Other programming (please specify)

1 response (Church Services)	2 responses (quiz/jeux, RDS Nouvelles)

Total Number of Responses

English-language   47
French-language   53

While one-half of English-language participants stated a preference for block captioning for all programming, one-half of French-language participants indicated a preference for block captioning for movies. About one-third of both groups prefer block captioning for dramatic programming, while one-third of the French-language group prefer block captioning for children's programming.

Participants were also asked to indicate whether they had no specifically preferred captioning style.

Question 2 (c)

No Type of Preferred Captioning

English-language   *French-language*

2   (8.7%)   6   (25%)

Overall, a clear distinction emerges between the two types of captioning and specific categories of programming: roll up captioning is preferred for live programming, news and sports. Pop on captioning is preferred for drama/comedy, movies, children's programming and documentaries.

Although one-quarter of French-language participants indicated that they have no specific preference, it is important to point out that five English-language participants indicated their understanding that two types of captioning are likely necessary in order to accommodate different types of programming (e.g. live versus pre-recorded).

Question 3

The specific type of captioning used for a program can depend on whether the programming is live or pre-recorded, or on which type of captioning best matches the program content.

For example, pop-on captioning is generally used for pre-recorded programming, such as drama or documentaries.

Roll-up captioning is generally used for live programming, such as live news or live sports.

Please respond to the following statements on a scale of 1 to 5, where:

1 = Very Important
2 = Somewhat Important
3 = Neutral/No Opinion
4 = Less Important
5 = Not at all important

(a) Captions should be easy to read.

On a scale of 1 to 5…	English-language	French-language
1 – Very important	**22 (95.7%)**	**21 (87.5%)**
2 – Somewhat important	1 (4.3%)	3 (13.5%)
3 – Neutral/No opinion	0 (0%)	0 (0%)
4 – Less important	0 (0%)	0 (0%)
5 – Not at all important	0 (0%)	0 (0%)

(b) Captions should be synchronized with the image on the screen.

On a scale of 1 to 5…	English-language	French-language
1 – Very important	**20 (87%)**	**19 (79.2%)**
2 – Somewhat important	3 (13%)	5 (20.8%)
3 – Neutral/No opinion	0 (0%)	0 (0%)
4 – Less important	0 (0%)	0 (0%)
5 – Not at all important	0 (0%)	0 (0%)

(c) Captions should reproduce, verbatim, audio content.

On a scale of 1 to 5…	English-language	French-language
1 – Very important	**14 (61%)**	**14 (58.3%)**
2 – Somewhat important	6 (26.1%)	6 (25.0%)
3 – Neutral/No opinion	3 (13%)	1 (4.2%)
4 – Less important	0 (0%)	3 (12.5%)
5 – Not at all important	0 (0%)	0 (0%)

Although participants were asked to respond to *Question 3* in a comparative way – i.e. to rank readability, synchronization and verbatim in terms of importance against each other – a majority of participants assigned importance to each characteristic identified. However, participants assigned very clearly identify both readability and synchronization as most important, with verbatim captioning assigned comparatively less importance.

Question 4

As you are aware, mistakes occur in live captioning, whether due to human error, technical issues or other occurrences.

Recognizing that it is desirable, but very difficult, to achieve 100 percent perfection in captioning, what level of error rate could you find acceptable?

Acceptable Levels of Captioning Error

	English-language	*French-language*
☐ **Less than 10%**	**17 (73.9%)**	**13 (54.2%)**
☐ 10 to 20%	3 (13.0 %)	8 (33.3%)
☐ More than 20%	2 (8.7%)	0 (0%)
☐ Other*	1 (4.3%)	2 (8.3%)
☐ No response	0 (0%)	1 (4.2%)
Totals	23	24

For the "Other" category of response, one English-language participant indicated "100 percent as often as possible". Two French-language respondents stated "less than 5 percent". Overall, French-language participants appeared somewhat more 'forgiving' of a higher error rate, which again links to a strong desire for more captioned programming among French-language Deaf and hard of hearing consumers.

Participants were then asked to identify, in writing, their views on the relative strengths and weaknesses of the two types of captioning they viewed on the test DVD. Participants were further asked to provide any comments about captioning in general, and about the validation session overall. These responses begin on the next page.

Question 5

Do you have any comments that you would like to make about roll-up or scrolling captioning? For example, what do you see as positive and/or negative about this type of captioning?

English-language	*French Language*
Positive Comments: ➢ Both types o.k., understand the need to do both ➢ Much better for live shows as its more "in sync" with people talking ➢ Prefer for live programming ➢ Great for live programming ➢ Better for documentaries & newscasts ➢ Might be better for children to assist in developing reading skills	Positive Comments: ➢ Allows more time to read the text, which remains at the same location on the screen (six similar comments) ➢ Identifies the names of the character speaking ➢ Good for news and children's programming
Negative Comments: ➢ Very annoying and confusing, distracting and discombobulating, and often out of sync with on-screen speakers; should not be used with pre-recorded shows at all, only live shows (four similar comments) ➢ On-screen motion combined with captions in motion = too much motion, which can be tiring (three similar comments) ➢ Hard to determine who is speaking (three	Negative Comments: ➢ Too difficult to identify the speaker/link captions to who is speaking on screen (seven similar comments) ➢ Captions move too quickly to read, causing stress/fatigue (five similar comments) ➢ Light/transparent backgrounds make the captions difficult to read (reference

English-language	French Language
similar comments) ➢ Three lines of captioning take up too much of the screen (two similar comments) ➢ Spend most of your time reading captions rather than watching the screen; tend to glance at pop up blocks of captions (two similar comments) ➢ Distracts from on-screen action ➢ Problem with speed; too fast and it's hard to read, but if it's too slow the information is lost ➢ Too much pressure to read quickly ➢ Too slow, feels like reading a book	to certain parts of the DVD used for the study) (three similar comments) ➢ Captioning occupies too much of the screen ➢ Too many mistakes ➢ Captioning lags behind, and can be cut off before it's finished ➢ Broadcaster identification (bottom right hand corner of the screen) can sometimes interfere with captioning. ➢ Can block statistical information/game score during hockey telecasts

Question 6

Do you have any comments that you would like to make about pop-up or block captioning? For example, what do you see as positive or negative about this type of captioning?

English-language	French Language
Positive Comments: ➢ Pop up captions with a black background are much easier to read and follow (nine similar comments) ➢ Easier to read, easier on the eyes, not as tiring (seven similar comments) ➢ Better for movies (three similar comments) ➢ Better fit between speaker and captioning (three similar comments) ➢ Can read at a glance (two similar comments) ➢ Location of box and captions identifies speaker (two similar comments) ➢ Allows you to follow the action much more closely ➢ Easier to follow with multiple characters on screen at the same time ➢ Takes up less of the screen ➢ Better for pre-recorded shows – but	Positive Comments: ➢ Much easier to link the captions with who is speaking on screen (blocks move to the speaker) (eight similar comments) ➢ Excellent for films/documentaries (five similar comments) ➢ Easier to understand, less stressful to read (five similar comments) ➢ Better for children's programming (two similar comments) ➢ Less reading is required – can glance at the captions rather than read through ➢ Easier to follow with multiple characters on the screen – more lively type of captioning

English-language	*French Language*
sentences or phrases should be in the same block ➢ The "gold standard"	
Negative Comments: ➢ Captions can occur before person is saying the words (three similar comments) ➢ Seems to be a higher chance for error (two similar comments) ➢ Can be difficult to read for rapid dialogue ➢ Can block part of the screen	Negative Comments: ➢ Allows less time for reading, especially with rapid dialogue (four similar comments) ➢ The caption blocks move from place to place on the screen (three similar comments) ➢ Generally harder to follow (two similar comments) ➢ Sentences/phrases are sometimes separated between blocks of captions, or captions are cut off (two similar comments)

Responses to the above two questions indicate a preference among Deaf and hard of hearing participants for block captions. There are two primary reasons for this preference. First, and especially noted among English-language participants, there is sense that pop up captions on a black background are much easier to read, and do not dominate the screen as is the perception with roll up captions.

Second, and noted by a number of French-language participants, is the comparative ease with which viewers can identify speakers. This is especially the case when multiple characters are on screen at the same time.

Although both groups acknowledged the usefulness of roll up captions for live programming, most participants expressed concern about (i) the difficulty in reading scrolling captions compared with block captions, which creates stress and fatigue and (ii) the difficult of linking this type of captioning with on-screen speakers.

Question 7

Do you have any other comments that you would like to make about this evening's session, or any other comments about captioning in general?

English-language	*French Language*
General comments about captioning:	General comments about captioning:
➢ Some light/transparent background on roll up captioning made the captions very hard to read (16 similar comments) ➢ Lower case letters are easier to read than upper case letters (five similar comments) ➢ Captions should be allowed to finish before any interruptions (four similar comments) ➢ No matter what type of captions are used, they should be in sync with the speaker – "there should be no excuse for pre-recorded shows" (three similar comments) ➢ Need to communicate sound effects more effectively (two similar comments) ➢ Live programming and news programming tend to have very fast speakers – the captioning cannot catch up, and commercials interrupt the captions ➢ "Dropped captions" continue to be an issue, i.e. gaps in captioning ➢ Not possible to follow captions and credits when both appear on screen at the same time ➢ Font used on "Dragon" was easiest to read ➢ Use different coloured backgrounds to identify different speakers	➢ A number of comments about the placement of captions during hockey telecasts, i.e. that captions can block information about scores, etc. (eight similar comments) ➢ Several comments about the lack of captioning for French-language programming in general, especially for films (six similar comments) ➢ A number of negative comments about the placement of captions at the top of the screen – suggestions for consistency in captioning placement and font (four similar comments) ➢ Similarly, a number of comments that the placement of captions for MétéoMédia blocks on screen information/graphics (three similar comments) ➢ Suggestion for matching speakers with coloured captions (two similar comments) ➢ Suggestion for avoiding capital letters altogether
Comments about the session:	Comments about the session:
➢ Please provide real time captioning and ASL in the same room next time ➢ Flat screen monitor and proximity to the screen not helpful ➢ Would have been helpful to have a newscast included in programming examples ➢ The session was "very well organized", "very worthwhile" and "much appreciated" with "great programming examples" (a number of written and spoken comments from participants)	➢ Participants provided a number of positive comments about the session, which had 'clear information' and 'was very much appreciated'.

Two general concerns about captioning raised by participants are worth noting.

First, a number of French-language participants identified what is perceived as an on-going captioning issue: captions at least partially block out statistical and/or game score information during hockey telecasts.

Second, a large number of English-language participants identified an issue with certain programming segments included in the test DVD that reflects a concern with captioning in general: the use of very light or transparent backgrounds (identified in this case for roll up captioning) makes captions extremely difficult to read.

Overall, participants had a very positive reaction to the fact that the CAB held these sessions, and expressed appreciation on numerous occasions that the CAB had made an effort to organize the tests.

CLOSED CAPTIONING QUESTIONNAIRE – RESULTS
(ENGLISH-LANGUAGE)

Total Responses (N) = 23

1. Canada's private broadcasters have been working to increase the amount of programming that is available in closed captioning for users.

   Have you noticed that there has been an increase in the amount of captioned programming over the past two years?

   ☐ Yes   **13 (56.6%)**
   ☐ No   **9 (39.1%)**
   ☐ No opinion   **1 (4.3%)**

2. There are two types of closed captioning, both of which you have viewed on the DVD of programming clips: roll-up or scrolling captions and pop-on or block captions.

   In general, I prefer roll-up/scrolling captions for… (Please check the appropriate boxes)

   Note: multiple responses provided by most participants.

☐ All programming	2	(8.7%)
☐ News/Information	9	(39.1%)
☐ Sports	7	(30.4%)
☐ Drama/Comedy	0	(0%)
☐ Live programs	10	(43.5%)
☐ Movies	1	(4.3%)
☐ Children's	2	(8.7%)
☐ Documentaries	3	(13%)

   ☐ My favourite program (please specify) **No responses**

   ☐ Other programming (please specify) **1 Response – CPAC**

   ☐ No programming   8   (34.8%)

Observation: six participants all identified a preference for roll up captioning for News/Information, Sports and Live Programs.

In general, I prefer pop-on/block captions for… (Please check the appropriate boxes)

Note: Multiple responses provided by most participants.

☐ All programming   **12**   **(52%)**
☐ News/Information   **1**   **(4.3%)**
☐ Sports   **1**   **(4.3%)**
☐ Drama/Comedy   **9**   **(39.1%)**
☐ Live programs   **0**   **(0%)**
☐ Movies   **8**   **(34.8)**
☐ Children's   **6**   **(26.1%)**
☐ Documentaries   **5**   **(21.7%)**

☐ My favourite program (please specify) **3 responses: Movies, Grey's Anatomy, Street Legal/Murder She Wrote**

☐ Other programming (please specify) **1 Response: Church Services**

☐ No programming   **1**   **(4.3%)**

☐ I have no preferred type of captioning   **2**   **(8.7%)**

Note: a clear distinction emerges between the two types of captioning and specific categories of programming: roll up captioning is clearly preferred for live programming, news and sports. Pop on captioning is clearly preferred for drama/comedy, movies, children's programming and documentaries. However, one-half of participants identified a preference for pop on captioning for "All Programming", compared to only two participants who prefer roll up captioning for "All Programming" (and eight participants who did not prefer roll up captioning for any programming at all).

3. The specific type of captioning used for a program can depend on whether the programming is live or pre-recorded, or on which type of captioning best matches the program content.

   For example, pop-on captioning is generally used for pre-recorded programming, such as drama or documentaries.

Roll-up captioning is generally used for live programming, such as live news or live sports.

Please respond to the following statements on a scale of 1 to 5, where:

1 = Very Important
2 = Somewhat Important
3 = Neutral/No Opinion
4 = Less Important
5 = Not at all important

Captions should be easy to read.

1	2	3	4	5
22 (95.7%)	1 (4.3%)	0 (0%)	0 (0%)	0 (0%)

Captions should be synchronized with the image on the screen.

1	2	3	4	5
20 (87%)	3 (13%)	0 (0%)	0 (0%)	0 (0%)

Captions should reproduce, verbatim, audio content.

1	2	3	4	5
14 (61%)	6 (26.1%)	3 (13%)	0 (0%)	0 (0%)

Observation: although participants were asked to respond to these questions in a comparative way – i.e. if one were to rank these in terms of importance against each other – a majority of participants ascribed importance to each characteristic identified. However, participants assigned very clear important to captions that can be easily read; verbatim captioning was assigned comparatively less importance.

4. As you are aware, mistakes occur in live captioning, whether due to human error, technical issues or other occurrences.

Recognizing that it is desirable, but very difficult, to achieve 100 percent perfection in captioning, what level of error rate could you find acceptable?

☐ Less than 10%   **17 (73.9%)**
☐ 10 to 20%   **3 (13.0 %)**
☐ More than 20%   **2 (8.7%)**

☐ Other   **1 (4.3%) (response: "100 percent accurate as much as possible")**

<u>1 Comment: "under 10 percent for prerecorded shows, 10 percent for live shows"</u>

5. Do you have any comments that you would like to make about roll-up or scrolling captioning? For example, what do you see as positive and/or negative about this type of captioning?

   Positive comments:

   ➢ Both types o.k., understand the need to do both
   ➢ Much better for live shows as its more "in sync" with people talking
   ➢ Prefer for live programming
   ➢ Great for live programming
   ➢ Might be better for children to assist in developing reading skills

   Negative comments:

   ➢ Problem with speed; too fast and it's hard to read, but if it's too slow the information is lost
   ➢ Three lines of captioning take up too much of the screen (two similar comments)
   ➢ Very annoying and confusing, distracting and discombobulating, and often out of sync with on-screen speakers; should not be used with pre-recorded shows at all, only live shows (four similar comments)
   ➢ Better for documentaries & newscasts

➢ Spend most of your time reading captions rather than watching the screen; tend to glance at pop up blocks of captions (two similar comments)
➢ On-screen motion combined with captions in motion = too much motion, which can be tiring (three similar comments)
➢ Distracts from on-screen action
➢ Hard to determine who is speaking (three similar comments)
➢ Too much pressure to read quickly
➢ Too slow, feels like reading a book

6. Do you have any comments that you would like to make about pop-up or block captioning? For example, what do you see as positive or negative about this type of captioning?

Negative comments:

➢ Can block part of the screen
➢ Seems to be a higher chance for error (two similar comments)
➢ Can be difficult to read for rapid dialogue
➢ Captions can occur before person is saying the words (three similar comments)

Positive comments:

➢ Easier to read, easier on the eyes, not as tiring (seven similar comments)
➢ Pop up captions with a black background are much easier to read and follow (nine similar comments)
➢ Better for movies (three similar comments)
➢ Better fit between speaker and captioning (three similar comments)
➢ Can read at a glance (two similar comments)
➢ Location of box and captions identifies speaker (two similar comments)
➢ Allows you to follow the action much more closely
➢ Easier to follow with multiple characters on screen at the same time
➢ Takes up less of the screen
➢ Better for pre-recorded shows – but sentences or phrases should be in the same block
➢ The "gold standard"

7. Do you have any other comments that you would like to make about this evening's session, or any other comments about captioning in general?

Comments about captioning in general:

➢ Some light/transparent background on roll up captioning made the captions very hard to read (16 similar comments)
➢ Lower case letters are easier to read than upper case letters (five similar comments)
➢ Captions should be allowed to finish before any interruptions (four similar comments)
➢ No matter what type of captions are used, they should be in sync with the speaker – "there should be no excuse for pre-recorded shows" (three similar comments)
➢ Need to communicate sound effects more effectively (two similar comments)
➢ Live programming and news programming tend to have very fast speakers – the captioning cannot catch up, and commercials interrupt the captions
➢ "Dropped captions" continue to be an issue, i.e. gaps in captioning
➢ Not possible to follow captions and credits when both appear on screen at the same time
➢ Font used on "Dragon" was easiest to read
➢ Use different coloured backgrounds to identify different speakers

Comments about the session:

➢ Please provide real time captioning and ASL in the same room next time
➢ Flat screen monitor and proximity to the screen not helpful
➢ Would have been helpful to have a newscast included in programming examples

➢ The session was "very well organized", "very worthwhile" and "much appreciated" with "great programming examples" (a number of written and spoken comments from participants)

➢ Anecdotally, it is very clear that the session was very much appreciated by participants.

QUESTIONNAIRE SUR LE SOUS-TITRAGE
EN LANGUE FRANÇAISE - RESULTATS

1. Les radiodiffuseurs privés du Canada travaillent à augmenter la quantité de la programmation offerte avec sous-titrage en français destinée aux personnes sourdes ou malentendantes.

   Avez-vous remarqué une augmentation de la quantité de programmation avec sous-titrage dans les deux dernières années?

Nombre de participants (N) = 24

☐ Oui   **16 (66.6%)**
☐ Non   **6 (25.0%)**
☐ Aucune opinion   **2 (8.4%)**

2. Vous avez vu les deux types de sous-titrage utilisé dans les clips de programmation sur le DVD, soit le sous-titrage par déroulement (« roll-up ») et le sous-titrage par positionnement (« pop-on »).

   En général, je préfère le sous-titrage par déroulement pour (veuillez cocher toutes les cases applicables) :

   Note : réponses multiples par les participants

☐ Toute la programmation   **8 (33.3%)**
☐ Nouvelles/Information   **12 (50.0%)**
☐ Sports   **12 (50.0%)**
☐ Dramatiques/Comédies   **4 (16.7%)**
☐ Émissions en direct   **10 (41.7%)**
☐ Films   **6 (25.0%)**
☐ Émissions pour enfants   **1 (4.2%)**
☐ Documentaires   **5 (20.1)**

☐ Mon émission préférée (veuillez préciser) **6 réponses : Simpsons; Occasion Double; tous les sports; Ramdam; Le Cercle; La Balancoire**

☐ D'autre programmation (veuillez préciser) **7 réponses : Top Model; MétéoMédia (2); Virginie (2) RDS 'full sous-titres'; 'humour'**

☐ Aucune programmation   **3 (12.5%)**

En général, je préfère le sous-titrage par positionnement pour (veuillez cocher toutes les cases applicables) :

☐ Toute la programmation **4 (16.7%)**
☐ Nouvelles/Information **3 (12.5%)**
☐ Sports **1 (4.2%)**
☐ Dramatiques/Comédies **8 (33.3%)**
☐ Émissions en direct **3 (12.5%)**
☐ Films **12 (50.0%)**
☐ Émissions pour enfants **8 (33.3%)**
☐ Documentaires **7 (29.2%)**

☐ Mon émission préférée (veuillez préciser) **2 réponses : Sophie Paquin; Banquier**

☐ D'autre programmation (veuillez préciser) **2 réponses : quiz/jeux; RDS Nouvelles**

☐ Aucune programmation **3 (12.5%)**

☐ Je n'ai pas de préférence quant au type de sous-titrage en langue française. **6 (25%)**

Observation : for French-language consumers, the type of captioning may matter less than just having the captioning itself – we noted a number of double responses for preferred captioning formats (e.g. 'sports' and 'films' would be identified for both types of captioning).

3. Le type de sous-titrage qui est utilisé pour une émission peut dépendre du genre d'émission, soit une émission diffusée en direct ou une émission préenregistrée, ou du type de sous-titrage qui convient le mieux au contenu de l'émission.

Par exemple, le sous-titrage par positionnement (« pop-on ») est généralement utilisé pour la programmation préenregistrée, comme les dramatiques ou les documentaires.

Le sous-titrage par déroulement (« roll-up ») est généralement utilisé pour la programmation en direct, comme les nouvelles ou les sports en direct.

Sur une échelle de 1 à 5, veuillez indiquer combien vous considérez important ou non les énoncés suivants, où :

1 = Très important
2 = Plus ou moins important
3 = Neutre/aucune opinion
4 = Moins important
5 = Pas du tout important

Il devrait être facile de lire le sous-titrage.

1	2	3	4	5
21 (87.5%)	**3 (12.5%)**	**0 (0%)**	**0 (0%)**	**0 (0%)**

Le sous-titrage devrait se synchroniser avec l'image à l'écran.

1	2	3	4	5
19 (79.2%)	**5 (20.8%)**	**0 (0%)**	**0 (0%)**	**0 (0%)**

Le sous-titrage devrait reprendre mot à mot le contenu sonore.

1	2	3	4	5
14 (58.3%)	**6 (25.0%)**	**1 (4.2%)**	**3 (12.5%)**	**0 (0%)**

Observation : almost identical to the English-language results; very clear emphasis on readability with less emphasis on verbatim captions.

4. Comme vous savez, le sous-titrage en direct peut comporter des erreurs, que celles-ci soient attribuables à l'erreur humaine, à des raisons techniques ou à d'autres facteurs.

En reconnaissant qu'il est désirable, mais très difficile, d'atteindre la perfection totale, quel taux d'erreur trouverez-vous acceptable?

☐ Moins de 10 %   **13 (54.2%)**
☐ 10 à 20 %   **8 (33.3%)**
☐ Plus de 20 %   **0 (0%)**

☐ Autre   **2 (8.3%)(chacun, 'moins de 5%')**

☐ Aucun réponse   **1 (4.2%)**

5. Avez-vous des commentaires à faire au sujet du sous-titrage par déroulement? Par exemple, quels sont selon vous les aspects positifs et/ou négatifs de ce genre de sous-titrage?

Commentaires positifs :

➢ Allows more time to read the text, which remains at the same location on the screen (6)
➢ Identifies the names of the character speaking
➢ Good for news and children's programming

Commentaires négatifs :

➢ Too difficult to identify the speaker/link captions to who is speaking on screen (7)
➢ Captions move too quickly to read, causing stress/fatigue (5)
➢ Captioning occupies too much of the screen
➢ Too many mistakes
➢ Captioning lags behind, and can be cut off before it's finished
➢ Light/transparent backgrounds make the captions difficult to read (reference to certain parts of the DVD used for the study) (3 comments)
➢ Broadcaster identification (bottom right hand corner of the screen) can sometimes interfere with captioning.
➢ Can block statistical information/game score during hockey telecasts

6. Avez-vous des commentaires à faire au sujet du sous-titrage par positionnement? Par exemple, quels sont selon vous les aspects positifs et/ou négatifs de ce genre de sous-titrage?

Commentaires positifs:

➢ Much easier to link the captions with who is speaking on screen (blocks move to the speaker) (8)
➢ Excellent for films/documentaries (5)
➢ Easier to understand, less stressful to read (5)
➢ Better for children's programming (2)
➢ Less reading is required – can glance at the captions rather than read through
➢ Easier to follow with multiple characters on the screen – more lively type of captioning

Commentaires négatifs :

➢ Allows less time for reading, especially with rapid dialogue (4)
➢ Generally harder to follow (2)
➢ The caption blocks move from place to place on the screen (3)
➢ Sentences/phrases are sometimes separated between blocks of captions, or captions are cut off (2)

7. Y a-t-il d'autres commentaires que vous aimeriez faire au sujet de la séance de ce soir, ou d'autres commentaires au sujet du sous-titrage en langue française en général?

➢ Several comments about the lack of captioning for French-language programming in general, especially for films (6 comments)
➢ A number of comments about the placement of captions during hockey telecasts, i.e. that captions can block information about scores, etc. (8 comments)
➢ Similarly, a number of comments that the placement of captions for MétéoMédia blocks on screen information/graphics (3 comments)
➢ A number of negative comments about the placement of captions at the top of the screen – suggestions for consistency in captioning placement and font (4 comments)
➢ Suggestion for matching speakers with coloured captions (2 participants)
➢ Suggestion for avoiding capital letters altogether
➢ Participants provided a number of positive comments about the session, which had 'clear information' and 'was very much appreciated'.