

Accessibility elements:

For viewers: (*Lenor examples*)

- Classic audience: sees and hears the classic advertisement (*or, sometimes, with subtitles burned in the image, then visible to all audiences*)
<https://vimeo.com/1197654528/993255f506?share=copy&fl=sv&fe=ci>
- Hearing-impaired audience: this audience chooses to activate the "subtitles" accessibility option on their TV decoder (*Proximus, Orange, Telenet, etc.*) and then sees the subtitles of the spot.
<https://vimeo.com/1197654527/142dbb404c?share=copy&fl=sv&fe=ci>
- Visually impaired audience: this audience chooses to activate the "audio description" accessibility option on their TV decoder (*Proximus, Orange, Telenet, etc.*) and then hears the spot in audio description.
<https://vimeo.com/1197654529/c48eff6ead?share=copy&fl=sv&fe=ci>

For advertisers, at the time of post-production of the TV spot:

- Production of the classic spot.
- If "subtitles": creation of a subtitle file in EBU-STL format = a .stl file . The subtitle file, is separated from the video, designed to be injected into the TV signal and activatable by the viewer - Frame rate 25 fps - (EBU Tech 3264) <https://tech.ebu.ch/docs/tech/tech3264.pdf> .
- If "audio description": creation of an additional stereo audio file with the audio description added to the base mix = a file .wav 48 Khz - 16 bits - stereo at -23 LUFS.
NB: in order for the audio description to be placed, there must be time available to describe the action between the voice actors and voice-overs!

For post-production houses, at the time of delivery of the TV spot:

- The use of HDMAT software is mandatory.
- When creating the HDMAT file, the additional elements can simply be added to the classic HDMAT before sending to the advertising networks.
 - o Channels that are able to broadcast accessibility elements will do so.
 - o The other channels will broadcast the classic spot.

Please note: always only one HDMAT version per spot.

Broadcaster status:

RMB	Audio description	Subtitles
<i>RTBF La Une</i>	V	V
<i>RTBF Typical</i>	V	V
<i>RTBF La Trois</i>	V	V
<i>LN24</i>	-	-
<i>AB3</i>	-	-
<i>ABX</i>	-	-
<i>France 2</i>	-	-
<i>France 3</i>	-	-
<i>France 5</i>	-	-