

## **Specialized product: Audio description services**

### **Why:**

Audio description services are provided as required by the Section 508 Standards for video and multimedia content for persons who are blind or have low vision.

### **When:**

Audio descriptions are provided when visual content necessary to understand the message of a program is not provided by the audio track.

### **Be Aware Of:**

Audio description and captioning are not the same service and do not support the same disability sets.

### **Acquisition:**

Market research performed:

The services below have the ability and are providing Audio Description Services nationwide with quick turnaround.

### **Media Access Group at WGBH – DVS Services**

DVS services describe key visual elements in a program that a viewer who is visually impaired would ordinarily miss. Actions, gestures and scene changes are just a few of the elements that, when described, engage the blind or visually impaired viewer with the story. A script is prepared by a trained describer, read by a professional narrator, and mixed in a professional audio production suite for broadcast-quality results. DVS provides descriptions for live programs, teleconferences, and pre-produced programs.

Contact Information:

125 Western Avenue

Boston, MA 02134

617.300.3600 voice/TTY

617.300.1020 fax

Email: [access@wgbh.org](mailto:access@wgbh.org)

<http://access.wgbh.org>

### **National Captioning Institute – NCI Described Media**

NCI Described Media is a service that provides access to televised and recorded video programming for people who are blind or have low vision. Through a detailed process that provides a narrative description of a program's visual elements on the SAP (Secondary Audio Programming) channel of televised programming,

Contact NCI:

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NCI California Office:  
303 North Glenoaks Boulevard, Suite 200  
Burbank, CA 91502  
V/TTY (818) 238-0068  
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NCI Dallas Office:  
7610 N. Stemmons Freeway, Suite 200  
Dallas, TX 75247  
V (214) 647 – 4360  
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**Section 508 Applicable provisions:**

- § 1194.22 Web-based intranet and internet information and applications
- (b) Equivalent alternatives for any multimedia presentation shall be synchronized with the presentation.
- § 1194.24 Video and multimedia products
- (d) All training and informational video and multimedia productions which support the agency's mission, regardless of format, that contain visual information necessary for the comprehension of the content, shall be audio described.
- (e) Display or presentation of alternate text presentation or audio descriptions shall be user-selectable unless permanent.

**Relevant Exceptions:** none