



EUROPEAN UNION OF THE DEAF

A European Non-Governmental Organisation in official liaison with
European Parliament, European Commission and the Council of Europe

November 19th, 2020 – 10:00 CET

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EUD WEBINAR

BEST PRACTICES ENSURING QUALITY SIGN LANGUAGE INTERPRETING ON AUDIO VISUAL MEDIA

The Revised Audio-Visual Media Services (AVMS) Directive, adopted in 2018 and transposed by 2020 September by the EU Member States, imposed an obligation for the EU Member States to gradually and progressively increase the accessibility of the audio-visual media across the EU, which included an obligation to increase the amount of sign language interpretation on the AVMS.

The Directive however did not set out specific definitions, qualitative and quantitative targets which are essential to meet in order to ensure that an increase of accessibility and an increase of sign language interpretation in audio visual media is of a sufficient amount and quality.

During the period of transition of the AVMS Directive, EUD has received a number of questions from the national level related to the assessment of the quality of sign language interpretation on audio visual media. We often received inquiries regarding existing standards, guidelines and/or qualitative targets which should be followed in order to ensure the quality sign language interpretation on AVMS.

As currently there is no harmonised European standard which regulates the quality of sign language interpretation for audio visual media, EUD organises a webinar where National Associations of the Deaf, Organisations of Sign Language Interpreters and other stakeholders will share good practices from the national level on how the quality of sign language interpretation for audio visual media services is regulated, what are the existing qualitative targets, standards and guidelines on the national level and how were they developed.

The webinar will be in International Sign. Spoken interpretation and live captioning in English will be provided.

Moderator: EUD President Mr. Markku Jokinen

The presenters:

- (i) Introduction**
- (ii) David Sánchez, Spanish National Confederation of Deaf People (10 min)**
- (iii) Bojan Mord, Audio-visual media accessibility connoisseur and expert, Slovenia (10 min)**
- (iv) Interpreter's perspective: Maya de Wit, Sign Language Interpreter (10 min)**
- (v) Q&A (30 min)**
- (vi) Closing by the Moderator (5 min)**