

# STORNOWAY | COMMUNICATIONS



## **Biennial Report on Closed-Captioning Accuracy Rate Broadcasting Regulatory Policy CRTC 2012-362 File number 2011-488**

### **Introduction**

Stornoway Communications recognizes the intrinsic value to society in providing broadcast media that is not only accessible, but accurate and error free for Canadians who are deaf or hard of hearing. As such we have committed to 100 percent closed-captioning for all acquired program content for our three specialty channels; ichannel, bpm:tv and The Pet Network. In addition as of August 1, 2014, Stornoway Communications is now closed-captioning all promos, commercials, interstitial and short-form content.

Stornoway Communications is fully committed to complying with the regulatory requirements set out in CRTC 2012-362 (the quality standards policy). It's important to note that not all of the nine mandatory quality standards put into effect September 1, 2012 apply to Stornoway Communications. For example all of Stornoway's content is pre-recorded with no live programming. As such Stornoway will address compliance with the quality standards that apply to pre-recorded content in this report.

### **Overview of monthly closed captioning accuracy rate evaluation results**

Stornoway Communications has taken a pro-active approach for quality assurance striving for 100 percent accuracy for closed-captioning prior to broadcast. To achieve this goal Stornoway has procured the services of Fast File, a reputable third party closed-caption provider. Whenever possible Stornoway provides Fast File with transcripts to eliminate the possibility of errors in spelling and to ensure word-by-word transcription of the spoken audio is accurate. In addition we have implemented an in-house Quality Control (QC) procedure and daily shift reporting system where by Operators log errors and discrepancies detected when embedding the closed-captioning file into the programming file. If errors are found, the captioning file is corrected prior to first broadcast. Stornoway is proud to report with this QC procedure in place, we have been error free on-air for the past 8 months.

## **Investments made to improve quality and accuracy of Closed Captioning**

In 2012 Stornoway invested in the Telestream Mac Caption Enterprise system. This software allows the Operators flexibility to fix errors found in closed-captioning files to ensure a high accuracy rate. If an error in timing, or a spelling mistake is found during the embedding and QC process, the caption file can be corrected using Mac Cap prior to broadcast. Fortunately by providing transcripts the third party captioning provider has achieved 100 percent accuracy rate. However we have encountered closed caption errors in some acquired programming received from outside distributors. During the QC process if errors are found in the captioning file, the Operator will use Mac Cap to extract the embedded captioning file, fix the error and re-embed the revised captioning file and synchronize with the program audio, prior to broadcast.

Even though Stornoway makes every effort to be pro-active and ensure error free captioning, there are some unforeseen problems that do occur from time to time. In 2013 Stornoway upgraded our broadcast facility and installed the Evertz VIPX monitoring and Vista Link Pro systems. The monitoring system is set-up to detect loss of 608 and 708 auxiliary data in the video stream during broadcast. If closed-captioning is not detected, an error flag appears on the VIPX monitor in Master Control alerting the operator to loss of captioning. The error is logged in the discrepancy report and is addressed promptly. The missing captioning file is located and re-embedded before the next broadcast airing.

## **Captioning Format for Canadian pre-recorded programming**

Stornoway Communications has adopted the policy standard where by new Canadian produced programming is to contain embedded pop-on closed-captions when delivery time permits. Stornoway's technical delivery specifications for Canadian productions, have been revised to include pop-on closed captioning as a delivery requirement.

## **Viewer Complaints**

Stornoway Communications is proud to report that we have not received any viewer complaints with respect to the quality of closed-captioning.

## **Summary**

Stornoway Communications is fully committed and compliant with the closed-captioning quality standards policy CRTC 2012-362. The pro-active measures we have identified in this report, ensures the closed-captioning of pre-recorded programming is of high quality.

We would be pleased to provide any further information on our compliance measures, or answer any questions the Commission may have.