



新唐人電視台
New Tang Dynasty Television

Report to the CRTC – closed captioning and descriptive video at NTD – Feb. 28th, 2019

Background:

New Tang Dynasty TV (Canada) received its licence renewal notice in late August 2018 at which time we set about to enhance our services for the hearing impaired and the blind in order to meet our conditions of licence. Since that time, we have endeavoured to increase our captioning and descriptive video services. We are currently on track to have a full service in both categories by August 31st of this year (100% captioning and 4 hours per week of descriptive video for our English and French programs).

The NTD TV Canada audience is almost exclusively Chinese speaking (Mandarin and Cantonese). Our English and French language programs are viewed by a small percentage of our audience and, therefore, the audience portion that would be served by captions or described video is a much smaller portion again.

However, with respect to captions, as is the case with the general public, many people whose first language is not English find a benefit from captions in understanding English programs and in helping to learn to both speak and write English. The same would be true for French, however, our audience is much more likely to seek out English language programs.

Actions taken:

1. NTD TV Canada has formally requested that all English and French language productions for broadcast on NTD be produced with both closed captions and described video. We have also requested that all independent productions provided to NTD TV be provided with closed captions and described video upon submission to our Network.
2. When a program airs with closed captions or described video, it is the policy at NTD TV Canada that such programs are preceded with an audio/visual message alerting our audience to the presence of closed captions and/or described video.
3. NTD TV Canada has created a Diversity Council to advise us on matters related to access to programming by persons with a hearing or sight disability, the on-air appearance of persons with disabilities as well as ethnic minorities, aboriginal populations, and women and the employment of the foregoing at NTD TV Canada.
4. NTD TV will give an on air credit (name only) to those companies or individuals who sponsor closed captioning or described video on NTD TV.



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Development

In order to meet or exceed our licence conditions for closed captioning and described video requires that NTD TV finds external sources of financing such as grants, sponsorships, philanthropist or viewer support.

We believe sponsorship is the most practical of these methods as a sponsor would be allowed a brief on-air advertising mention (name acknowledgement only) in relation to the program. The development of this sponsorship program has taken longer than hoped but we are diligent in our efforts to provide the resources necessary to achieve our mandate in this regard.

Within viewer support, we are also looking at new methods such as crowd funding campaigns. Dependent on the success of these fund development methods, it would be our intention to exceed our requirements for described video.

NTD TV fully intends and expects to meet any and all conditions of its broadcast licence and we are committed to that objective.

Sincerely,

Joe Wang, Ph.D.
President