

## **Audio Description Celebrates its 10th birthday**

The Red Bee Media Audio Description team has celebrated its first 10 years of service in making television programmes accessible to the blind and partially sighted audience. Its remit was, and remains, to bring audiovisual products to life by describing action, character and setting that cannot be inferred by the listener from the programme's soundtrack alone.

Our British team currently describes 10% of output on the BBC and Channel 4 digital channels, and with the recent announcement that both broadcasters are set to double that figure, more programming will be made accessible and more challenges will arise.

Audio description is gaining momentum in Germany as well. Our German team has been successfully providing audio description as well as subtitling for the deaf and hard-of-hearing for the Über Mut Film Festival. Our ever growing and passionate team is well equipped to meet the new challenges this very interesting and important field of audiovisual translation poses.