



## What is Video Description?

Bringing Pictures to Life for Blind and Low Vision Viewers:

1. Interpretation of images into words.
2. On-screen visual content is described during pauses in dialogue.
3. Final program audio mixed with description.
4. Broadcast simultaneously with the program.

## FCC Regulation

21st Century Communications & Video Accessibility Act of 2010

- Law signed on October 8, 2010
- Affects top 4 national networks (ABC, CBS, FOX, NBC)
- Affects top 5 cable networks (Nickelodeon, TBS, TNT, The Disney Channel, USA)
- 50 hours per quarter required

## Process

Turnaround time is key.

The description process involves more steps than captioning or subtitling and requires more lead time.

Provide to CaptionMax	CaptionMax Process	Final File Back to You
<p><b>video &amp; audio file</b> (proxy video <u>not</u> master video)</p> <ul style="list-style-type: none"> <li>- Include full audio</li> <li>- Send background information</li> <li>- Include graphics &amp; lower thirds</li> </ul>	<p><b>Script &amp; Proof</b></p> <ul style="list-style-type: none"> <li>- Describers read information that is printed on-screen.</li> <li>- Describers match the tone &amp; vocabulary of the program by using cues from the dialogue &amp; soundtrack.</li> <li>- The goal is to prepare the listener while fitting descriptions between important sounds like: dialogue, SFX, and mood-setting music.</li> </ul> <p><b>Voice-over &amp; Mix</b></p> <ul style="list-style-type: none"> <li>- A single describer describes an entire series for continuity.</li> <li>- Descriptions are mixed into the <b>original</b> audio proxy file.</li> </ul>	<p><b>final mixed .aiff or .wav file</b></p> <p><b>Your editors:</b></p> <ul style="list-style-type: none"> <li>- Download file</li> <li>- Import into NLE</li> <li>- Export/Print to Tape</li> </ul>

## File Specifications That Get the Best Results

### MPEG-1 (general settings)

\*\*Based on the VCD preset\*\*

- Burned-in timecode matching your asset
- Video bit rate: 1000 Kb/s
- Constant Bit Rate
- GOP (Group of Pictures): IBBPBBPBB
- B frames between reference: 2
- P frames in Group of Pictures: 2
- Audio Encoding: MPEG Layer 2
- Audio Bit rate: 256 Kb/s
- Total bit rate: 1.3 Mb/s
- Size: 320x240 (352x240 is okay)
- **Standard Audio Settings**
  - 44.1 kHz or 48 kHz
  - 16 bit
  - 2 channel

### MOV (general settings)

\*\*Quicktime\*\*

- Burned-in timecode matching your asset
- Size: 320x240 (4:3) / 480x272 (16:9)
- Audio: 48 kHz
- File Size: Under 800 MB
- **Test file needed to confirm compatibility**

### DVD-R

- Must have windowburn matching your asset
- Must not be authored

## Give Us Your Files

### Electronic File Delivery:

- **The easiest way to get us any file is on our website! Go to our **Client Login** to upload your file.**

- Upload to our FTP site.
- We can download from your FTP site.
- Burn to data disc.

### Ship all materials to:

Attention: PROJECT MANAGER

#### Minneapolis Office CaptionMax

2438 27th Avenue South  
Minneapolis, MN 55406  
Phone: 612-341-3566

#### Burbank Office CaptionMax

441 North Varney Street  
Burbank, CA 91502-1733  
Phone: 818-295-2500

If you do not have a project manager yet, get a cost request from us now.

