BCA December event summary

Our final BCA Inform for 2022 was an exciting discussion on the next stage of the campaign for Audio Description (AD) on television.

Angela Jaeschke, General Manager Operations, gave an update on the current AD landscape in Australia including the fact that both SBS and ABC have increased their original AD content beyond the minimum cap imposed by the government. Angela was also pleased to share with members that both ABC and SBS have plans to expand their AD offerings to their respective catch-up services of Iview and SBS on demand.

Members then engaged in robust and enthusiastic discussion on a range of topics related to AD on television.

Members had questions regarding the United Nations decision that AD is a human right and the implications of this decision for AD on Australian television.

Discussions also centred on the Australian Government’s response to the UN decision; what the Government is required to do and what actions they may be likely to take.

Some members who have been long-time campaigners for AD on Australian television were at the session and shared campaign experiences and changes they have seen over their involvement with this issue.

All members at the session passionately put forward many ideas and suggestions around what BCA’s continued campaigning for AD on television could look like and how to encourage cooperation from the other free-to-air commercial networks.

we hope members will follow BCA’s updates and continue to passionately engage with our campaign work, both in relation to AD and in other areas, in the new year.

A recording of the session is available if you were unable to attend or would like to listen again.

Staff at BCA have enjoyed bringing you a range of BCA Informs throughout 2022 and we look forward to many new and exciting sessions in 2023.