SUBTITLING & SIGNING: Introduction

According to Statistics SA, about 20% of all disabled people have some form of hearing disability.

The SABC caters for this audience by:
- Providing wall-to-wall subtitles on all its Local Dramas
- Most documentaries
- A selection of Entertainment, Religious and Educational programming
- The signing of a number of News Bulletins

Because the grammatical structure of sign language is different to spoken English (which subtitling follows), the SABC also invests in a weekly programme (on SABC 3) that caters specifically for the airing impaired called DTV.

The commissioned process for DTV went on air in 1997. It was initially designed as a fortnightly programme for children and teens. The format changed in 2004 to include adults.

DTV contributed greatly to the empowerment of disabled television creative and technical staff. The project is staffed almost entirely by deaf practitioners at various levels. They depend solely on this production for their income since, by the specialised nature of programming for the deaf and hard of hearing, they cannot participate in other forms of television production.
<table>
<thead>
<tr>
<th>Day</th>
<th>Slot</th>
<th>Genre</th>
<th>Programme Name</th>
<th>No of eps</th>
<th>Duration</th>
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**Total:** 7,592,000
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**Total:** 3,939,000
Total cost of Subtitling SABC 1, 2 & 3

R19,246,500.00
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Total cost of Signing SABC 1, 2 & 3

R500,00.00
SIGNING: Specifically commissioned

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Total cost of production: DTV

R4,250,688.00

Cost of subtitling (included in the above)

R286,000.00
# Programmes Featuring the Disabled

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<th>Shift</th>
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<tr>
<td>Big Up</td>
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<tr>
<td>Cutting Edge</td>
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<tr>
<td>Play Your Part</td>
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<td>Matrics Uploaded</td>
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<tr>
<td>DTV</td>
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<td>Sportsview</td>
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The above programmes profile individuals with disabilities and/or are hosted by presenters with disability.
SUBTITLING & SIGNING: The Road Ahead

As the SABC moves forward in our content planning for the upcoming years, we endeavour to pay very specific attention to the issues raised, possible solutions and how we can best embrace these in creating programming that will empower this marginalised sector of our population.

SABC Television is investigating the acquisition of Internationally produced content with English subtitles (including the associated cost thereof).

For Local Content, the next target is the new RFP book (2013). Before the book is published, Channels will determine which properties need to be subtitled and ensure that Content is on board with the decision to subtitle.

As part of the new RFP book to be published, a generic subtitling brief is included requesting companies to submit proposals. In this brief the SABC is looking for capability and skill of the company in terms of subtitling.

As the subtitling industry is so small and has not grown over the years, the successful companies will all be given a few properties to do in a particular fiscal, thus realising economies of scale.