

AUDIO DESCRIPTION

In an ongoing commitment to accessibility, Sundance Film Festival encourages all titles to provide Audio Description.

Audio Description (AD) - Audio Description is an additional audio track with narration of a film's key visual elements by inserting visual descriptions into pauses in the film's dialogue. An individual who is Blind or Low Vision listens to the AD tracks via Assistive Listening Devices.

While descriptive tracks were originally intended as an accommodation for blind and low vision viewers, many people appreciate the benefits of AD. A few of those benefits include helping auditory learners better comprehend and understand information, helping those on the Autism spectrum to understand emotional cues, giving people flexibility to watch video in eyes-free environments, and pointing out visual elements that may have otherwise been missed.

Benefits of Audio Description

Non-visual accessibility: an accommodation for the 23.7 million Americans who have some degree of vision loss

Autism: individuals on the autistic spectrum find that audio description helps better understand emotional and social cues only demonstrated through actions or facial expressions

Flexibility: for viewers to enjoy videos in eyes-free environments

Language development: listening is a key step in learning language and associating it with appropriate actions and behaviors

Auditory learners: 20-30% of students say they retain information best through sound
Inattentional blindness: audio description can point out key visual elements to all viewers which otherwise may have been missed

Legal: required by law in some situations. The Americans with Disabilities Act (ADA) has two parts that apply to video accessibility. Title II of the ADA requires audio description for public entities, and Title III requires AD for places of public accommodation, including private organizations that provide public accommodation. This includes streaming media sites, such as Hulu and Netflix [Lewis, E. (2021, January 29). *Did you know? audio description is required by law.* 3Play Media.]

Resources:

- [Did You Know? Audio Description Is Required by Law](#)
- [The Ultimate Guide to Audio Description](#)
- [The Audio Description Project](#)
- [Beginner's Guide to Audio Description](#)
- [Audio Description in the Making Exhibition](#)
- [A Quick Guide to Audio Description Laws and Lawsuits](#)
- Audio Description Services –
 - [Media Access Group at WGBH](#) - Sundance Film Festival Supporter
 - [Point.360](#) - Sundance Film Festival Supporter
 - [3Play Media](#)
 - [Video Caption Corporation](#)
 - [VITAC](#)
- [National Federation of the Blind](#)
- [American Council of the Blind](#)