

MEMBER BULLETIN



NO. 14-06

DATE: June 25, 2014

MANDATORY CLOSED CAPTIONING FOR ALL TV SPOTS, COMMENCING SEPT, 1, 2014

Effective September 1, 2014, all advertising commercials, sponsorship messages and promotions broadcast on television stations in Canada must be aired with closed captions for the hearing impaired. Closed captions are hidden subtitles that are made available on-screen to hearing impaired viewers. The Canadian Radio-Television and Telecommunication Commission (CRTC) has made this a mandatory condition of license for all broadcasters in Canada as of September 1st.

Stations have asked Telecaster to help them comply with this ruling by providing Telecaster numbers only after viewing closed-captioned creative.

In order to comply with this mandate, there will be a serious impact on production schedules. Creative will now have to be delivered to captioning facilities/distribution houses 5-6 business days prior to airdate in order to allow time to caption, submit to Telecaster for closed caption (CC) approval number and to deliver to stations in time to meet the airdate.

As well, all current commercials airing beyond September 1, 2014 with existing Telecaster numbers must be re-submitted to Telecaster in order to obtain a CC Telecaster Number. This means that:

- a) If the existing creative was not originally closed captioned, it must be captioned and re-submitted to Telecaster. Captioned versions of the creative will need to be delivered to stations and trafficked with the new Telecaster number.
- b) Creative that was previously captioned but airing with a "regular" Telecaster number will have to be re-submitted to Telecaster in order to obtain a CC Telecaster number.

Industry representatives have lobbied tirelessly for over a year through discussions with Telecaster and Broadcasters with the hope of convincing them that a CC'd "rubber stamp" from Telecaster is not necessary given the quality control measures already in place by creative agencies, distribution houses and quality control personnel at stations.

As of this date, we have been unsuccessful.

A "grace period" from September 1 to November 30, 2014 can be approved by a broadcaster for an advertiser's material if already closed captioned and at the stations if the following process is followed by Agencies and Advertisers:

1. Agencies must send a detailed list to the traffic department for every spot that is currently captioned and at each station and scheduled to air between Sept. 1 – Nov. 30/14.
2. Broadcasters will review the lists (and commercial details) and advise if any creative is not actually captioned and they will need to be captioned and resubmitted to Telecaster for a NEW CC Telecaster # or they will not air beyond Aug. 31, 2014.

RESULT: Clients will have to pay more and build more time into production schedules.

For more information please contact Jani Yates, jyates@icacanada.ca
416-482-1396 #230/1-800-567-7422 #230