

## Goal!

### Audio description for Euro 2012



1. Euro 2012
2. After Euro 2012
3. AD for live events – simultaneous AD

### Euro 2012 in Poland and in Ukraine

08.06 – 01.07.2012

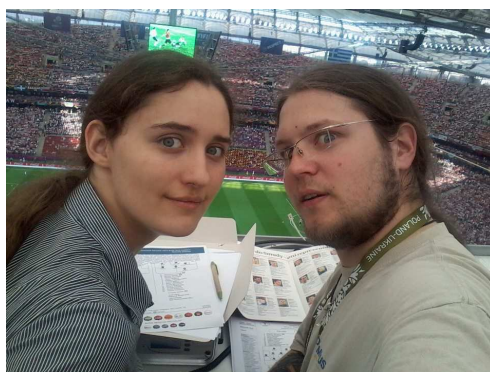
- 31 matches, 8 stadiums
- 16 audio describers
- AD service organised by CAFE
- UEFA Respect Inclusion  
Football with No Limits project
- Local partners:  
TUS Foundation (Poland),  
National Assembly of Disabled People (Ukraine)

### Volunteers' Training

- Martin Zwischenberger & Gregor Waltl
- Two-day training session
- A tour of the National Stadium in Warsaw
  
- Language barrier

### At the stadium

- The procedure
- The equipment
- The content



## The impact of Euro 2012

- A trigger
- Trained volunteers
- High quality equipment
- Poor publicity
- AD available only at the stadium
- No feedback
- Just one pair of describers for each stadium

“CAFE is clear that the UEFA EURO 2012 Respect Inclusion – Football with No Limits project is just the start for Audio Descriptive Commentary in Poland and Ukraine, and expects the trained commentators continue to use their newly-acquired skills after the tournament draws to a close”.

<http://euro2012.cafefootball.eu>

## After Euro 2012

### Three stadiums with AD service:

- Wisła Kraków (Fundacja Otwarte Ramię Białej Gwiazdy)
- Śląsk Wrocław (Foundation for audio description progress “Katarynka”)
- Legia Warszawa (Foundation for audio description progress “Katarynka”)
- Canal + (TV broadcasts of league matches at stadium of Legia Warszawa)
- Ekstraklasa (Polish top league) interested in AD
- AD at the National Stadium in Warsaw (Poland vs. Ukraine, 22.03)

## The blind supporters

- Regular listeners
- Extensive knowledge of football

### Main interests:

- Flags, tribunes, fans' activity
- Action!
- Time
- “geography” of the field

## Other Events

- Basketball match
- Theatre workshops (for the deaf and for the blind)
- Stand-up comedy
- A ceremony (International Day of People with Disability)

## Simultaneous AD

### Types of events

- Big live events
- TV/radio broadcasts
- Workshops/debates
- Voice artist's improvisation
- Live theatre/film AD
- Whispering

### Skills

- Memory techniques
- Voice quality
- Stress resistance
- Eloquent speakers
- Specific knowledge
- Divisibility of attention + concentration
- Knowledge of recipients' needs & principles of AD
- Precise, imaginative descriptions
- Flexibility

### Professionalism

- Regularity
- Money
- Standards
- Courses
- Audio describers' background
- 2 audio describers

[the topic of simultaneous AD (in comparison with interpreting) shall be analysed in greater detail in future]

### Conclusions

- Need for cooperation
- Volunteer activity -> Professional work
- Fast development
- Social role
- Society is ready to accept minorities
- AD also for the sighted

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Thank you!