- I'm Ben Shirley. I'm a senior lecturer at University of Salford. I do a lot of work on audio-related accessibility and I'm here 'cause I was chairing the session on accessible immersive experiences.

- [Interviewer] One of the topics of conversation that came up yesterday in the session was using graphics overlays in live sporting experiences. Can you share a bit more about what was discussed then?

- Yes, some of the detail was coming out from Jamie from BT Sport who was telling about their new package that's coming out, BT Ultimate, where they will change the graphical overlays depending on the device you're looking at. So it would be different on a large screen TV, it would be different on a mobile phone, different on a tablet, depending on the size of the screen, but they can also change characteristics such as the contrast and the size of the clock, the score, all of that kind of thing for people with visual impairments.

- [Interviewer] One of the questions that came through during the discussion on Slido was about people who are colorblind and creating the opportunity for them to watch snooker matches, tournaments. Can you share some of the discussion around that?

- Yeah, it was my favorite question, I think, helping colorblind people to understand what was happening in the snooker and it reminded me of the famous comment on I think it was BBC commentary when lots of black and white TVs were still around and part of the commentary was about for those watching on black and white TVs, the green ball's the one behind the blue one which I thought showed up the problem quite nicely. Yeah, Jamie talked about being able to use filters as part of the process which would accentuate the differences between some of those. They don't cover snooker but he was talking about it in the context of football so obviously the contrast between different players, football strips could be quite difficult to understand if you have particular kinds of colorblindness. And I'm aware that there's kind of filter overlays that can be used as part of the production process or as part of the reproduction process at the TV set in order to accentuate the differences and make that better for people who are colorblind.

- [Interviewer] Some of the other things that were discussed were about creating more interactive experiences using immersive accessible technologies.

- Yep.

- [Interviewer] Can you share some more about that? Yeah, there was a lot of conversation around the kind of technologies that have been developed in order to make immersive experiences happen can also facilitate different kinds of access services. So, there's a lot of talk about how you can adapt current access services but also how you can add additional ones, and we referred to some of the work that we'd been doing at Salford, actually, around object-based audio, being able to change the mix of the audio at the home based on individual needs, whether that's a hearing impairment or whether it's because you're on a noisy train, traveling, or for whatever reason you could change the mix or simplify the mix to suit your specific needs.

- [Interviewer] Fantastic, and, just finally, can you share some of the key things that you've learned from TechShare Pro or that you're hoping to learn later on today.

- Yeah, it's been a really inspiring event actually. It's been fascinating. Lots of insight into what different organizations are doing in different facets of accessibility. A lot of talk which I've picked up on about embedding it into business as usual. So it becoming part of the suite of personalization options, some of which would be for anybody who might just have a particular preference for something, but accessibility options being embedded in those means that it's much more ready to go mainstream and much more attractive to broadcasters and broadcast technology companies.