

# AUDIO DESCRIPTION IN SERBIA



# Visually impaired people in Serbia

- ◉ 12 000 blind or low vision people
- ◉ Organizations and associations of blind people in Serbia:
  - Savez Slepih Srbije (The Union of the blind of Serbia)-Government organization
  - Beli štap (White stick)-Non Government organization
  - Udruženje Homer (Homer Association)- Non Government organization

## AD in Serbia in the last several years

- ◉ Laws, regulations and policies/Only general principles.
- The Electronic media law-broadcasting, cable and developing media have to provide programs for deaf and blind people according to their own technical and financial capability.
- Public National Media Service –RTS-Radio and Television of Serbia- has to provide programs for people with disabilities
- The Law of culture-“to ensure accessibility of cultural activities for all”

## ◎ Film festivals

- Two dozen of national and international film festivals
- Only one mini festival is accessible for blind and low vision people-Udruženje Homer (Homer Association)- since 2009-present days
- <http://www.udruzenjehomer.rs/> -about 80 films, non commercial, based on voluntary work and donations
- Branko Matic, the founder of Homer Association, and the first man in Serbia who realized the importance of AD, and his volunteers made audio description for those films.

## •Broadcasting networks

- 2011- 2016- Once a month used to show AD film on RTS- initiative of Homer Association - Branko Matic, and his volunteers made audio description for those films on Public Media Service

## ⦿ Theatres

- 2011-2016-Audio description for plays in the National Theatre in Belgrade (Narodno pozorište)-supported by the Union of the blind of Serbia

## ⦿ Museums

- Audio described exhibitions are rare, only few have come to exist in the last few years ( Museum of Zrenjanin, Matica Srpska Galery, Exhibition of Pavle Beljanski paintings in National Library)
- Museum of contemporary art Belgrade  
<http://eng.msub.org.rs/>  
(Muzej savremene umetnosti -May-June 2019)  
12 paints are audio described.

# What needs to be done

- ◉ Laws and regulations have to be more precisely regarding audio description-especially :
  - The Electronic media law
  - The Public Service Media law
  - Culture Acts
  - Filmmaking and distribution regulations

- ◎ Improving cooperation between organizations of the blind in Serbia
- ◎ Initiation of collaboration with organizations practicing AD on the Western Balkans
- ◎ Involving University (Faculty of Philology) and Association of interpreters of Serbia in this process
- ◎ Trainings for future AD professionals



Thank you

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Udruženje Homer

<http://www.udruzenjehomer.rs/>  
<https://www.audiodeskripcija.rs/>