



SABC TELEVISION DIVISION

Subtitled / Sigele



SUBTITLING & SIGNING: Introduction

According to Statistics SA, about 20% of all disabled people have some form of hearing disability.

The SABC caters for this audience by:

- Providing wall-to-wall subtitles on all its Local Dramas
- Most documentaries
- A selection of Entertainment, Religious and Educational programming
- The signing of a number of News Bulletins

Because the grammatical structure of sign language is different to spoken English (which subtitling follows), the SABC also invests in a weekly programme (on SABC 3) that caters specifically for the airing impaired called DTV.

The commissioned process for DTV went on air in 1997. It was initially designed as a fortnightly programme for children and teens. The format changed in 2004 to include adults.

DTV contributed greatly to the empowerment of disabled television creative and technical staff. The project is staffed almost entirely by deaf practitioners at various levels. They depend solely on this production for their income since, by the specialised nature of programming for the deaf and hard of hearing, they cannot participate in other forms of television production.

SUBTITLING: SABC 1

Day	Slot	Genre	Programme Name	No of eps	Duration	Cost	Total
Mon - Fri	20h00	Soap	Generations	260	22	250	1,430,000
Mon / Wed / Thu / Fri	18h30	IKB	Various	156	22	250	858,000
Tue	18h30	IKB	Various	13	46	250	149,500
Mon	19h00	Drama (Comedy)	Various Perfect Family / Single Guys & Girls	52	22	250	286,000
Mon	20h30	Drama	Various Zone 14 / South Pen / Kowethu / Mfolozi Street	52	22	250	286,000
Tue	20h30	Drama	Various Montana / Intersexions / After 9 / Vaal TV	52	22	250	286,000
Sun	18h30	Documentary	Various Single Documentary / Strands	52	46	250	598,000
Wed	20h30	Drama	Various Zone 14 / Sticks&Stones / LoxionLyric	52	22	250	286,000
Wed	21h00	IKB	Kumbul'ekhaya / Relate	52	46	250	598,000
Thu	20h30	Drama	Various Skeem Saam / Task Force / End Game	52	46	250	598,000
Fri	20h30	Sitcom	Various Tempy Pushas / Hooked Up / Shreads&Dreams	52	22	250	286,000
Tue	21h00	Reality	Various In Debt / Rise Mzansi / Daddy 24/7	52	46	250	598,000
Sat	18h00	Entertainment	Friends like These	52	46	250	598,000
Sun	06h30	Religion	Bonisanani	52	22	250	286,000
Sun	11h00	Religion	Multi-faith	52	22	250	286,000
Sun	11h30	Religion	Chatroom	52	22	250	286,000
							7,715,500

SUBTITLING: SABC 2

Mon - Fri	18h30	Soap	7 de Laan	260	22	250	1,430,000
Mon - Thu	21h00	Soap	Muvhango	208	22	250	1,144,000
Mon	18h00	IKB	When Duty Calls	52	22	250	286,000
Mon	19h30	Documentary	50/50 / Voetspore	52	48	250	624,000
Wed	18h00	Talk	Motswako	52	22	250	286,000
Tue	19h30	Drama	Various Erfsondes / Konings / Torings / Geraamtes / Swartwater	52	46	250	598,000
Tue	21h30	Drama	Various 90 Plein Street / Smoke& Mirrors	52	22	250	286,000
Fri	18h00	IKB	Various La Familiar / Nhlanhla / Local Talk on 2	52	22	250	286,000
Wed	19h30	Entertainment	Pasella / Mooiloop	52	46	250	598,000
Thu	21h30	IKB	Speak Out / Stop Nonsense!!!	52	22	250	286,000
Sun	08h30	Religion	Psalted / Life 24/7	52	22	250	286,000
Sun	09h00	Religion	Issues of Faith	52	46	250	598,000
Sun	19h00	Sitcom	Various Stokvel / Gare Dumele / Majakathata	52	22	250	286,000
Sun	21h00	Documentary	Various	52	46	250	598,000
							7,592,000

SUBTITLING: SABC 3

Day	Slot	Genre	Programme Name	No of eps	Duration	Cost	Total
Mon - Fri	19h30	Soap	Isidingo	260	22	250	1,430,000
Mon	09h30	IKB	DTV	52	22	250	286,000
Wed	20h30	Entertainment	Top Billing	52	46	250	598,000
Tue	20h30	Drama	Local Drama / High Rollers / Covert Affair	52	46	250	598,000
Thu	20h00	Sitcom	Various (Those Who Can't / Safe as Hausers)	52	22	250	286,000
Sun	09h30	Religion	I am Woman	26	22	250	143,000
Sun	20h30	Documentary	Shoreline / Mandela / Docuville / People of the South	52	46	250	598,000
							3,939,000

SUBTITLING: TOTAL COST

Total cost of Subtitling SABC 1, 2 & 3

R19,246,500.00

SIGNING: News

SABC 1			
Weekdays	17h30	News	SiSwati / isiNdebele Bulletin
SABC 2			
Weekdays	20h30	News	Sesotho Bulletin
Sat / Sun	19h30	News	Sesotho Bulletin
SABC 3			
Weekdays	18h30 - 19h30	News	English Bulletin

Total cost of Signing SABC 1, 2 & 3

R500,00.00

SIGNING: Specifically commissioned

SABC 3			
Monday	09h30	DTV	Programme for Hearing Impaired

Total cost of production: DTV

R4,250,688.00

Cost of subtitling (included in the above)

R286,000.00

PROGRAMMES FEATURING THE DISABLED

Shift
Chatroom
Big Up
Cutting Edge
Play Your Part
Matrics Uploaded
DTV
Sportsview

THE ABOVE PROGRAMMES PROFILE INDIVIDUALS WITH DISABILITIES AND/OR ARE HOSTED BY PRESENTERS WITH DISABILITY

SUBTITLING & SIGNING: The Road Ahead

As the SABC moves forward in our content planning for the upcoming years, we endeavour to pay very specific attention to the issues raised, possible solutions and how we can best embrace these in creating programming that will empower this marginalised sector of our population.

SABC Television is investigating the acquisition of Internationally produced content with English subtitles (including the associated cost thereof).

For Local Content, the next target is the new **RFP book (2013)**. Before the book is published Channels will determine which properties need to be subtitled and ensure that Content is on board with the decision to subtitle.

As part of the new RFP book to be published, a generic subtitling brief is included requesting companies to submit proposals. In this brief the SABC is looking for capability and skill of the company in terms of subtitling.

As the subtitling industry is so small and has not grown over the years, the successful companies will all be given a few properties to do in a particular fiscal, thus realising economies of scale.