

Alleviating the Technical Burdens of PSE Compliance for Broadcasters.

Cambridge Research Systems Limited.

Question 5i [of the consultation on the proposed Broadcasting Code] implies that there is a technical burden imposed on broadcasters to achieve the maximum level of protection for photosensitive individuals as envisaged in the original ITC Guidance Note on Flashing Images and Regular Patterns in Television (The Guidelines).

The Guidelines have proved very effective and valuable in increasing the level of PSE protection for all viewers, particularly adolescents.

When the Guidelines were first conceived manual analysis was onerous. Now however the application of modern software developed by our company ensures that this burden has been substantially reduced. Timely use of The HardingFPA Flash and Pattern Analyser assures that the vast majority of broadcast material complies with the Guidelines at a minimum cost, and there are more than 30 installations successfully utilising the technology.

The HardingFPA Flash and Pattern Analyser will automatically analyse video and allows the broadcast industry to check video in real time prior to transmission and thus detect and correct material that does not comply with the Ofcom /ITC Guidelines.

The software developed is particularly well suited to the future digital environment where it can be integrated into systems which automatically check all material received by broadcasters before transmission.

In application the Analyser is fast, automatic and accurate and reduces the level of technical intervention to a minimum by providing information which allows the broadcaster to quickly correct any transgressions of the Guidelines. The software can also be easily modified to cope with any amendments to the Guidelines.

The availability of this quick and efficient tool enables content providers to learn effectively how to comply with the Guidelines from the outset and further reduce any burden on the production process.

The HardingFPA Flash and Pattern Analyser is produced by
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