ACCESSIBILITY TO AUDIOVISUAL MEDIA SERVICES

Mia Ahlgren, European Disability Forum, EDF

European Disability Forum EDF

- Represents 80 million persons with disabilities
- Umbrella organisation with national councils and European federations
- Represents diversity of persons with disabilities

- Values based on human rights

THE VOICE OF PERSONS WITH DISABILITIES IN EUROPE

Legislation and human rights

EU is one of 167 state parties to the convention on the rights of persons with disabilities

General comment 2, on article 9 accessibility
"**unconditional obligation**"

As long as goods, products and services are open or provided to the public, they must be accessible to all, regardless of whether they are owned and/or provided by a public authority or a private enterprise

Minimum standards must be developed in close consultation with persons with disabilities and their representative organizations

Making TELEVISION ACCESSIBLE Report

ACCESSIBILITY TO AUDIOVISUAL MEDIA

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European regulation

"Member States shall encourage media service providers under their jurisdiction to ensure that their services are gradually made accessible to people with a visual or hearing disability"

Parts of telecom package also covering interoperability, must carry, cooperation

Who is the user?

Accessible content increasing but low

Most MS have subtitles. some only for translated content
FR, NL, UK 100 per cent

Most MS 0 per cent sign language interpretation
Portugal leading 16-7 percent 3 channels

Most MS 0 per cent audio description, increase after regulation
UK leading 15 – 24 per cent several channels

Data for spoken subtitles missing
Spoken subtitles required in for example Finland

Source: European Commission study 2013
Note: Icons not standardised

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Quantity quality and costs

Catalan (local) bilingual TV station

Customized subtitles, allows user to change font size, position and font background

Pioneer in Audio Description since 2007
914 hours (2015)

Sign language interpretation daily news.
200 hours (2015)

Portugal leading Sign language producer
Advanced web live solutions worldwide
Regulation from 1998

Fragmentation in member states

Legislation, scope, funding and focus

Requirements increasing from only covering Public Service Broadcasters to commercial, also covering on demand services and quality

Obligations to **promote** access services (BE SL IE UK)
Addressing what kind of programs or when they are broadcasted
Progressive quotas in relation to costs and available technology
Additional funding for programs to promote pluralism and diversity, if they are accessible (CR) State funding for films require subtitles (SE)

Voluntary exceeding targets from 10% to 20% audio description (UK) and for sign language (PT)

Jurisdiction – OfCom non-domestic channels

Monitoring and role of regulator

Monitoring from a user perspective

EPRA

Comparative study 2013
Network updates on regulation

ERGA

Accessibility task force
A pilot study preparing for
European benchmarking and
bench-learning initiative 2016
mapping delivery modes,
equipment and interoperability

US regulation on accessible media

Signed October 2010

Progressive increasing quotas
scope Netflix online education

Frequent monitoring reports
grievance mechanism

Higher demand leads to
"enormous price drop"

Source: White House

Regulation as driver for innovation

Technology + attitude turns accessibility from a problem to an opportunity

Technology allows hyper customisation so everybody can choose

Sign language or special image focus Audio description or expert comment

Technology presents innovative services and monetization, turning accessibility into business and job opportunities

Audiodescription

Sign Language

As God is ...

Multi language Subtitles and Sign Language inside Glasses

Conclusions

Legislation to match demography, ICT, social cohesion and human rights

- **Stronger accessibility requirements in AVMS directive**
  making accessibility an integrated part of media production
- **European Accessibility Act should cover Audiovisual media**
  covering whole value chain and devices
- **Monitoring of accessibility, usability** with **quality indicators**
  from a user perspective, services much reach the consumer
- **Standardisation, research and innovation involving users**
  link accessibility to development of language technology
- **Encourage multi stakeholder exchange and research**
  pave way for innovative accessible converging media
- **EU could take the lead in Media Accessibility worldwide**
  Promoting multilinguism, research and social cohesion

More information

[EDF position on the revision of AVMSD](#)

[EDF position papers audiovisual world](#)

[FRA accessibility standards for audiovisual media](#) (2014)

[EPRA comparative accessibility report](#) (2013)

[European Commission report on AVMSD (2013)](#)

[European project HBB4all](#)

[US 21st century Communication Video Accessibility Act](#)
[ITU – Making TV accessible](#)

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