
ITU Model ICT Accessibility Policy Report

Smart Accessibility on Connected TV

Barcelona

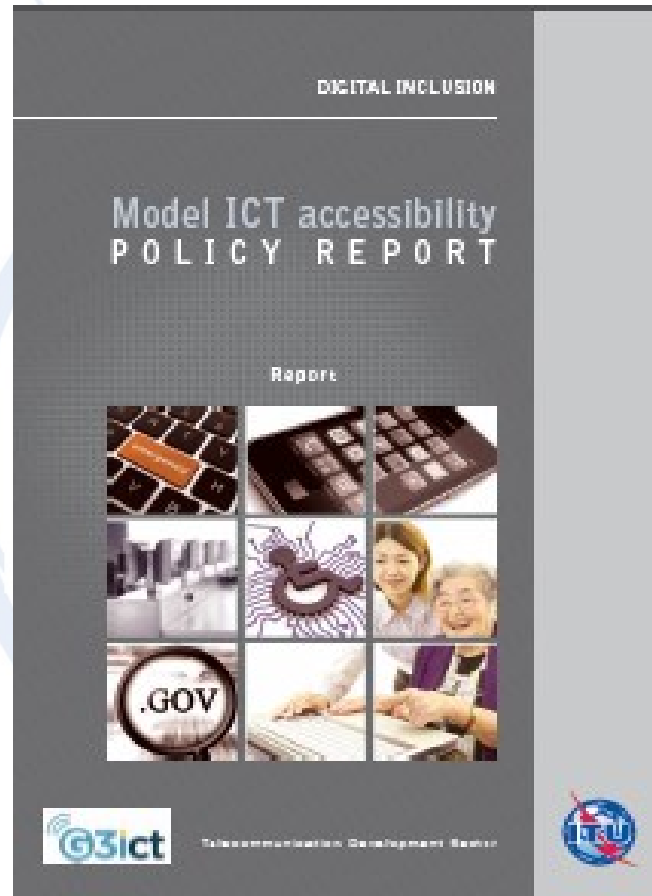
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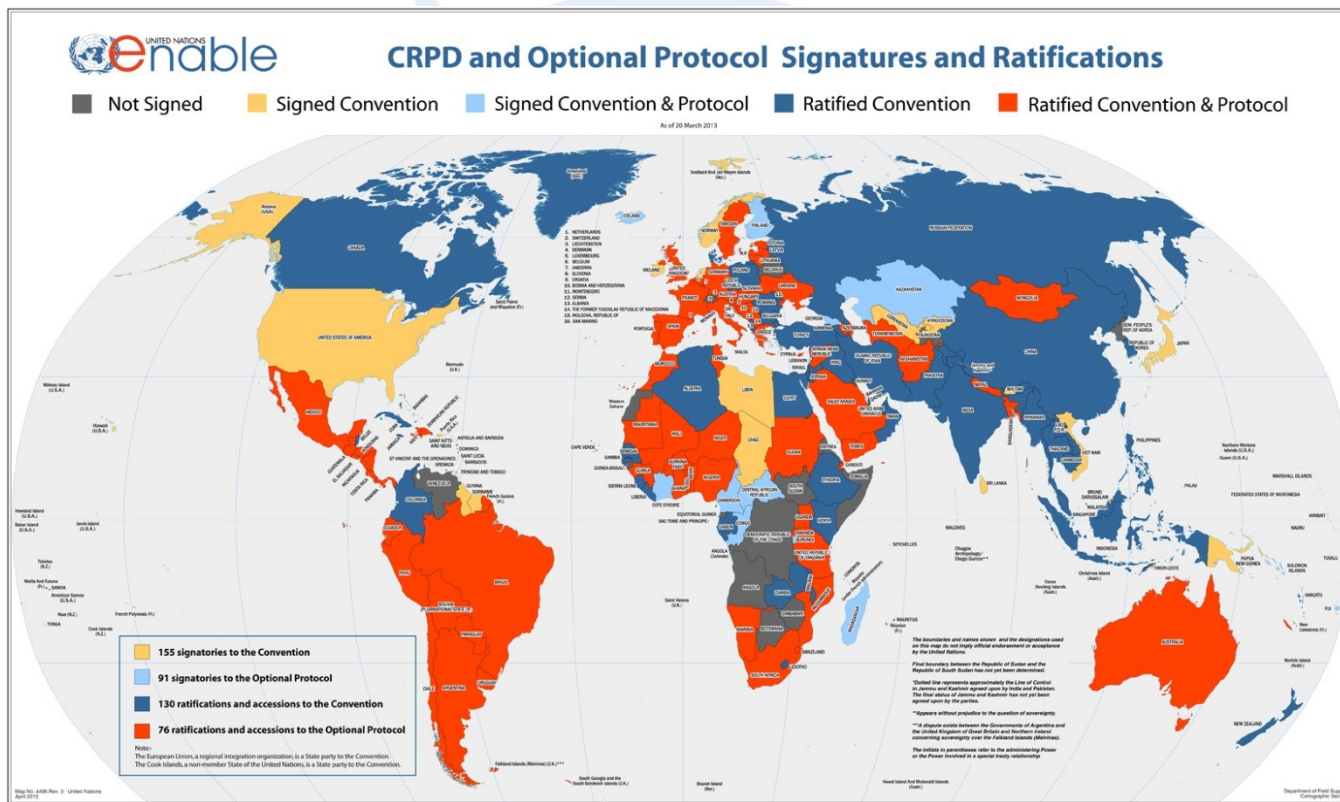
ITU, Telecommunication Development Bureau (BDT)

ITU-G3ICT Model ICT Accessibility Policy Report



<http://www.itu.int/en/ITU-D/Digital-Inclusion/Pages/Reports.aspx>

UN Convention on the Rights of Persons with Disabilities



159 signatories; 152 ratifications

Source:

 <http://www.un.org/disabilities/>

Article 9 – Accessibility

To enable persons with disabilities to **live independently and participate fully in all aspects of life**, States Parties shall take appropriate measures to **ensure to persons with disabilities access, on an equal basis with others** to the physical environment, to transportation, **to information and communications, including information and communications technologies and systems** and to other facilities and services open or provided to the public, both in urban and in rural areas.

These measures, which shall include the identification and **elimination of obstacles and barriers to accessibility**, shall apply to . . . Information, communications and other services, including electronic services and emergency services.

ICT Accessibility in the United Nations Convention on the Rights of Persons with Disabilities - CRPD

- Article 30 of the CRPD requires State Parties to “take all appropriate measures to ensure that Persons with Disabilities . . . enjoy **access to television programmes [and] films . . . in accessible formats.**”

Model ICT Accessibility Policy Report

- Provides policy guidelines and legal and regulatory framework
- Designed to help countries develop their own accessibility policies and regulations
- Modular design includes stand-alone sections on:
 - Model ICT legal, policy and regulatory framework
 - Model ICT accessibility framework on public access
 - Model mobile communications accessibility policy framework
 - Model television/video programming accessibility framework
 - Model web accessibility policy framework
 - Model accessible ICT public procurement policy framework

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What do we mean? terminology

- Recognizes that some countries have not yet migrated to digital tv or may have regulatory frameworks that only use terms like “tv” or “broadcasting”
- Also recognizes the world is rapidly going digital, using a variety of platforms, so it also uses the term “video programming” and that digital facilitates provision of access services for persons with disabilities
- Countries of course are free to select their own terms
- The model policy was written to apply to all forms of video programming whether traditional, IPTV, IBB, HBB and also applies to EPGs, remote control and TV devices
- Regulate licensed service providers (LSPs)

Goals of the model policy

To ensure policy makers consult with persons with disabilities in developing the policy

Raise awareness the policy exists; raise awareness when access services are available

Licensed service providers deliver AD, audio subtitles (where appropriate), CC and signing

Train customer service staff on how to serve customers with disabilities
Train staff to show customers how they can find info about access services on EPGs and customize available access services

Adopt quality of service standards for access services

Goals of the model policy

EPGs use internationally recognized access service icons

Adopt technical standards for interoperable TV/video programming services so users can receive, decode and display access services

Provide adequate funding to public broadcasters to enable them to provide access services

Emergency information and public safety announcements use access services

Establish targets and reporting requirements for delivery of access services

Adapt and develop a roadmap

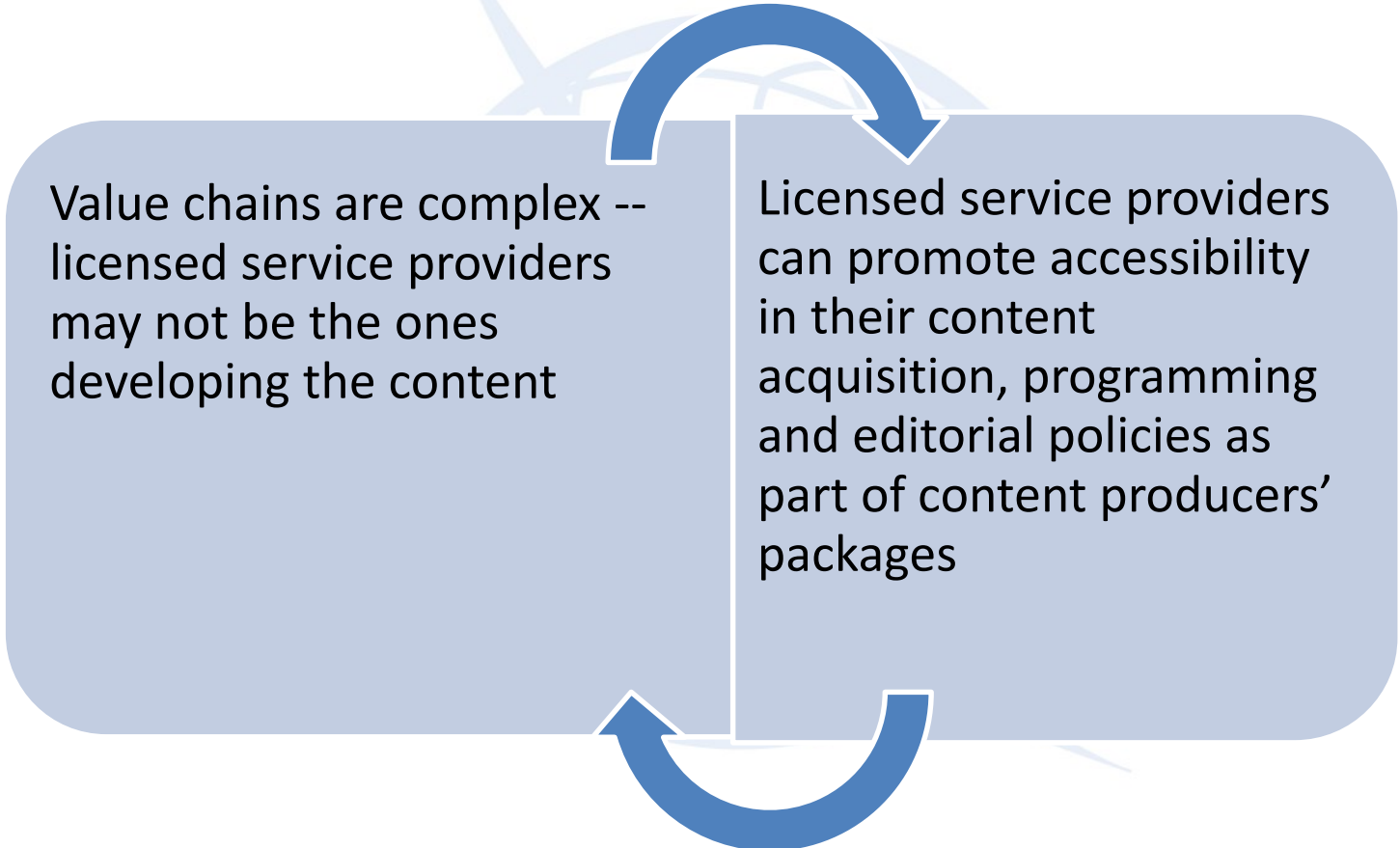
Regulator defines in regulations, license conditions, codes of good practices steps for progressive implementation of access services

- together with licensed service providers and organizations of persons with disabilities a roadmap

Prioritize implementation for different types of programmes (news, live, emergency, pre-recorded)

- Targets may differ by type of licensed service providers
 - E.g. public broadcasters who receive funding for content development may have greater responsibilities than commercial service providers

Content creators



Value chains are complex -- licensed service providers may not be the ones developing the content

Licensed service providers can promote accessibility in their content acquisition, programming and editorial policies as part of content producers' packages

Closed captions

Closed captions preferable to open captions

- In at least one official language
 - In the language of the audio portion
- Include sound representations

NRA to establish minimum levels of quality or maximum error rates

- to assure comprehensibility and synchronization with video

Develop rules in consultation with all stakeholders, including DPOs

Audio description

In the official language(s)
of the country

AD language should be
same as the programme
audio

Foreign language programmes to
include audio subtitles + AD

LSPs who create video
programming to ensure that
producers, editors and presenters
are trained to audio describe and
report on their training in an
annual report to the NRA

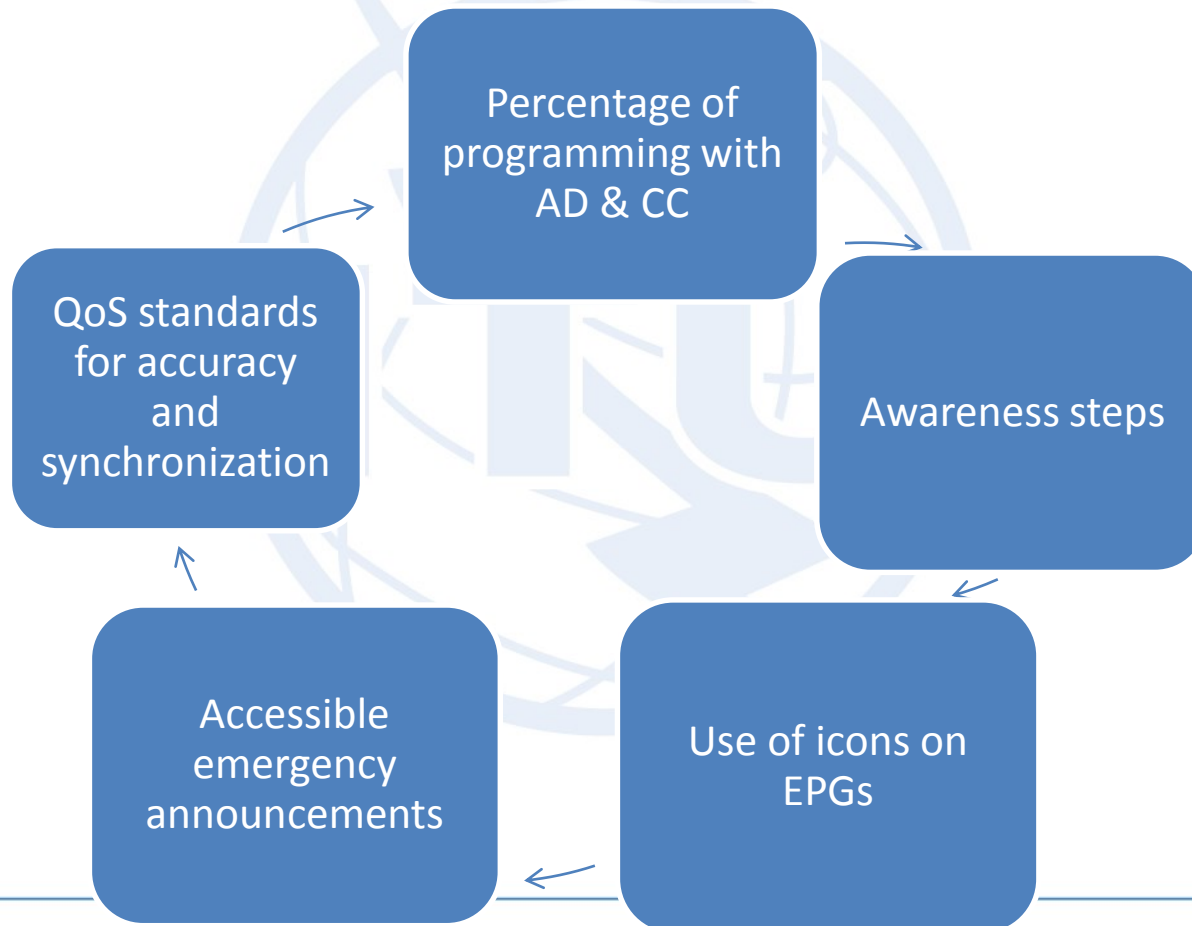
Quality of service

- NRA to determine them in consultation with stakeholders, including DPOs
- Captions are readable, accurate and comprehensible
 - Specify font type, size, contrast and use of colors and requirements on viewer control over these
 - Maximum error rates and synchronization with dialogue
- Placement and clarity of AD

EPGs- Need for Awareness about availability of access services

- Programme synopsis indicates which programmes have access services
- Use internationally recognized icons like CC, SDH, SL and AD
- LSPs to provide accurate and timely information to EPG listing providers about access service availability
- LSPs should ensure EPGs provide information about how to use and operate access services (e.g. customizing) and where more information can be found

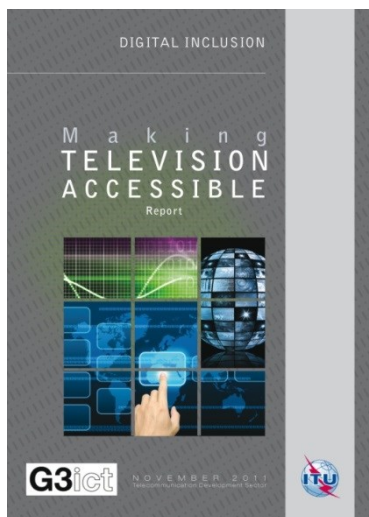
Establish targets and annual report



Periodic review

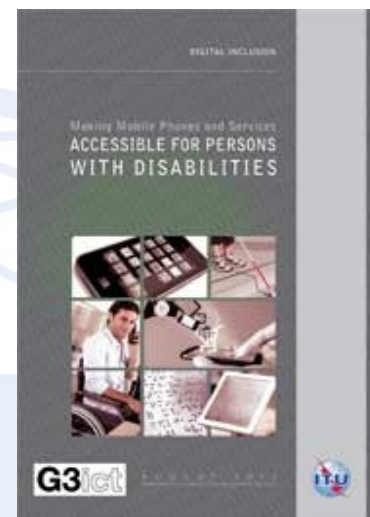
- TV/video programming is changing rapidly
- Need for policy and regulatory review to address new issues and new players

Making TV Accessible Report



- Identifies ways in which TV can be made more accessible
- Timely given the transition from analogue to digital TV
- Prepared by Peter Looms, Chairman of ITU-T Focus Group on Audiovisual Media Accessibility

Making Mobile Phones and Services Accessible Report



- Explains, in concrete terms, what we mean by accessible mobile phones
- Developments in accessible mobile apps
- Business opportunities and case studies
- Policy guidelines



Thank you for your attention!

For more information:

- www.itu.int/en/ITU-D/Digital-Inclusion/
- www.itu.int/accessibility

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