



# ITU Workshop on The Future of Television for Europe

## **Session 3: Making Television Accessible**

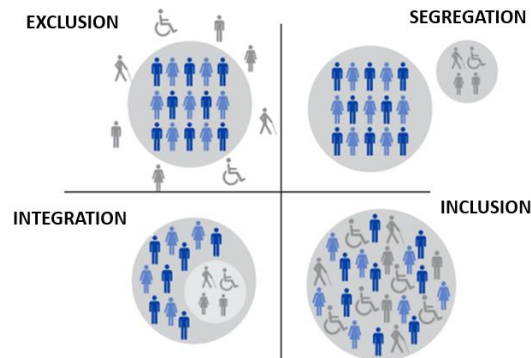
Geneva, Switzerland, 7 June 2019

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**ITU-D Focal Point in ICT Accessibility**

# Concepts, Terminology and Goals



- **Rights** - > **Non-discrimination** -> **equal access!**



- **ICT Accessibility**

- **Accessible ICTs**

- *Assistive Technologies*

- **Design for all - Equality and Equity**

**Inclusiveness!**

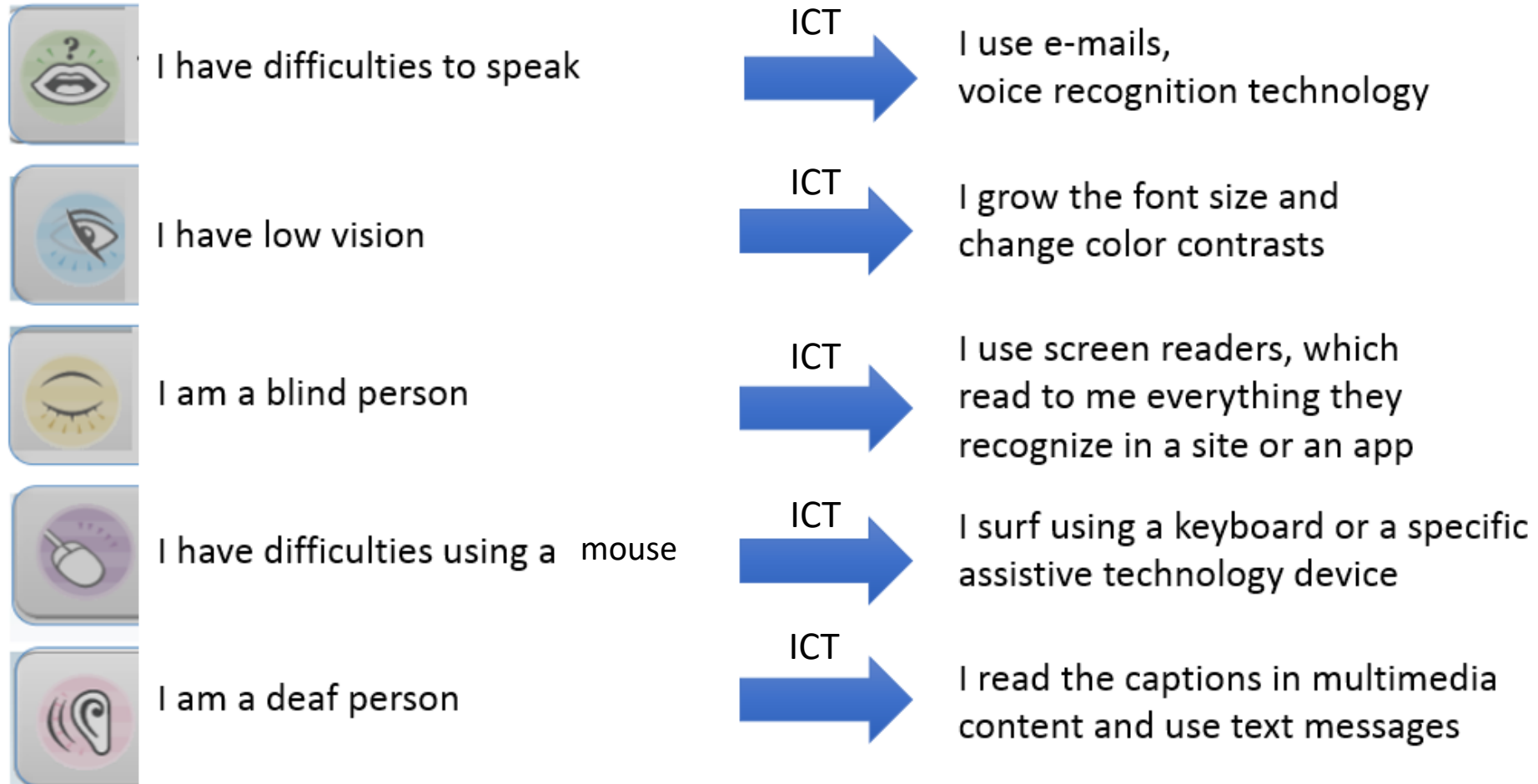
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- **Reasonable accommodation - Findability**

- *Television accessible.....*



# How ICTs can overcome barriers

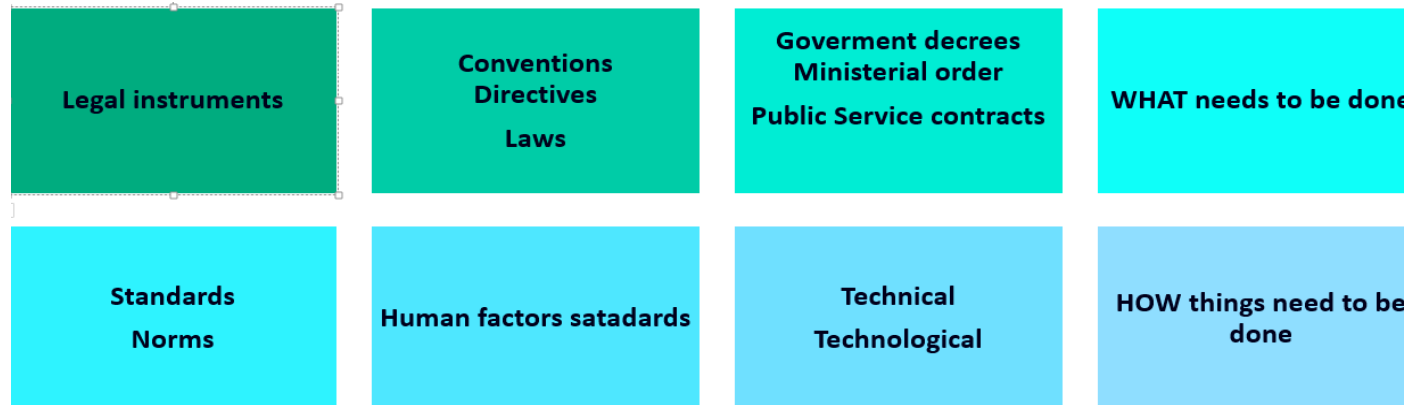


**Disability = impairment + barriers** (*attitudinal and environmental*)

ICTs can provide PwD with the interface that enables them to communicate and live independently

# Accessibility Policy TV/Video Programming implementation in practice – ITU support and advice

- Most countries combine several legal instruments.



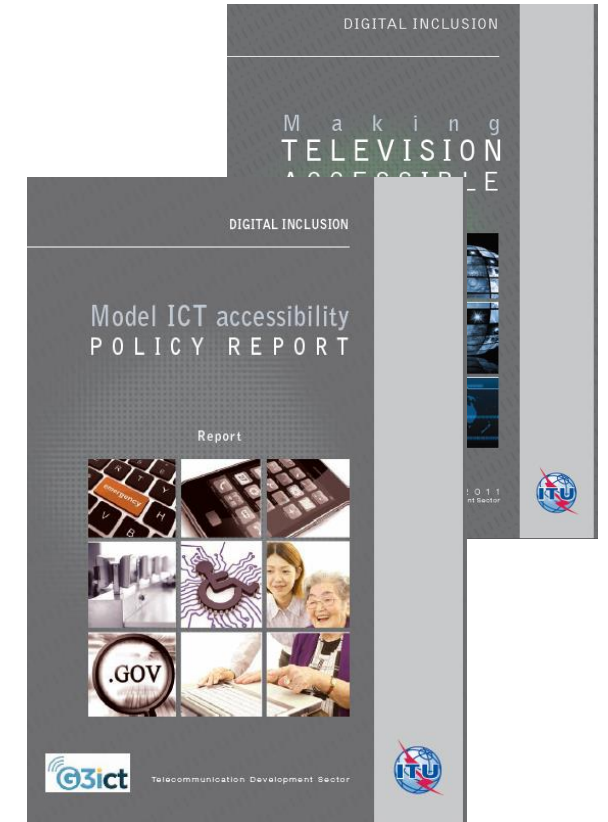
- The accessibility provisions results:

EU COUNTRIES

>50-100 %

NON-EU COUNTRIES

> 02-50 %



Support Member States in developing appropriate policies, practices and strategies

# ITU-D' s work to support global ICT Accessibility implementation

## STUDY GROUP Question 7/1 REPORTS to WTDCs

- ITU-D works with ITU members through STUDY GROUP on “Access to telecommunication ICT services by PwD and with specific needs”
  - ✓ **Governments to develop ICT accessibility policies and regulations**
  - ✓ **Industry to define and manufacture accessible ICTs**
  - ✓ **Public and private sector partners to ensure that ICT access and services are accessible, affordable, equitable for ALL**
  - ✓ **Academia to empower people through technology education and training**
- FINAL REPORTS issued and presented to WTDC (2010,2014,2017)
  - ✓ Many countries have already created ICT accessibility policy frameworks on public ICT access, mobile communications, TV/video programming, public procurement of accessible ICT and accessible government websites.
  - ✓ These reports presents: good practices, outlines challenges and proposes recommendations and guidelines based on country experiences.
  - ✓ **ALL Reports are available in all 6 UN languages**



Through our joint work, we protect and support everyone's fundamental right to communicate!

# EU Legal Instruments related to accessibility

- EU Accessibility Act
- EU Directive on (revised) Audiovisual Media Services (AVMSD)
- EU Directive on the Accessibility of Public Sector Websites and Mobile Applications
- EU Directives on Public Procurement
- EU Universal Service Directive
- EU code of Practice on Disimination

➤ The accessibility provisions results:

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# From encouragement to legal obligation

## September 2020!:

- 14th of November 2018, the Council of the European Union formally adopted the revised Audio-Visual Media Services Directive - AVMSD ( significantly improved Article 7 on the accessibility)
- Member States should ensure, that public and commercial TV channels, as well as video on-demand platforms (such as HBO, Netflix) progressively more accessible to persons with disabilities through proportionate measures (sign language, subtitling, spoken subtitles, and audio description)
- Member States are obliged to ensure that emergency information is provided in a manner which is accessible to persons with disabilities.
- Member States must ensure that media service providers report on a regular basis to the national regulatory authorities or bodies on the implementation of the measures that make their services more accessible to persons with disabilities.
- Member States will also have to report to the European Commission on the implementation of such measures by the 19th of December 2022 and then every three years thereafter.
- Member States are obliged to designate a single and accessible contact point to provide information and to receive complaints from viewers regarding accessibility.
- Revised AVMSD must be transposed into the national laws in all Member States.



# NATIONAL REGULATORY AUTHORITY SHOULD:

- Harmonise its rules and regulations with EU Directive stated in the Revised Audio-Visual Media Services in 2018;
- Contribute to Telecommunications Sector Policy (2017-2021) to include specific provisions on ICT accessibility to PWD;
- Revise its rules and regulations to strengthen regulatory measures (to make them mandatory);
- Participate in creation of a new Law on Electronic Communications to be in line, inter alia, with EU accessibility legal instruments.



# Key issues in developing by Member States the Television / Video Programming Accessibility Policy

- **Findability** - Member States impose obligations/ **mandatory quotas** (e.g. broadcasting of accessible programs in prime time and the quality of service)
- **Licensed service providers** should:
  - be incentivized/obliged to ensure that the content delivered have access services such as audio description, audio subtitles, closed captions and signing and inform;
  - inform the customer of the existence of accessibility features in the programme guide
- **Electronic programming guides** (EPGs) should contain internationally recognized access service icons (such as "CC" for closed captions and "AD" for audio description);
- Due to the rapidly growth of video consumption, it is important to include in the television policy **"video programming"** (on-line content platforms such as Netflix, Amazon, Youtube etc) to ensure that all types of transmitted programming provided are accessible;
- **Key national content** such as emergency communications, news, health and education should be developed and/or distributed in accessible formats (sign language and/or closed captioning).
- **Education and awareness** (among all stakeholders) about the right, need and advantages of accessible TV/video programs for viewers with disabilities and the wider public.

# Overall Steps and Recommendations in developing the Television / Video Programming Accessibility Policy



1. **Adopt** of a TV/video programming accessibility policy (mandatory quotas)
2. **Consult with stakeholders and validate with PwD** the development and implementation of the policy
3. **Promote awareness** of the policy among organizations and licensed services providers
4. Establish (**short, medium and long term implementation plan**) for delivery of access services by licensed service providers, giving priority to certain types of programs such as news, emergency and education programs.
5. **Train customer service staff** of public broadcaster and the licensed service providers on how to serve customers with disabilities (e.g. to assist end users on the accessibility features embedded /when available in the programs).
6. **Foresee/Provide adequate funding to public broadcasters** to enable them to provide accessible television/video programming on key national content (e.g. captioning, sign language).

# ITU work to support global ICT Accessibility implementation in EUR

- Facilitate Forums for Discussion
- Enables sharing best practices
- Leverage capacity in all ICT accessibility topics
- Incentivise regional competition in ICT accessibility solutions
- ALL ABOUT ICT ACCESSIBILITY IN EUROPE!





**For more information:**

**ITU-D ICT Accessibility:**

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**Digital Inclusion** : <https://www.itu.int/en/ITU-D/Digital-Inclusion/Pages/default.aspx>

**ITU-D Study Group Q7/1:** <https://www.itu.int/net4/ITU-D/CDS/sg/>

**EUR – Regional Office** <https://www.itu.int/en/ITU-D/Regional-Presence/Europe/Pages/default.aspx>