

# Title of Workshop:

Accessible Media should not need to be a right – it should be a given

**Organiser:** ITU Intersector Rapporteur Group Audiovisual Media Accessibility (IRG-AVA)

## Emerging Trends

- New Immersive Media technologies continue to be developed
- New distribution techniques combine traditional broadcast with synchronous internet delivery
- Fully digital ecosystems have the potential to be fully accessible

## Concrete Actionable Items Identified

- Brining together academic research, industry, standards organization with communities representing disability groups and regulators to target content creation, delivery and reproduction devices using Common User Profiles for fully accessible media based on Hearing, Seeing, Participating and Understanding

## Challenges

- An aging world population means nearly 25% either need now or will need accessible media options
- Commercial drivers don't currently include the disadvantaged but are targeted at high-end products
- There is a tendency to believe that “something is better than nothing” for accessible services
- Protecting the vulnerable via accessible ICT for health, education, news, disaster information...