

# **The Access Report**

**Can we make Europe the world  
leader in media accessibility?  
(video, audio, print media)**

**The NEM-Access Group**

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# The NEM-ACCESS group

- Formed of interested members of the NEM Steering Board.
- Question: What are the principal barriers to the establishment of media access services?
- Question: What new European policies would be valuable?
- Question: What new areas for collaborative programs/projects could we suggest?
- Question: What does compliance with the UNCRPD suggest?

# NEM-ACCESS MEMBERS

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# What we found...

- It is a much larger challenge area than we may imagine. In the coming years, one in three Europeans will either need media access measures themselves, or be taking care of someone who needs them.
- Broadcasters, publishers, and governments realise the needs of those with disabilities - and would like to help them, but adequate funding mechanisms have not yet been found.
- There are very many worthy bodies working on the standards and needs for media accessibility, but only modest coordination between them. None will solve the problems alone.
- We produced a first edition draft report....

# Potential EU 'near term' work we could suggest?

- In recent years accessibility has not been a specific goal of calls – making it difficult to propose new EU Projects
- Measures to reduce the costs of access services, such as automating the creation of access services.
- Developing systems that can be used across multiple platforms.
- Measures to make access systems easier to use by those with disabilities, including customisation measures and personalised services.
- Develop a quality rating system for benchmarking access services

# Potential EU 'longer term' work we could suggest?

- Use of Object Based Delivery
- Use of Augmented Reality
- Photo realistic avatars
- Open cloud based applications.
- Measures to help those with disabilities other than auditory or sight-related.

# But there are more jobs to be done...for example

- Identifying the societal challenges – the context of access systems
- Find ways of making access services commercially profitable.
- Propose labelling of services
- Encourage standardisation and benchmarking
- Identify and proposing regulation
- Raise awareness by the public and disabled community.
- Training in access service.
- Focus on universal access services and inclusion through personalised services for the elderly, non-technical, non national or fragile populations.

# What does compliance with the *UN-CRPD* mean in practice?

- Many countries of the world have signed the UN-CRPD.
- Thus they are legally obliged to “take appropriate measures to ensure that persons with disabilities enjoy access to television (and radio) programmes”.
- What does this mean in practice? Can we agree a Europe-wide interpretation?
- One of the proposals: progressively all TV and radio programmes should be media tagged, and have the potential for subtitling in different languages if appropriate, over the next ten years.
- Question: Should NEM-ACCESS input to the EU AVMSD?



# Some of the general conclusions (from among many)

- Providing the technology is not enough to ensure success – there has to be awareness of the services.
- There has to be awareness of innovation and an anticipation of markets.
- There is a need for investment to increase the availability in the mainstream distribution channels of accessible e-books and digital content to print-impaired viewers.
- We must find a way to avoid duplication of access content
- The greatest barrier today to the wider use of access services is finding the means to fund them.

# What do Commission colleagues suggest we should focus on?

- Look at how can media access be provided for more than only those with disabilities, such as minorities and migrants?
- Look at the biggest criticism voiced by the respondents to the public consultation on the Green paper, the fact that the same content can be accessible in linear but not in on-demand services.
- Look at involving more EU Directorates – and possible other institutions also.

# What next?

- Create short documents on the two topics mentioned?
- Create other documents on specific topics touched on in the report?
- Would an NEM conference on accessibility in 2016 be valuable?
- Could the NEM sponsor training?
- Would you like to help/participate?

**Thank you for listening!**

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