



Accessibility Guidelines
Pilar Orero, UAB
16/11/2021

Presentation

- Legislation UN and Europe
- Accessibility services
- New profiling of vulnerable groups
- Some solutions across groups
- Personalisation
- Personalisation access services
- Intelligent environments

New Human Right - CRPD (2006)



Council of Europe - signs + ratifies (2012)



EU Legislative framework



**Web accessibility 2016
Audiovisual Media Directive
European Accessibility Act 2019**

EU Mandates



Transposition June 2025

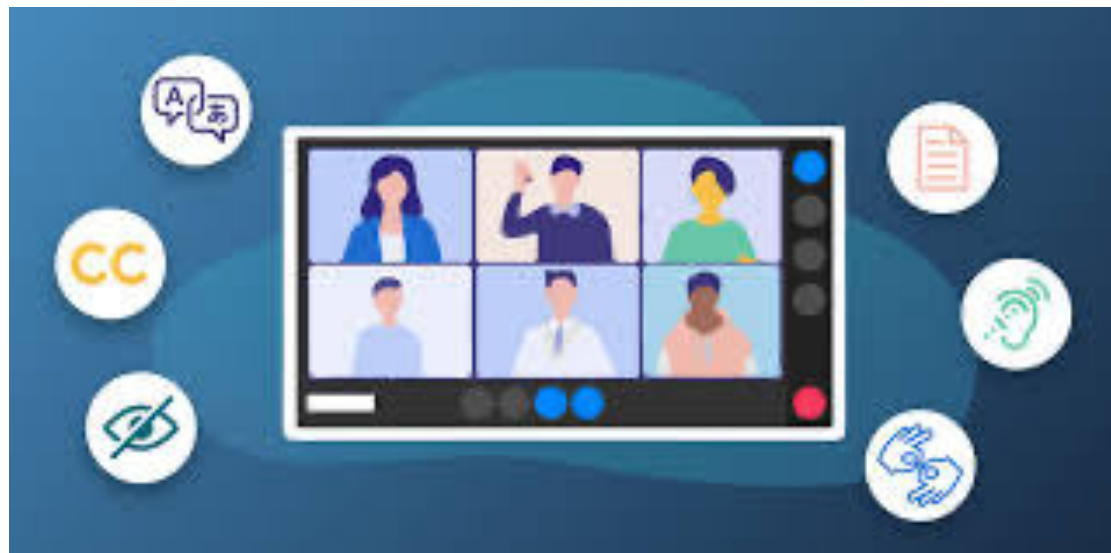


**European Standardisation
EN301549**

[Audio description](#)

Accessibility Services

- Subtitling (Text)
- Audio description (Audio)
- Sign Language (Video)
- Audio subtitling (Audio)
- Translation (Text)
- Easy to Read (Text)
- Interaction - personalisation
- Buffering



One size fits all is the past
Personalisation is now possible



What

Events

Audiovisual content

Webpage

Web content

Physical space

- What do you need to do to ensure the people you're working with can physically access your building?
- What communication access requirements do you need to address?
- What do you need to do to ensure access to information and interpretation?
- Do you need to organise accessible transport or pay for taxis for those who can't access public transport?
- How much budget is available for making this accessible?
- If you have a car park, how many accessible places are there; can you reserve them in advance of your event?
- Do you have wheelchair accessible toilets? Can they accommodate the wheelchair user, a portable hoist and a PA? Does the red alarm cord work and is it in the right place?
- Is your signage clear and compliant with guidelines? , have you checked how many wheelchair users are allowed in the building and space at any one time?
- Do you need to liaise with your local council and/or fire officer about a venue licence?
- Do you need to adapt the lighting and room layout to accommodate sign language interpreters (SLIs)?
- How much circulation space do you need to allow for in the room layout?
- How many breaks do people need; can you provide a 'quiet space' for people to use?
- Do your comfort breaks need to be a bit longer than usual because of physical access issues?
- Have you got a hearing loop or infra-red system? Is it working? If you are hiring a loop and using microphones, who will check they don't interfere with each other and cause noise feedback?
- What's the plan in the event of the fire alarm going off? How will you let deaf participants know what is happening? Have you carried out a risk assessment?
- What feedback methods are you planning? Do you need to provide a range of formats?
- How are you going to brief reception and front-of-house staff?
- Is there an outdoor space for assistance dogs to use?
- Is your catering clearly labelled and will there be assistants on hand to help serve food and drinks?
- Are you providing mugs instead of cups and saucers, and straws?
- Are there sufficient tables for people to eat at?
- Can you offer information about local accessible accommodation?
- Can you provide printed notes of plans, presentations etc, to circulate beforehand?
- Can you provide all speakers, contributors and presenters with information about what you expect from them regarding access and inclusion?
- Who is responsible for ascertaining consent to be photographed?
- Are you and your photographer or filmmaker aware of the issues regarding the creation and use of images of disabled people?
- If you have information to give to people, can you provide bags with handles to carry this in?
- If you are providing name badges, is the font large and clear enough?

ACCESSIBLE MEDIA PROCESSING

Essence Layer

What makes the narrative accessible

Objects Layer

Vision Objects – Sound Objects – Data Objects...

Options Layer

What can I change

Control Layer

How much can I change

RETHINKING ACCESSIBLE MEDIA



Hearing

Full Cinema Mix TV Mix Enhanced Dialogue Dialogue only Captions Signing

Seeing

High Dynamic Range Standard Dynamic Range Enhanced Vision Enhanced Colour Audio Description

Participating

Voice Any device Hybrid devices Brail devices My bespoke device Zero Tactile interface

Understanding

Content as made Stretched dialogue "Simplified" captions Hybrid content



Video Branding

Video Body

Video Diary

Video Branding

Video Credits

Video End Boards

Object Audio Branding

Object Audio Body

Object Audio Diary

Object Audio Branding

Object Audio Credits

Object Audio End Boards

Programme Captions

Diary Captions

Branding Description

Programme Description

Diary Description

Branding Description

Credits Description

End Description

Haptic Branding

Haptic Enhancement

Haptic Enhancement

Haptic Branding

Haptic Credits

Signing Data

Signing Data

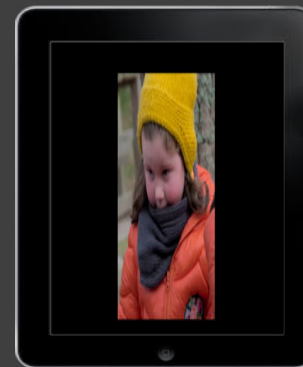
COMMON USER PROFILE

A grid of 28 colored buttons representing different content types in a user profile. The buttons are arranged in a grid and include:

- Video Branding (purple)
- Video Body (cyan)
- Video Diary (grey)
- Video Branding (purple)
- Video Credits (light purple)
- Video End Boards (light blue)
- Object Audio Branding (green)
- Object Audio Body (green)
- Object Audio Diary (green)
- Object Audio Branding (green)
- Object Audio Credits (purple)
- Object Audio End Boards (light blue)
- Programme Captions (pink)
- Diary Captions (orange)
- Branding Description (yellow)
- Programme Description (yellow)
- Diary Description (yellow)
- Branding Description (yellow)
- Credits Description (yellow)
- End Description (pink)
- Haptic Branding (green)
- Haptic Enhancement (blue)
- Haptic Enhancement (blue)
- Haptic Branding (green)
- Haptic Credits (yellow)
- Signing Data (white)
- Signing Data (white)



Common User Profile



My TV

My TV Video

My TV Audio

My TV Signing



My Immersive Device

My Immersive Video

My Immersive Audio

My Haptic Enhancement

Programme Captions

My Mobile

My Mobile Video

My Mobile Captions

My Mobile Audio

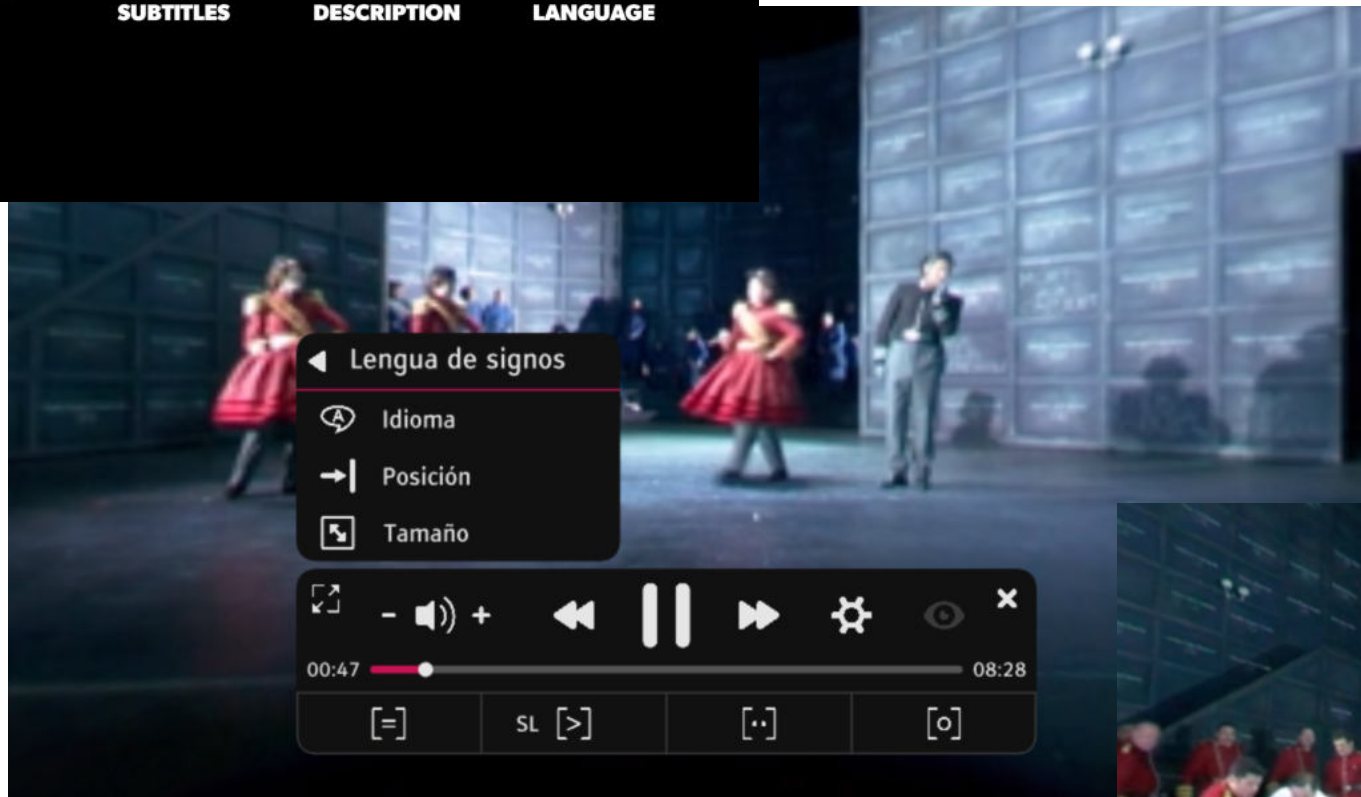


SUBTITLES

SPOKEN
SUBTITLES

AUDIO
DESCRIPTION

SIGN
LANGUAGE



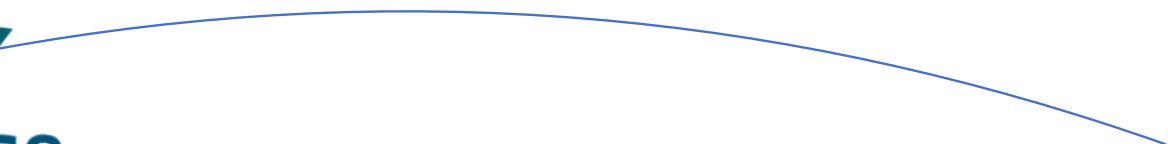
Production 4 360 Digital Storytelling





MediaVerse

A universe of media assets
and co-creation opportunities



Thank you very much