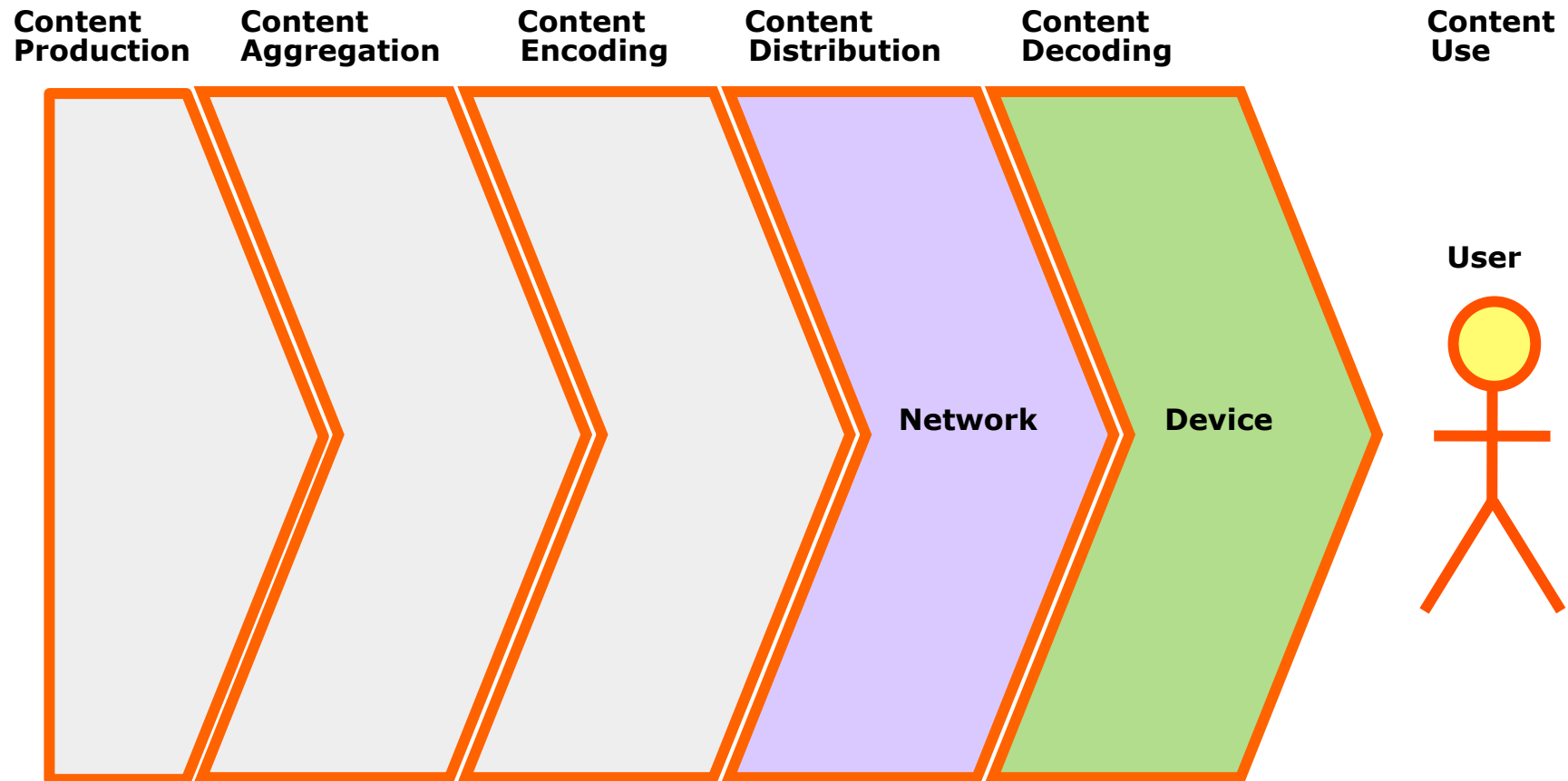


Round Table 5 – Business models and financing

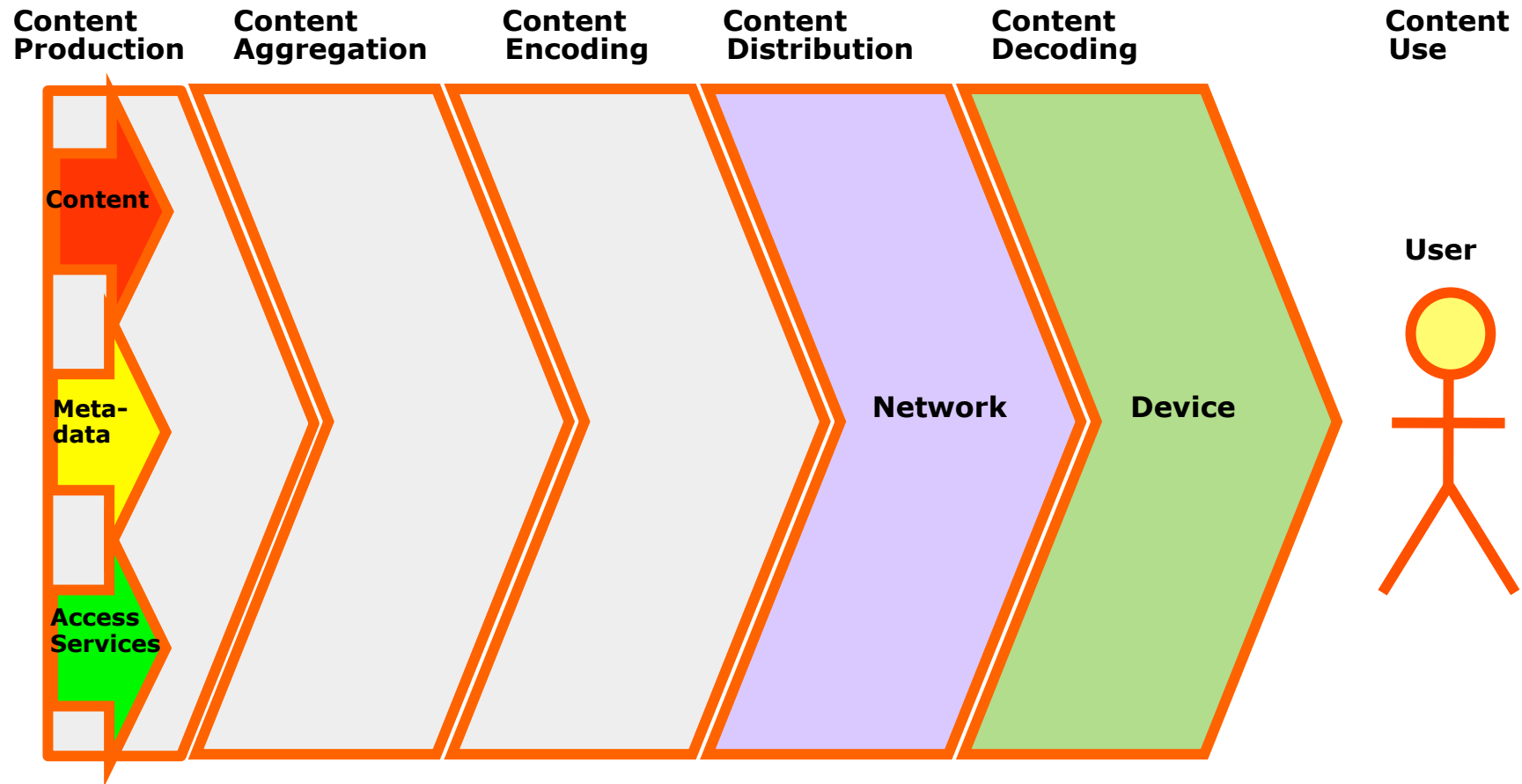
Carrots and Sticks – The European Case for Accessible Media

Peter Olaf Looms

Generic value chain for digital media - 'content'



How do we make 'content' accessible?



1. 'disability' or 'accessibility'?

**Content
Production**

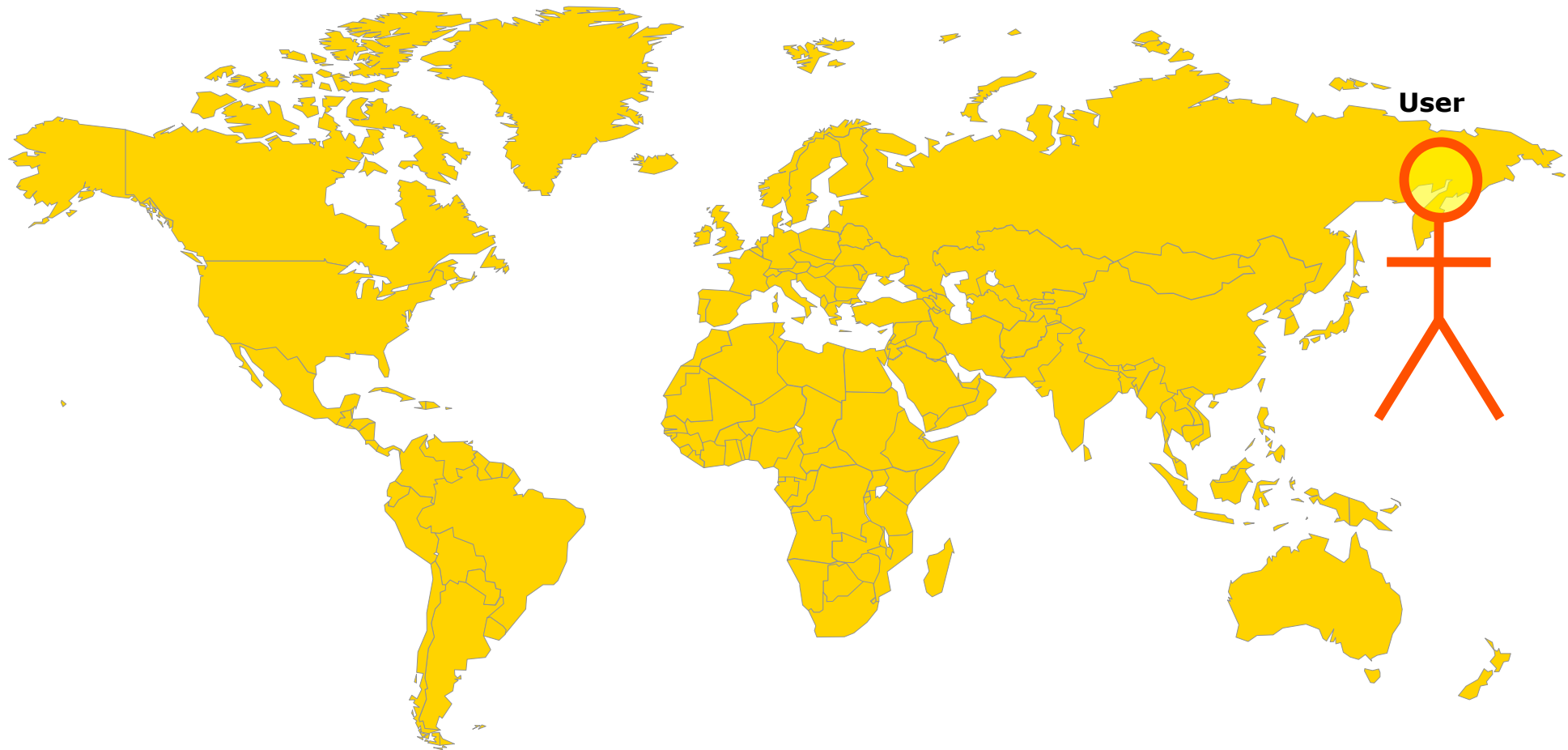
**Content
Aggregation**

**Content
Encoding**

**Content
Distribution**

**Content
Decoding**

**Content
Use**



1. 'disability' or 'accessibility'? Spain

**Content
Production**

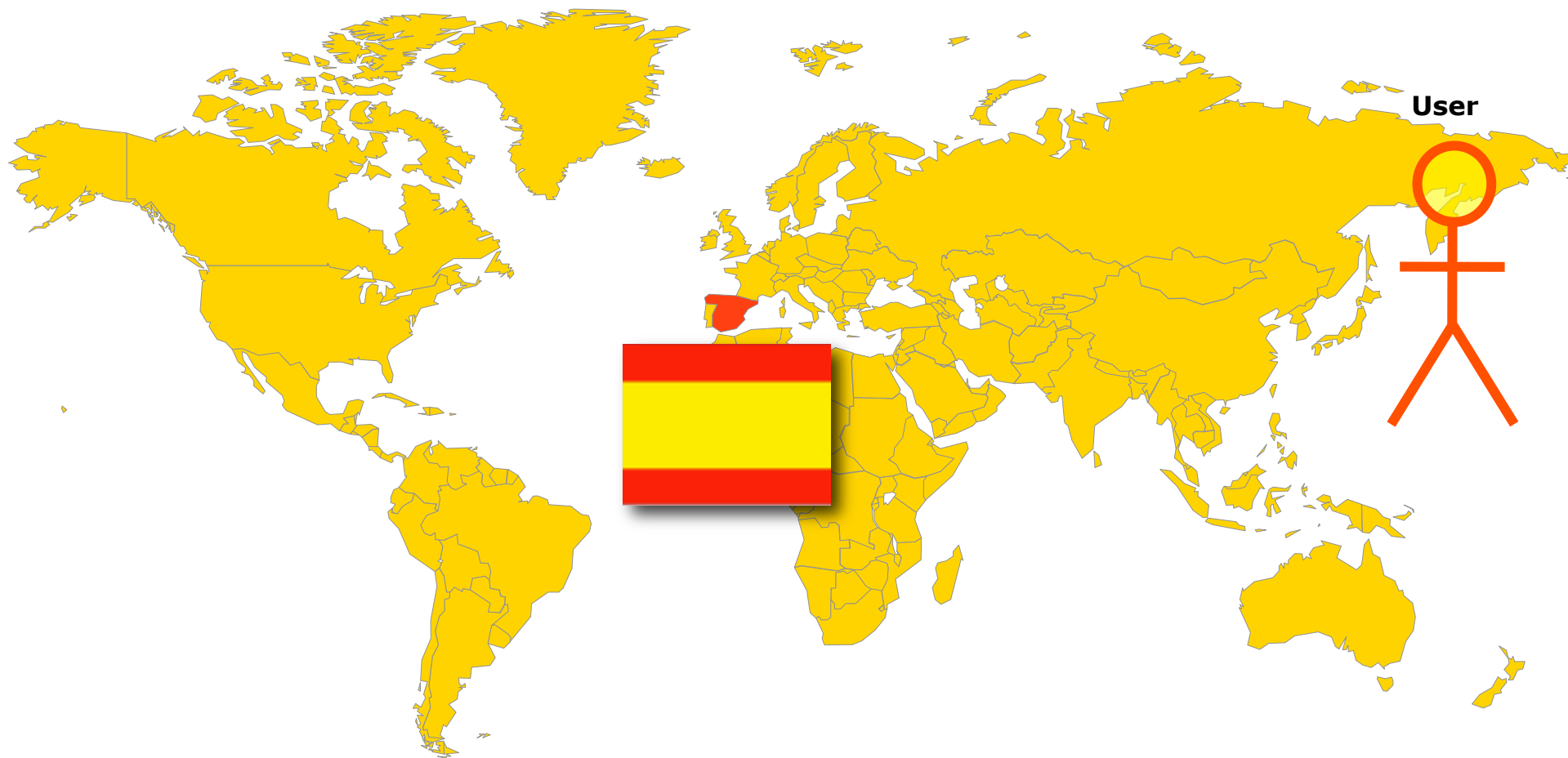
**Content
Aggregation**

**Content
Encoding**

**Content
Distribution**

**Content
Decoding**

**Content
Use**



1. 'disability' or 'accessibility'? The United Kingdom

**Content
Production**

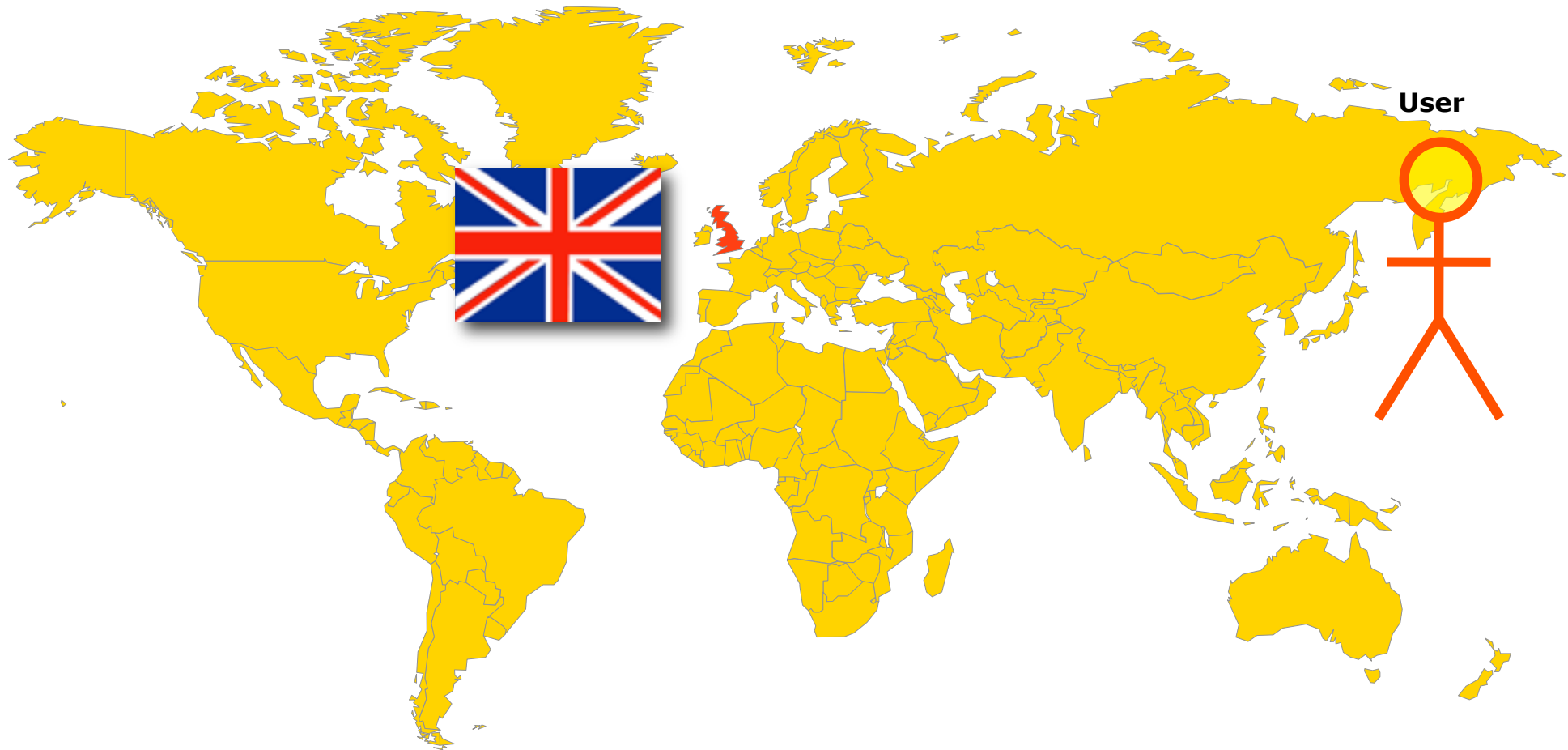
**Content
Aggregation**

**Content
Encoding**

**Content
Distribution**

**Content
Decoding**

**Content
Use**



1. 'disability' or 'accessibility'? Denmark

**Content
Production**

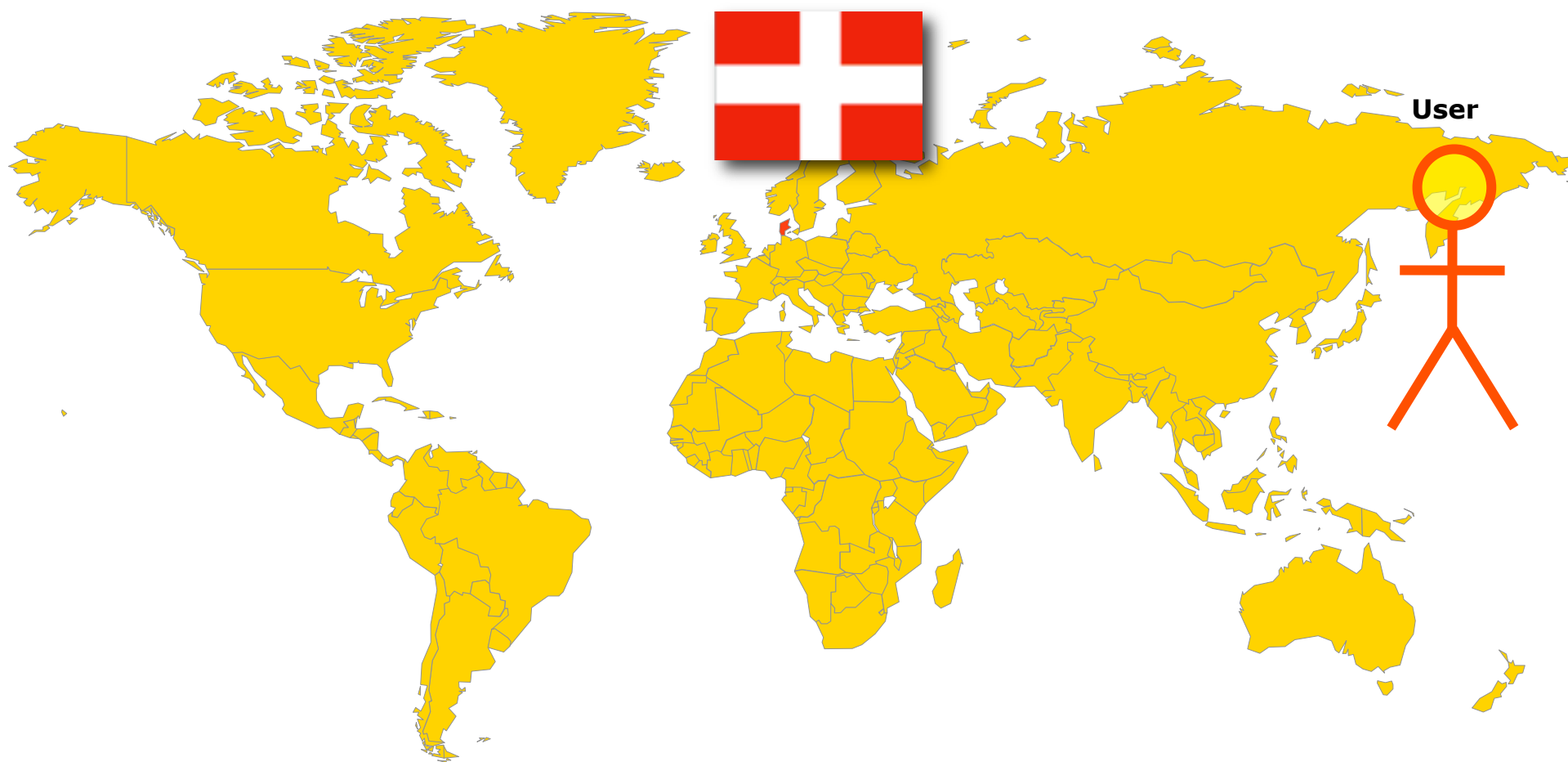
**Content
Aggregation**

**Content
Encoding**

**Content
Distribution**

**Content
Decoding**

**Content
Use**



Access services for specific groups of persons with disabilities?

Hearing

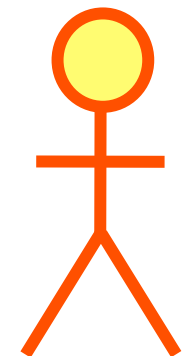


Sight



www.stevewonder.net/

User



Implications of 'disability' focus for TV

**Content
Production**

**Content
Aggregation**

**Content
Encoding**

**Content
Distribution**

**Content
Decoding**

**Content
Use**



Audio Description
(programmes in mother tongue)

Audio Subtitles
(programmes in foreign languages)

Intralingual subtitles
(programmes in mother tongue)

Interlingual subtitles
(programmes in foreign languages)

Visual Signing
(persons whose mother tongue is sign language)

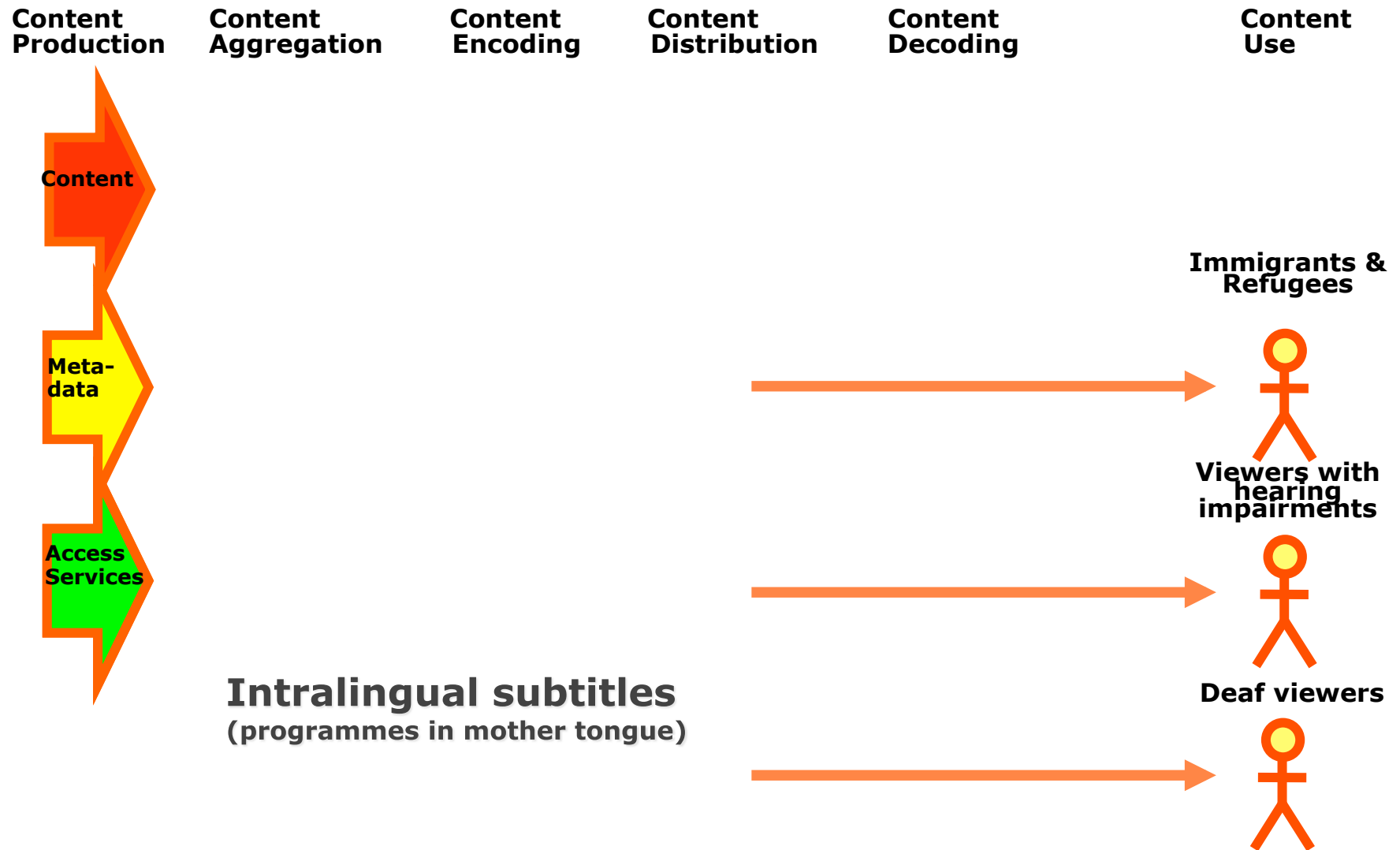
Blind viewers



Deaf viewers



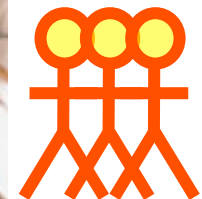
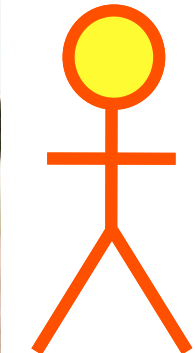
Implications of 'accessibility' focus for TV



There are different strategic options



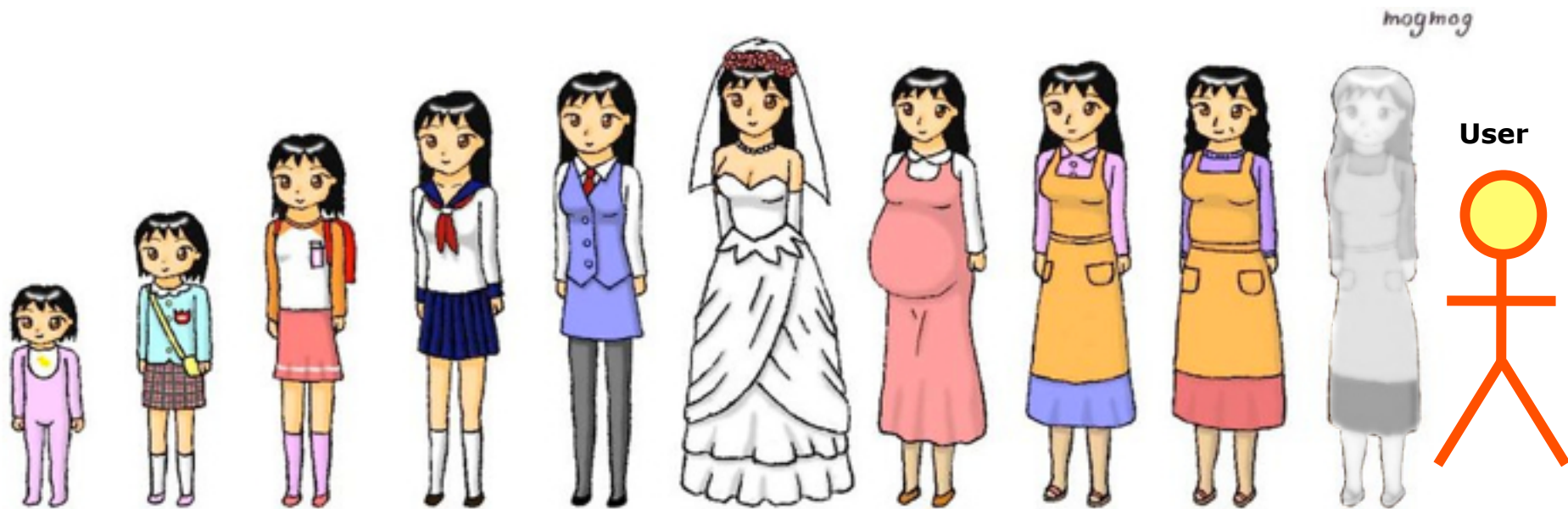
Users



The strategic focus has a big impact on the results!

source: http://3.bp.blogspot.com/-aBEgOW4NPDo/Tfn0LETBJdI/AAAAAAAAAeI/ObojJSt2Y3M/s1600/diversity_people.jpg

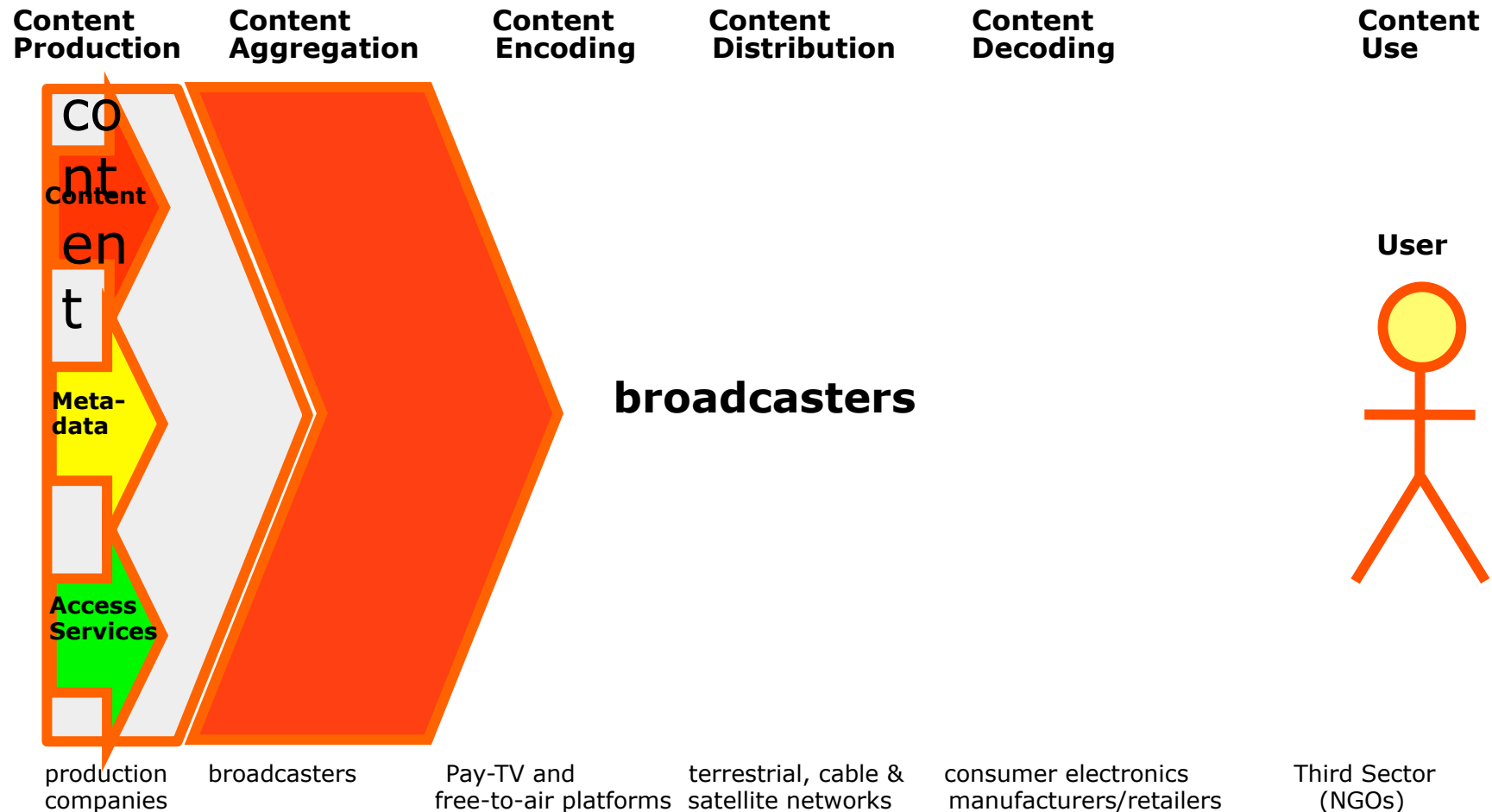
Accessibility - for some or for all?



**We all need media to be accessible
at some point in our lives**

source: http://fc08.deviantart.net/fs71/i/2010/233/c/a/From_Cradle_to_Grave_by_gomyugomyu.jpg

2. What drives change?

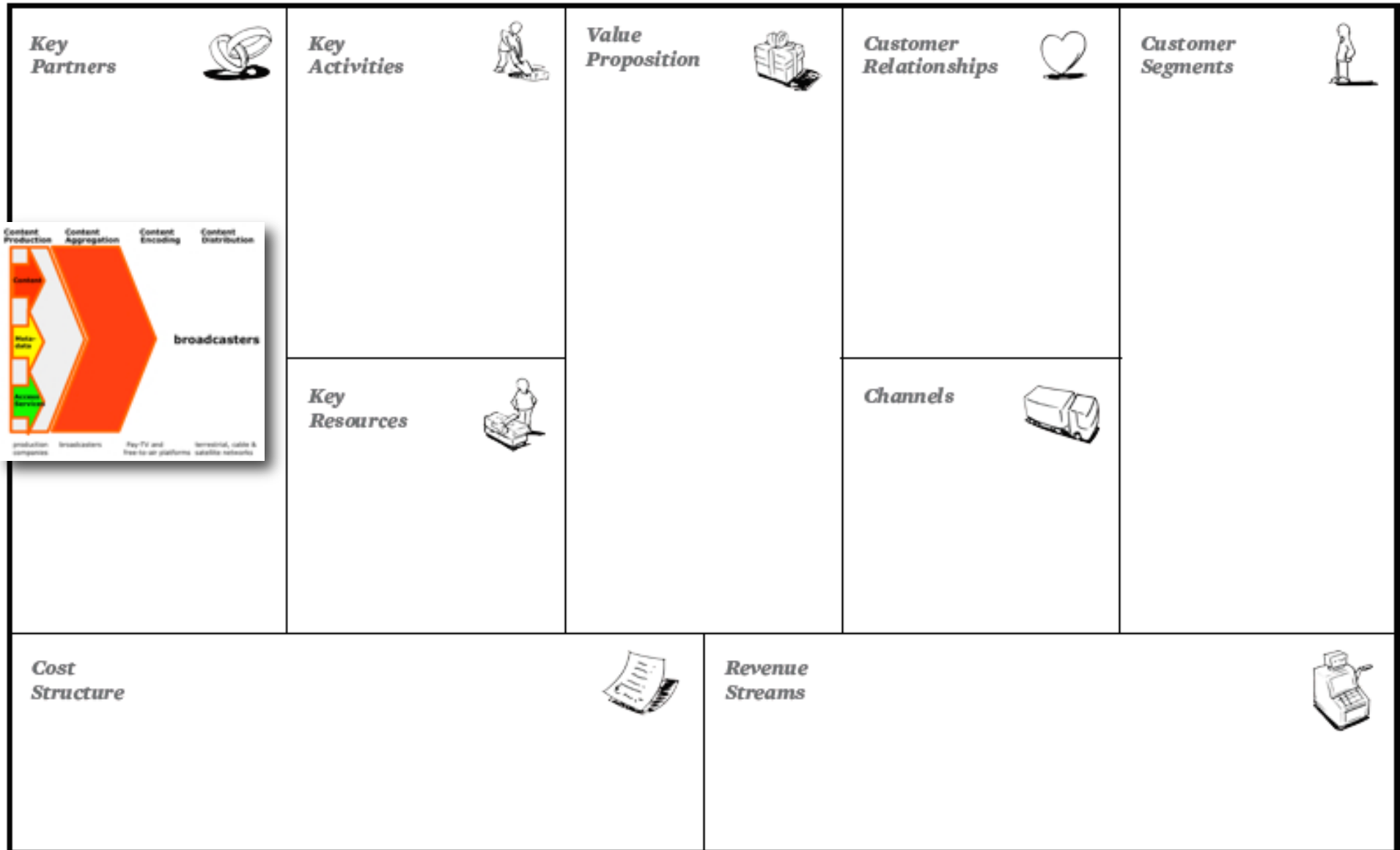


Accessibility stakeholders:

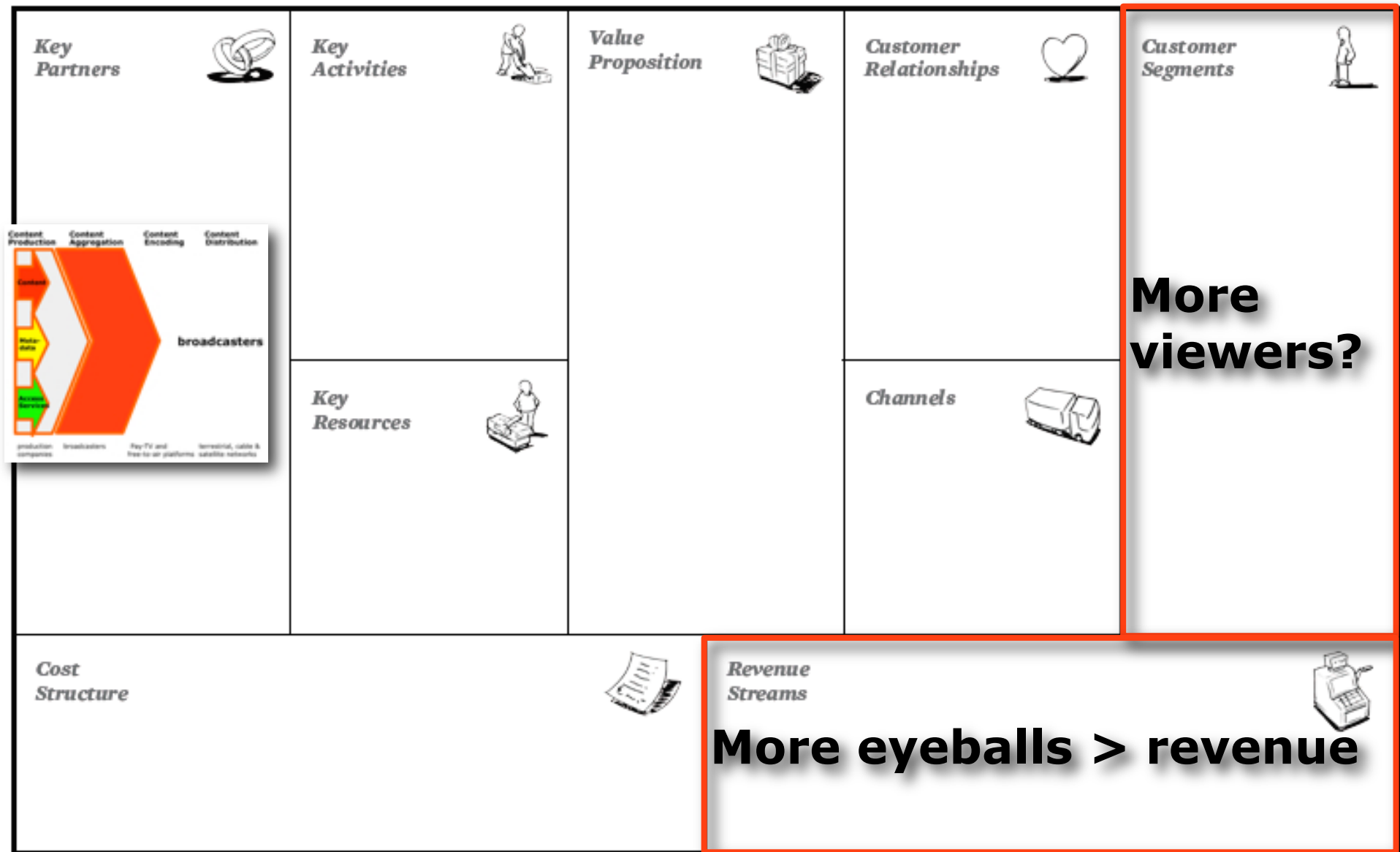
National legislators National Regulators National Standardization bodies Public sector Private sector Third sector

United Nations CRPD / European Commission / International legislation, regulation, standardization, R & D, education

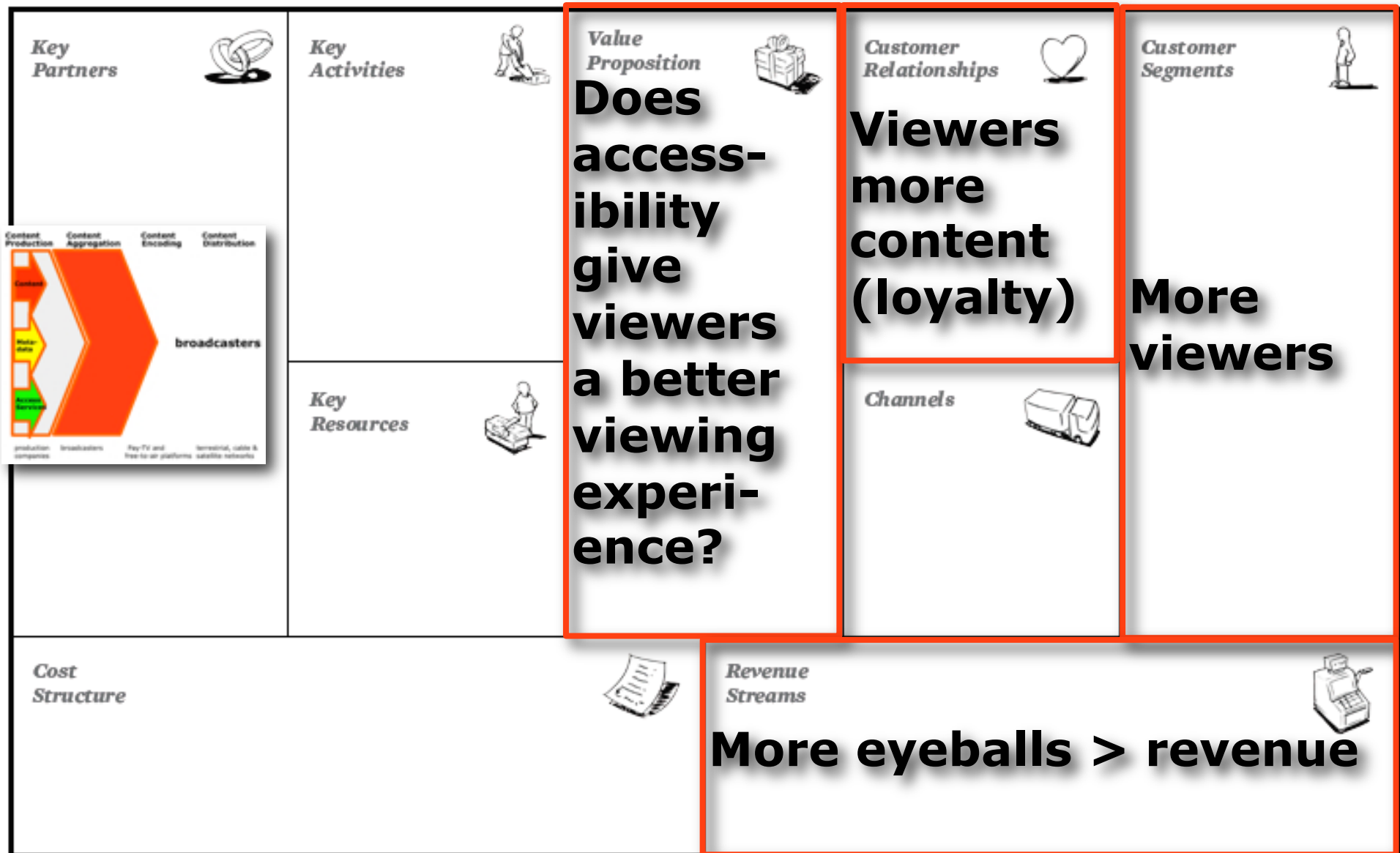
Accessibility - business models



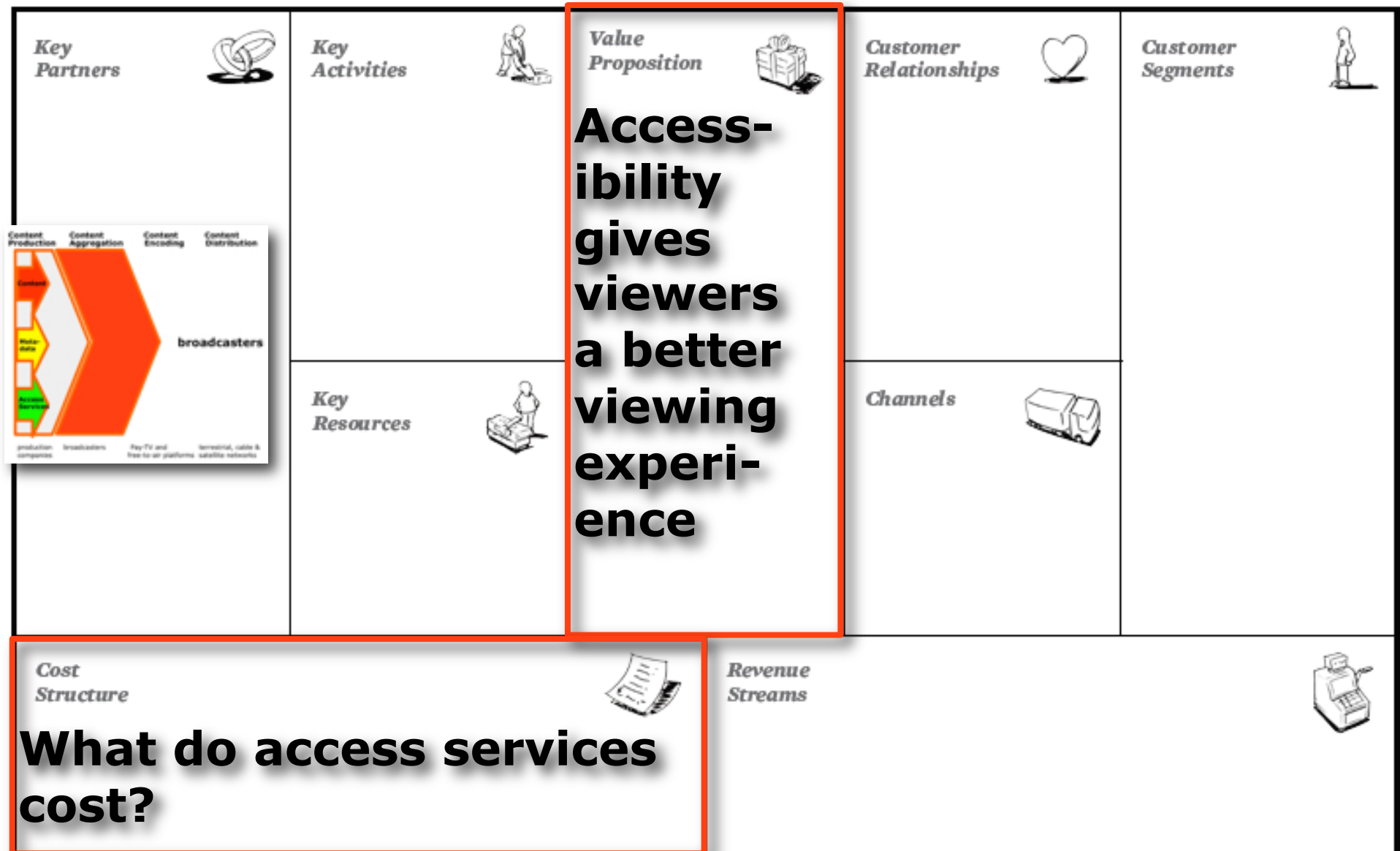
Does accessibility improve 'Reach' and 'Share'?



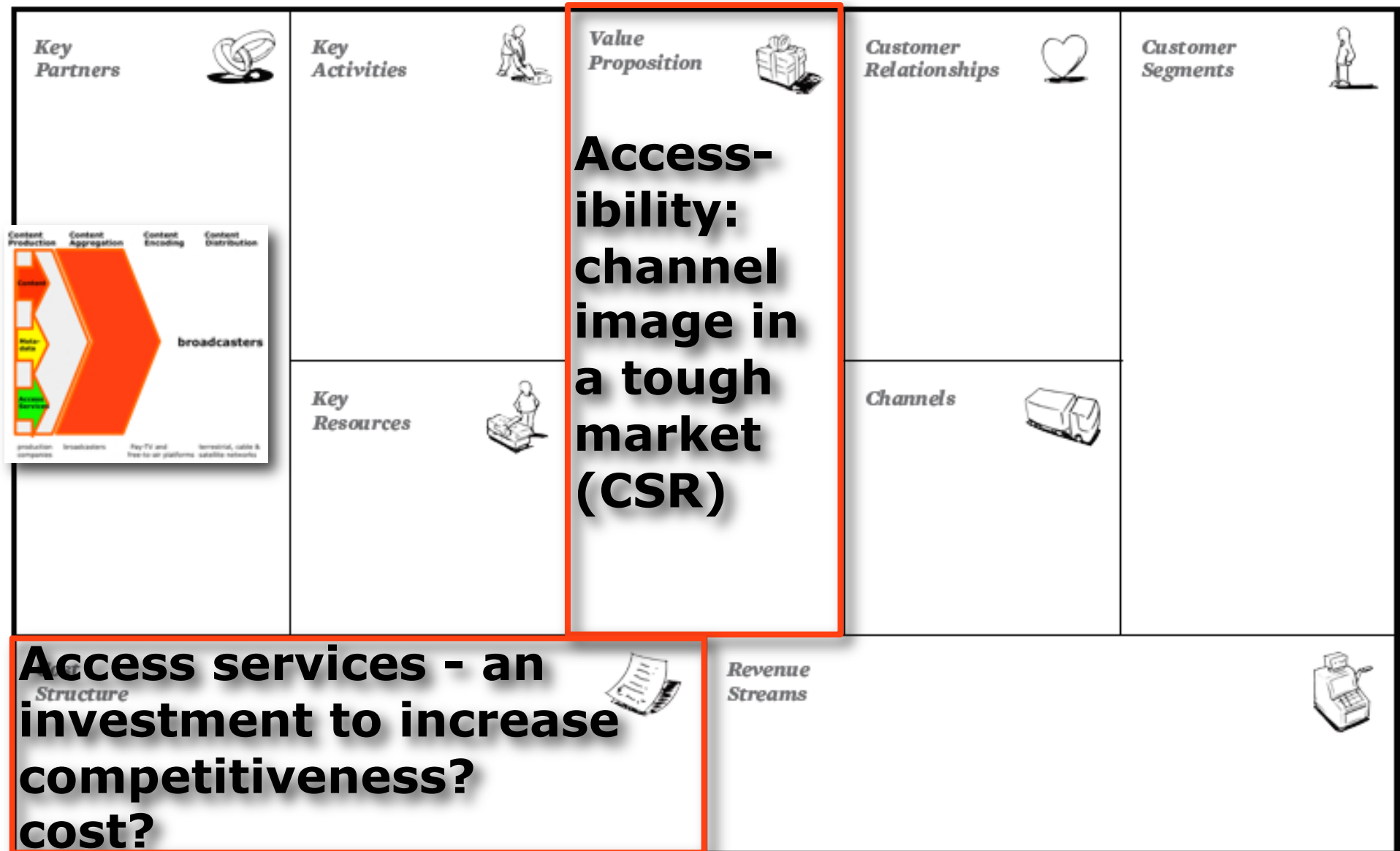
Does accessibility improve viewing experience?



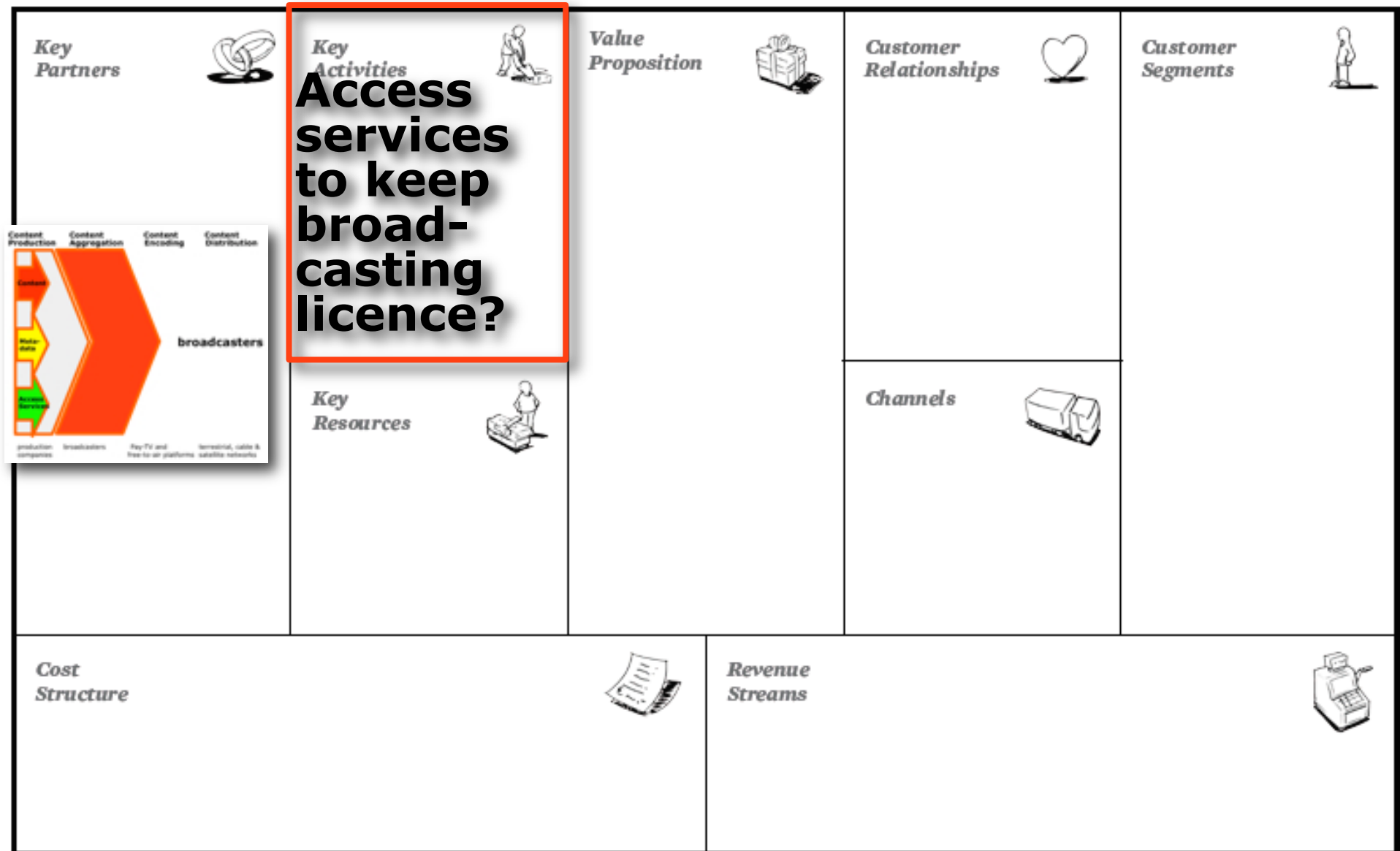
What does accessibility cost?



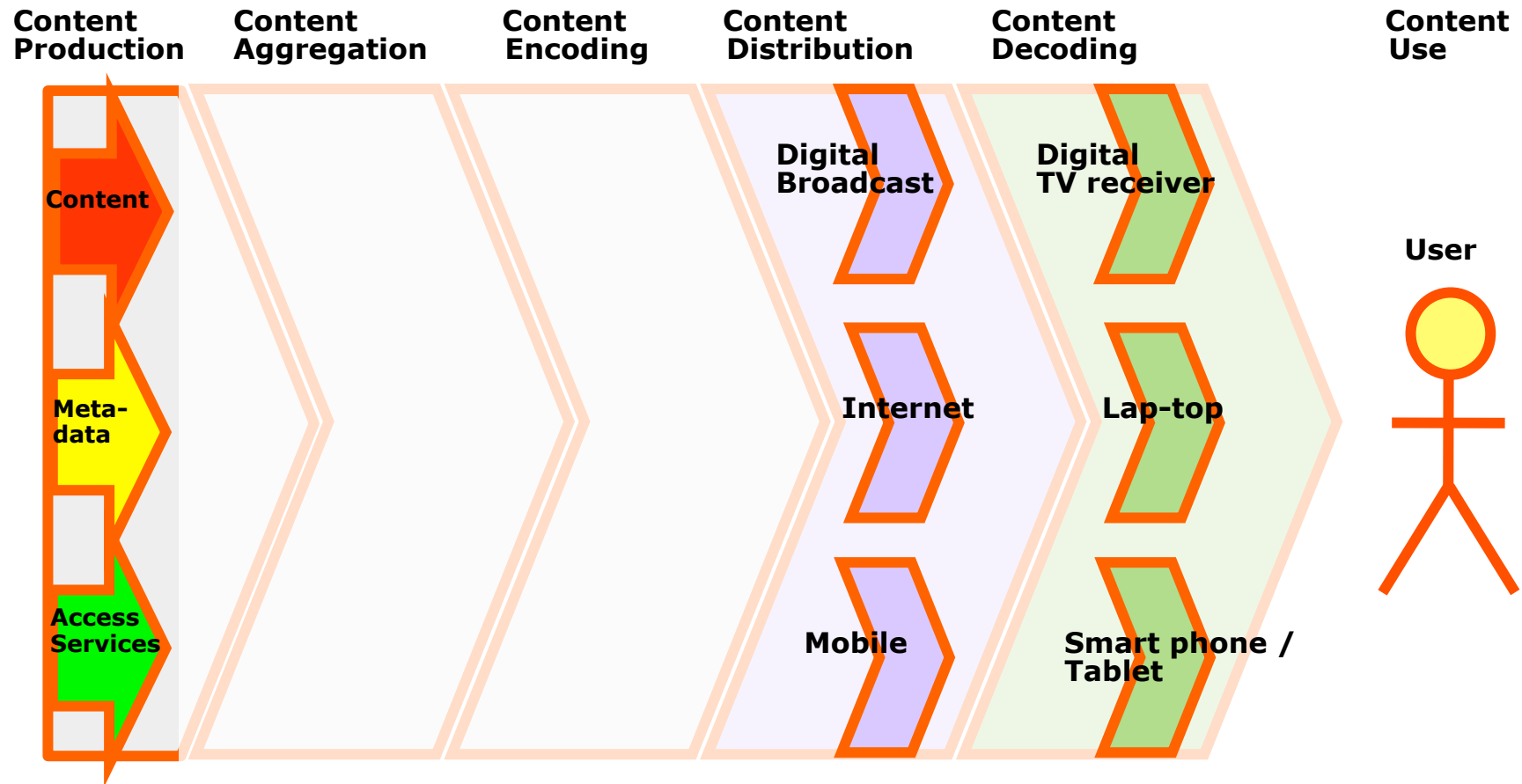
Accessibility in a competitive market?



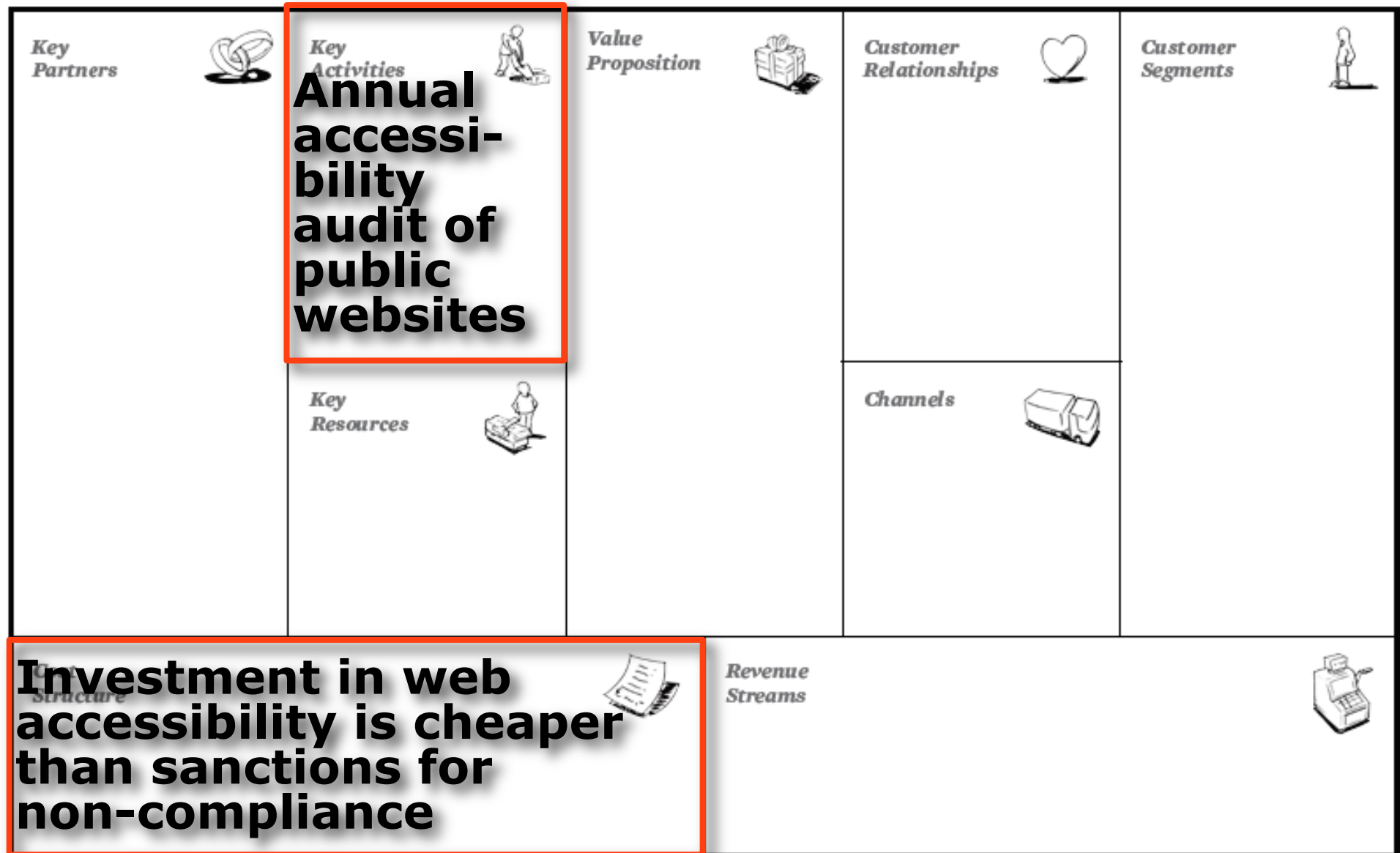
Accessibility and the broadcast regulator?



Multiple platform delivery



Accessibility and the public sector websites?



Conclusions:

We need to analyse the carrots and sticks

Improved viewer satisfaction

Improved CSR (image)

**Modest increases in ratings
or traffic metrics**



Conclusions:

We need to analyse the carrots and sticks

**Risk of churn (viewers who are not satisfied)
Risk of sanctions from regulator**



Accessibility - A multi-stakeholder process



Round Table discussion: What are the carrots and sticks?





- **Contact particulars**
-
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