





Visual Content Meets Technological Innovation: from social innovation to market opportunities



media4d@followtheplace.com

























Round Table 1

Input, Generated Synergies, Return on user experiences, exploration tracks

Keynote Introduction

Joanna Wrona

DG Connect, Unit G1, Converging Media and Content, European Commission

Accessibility of the audiovisual content Implementation of the AVMS Directive.





















Media 4D Conference 9 July 2014 Accessibility of the audiovisual content – implementation of the Audiovisual Media Services Directive

Audiovisual Media Services Directive 2010/13/EU

- Sector specific Directive: audiovisual media services:
 - traditional TV and on-demand services
 - audiovisual commercial communications
- Rules aimed at protection of general interest,
 e.g. protection of consumers, minors and vulnerable groups (e.g. people with disabilities)

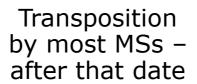
Promotion of accessibility services (Article 7 AVMSD)

- EU Member States obliged to:
 - encourage media service providers under their jurisdiction to ensure that their services are gradually made accessible to people with a visual or hearing disability.
- Means to achieve accessibility:
 - Sign language, subtitling, audio description and easily understandable menu navigation

Transposition by the Member States

Entry into force of the Directive – December 2009

1st Application Report – May 2012



2nd Application Report – May 2015

Monitoring tools

- Application Reports every 3 years
- Studies
 - SMART 2011/0070, Study on assessing and promoting e-accessibility, May 2013
- Consultations:
 - Green paper: Preparing for a fully converged Audiovisual World: Growth, Creation and Values; closed Sept. 2013

Conclusions of the 1st Application Report

- > All MSs have introduced rules to that effect
- However, the implementation of these rules differs a lot among MSs:
 - > Some MS detailed statutory rules
 - > Others self-and co-regulation
 - > or only very general provisions
 - > Limit the accessibility obligation to PSBs

State of play – overview of transposing measures

- AVMSD an incentive to introduce the accessibility requirements in 12 MSs or reinforce the existing ones (15 MS)
- Accessibility requirements mostly for news and current affairs programmes
 - Subtitling the most common tool (in all MS)
 - Predominance of accessibility requirements on PSB (in some countries including on-line services)
 - Commercial broadcasters: accessibility requirement constitutes licencing obligation or condition for DTT authorization
 - On-demand-providers regulated only in few MSs but the number is increasing

Other measures fulfilling accessibility requirement

- Financial incentives for film productions (e.g. increased rate of support where accessibility versions are made)
- **State aid measures** (e.g. for subtitling of evening news or in the field of production and broadcasting for hearing impaired people)

Conclusions of the Study on assessing and promoting e-accessibility

State of play – subtitling

- •All MSs provide for subtitling services- what differs : not just volumes of programmes but also <u>quality of subtitling!</u>
- •Examples of good practice: UK and NL(almost 100% subtitling) FR, BE, IE, SE and FI

State of play – sign language

- In comparison with subtitling much lower volumes of signed programmes (on average well below 5% of overall programme)
 - some countries do not provide for sign language at all
 - PT, BE, UK, SK: higher shares of programmes signed (10-16%)

State of play - audio description

- Programmes with audio description broadcast in 13 MSs
- Share of overall programming quite low (average volumes range between 4% and 11% of overall programming)

Link to the study: https://ec.europa.eu/digital-agenda/news-redirect/12306

Green Paper consultation

http://ec.europa.eu/digital-agenda/en/publicconsultations-media-issues

- Question 26:
 - Do you think additional standardisation efforts are needed in this field?
- Question 27:
 - What incentives could be offered to encourage investment in innovative services for people with disabilities?

Standardisation

- Additional standardisation efforts are not needed as standards already exist;
- the problem is not so much one of gaps in standardisation, but one of fragmentation and lack of focus in terms of the technologies used;
- need for standardisation with respect to connectivity and APIs.

Incentives

- Mostly financial incentives but also
- Harmonisation of legislation
- Accessibility services included in must-carry obligations
- Public-private partnerships
- Involvement of all the stakeholders in the value chain

Thank you for your attention!

Joanna.Wrona@ec.europa.eu



























































