



## **User perspective**

Mia Ahlgren, European Disability Forum, EDF

# European Disability Forum EDF

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80 million Europeans and increasing  
An umbrella for European disability NGOs  
Network with experts on ICT accessibility

## Top campaigns

- Freedom of movement campaign  
European Accessibility Act
- Directive Accessible Public Web Sites
- UN convention CRPD
- EU elections 2014
- Observatory of the crisis



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# Legislation and human rights

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## Convention on the rights of persons with disabilities

Article 3 General principles,  
Article 4 f standards g ICT  
Article 8 Raising awareness,  
Article 9 Accessibility  
Article 21 Freedom of speech,  
Article 30 Culture

### Convention

Ratifications/Accessions: 147  
Signatories: 158

### Optional Protocol

Ratification/Accessions: 82  
Signatories: 92



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# Legislation and human rights

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## General comment 2, on article 9 accessibility “unconditional obligation”

As long as goods, products and services are open or provided to the public, they must be accessible to all, regardless of whether they are owned and/or provided by a public authority or a private enterprise

Minimum standards must be developed in close consultation with persons with disabilities and their representative organizations



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# What are accessible media services?

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Subtitles  
(closed, live)



Sign Language  
(closed emerging)



Audio description



Spoken subtitles

**Clean Audio, Usability** - layout, **cognitive** needs (emerging)

Note: Icons are not standardised (examples above from SE)

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# From innovation TO REALITY?



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# From the outset

# AND ONWARDS...



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# User involvement AND EMPLOYMENT?




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# Users want to choose BOTH QUANTITY AND QUALITY

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# Perspectives

**BY US**

**WITH**

for them



## Conclusions and position on the green paper

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### Actions needed to ensure accessible converging media

- **Legislation** for human rights **covering whole value chain**  
user perspective from setting up to using 3<sup>rd</sup> party apps
- **Monitoring accessibility usability quality indicators**  
involve users in the evaluations
- **Facilitate a European Forum for multi stake holder exchange**  
stakeholders of value chain pave way for accessible converging media
- **Secure users active role in standards, research and innovation**  
NOTE Important to develop Language technology
- **Promotion of a holistic media accessibility strategy**  
accessibility **right from the start** for a sustainable policy

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## EDF position on green paper Q26 standardisation

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Yes Additional standardisation is needed for harmonization and implementation of accessible media in value chain  
Ensure user participation in standardisation process

### European standard on accessible ICT ready (February 2014)

- Mandate 376 accessibility requirements in ICT procurement  
Revision of Public Procurement directive ready (article 42)
- European Parliament support for Web Accessibility Directive

### International standardisation initiatives

- ITU focus group and intergroup on accessible media – background reports
- ISO guidelines for Audio Description and Spoken Subtitles
- European Mandate 473 Design for all / Universal design
- HBB4ALL pilot common format for subtitles

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# Fragmentation in member states

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## Legislation, scope, funding and focus

Requirements increasing from only covering Public Service Broadcasters to commercial, on demand services and quality

Obligations to **promote** access services (BE SL IE UK)

Addressing what kind of programs or when they are broadcasted

**Progressive quotas** in relation to costs and available technology

**Additional funding** for programs to promote pluralism and diversity, if they are accessible (CR) State funding for films require subtitles (SE)

**Exceeding targets** in the UK from 10% to 20% audio description

**Jurisdiction** – OfCom non-domestic channels

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# EDF position on green paper Q27 on incentives

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Both legislation and other incentives needed

## Appropriate legislative framework

- Mandatory requirements goods and services to access audiovisual media allowing innovation and competition
- Support to NRA:s for monitoring etc

## Accessibility as driver for innovation

- European forum with multi stakeholder involvement
- Incorporate accessible media in European research agenda, special need for improving language technology
- Funding strategies linking public media financing to accessibility thus creating a motive for innovation and development

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## More information

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[EDF position papers eg on green paper on converged audiovisual world](#)

[EPRA news comparative report etc](#)

[European standard on accessibility requirements for ICT products and services \(suitable for public procurement\)](#)

[European parliament on accessible public web](#)

[ITU – Making TV accessible](#)

[UN CRPD general comment 2 \(article 9 accessibility\)](#)

Email:

[mia.ahlgren@hso.se](mailto:mia.ahlgren@hso.se)

[alejandro.moledo@edf-feeph.org](mailto:alejandro.moledo@edf-feeph.org)