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# The G3ict – ITU Toolkit for Policy Makers on e- Accessibility & Service Needs for Persons with Disabilities

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ITU Geneva  
24 February 2010



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A Flagship Advocacy Initiative of the United Nations Global Alliance for ICT and Development



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# ICT Accessibility in the CRPD

- Article 9 of the CRPD defines ICT accessibility as an integral part of accessibility rights on par with transportation and the physical environment.
- Article 9 concerns all ICT products and ICT based applications and services, with a far-reaching implication for industry, governments and civil society.



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# Purpose of the Toolkit :

- Support ITU members in understanding the requirements of the Convention.
- Assist ITU members in promoting accessible ICTs and identifying and eliminating any ICT accessibility barriers.
- Provide a framework for the development of policies and strategies for mainstreaming digital accessibility at national, regional and international levels.
- Serve as a global electronic repository of policies, international standards, good practices and technical references on digital accessibility.
- Provide specific guidance to adequately address key issues of particular relevance to developing country environments



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Web site:  
[www.e-accessibilitytoolkit.org](http://www.e-accessibilitytoolkit.org)

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# Example: How to Identify Accessible Television Solutions for the Blind?



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A Joint ITU/G3ict Toolkit for Policy Makers Implementing the Convention on the Rights of Persons with Disabilities

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UN Secretary-General Ban Ki-moon on e-Accessibility

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## Television

*Edited by [Trisha O'Connell](#), WGBH-Shapiro National Center for Accessible Media (NCAM); WGBH Educational Foundation, Boston, MA*

### Overview

This section provides links to resources that summarize both the challenges and the emerging access solutions and standards for accessible television programming.

People with sensory disabilities require equal access to all the information and entertainment that television offers. People who are hearing impaired rely on captions to indicate speakers, music, laughter and on- and off-screen sound effects. People who are blind or visually impaired rely on video description (sometimes known as audio description) for a running narration of key visual elements offered during pauses in the audio track.

As digital technologies enable convergent media, television is increasingly available on demand; it also promises to offer new commercial, educational and/or community services to viewers. captions and video description must therefore be more widely deployed on broadcast television programming as well as utilized on these new services and viewing platforms. Broadcasters and distributors must monitor caption and description quality and offer alternate methods of navigation within complex onscreen menus. Manufacturers must make captions and description controls more easily available.

Making electronic programme guides accessible, particularly to blind and visually impaired people presents a particularly urgent technical challenge. Some countries provide signed programming for deaf and hearing impaired people.



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# Example: Television Accessibility Resources

- Closed captioning, sub-titling and sign language
  - Definitions / process
  - Features most desired by persons with disabilities
  - Applicable standards
  - Sample of regulations
- Video Description Services
  - Definitions / process
  - Features most desired by persons with disabilities
  - Applicable standards
  - Sample of regulations
- Transition to Digital Television: IPTV and Convergent Media
  - IPTV and Web video accessibility
  - DTV / IPTV equipment, interface and controls
  - IPTV and Web video accessibility standards
  - Sample of regulations



# Video Description Services, Sample of regulations

- *U.S. Federal Communications Commission: Video Description Orders, Public Notices, Notices, Press Releases and Factsheet*  
  
Summary: Fact sheets, reports and regulations from a 2000 FCC rulemaking, reversed in 2002, requiring U.S. broadcasters to describe 4 hours of programming per week.  
Reference: <http://www.fcc.gov/cgb/dro/video-description.html>  
Key words: Video Description; Regulations; History  
Target audiences: Policy makers; Broadcasters; Advocates
- *House of Representatives (USA): H.R.6320 21st Century Communications and Video Accessibility Act 2008*  
  
Summary: Proposed U.S. legislation mandating accessible IPTV and internet content (captions, descriptions), and accessible menu guides and user interfaces. Reinstates overturned TV description requirements.  
Reference: <http://www.coataccess.org/node/32>  
Key words: IPTV; Accessibility; Legislation  
Target audiences: Policy makers; Broadcasters; Advocates
- *Canadian-Radio Television and Telecommunications Commission (CRTC): Broadcasting Public Notice: CRTC 2007-101*  
  
Summary: Canadian requirements for television program distributors (broadcast, cable, satellite) to carry video description in their signals and ensure pass through to the consumer.  
Reference: <http://www.crtc.gc.ca/eng/archive/2007/pb2007-54.htm>  
Key words: Video description; Regulations; Complaints  
Target audiences: Policy makers; Broadcasters; Advocates
- *Canadian Radio and Television Commission (CRTC): Access to TV for persons visual impairments*  
  
Summary: Synopsis of what description is, who uses it, Canadian description providers and links to regulations.  
Reference: [http://www.crtc.gc.ca/ENG/INFO\\_SHT/b322.htm](http://www.crtc.gc.ca/ENG/INFO_SHT/b322.htm)  
Key words: Video Description; Regulations  
Target audiences: Policy makers; Broadcasters; Advocates



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# Thank You!

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