



- the UN specialized agency for ICT

ITU-T Focus Group on Audiovisual Media Accessibility

**Mitsuru Yamada
Telecommunication Standardization Bureau**

**Presentation prepared by
Alexandra Gaspari
ITU-T FG AVA Coordinator**

Gaborone, Botswana, 25 July 2011

ITU-T FG AVA

- **ITU-T launched last May 2011 a group of experts, called Focus Group on Audiovisual Media Accessibility (ITU-T FG AVA)**
- **The main objective of this Focus Group is to address the need to make audiovisual media accessible for persons with disabilities.**

How the ITU-T FG AVA works?

- FG AVA is organized in sub-groups working on specific access services and platforms
- Next meeting on 15 September 2011 at ITU Headquarters
- FG AVA work is open, we look forward your contributions to the work
- **Details on how to participate at:**
<http://itu.int/en/ITU-T/focusgroups/ava>



ITU-T FG AVA structure 1/2

Working Group A: Captioning

Working Group B: Audio/Video description and spoken captions

Working Group C: Visual signing and sign language

Working Group D: Emerging access services

Working Group E: Electronic Programming Guides and on-air promotion

Working Group F: Participation and digital media

Working Group G: Digital Broadcast Television

ITU-T FG AVA structure 2/2

Working Group H:	IPTV
Working Group I:	Mobile and handheld devices
Working Group J:	Key Performance Indicators
- Sub-Group:	Broadcast television
- Sub-Group:	IPTV
- Sub-Group:	Mobile and handled devices

Some other items are being considered to be object of study:

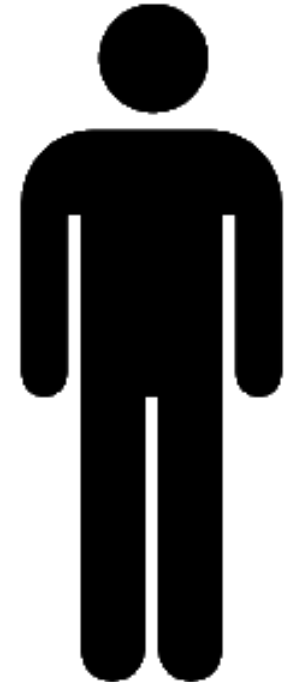
Electronic games
Performing Arts
Authoring Digital
Audiovisual Media

ITU-T FG AVA: who can participate

- **The FG AVA is open to ITU Member States, Sector Members, Associates and Academia.**
- **It is also open to any individual from a Member of ITU who is willing to contribute to the work, as well as other interested stakeholders.**

What is the challenge today?

To make audiovisual Media accessible for all, not only few, including persons with disability, senior citizens, first-time users



What is the situation today:



At least 1 in 6 have problems watching TV

What can we do today?



**Audio description (AD) or
spoken captions/subtitles**

BLUE SKY AND
SUN SHINING ON A
FIELD OF YELLOW
FLOWERS...



Inclusion or exclusion?



E-inclusion: current challenges

An exemple: Optimise television access services already in operation



**ITU-T FG AVA:
Focus Group on
Audiovisual Media
Accessibility:
Users getting the
full benefit from
including TV**



ITU-T FG AVA Chair



Peter Olaf Looms
Chairman,
ITU-T Focus Group on
Audiovisual Media Accessibility

E-mail: polooms@gmail.com

Mobile: +45 51 56 75 46

website:

<http://itu.int/en/ITU-T/focusgroups/ava>

For more information on ITU-T FG AVA please contact

ITU-T FG AVA coordinator:

Alexandra Gaspari

email: tsbfgava@itu.int

web: <http://itu.int/en/ITU-T/focusgroups/ava>



Thank you for your attention!