# ITU Workshop on Making Television Accessible – From idea to reality" hosted and supported by Nippon Hōsō Kyōkai (NHK)

## (Tokyo, Japan, 28 May 2012)

# Objectives and Overview
## The Focus Group on Audiovisual Media Accessibility
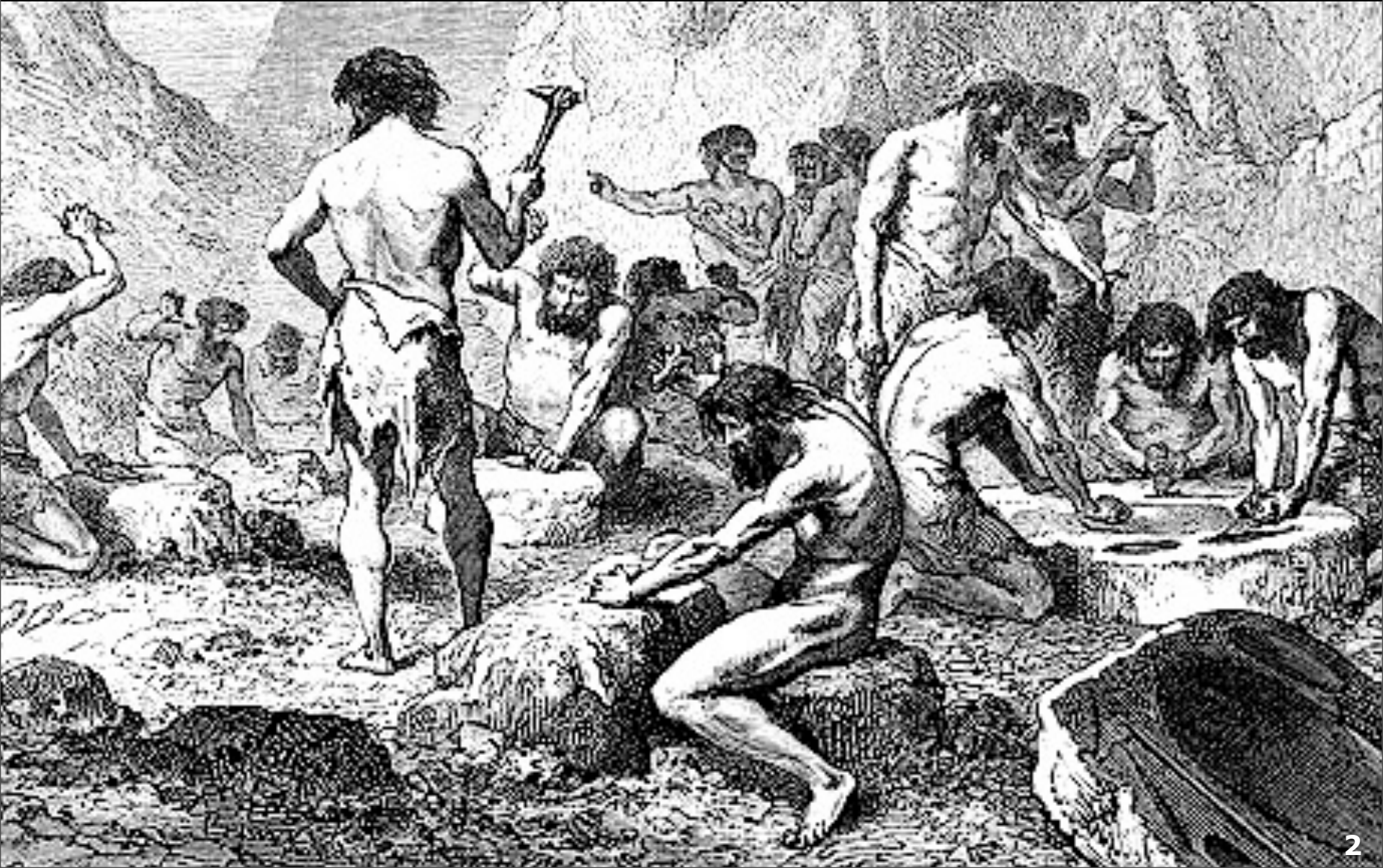
# Peter Olaf Looms

# Chairman

# ITU-T FG AVA

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# Why media accessibility?

# digital images

# Media are our collective memories

**Cave paintings France 10-15,000 BC.**

# Writing



## Literacy skills

# Counting
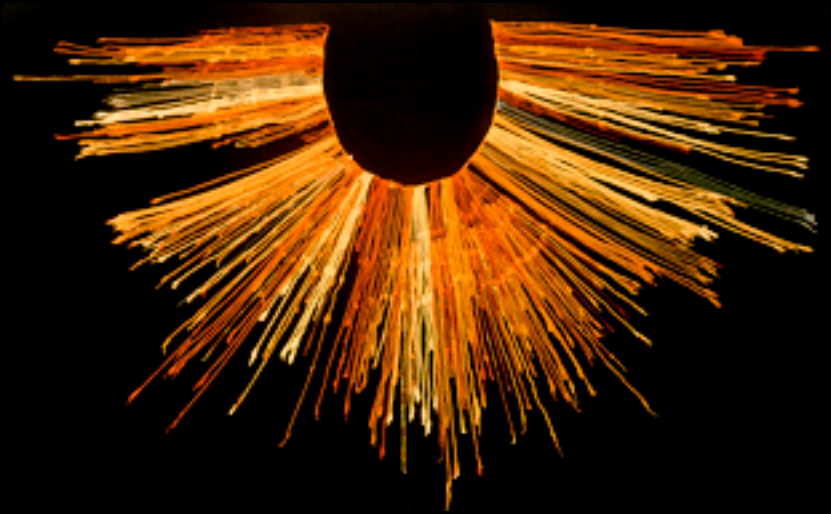
## digital systems

**Inca Quipu**

**Numeracy skills**

# Until 200 years ago most people could not read

**Fanefjord church, Møn, Denmark**
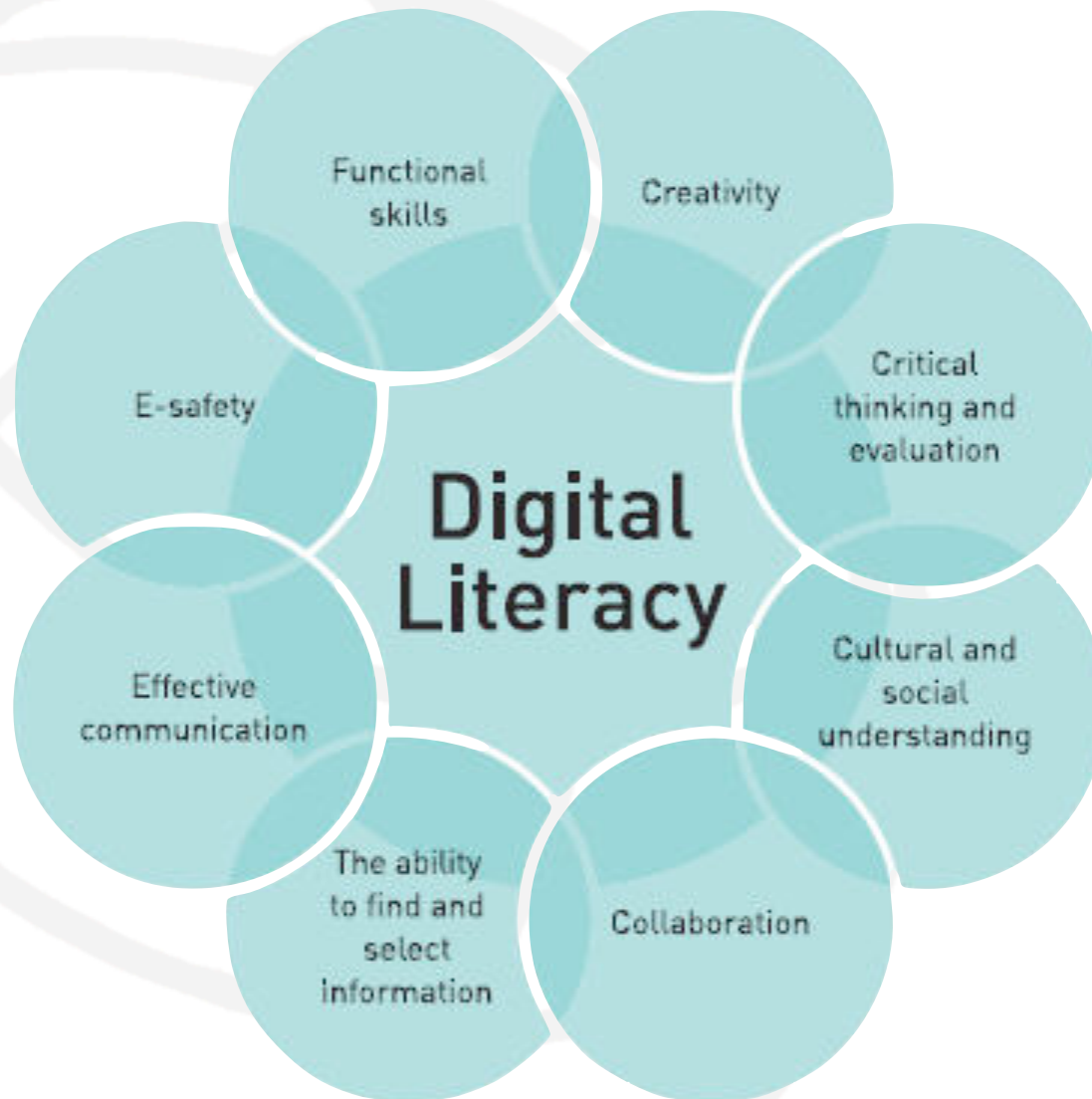
# Literacy and numeracy

**Have become basic requirements for work and taking part in society**

# Prerequisites then...

# 21st Century:
# From Literacy to Digital Literacy



Tokyo, Japan, 28 May 2012

# 21st Century:
## From Literacy to Media Literacy

**"Empowerment of people through information and media literacy is an important prerequisite for fostering equitable access to information and knowledge, and building inclusive knowledge societies."**

## UNESCO

Tokyo, Japan, 28 May 2012

# 21st Century:
# Information and Media Literacy

## Lots of different devices

## Convergence

# The prerequisites of digital literacy

■ **digital literacy**

■ People with values
■ Economic resources
■ Technology
■ Energy - electricity
■ Accessibility
■ …

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# The prerequisites of digital literacy

Needs Disabilities Subtitles Assistive Phones Culture Audio TV Social Standards Services Awareness Quality Performing Targets Arts Usability Description Costs Participation Research Policy Enjoyment Technologies Radio Viewer Legislation Captioning Development Regulation Media Use Mobile Language Games Access Electronic Sign Digital Internet Cinema Age

- Accessibility
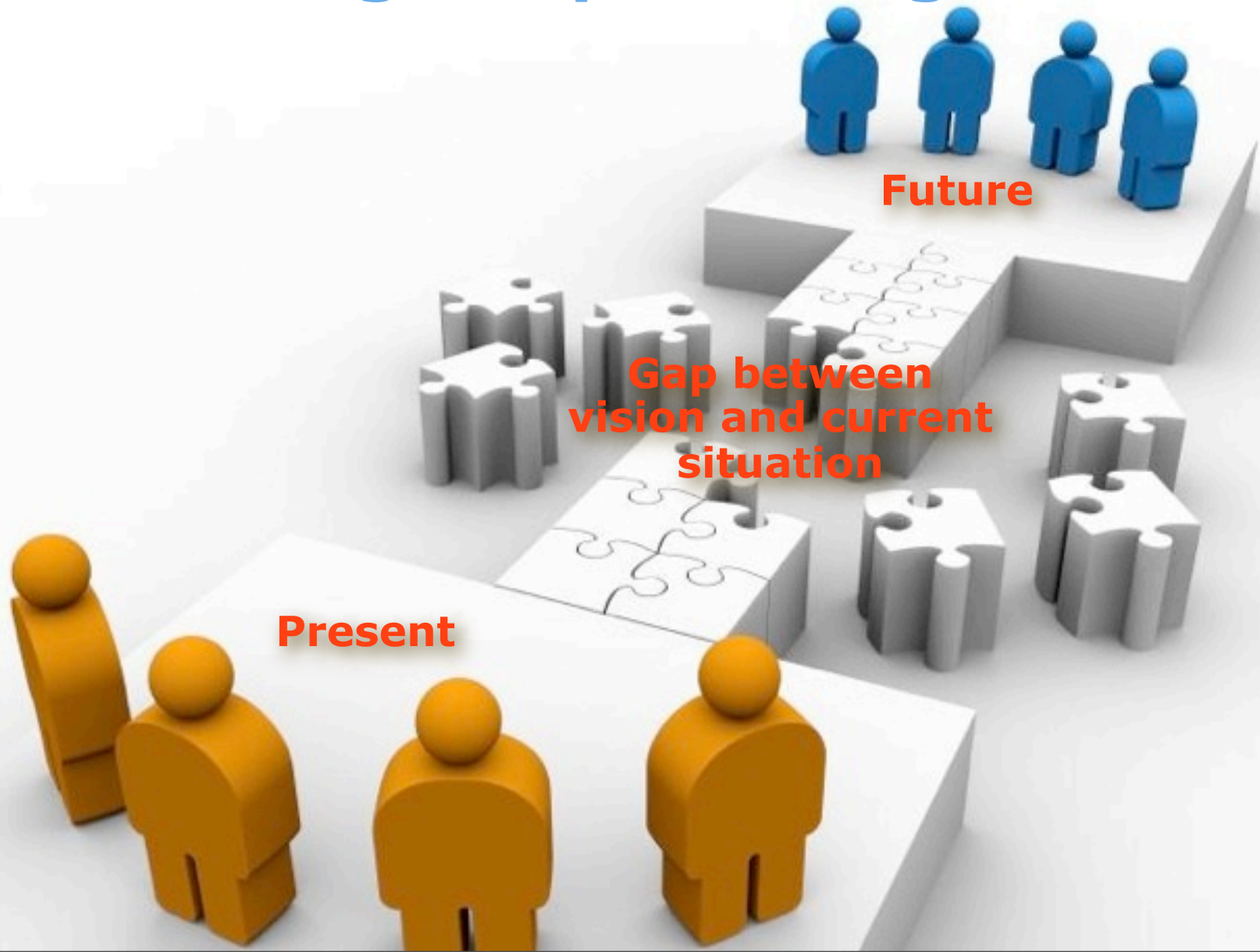
# Accessibility = AV Media for All

**Listening**     **Watching**     **Sharing**     **Participating**

**Enjoying**

**Creating?**

# Our road map – the process
## Putting the pieces together

Future

Gap between vision and current situation

Present

# Our road map - the process
## Putting the pieces together

Where do we want
AV Media to be?

Future
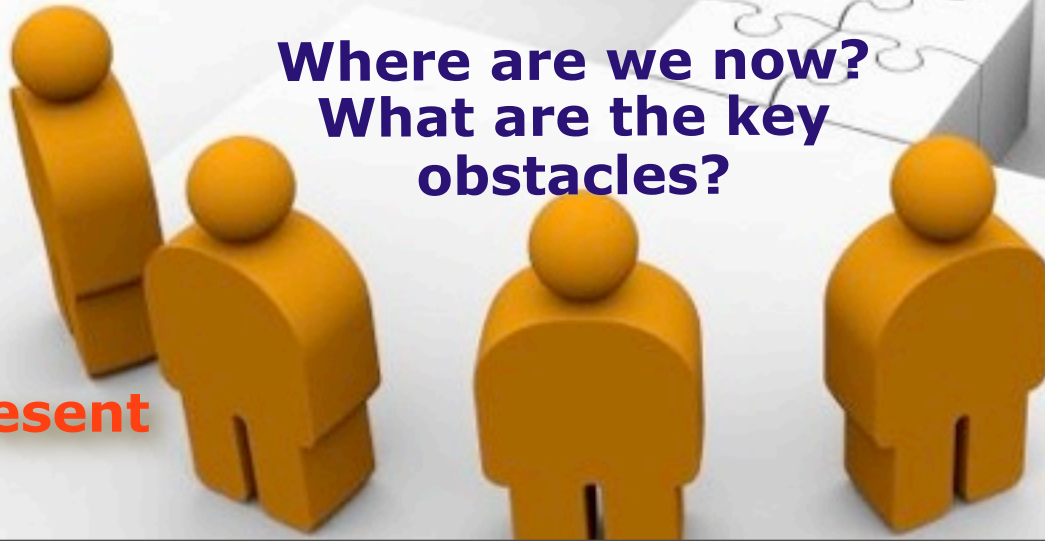
What roadmap
of actions
and metrics
do we recommend
to the ITU?

Gap between
vision and current
situation

What actions
can bridge
the gap?

Where are we now?
What are the key
obstacles?

Present

# FG AVA: the final deliverable

From **AVA-I-0002**: Suggested objectives and procedures for the first Focus Group meeting

- By October 2012 we will have produced…

- **The FG AVA roadmap: suggested accessibility actions that provide ITU with solid basis for future work** (e.g. What needs to be changed or added to standardization,legislation and media regulation to make AV media more accessible?)

- Our roadmap gives **concrete examples of good practice** (How can we make AV media accessible?)

- Our roadmap **shows how the UN CRPD\* can be applied to the delivery, use and enjoyment of digital AV media** (How can CRPD make a difference?)

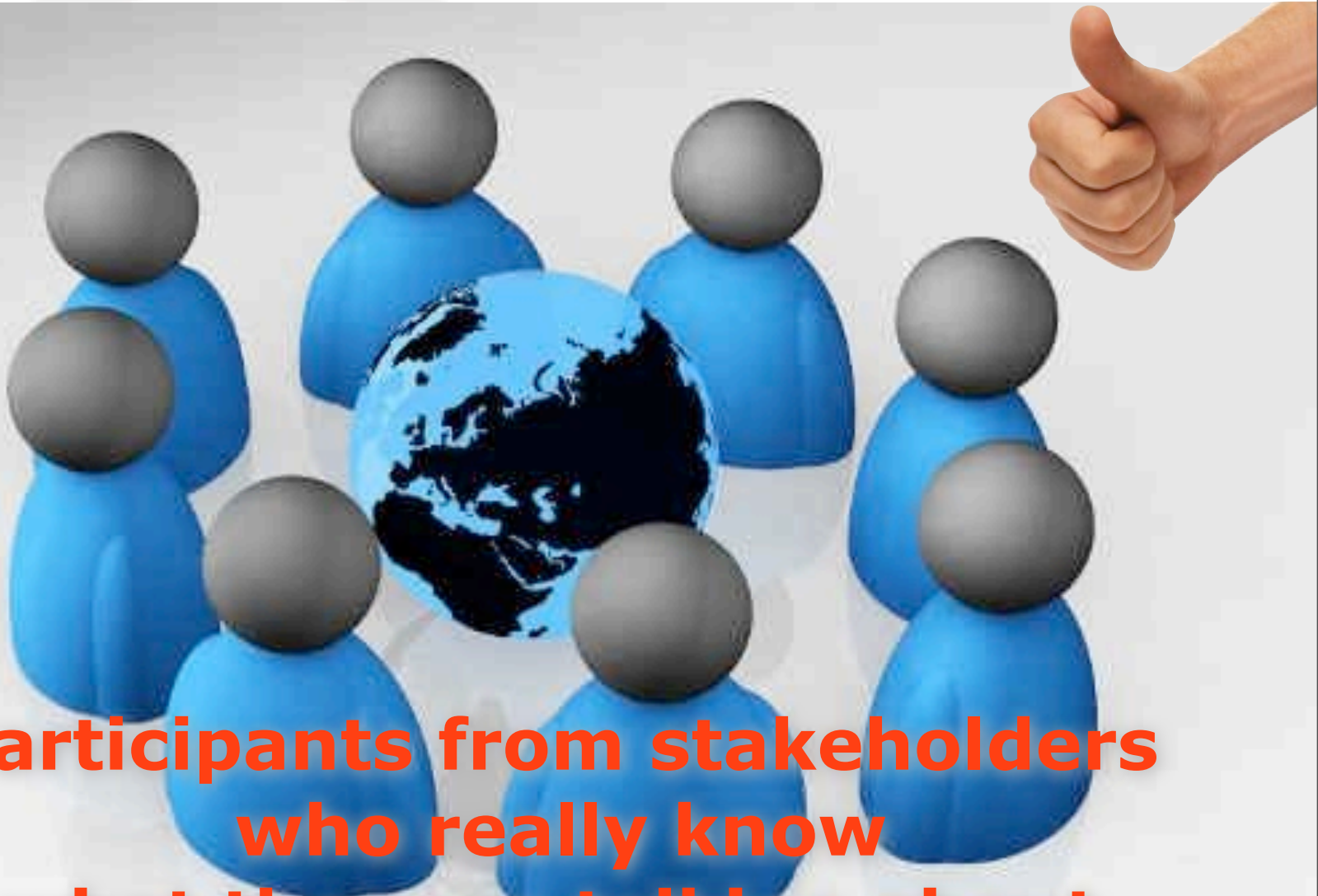- **Persons with disabilities feel that the Focus Group has made a difference** to AV media.

**\*UN CRPD = UN Convention on the Rights of Persons with Disabilities**

# FG AVA Deliverables

Based on AVA-I-0002 26 May 2011
Suggested objectives and procedures for the first Focus Group meeting

| | |
|---|---|
| Work in progress | (yellow) |
| Preliminary Output Document | (light green) |
| Final Output Document | (green) |

Columns: May 2011, June 2011, July 2011, August 2011, September 2011, October 2011, November 2011, December 2011, January 2012, February 2012, March 2012, April 2012, May 2012, June 2012, July 2012, August 2012, September 2012, October 2012, November 2012, December 2012

7. Recommend roadmap with actions that should be followed up by the ITU to promote digital AV media accessibility

6. Identify actions needed to promote digital AV media accessibility (not just ITU)

5. Identify the mismatch between visions for accessible digital AV media and current AV media accessibility provisions

4. Map the key stakeholders involved in accessible digital AV media creation, exchange, distribution, use and enjoyment

3. Identify metrics - Key Performance Indicators - for digital AV media accessibility

2. Produce operational definitions of AV media accessibility

1. Scope the kinds of AV media to be included in the work of theFG AVA (need to have or nice to have)

# FG AVA Meetings - revised plans

Participants from stakeholders
who really know
what they are talking about

# FG AVA Meetings - revised plans



1. Focus on
virtual communication
in Working Groups

# FG AVA Meetings - revised plans

2. Working Groups working over two days using GetToWebinar to discuss and edit draft outputs.

3.Changed focus of international meetings: feedback on preliminary findings

# FG AVA Working Groups

- 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: **EPGs & on-air promotion**
- Working Group F: **Participation and digital media**
- Working Group G: **Digital Broadcast Television**
- Working Group H: **IPTV**
- Working Group I: **Mobile and handheld devices**
- Working Group J: **Key Performance Indicators**
- Working Group K: **Accessible Working Procedures**

# FG AVA Working Group Activities

| | WG A - Captioning | WG B . Audio Description | WG C - Visual Signing | WG D - Emerging Solutions | WG E - EPG and on-air | WG F - Participation & DM | WG G - Digital Broadcast TV | WG - H IPTV | WG I - Mobile & Handheld | WG J - KPIs | WG K - Accessibility of Work Proc. |
|---|---|---|---|---|---|---|---|---|---|---|---|
| **1. Where do we want to be?** | | | | | | | | | | | |
| **2. Where are we now? What are the obstacles or gaps?** | | | | | | | | | | | |
| **3. What can be done?** | | | | | | | | | | | |
| **4. What do we propose?** | | | | | | | | | | | |

# Questions?



FG
AVA

# Thank you!

## Particulars:

**Web site of FG AVA:**

http://www.itu.int/en/ITU-T/focusgroups/ava/Pages/default.aspx

**Contact point for FG AVA:**

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