*ABSTRACT*

**Users, content and accessibility**

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Audiovisual media includes both traditional media such as TV, films and computer games and user-generated content (UGC). To make *all* AV media accessible, we need to look at how access services for content and meta-content are made and delivered.

Using three cases, this presentation looks at some of the issues involved in user-generated access services and how non-traditional models for access service creating can make use of crowd-sourcing both to create the service and to assess its value.