

Tutorial on Audio Visual Media Accessibility

(New Delhi, India, 14-15 March 2012)

1.The Rationale of Accessible Media Who needs them?

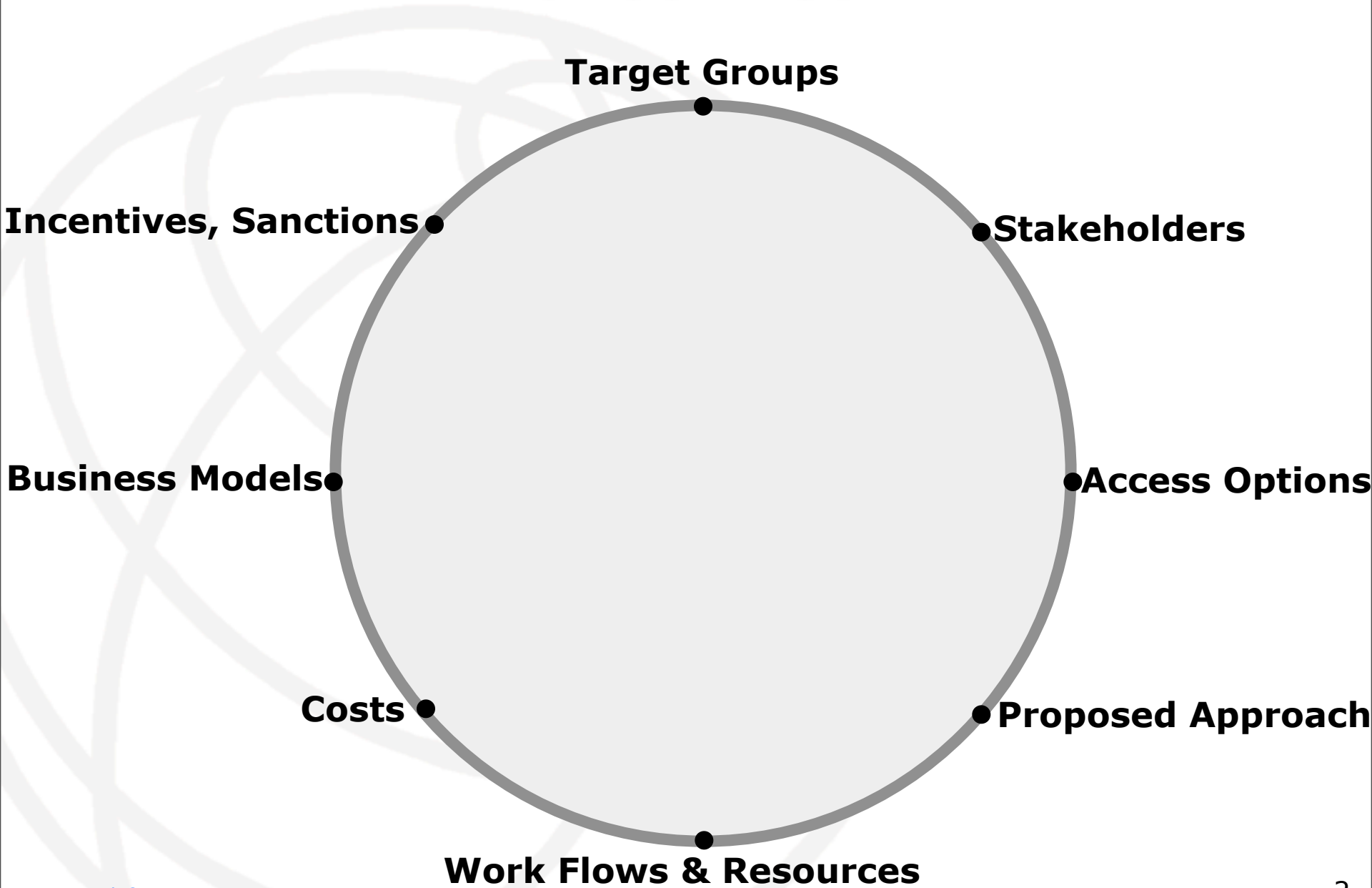
Peter Olaf LOOMS

Chairman ITU-T FG AVA

polooms@gmail.com



Check list



Check list

Target Groups

Incentives, Sanctions

Stakeholders

Business Models

Access Options

Costs

Proposed Approach

Work Flows & Resources



Content

What does this tutorial cover?

- Media accessibility
- The nature and size of the challenge



Outcomes

What will I be able to do?

At the end of this session, you should be able to answer questions such as:

- Who needs accessible media?
- What is the nature of the media accessibility challenge in India?
- Can we quantify and prioritise the challenge?

The Big Picture

Examples from Denmark

Impaired Sight



TV AVISEN

The image shows a close-up of a futuristic, curved metallic structure. The text "TV AVISEN" is prominently displayed in a bold, white, sans-serif font. Below the text, there are several horizontal metallic bars and a glowing blue light strip. The overall aesthetic is sleek and modern, suggesting a high-tech or sci-fi environment.

Difficulties reading subtitles



Deafness



0.15%

Hearing impairments



14.5%

Blindness/serious sight loss



1.4%

Visual impairments



5.5%

Dyslexia / poor readers



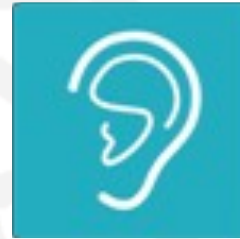
5.5%

Age-related disabilities



17%

Age-related disabilities



Immigrants & refugees



9.6%

Designing for everyone else, too...

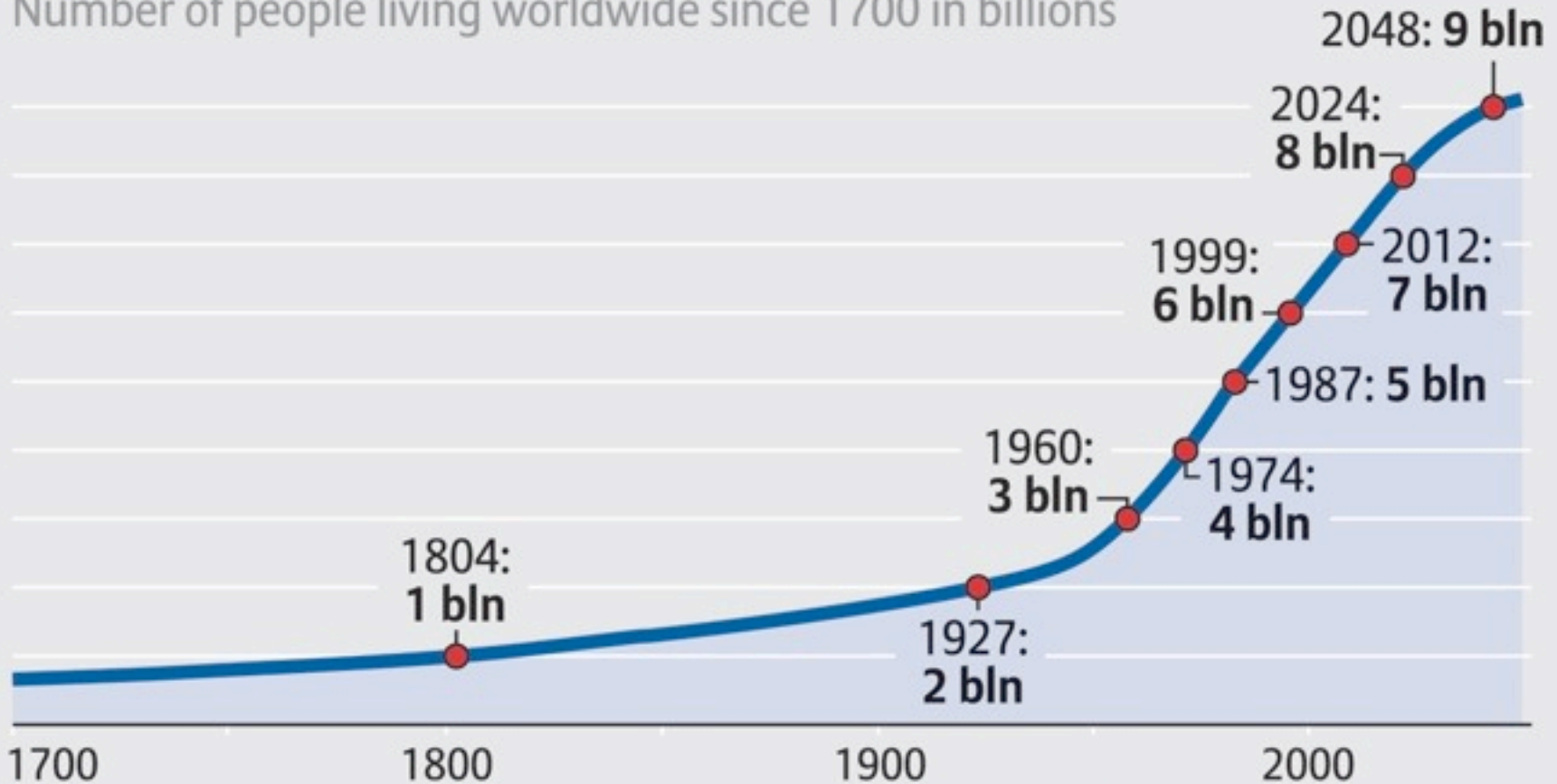


The world population is growing...

POPULATION OF THE EARTH

Allianz 

Number of people living worldwide since 1700 in billions

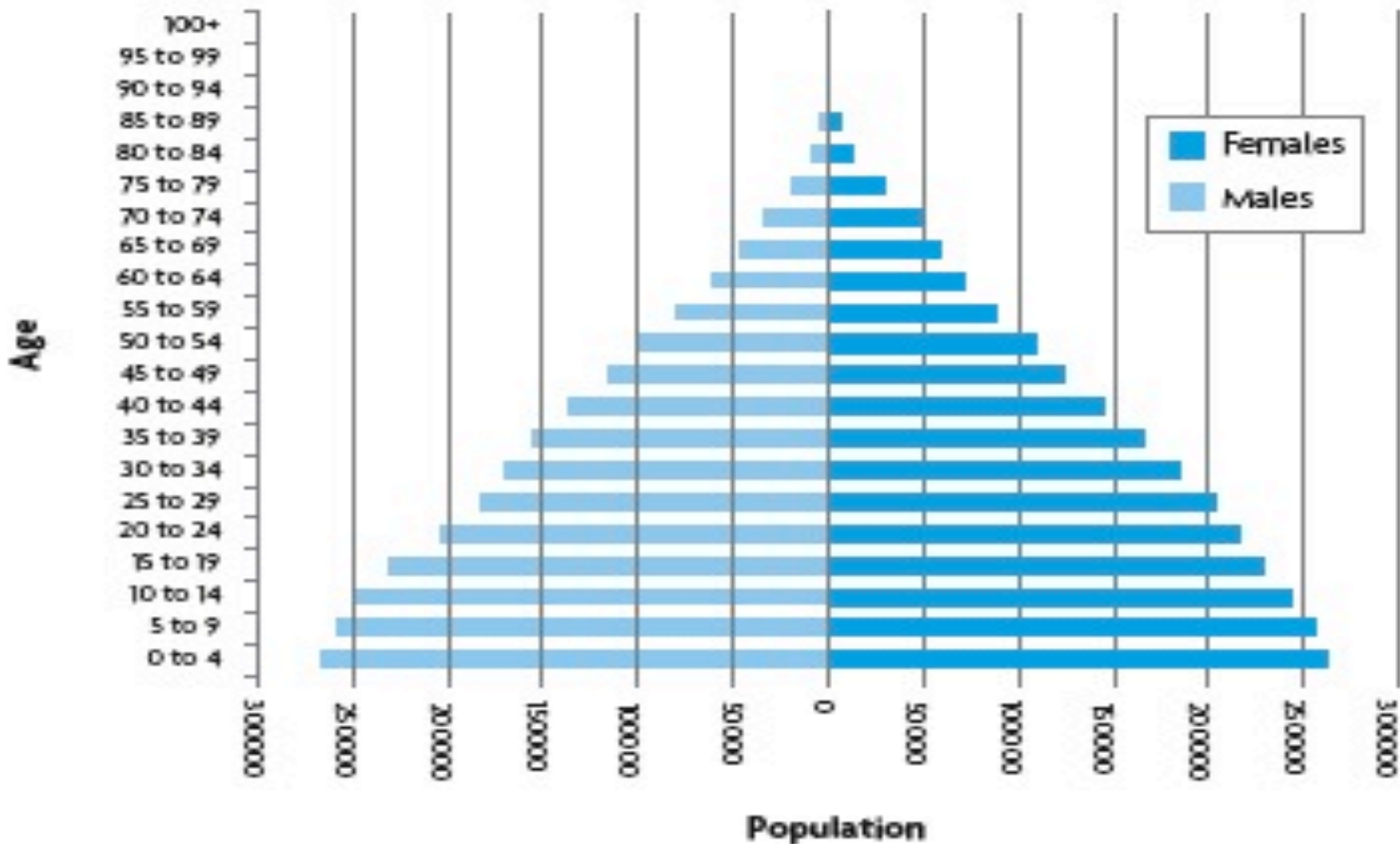


Source: United Nations World Population Prospects, Deutsche Stiftung Weltbevölkerung

For further information please visit: www.knowledge.allianz.com

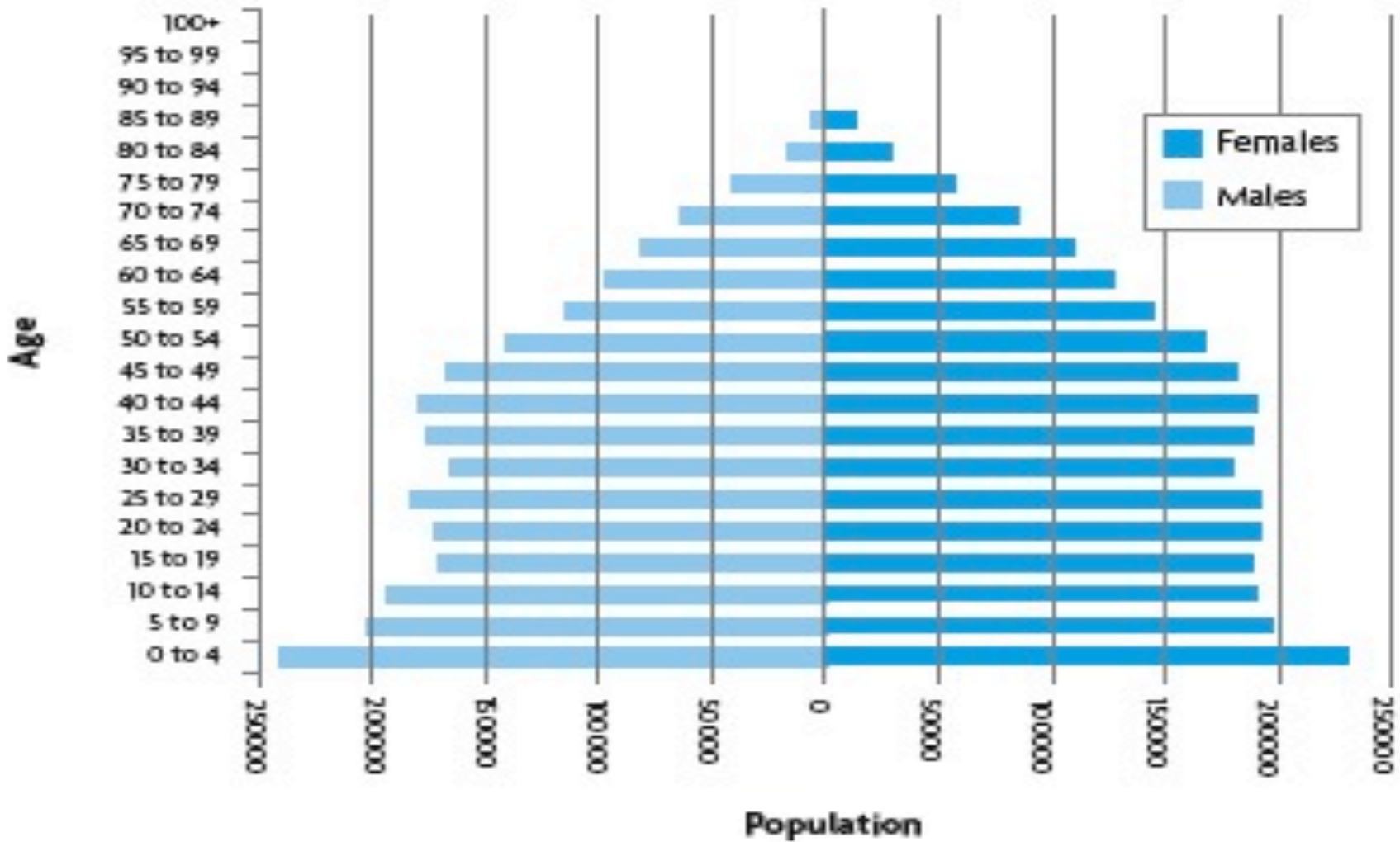
People are living longer...

Population of Scotland. 1911



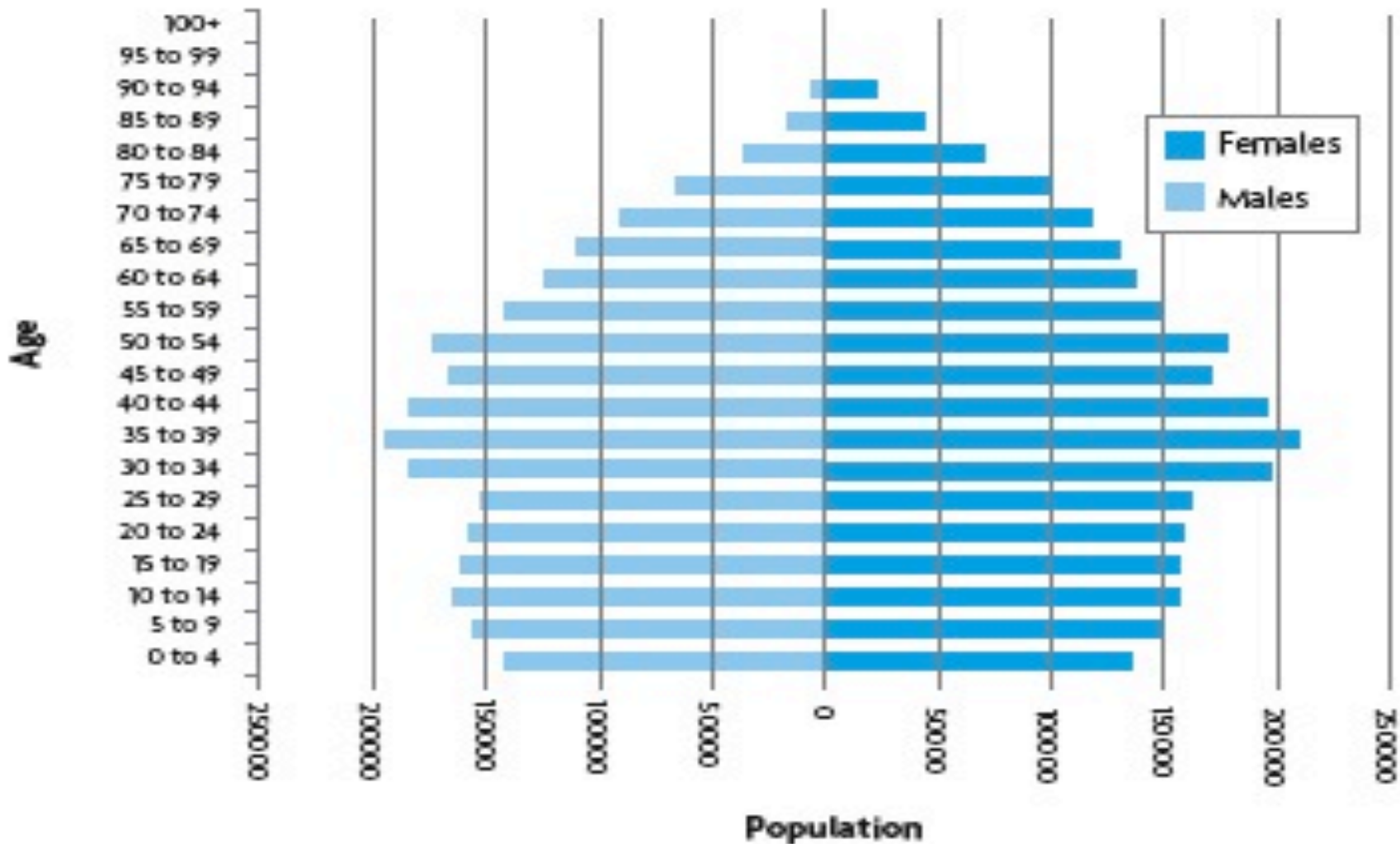
People are living longer...

Population of Scotland. 1951



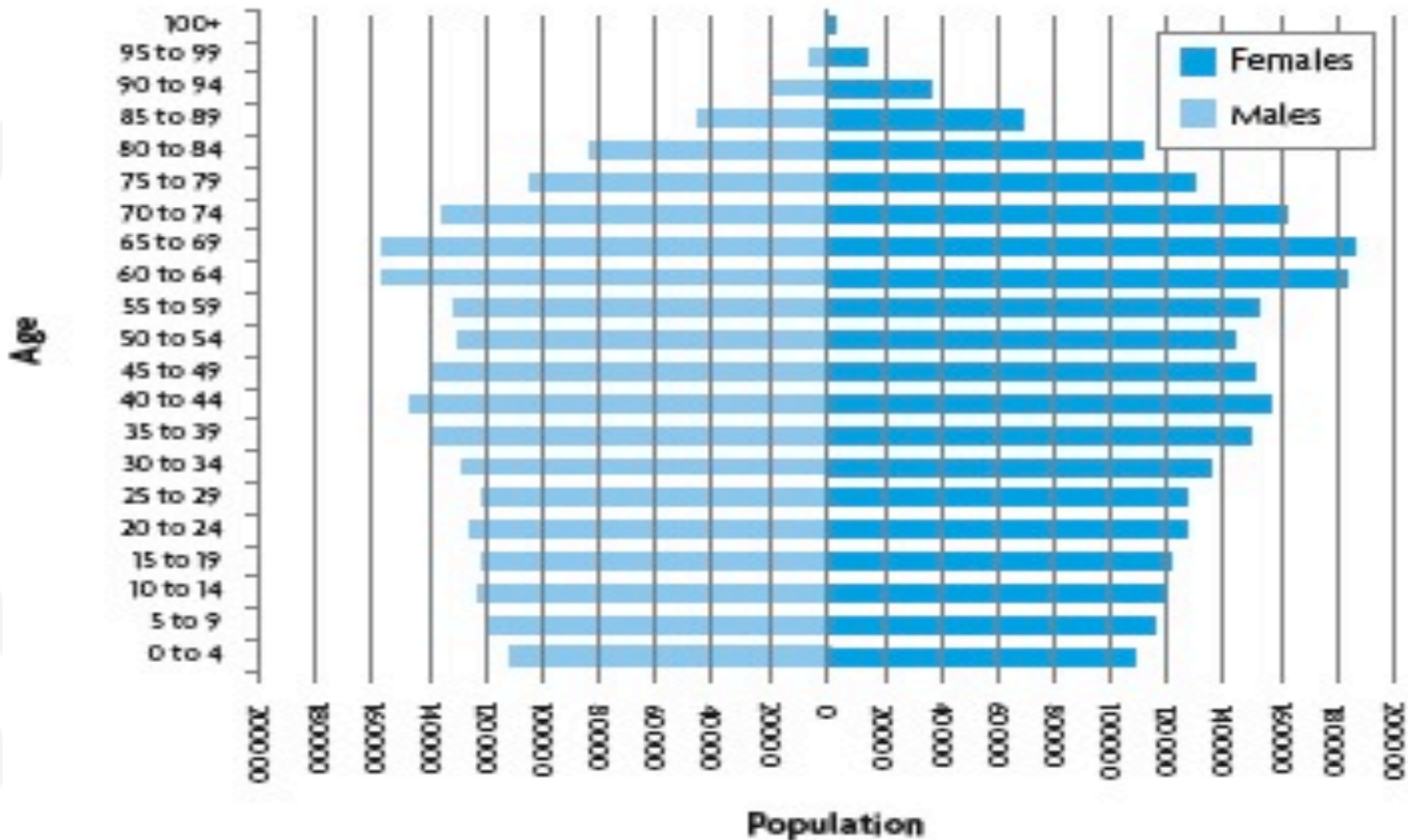
People are living longer...

Population of Scotland. 2001



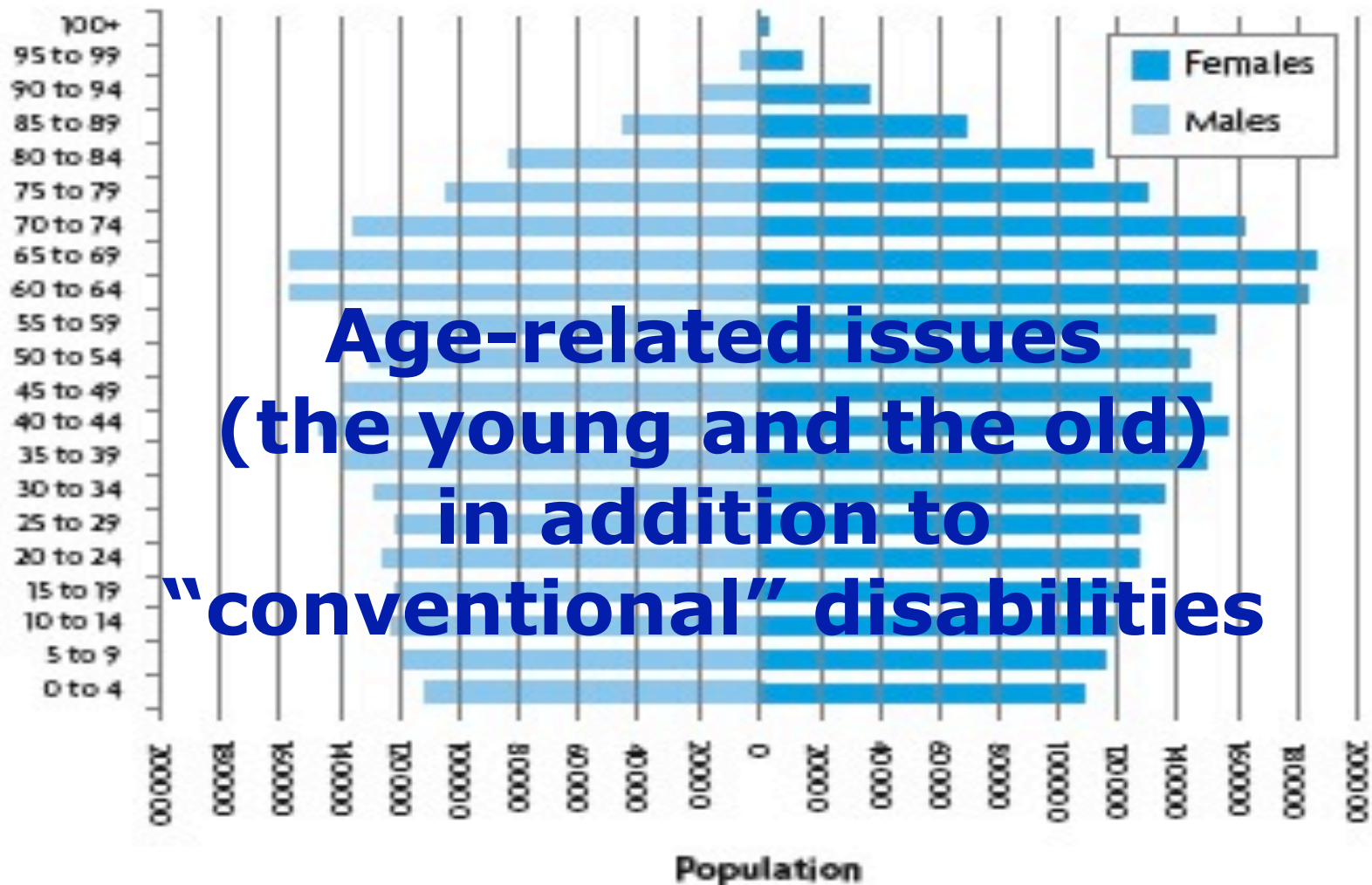
People are living longer...

Population of Scotland. 2031



Accessibility challenges

Population of Scotland. 2031



**Age-related issues
(the young and the old)
in addition to
"conventional" disabilities**

The big picture

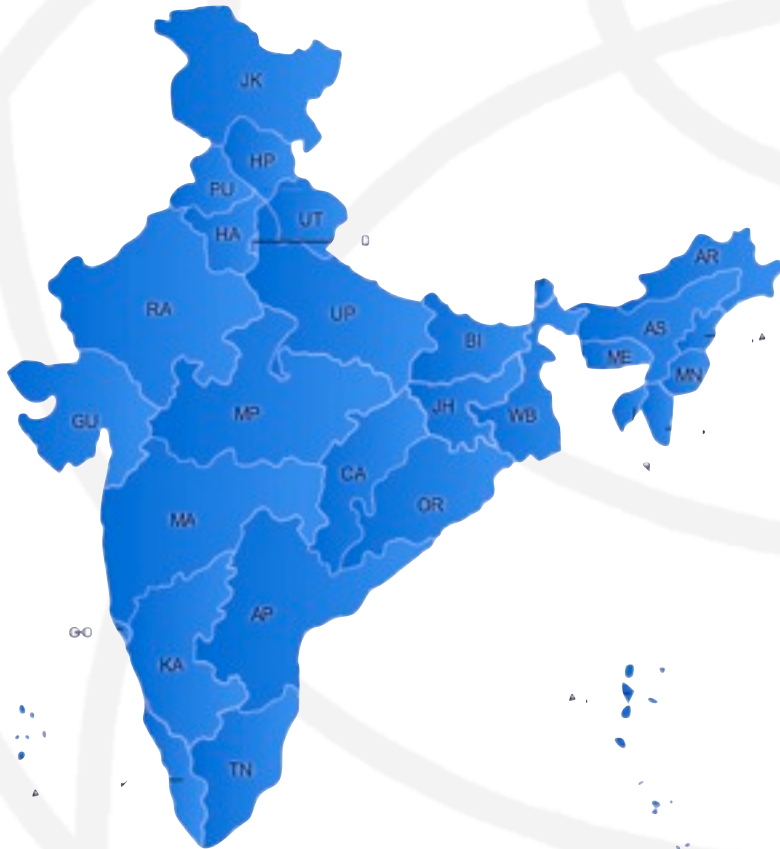
Calculate approximate figures



Activity 1: The nature and size of the disability challenge in India

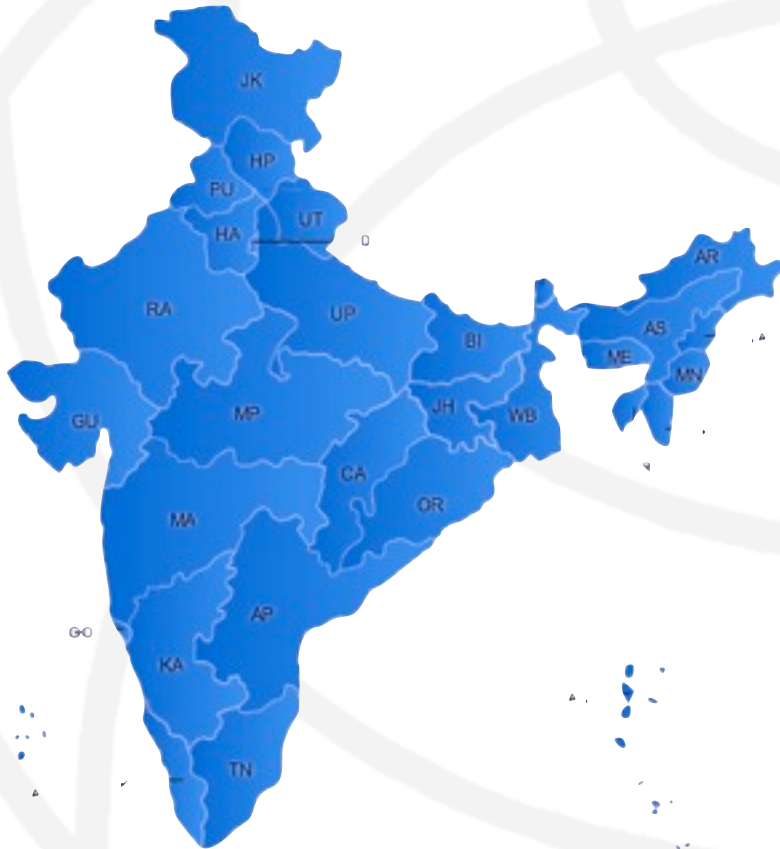
- Work in groups
- Use the worksheets for activity 1 to help you get the big picture of the demographic and cultural dimensions of media accessibility in India
- Use official sources with which you are familiar
- Triangulate with data from other sources and compare with the University of Cambridge Exclusion Calculator

Activity 1: The nature and size of the disability challenge in India



Disability	%
Mobility	
Dexterity	
Blindness	
Reduced sight	
Deafness	
Reduced hearing	
Cognitive issues	

Activity 1: The nature and size of the accessibility challenge in India



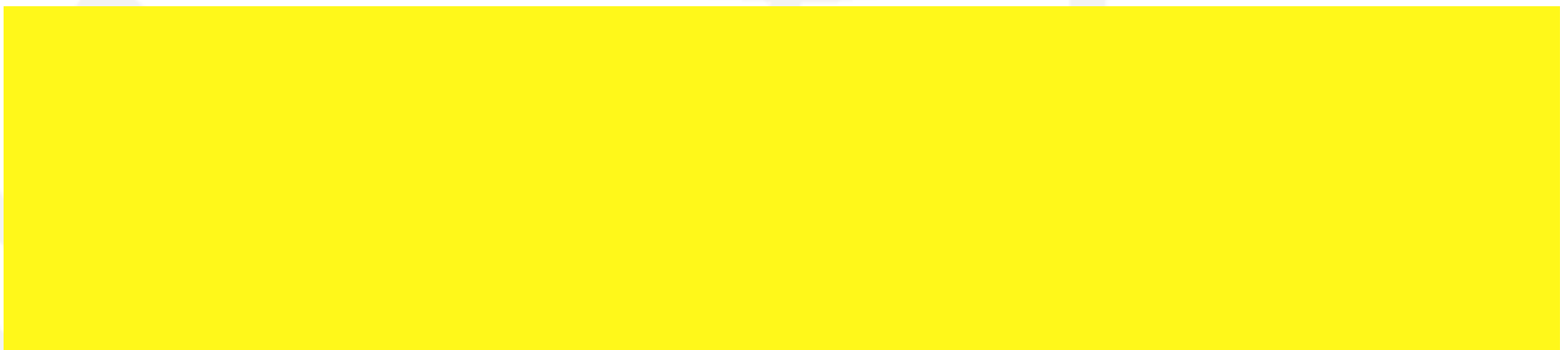
Challenges	
Official languages mentioned in constitution	2+21
Illiteracy rate	%
Access to electricity	%
Television homes as % of total	60-81%
Cable and satellite as % of total	77%

Activity 1: The nature and size of the accessibility challenge in India

- What are your conclusions?



- What points are worth noting?



Content

What have we covered in this tutorial?

- Media accessibility
- The nature and size of the challenge



Outcomes

What should I be able to do now?

You should be able to answer these questions:

- Who needs accessible media?
- What is the nature of the media accessibility challenge in India?
- Can we quantify and prioritise the challenge?

Reading

- Which viewers have difficulties accessing television? (chapter 1)
 - ➔ a) Which groups of viewers have been identified for the accessibility action?
 - ➔ b) Why have these viewers been prioritized?
 - ➔ c) What is known about the viewers and their needs? (chapter 1.2 – 1.5)
 - ➔ d) Is there a mechanism in place to engage persons with disabilities and the organizations that represent them in the accessibility action?