

ITU-R Working Party 6C

Proposal for Study Period 2020-2023

Stimulating discussion to encourage new areas of Study and drive new Contributions

Redefining Accessibility of Media

The target

- WHO estimates around 600 million persons with disabilities of various *types* and *degrees*
- Persons with disabilities **include** those who have long-term *physical, mental, intellectual or sensory impairments* which in interaction with various barriers may hinder their full and effective participation in society on an equal basis with others

Redefining Accessibility of Media

Media centric Rights in the Convention

- Freedom of expression and opinion..... article 21
- Right to education..... article 24
- Right to health..... article 25
- Right to work..... article 27
- Right to participate in political and public life..... article 29
- Right to participation in cultural life.....article 30

Redefining Accessibility of Media

Concerns...

- Why do we consider Access Service content as either *ON* or *OFF*?
- Why do some consider Accessibility interferes with creative intent?
- Why do we only consider sound and vision accessibility options?
- Why do we consider media platforms as separate access options?
- Why do we expect consumers to fit a single model?
- Why do we develop new services then add-on accessibility options?

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WP 6C's unique remit

- WP6C studies the “presentation layer” for broadcasting
- The presentation layer remit *is* the creation of any content
- This includes the creation of ***Accessible Content***
 - *We start at the script*
 - *We create Recommendations for content component parts*
 - *We deliver Reports on production workflows and Use Case examples*
 - *We suggest ways to deliver the user experience of the content*
 - *We study the impact of technology on the audience*

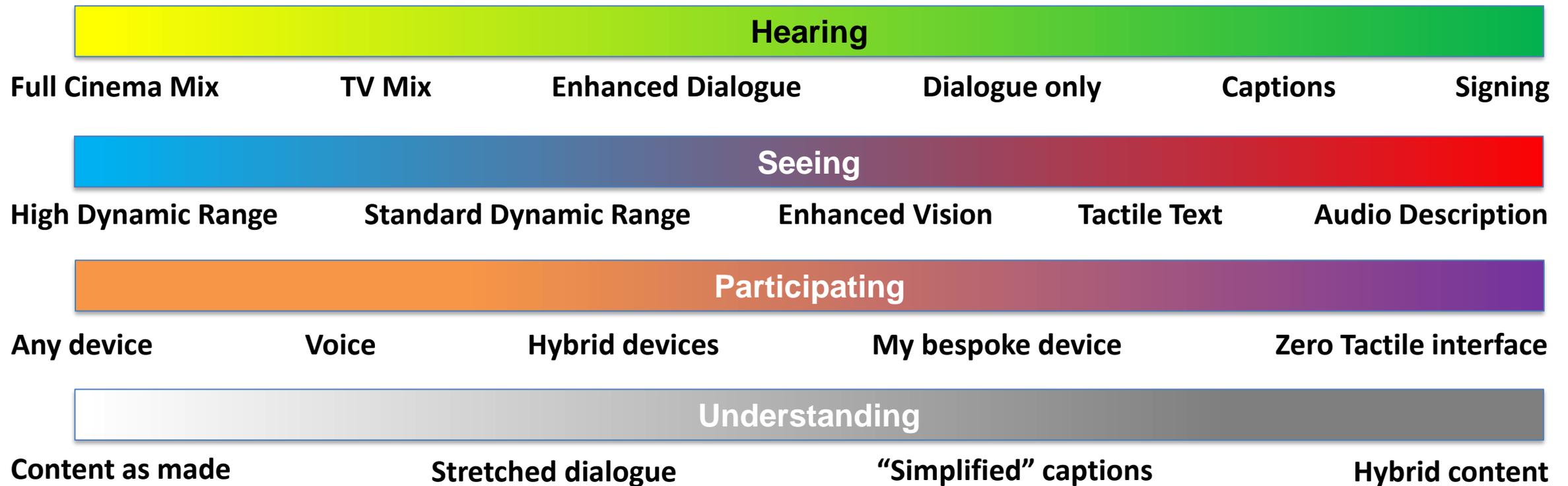
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WP 6C's proposition

- To cease the study of Accessibility as separate area!
- Instead to exploit the ***Personalization*** options of each technology
- Personalization is more than just sound and vision
 - ***Personal - Sound***
 - ***Personal - Image***
 - ***Personal - Haptic***
 - ***Personal - Cognitive***

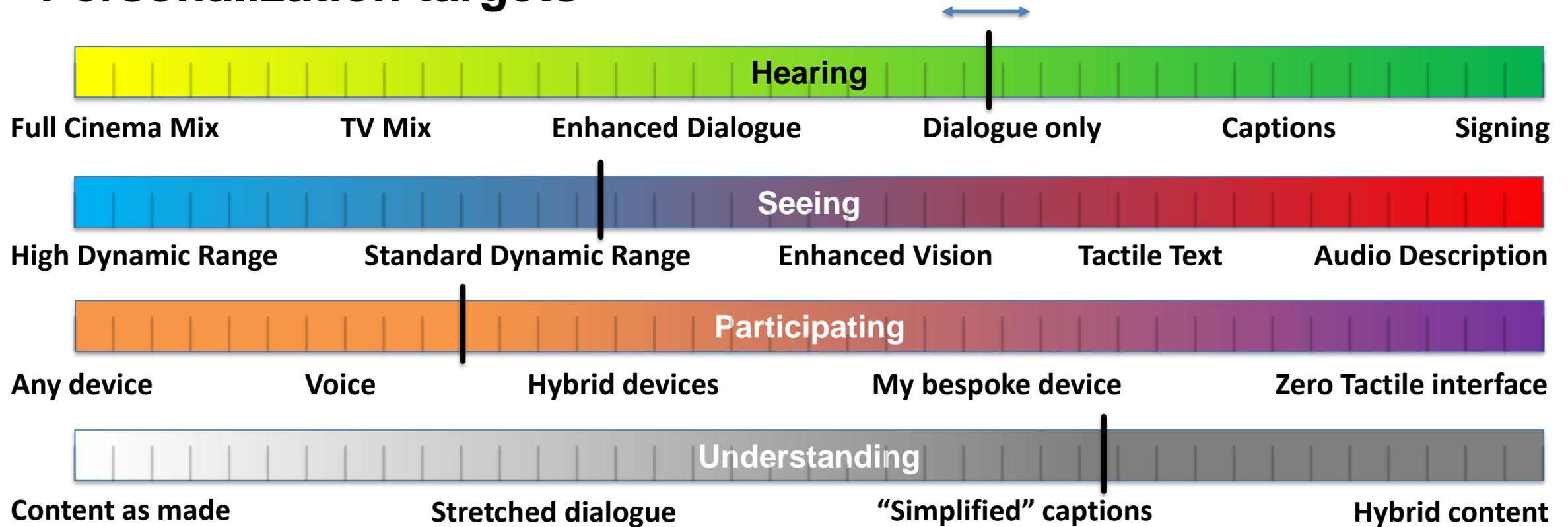
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Personalization targets



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Personalization targets



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Practicalities!

- This will not happen all at once!
- Primary work will be to define a descriptive data language
- Metadata and AI are the enablers
- Recognising Ethical and Cultural Diversity are vital to delivery
 - Just like people, no two cultures are identical
 - We ALL benefit from a more personal media experience
- Personalization is “Quality of Experience”
 - “The degree of satisfaction of the *user* of an application or service.”

A final concern

Who's eyes and who's ears!

- Film/Movie Maker Modes
- Creative Intent is the “creative’s” view of the content
- SO - do I have their eyes or ears or mobility or understanding?
- If not – why can they tell me how to “enjoy” their own experience?
 - Motion portrayal – I cannot watch low frame rate...
 - Colour and image dynamic range – I cannot see dark images...
 - Dialogue balance and sound dynamic range – I cannot isolate dialogue...

Thank You