



**ACCESSIBLE EUROPE 2019 – CONTRIBUTION**

European Broadcasting Union



OPERATING EUROVISION AND EURORADIO

*Activity 3 - The ASBU study of accessibility for broadcasting*

**ACTIVITY COVERAGE**

- Regional cooperation and stakeholder engagement: the activity strengthens and supports regional cooperation and the engagement of all relevant stakeholders, in line with the European Accessibility act, in the development and implementation of ICT accessibility policies and solutions in the European region.
- ICT accessibility policies: raising awareness and/or promoting relevant guidelines on public policies, including exchanging knowledge and sharing best practices on ICT accessibility. This may include the development of standards.
- Public procurement with accessibility features: promoting regional and in-country deliver of public procurement as a tool to improve the inclusion of persons with disabilities and specific needs.
- Web Accessibility: developing regional and in country capacity through web accessibility features and/or training to ensure that websites and related services are available and accessible to all citizens.
- Media Services Accessibility: raising awareness about accessibility possibilities of TV and video streaming on digital platforms, and promoting the implementation of appropriate solutions.
- Innovation and Accessibility: promoting the development of regional and in-country capacity building on programming for all, including persons with disabilities and specific needs. This may include embedding “accessible by design” in the product’s innovation/development process.



**DESCRIPTION OF CURRENT/RECENT ACTIVITIES**

**The ASBU study of accessibility for broadcasting**

In 2018, the EBU assisted its sister broadcasting union, the Arab States Broadcasting Union, ASBU, which acts on behalf of the national broadcasters of the Arab nations, to develop a common policy framework for accessibility for broadcasting.

The work was initiated in a public session of discussion at the ASBU General Assembly, to create awareness and recognise the specific needs of the Arab world. This was followed by a period of remote work between EBU and ASBU experts, to arrive at a report to guide broadcasters toward the implementation of accessibility services on their broadcasts. Such a model could be repeated and applied for other areas.

The intention was that the Report should provide insights and concrete steps to implement accessibility for more TV programmes in the ASBU Region.

Access services for broadcasting can be seen as serving several general purposes for society.

The first is to reduce barriers to participation in society by those with disabilities. This meets needs such as the fulfillment of human rights and encourages social cohesion.

The second general purpose can be termed the convenience of all members of society. Access services can make life easier for any member of society. In providing them, we address more fully our audience’s needs - everyone will have use for them at some point in their days and lives.

For an aging population, the barriers to media access become steeper as the years go by. There can be seen to be an economic case for providing access services.

<https://www.ebu.ch/groups/tv/access-services-experts>

Activity running in:

- 2016 or before
- 2017
- 2018
- 2019
- 2020
- 2021
- 2022
- 2023

**CALL FOR COLLABORATION/COMMITMENT TO FUTURE ACTIVITIES**

The model of transfer of know how and competences in the access services field that has been created by EBU and its partners to help ASBU (another broadcasting union operating in a different region – the MENA) to develop its own strategy on this very delicate topic, has been a very successful one. It could be easily replicated in other part of the world, provided that some funding could be found to support the basic costs for replicating the exercise. This would means travel and acomodation costs for experts, translation costs in





local vehicular languages and so on. In the broadcasting sector only, we have many other potential subjects that could benefit of such impactful strategy.

**ORGANISATION INFORMATION**

Organisation Name: **European Broadcasting Union (EBU)**

Country: European Broadcasting Zone

Organisation/Activity URL: [www.ebu.ch](http://www.ebu.ch)

Social Media Account (Twitter, LinkedIn, etc):

- [@EBU\\_HQ](https://twitter.com/EBU_HQ);
- <https://ch.linkedin.com/company/ebu>;
- <https://www.facebook.com/EBU.HQ>

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