

Four Points from Dusan's study

- More Collaboration.
- Involve PwDs More.
- Cost reduction.
- Awareness raising.

Pilar and Andy also suggested

- Change perception from PwDs to Personalisation

Action point 1: working with the 'audience' for accessibility services

- If the audience for accessibility services are part of the process of their design and development, the services that result will be more useful.
- **Every body concerned with standards of accessibility services should be invited to have a continuous dialogue with bodies that represent their audience, and if possible, annual meetings with them.**
- **Action: MrX/MsX (to be decided)**

Action point 2: when possible, making accessibility services more cost-efficient

- Cost-efficiency measures in accessibility service production may need to be sacrificed, if there are greater overall social benefits with 'home produced' services, or they may not be possible for reasons of scale.
- There may be different 'best' solutions in different countries
- **Guidelines with examples should be prepared**
- **Action: MrX or MsX**

Action point 3: Making sure that everyone is 'on board' and knows what is available.

- If everyone who may be concerned or interested is made fully aware of the accessibility services that are available, it will help to gain maximum value from them.
- **The Commission should be invited to ask all European content providers to regularly inform all the local entities that could benefit the services available. This could include rest homes, care centres, and schools for those with 'disabilities'**
- **Action: Mr X/Ms X (to be decided)**

Action point 4: changing the perception of accessibility services (Gion has doubts about value)

- Seeing the provision of what are now called ‘access services’ as just one element of media content services that can be ‘personalised’, may help to encourage their wider inclusion and use. A personalisation ‘Profile’ approach may even be appropriate.
- **Invite the ITU, ISO and UN and other bodies to consider updating their texts, and their perceptions.**
- **Action: MrX/MsX (to be decided)**