

**ITU-EBU Joint Workshop on Accessibility to
Broadcasting and IPTV ACCESS for ALL
(In cooperation with the EU project DTV4All)
Geneva, 23 – 24 November 2010**

Making sure TV really is for ALL

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EDF & EBU overview

- The European Disability Forum (EDF)
Independent European NGO. Represents 65 million disabled people in the EU
- The European Blind Union (EBU). The pan-European NGO representing blind and partially-sighted people

Disabled people- even blind people- want to watch TV too

- Essential part of life
- Inclusion in society
- Down the pub!

But...

- Some are can't participate fully as TV programmes and receivers not fully accessible
- Excludes many disabled people from society

What changes are needed to ensure access?

Two main areas:

- Access to content
- Access to TV receiver

Access to content

- Comprehensive access services
- Good quality

Access to the TV receiver

- Operate receiver functions without assistance (EPG, recording/playback, setup etc)
- Information in accessible formats
- Setup assistance if needed

New developments

- DTV, IPTV
- Great – we welcome them, but..
- Must avoid new barriers

New technology, new barriers

- Switch to DTV in UK is an example of a new barrier
- DTV UK Help Scheme

Regulatory issues

- UN Disability Convention sets framework
- USA leading the way?
- Audiovisual Media Services Directive
- Telcom package- what does it mean?!

Action

- Must be “joined up” users, broadcasters, TV manufacturing industry, policy makers (Commission ITU), standards bodies

Action

- DigitalEurope / EDF /EBU dialogue
- Self-commitment
- We need broadcasters!
- TTS user req. doc and interface spec

We can't wait



Conclusion

- Get “ahead of the game”
- Appropriate regulation and application of same
- Broadcaster involvement