

**ITU-EBU Joint Workshop on Accessibility to
Broadcasting and IPTV ACCESS for ALL
(In cooperation with the EU project DTV4All)
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Accessibility of Digital TV in the Digital Inclusion context

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- **Accessible (barrier-free) Digital TV**
people with disabilities, and many others
- **Delivering e-Accessibility**
a common effort
- **Digital TV for Digital Inclusion**
a virtuous circle

Accessibility of Digital TV

- **What?** Broadcasting activities **moving from analogue to digital** technologies
- **Why?** Digital TV delivers **better quality, more choices** to consumers and possibility of **enhanced accessibility features**
- **When?** Digital TV switchover already started and to be **completed by 2012** for all of the European Union

Digital TV and Digital Inclusion

- **And?**
 - For disabled and older watchers, Digital TV offers **new features / channels / services**
 - DTV means **opportunities and challenges** to viewing experience and wider Digital Inclusion
 - Need for **concerted effort** between users, manufacturers, broadcasters and government

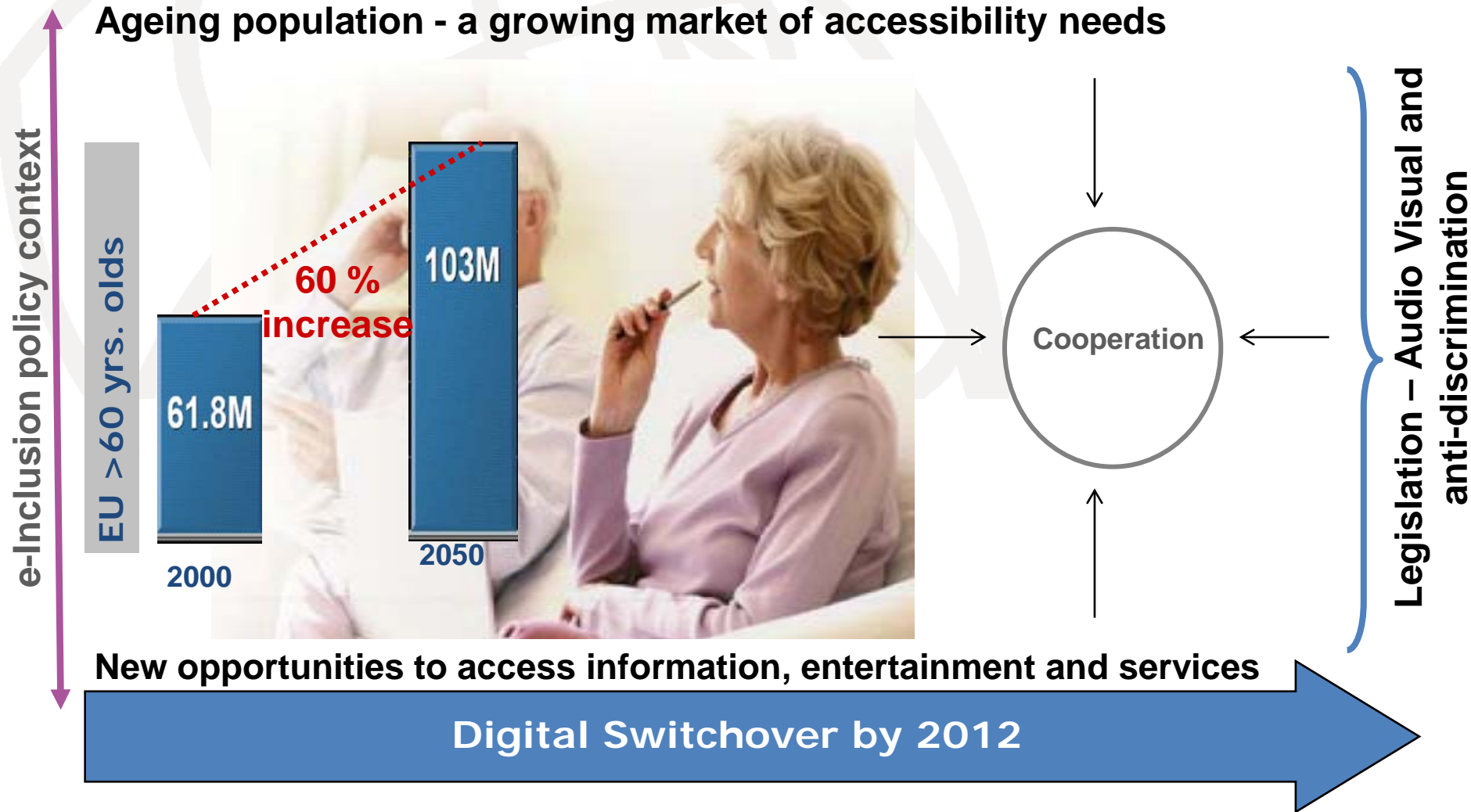


Accessible DTV: the Challenge

- TV sets and programs need to offer basic and advanced accessibility features and services which are **necessary in case of impairment and welcomed by anyone**
 - e.g. **Subtitling** – for hearing impaired persons and non-native speakers
 - e.g. **Text to speech (TTS)** – spoken output for navigation - on-screen menus, channel information, services - for people with sight, intellectual or reading disabilities, **and for all**
- European “TV market” **fragmented** - varying market and regulatory conditions, political objectives, business models and funding by country

Accessible DTV: the Opportunity

Ageing population - a growing market of accessibility needs



Context

■ e-Inclusion Policy

- Ageing Well COM 2007
- e-Inclusion COM 2007
- e-Accessibility COM 2005 and 2008
- Digital Agenda for Europe – Every European Digital

■ Legislation

- AVMSD - Access for the sight and/or hearing impaired (Art. 3c)
- Revision e-Communications Directives

■ Projects

- DTV4ALL www.psp-dtv4all.org
- T-Seniority <http://tseniority.idieikon.com>

Accessible DTV: the Roles

■ Who?

- **Cooperation** along full value chain
 - equipment manufacturers, content providers, broadcasters
- **National governments and regulatory bodies**
 - policy (switchover, harmonisation - economies of scale),
 - regulation (e.g. UK, ES, FR quotas)
 - awareness raising
 - switchover support schemes (e.g. BBC and UK)
- **The European Commission and Parliament**

Accessible DTV: ways forward

■ How?

- **Cooperation** to identify, discuss and agree how to meet accessibility needs
 - Users and the Industry (equipment manufacturers and content providers) with EC facilitating role
 - Political and technical dialogue
- **Result: industry self commitment** and action:
 - **Equipment** – TV products and features - responsive to the needs of individuals with special needs
 - Signed by 4 manufacturers with others associated

'the other 30%' is a market

- BBC switchover scheme
 - By 2012 - 7 mln customers reached
 - Supported by Digital outreach
 - What if combined with general Going Digital campaign?
- T-Seniority
 - Access to e-services via TV set
 - Get local and general interest information
 - Contact to public services (multichannel delivery to optimise expenditure)
 - Telemonitoring – tele care
 - TV-conferencing to stay in touch
- What other services could be sold (with Hybrid Broadcast Broadband TV)

Initial Scope: (2) the T-Seniority validation

- Validate ***different*** iTV channel alternatives to provide Ageing Well services to Elders
 - **Over-the-air TV:** Satellite and DTT (MHP) – Massive “at home” scenarios
 - **IPTV Networks** – Big agreements with ICT players
 - **IPHN Devices:** entertainment and video-console devices – Fragmented but already in place massive scenarios
- Build a set of services to manage **Personal Needs**
 - Helping Elders to enjoy a more **Independent Living**

Accessible DTV – next steps

- Guidance from DTV4ALL project and voluntary cooperation to be disseminated to relevant national bodies and general public
- Need for ongoing cooperation – with technology advancement new issues may emerge
- **What is it that you would really need, to consider access services in your service offer. Now and tomorrow?**