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INTERSECTOR RAPPORTEUR GROUP
on Audiovisual Media Accessibility

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Keywords:	Media Accessibility; Network; Standardisation; Research; Industry
Abstract:	A four-year network has been financed by Europe Cost Action. The mission is LEAD-ME aims to promote Media Accessibility by helping stakeholders meet the legal milestones requested by European legislation. Researchers, engineers and scholars as well as businesses, standardisation experts, and policy makers will be empowered by LEAD-ME's unique platform, which will collect, create, and disseminate innovative technologies and solutions, best practices and guidelines.

1 Introduction

The main aim and objective of LEAD-ME is to create a fruitful collaboration among all stakeholders in the field of Media Accessibility: researchers, engineers, scholars as well as businesses and policymakers will be empowered with a common and unique platform for observing and influencing Media Accessibility and contributing to existing standards, and propose new ones, in Europe.

To achieve this, the following objectives have been identified:

- Trace the panorama and develop a roadmap for Media Accessibility across Europe
- Host EU funded project results to offer resilience to existing solutions
- Internationally coordinate the development of knowledge-producing narrative on accessibility referred to multimedia sector
- Coordination management of policy makers to standardize regulation on accessibility topics starting from UN art. 21 and 30 and addressing the European Union (EU) Directive on the Accessibility of Websites and Mobile Applications, the Audiovisual Media Services Directive (AVMSD) and the European Accessibility Act
- Develop a platform to gather all accessibility information
- Define both a professional and an academic curriculum for the next accessibility experts in Europe with the related certifications
- Coordination of new experimentation and testing of innovative tool and technology applied to media content in an accessible way Capacity Building
- Fostering knowledge exchange and development of a joint research agenda on Accessibility

- Establish the platform where stakeholders and communities for applications on accessibility linked to the multimedia sector will meet
- Involvement of associations of people with disabilities and other associations at European, national and local level under the motto "nothing for us without us"

2. LEAD ME organisation

LEAD me is organised in 4 Working Groups (WG)

WG1: Technical Platform that allows a single point-of-access to relevant Media Accessibility technologies

This WG will work as a collector of all the technologies developed in previous, running and future EU funded projects and beyond, in the diverse Media domains (audiovisual, multimedia) and addressing different accessibility domains (cognitive, visual, auditive). The main outcome of WG1 will be the creation of an online platform acting as a One-Stop-Shop for Accessible Technologies.

WG2: Guidelines and Curricula for Teaching and Training Media Accessibility

This WG will collect the experiences matured in Universities and Research Institutes when preparing for or updating the next generation of researchers and engineers in the field of Media Accessibility. The main outcome of WG2 will be the definition of best practices, guidelines and a set of curricula that should be implemented in order to have a harmonized approach in educating for Media Accessibility.

WG3: Quality and Standardization

This WG will draw the current status of Market and International/Industrial standards in the field of Media Accessibility, it will collect the findings from academia and it will onboard the needs expressed by the end-user organizations. The main outcome of WG3 will be the identification and promotion of a set of standards at European and International level to ensure the compatibility among technical tools and procedures to guarantee a satisfactory minimum level of quality, enclosing quality criteria defined as an additional outcome of the WG.

WG4: Status-quo and Future Directions of Media Accessibility

This WG will analyse the current legislative framework relevant to the Media Accessibility topic and will dialogue with the other WGs to measure its applicability and status-quo of application in Industry, Standards and Curricula. WG4 will derive as the main outcome a list of strategical priorities for future directions (medium/long vision) e.g. in the technology as well as a list of priorities for policy-makers with respect to Media Accessibility.

3. LEAD ME actions

Grants – participation in conferences individually or panels, and short scientific missions

Winter and Summer training schools

Webminars

White papers

LEAD-ME

Leading Platform for European Citizens, Industries,

Academia and Policymakers in Media Accessibility

(LEAD-ME)

https://lead-me-cost.eu/

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