Personalisation

My Accessible Media

Redefining Accessibility

The Target Audience

- WHO estimates close to 1 billion persons with disabilities of various *types* and *degrees*

- Persons with disabilities **include** those who have long-term *physical, mental, intellectual or sensory impairments* which in interaction with various barriers may hinder their full and effective participation in society on an equal basis with others

The Right to Accessible Media

Rights in the Convention

- Freedom of expression and opinion (article 21)
- Right to education (article 24)
- Right to health (article 25)
- Right to work (article 27)
- Right to participate in political and public life (article 29)
- Right to participation in cultural life (article 30)

Ask these Questions

Why…

⟳   do we consider Access Services to be either *ON* or *OFF*?

⟳   do some consider Accessibility interferes with creative intent?

⟳   do we only consider sound and vision Accessibility options?

⟳   do we consider Accessibility different on each platform?

⟳   do we expect consumers to fit a single Accessibility model?

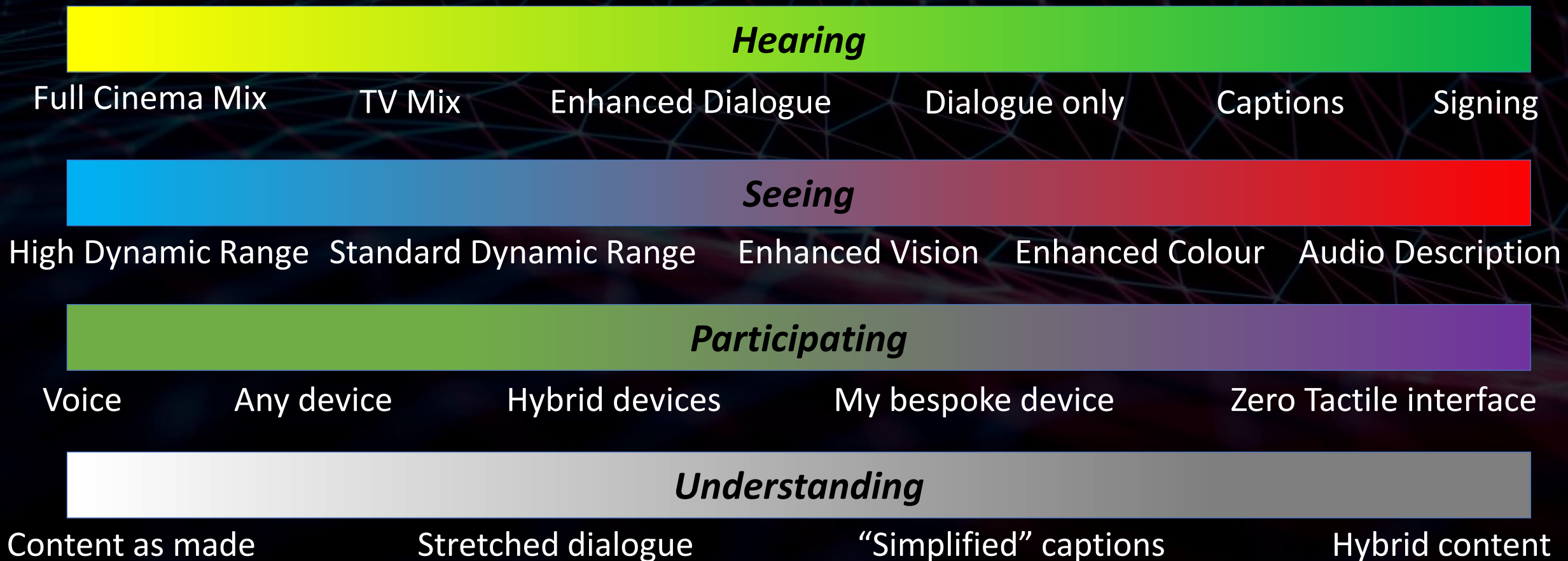⟳   do we develop new services then add Accessibility options?
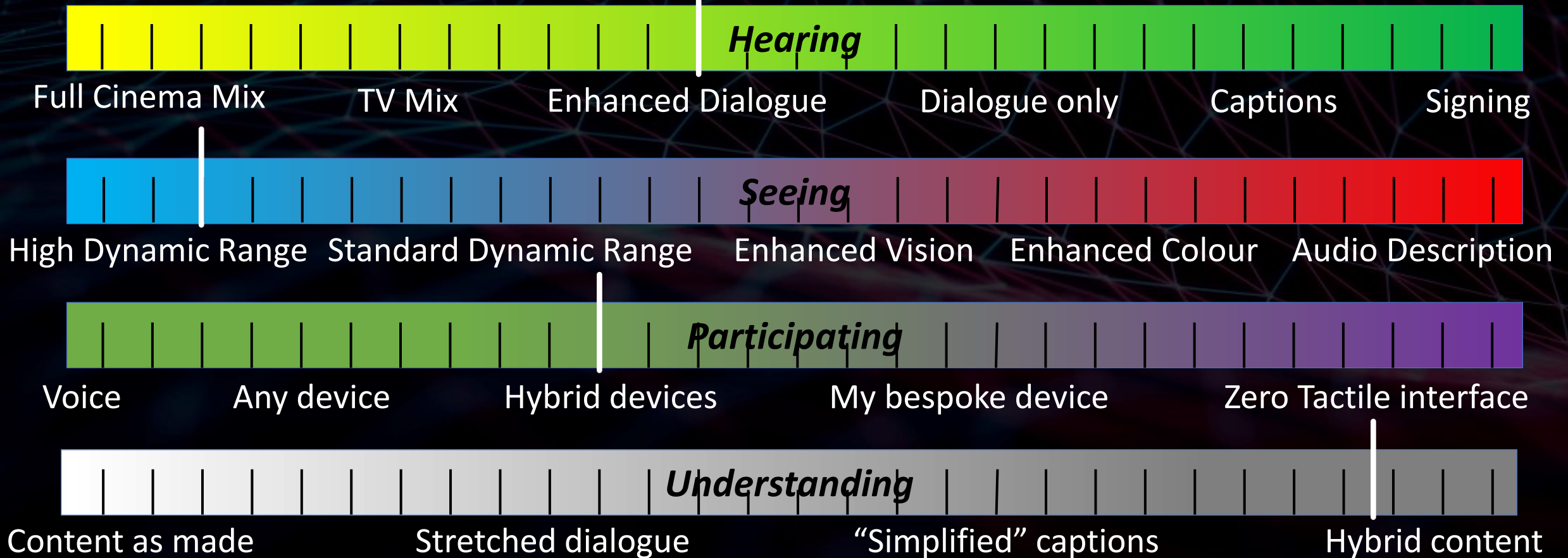
My Accessible media may not be yours

What's *Accessible* changes from person to person

↻ Even with current technology we can personalise media

↻ Personalisation is more than just sound and vision

    ↻ *Personal Sound*

    ↻ *Personal Vision*

    ↻ *Personal Interaction*

    ↻ *Personal Understanding*

My Personal Profile

Not just TV or Radio

- A personal programme applies my profile to my media
  - *Sets personal options for audio, video, captions, signing...*
  - *Common open standard "language" for interoperability*
  - *Applies to any platform and any device*
  - *Encourages innovation and new products*
  - *Gives consumers confidence*

- But how does the business case stack up?

More Players = More Dollars

Is Gaming leading the way now?

⟳ Courtney Craven -the founder of *Can I Play That* says "the game ***The Last of US II*** will be a blueprint for others to follow"

⟳ *"I think the monetary payoff will really be obvious - so many people have told me that Can I Play That's coverage of it was the deciding factor in them buying the game"*

⟳ But more importantly, she urged people to "*make accessible games because you should - It's the right thing to do!*"

Accessibility is Personal Stories

LOST VOICE GUY
BRITAIN'S GOT TALENT
WINNER

To find out more – each image is a link!

Quality of Experience

This won't happen all at once, it's about...

- recognising ethical and cultural diversity
- recognising and describing services requirements
- recognising we ALL benefit from a more personal experience
- recognising the technology enablers;
    - *Media as Objects*
    - *Descriptive data tools*
    - *Artificial Intelligence and Machine Learning*

Thank you

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