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cost
EUROPEAN COOPERATION
IN SCIENCE & TECHNOLOGY

Funded by the Horizon 2020 Framework Programme
of the European Union

The Future of Media Accessibility Research

LEAD-ME Summer Training School 2021

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July 9th 2021

New Human Right - CRPD (2006)

Council of Europe - signs + ratifies (2012)

EU Legislative framework

Web accessibility 2016
Audiovisual Media Directive
European Accessibility Act 2019

EU

Transposition June 2025

European Standardisation
EN301549

LEGAL CONTEXT

FUNDING

MediaVerse
A universe of media assets
and co-creation opportunities

Traction
Opera co-creation
for a social
transformation

European Performing
Science Night
EPSN

SOCLOSE
Enhacing Social Cohesion through Sharing
the Cultural Heritage of Forced Migrations

Rad

RB
Re_Build

HELIOS

SCENT
SMART CITIZEN EDUCATION
FOR A GREEN FUTURE

PREDICTING THE FUTURE

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Evaluating the future research impact

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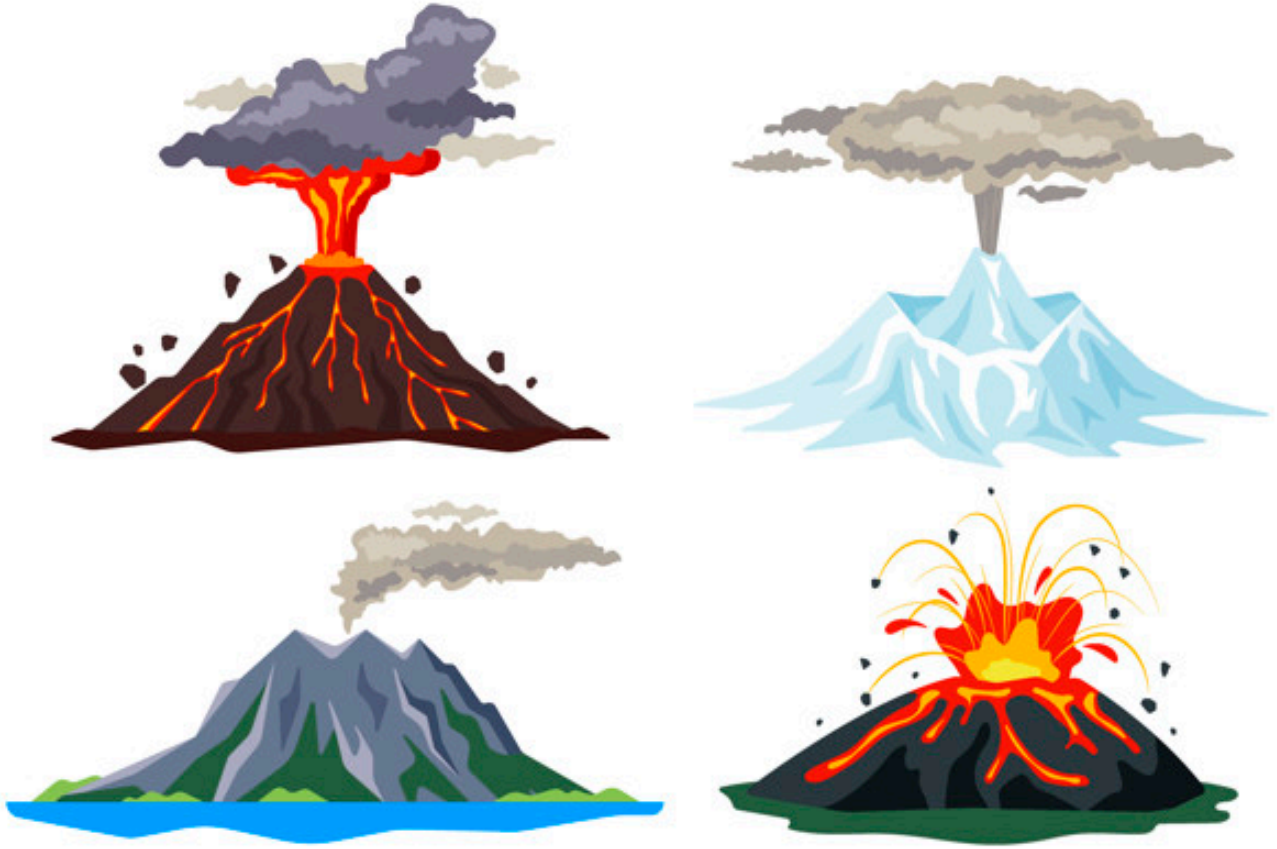

Transposition

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Basic research for national standardisation

Adaptation of

ISO20071-21 Audio Description

ISO20071-23 Subtitles/Captions

ISO20071-24 Sign Language on screen

ISO20071-25 Audio Subtitling

Funding available at: https://www.standict.eu

Standardisation

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EC to CEN, CENELEC and ETSI to develop, at least, three new harmonised standards:
1) Harmonized standard(s) setting up requirements on the accessibility of non-ICT information-related to products;
2) Harmonized standard for the accessibility of support services related to products and services (help desks, call centres, technical support, relay services and training services);
3) Harmonized standard for the accessibility of emergency communications and for the answering of emergency communications by the public-safety answering point (PSAPs) (including to the single European emergency number 112).

In addition, the EC lists the existing European standards to be revised:
1) EN 301 549 ‘Accessibility requirements for ICT products and services’;
2) EN 17161:2019 ‘Design for All - Accessibility following a Design for All approach in products, goods and services - Extending the range of users’ (JT012001);
3) EN 17210:2021 ‘Accessibility and usability of the built environment - Functional requirements’ (JT011001).
The six above-listed deliverables should be drafted in support of Directive 2019/882/EU ‘Accessibility requirements of products and services’. The main aim is to drive EU media production towards the concept of **native accessibility.**

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Intelligent Interaction

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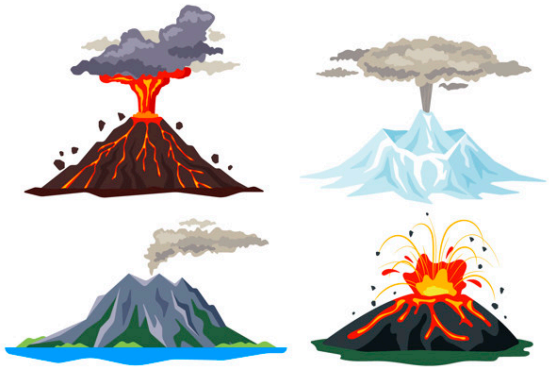
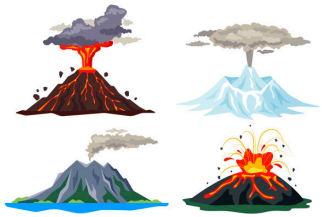


SCENT
SMART CITIZEN EDUCATION FOR A GREEN FUTURE

From personalisation to Common User Profile

Disabilities to Capabilities



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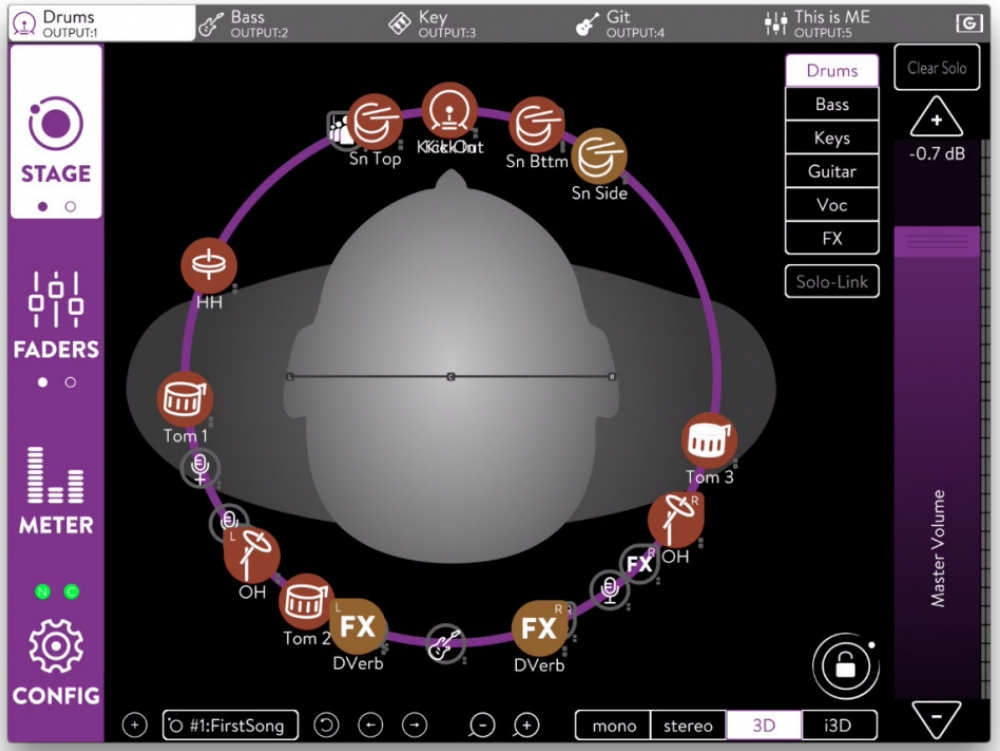
Immersiveness

Immersiveness



Immersiveness SL

ImAc

Internet of Things

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Production - workflows

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Production - cloud based

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Distribution

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Copyright management

MediaVerse
A universe of media assets and co-creation opportunities

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SLC (Smart Legal Contract) SCs (Smart Contracts):

- the type of media asset
- a unique identifier of the media asset
- who is the owner
- if the media asset can be used (e.g., embedded in another media asset, reproduced by an end-user, ...) free or not

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MediaVerse
A universe of media assets
and co-creation opportunities

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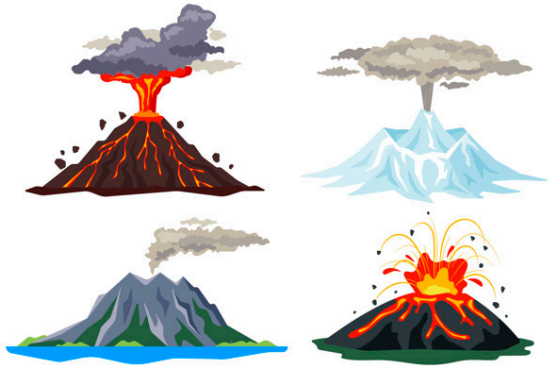

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SOCLOSE
Enhacing Social Cohesion through Sharing the Cultural Heritage of Forced Migrations

Traction
Opera co-creation for a social transformation

Re_Build

HELIOS

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SMART CITIZEN EDUCATION FOR A GREEN FUTURE

Springer

springer.com

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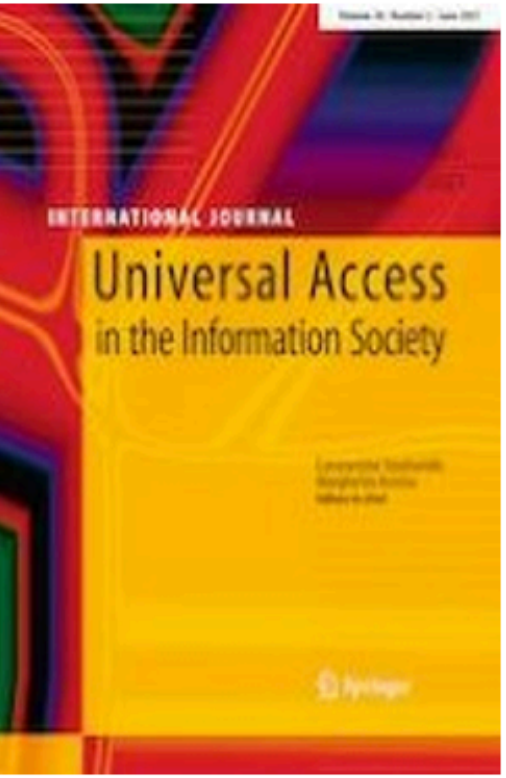

International Journal

Universal Access in the Information Society (UAIS)

CALL FOR PAPERS

Special Issue on

Accessibility of Tourism 4.0 - Designing more meaningful and inclusive tourist experiences

Guest Editors:

Pilar Orero, Miroslav Vujičić, Uglješa Stankov and Ulrike Gretzel,

Deadline: August 31st, 2022

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Thanks for your attention!

Pilar Orero

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