



Traction
Opera co-creation
for a social
transformation



UAB
Universitat Autònoma
de Barcelona



LEAD-ME



MediaVerse
A universe of media assets
and co-creation opportunities

Equal opportunities beyond
disabilities: Leaving no one behind in
media accessibility research

Anna Matamala & Pilar Orero



Re_Build



THESE PROJECTS HAVE RECEIVED FUNDING FROM THE EUROPEAN UNION'S
HORIZON 2020 RESEARCH AND INNOVATION PROGRAMME UNDER GRANT
AGREEMENT NO 82215, 825585, 870939, 870616, 957252, and FR01Ka204062381

Presentation

- Legislation UN and Europe
- Traditional profiling vulnerable groups
- New profiling of vulnerable groups
- Some solutions across groups
- Personalisation
- Personalisation access services
- Intelligent environments

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 Mandates



Transposition June 2025



**European Standardisation
EN301549**

Accessibility Services

Subtitling (Text)
Audio description (Audio)
Sign Language (Video)
Audio subtitling (Audio)
Translation (Text)
Easy Language (Text)

**Access to
accessibility &
interaction**

ACCESSIBLE MEDIA

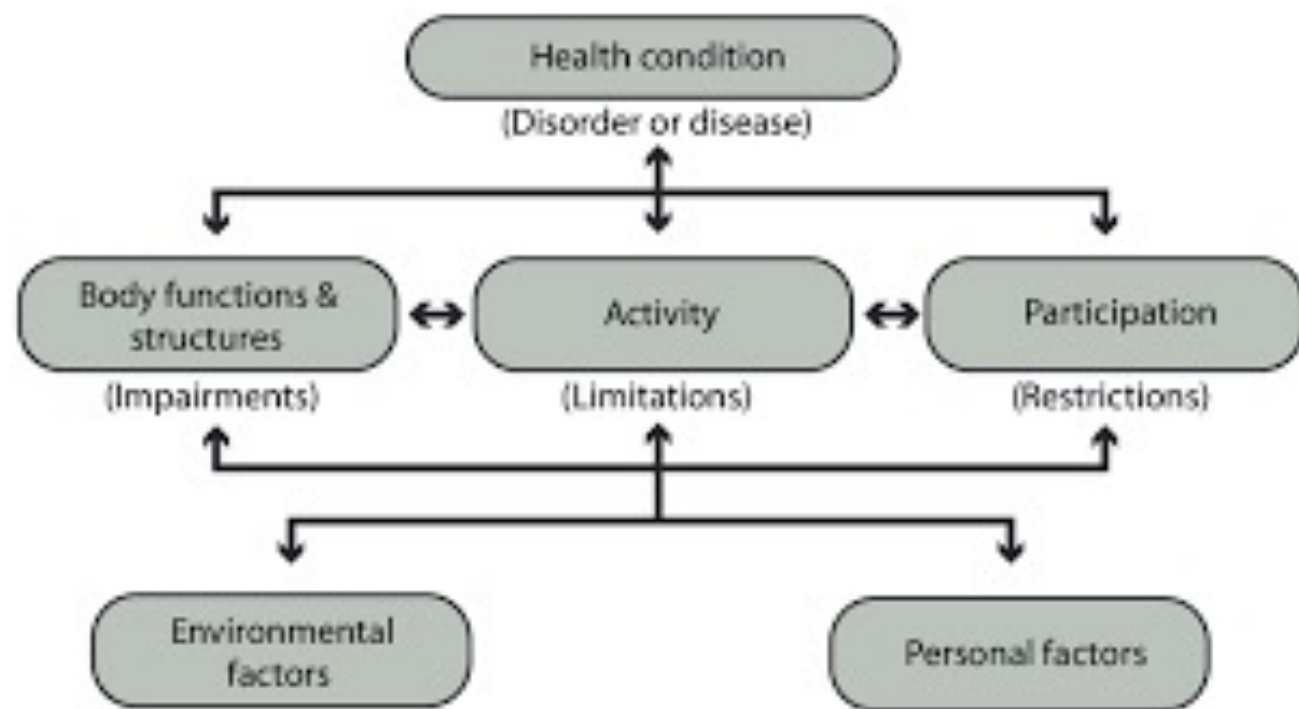
ISO – “Sensory Physical Cognitive”

- Sensory – See, Hear, Taste, Smell
- Physical – Interact, Manipulate, Touch, Move
- Cognitive – Perceive, Understand, Language, Attention



ITU – EBU “Seeing - Hearing - Participating - Understanding”

- Seeing – Colour, Photosensitive Epilepsy, Contrast, Description
- Hearing – Dialogue, Captions, Signing
- Participating – Voice, Gaze, Haptic
- Understanding – Simplified, Perception, Language, Autism

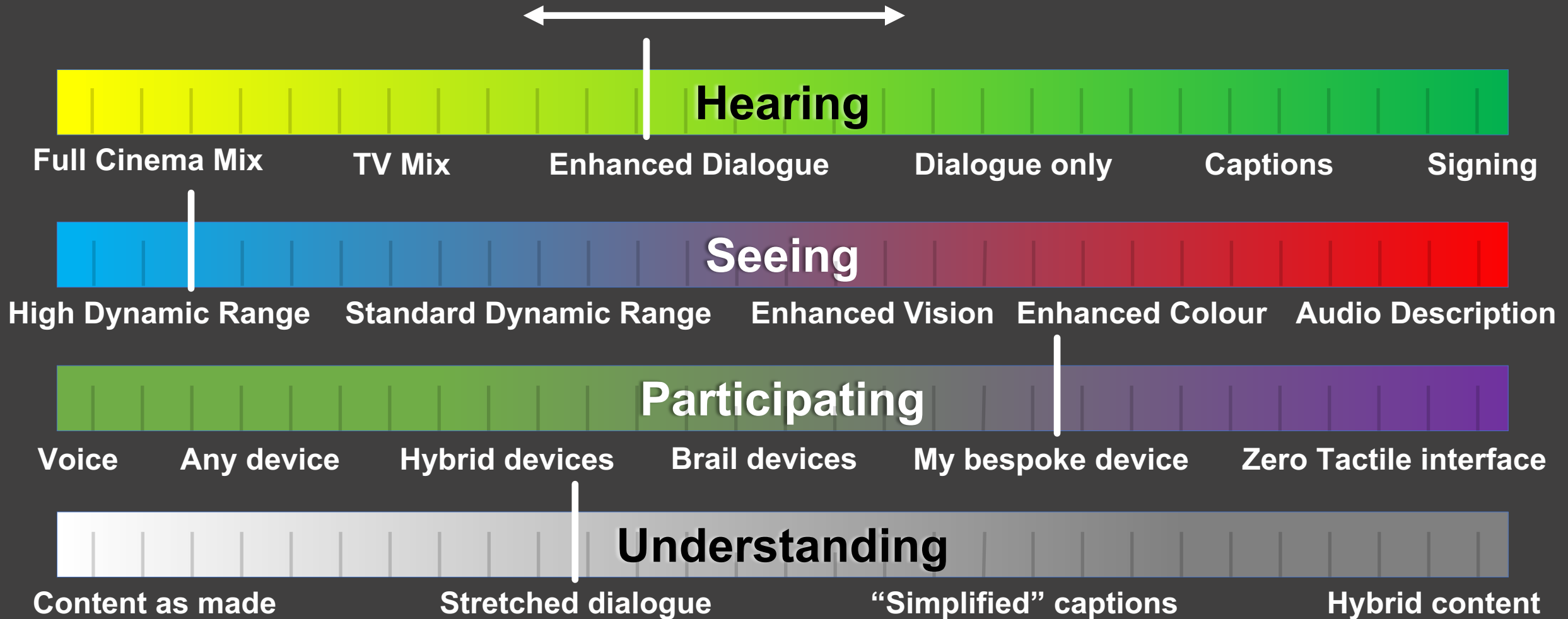


From a medical model to a capability-based model

**One size fits all is the past
Personalisation is now possible**



RETHINKING ACCESSIBLE MEDIA



Source: <https://www.w3.org/WAI/about/projects/wai-coop/paper100.html>

ACCESSIBLE MEDIA PROCESSING

Essence Layer

What makes the narrative accessible

Objects Layer

Vision Objects – Sound Objects – Data Objects...








Options Layer

What can I change

Control Layer

How much can I change

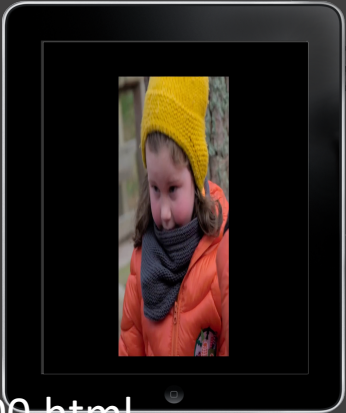
COMMON USER PROFILE



Video Branding	Video Body	Video Diary	Video Branding	Video Credits	Video End Boards
Object Audio Branding	Object Audio Body	Object Audio Diary	Object Audio Branding	Object Audio Credits	Object Audio End Boards
Programme Captions		Diary Captions			
Branding Description	Programme Description	Diary Description	Branding Description	Credits Description	End Description
Haptic Branding	Haptic Enhancement	Haptic Enhancement	Haptic Branding	Haptic Credits	
Signing Data		Signing Data			



Common User Profile



My TV

My TV Video

My TV Audio

My TV Signing



My Immersive Device

My Immersive Video

My Immersive Audio

My Haptic Enhancement

Programme Captions

My Mobile

My Mobile Video

My Mobile Captions

My Mobile Audio

The environment soon will be intelligent and understand your profile



Thank you very much

Pilar.orero@uab.cat

Anna.matamala@uab.cat