



Unit 1. Media accessibility Element 4. What is media accessibility?

Media accessibility legislation

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Overview

- Audiovisual Media Services Directive (AVMSD).
- Web Accessibility Directive.



AVMSD

- Published: 20 November 2018.
- Deadline for its transposition into national law:
 19 September 2020.



AVMSD

Coordination of national legislation at a European Union level on all audiovisual media.



Focus

- Cultural diversity preservation.
- Children and consumer protection.
- Media pluralism safeguarding.
- Racial and religious hatred combating.



Current version improvements

- Media accessibility.
- Prevention of discrimination on the grounds of disability.



AVMSD, article 7

Media service providers:

- Make services continuously and progressively more accessible to persons with disabilities.
- Report on the implementation of measures.
- Develop accessibility action plans.



Access services

- Sign language.
- Subtitling for the deaf and hard of hearing.
- Spoken subtitles.
- Audio description.

INCLUDED BUT NOT LIMITED TO



Web Accessibility Directive

Focused on the accessibility of the websites and mobile applications of public sector bodies.

Transposition deadline: 23 September 2018.



Standard EN 301 549 V2.1.2 (2018-08)

- Guides Web Accessibility Directive's implementation.
- In line with Web Content Accessibility Guidelines (WCAG 2.1).



Web Accessibility Directive requirements

- Level of accessibility statement.
- Mechanism for the reporting of accessibility problems.
- Regular monitoring of public sector websites and apps.



Next steps

- Specific national laws.
- Mechanisms to guarantee compliance with media accessibility regulations.

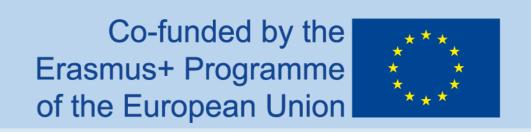




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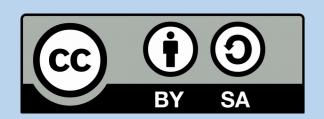




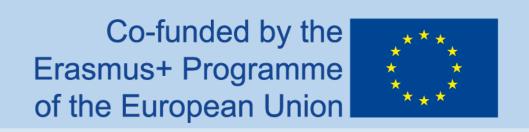


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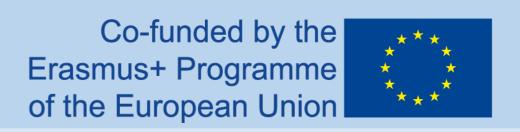


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