



## **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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