



## **Unit 1. Media accessibility**

### **Element 4. What is media accessibility?**

# **Media accessibility standards**

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# Overview

Media accessibility standards.

# Definition



# Standards are not...

- Laws
- Recommendations
- Guidelines

# Standardisation bodies

## International



International  
Organization for  
Standardization



## European



European  
Committee  
for  
Standardization



# **EN301 549 v2.1.2 (2018-08)**

- ICT products and services.
- W3C WCAG 2.1. guidelines for web content, electronic document and non-web software.
- Captioning and audio description (AD) = necessary.

# EN 17161:2019

Design for All -

Accessibility following a Design for All approach

in products, goods and services -

Extending the range of users

# **ISO/IEC TS 200071-21:2015**

Guidance on audio description.



# **ISO/IEC TS 20071-25:2017**

Guidance on the audio presentation of on-screen text =  
audio subtitles, audio text.

# **ISO/IEC DIS 200071- 23:2018**

Guidance on subtitles/captions.

# ISO & ITU

Intersector Rapporteur Group on Audiovisual Media  
(IRG-AVA).

# **Making TV accessible**

ITU and the Global Initiative for Inclusive ICTs.

# Underway

Standards on easy and plain language.

# Pictures

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