

# DIGITALEUROPE



## BEREC Workshop on Accessibility

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## About Us

- DIGITALEUROPE represents the digital technology industry in Europe. Our members include some of the world's largest IT, telecoms and consumer electronics companies and national associations from every part of Europe. DIGITALEUROPE wants European businesses and citizens to benefit fully from digital technologies and for Europe to grow, attract and sustain the world's best digital technology companies.
- DIGITALEUROPE ensures industry participation in the development and implementation of EU policies. DIGITALEUROPE's members include 58 corporate members and 37 national trade associations from across Europe. Our website provides further information on our recent news and activities: [www.digitaleurope.org](http://www.digitaleurope.org)

## Vision

- DIGITALEUROPE's vision for e-Inclusion is to ensure that the digital industry can provide accessible goods and services to people with disabilities and older persons the elderly in the European Union, in an innovative way within a modern regulatory environment.
- DIGITALEUROPE wants all Europeans to have access to the technology our industry creates, including those with disabilities. We are a key stakeholder on accessibility for persons with disabilities at the EU-level, particularly for digital television.

# Digital Television – Accessibility Features

- Accessible navigation
  - On-screen menus, channel information and available services all require spoken interaction and be as easy to understand as possible
  - Text to speech output
  - Voice and gesture recognition
- Accessibility services in broadcast programmes
  - Audio description
  - Subtitling and sign language interpretation
  - Spoken subtitles
  - Clean Audio

# ▶ Digital Television – Accessibility Features – Examples



## Subtitle\* (TXT/DVB)

● Available on TV models EU wide



TV narration for people with sight problems



## Audio Description\*

● Since 2007 available on TV models EU wide



## Clear Audio/ Voice Zoom

(Clean Audio)

- Voice is made clear , background noise
- Available on TV models



## Digital Television – Cooperation Platform

- Established in 2007, a platform with the European Disability Forum (ONCE, RNIB, Swedish Disability Federation) and the European Commission
- Resulted in DIGITALEUROPE Voluntary Industry Self Commitment for Television (products entering the market from 2009)
- Example: Liaison with European Blind Union to create an International Standard for text-to-speech of for Digital TV, approved in January 2013 as IEC 62731

## Digital Television – Other Partners

- European Broadcasting Union
- DigiTAG
- Mobile Manufacturers Forum
- ITI
- CEA
- ETSI/CEN/CENELEC
- IEC
- ITU-T

## Digital Television - Achievements

- Subtitling in all TV sets
- Audio Description in majority of TV sets
- Attention for usability:
  - Special menus and buttons; manuals and operating instructions
  - First TVs with voice and gesture control introduced in market



## Standardization

- DIGITALEUROPE members instrumental in defining DVB and IEC TV accessibility specifications
- IEC 62731 Text to Speech for Television – General Requirements published in 2013
- Draft IEC 62944 Digital Television Accessibility – Functional Specification (ongoing)
- IEC 62731 Text to Speech for Television – General Requirements published in 2013
- Audio Description – ETSI TS 101 154
- DVB subtitling - including update for 3DTV – ETSI EN 300 743
- Service information – including supplementary audio descriptor and spoken subtitles – ETSI EN 300 468
- Companion Screen Framework standardization work ongoing

## Standardization (cont.)

- Mandate 473 Standardization mandate to CEN, CENELEC and ETSI to include “Design for All” in relevant standardization initiatives
  - DIGITAL EUROPE joined CEN-CENELEC JWG5 on M473
- Mandate 376 Standardization mandate to CEN, CENELEC and ETSI accessibility requirements for public procurement of products and services in the ICT
  - EN 301549 "Accessibility requirements for public procurement of ICT products and services in Europe"

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## Projects

- New European Media (NEM) Activity in Accessibility (NEM-Access)
- Suggestions for policies for improving media accessibility for all, especially those with disabilities
- HbbTV 4All Project Connected TV
- DIGITALEUROPE Member of Advisory Board
- DREAM
- DIGITALEUROPE Member of Advisory Board

## Resolving Barriers

- Demand
  - No large market demand accessible products and no possibilities for manufacturers to initiate such demand.
- Economy of scale
  - Very important to drive down development costs and cost of technology itself – Key: Avoid market fragmentation.
- Technology
  - For e.g. audio description is in place in receivers. How can the whole value chain, i.e. content providers and broadcasters, be stimulated to provide for accessible content?
- Industry-led initiatives
  - Industry is continuously working on improvements and believes is best placed to make further improvements, based on global standards

## Future

- Manufacturers are open for further collaboration
- Our commitment to work on improvements and partnerships within industry, civil society and regulators is good basis for the future
- Useful to gather views on open issues for future discussion