



Accessibility in Communications Markets

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Funka

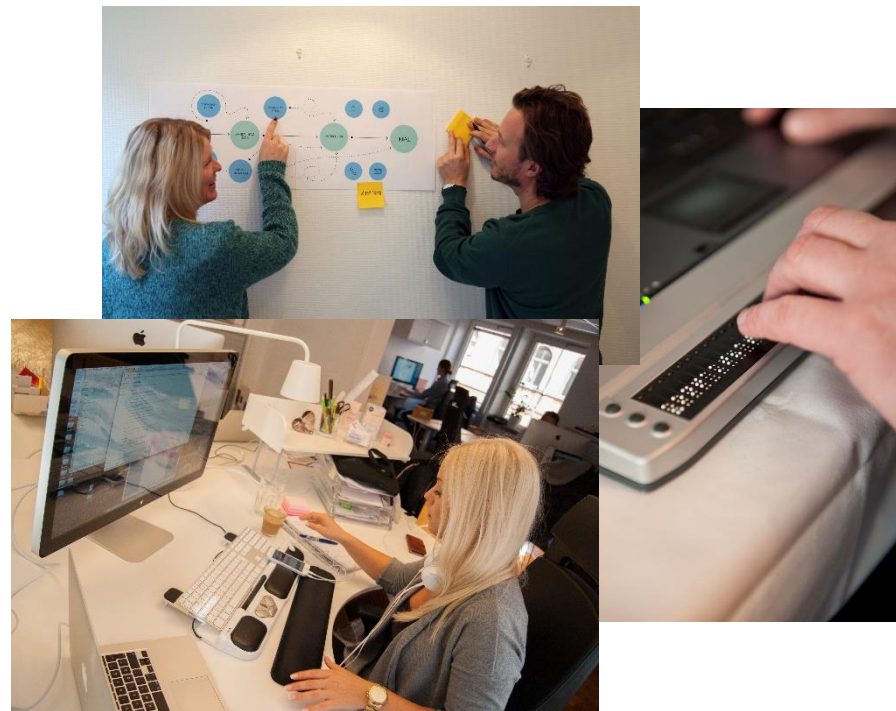
- Founded by Swedish disability organisations
- Private company 2000
- Oslo 2010
- Madrid 2013

IAAP International Association
of Accessibility Professionals



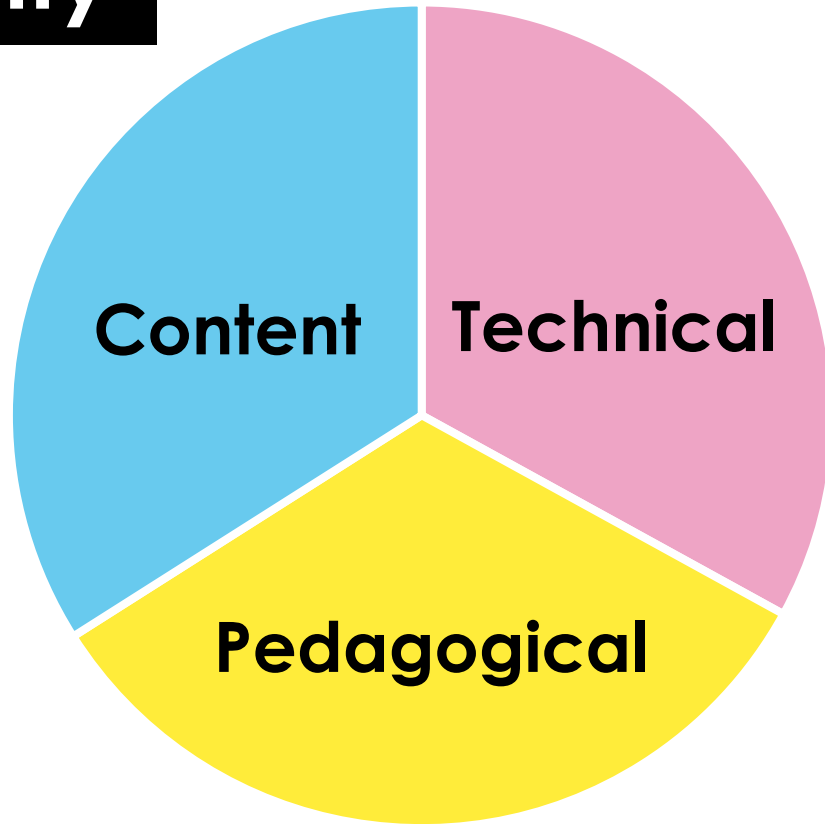
What we do

- Consulting
 - Development
 - Analysis, test and advice
 - Training
- Research
- Government assignments
- Collaboration projects
- Standardization



SMART 2014/0061 Monitoring methodologies for web-accessibility in the European Union

Accessibility



Cognitive

Read and write

Careful

Language

Visual

Hearing

Motor

Concentration

Ageing



Users and unicorns



WCAG is not enough

- Technical
- AT/visual oriented
- Touchscreen is missing
- Cognitive is missing



The background of the slide is a photograph of the European Parliament building in Brussels. The building's curved facade, composed of glass and steel, is visible in the upper right. In the foreground, a series of flagpoles hold the flags of various European countries, including the European Union flag (blue with yellow stars) on the left, and the flags of Germany, France, and the United Kingdom among others. The sky is clear and blue.

But WCAG is the baseline

EN 301549

The proposed directive

National legislation

About MeAC III

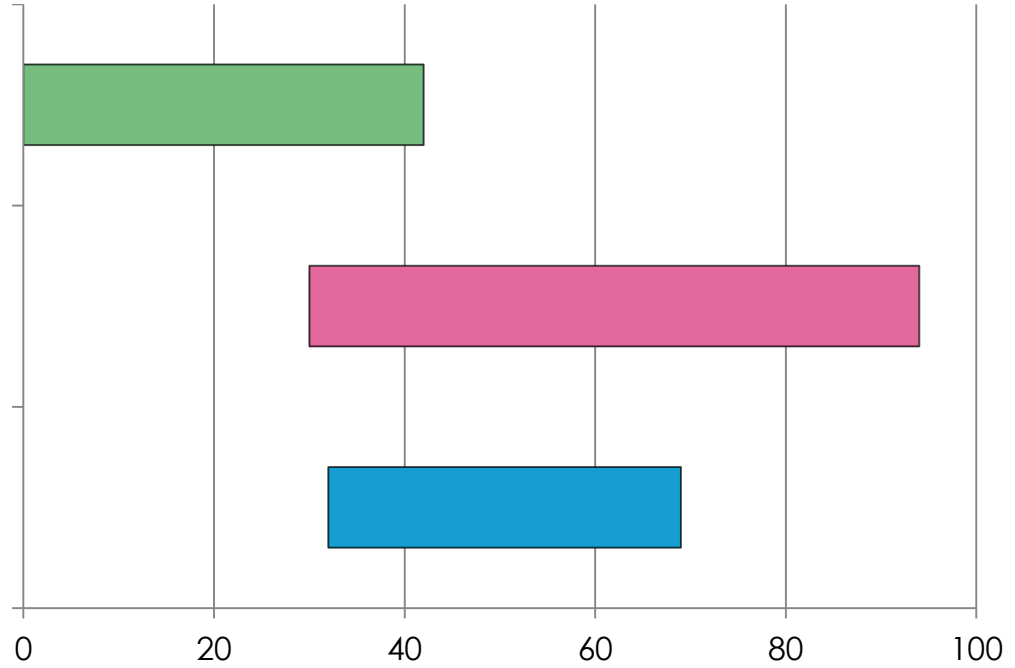
- EU Commission
- All (27) member states +
 - Norway
 - Canada
 - USA
 - Australia
- TV, Telecom and Web
- Tests performed 2012



Result: Trends

- New better than old
- Blind users do better than many other groups
- Far too little multi media
- Private better than public in poor countries





Examples

< h1> What is BEREC? </h1>

< h2> ESTABLISHMENT </h2>

The Body of European Regulators for Electronic Communications (BEREC) was established by [Regulation \(EC\) No 1211/2009](#) of the European Parliament and of the Council of 25 November 2009, as part of the [Telecom Reform package](#). It replaced the European Regulators Group for electronic communications networks and services which was established as an advisory group to the Commission in 2002.

BEREC commenced its activities in January 2010. In the course of 2011 it became fully functional and ready to fulfil all its assignments as required by the current regulatory framework.

< h2> MISSION </h2>

< h4> "Committed to independent, consistent, high-quality regulation of electronic communications markets for the benefit of Europe and its citizens." </h4>

BEREC contributes to the development and better functioning of the internal market for electronic communications networks and services. It does so, by aiming to ensure a consistent application of the EU regulatory framework and by aiming to promote

6:30PM

New York Live ALL NEW

A lifestyle show covering topics of local interest, including fashion, gossip and food. TVPG

7:00PM

Days of Our Lives ALL NEW

JJ and Eve's affair is discovered; Paul presses Sonny to answer an uncomfortable question concerning his marriage to Will; Tori panics when she recognizes someone in Salem; Adrienne and Lucas try to clear the air regarding their kiss. TV14

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The road to success

Not too precise legislation

Good policies and guidelines

Competent industry

Active user organisations

To move forward

- Awareness
- Requirements
- User testing
- Monitoring
- And again ...





**There is no such thing
as an average user**