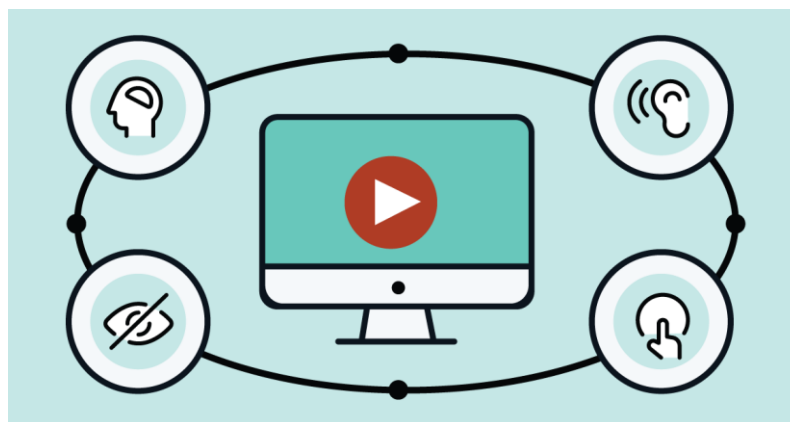


Revised EU rules on accessibility of audiovisual content



EDF webinar on Media Accessibility

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Accessibility of audiovisual content

- Ensuring the **accessibility of audiovisual content** is an **essential requirement** in the context of the commitments taken under the United Nations Convention on the Rights of Persons with Disabilities.
- In the context of Directive (EU) 2018/1808, the term ‘persons with disabilities’ should be interpreted in light of the nature of the services covered by that Directive, which are audiovisual media services, in particular people with visual or hearing disabilities. The right of persons with an impairment and of the elderly **to participate** and be **integrated in the social and cultural life** of the Union is linked to the provision of accessible audiovisual media services (Recital 22 AVMSD)



Accessibility of audiovisual content

- Previous AVMSD provisions (Directive 2010/13/EU): **No obligation placed on media service providers**
 - *Member States shall encourage media service providers under their jurisdiction to ensure that their services are gradually made accessible to people with a visual or hearing disability.*
- **Impact:**
 - Member States stepped up efforts to progressively increase accessibility
 - Lack of harmonisation led to divergences between linear and non-linear services (on-demand providers regulated only in few Member States)

Accessibility in the revised AVMS Directive

- New AVMSD provisions (as modified by Directive (EU) 2018/1808): **Reinforced provisions on accessibility:**
 - *Member States shall ensure, without undue delay, that services provided by service providers under their jurisdiction are made continuously and progressively more accessible to persons with disabilities through proportionate measures (Article 7)*
 - Subtitles, sign language for people with a hearing impairment and audio descriptions for those with impaired vision should be progressively made available for TV and VOD viewers

Additional obligations

- *Regular reporting* by media service providers to national authorities
- *Reporting by Member States to the Commission* every three years
- Designation of easily accessible *online points of contact*
- Availability of *accessible emergency information*

And encouragement for:

- *Accessibility action plans developed by media service providers*

Role of ERGA

Specific task for the the European Regulators Group for Audiovisual Media Services regarding accessibility:

- *to exchange experience and best practices on the application of the regulatory framework for audiovisual media services, including on accessibility (Article 30b)*
- *2021 Report on “New rules on accessibility (Article 7.1) - A common understanding of ‘proportionate measures’”*

Next Steps

- The level of transposition varies from one to another, ranging from literal transposition to more detailed/extensive measures
- Commission Report on the application of AVMSD (first half of 2023).

▶ Thank you for your attention!

