

INCLUSIVE WEB/TV SERVICES

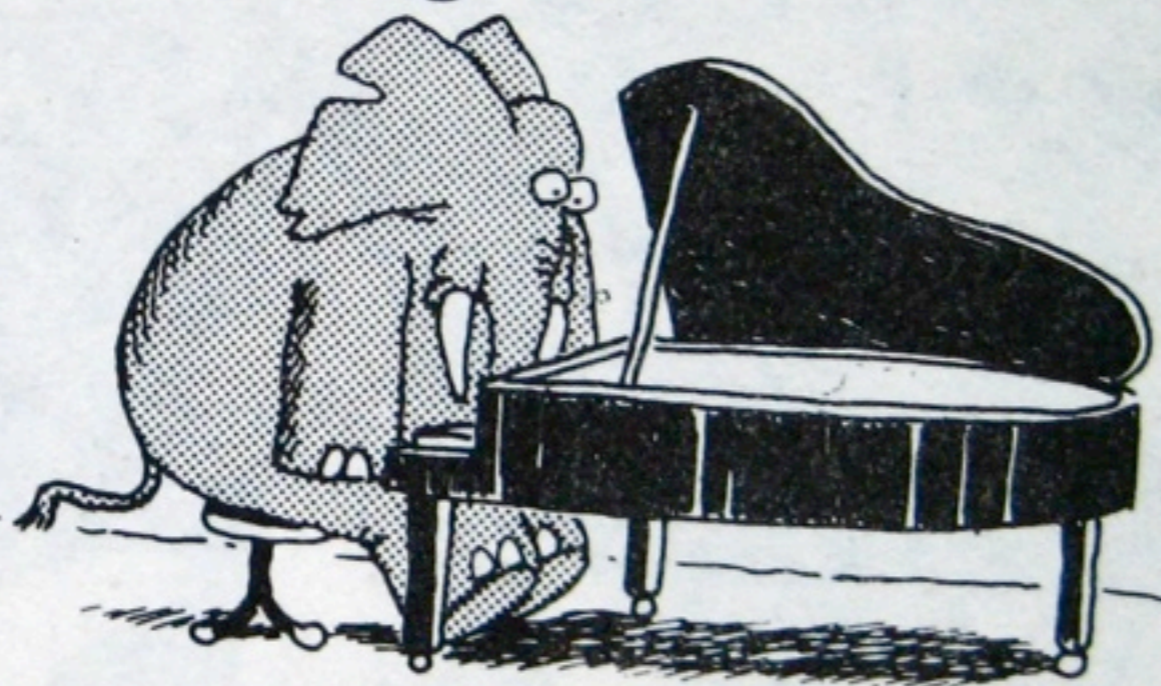
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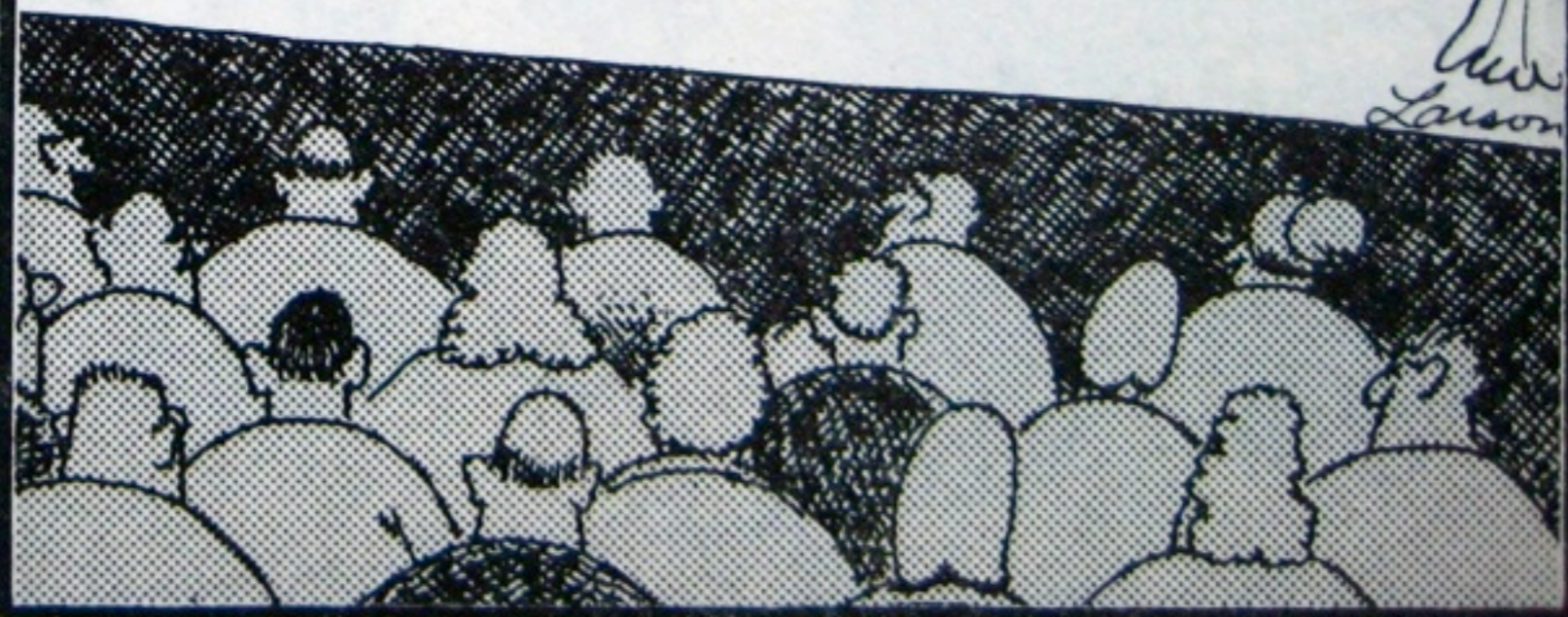
www.cfit.ie

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What am I
doing here? I can't
play this thing! I'm a
flutist, for crying-out-loud!



Law
Lanson



WHAT AM I DOING HERE?

I'm a **Digital Inclusion** person

I'm a Web & TV **accessibility** person

NEED FOR INCLUSIVE WEB & TV SERVICES

EU: 1 in 6 has a disability

UN: 1 in 5 over 60 worldwide by 2050

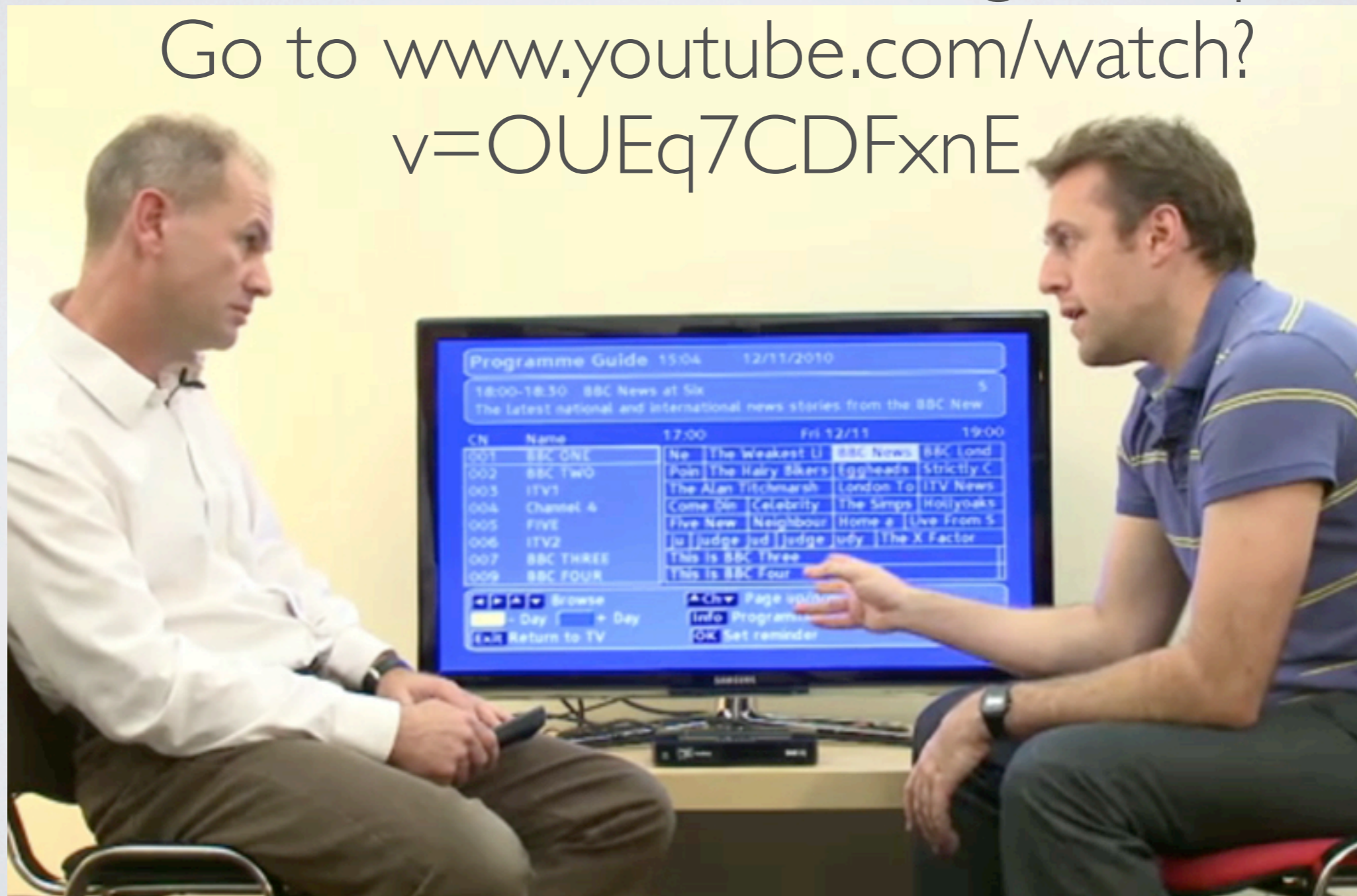
Complex, feature-rich user interfaces

Unfamiliar to non-internet users

REQUIREMENTS: TV EQUIPMENT

Video demonstration of talking set top box

Go to www.youtube.com/watch?v=OUEq7CDFxnE



REQUIREMENTS: TV CONTENT

Access Services

Captions (subtitles for deaf)

Sign language

Audio description

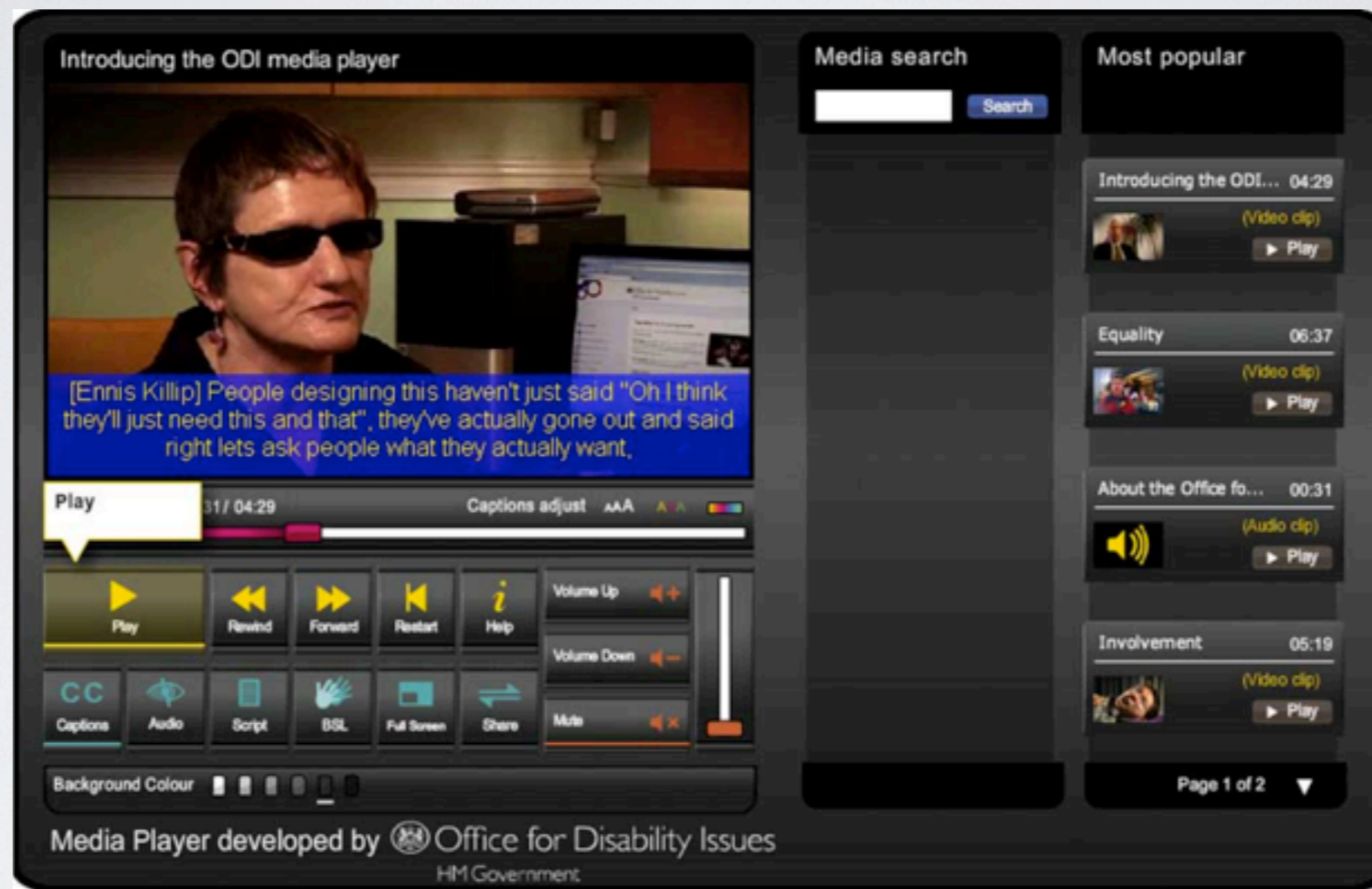
AUDIO DESCRIPTION

Example audio described DVD clip
“I Bought a Vampire Motorcycle”

Go to www.youtube.com/watch?v=i2VXp0s0BLw&feature=related

WARNING: Contains strong language

REQUIREMENTS: WEB SERVICES



Accessible web app user interface example
ODI media player at <http://odi.dwp.gov.uk/player>

REQUIREMENTS: TV INTERFACES

10 foot **inclusive** user interface

REGULATORY PRESSURE FOR DIGITAL INCLUSION

- US:** 21st Century Communications and Video Accessibility Act
- EC:** 2012 e-accessibility legislation plans
- UN:** Convention on the Rights of Persons with Disabilities

REGULATORY PRESSURE FOR DIGITAL INCLUSION

Legal and regulatory environments for Web/TV
increasingly emphasise inclusion

STANDARDS: WEB

WCAG 2.0: Web Content Accessibility Guidelines (W3C WAI)

Technology independent

Could be applied to Web on TV, apps in general

STANDARDS: TV

IEC/ETSI: DVB access service delivery

ITC: Access services content and presentation

IEC: Text-To-Speech for DTV receivers

UK DTG D-Book: Remote controls, etc.

WHAT NEXT?

Web content
W3C WAI

Access services
ETSI, ITU, ADC

Internet / TV
requirements,
techniques

Text-To-Speech
IEC, NCAM

Remote controls
DTG, ITU

Inclusive 10
foot user
interfaces

INCLUSIVE WEB/TV SERVICES

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