W3C Workshop on Web-based Signage

> Chiba, Japan June 15th, 2012



ACCESSIBLE MEDIA INC. (AMI)

- 20 years of making media accessible
- Not-for-profit organization
- CRTC mandated and funded by Canada's cable and satellite operators
- Operate two digital broadcast services and one website www.ami.ca
- 10 local broadcast centres across Canada



OVERVIEW

 Through two world leading services, AMI enriches lives and creates a more accessible Canada





AMI-audio

- The worlds largest broadcast reading service
- Founded on the belief that all members of society should have equal access to current news and information.
- Accessed through basic and digital cable, satellite and the internet into 10-million + Canadian homes.
- More than 600 Volunteers from across the country read and record full-text, spoken-word versions of current articles from leading newspapers and magazines.
- Staff and Volunteers broadcast 125+ hours of new programming every week.



AMI-tv

- The worlds first and only open described, closed captioned digital TV service
- Broadcasts all programs with open description and closed captioning.
- Broadcast Hollywood movies and popular TV series (Canadian and American)
- Simulcast and describe live major events and popular programs such as the Royal Wedding, the Federal election, Remembrance Day and Battle of the Blades; a Canadian reality show
- Produce and broadcast of original content, including 'Accessibility in Action' and 'A Whole New Light'.
- Available with basic digital package at no additional cost



MANDATE

AMI MISSION STATEMENT:







- Web-based signage present unique challenges to those requiring accessibility accommodations of some type.
- Web-based signage is essentially a new form of media and therefore we have an interest in exploring the accessibility components of it, in line with our overall mandate.



- An inability to utilize an assistive technology to consume this new form of Web-based media?
- Signage in general terms is inaccessible to those without vision, however when Web-based, could a solution be found so that it does not remain that way?
 - An extension to Web-based standards that would permit greater accessibility in this fashion.
 - The utilization of established historical methods of providing media access through captioning and description.

- Description may be the most practical method of providing accessibility to Web-based signage.
 - Activated through some point of interaction.
 - Learning's to be drawn from on touch screen systems and kiosks, such as those at an airport.
 - A motion sensor to trigger a description track that is provided to the media consumer.
 - Considerations for the non-blind perspective of listening to a spoken track once activated.
 - Some form of mobile technology, a readily available device, that could be utilized in this instance as an assistive technology.

@a11vmedia

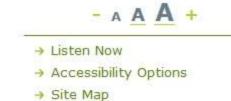
- It is our position that the availability of description on Web-based signage could provide increased levels of accessibility in the absence of the ability to use an assistive technology to consume this new form of media.
- We'd like to present this example of description to show the benefits of providing increased accessibility to media consumers.
- AMI-tv Diner; http://www.youtube.com/watch?v=Eb6c1m-HK8s



DV GUIDE

(http://www.ami.ca/dvguide)





Your Location: Toronto

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DESCRIBED VIDEO (DV) GUIDE

(TODAY) MAY 22, 2012 MAY 23, 2012 MAY 24, 2012 MAY 25, 2012 MAY 26, 2012

FIND Sort by: Time

Time (EST)	Network	Show
12:00 AM	CBC St. John's, NFLD	Test Show 1 (episode 1)
11:00 AM	Citytv Toronto	Test Show 3 (episode 307.8)
3:00 PM	CBC Winnipeg	Test Show 2 (episode 3.6)

SERVICES

Feedback and Suggestions

Accessing DV

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Guide Instructions

The DV Guide Call Centre 1-888-895-3016



→ SEARCH

STANDARDS; SCIENCE AND ART

- What is the correct interpretation?
- Bring everyone to the table
- Find common ground in the science
 - 1. Analyze, prioritize and agree upon the art
 - 2. Lead the industry to uniformity
 - 3. Adopt the standard and increase availability
 - 4. Strive for cultural inclusion



CASE STUDY; CANADA

- Canada is unique within an environment of governmental, industry and community support
 - The establishment of AMI
 - Focus on Canadian culture
 - Building a collaborative base upon which to build a standard
- With a similar intent Canada could be considered a model for media accessibility accommodations in any country



STAYING IN TOUCH

- http://www.ami.ca
- Twitter: @a11ymedia
- Facebook: Accessible Media Inc.
- YouTube:

http://www.youtube.com/accessiblemedia/



THANK YOU!

