

W3C Workshop on Web-based Signage

Chiba, Japan
June 15th, 2012



ACCESSIBLE MEDIA INC.

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

A M I audio

A M I tv

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:



To Make All Media Accessible To All
Canadians



SIGNAGE ACCESSIBILITY

- 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.

SIGNAGE ACCESSIBILITY

- 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.

SIGNAGE ACCESSIBILITY

- 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.

SIGNAGE ACCESSIBILITY

- 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 [\(<http://www.ami.ca/dvguide>\)](http://www.ami.ca/dvguide)



ACCESSIBLE MEDIA INC.



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DESCRIBED VIDEO (DV) GUIDE

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

Sort by:

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

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



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!