
Accessibility of Multimedia Content in Polish and EU Public Institutions

Study Focus: Accessibility for blind people

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Modern digital world relies
on multimedia.

Audiovisual accessibility is a key to equal
participation in social and professional life.

EU Directive 2016/2102
of 26 October 2016.

WCAG 2.1 Standard for Multimedia

Level A (minimum) –
transcripts, captions, text
alternatives.

Level AA (mandatory) –
audio description,
live captions.

Level AAA (recommended) –
extended audio description,
full text alternatives.

RESEARCH QUESTIONS

Are institutions
complying with
WCAG
standards?



Alternative access
solutions?

METHODOLOGY

NUMBERS: POLAND 20 | EU 27

WEBSITES: SYSTEMATIC ANALYSIS
WITH ACCESSIBILITY CRAWLER TOOL

Facebook, Instagram + YouTube:
RANDOM MANUAL ANALYSIS

WEBSITES -> STILL IN PROGRESS

POLAND

9 institutions:

178 films - 0 AD

PFRON:

24 films - 2 AD

1 textual form

1 audio introduction

EUROPEAN UNION

3 institutions:

26 films - 0 AD

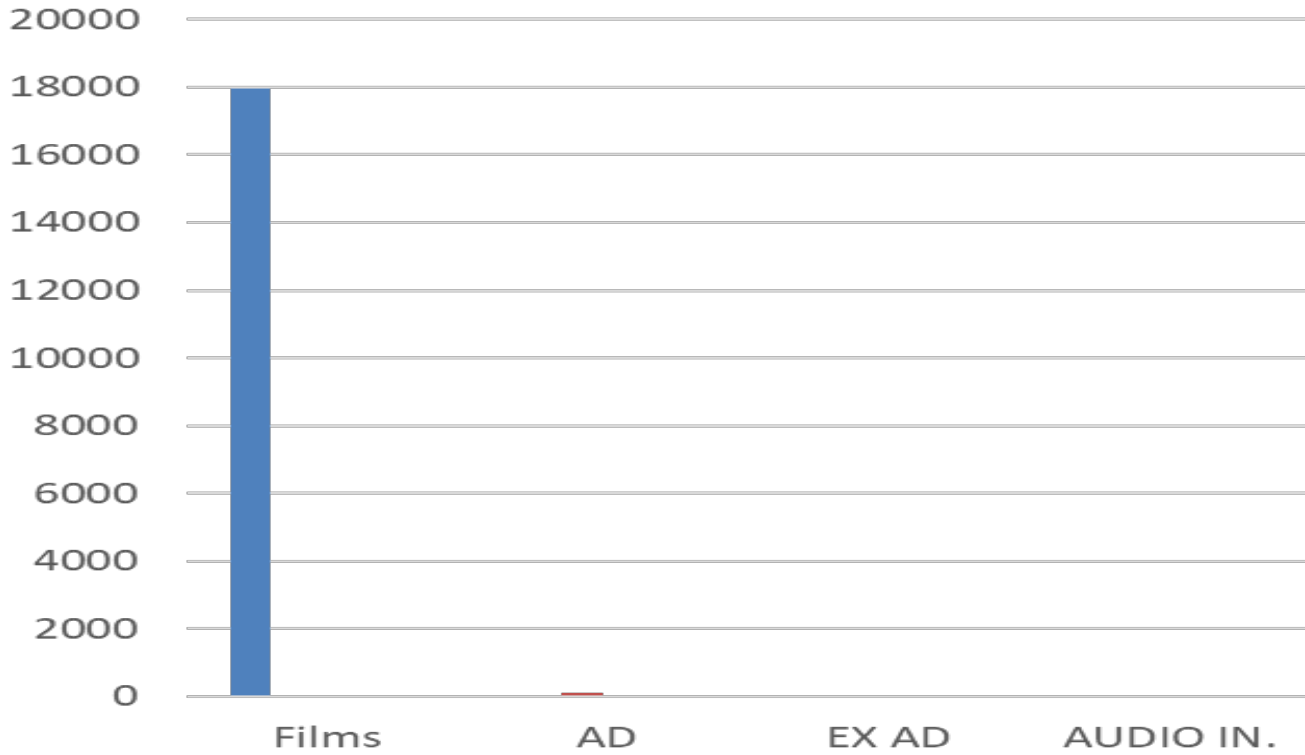
European Disability

Forum:

57 films – 0 AD



19 INSTITUTIONS



FILMS 98 AD 33 EX AD 26 AUDIO INRODUCTION

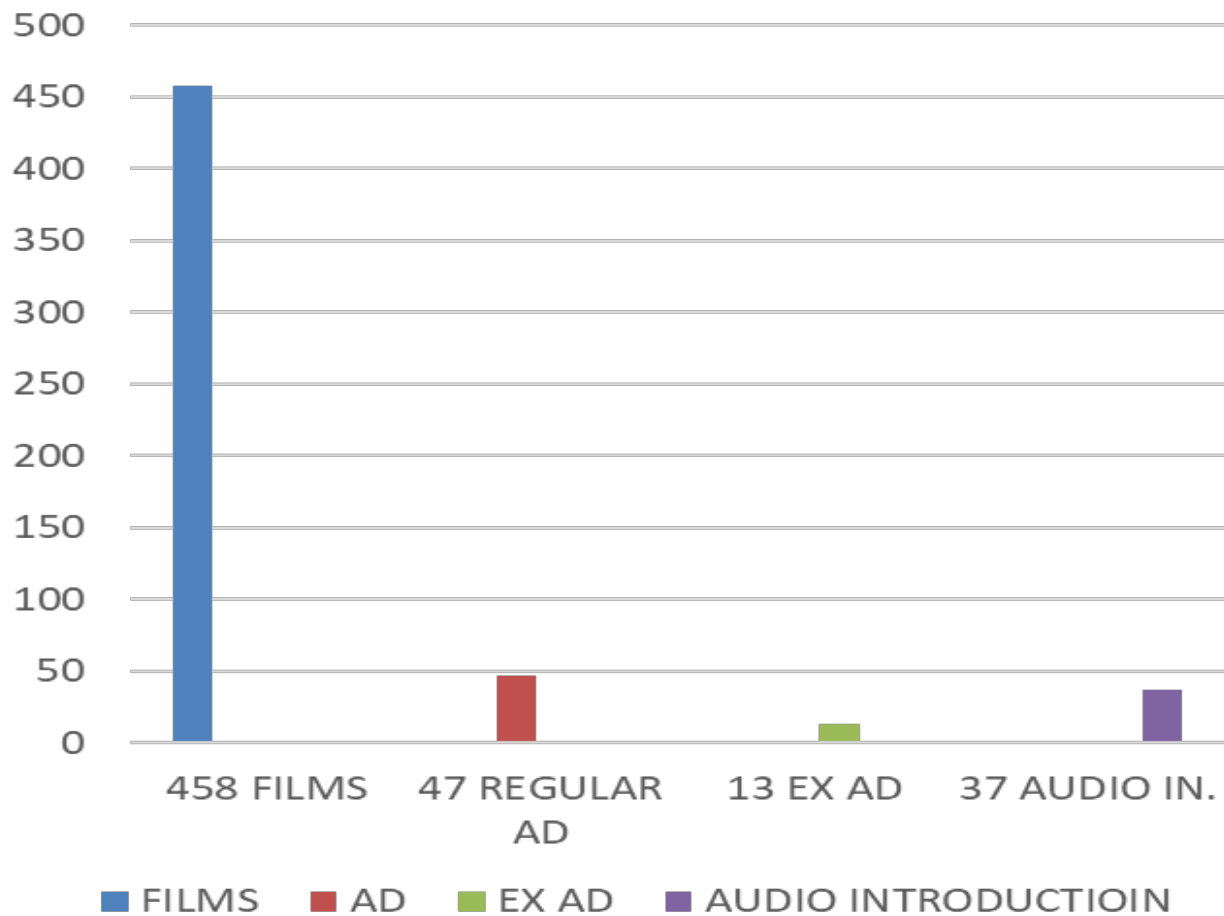
AD AUDIO DESCRIPTION

EX AD EXTENDED AUDIO DESCRIPTION

PFRON



 YouTube





**„Europejski Fundusz Rolny na rzecz Rozwoju Obszarów Wiejskich:
Europa inwestująca w obszary wiejskie”**

Material opracowany na zlecenie Ministerstwa Rolnictwa i Rozwoju Wsi,
współfinansowany ze środków Unii Europejskiej
w ramach Krajowej Sieci Obszarów Wiejskich Programu Rozwoju Obszarów Wiejskich na lata 2014-2020.
Instytucja Zarządzająca Programem Rozwoju Obszarów Wiejskich na lata 2014-2020 - Minister Rolnictwa i Rozwoju Wsi

A short film presents three stories of young farmers, about the support they received as part of the generational exchange. It opens with a series of shots from the Polish countryside: an aerial view of a small town, farmland, and farm animals, a tractor leaving the garage.

Next, farmers present their stories. A woman in her thirties with short red hair and her father-in-law— an elderly man with grey hair. Their statements are accompanied by shots of the farm: they look at photos at a table, ride a tractor across the field, and present purchased equipment.

The next story is presented by a young dark-haired man in his thirties and his father, a fifty-year-old with greying hair. As they speak, shots of the orchard appear: they tie apple trees, walk among the trees, and show childhood photos of the younger farmer.

Then, a modern tractor and orchard machinery are shown. The next shot presents a warehouse with crates of apples. The third example of generational exchange features a slim man with glasses and one of his sons, a blond man in his thirties. As they speak, various shots of the farm appear on screen. They enter a cowshed, walking along the stalls where cows stand.

Then, they present modern agricultural machines purchased with subsidies: a tractor, seeder, and manure spreader.

The final shots of the film show various images of the three featured farms. The film ends with a white screen displaying the logos of the European Union, the Ministry of Agriculture and Rural Development, the National Rural Network, for 2014–2020. Below, the text: The European Agricultural Fund for Rural Development, Europe investing in rural areas.

Material prepared at the request of the Ministry of Agriculture and Rural Development, co financed by the EU funds under the National Rural Network and the Rural Development Programme for 2014–2020, managed by the Ministry of Agriculture.



6224 NOT ACCESSIBLE FILMS

European Disability Forum
180 FILMS, ONLY 4 ACCESSIBLE

The latest 27 Member States' reports to the European Commission on accessibility of websites and mobile devices

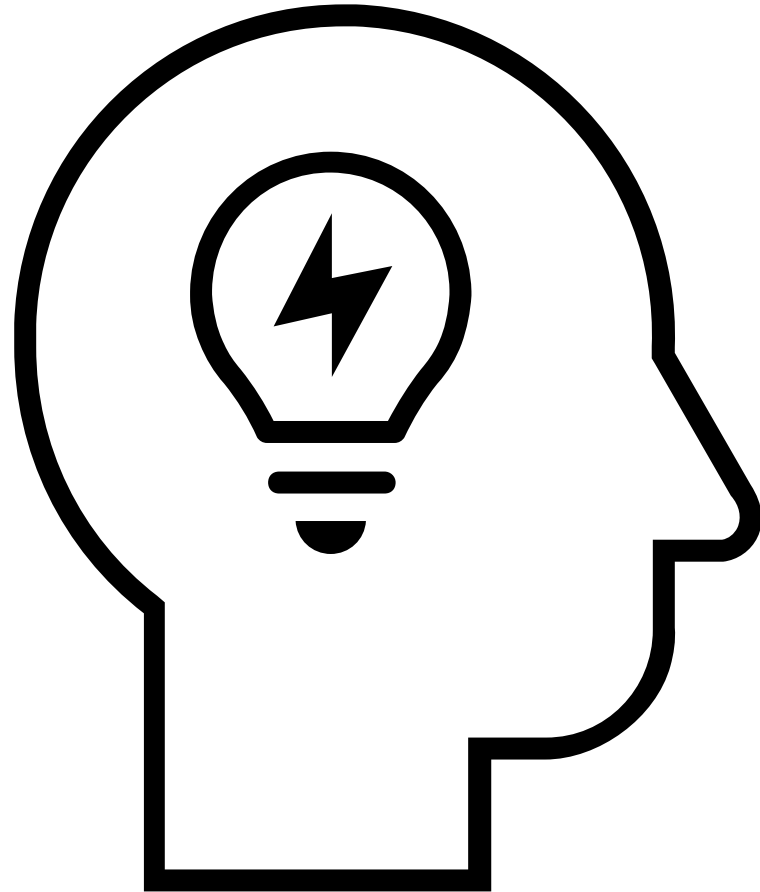


Multimedia Accessibility in the EU

- Full audits: 1,729
- Simplified tests: 205,113
- Pages meeting WCAG 1.2.3
(Audio Description or Text Alternative): 29.0%
- Pages meeting WCAG 1.2.5
(Audio Description for Video Recordings): 20.3%

- Many public sector websites fail to meet WCAG 2.1 AA.
- Regulations exist, but enforcement and adoption remain weak.

Why?



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