



Equitable Entertainment: Customers with Disabilities and Content Accessibility

By Lee Eigner



Personal Journey

1

Current Role

Senior Director of Film Operations at Sony Music Vision

2

Career Path

Overseen content delivery and QC at various media companies companies

3

Personal Connection to Accessibility

Father's hearing loss prompted awareness and passion for accessibility



Joe Strechay

Producer - *All The Light We Cannot See* (Netflix)

Executive Producer - *See* (AppleTV+)



Josh Miele

2021 MacArthur Fellow

Lead Accessibility Researcher - Amazon Lab126



What is Media Accessibility?



Captions



Audio Description



Screen Reader Compatibility

Global Impact of Accessibility

1.5B

People with Disabilities

16% of global population

95.3M

US Citizens with Disabilities

28.7% of the United States

12M

Visual Impairment

U.S. adults affected

48M

Hearing Loss

U.S. adults affected



Progress in Accessibility

1

Streaming Platforms

Increased CC and AD availability, but less than 30% of all available available titles

2

Dialogue Boost Offerings

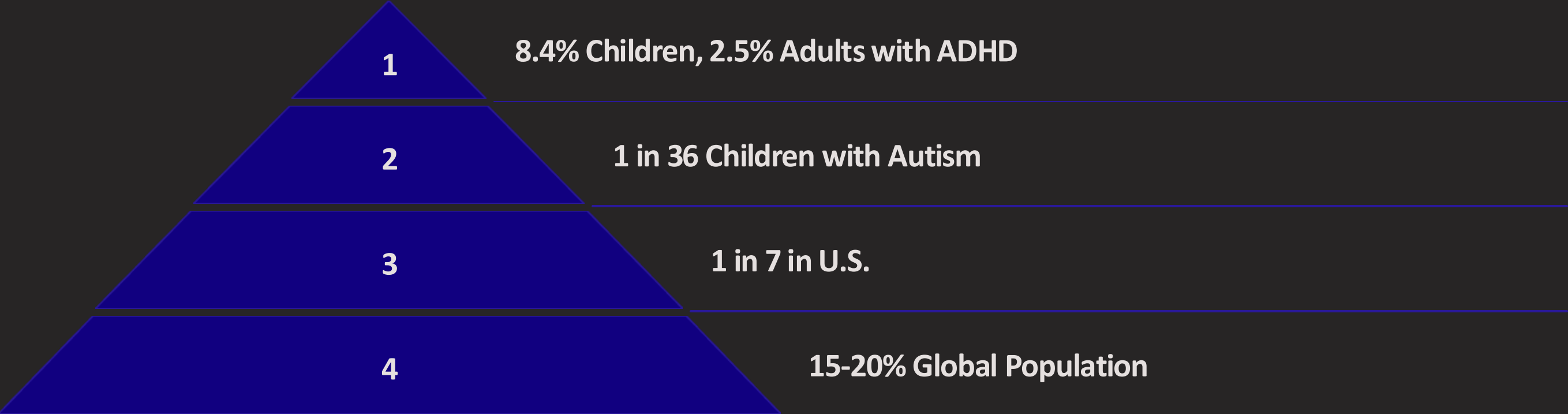
Isolates and increases loudness to improve the clarity of spoken dialogue in a movie or TV show

3

Theaters

Increased screenings that offer open Caption and sensory-friendly friendly playback in-theatre

Neurodiversity Statistics



Unique Benefits of Accessibility Features

Usage for persons without disabilities

7.5 million people in the UK (18% of the UK population) use closed captions, but only **1.5 million** are d/Deaf or hard of hearing.

55% of Americans use captions at least some of the time, with **21%** using them occasionally and **34%** always having them on

AD / CC use for neurodiverse customers

Individuals with ADHD report using captions to enhance comprehension of fast-paced or multi-character dialogues

Austic viewers utilize Audio Description to better understand social/emotional cues and identify characters

Future of Accessibility



Localized AD

Currently Netflix, Disney+ and AppleTV+ lead the way



Hearing Aid Bluetooth Support

Bridge the gap for theatres and home entertainment



The "Silver Bullet"

Bring your own device for theatres



ASL Soundtracks

ASL-interpretation of soundtracks
soundtracks allows for innovative
innovative inclusion of new
customers



The End

