Harnessing Gen AI to Elevate Accessibility, Inclusivity, and Compliance in Media, Entertainment & Sports

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The Growing Need for Accessibility

466M+
People worldwide with hearing loss

1 in 10
By 2050 will have hearing disabilities

10M+
Deaf & hard-of-hearing
In the U.S.

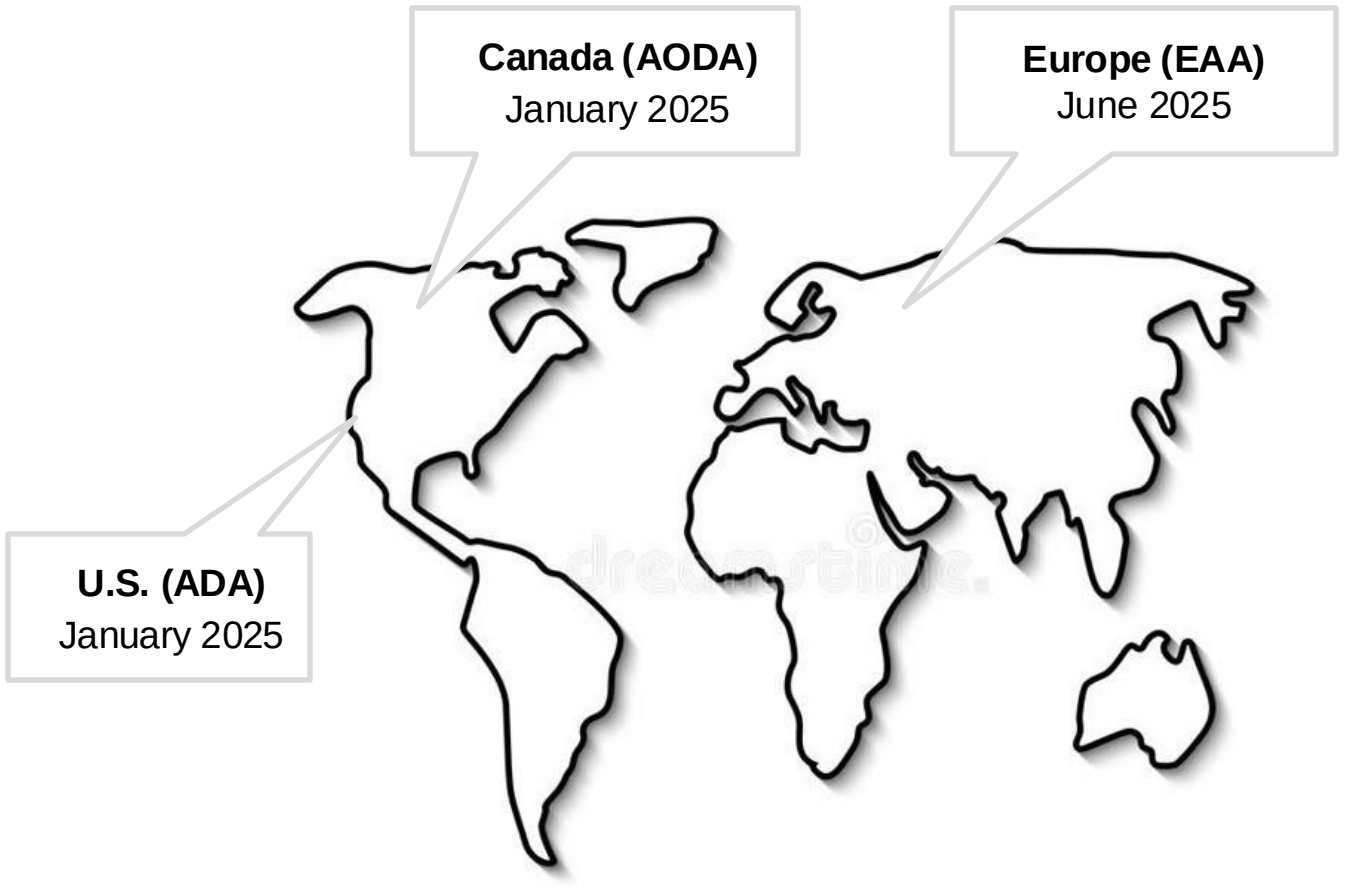
47%
Of people aged 61-80
experience hearing loss

16%
Of people 65-74 have
significant vision impairment

Impact & Usage

98%	of students find captions helpful
91%	of users rely on audio descriptions (69.7% blind, 21.1% visually impaired, 8.2% sighted)
75%	strongly agree that more audio-described content is needed
71%	of people with disabilities leave a website if it’s not accessible

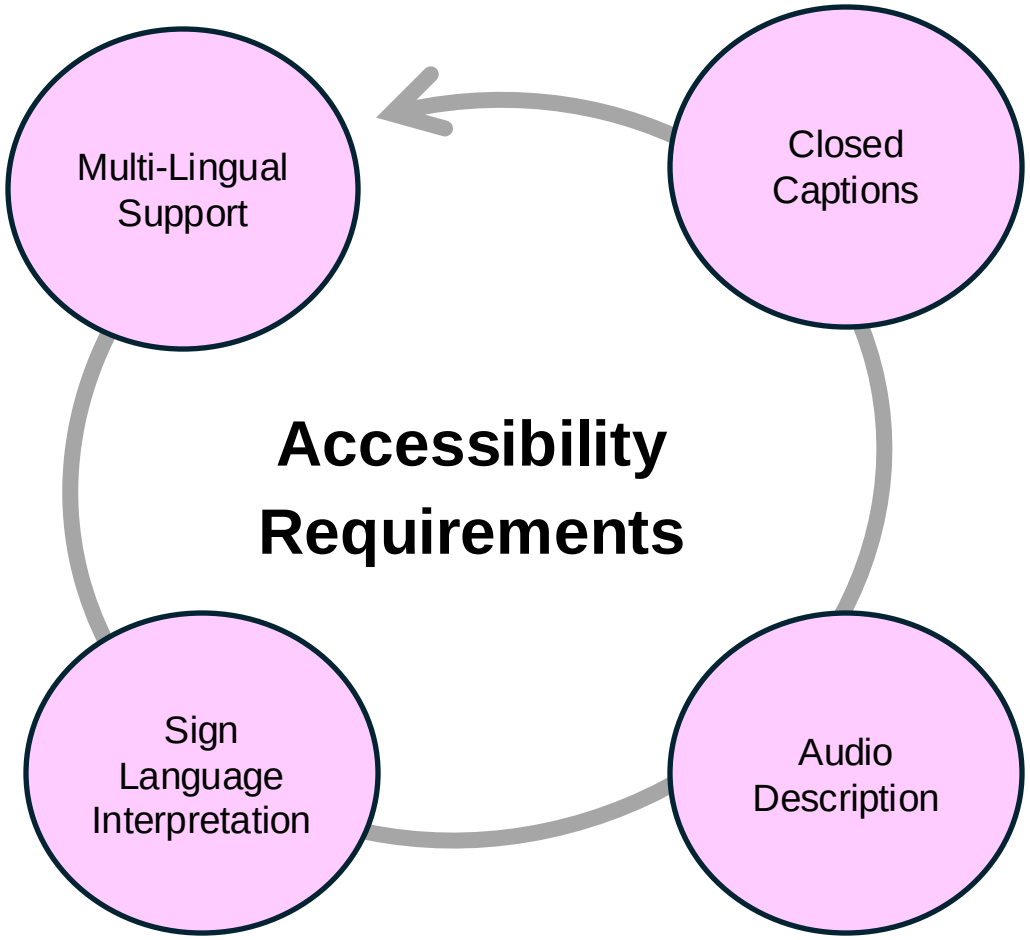
Deadlines for Implementation



Are you ready to meet the European Accessibility Act 2025?

Making digital content accessible for all

Viktor Popov
January 23, 2025 • 3 min read



Who’s Impacted?

- Streaming platforms, broadcasters, media distributors, production companies

What’s at Stake?

- Legal risks
- Audience loss
- Financial penalties

Can AI Help?

- **Technical Complexity**
  Accuracy in closed captions & audio descriptions
- **Costs & Compliance**
  Implementation across platforms
- **Evolving Regulations**
  Adaption to international standards
- **Workflow Integration**
  Ensuring fit into production workflows
- **Scalability**
  Large content libraries enablement

- Automated AD script generation

  Script, Summarization, Multi-language
- Enhanced synchronization & timing

  Scene recognition, Emotional matching
- Voice synthesis for AD narration

  Human-like, customizable
- AI-powered QC & compliance

  Overlap, STT accuracy, Voice clarity
- Scalability & cost reduction

  Large libraries, Reporting

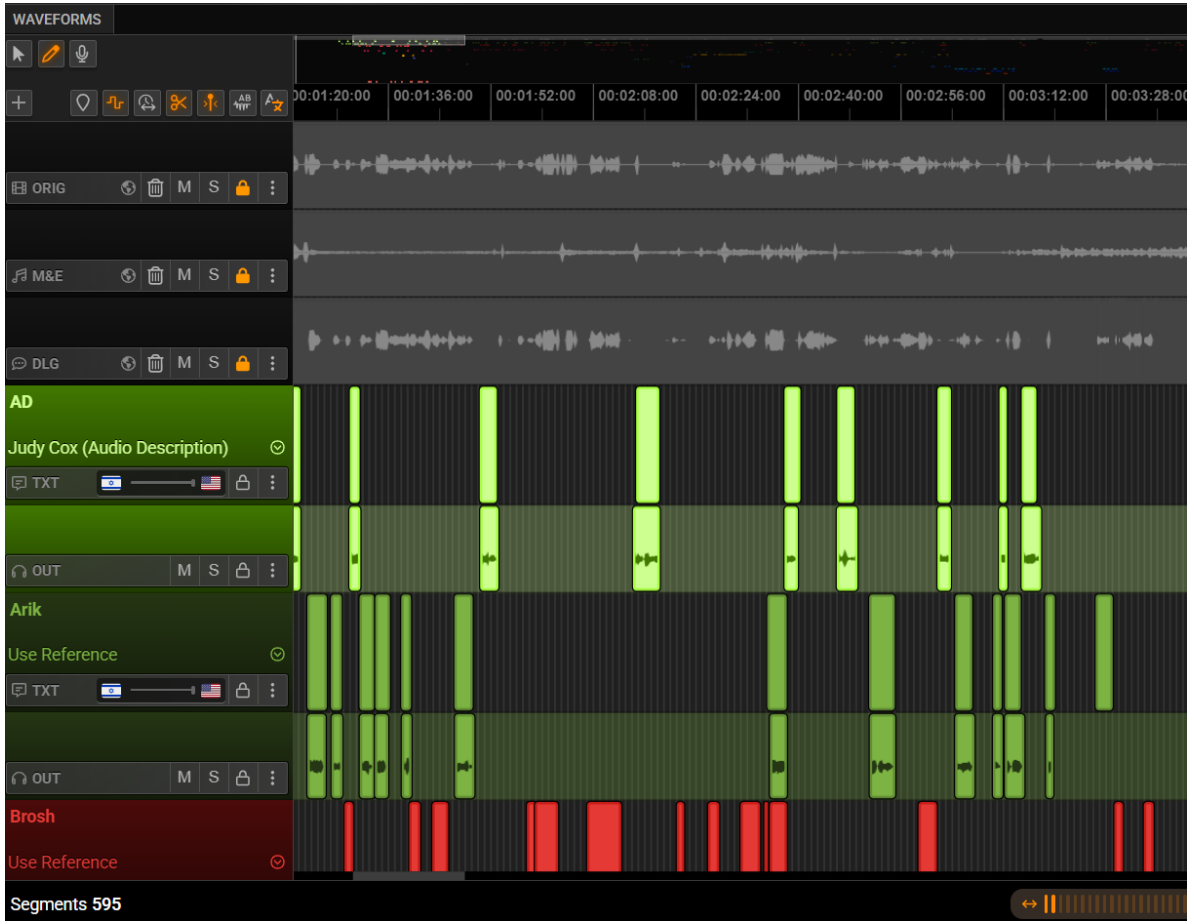
Innovations in AI-Driven Accessibility

- **Emotive Text-to-Speech Technology:**

  Enhanced accessibility through expressive, natural-sounding AI voices.
- **Real-Time AI Processing & Multilingual Capabilities:**

  Live content translation for global inclusivity.
- **AI-driven quality control:**

  Ensuring regulatory compliance.



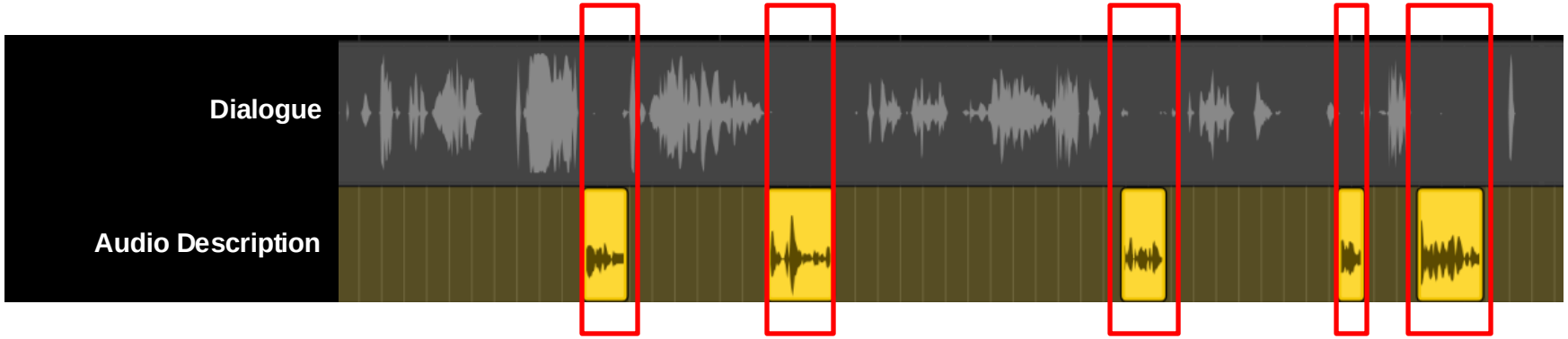
Audio Description Demo

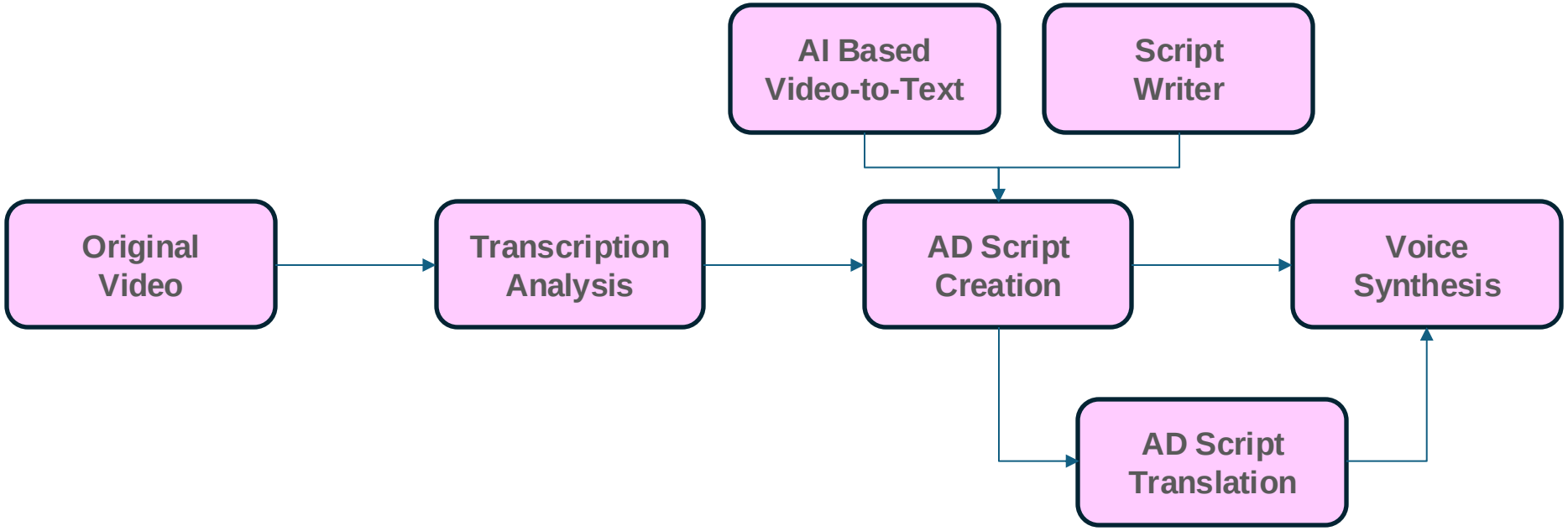
Video clip **without** Audio description (dubbed to Latin America Spanish)

Video clip **with** Audio description (dubbed to Latin America Spanish)

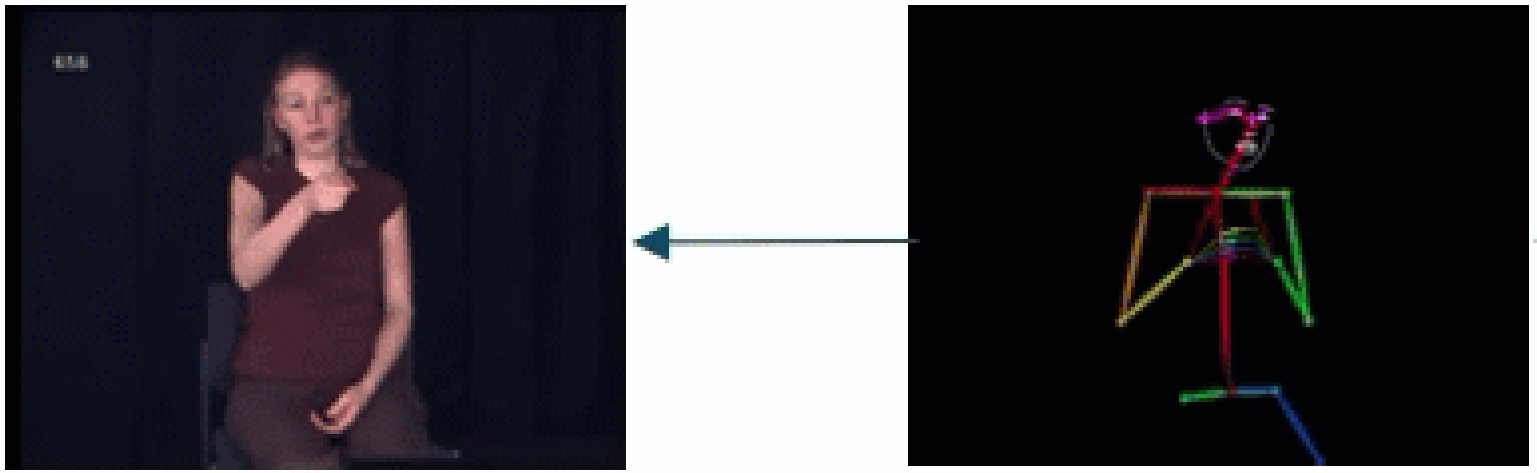
With permission by Paramount's Ananey Studios

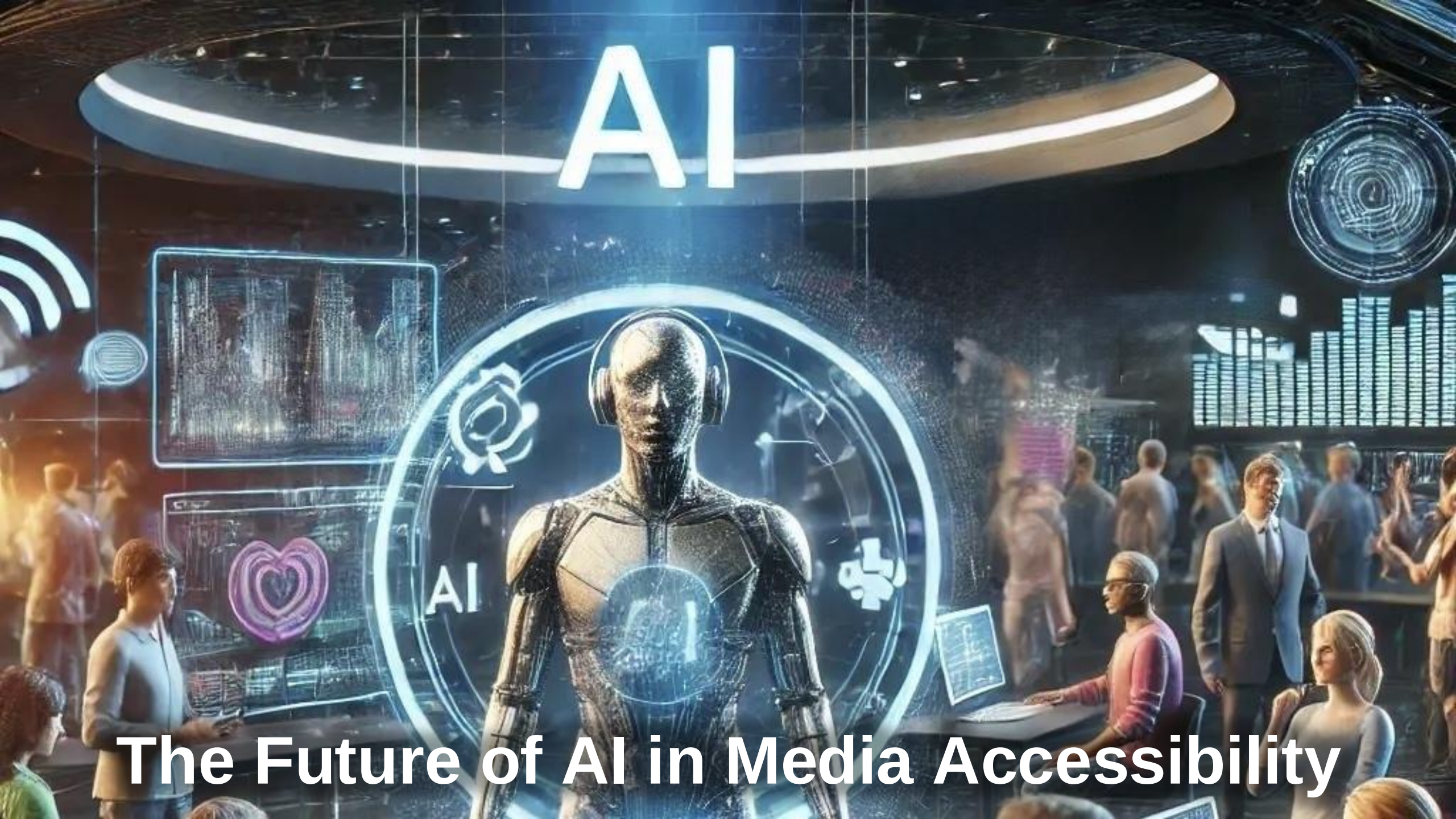
AI Creation of Audio Descriptions



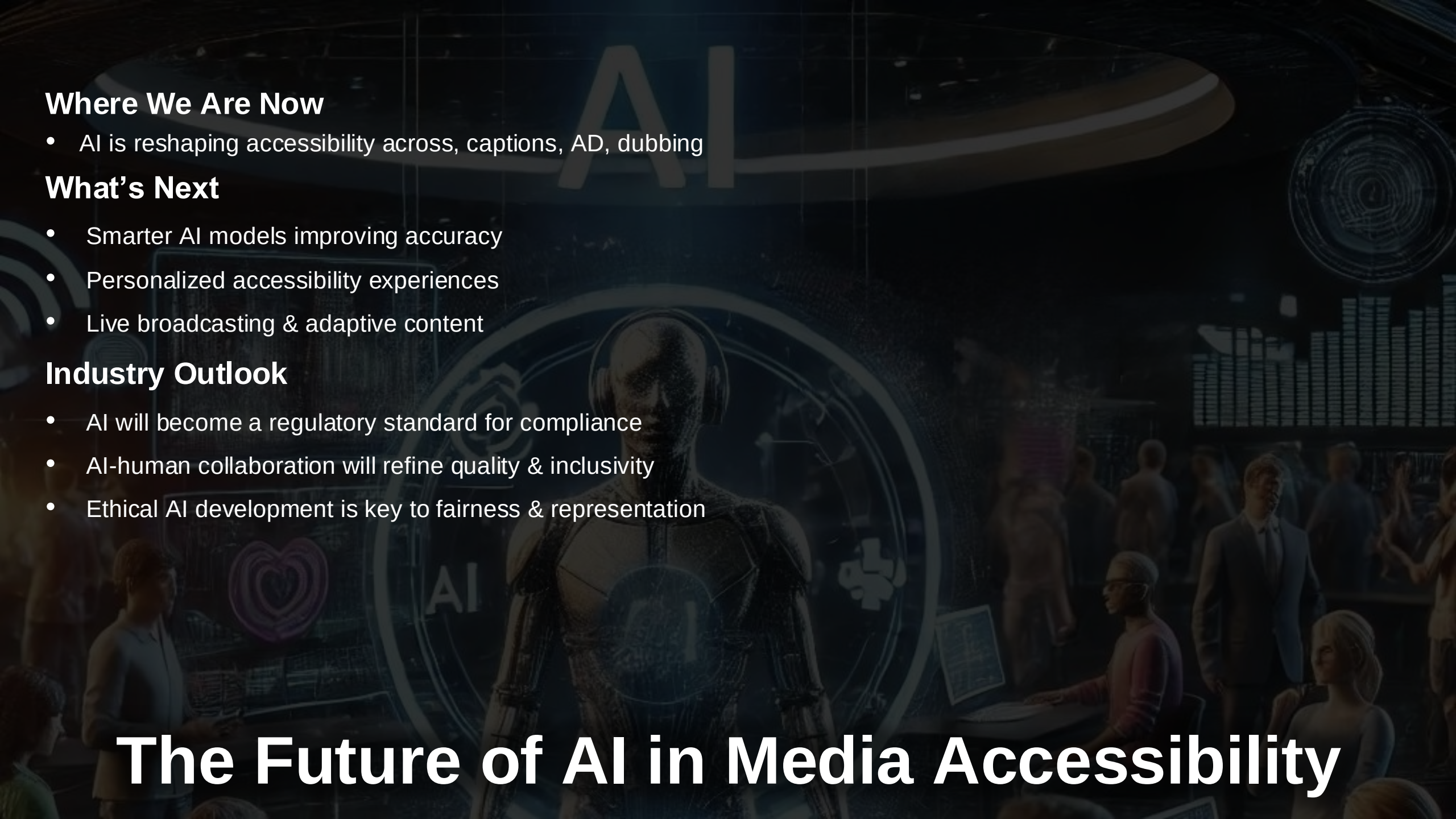


American Sign Language Avatars with Generative AI





The Future of AI in Media Accessibility



Where We Are Now

- AI is reshaping accessibility across, captions, AD, dubbing

What’s Next

- Smarter AI models improving accuracy
- Personalized accessibility experiences
- Live broadcasting & adaptive content

Industry Outlook

- AI will become a regulatory standard for compliance
- AI-human collaboration will refine quality & inclusivity
- Ethical AI development is key to fairness & representation

The Future of AI in Media Accessibility

Let's connect!

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