

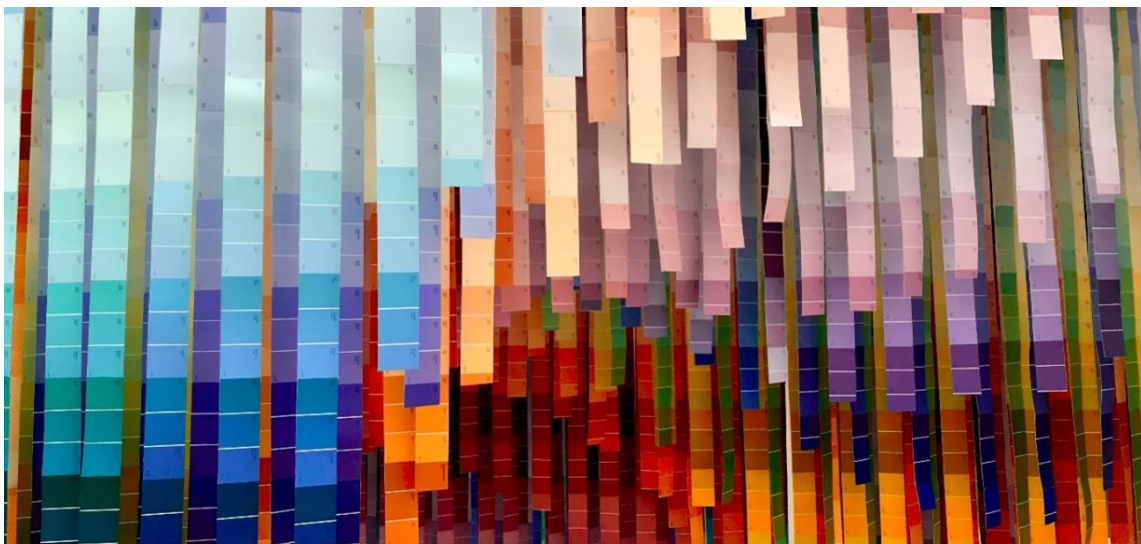


Dear \${FNAME|Customer|Guest}\$

## Welcome to the ISBA Inclusion Update for November 2023

In this special Accessibility edition of ISBA's Inclusion Update, we'll update on ISBA and Flock's Guidance for Accessibility Advertising - REFRAME and World TV Day.

### **ISBA and Flock launch REFRAME: Guidance for Accessible Advertising**



ISBA and Flock have launched REFRAME: Guidance for Marketers on how to incorporate Accessibility into their advertising campaigns.

The ambition of the guide is to encourage all advertisers to consider accessibility when briefing to drive towards an Accessible AV advertising ecosystem by June 2024. This is

in response to significant statistics. There are 12 million people in the UK who are deaf, have hearing loss or tinnitus. Four out of five 18–25-year-olds choose to use accessible features such as subtitles all or part of the time. Ultimately, brands who do not include accessibility elements in their advertising are excluding significant proportions of the population.

You can read more in our [press release](#), or access the [full guide](#).

## World TV Day - Accessible Advertising



Today - Tuesday 21 November, TV companies around the globe celebrate World TV Day to remind us all of the power of TV. The focus of World TV Day 2024 is accessibility and TV's commitment to being accessible to all.

[egta](#), the association representing European television and radio sales houses have produced [a 30-second spot](#) that will be broadcast on TV and shared online to mark the occasion.

[Clearcast](#) have supported the ad by providing a British Sign Language interpreter, plus help from in-house services to make sure it's cleared and delivered in time for the big day - Fast Track, Edit to Clear, Delivery and TV Admin. The ad will be broadcast in the UK on Channel 4 and ITVX today (21 November 2023).

To mark the occasion of World TV Day and this year's theme of accessibility, [Thinkbox](#) has launched an [Accessible TV Advertising Hub](#), with everything you need to know. As well as guidance on making your ads more accessible, you'll also find a new [article](#) from Bobi Carley making the business case and explaining why it's crucial that brands lead the way on accessibility.

---

The next inclusion meeting is on  
**Thursday 30 November, 10.00-  
12.00pm** at the ISBA Office, 12 Henrietta  
Street, London, WC2E 8LH.



If you would like more information about  
any of the above, or to join the **Inclusion  
Network**, please  
contact [Vanessa](#) and [Bobi](#).

---